

**Fridays with Doria & Friends**  
**Dr. Letitia Wright & Dame Maria Simone Event Notes**

**Connect with Dr. Wright**

<https://wrightplacestudios.com/>

Dr. Letitia Wright 909-235-9744

**Connect with Maria**

Dame Maria Simone

Co-Founder

ZenMoose Capital, LLC

Investing In Transformation

[www.ZenMooseCapital.com](http://www.ZenMooseCapital.com)

“An innovative capital solution for the financing of entertainment and media tech.  
Impact meet Profit”

[www.ZenMoneySolutions.com](http://www.ZenMoneySolutions.com)

Unsecured financing to fund your dreams!

[www.facebook.com/mariasimone](http://www.facebook.com/mariasimone)

To schedule a call...

<https://moneycatalyst.as.me/>

**Connect with Jill Lublin**

<http://jilllublin.com/kindnesscircles>

<http://publicitycrashcourse.com/freegift>

Check out Jill's popular VIRTUAL Publicity Crash Course!

One Day Get It Done Class

<http://PublicityCrashCourse.com>

LinkedIn: <http://linkedin.com/in/jilllublin>

Twitter: <http://twitter.com/JillLublin>

Facebook: <http://facebook.com/jilllublin>

Facebook business page: <http://facebook.com/publicitycrashcourse>

## Publicity

- Maria shared about the work she is doing with her upcoming television show that is shining a spotlight on charities.
- Make giving part of your business model and you will become a magnet for publicity and money.
- Whatever you are doing, make sure that you get plugged into peer review and acknowledgment.
- Take the time to submit to awards, peer reviews, accreditation because it validates your work for people.
- Even a nomination, celebrate that! You may not win but you have a window to celebrate when you are nominated.

## The difference between PR and advertising

- Advertising is when you are actively speaking about your company and your services. People want you to pay them for that exposure.
- When you tell a story or give value and discretely talk about your business - that is publicity
- When Maria did product launches, she would give to a charity in the community with a celebrity during the launch. Some of the benefits of doing this are:
  - They naturally got a lot of press
  - You don't pay for publicity
  - Everyone gets to know about your company
- Tell stories - e.g., we are about to launch..., we hired a new team member, we are working with a local charity

## Create a Press Kit

- You should have a press kit
- What problem are you solving?
- Stay relevant to what's happening in the world

## When to put out press releases

- Put out a press release any time you have an event, product launch, new team members
- Being in the media will start creating history for your company - you can put it on your website, your social media
- The media content will also be searchable
- Whatever is trending in the media and in your industry, you should use those words in those headlines of your press releases

- Write articles and blogs as well with hot topics

#### How to Manage Bad Publicity

- Don't let people put you in false frames - when someone writes something negative, know that it isn't the whole story.
- Counter it by making sure you have good things coming up.
- Maria had an experience where someone stole money from her company. Even though they were the victims there was fallout for their company and it was a very difficult situation. They dealt with it by being transparent and making it part of their story of overcoming challenges and their commitment to their work to persist.
- Make it part of the story if you can, clean up what you can, do things to counteract the negative press - put out press releases, respond to the review.
- When they give a negative review, write a response to it and focus on getting a lot of good reviews.
- Without a need, there is no solution, without a solution, there is no sale.
- If you are in business and moving forward, something will happen to you. It's how you react to it that matters!

## Chat Notes

01:01:10 Barbie Layton: Hi everybody from California! 🇺🇸🇺🇸🇺🇸  
01:02:18 Barbie Layton: Hi Connie! Love the hair!  
01:03:28 Connie Benjamin: Thank you so much! So great to see you here!  
01:03:53 Dr. Cherie Clark. Troy, NY: Looking good, Connie!  
01:05:15 Connie Benjamin: Hi Cherie! Thank you so much! It is so wonderful to see you here!  
01:05:23 Barbie Layton: Great topic, Tom!  
01:09:47 Nshala Verte: Greeting from Ontario, Canada. Apologies for no camera right now, multi tasking too and don't want to be distracting.  
01:10:19 Pat Porter: Good Day from Saskatchewan Canada  
01:10:23 Uday Kumar - India: Good Morning from India 🙏  
01:11:25 Yuji Shimada JPN: Good day from JPN .Long time no contact! Yuji Shimada, Hamamatsu JAPAN  
01:11:43 Barbie Layton: Yes! Doria creates beautiful intimacy in her writings!

