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Living Without Pain and Restoring Your Natural

Beauty How Southern Secrets Med Spa Is Giving People their Lives Back

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From the Managing Editors



Just like June, July is shaping up to be like no other we have ever experienced. As we are continuing to learn what new normal behaviors are excepted of us with changing variables on a daily basis it gets to be a bit confusing. Nobody seems to know what normal even looks like anymore. Here at Dock Line we will continue to be here to support our community, since now more than ever our community needs all of our support. As we continue to navigate the new waters of this ever changing summer, just know we will still have beach days and cookouts but there will also be social distancing, smaller gatherings and more staycations. Our new normal is anything but normal. It is true our vocabulary has changed but throughout it all, the message remains the same. We are a community of resilience, compassion and generosity. It has become apparent now more than ever what a great community in which we live. We encourage everyone to take a look around, celebrate the little things and support your local businesses. They need your support now more than ever as we all struggle to get through this unprecedented time. If we all stick together we will be stronger than ever. Until next month,

Bentley & Ellie 😁 👻

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ON THE COVER



Southern Secrets Med Spa is located at 15197 Moonlight Trail, Conroe, TX, Monday - Friday from 9:00AM to 5:00PM. You can see all their services and learn more about them online at southernsecretsmedspa.com or call them at 832-263-1300.

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Check our Dock Line Magazine page online for any upcoming events that might happen in July 2020

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Living Without Pain and

Restoring Your Natural Beauty

How Southern Secrets Med Spa is Giving People their Lives Back

BY: BRIAN SHERMAN



If you suffer from chronic pain that requires you to medicate often, you are not alone. According to the CDC, more than 1 in 5 adults in the U.S. experience chronic pain. Sadly, many of those suffering with pain regularly assume it's just part of their lives now, with little hope in sight for living without it. Often, the prescribed treatment by medical professionals is a continual increase in pain management medications until they stop working and surgery is needed. Even then, surgery doesn't always bring with it an end to the pain.

Situations like this can seem hopeless. If you're living in chronic pain, this path might seem familiar to you, and perhaps feel inevitable. However, there is hope. Some medical practices are helping people not just manage their pain, but heal it...for good. With the right approach you can discover the root cause of your





pain, get a plan and treatment to heal it from the source, and restore your body back to life.

Southern Secrets Med Spa opened its doors in January this year with that very mission. This new hidden gem medical practice nestled on the northwestern edge of The Woodlands is taking a complete health and wellness approach to helping people, from incorporated aesthetic improvements to functional medicine.

Office Manager Stacey Perry along with Andrew Martin, FNP-C both have a passion for helping people, and on a personal level. "I love helping people just feel beautiful," says Stacey. "In fact, regenerative medicine saved my own life." Andrew's ER and family clinic background set the foundation for how Southern Secrets



Med Spa was going to treat patients. "I like people walking away and feeling good about themselves," he says. "I also want to get to know them personally and understand their lives. At a clinic where I once worked I would often get into trouble for spending more than seven minutes with patients. Here, we can take our time and truly get to know each one of our patients."

That approach to treating patients with personal care has already made quite an impact. Here's what one patient had to say:

"After many years battling with self image, I found this diamond in the rough. You won't believe ALL they offer, and in a perfectly serene and

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private setting. Thanks to Andrew, I have begun to feel like my old self again!! If you are looking for something different and unique, check them out. You won't be disappointed!!!" – Kimberly N.

Southern Secrets Med Spa specializes in both aesthetics and functional medicine. To improve your physical appearance and restore your self-confidence, they offer cosmetic treatments such as Botox, Fillers, Photo Facials, Laser Hair Removal, Body Contouring, Radio Frequency Micro-Needling and more. They also have a passion for functional medicine, an approach that addresses the cause, not just the symptom - like chronic pain.

Restore Your Natural Beauty and Age Gracefully with Cosmetic Enhancements

As we get older, our bodies naturally change and we can begin to lose our youthful luster. Simple things like sun damage can have a detrimental effect on our skin. Southern Secrets Med Spa helps clients who come from two perspectives: those who want to achieve a more youthful look, and others who simply want to maintain a fresh appearance. These aesthetic services include laser hair removal, photofacials, dermal fillers, skin tightening, age and sun spot treatment, acne treatment, and reducing unwanted spider veins.



