

HEARTCORE

VOL. 2 | MARCH 2022



Stacy De

THE DOUBLING
DOWN &
REFINING
ISSUE

**KEEP MORE
MONEY**

TOP STRATEGIES
FROM A 1% CLUB
FINANCIAL
LIFE COACH.

SUCCESS STORY

HOW SHE WENT FROM €0
TO €18K/MONTH IN JUST
OVER 1 YEAR.

**MASTER
YOUR TIME**

TOP PRODUCTIVITY TIPS
FROM THE HEARTCORE
COMMUNITY.





**IT'S IN
YOU TO
COMMIT**

Stacy

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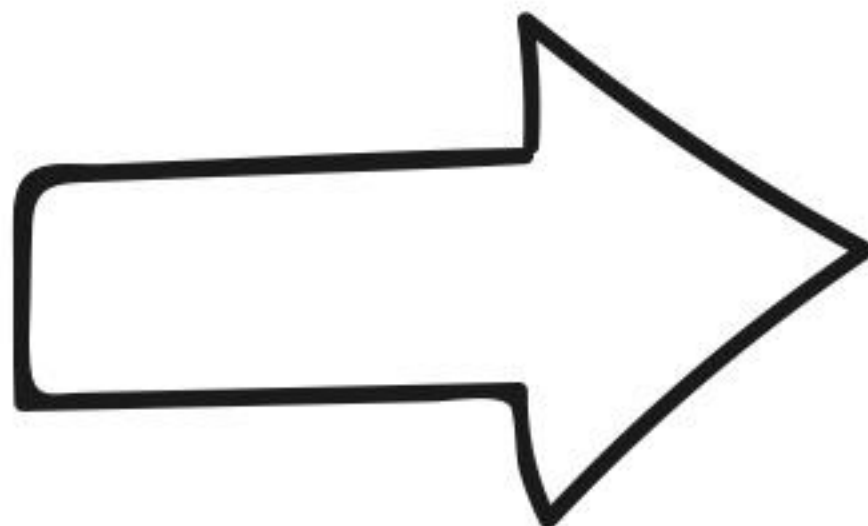
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LETTER FROM SHANDA



I want the Heartcore community to be the community that gets stuff done with intention.

That's why I've been obsessed with training you on how to prioritize, create your focus time, and close loops.

If you keep yourself "busy" working on open loops you're stunting your own growth. Take the coaching and spend 60-90 minutes each day closing your open loops so you can be more effective.

This month's issue is all about providing you with the tools, inspiration, and guidance you need to take the coaching and rock it out this month.

Enjoy!

Shanda

LET ME KNOW WHAT YOU LOVE
ABOUT THIS MAGAZINE. SHARE 1 THING
YOU LOVE ABOUT THIS MAGAZINE IN THE
MENTOR ME LIVE FACEBOOK GROUP
WITH “#HCBMAGAZINE.”



We got a second dog for Zack this Christmas, and we're happy to announce after getting your vote that her name is Holly! She has the **SWEETEST** temperament and is out of this world **CUTE**. Her favorite thing to do is play with her big sister Cuddles, and she absolutely loves her family.

KEEP

MORE

MONEY



FIND **MICHELLE TASCOE**
IN THE MENTOR ME LIVE
FB GROUP

[HTTPS://WWW.FACEBOOK.COM/
GROUPS/MENTORMELIVEHCB/](https://www.facebook.com/groups/MENTORMELIVEHCB/)





We are officially in tax season here in the U.S. and with that in mind, we're featuring some smart tax and money tips from our 1% Club client **Michelle Tascoe**.

Michelle went from 4 credit cards in collections and a car repossessed to being credit card debt free, paying off both of her cars, and buying 6 houses. She has been a financial life coach for the last 14 years. Her goal is to help her clients be financially confident by knowing their numbers and having a solid plan they can follow to reach financial freedom.

Take it away Michelle!



Tax Tips

(U.S. Specific)

1: Know when taxes are due and let your accountant know ahead of time if you want to file an extension.



PENALTY NOTICE

The penalty for not filing your taxes on time is 5% of your unpaid taxes for each month that the return is late, maxing out at 25%. Typically taxes for businesses that are S corporations and LLC partnerships, are due March 15, most accountants will file both your business and your personal taxes at the same time. This year personal taxes are due April 18th. If you need to file an extension the deadline to file taxes in the fall is Sept 15 for S-Corps and usually Oct 15th for personal. This year it is Oct 17th for personal taxes. There is no penalty if you file an extension as long as you pay the full balance that you owe.

