

## Thank You 2019. 2020 here I come! Equilibrium versus Rewards

What can I say about 2019? I started writing full-time in 2014, but freelanced since 2005 and published my first book in 2011. Who on Earth would have guessed it would be this rewarding! Especially operating within the constraints of a very small population (just over 1 million) that honestly wasn't into the stuff I was writing about too much.

I remember paying tribute to my late Dad in the epilogue of my second book, giving reference to what he told me growing up – that the turn of the decade – **the year 2000** would bring to the world many, many changes. One of which was the Internet – the World Wide Web. In fact, he was the one that paid for my first dial-up internet connection when my mom brought me back my first home computer from one of her trips to the United States. That was also the same year my eldest sister urged me to return to school to get a degree, so I can get a better job and gain an expanded worldview (in lieu of extensive travel and life experiences at that time).

I fought a bit against the book and school thing, but I'm glad I eventually listened (like a lot of big life changing events in the decades that followed).

**What I learnt from all of this**, is that **the four-letter word we love to hate** (you know the one) **F-E-A-R could really make or break you** (no pun intended). **Going with my gut and immersing myself into life and people is what helped me overcome whatever life brought my way.**

I had the usual relationship with school that a lot of people (if they are honest with themselves have) – I hated it. Well, unless you come from a long line of academics and educators that absolutely love studying and reading and analysing and doing more-more-more.



The push to excel at academia was never a factor in our family (honestly). Not that it was discouraged or we were stupid (yes, I know odd choice of words), but because it was a given that we'd go to school and actually make the most of it based on our basic foundation. That and the fact that our parents were busy working multiple shifts and jobs to give us the foundation to live as comfortable a life as possible with what they were equipped and born into. I came along 11 years later, so I just happened to get all the spoils (pun intended) in their twilight years and from my older siblings. Did I make the most of it? Difficult to assess. I guess everything is relativity.

So unto the theme of **REWARDS** I envision for **2020!** Here's how my writing (and speaking) journey went from this part of the world (where few writers I spoke to online have heard much about). Since so many people ask me (locally), "Exactly how do you do what you do?" And is it working for you? (not in those exact words, of course).

### Timeline

**2005** – My first published article in the Business Magazine of a local paper – A Japanese restaurant review.

**2008** – My first motivational article published in the Biggest Sunday magazine of a local paper.

**2009-11** – Continued contributions to magazines regionally and internationally whilst working full-time.

**2011** – Published a collection of those articles in my book **Thinking out Loud**. Spoke at a Career Day.

**2012** – Review of Dec 2011's Book launch published in local paper. Guest speaker at US College and at my high school alma mater's graduating class. Returned to field of Marketing & Communications.



2013 – Completed 2<sup>nd</sup> manuscript with new job on sister isle (Tobago) as muse. Quit 8-4 in December.

2014 – Launched Motivational Workshops on central themes of book & work-life experiences. PR. Open mic at main library. Dramatized Tale-a-thon reading of a local book to (screaming) kids at main library's atrium. Wrote environmental documentary script. Contributed to NYC magazine.

2015 – Bigger launch on both islands of 2<sup>nd</sup> book – **How To Find Yourself & Claim What's Yours**. PR in most major local newspapers and Barbados Advocate. Finally, did radio & TV! More speaking engagements – Rotary, local libraries, private workshops. 2<sup>nd</sup> consecutive year of the main library amphitheatre Tale-A-thon reading. Began feature writing for local paper.



2016 – Launched A&E Musiq Fest (formerly Book Talk & Jazz) & informal career coaching. Wrote features on entrepreneurs & creatives for more magazines. Contributions to the Huff Post (USA). Began workbook on finding your true passion. Published poetry collection on Kindle (book #3).

2017-9 – Research, creation, innovation, facilitation & hosting of more workshops + A&E Musiq Fest events.



**My 2019 theme of Equilibrium** equates to **stability and synchronicity with business and personal life. Mind, body & spirit must be in sync to operate and produce at optimum levels** in both spheres.

**My redefined approach for HIC Omega Consulting** is that **each personal and client endeavour must be in sync with my vision** (which is to serve in a genuine way) in order to reap resplendent gains. Thereto, honest and articulate communication of ideas, goals and vision whether it be profit, service, repeat business, innovation or learning must be central to each transaction.

**Evolution of the writing business** has morphed from blogging into paperback books, audiobooks, motivational columns, freelance writing, scriptwriting, technical writing (industrial relations), workshops, motivational speaking and **the list is infinite once passion and equilibrium are present**.