"We do REGENERATIVE treatments and injections, not DEGENERATIVE treatments," says Stacey. "The reason we combine the aesthetic with the functional is because if you want to maintain your best look and age gracefully, then you're also in the mindset that you want your body to not be broken down."

Get to the Root of Your Pain and Heal It with Functional Medicine

According to Southern Secrets Med Spa's website, scientific research shows that what happens within our bodies is connected in a



complicated network of relationships. Understanding those relationships allows us to see deep into the functioning of the body. Your body acts as a dynamic system that is intelligent and has the capacity for self-regulation. It has the ability to heal and fend off disease when there is balance throughout the system.

With a functional medicine approach to treating patients, Southern Secrets Med Spa works to get to the root of the problem and heal it so you no longer have to deal with chronic pain. What you'll often find in most medical practices is quite the opposite. "When people are dealing with chronic pain, the doctors put people on pain meds and tell them that they'll know when they'll need surgeries," says Andrew. "Instead of prescribing medications to treat just symptoms, we'll get to the root of the problem." That takes a personal approach and a deep desire to understand someone's life from every perspective. That is the difference you'll find at Southern Secrets Med Spa.

Find Healing and Make Space for Intimacy Again with Wellness For Women

Many women have experienced changes to their intimate wellness over time. Often, that includes dealing with regular discomfort or pain. At Southern Secrets Med Spa, they understand that can be a frustrating experience. They offer treatments like vaginal rejuvenation and other options to gracefully restore your body and renew a confidence in your intimacy.

Restore Youthfulness and Vitality with Wellness For Men

For many men, erectile dysfunction occurs as their bodies age. Others also experience a loss of sexual satisfaction and drive over time. The good news is that there are treatment options available through Southern Secrets Med Spa that can be discussed with you in a private and confidential setting.

If you're looking for a place to restore your body back to its youthful beauty, find freedom from chronic pain, age gracefully with anti-aging treatments, and receive personal care that gives you your life back, then this is the place. While it is a medical practice, it feels nothing like a stuffy doctor's office. Instead, you'll find a comfort and convenience akin to being in your own home.

If you want a truly rejuvenating approach to anti-aging, ask about NAD infusion. It's the latest in anti-aging, mind clarity, and anti-anxiety. (They've also treated patients with PTSD and had phenomenal results.) Right now, you can get this life-changing treatment for 25% off!



Southern Secrets Med Spa is located at 15197 Moonlight Trail, Conroe, TX, Monday - Friday from 9:00AM to 5:00PM. You can see all their services and learn more about them online at southernsecretsmedspa.com or call them at 832-263-1300. ◆



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What if I have not been to the dentist in a while?

First, it is important to find a dentist with whom you feel comfortable. This can be done by asking friends, family or neighbors whom they use. Once you've found a dentist you may like, your next step is to schedule a check-up — before any problems arise.

On your first visit to a dentist, they will take a full health history. It will be immensely helpful to go to the dental office website to print out the medical history form as well as make a list of all medications you are taking. On subsequent visits, if your health status or dental insurance has changed, make sure to tell them.

Most dental visits are checkups. Regular checkups (ideally every six months) will help your teeth stay cleaner, last longer and can prevent painful problems from developing.

• A thorough cleaning

Check-ups almost always include a complete cleaning, either from your dentist or a

dental hygienist. Using special instruments, a dental hygienist will scrape below the gumline, removing built-up plaque and tartar that can cause gum disease, cavities, bad breath and other problems. Your dentist or hygienist may also polish and floss your teeth.

A full examination

Your dentist will perform a thorough examination of your teeth, gums and mouth, looking for signs of disease or other problems. His or her goal is to help maintain your good oral health and to prevent problems from becoming serious, by identifying and treating them as soon as possible.

