



Advertising
Specialty
Institute®

Time Is Money: How to Increase Your Productivity & Profits

Carolyn Strauss, CSP

Time Is Money: How to Increase Your Productivity & Profits



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

An Opportunity
to Reset



Everyone and everything is open to change

- Who
- What
- When
- Where
- Why
- How



Goal Setting & Life Setting Vision Board

**COMPONENTS OF
A VISION BOARD
THAT WORKS**
Business/ Personal/ Directional

 PERFECT BUSINESS Your ideal clients Your ideal environment Your ideal team members Aspirational projects Words of Wisdom Logos of Companies	 IDEAL LIFE Where you live What you do Where you spend your time Vacations Spiritual Actions Creative Endeavors Philanthropy Projects
 HEALTH AND WELLNESS What your body feels like What your body looks like Your exercise preferences Mental Lifts Affirmations Reading/ Meditating Gratitude!	 FAMILY AND RELATIONSHIPS Who you spend time with What your partnership looks like How your family spends time together- kids- in-laws People in your inner circle Friend time Pets
 TIME MANAGEMENT Make your priorities big What will pull you forward Words to move you forward What do you say "yes" Too	 FOCUS What do you want to focus on Be sure to put at least one picture of YOURSELF in your vision
MONEY  Represent the amount of money you intend to attract Surround yourself and your ideas in luxury Symbols of Abundance	

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EXERCISE:



**Specific,
Measurable,
Attainable, Timely**



**@ 3 thoughts per
area.... More in the
ones that resonate**

SMART:



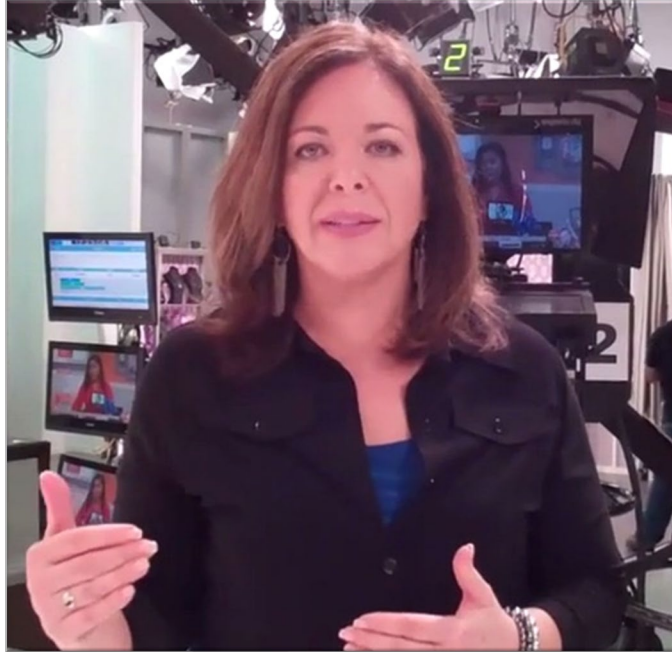
Vision Board Book - Download

Go to:

www.carolynstrauss.com/ASI2022



18 Years on HSN



Flow Sheet

CSC Studio Celebration

Show Number 1L 7/21/2013 Global - \$351,695 TV - \$200,545 .COM - \$151,450

Date: 07/19/2013
Time: 11:01AM
Last Update: 9/19/2012

Show Comments	Feature	Show Sets	Props
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STATUS: Uploaded

<u>Live Show Director</u> Mike Porter	<u>Contact</u> x1000
<u>Planner</u> Joseph Lombardo	<u>Contact</u> x7748
<u>Producer</u> Darryl Marsicovetere	<u>Contact</u> x5149