Interconnectedness is a fantastic thing! 🙏💕🙏💕

01:11:43 Uday Kumar - India: Wow

- Celebrate Contribution ✨

01:11:50 Connie Benjamin: Who here is new to Fridays with Doria & Friends?  
01:12:29 Uday Kumar - India: Thank you Michael 🙏  
01:13:38 Rochelle Arjmand: I'm new. Hello everybody!  
01:13:55 Connie Benjamin: Hello Rochelle! It is wonderful to have you with us!  
01:13:57 Barbie Layton: This is my second time, Connie. 😊  
01:14:02 Michael Post - Ig @samadhiseaofwisdom: You are very welcome Uday!  
Love You All as I Love the All that I AM that We are! <3  
01:14:13 Connie Benjamin: Cherie you are amazing!  
01:15:32 Dawna Tully: Thank you Connie!  
01:15:50 Connie Benjamin: So great to see you Dawna!  
01:15:55 Lanai Cecile: Thank You, THANK YOU ALWAYS CONNIE 🥰  
01:16:10 Connie Benjamin: Thank you so much Lanai! It is so great to see you here!  
01:16:26 Amb. Lawrence Chinedu okechukwu: Beautiful day to everyone in the house, nice to be part of this family, keep winning all, celebration on!  
01:20:12 Rochelle Arjmand: sounds so inspiring, celebration of life @Paul Valach  
01:20:48 Barbie Layton: Can we send her some healing light? ❤️  
01:21:59 Connie Benjamin: Yes absolutely! Thank you for that Barbie!  
01:22:22 Michael Post - Ig @samadhiseaofwisdom: Blessings to Jill. <3  
01:22:46 Connie Benjamin: Connect with Dr. Wright

<https://wrightplacestudios.com/>

Dr. Letitia Wright 909-235-9744

01:24:01 Connie Benjamin: That is amazing!

01:25:20 Barbie Layton: Yes!! That is fantastic!!!

01:25:57 Barbie Layton: Yes!!! "Use your business as a force for good" ..... 🙏🙏

01:26:42 Barbie Layton: 🙏 so inspiring!

01:27:06 Barbie Layton: Yes, a magnet 🧲 for manifestation for your show!

01:33:23 Uday Kumar - India:

<https://www.linkedin.com/in/🇮🇳uday-kumar-1336271b4>

Uday from India.

Love to get connected with Social purpose.

01:34:39 Barbie Layton: That's amazing!!!

01:35:50 Rochelle Arjmand: This is wonderful, inspiring I'm a natural connector and catalyst, and my antenna is going nuts! This is so amazing

01:37:46 Connie Benjamin: Connect with Maria

Dame Maria Simone

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01:37:48 Barbie Layton: I watch the news so I know where to send healing light! ❤️

01:38:54 Connie Benjamin: <https://unitedtinyhomes.com/>

01:40:03 Paul Valach: me \*\*\*\*\*

Paul Valach

PMV Productions

480-937-7220

[paul@pmvproductions.com](mailto:paul@pmvproductions.com)

I am Your International Social Media Valet

<https://www.pmvproductions.com>

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LinkedIn:

<https://www.linkedin.com/in/paulvalach/>

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Let's get your Google Business Page built and noticed!  
\$20.21! That's correct Twenty Dollars and 21 cents.

BOOK IT HERE

<https://calendly.com/paul-valach/the-20-21-project>

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Next Class: Paul's Weekly

Top 1 How to Make it Go

Tue Nov 16, 2021 2:00PM Arizona

Sign up for classes/How To.. here

<https://us02web.zoom.us/meeting/register/tZEucuiqpqTIjHtSIe6shLPNRC7byM15IKi0U>

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Instagram:

<https://www.instagram.com/pmvproductions/>

<https://www.instagram.com/paulvalach/>

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01:40:41 Pat Porter: Patrice Porter, the Gardening Grandma, I bring the old time survival skill of gardening to the next generations. I'm the creator of "Got Dirt? Gardening for Kids" program, author of the book series "Bringing Out the Potential of Children"

[www.TheGardeningGrandma.com](http://www.TheGardeningGrandma.com) [abundance4u@explornet.ca](mailto:abundance4u@explornet.ca)

<https://www.linkedin.com/in/patriceporter/> 1-306-469-5741

01:41:13 Mary Scott: Mary Scott, consultant. Business Riff

[Mary.scott@makebelievetv.com](mailto:Mary.scott@makebelievetv.com)

917-628-6322

<https://www.linkedin.com/in/mary-scott-stl/>

Business Concierge Services

Find out more and book a call and/or consult at

<http://BusinessRiff.com>

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More virtual networking at

<https://maryscott.info>

01:42:31 Adzfar 'Ed' | iDigital.my | @ad27ar: Hi all,

Great sharing & insights as ever!

Adzfar Aziz here, but feel free to call me Ed for Engage Digitally! ;)

Money & You + Creating Wealth graduate from Malaysia.