ACTION STEP: DECIDE IF YOU PLAN TO FILE AN EXTENSION AND REACH YOUR ACCOUNTANT. YOU MUST DO SO BEFORE THE ORIGINAL SPRING DEADLINE TO FILE.

2: Write off ALL your business meals from 2021 & 2022.

In years past you could only write off 50% of your business meals. Under the Consolidated Appropriations Act the IRS is allowing for 100% of meals to be written off for years 2021 and 2022.

ACTION STEP: GO BACK AND ADD UP ALL THE BUSINESS MEALS AT RESTAURANTS YOU HAD FOR LAST YEAR SO YOU CAN WRITE OFF 100%, AND PLAN TO TRACK THIS INFORMATION FOR THE CURRENT YEAR TOO!



3: Be prepared for what you may owe to the IRS so you can find strategies to mitigate your tax liability.

There is a tax return estimator from H&R Block that you can use to estimate your tax refund or to find out what you might owe if you run a business. Using this simple tool can help you plan ahead and be proactive with your taxes.



ACTION STEP: GO TO [HTTPS://WWW.HRBLOCK.COM/TAX-CALCULATOR](https://www.hrblock.com/tax-calculator) AND USE THE TAX CALCULATOR SO FIND OUT YOUR ESTIMATED FEDERAL REFUND OR HOW MUCH YOU MIGHT OWE IN TAXES TO THE IRS. USE THIS TO START A DISCUSSION WITH YOUR ACCOUNTANT ON HOW YOU CAN MINIMIZE YOUR TAXES THIS YEAR.

Money Tips

1: Account for the expected but unexpected expenses.



These expenses don't occur monthly but occur once or twice a year and usually go on a credit card to pay the bill and "figure it out" later. Things like auto expenses, gifts, medical bills, and vacations.

Most people leak money with subscriptions. These include Apple iTunes, streaming books, movies or music subscriptions, gym memberships, subscription boxes, and yearly memberships. It's great when you're using the services, but if you go several months without using the services, it is a leak in your bank account that adds up.

ACTION STEP: THINK AHEAD. WRITE OUT THE DIFFERENT AMOUNTS YOU MIGHT OWE THIS YEAR IN THESE CATEGORIES, DIVIDE THAT BY 12, AND SAVE THAT AMOUNT EACH MONTH TO COVER THESE WHEN THEY COME UP.

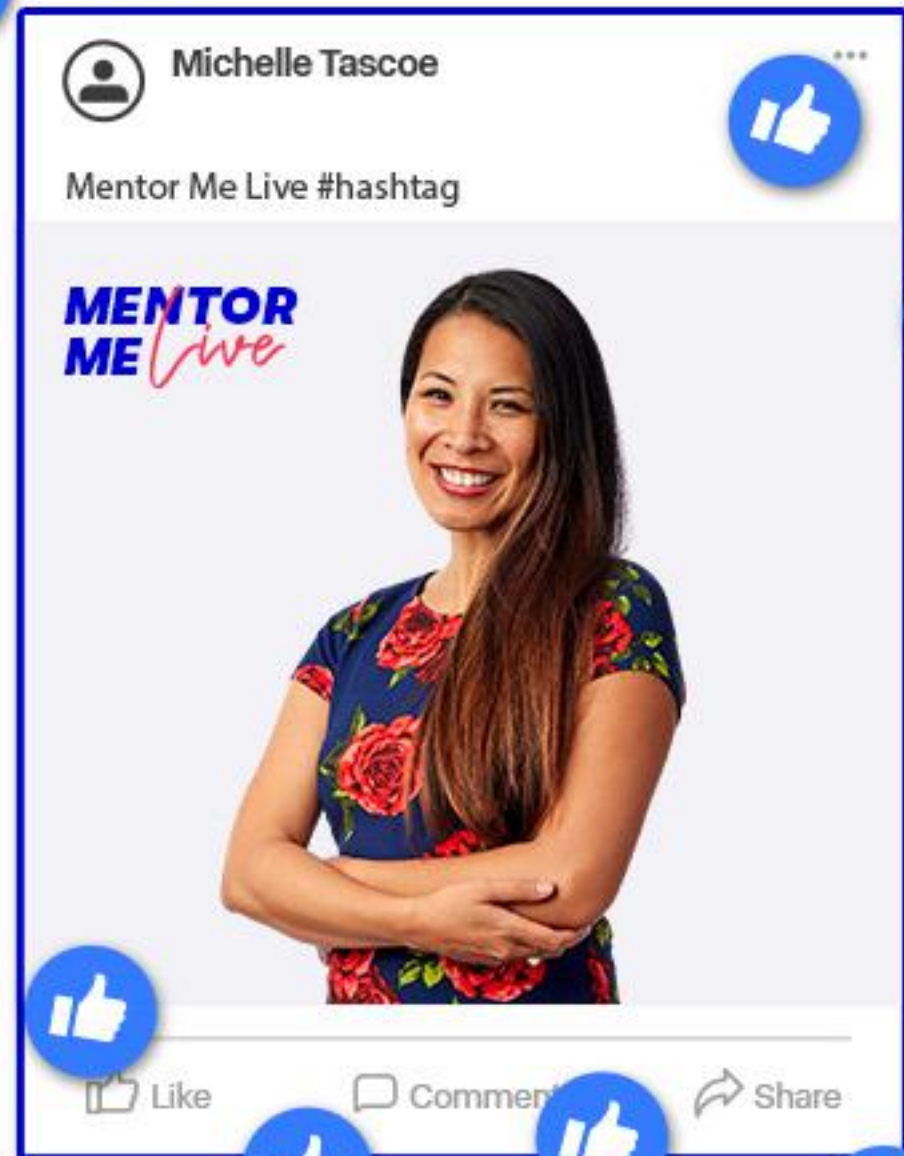
ACTION STEP: SET UP A POWER HOUR TO GO THROUGH ALL OF YOUR SUBSCRIPTIONS AND CANCEL OR PAUSE THE ONES YOU'RE NOT USING. MANY OF THESE COMPANIES WILL ALSO REFUND YOU AT LEAST THE LAST MONTH, IF NOT MORE, AS LONG AS YOU ASK.