<u>Guest</u> Carolyn Strauss	<u>Contact</u>
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<u>Host</u> Shivan Sama	<u>Contact</u> x4298
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SEQ	MATRIX	ITEM	MIN	DESCRIPTION	SELLING PRICE	HSN PRICE	RETAIL PRICE	QTY AVAIL	FLEXPAY PAYMENT	EXTRA FLEX PAYMENT	WL	OVP EXCL	REG	ITEM V	CPN
ff		300	255-505	6	CSC Tunic and Print Pant Set	49.90	49.90	79.60	5,274	2 24.95	Y		X	N	N
HSN 49.90, 2 flex for Birthday and free S&H *do not short time, must air*															
ff		301	277-982	10	CSC Printed Maxi Dress	49.90	49.90	0.00	0	2 24.95	N		X	N	N
HSN 49.90, 2 flex for Birthday Brand New															
ff		302	277-936	8	CSC Cross Over Top & Pant Set	39.90	49.90	0.00	4,159		Y		X	N	N
BP Birthday Price 39.90 HSN 49.90. New Today															
ff		303	278-543	6	CSC Zig Zag Shift Dress	59.90	59.90	0.00	0	3 19.97	N		X	N	N
HSN 59.90, 3 flex for Birthday Brand New															
ff		304	278-544	5	CSC SS Top w/ Pleat Front	39.90	39.90	0.00	826		Y		X	N	N
HSN 39.90, Brand New															
ff		305	278-515	6	CSC Zig Zag Wide Leg Pant	59.90	59.90	0.00	0	3 19.97	N		X	N	N

Flow Sheet

CSC Studio Celebration

Show Number 1L 7/21/2013 Global - \$351,895 TV - \$200,545 .COM - \$131,150

Date: 07/18/2013
Time: 11:01AM
Last Update: 9/19/2012

Show Comments	Feature	Show Sets	Props
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STATUS: Uploaded

<u>Live Show Director</u>	<u>Contact</u>
Mike Porter	x1000

<u>Guest</u>	<u>Contact</u>
Carolyn Strauss	

<u>Host</u>	<u>Contact</u>
Shivan Sama	x4298

<u>Planner</u>	<u>Contact</u>
Joseph Lombardo	x7748

<u>Producer</u>	<u>Contact</u>
Darryl Marsicovetere	x5149

SEQ	MATRIX	ITEM	MIN	DESCRIPTION	SELLING PRICE	HSN PRICE	RETAIL PRICE	QTY AVAIL	FLEXPAY PAYMENT	EXTRA FLEX PAYMENT	WL	OVP EXCL	REG	ITEM V	CPN
300		255-505	6	CSC Tunic and Print Pant Set	49.90	49.90	79.80	5,274	2	24.95	Y		X	N	N

HSN 49.90, 2 flex for Birthday and free S&H *do not short time, must air*

301		277-882	10	CSC Printed Maxi Dress	49.90	49.90	0.00	0	2	24.95	N		X	N	N
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DPM's

Dollars Per Minutes

\$200,545 divided by 55 minutes = \$3,646.28 per minute

302		277-931									Y		X	N	N
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303		278-541									N		X	N	N
-----	--	---------	--	--	--	--	--	--	--	--	---	--	---	---	---

304		278-544	5	CSC SS Top w/ Pleat Front	39.90	39.90	0.00	826			Y		X	N	N
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HSN 39.90, Brand New

305		278-515	6	CSC Zig Zag Wide Leg Pant	59.90	59.90	0.00	0	3	19.97	N		X	N	N
-----	--	---------	---	---------------------------	-------	-------	------	---	---	-------	---	--	---	---	---

Flow Sheet

CSC Studio Celebration

Show Number 1L 7/21/2013 Global - \$351,895 TV - \$200,545 .COM - \$ 51,150

Date: 07/18/2013
Time: 11:01AM
Last Update: 9/19/2012

Show Comments	Feature	Show Sets	Props
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STATUS: Uploaded

<u>Live Show Director</u> Mike Porter	<u>Contact</u> x1000
<u>Planner</u> Joseph Lombardo	<u>Contact</u> x7748
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<u>Guest</u> Carolyn Strauss	<u>Contact</u>
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<u>Host</u> Shivan Sama	<u>Contact</u> x4298
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SEQ	MATRIX	ITEM	MIN	DESCRIPTION	SELLING PRICE	HSN PRICE	RETAIL PRICE	QTY AVAIL	FLEXPAY PAYMENT	EXTRA FLEX PAYMENT	WL	OVP EXCL	REG	ITEM V	CPN
↑		300	255-605	6	CSC Tunic and Print Part Set	49.90	49.90	79.60	5,274	2 24.95	Y		X	N	N

DPM's

Dollars Per Minutes

\$200,545 divided by 55 minutes =
\$3,646.28 minute

How do you measure VALUE?