• X-rays

Depending on your age, risks of disease and symptoms, your dentist may recommend X-rays. X-rays can diagnose problems otherwise unnoticed, such as damage to jawbones, impacted teeth, abscesses, cysts or tumors, and decay between the teeth. A modern dental office uses machines that emit virtually no radiation — no more than you would receive from a day in the sun or a weekend watching TV. As a precaution, you should always wear a lead apron when having an X-ray. And, if you are pregnant, inform your dentist, as X-rays should only be taken in emergency situations.

Your dentist may ask for a Panoramic Xray, or Panorex. This type of film provides a complete view of your upper and lower jaw in a single picture, and helps the dentist understand your bite and the relationship between the different teeth and your arch.

• How Long Should I go Between Visits?

If your teeth and gums are in good shape, you probably won't need to return for six months. More frequent visits may be required if periodontal disease is diagnosed and you are exhibiting bone loss around your teeth. If further treatment is required – say to fill a cavity, remove a wisdom tooth, or repair a broken crown – you should make an appointment before leaving the office. And don't forget to ask your dentist any questions you may have – this is your chance to get the answers you need.

This article is intended to promote understanding of and knowledge about general oral health topics. It is not intended to be a substitute for professional advice, diagnosis or treatment. Always seek the advice of your dentist or other qualified healthcare provider with any questions you may have regarding a medical condition or treatment. ◆









10 Steps to Surviving a Layoff or Separation Package

With the markets rip-roaring as they have since March of this year (that's a strange event that could take up another article or two), many have been deceived as to the carnage that has been wrought due to the shuttering of the U.S. economy over Covid-19. Its effects will be felt for some time to come and the impact for millions of businesses and their employees will be less than optimal to say the least.

Although unemployment numbers nationally are improving, it's still really ugly and many are finding themselves in unfamiliar territory that can be both emotional and stressful. I am talking about layoffs and separation packages which have been quite high of late and there's another wave to follow with many companies as the federal PPP loan program deadlines come to an end. This will allow companies who took those loans to let employees go as needed without negating the forgiveness factor of their loan if they've met the requirements of the program.

If you are an employee or business owner who suddenly finds themselves out of work or facing the prospect of such an event, our prayers are with you and I want to give you 10 steps to help prepare you for what comes next.

1. KEEP CALM AND GET A PLAN

You think more clearly when you're not panicked. Take a deep breath and don't burn any bridges as you leave your employer. Do it with grace and respect and when things improve you might find that you are right back there working as they begin to restaff. Remember, many businesses will close their doors forever and the owners and managers are having to make some very tough decisions as well. It's not fun for either side. Furthermore, you need to immediately begin to plan financially for what you will do next. Don't wait!

2. EXAMINE YOUR LIVING EXPENSES

Most people have no idea what they spend monthly, that is a big problem with or without a job? With a layoff or separation package you need to know facts. Figure out quickly how much income is needed to survive. Once identified, this is your baseline expense for planning around it financially. Gather your financial data, meet with a fiduciary planning professional and this will help you determine if you need to look for another job and what to do next one way or the other.

3. INVENTORY YOUR RESOURCES

What assets are available to help you meet your baseline expense need? Savings, checking, investment and retirement accounts (including pensions) are all possible candidates. Even real estate and royalties. The CARES Act will also allow workers who lose employment to withdraw up to \$100,000 from a qualified plan without the usual 10% penalty if you are under 59.5 years of age (taxes would still be owed however).

4. SEVERANCE PAY

Although severance is not mandatory in the U.S., many employers offer it. Don't forget to factor this into the equation. It's not unusual for these packages to provide 6-12months of income and can even include continued medical benefits for a period of time depending on the employer. This can buy you some valuable time while planning your next steps.

5. UNEMPLOYMENT BENEFITS

If you've lost your job through no fault of your own (like a layoff) you may be eligible for unemployment. On average this replaces 40-45% of your weekly income and the maximum weeks of benefit allowed are state dependent (Texas is 26 weeks). Additionally, under the CARES Act, if you qualify you may also receive federal unemployment of \$600 per week until the deadline (currently 7/31/20 as of this writing).

6. EVALUATE YOUR HEALTH INSURANCE OPTIONS

If your company offers to pay for an extended period of medical coverage, great! If you're at least 65, it could be better to go the Medicare route. If not, depending on your circumstance, you may be eligible for COBRA (Consolidated Omnibus Budget Reconciliation Act) benefits of 18 or 36 months. COBRA is typically more expensive than what you're used to paying with your employers offset to the expense.