2: Audit your recurring expenses to find where your accounts are leaking money.



Thank **Michelle**

Post your #1 Takeaway from this article in the **Mentor Me Live** Facebook Group, tag Michelle Tascoe, and #HCBM Magazine.



IS YOUR BUSINESS SETUP THE RIGHT WAY?

SPECIAL OFFER FOR HEARTCORE CLIENTS!

**PROTECT YOURSELF AND YOUR ASSETS WITH
THE RIGHT CORPORATE STRUCTURE THAT CAN
GET YOU ACCESS TO BUSINESS FUNDING AND
UP TO 250 TAX DEDUCTIONS!**

**SCHEDULE AN APPOINTMENT WITH OUR PARTNERS
AT **PRIME** CORPORATE SERVICES TO FIND OUT MORE.**

BOOK NOW

OFFER VALID IN THE U.S. ONLY

CLIENTS THAT TOOK THE COACHING

SUCCESS STORY

JOHANNE O'HALLERON WENT FROM €0 TO €18K/MONTH IN JUST OVER 1 YEAR BY SIMPLY TAKING THE COACHING. EPIC!

Tell us who you are and what you do.

I'm a single mum from Ireland, and I help mums in corporate figure out their purpose and turn it into a business that works around their life.

Describe your life before you joined the Heartcore Community.

My business before Heartcore was non-existent. I had zero clients and only a handful of prospects, and I desperately wanted to leave my corporate job. I had very little time for family or friends because I was pouring everything into my business.



Describe your life now.

I first joined Heartcore through List Power Intensive off the back of a Revenue Challenge in October 2020, and everything started coming together with my first sale in November 2020. After hosting multiple summits and events, I had my first €18,000 sales month in January 2022!



Thinking Note:

**Notice the stacked events
Johanne went through to
become a success story.
Don't give up too soon.**

I've also modeled Shanda's flex week system, which has been a dream. I finally have time for my family, friends, and the things I love while also growing my business. AND, I met my new partner thanks to all I learned inside of Heartcore Leadership!

What is the #1 realization, change or shift you've had since joining the Heartcore community?

Everything is possible once you learn to manage your mind and emotions. Don't focus on what you think you can achieve; go after what you really want to achieve. We limit ourselves so much without realizing it. Leadership is necessary to get you to where you want to be.

It's insane how we reason with ourselves to not take the steps to get what we want.

Don't downplay the power of community. Support comes in many forms, not just from the coach. Make connections with and learn from those around you because they can help you see your blind spots and what is getting in your way.

Johanne's 1 Piece of Advice:



Complete Leadership alongside building your business coaching, and follow the coaching exactly as it is laid out. Go all in now!



MASTER YOUR TIME

TOP PRODUCTIVITY TIPS FROM THE
HEARTCORE COMMUNITY.