Feel free to connect and engage with me here: <https://magic.ly/ad27ar>

01:42:41 Connie Benjamin: Access To Cash: The New Definition of Wealth...

And It's Not What You Think It Is - is now available for only \$1.97 USD for a limited time!

Go to [www.AccessToCashBook.com](http://www.AccessToCashBook.com) for the Amazon link and to read about the Bonus Gift:

Chapter 2 of the Money-Making Systems Manual -

20-Page Personal Productivity System

01:42:49 Connie Benjamin: Gifts to keep YOU going through the Global Paradigm Shift!

A gift to support you in building your Economic Engine at <https://moneyandyou.com> - Excelled Business Success Model - how to create, build and grow a socially-responsible organization.

Experiential Exercise -

<https://fridayswithdoria.com/recovery-magical-exercises/>

Do the Recovery Magical Exercises to support you in clearing multi-generational financial decisions that have been activated during the pandemic or in life... These exercises have been done by some of the financial masters / experts / best selling authors that you see everywhere...

01:43:05 Dorina Lanza: Dorina Lanza, Trusted Advisor to the Elite Entrepreneur [Dorina@CircleOfEliteEntrepreneurs.com](mailto:Dorina@CircleOfEliteEntrepreneurs.com) 1-617-633-0925

01:44:10 Connie Benjamin: This is INCREDIBLE GOLD!!!

01:44:20 Uday Kumar - India:

<https://www.linkedin.com/in/🔥uday-kumar-1336271b4>

Uday from India.

Love to get connected with Social purpose.

+91-89040 40295

01:44:24 Tom Chesser: <https://riseupmedia-marketing.vcardinfo.com/>

01:44:57 Barbie Layton: Barbie Layton on The Best You TV "You Are Amazing" channel

[Www.youareamazingtv.com](http://www.youareamazingtv.com)

Co-founder of The Infinity Life 8 week live core wound healing course

<https://theinfinity.life/?ref=4>

I will be featured on the fabulous Rhonda Swan's show on December 1st and will be in her second edition of her compilation book "Women Gone Wild : the feminine guide to fearless living" coming out in March 2022

Speaking on stage at the event Doria will be speaking at in Miami "The Love Event" [www.theloveevent.com](http://www.theloveevent.com) February 4-6, 2022

So many amazing things happening in the world ! 🙌🙌🙌🙌

01:45:36 Lanai Cecile: Bought it last week...WONDERFUL 🙌🙌🙌

01:46:09 Barbie Layton: Yes! Doria's book "Access to Cash" is fantastic!

01:47:04 Amb. Lawrence Chinedu okechukwu: Am open to business and relationship, lets

connect:<https://www.linkedin.com/in/lawrence-chinedu-13189b1b4>

01:47:23 Barbie Layton: Soooo much goodness! ★★★★★★

01:47:25 Rochelle Arjmand:Rochelle Arjmand natural connector/catalyst bringing people together to make things happen, projects that have positive impact on people and the environment.

[www.catalyticconnections.com](http://www.catalyticconnections.com) 224-288-0718

[rochelle@catalyticconnections.com](mailto:rochelle@catalyticconnections.com)

01:47:26 Tom Chesser:

<https://businessinnovatorsmagazine.com/the-book-access-to-cash-by-dame-doria-dc-cordova-became-a-best-seller-on-amazon-in-10-categories-and-still-counting-in-less-than-12-hours/>

01:47:40 Connie Benjamin: Access To Cash: The New Definition of Wealth... And It's Not What You Think It Is - is now available for only \$1.97 USD for a limited time!

Go to [www.AccessToCashBook.com](http://www.AccessToCashBook.com) for the Amazon link and to read about the Bonus Gift:

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Do the Recovery Magical Exercises to support you in clearing multi-generational financial decisions that have been activated during the pandemic or in life... These exercises have been done by some of the financial masters / experts / best selling authors that you see everywhere...

01:47:57 Connie Benjamin: <https://www.leverageto.cash> - only \$67.

In this easy-to-follow Online Course, you will learn distinctions for leveraging your time, money, resources, networks... your energy!

Doria shares distinctions to be more productive which will support you in staying focused on more income-generating activities. You will learn how to separate out the activities you are doing that generate CASH and focus on them. Finally, you will learn the ultimate lesson in LEVERAGE which is to move your business past yourself.

01:48:07 Connie Benjamin: <https://MoneyandYou.com> will be back live in San Diego again: April 6 - 9 -

Doria has an awesome Affiliate program - another Income Generating Activity or to create being in the event, please contact her: [info@moneyandyou.com](mailto:info@moneyandyou.com) or text her office: 1 619 224 8880 - thank YOU. Would love you there!