> Another option is to evaluate the individual insurance market for relief with a less expensive plan. However, benefits may not be as good and the special

pandemic enrollment window is limited to 60 days in 2020. Check out www.healthcare.gov for more information.

7. GET A NEW SOCIAL SECURITY ESTIMATE

This can help your financial professional determine when is best to start your income. Don't skimp on getting comprehensive financial planning in this regard. Your professional should have your best interest at heart, not theirs.

8. EVALUATE PENSION OPTIONS

Annuity payments? Lump-sum? Is your pension even available to you? Your financial planner should help you optimize what is best for your situation. Gather your pension estimate options and get started. There is not a one-size-fits-all solution to this area of evaluation and it can be complex integrating this cash flow into your long-range plan.

9. DO YOU WANT TO GO BACK TO WORK?

No seriously, some folks love to work and don't ever plan on retiring formally. However, work is a lot different if done because you want to instead of because you feel like you have to. Knowing you can stop working if desired can be very freeing to working itself.

10. SEEK PROFESSIONAL HELP!

You are not alone and surviving a layoff or separation can be doable with some planning and perspective. Let us help you put the retirement pieces of your financial puzzle into place. It might just reduce your stress, liberate you from worry and hopefully give you Clear Direction for Your Retirement.



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Allergy Shots VS Drops

After completing my formal residency training in Otolaryngology (ENT) in 1983 I later completed a fellowship in Allergy in 1989. At that time all patients who tested positive for allergies were treated with desensitization therapy via injections "allergy shots".

The technique of shot immunotherapy had changed very little since the 1930s. The injections were administered in a doctor's office, usually once a week though that schedule might vary.

In Europe in the 1970s and 1980s allergists started treating patients with extracts of allergy causing pollen administered under the tongue. They found this to be an effective form



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the practice of medicine is also an art. Just because scientific papers state that the shots and the drops are equal in effectiveness does not mean that in an individual patient they are the same.

I have personally switched patients from shots to drops or vice versa and seen improved results using a different form of therapy. I still believe that in many patients injection therapy with conventional allergy drops done in a safe and standardized manner provides excellent relief of allergy symptoms, usually within 6 months or less of starting the treatment. But I also know drops will do that also.

Additionally, there is the issue of cost to the patient. Even though oral allergy drop therapy is recognized throughout the world to be effective and safe, the United States FDA has not approved it officially. The bottom line of this decision is that neither commercial medical insurance companies or Medicare will pay the cost of the drops. The cost is therefore up to the patient to pay.

In my office allergy injection shots are provided in a clean, sanitized setting by an experienced technician. Since the outbreak of coronavirus we have taken extra measures to maintain cleanliness and distancing between patients.

So the question of which is better to relieve your allergies, traditional shots or more modern drops under the tongue is answered on an individual patient-by-patient basis, and only after discussing the options fully.

of allergy desensitization. After multiple training courses in seminars I incorporated allergy drops, referred to as sublingual immunotherapy (SLIT) in the year 2000.

I am frequently asked, which is better shots or drops. Like so many areas and medicine this has been researched on multiple occasions through large studies performed mainly at Universities or other large medical centers. And the answer seems to be that as far as achieving desensitization from allergies both types of therapy are equally effective.

I consider myself to be a science-based physician analyzing evidence. However, after being in practice for over 35 years I realize that



The Power of Playtime

Summer is upon us once again! There was a time when children played from morning until night. They ran, rode bikes, played ball, and created endless stories out of their active imaginations. Now, many rarely play this way at all. So what has happened?

Today, children spend over four and half hours per day watching TV, video games, and computer screens. Parents need to remember that although "educational" video games have been developed for babies up to young adults, they do not stimulate the same neural pathways in the brain as active play activities. Play activities should include stimulation of all five senses (sight, touch, sound, smell, and taste).

Academic pressure is beginning at younger and younger ages. Many kids find themselves spending much of their time after school at the kitchen table doing homework, leaving very little time to play before bedtime. Overscheduled lives full of organized activities and loss of school recess also contribute to this growing trend.