X N N

X N N

X N N

X N N

X N N



How to Define Value:

- Utility
 - plus Scarcity
-



North Korea's elite defies international sanctions ban by importing McDonald's

Six million of North Korea's citizens may be facing starvation, but it has not stopped the regime's elite from using the national airline to bring back McDonald's.



Some officials have had had McDonald's hamburgers delivered to their homes from China through North Korea's Air Koryo. While North Korea has no McDonald's franchises, its neighbour has 850 Photo: Geoff Pugh

North Korea
News » World News »
Asia »

In North Korea



**Kim Jong-un: His
bizarre photoshoots**



Inside North Korea



Human Beings Are:

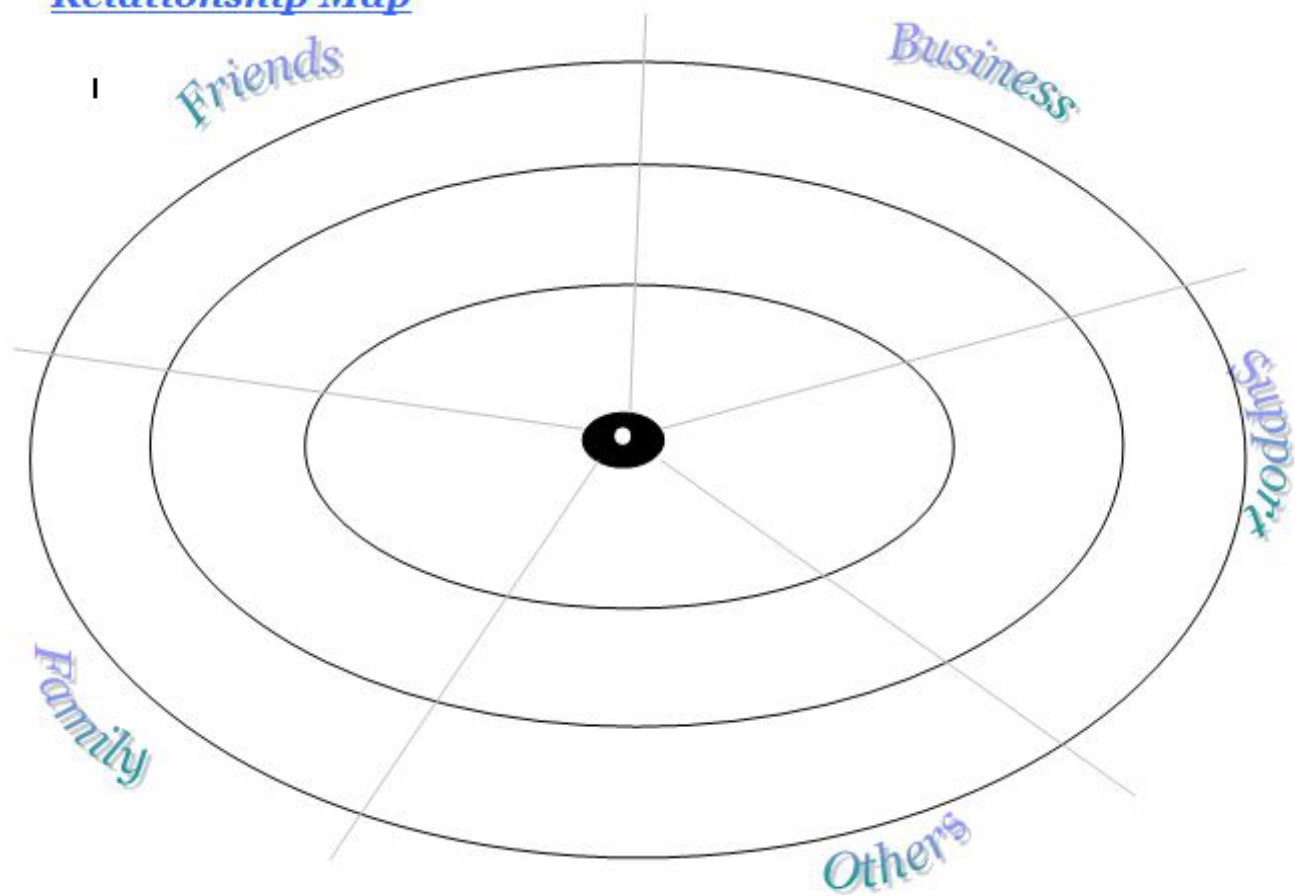






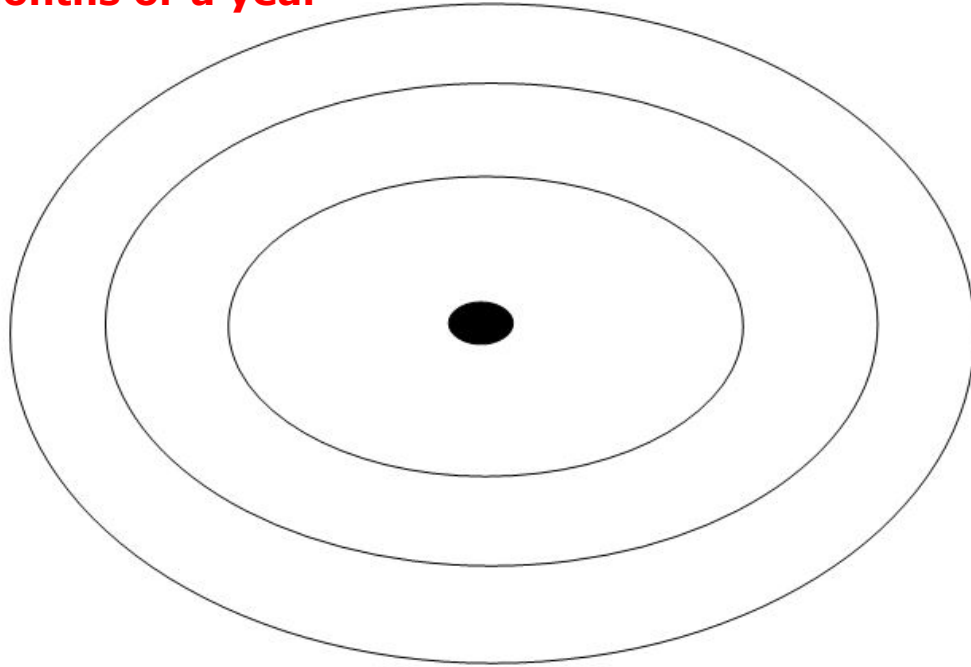


Relationship Map

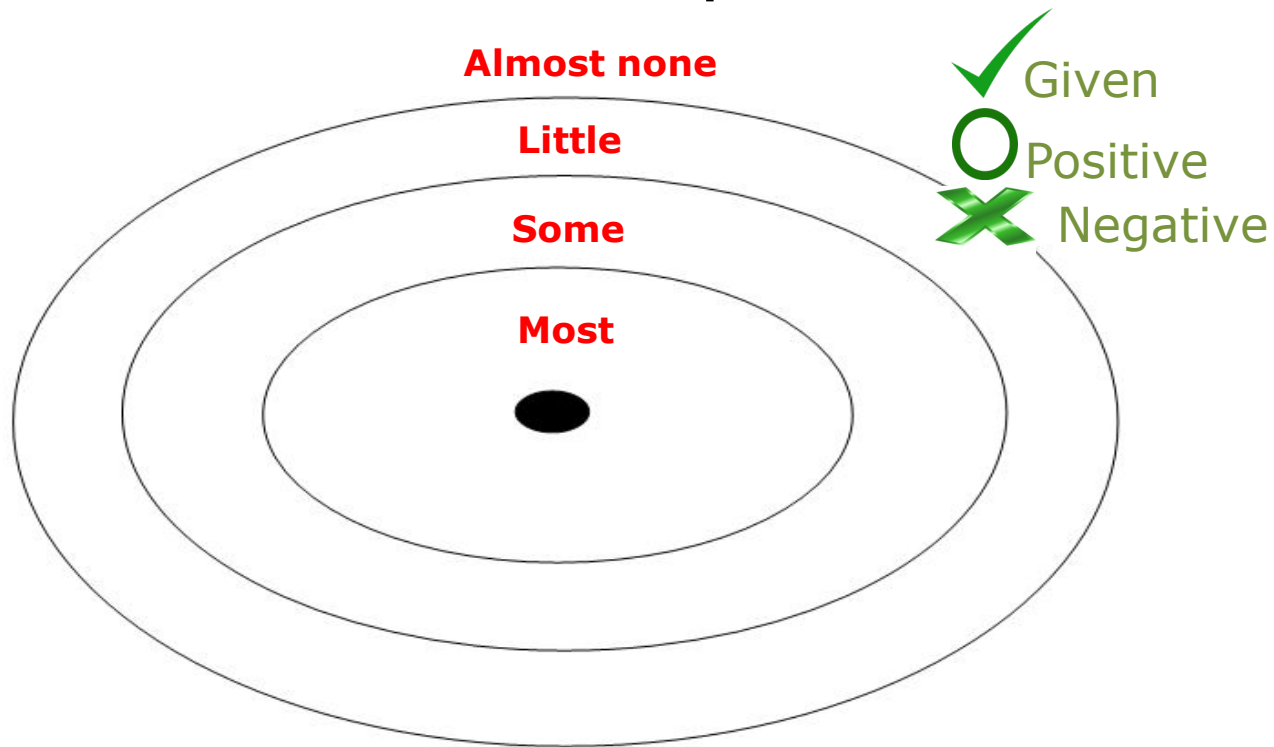


ROI Map

Pick a timeframe
6 months or a year



ROI Map





“Let me tell you
how I work.”

