

# DROPMOCK



## THE \$1,000 GIFT

Do you have a long-term vision for your brand or business? Do you know what products you want to launch? What equipment you want to buy? The size of a team you want to hire? Let's pretend you meet a rich business man on a random elevator ride. You get to talking about each other's occupations and to your disbelief, he says he'll give you \$1,000 to grow your business if you can tell him exactly what you would spend the money on. Would you have an answer ready for him? Do you know your business well enough to know how you would use an investment?

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# YOUR PITCHING YOURSELF EVERYDAY

Jamie & I went to see Shark Tank Investor, Daymond John speak at a local event. We learned about his top success secrets & how he started a successful fashion company from his mother's living room. There is one key point from his keynote that I need to let you know about. *Pitching, doesn't only happen in the Shark Tank. You are pitching & selling yourself every day!* Think about this. What you wear, is sending a message to the people in the store. The people you're hanging out with on Friday night, conveys a message about who you are. These days, the things you're tweeting & posting about on social media, are going to be looked at by my potential employers or investors. You are pitching who you are & what you do, everywhere you go. If you dream of working with investors, you need to set your future up for sustainable success by making the best, everyday choices possible. Your daily decisions could make or break a potential deal!



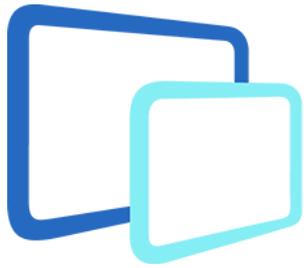
## THE CEO'S MESSAGE

JAMIE OHLER

I want to take a moment and say THANK YOU. I am convinced that DropMock has the best friends on the planet. We love serving, investing & supporting amazing people like you.

**THANK YOU FOR BEING  
APART OF THE DROPMOCK  
FAMILY.**





# DROPMOCK

## MEET THE TEAM: MADYSON



## Questions with Madyson

Meet the DropMock Team

1.) What is your job here at DropMock?

- My role can best be described as social media manager & special projects assistant!

2.) What does a typical day look like for you?

- A usual work day consists of creating social media content for Facebook, Instagram or YouTube. Working on the newsletter, podcast or DropMock blog. I'll go live in our groups or as of lately, we've been working hard on a special project. The IMVirtual Summit coming up next month!

3.) What's a fun fact most people don't know about you?

- I love watching the same movies over and over again. I never get tired of my favorites no matter how many times I've seen it!

4.) What's on your 2020 bucket list?

- I don't care too much for New Year's resolutions. Instead I break my goals into 90 Day Challenges to make them more achievable! So, I'll have 3-5 goals on my list to accomplish between January-March. However, when I think of next year, I'm going to set 90 Day Challenge goals that get me closer to a bigger professional goal for the year, which is to hit a specific revenue goal with coaching!



## CHOOSING GRATITUDE

Here's the thing about gratitude. Yes, this is a perfect time of year to spark the conversation about thankfulness. However, there is absolutely no reason why we can't show an attitude of appreciation on a Monday morning in February before work or on a Friday night in July before date night. We can't expect to be grateful human beings if we're only practicing appreciation once a year! As with anything in life that we want to find success in, we have to be consistent. Repetition is how you'll succeed! Luckily, practicing gratitude doesn't have to be overly complicated or take huge chunks of time from your day! At the end of the day, your life is all about perspective. You get to choose what you focus on! You can choose to focus on the happy, healthy or choose to look at the unhappy & negative.

**GRATITUDE: THE QUALITY OF BEING THANKFUL; READINESS  
TO SHOW APPRECIATION FOR AND TO RETURN KINDNESS**

Gratitude helps you to recognize how extremely blessed you are. In a world that constantly wants better, that wants more & more, without recognizing all that they already have, an attitude of appreciation can go a long way. Sure, you might not have the iPhone 100, but you have an iPhone 8 that captures priceless memories of your family just the same. You might not have clothes from Prada, but at least you aren't running around the office naked! It's all about perspective friends. When you take a few minutes to yourself in the morning, with a plain sheet of notebook paper in front of you and reflect on all the little, ordinary things in your everyday life, you realize that those are actually pretty extraordinary and you have a whole lot of blessings you can choose to show appreciation for.

# TIK TOK: IS IT THE NEXT BIG THING?

## Should you get in on the trend?

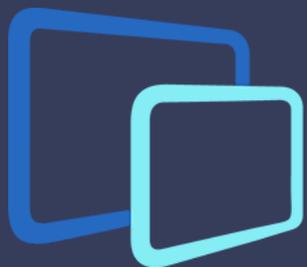
TikTok is all about fun and visually appealing content. It's an extremely popular platform among Gen Z's, a.k.a young adults between the ages of 16-24. The app has been downloaded over 123 million times in the United States alone! Some are calling it a mashup of Vine, Twitter and Instagram. The question you might have on your mind with all the TikTok talk going around, is if the platform is somewhere your brand or business actually should be. Right?

One important thing to remember, TikTok isn't suppose to be for professionally created content. It's specifically designed to be laidback, casual & super fun for the viewer. If you're trying to grab the attention of younger folk & sell a product or service to that target market, this platform would be a great place to grab their attention. Or maybe you are hoping to make your business more personable, you want your audience to feel connected to your team, this would be a great platform to create that sense of friendship. "For a business to be successful on TikTok, they need to first be active on TikTok," said Mike Prasad, CEO of Tinysponsor. "Give users a reason to follow you." I'm going to take his advice and spend the rest of 2019 consuming & creating content for this trendy platform and see what more I can find out to share with you about the rise of TikTok.



500 MILLION  
MONTHLY  
USERS AND  
COUNTING...





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