The consequences for a generation of children suffering from lack of activity and poorly developed motor skills is leading to an overwhelming number of unhealthy and overweight children. The staggering consequences of overweight and obese children are shorter lifespans and heart disease risk factors evident in preschoolers—yes, preschoolers. According to the Centers for Disease Control, one in three American children born in the year 2000 will develop Type 2 diabetes, formerly called "adult onset" diabetes because it was so rarely seen in children.

Clearly, these trends cannot continue. The future must involve returning play and physical activity to childhood. The first step toward change must be a new shift in priorities, on the home front and within communities. We must realize that the mind and body are interdependent and that children need to play and move in order to function optimally, both physically and intellectually. This will ensure that, whether at home or at school, children get a healthy, daily dose of play and physical activity, preferably outside.

Decades of research clearly demonstrate that play, active and full of imagination, is more than just fun and games. It boosts healthy development across a broad spectrum of critical areas: intellectual, social, emotional, and physical. The benefits are so impressive that every day of childhood should be a day for play.

The benefits of play: Child-initiated play lays

a foundation for learning and academic success. Through play, children learn to interact with others, develop language skills, recognize and solve problems, and discover their human potential.

Physical development: The rough and tumble of active play facilitates children's sensorimotor development. It is a natural preventive for the current epidemic of childhood obesity. Research suggests that recess also boosts school children's academic performance.

Academics: There is a close link between play and healthy cognitive growth. It lays the foundation for later academic success in reading and writing. It provides hands-on experiences with real-life materials that help children develop abstract scientific and mathematical concepts. Play is critical for the development of imagination and creative problem-solving skills.

Social and emotional learning: Research

suggests that social make believe play is related to increases in cooperation, empathy, and impulse control, reduced aggression, and better overall emotional and social health.

What you can do to help your child play?

Reduce or eliminate TV: Give your children a chance to flex their own imaginative muscles. They may be bored at first. Be prepared with suggestions for make-believe play to inspire their inner creativity.

Choose simple toys: A good toy is 10 percent toy and 90 percent child. The child's imagination is the engine of healthy play. Simple toys and natural materials like wood, boxes, balls, dolls, sand, and clay invite children to create their own scene and then knock them down and start over.

Encourage outdoor adventures: Reserve time every day for outdoor play where children run, climb and find secret hiding places. Natural materials like sticks, mud, water, rocks are the raw materials of play.

We are all hardwired to move and play. Start incorporating these active play activities into your child's daily routine and most importantly, have fun with your child. Good play routines can last a lifetime. Always remember your infant or child is never "just moving" or "just playing". Every action improves upon your child's development in some way!

For more information on this topic, as well as how chiropractic can benefit the development of your child please feel free to contact Sandstone Chiropractic at (281) 789-7586. ◆





Enjoying Lake Conroe After Stay-At-Home Orders Have Been Lifted



With stay-at-home orders being lifted, school ending early, and summer here, the number of boats on Lake Conroe waters increases every single day. The lake level is bobbing at 200 feet above mean sea level (msl), which is one foot down from the conservation pool level of 201 feet msl. As always, with any level, there is the need to keep an eye out for water haz-



ards. With the start of boating season, the San Jacinto River Authority (SJRA) wants to remind boaters of some basic water safety rules.

Underway means not at anchor, made fast to the shore or aground.

Know who can operate a boat. Any person who is at least 13 years of age and born af-

ter September 1, 1993, must complete an approved Texas Parks and Wildlife Department (TPWD) boater education course before jumping in the driver's seat. A person



less than 13 years of age is only permitted to operate personal water craft (PWC) vessels with motors of less than 15 horsepower and sail-

Examples of watercraft are: boat, Jet Ski, motorized skiboard, Sea Doo

boats less than 14 feet in length when accompanied on board by a person who is 18 years of age or older.