Strategy for
Clear
Communication



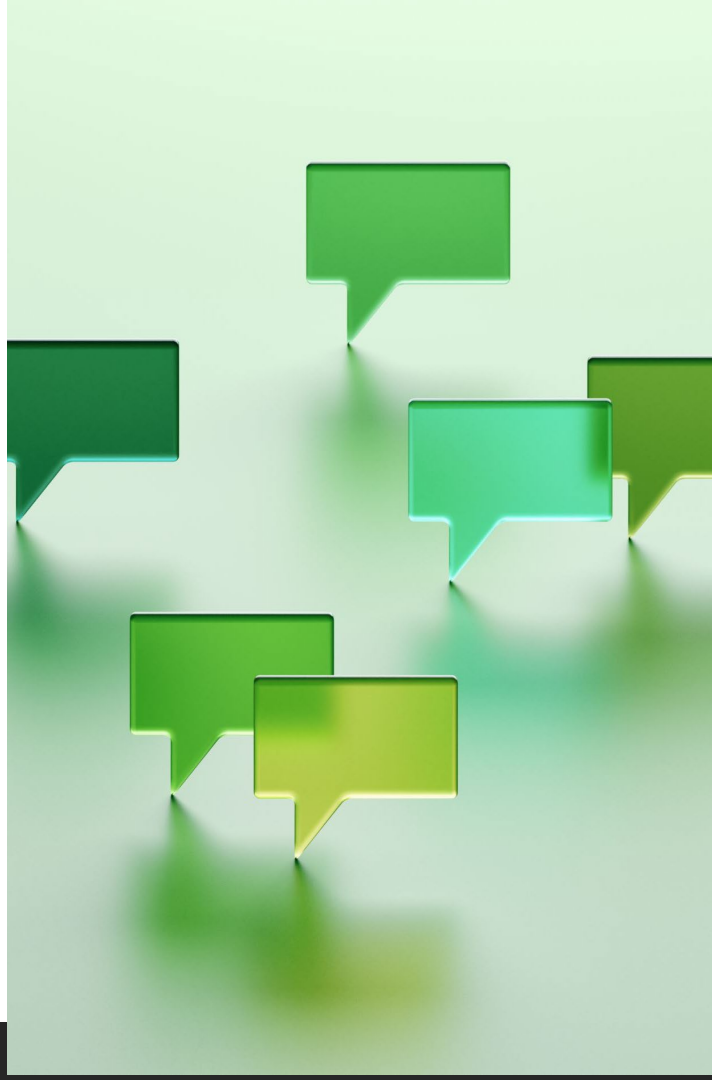


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Strategy for Clear Communication



Strategy for Clear Communication



- Situation
- Background
- Assessment
- Recommendation



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EVERY STEP OF THE WAY™

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SurveyMonkey.com/r/CH_22



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