



# ARCH Support

**Getting Over the Hump**  
**Getting Through a Slump**  
**Flattening the Curve**

*Wednesday's Tip Sheet: Steps pros took to get through a challenging time in life.*

**FEATURED PRO:** *Martha Carrigan, CEO – Big Shoes Network* a focused job board and resource site for digital advertising, communication, graphic & web design, marketing, PR and social media in IL, MN, WI.

## **TELL US ABOUT A BUSINESS CHALLENGE YOU HAD:**

Throughout my career, I've had to make presentations to groups ranging from 3 – 1300. It is deflating when a presentation planned for 50 ends up with only 15 who show up. This happened one time for a sales event introducing a new product. It was guest-only event at a high-end formal restaurant where we invested a LOT of costly event promotion, spent days preparing the content and I was exhausted having taken a pre-dawn flight to get there. Ugh. How to stay motivated for 'only' 15 people?

*It's not the numbers that count, it's the individual.*

## **HOW DID YOU GET THROUGH IT?**

It was hard working up the energy to be 'on' for a small group. The dynamic is entirely different. Some of the guests were clearly

our target audience of decision-makers that could commit the funds to purchase the product. (Read: expensive suits, power ties, coiffed hairstyles.) But a few were in flannel shirts and jeans. Maybe not as influential?

Well, we committed to a quality event, this good soldier was gonna' muscle through! (What a self-important martyr I was - and sometimes still am.) Our product was excellent. The local staff worked hard to make this happen. And the people in the room deserved the best. So on with the presentation.

(more - keep scrolling)

The best – and humbling part - was afterward. The ‘suits’ had to leave quickly but a few of the ‘flannels’ stayed.

We sat at one table and talked about them, about their community. I learned a lot about their business and their cares and even their favorite restaurants that weren’t as fancy but most definitely better than our host restaurant. (One they recommended had the BEST fried dill pickles EVER.)

One guest wrote an order on a napkin during that conversation. It was one of the most financially successful presentations we had.

**KEY TAKEAWAY:** Get over yourself. Care about other people. Ask questions. Learn from them. It’s not the numbers that count...it’s the individual person.

**FAVORITE QUOTE:** “...*man looks at the outward appearance, but God looks at the heart.*” 1 Samuel 16:7