Have the proper safety equipment. All personal flotation devices (PFDs) must be U.S.



able condition, read-

ily accessible, and of the appropriate size for the intended user. All children under 13 years of age in motorboats that are under 26 feet in

The law requires that certain equipment be kept on board at all times, and other items are simply a good idea. You can obtain a complete list of both required and recommended equipment through the TPWD website at http://www.tpwd. state.tx.us/.

length must wear a U.S. Coast Guard approved PFD while underway. Put on your flotation device and make sure it fits properly before you enter the water. When already in the water, buoyancy, stress and anxiety of the moment can put you in danger. Check your flotation fit before you board your boat.

Fire extinguishers are another required item that is all too often forgotten. It is essential that your fire extinguisher is accessible and charged. When used early enough a fire extinquisher can make a huge difference and possibly save the entire boat and those onboard. Also, extinguishers need to be checked regularly. Don't forget about the routine maintenance.

Drive safe. Alcohol is the leading contributing factor in fatal boating accidents. In Texas, it is illegal to operate a watercraft with a blood alcohol content of 0.08 or higher. The penalties for a boating while intoxicated (BWI) are the same as for driving while intoxicated (DWI): First conviction carries a fine up to \$2,000 and/

That's right...just like it is against the law to drive a car on the road while being impaired, getting behind the wheel of a watercraft will result in the same punishments.

or up to 180 days in jail. Second conviction carries a fine up to \$4,000 and/or jail time up to one year. Third conviction carries a fine up to \$10,000 and/or 2-10 years in jail. According to law enforcement, a person's driver's license will be automatically suspended if operating an engine-powered watercraft having a manufacturer's rating of 50 horsepower or above and the person refuses to provide a specimen (breath or

What's that strange boat?

While out enjoying the Lake this spring you may encounter an unfamiliar looking boat. SJRA has contracted with the Texas Water Development Board to conduct a volumetric and sedimentation survey of Lake Conroe. The survey will serve a number of purposes. First, it will provide for an estimate of the volume of water impounded in the lake at a given water surface elevation. A comparison of data derived from the current survey with that from previous surveys will allow for a determination of the approximate loss in capacity of





the Lake as expressed in acre-feet per year. Water volume, when provided in acre-feet, is simply a measure of surface area in acres multiplied by depth in feet. For example, a one acre area that is one foot deep is one acre-foot of water (the equivalent of 325,851 gallons). Data obtained from this effort will also be utilized in long-term water supply planning and will allow for the development of a contour map of the lake bottom. The last time that a survey of this nature was performed on Lake Conroe was during the summer of 2010. The survey vessel itself, which is rather conspicuous, is equipped with a multi-frequency depth sounder and global positioning system that allow for the collection and storage of survey data.

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Lake Conroe Public Boat Ramps

1375

Cagle Recreation Area

Stow-A-Way Marina

Scott's Ridge Boat Ramp

Stubblefield Lake

FM 830 Boat Ramp

830

1097

Lake Conroe

April Plaza Marina

105

Inland Discount Marina Lakeview Marina

20 Dock Line Magazine - Magnolia Edition July 2020

1097

1375

149

blood) to determine intoxication. The period of suspension for first time offenders is 180 days.

Common sense reminders:

- Communicate to someone that is not going with you, where you plan to go and when you Plan to return
- Take a waterproof cell phone on board with you
- Keep a list of emergency numbers handy
- Be aware that the conditions on the lake can, and often do, change in an instant
- Keep a first aid kit on board
- Bring plenty of water for every passenger

"Accidents on the lake significantly increase during the summer months," said Lt. Tim Cade of the Montgomery County Precinct 1 Constable's marine division. "Since boating traffic and lake activity drastically pick up when temperatures rise, it is even more important to do your part by following safety precautions to guarantee a positive, fun, and safe trip to Lake Conroe.

Lake Conroe is a destination of choice for recreational enthusiasts from the greater Houston metropolitan area and across the State of Texas. Of course we want to make sure it stays that way, but, most importantly, we want everyone to go home safely at the end of an outing.

You can find Lake Conroe rules and a map of the public boat ramps online at www.sjra. net/lakeconroe. For general questions concerning state boating laws you can go to the Texas Parks and Wildlife website at www.tpwd. state.gov.