**The marketing reach** - My work was able to reach beyond our 1.4 million population purely by doing genuine personalized work using all my life and work experiences to create a buzz via the different platforms including the various magazines/newspapers, event 'spaces' to produce optimum work as I grew as a writer and speaker to earn commensurately with my passion, creativity and time invested. Of course technology (web, exceptional photos and creative videography) complemented my work. Loads of money was not spent on advertising or investment. The only investment was spending my time wisely with and on those who invested and believed in me and my ultimate goals at various points along the evolution of my 'craft'.

**Training** - Though I am not trained in the intricacies of copywriting, social media optimization, analytics, graphics or anything too techy, I am extremely passionate about writing with heart (passion) and seeing the range of emotions – smiles, (sometimes tears) and hearing the laughs in the audience. At the workshops, the type of personal experiences shared with total strangers is priceless. As a rookie doing this on a small scale, getting this type of genuine feedback/results and not losing money was a great motivator and launching point for further growth to build momentum. Heck! I was glad I got total strangers to pay almost from the get-go and without a BIG brand backing me or a marketing, social media or design pro advertising for me.

**The Biggest Reward** and fulfilling moment (for me) is when you realize people actually get what you are about, the stuff they consistently say is coming from the heart and actions follow their words. That means there is **trust based on commonalities to pave the way for loyalty**. The ones who are inconsistent or non-commitment in their 'promises', I learnt the hard way are simply paying lip service, aren't your ideal customers, nor do they value what you are selling or are trying to achieve. Or perhaps they place a lesser priority for their purchasing power on your products. That's why monitoring and observation is so important if any business is to continue making money operating in that 'space' (socio-economic environment).

**Identifying your ideal customers** – Honest and unambiguous communication, genuine feedback and follow through is what works for me. If customers do not feel comfortable telling you exactly how they feel about your work and what they require from you in the most diplomatic, yet direct way possible, then there will always be misunderstandings leading to eventual chaos. In my opinion those are not your ideal customers (unless you are doing it to gain knowledge or experience). In my experience this will eventually lead to deferred payment and slow decisions – not the best use of your time and also slowing down the customers in the pipeline who really want and can pay for your product to manifest more wealth! The same can be said for business partners, friends, advisors and anybody considered to be part of your inner circle.

**Deal breakers** – The moment people cannot be (consistently) **genuine** and direct in a polite way – even if they don't (always) agree with your points of view; for me that means they are either not on the same wavelength (product background/ethos), nor open to changing perspectives in a modern world where businesses are shrinking due to automation, technology and higher overheads. Either that or there is some bias or spiritual block as it relates to ideologies of the brand.

**The emphasis** now is placed on service and after-care with an open, creative, persistent and discerning mind and personality to maintain sales and attract new customers. **My ideal customers** share these characteristics and are indirectly conducive to true + consistent wealth creation – especially in the early stages of a business or endeavour. Body language speaks volumes and are great indicators of where your products and services are needed most and those willing to pay or invest – based on its evolution, value or potential for expansion.

With this being said! **2020 for HIC Omega Consulting** – No matter what form it takes, **6 components** are necessary for my wholehearted continuance from this point to infinity – **Humour, Inspiration, Learning, Re-invention, Creative, Respectful (unbiased) Communication**. For optimum work, 2019's theme of **Equilibrium** MUST be met – a creative 'space' for mind, body + spirit to be in sync to attract and maintain aligned customers.

**There are several ways to re-invent** what has already been done or said by you or anyone else throughout the ages – A personal stamp unique to you that works well with your unique customers: Your unique **Persona** (good balance of seriousness & fun based on time, place & situation), **Music, Movies, Technology, Literature, History, Spirituality, Cuisine, Pop-Culture, Multi-culturalism, Universality** for common ground, bonds & equality to be forged (Love, Peace, Health, Adversity, Pain, Humour, Progress, Luxury, Beauty).

**A Brand that Leaves a Lasting Impression** - A tough lesson in business is that not everybody is going to be your ideal customer. Some are mystery shoppers (curiosity/experimentation, research) and others genuinely need and WANT what you are offering because it fills a needed space in their life, they will purchase for their loved ones and spread the word far and wide (sometimes without you even knowing) because they believe in its worth and value. They will sell your products as if it's their own because they feel an unbridled affinity with what your being permeates.

As 2020 inches into a new era, I look forward to seeing where it will take us all!

*Sincerely,*

*Carolyn Correia*