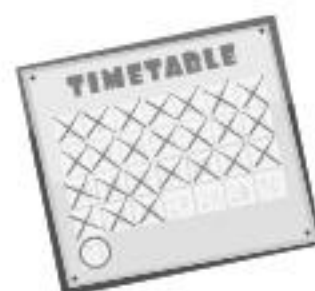
Shanda's coaching to create a 60 or 90-minute focus block each day is SO helpful for staying productive! Every week I decide on the top 3 results I'm committed to creating that week, based on my quarterly & yearly goals. Then I make sure everything I do during my daily focus time will get me closer to those results!

BRITTNEY REBER



Track your time and mindmap your week ahead. These 2 things always keep me on point. Have a set end time for your workday, and honor it!

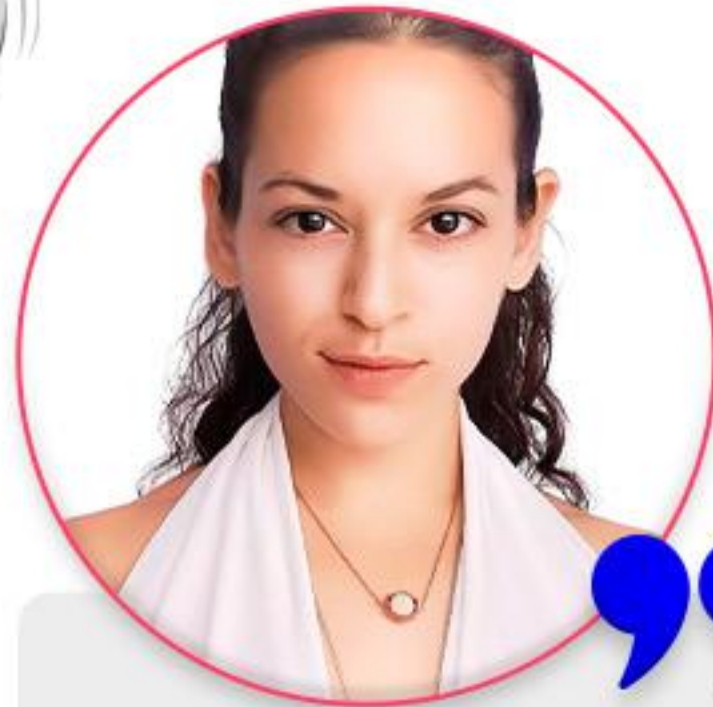
ROSE METCALF





Get up at least one hour earlier than you are and put yourself to bed at least one hour earlier. I also recommend closing all the tabs on your laptop and turning off all your notifications when you aren't working.