Always looking for JV partners to collaborate -- to support us all in expanding our global markets.

Next Fridays With Doria: HO'OPONOPONO PRAYER BY ZOOM & CLUBHOUSE get link at: <https://FridaysWithDoria.com> - 9 am California next Friday to include our East Coast - European / African friends / network!

01:48:23 Connie Benjamin: <https://TopTalentJV.com/> Three 1/2 days of Masterminding with experts / masters / professionals / entrepreneurs -- YOU! Awesome environment to create business relationships - Joint Ventures - March 7 - 9 (8 am - 2 pm PST).

01:48:33 Connie Benjamin: Support this beautiful project to empower the Homeless that is being led by Dr. Letitia Wright (Crowdfunding expert) <http://www.adoptahomeless.org> - please connect with her for this loving project - <http://www.wrightplacetv.com> 909 235 9744 [drletitia@wrightplacetv.com](mailto:drletitia@wrightplacetv.com)

01:49:05 Barbie Layton: 

01:50:16 Connie Benjamin: Support this beautiful project to empower the Homeless that is being led by Dr. Letitia Wright (Crowdfunding expert) <http://www.adoptahomeless.org> - please connect with her for this loving project - <http://www.wrightplacetv.com> 909 235 9744 [drletitia@wrightplacetv.com](mailto:drletitia@wrightplacetv.com)

01:50:29 Connie Benjamin: Access To Cash: The New Definition of Wealth... And It's Not What You Think It Is - is now available for only \$1.97 USD for a limited time!

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01:53:29 Rochelle Arjmand: inspired, that it is now part of the story/  
wow

01:54:55 Rochelle Arjmand: Rochelle Arjmand natural connector/catalyst bringing people together to make things happen, projects that have positive impact on people and the environment.

[www.catalyticconnections.com](http://www.catalyticconnections.com) 224-288-0718  
[rochelle@catalyticconnections.com](mailto:rochelle@catalyticconnections.com)

01:55:11 Al Chan: [www.linkedin.com/in/al-chan-talent-scout-23ba891b1](http://www.linkedin.com/in/al-chan-talent-scout-23ba891b1)  
01:55:33 Al Chan: Al Chan from KL-Malaysia  
01:57:17 Rochelle Arjmand:@Tom Chesser, so interesting  
01:57:56 Barbie Layton: JB Owen blew my mind last week when she said that we need to stop "Ambition shaming" that hold others back....we all need to shine as brightly as possible to make the world a better place!  
  
01:59:09 Rochelle Arjmand:@Barbie Layton, that's beautiful  
01:59:47 Barbie Layton: @rochelle   
01:59:48 Michael Post - Ig @samadhiseaofwisdom: Heart-Preneur! <3  
YES!!!  
02:00:28 Mary Scott:Subscribe to a real newspaper  
02:00:50 Adzfar 'Ed' | iDigital.my | @ad27ar:  
[https://www.linkedin.com/posts/ad27ar\\_leadership-in-the-digital-age-reality-vs-activity-6718156047254622208-IrA6](https://www.linkedin.com/posts/ad27ar_leadership-in-the-digital-age-reality-vs-activity-6718156047254622208-IrA6) - really well said Tom. I shared about this last year on topic of "Leadership in the Digital Age: Reality vs Perception? How trust is the new currency in the era of fake news and misinformation"  
02:00:56 Barbie Layton: I had a business "friend" flake out on sponsorship she had promised for my TV channel and I asked God to find another way to satisfy it and I know it will manifest!   
02:01:30 Rochelle Arjmand:power broker for the people who support humanitarian endeavors [www.catalyticconnections.com](http://www.catalyticconnections.com)  
02:01:54 Michael Post - Ig @samadhiseaofwisdom: May I and Paul share something?  
02:01:58 Connie Benjamin: Connect with Dr. Wright  
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Unsecured financing to fund your dreams!

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<https://moneycatalyst.as.me/>

02:02:02 Rochelle Arjmand:I love to connect!  
02:02:02 Barbie Layton: Co-create and collaborate! Thank you , Dr.  
Letitia...such a great vibe here!! 🤍🤍🤍  
02:02:12 Dawna Tully: Good night!  
02:02:33 Rev Michael Long:Thank you everyone goodnight  
02:02:38 Wong Liang Fong: 🙏  
02:02:48 Pat Porter:Thanks so much for this!  
02:02:49 Gary Fu: bye everyone  
02:03:06 Rochelle Arjmand:Thank you!  
02:03:39 Wong Liang Fong: good morning from Singapore 🌸  
02:03:45 Nshala Verte: Thank you to each who shared. Blessing all  
around