One of the major river authorities in Texas, SJRA's mission is to develop, conserve, and protect the water resources of the San Jacinto River basin. Covering all or part of seven counties, the organization's jurisdiction includes the entire San Jacinto River watershed, excluding Harris County. For additional information on SJRA visit our website at www.sjra.net, like SJRA on Facebook @SanJacintoRiverAuthority, follow us on Twitter @SJRA_1937, find us on Instagram @sanjacintoriverauthoritySJRA, or connect with us on LinkedIn @San Jacinto River Authority. ◆

Did you know that SJRA mows and weeds Ayers Island and the East beach? While you are on the water, check it out. Just remember to practice social distancing and dispose of your trash properly.







The Truth About Running a Successful Online Business 7 Things You Need to Understand About Making Money Online

Have you ever thought about building an online business? Many have, but few have actually followed through. We've all seen "experts" online telling us how easy it is, but once we start to look into it things seem to get complicated quickly. Dock Line helps people build online businesses every day, and we want to share with you some of the most important things to understand first. In this article, you'll discover exactly what it takes to build and run a successful online business.

1. It takes a lot of work up front.

Although we are constantly sold the idea that making money online is "so easy", the truth is that it will take a lot of work. There are so many pieces you need to put in place, research you need to do to get the right pieces, and time to build and implement those pieces. These include your website and all the pages needed to make your business work, copywriting (extremely important to get this right), design, branding, social media pages, online store components, and so much more. Unless you're already an expert and know how to do all of this, you'll have to put in a lot of time to learn, or you'll need to hire someone to help you. All that is just to get things set up and ready to work. Then you'll need to invest a lot of time into running the business. This includes advertising, marketing, customer service, fulfillment, and much more. If you're serious about running an online business be prepared to put in the work, and stick with it for the long haul.

2. You will need to put some money into it.

"Free" is a powerful marketing word. We gravitate toward it and give away our information to get something free online. There are many offers online that sell the idea that you can start an online business with no financial investment. While there may be some ways to do that, the truth is that if you're serious about creating a real online business, it's going to require more than a free method. When it comes to starting and running a successful online business, you will need to put some money into it... possibly a lot of money up front. Don't let that push away from your online business idea, though. It's worth investing money if you know you'll get a return on your investment. Plan on spending some money building all the components to make your business work (website, software, etc.) and on expert advice to help you do it all right.

3. It requires lots of testing.

Once you get all the pieces in place to sell your offer, don't be surprised if buyers don't flood to your website and buy what you're selling. More than likely, it'll be a slow start, especially if nobody has heard of you online. Even if you do have an audience, your first take on selling something might not go over well. Don't let that deter you from your idea. Everyone experiences this in some way in the beginning. You'll need to test your offer, test your sales pages, test your ads, test your copywriting, and many other components of your pitch and presentation. This is one of the reasons online business scares off a lot of people. They don't understand how common failure is and how many times you need to go back to the drawing board to get things just right. Stick with it, test and test some more, and you'll make it work.

4. Your offer needs to be really good.

More than likely, your product, service or idea is not completely original. There is most certainly something similar already available in the market. However, don't let that keep you from moving forward with your idea. If anything, it proves that your idea already works. It also means that in order to stand out, your offer needs to be really good. And you will do better if you have multiple offers at several different price points, from low to high. Start with a low price offer, like a book, short video series, intro or sample product or something similar that costs you little to produce and can be acquired without much buying resistance from your potential buyers. More than anything, your initial offer needs to have a much greater perceived value than its price would suggest. For instance, many online entrepreneurs will sell a book with a "Free + Shipping" method that gives the buyer a lot of value for a little investment. They will then use that book purchase as a lead-in to a higher priced item like a course, and then an higher priced item, and so on.

5. You need to understand your ideal customer really well.

Nowadays, it's nearly impossible to make real money through an online business if you don't know exactly who your ideal customer is. The more specifics you can know, the better. You need to know demographics, yes, but also more detailed information like where they hang out online, what their spending habits are, what hobbies they enjoy, and what gets their attention. You also need to understand exactly how your offer helps them at a core level. Basically, you need to understand the pain they experience that your product "cures". You also need to know what causes that pain and how they have tried to solve it in the past. The more you know about your perfect customer, the more targeting your offer will be, and the more sales you'll make.