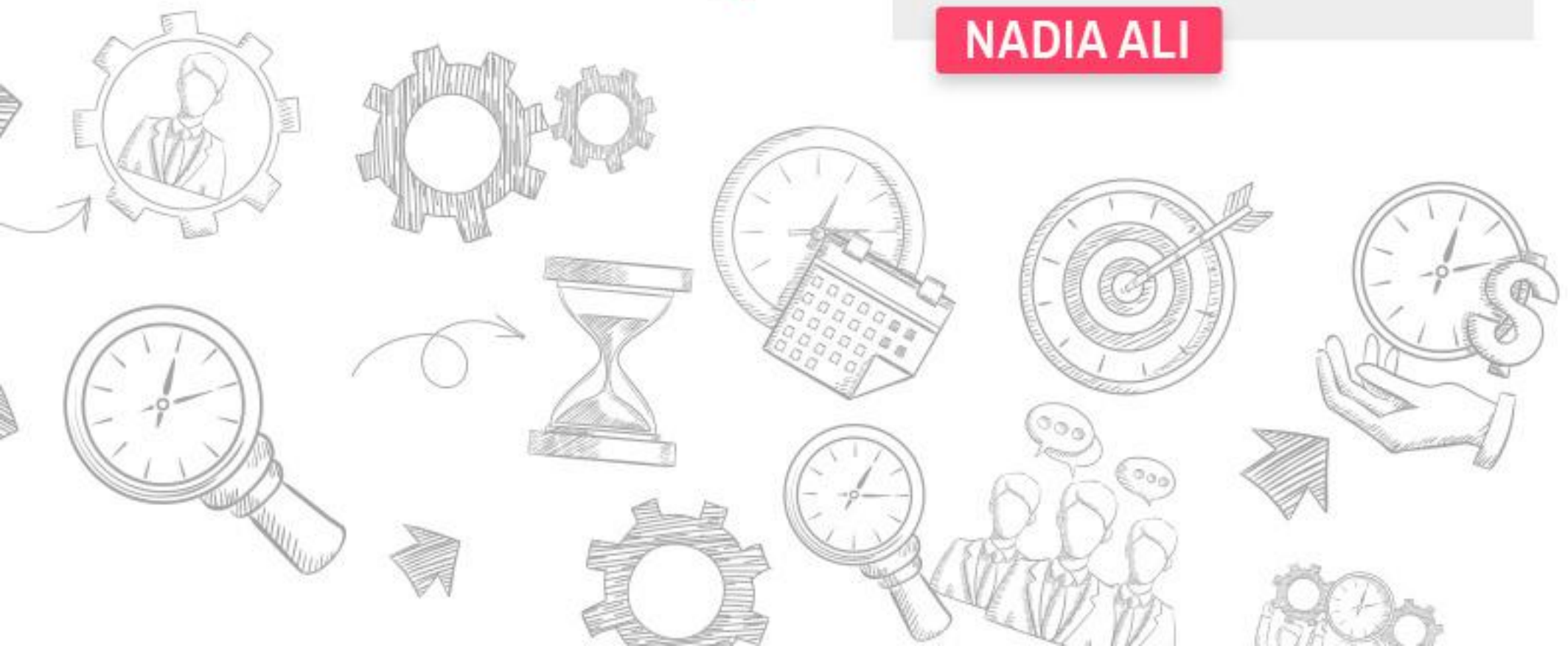
HAYLEY HOBSON



Every time we get distracted for even a split second, it takes 23 minutes to refocus. That's why I make it a habit to put my phone on to not disturb and close my inactive browser tabs.

Plan your day and schedule tasks if necessary, but don't waste time making lists. And make time for your 90 min focus window!

NADIA ALI



SHANDA'S MARCH FAVORITES



ONE
NUDE LARIAT



"These are
a few of
my Favorite
Things"



Shanda Sumpter

1% CLUB & MENTOR ME LIVE...

JOIN US IN SAN DIEGO

MENTOR ME *Live* **MASTERMIND** **APRIL 4-5**

CHECK YOUR EMAIL FOR THE
LINK TO RSVP. IF YOU DON'T
SEE IT, MESSAGE [CLIENTCARE
@HEARTCOREBUSINESS.COM](mailto:CLIENTCARE@HEARTCOREBUSINESS.COM)

SEE YOU THERE! >>



I've worked with billion dollar corporations and month-old start ups - both FILLED to the rim with brilliant people.

Know the #1 lesson I learned from working with all that brilliance?

You need BOTH mindset and business strategies to hit your goals and create the business and life you want.

It may sound obvious, but what are you doing right now to reach the mental strength to get to that next level?

That's why my **14 Day Revenue Challenge** starting March 7 is packed with not just the strategies that helped so many of my clients get to million dollar businesses - but also touches on who you need to be to run them.



IN THE CHALLENGE YOU'LL DISCOVER HOW TO:

- Identify the exact limitations leading to procrastination, fear, overwhelm, and other emotions stalling your ability to get where you want to be
- Create a profitable product or service and price it so your ideal customers line up to get their hands on it
- Write copy that speaks to your ideal customers and inspires them to buy
- Build a big, responsive list of eager to buy ideal customers from scratch (even if you're just starting out)

JOIN ME FOR THE **14 DAY REVENUE CHALLENGE** SO I CAN
SHOW YOU HOW TO TRANSFORM
YOUR BUSINESS AND LIFE NOW.

GET ACCESS

IN CASE YOU MISSED IT

HEARTCORE GIVES IS PARTNERING WITH PROJECT ORPHANS AND TULSA GIRLS HOME SO WE CAN HELP SUPPORT THEIR MISSION TO GIVE TEEN GIRLS SHELTER, ADVOCACY, AND A SAFE ESCAPE.

I HAD THE OPPORTUNITY TO TO INTERVIEW BRITTNEY STOKES, CO-FOUNDER OF PROJECT ORPHANS, ON THE HEARTCORE BUSINESS PAGE. **CHECK IT OUT!**

WATCH NOW



YOU STILL HAVE TIME TO
GIVE TODAY TOWARDS
PROJECT ORPHANS. JOIN
YOUR FAVOR WITH OUR
FAVOR AND BE
GENEROUS TODAY!

GIVE NOW

HELP US REACH OUR GOAL OF

25K THIS MONTH

F O R P R O J E C T O R P H A N S

WANT TO BE FEATURED?



SHARE YOUR TESTIMONIAL WITH US!
VISIT THIS PAGE TO SHARE YOUR SUCCESS STORY
WITH US TODAY.



SHARE YOUR STORY