6. You need a funnel that works.

In the online space, a funnel is simply the set of steps that a customer goes through to purchase your offer. When you place your product or service for sale on your website, you need to get potential buyers to see it. That means you need to find out where your customers are online and get them to come to your website. Once they do, you need to move them through your funnel until they are paying customers. Like a real funnel, an online marketing funnel is larger at the top and gets smaller toward the bottom. At the top of the funnel is where everyone first sees your offer. From there, fewer people will get to your website, then even fewer will click on your offer, and even fewer will buy. If your funnel is set up right it can run like clockwork, almost entirely automated, and bring in customers while you sleep. It can be complicated though, so you may need to get some help from an online marketing expert. If one part of your funnel is broken or "leaking" you could lose out on a lot of sales.



7. You need to find your customers online and know how to market to them.

Having a working funnel is one thing, but getting people into the funnel is another challenge all its own. You need to find out where your customers are online, what they are searching for, and how they buy. Once you find them, you then need to know how to get in front of them, get their attention, and compel them to check out your offer. This means using methods like SEO, content marketing (including video), social media advertising, and many more strategies. The point is, your online business needs customers and you'll need to invest in marketing strategies that are proven to work. Yes, you need to spend money to make money, but once you've nailed down the exact marketing strategy that works best for your business, you'll know exactly how much it will cost to get a customer. For instance, if you discover that for every dollar you put in to your marketing machine you make three dollars, you can just keep putting money into your marketing machine and keep making more money than you spend.

This article is not meant to make you shy away online business. Actually, it's to help you realize exactly what it takes to be successful. Yes, it will take a lot of work up front, but once you get a system that works, it can be a gold mine. If you are serious about starting an online business, let us know. Dock Line now offers a full suite of online marekting services that can build your entire online platform, funnels, marketing pieces, social media channels and so much more. If you're interest in getting started with an online business, or to get your current business online and crushing it, send us an email at ozzy@docklinemagazine.com. ◆



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Cajun Maple Mahi Mahi

- 1 tablespoon olive oil
- 2 tablespoons maple syrup
- 1 tablespoon Cajun seasoning
- 1/2 teaspoon garlic powder
- 2 (4 oz.) mahi mahi fillets

Heat the olive oil in a pan over medium-high heat.

Stir the maple syrup, Cajun seasoning, and garlic powder together in a small bowl.

Brush the maple syrup mixture over the mahi mahi fillets.

Cook the mahi mahi until the fish flakes easily with a fork, 3 to 5 minutes per side.

Salmon W/Brown Sugar Glaze

- 1/4 cup packed light brown sugar
- 2 tablespoons Dijon mustard
- 4 (6 oz.) boneless salmon fillets
- salt and ground black pepper to taste

Preheat the broiler and set the oven rack at about 6 inches from the heat source; prepare the rack of a broiler pan with cooking spray.

Season the salmon with salt and pepper and arrange onto the prepared broiler pan. Whisk together the brown sugar and Dijon mustard in a small bowl; spoon mixture evenly onto top of salmon fillets.

Cook under the broiler until the fish flakes easily with a fork, 10 to 15 minutes. \blacklozenge





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IT'S A BIRD...IT'S A CRANE; NO, IT'S A HERON

By: Lisa Wolling, Executive Director

We certainly have a wide variety of wading birds in our area, both permanent residents as well as migratory birds. Quite often, we have people call our wildlife center regarding "cranes" they have found. While it is possible that sandhill cranes or even whooping cranes might be spotted occasionally during winter months, we have no cranes that make their home in our area on a permanent basis. What we do have are two very large species of wading bird; the Great White Egret and the Great Blue Heron. This month's article will focus on the beautiful Great Blue Heron.

The Great Blue Heron is a very striking bird with a blue/gray back and black sides. Their belly is gray and white striped. Males and females are

may raise one or two broods each year and generally remain monogamous during that time, but they usually choose new partners each year.

Great Blue Herons will eat nearly anything they can catch, including fish, amphibians, reptiles, small mammals, insects, crustaceans, and other birds. They hunt mainly by wading in shallow water and impaling prey with their spear-like bill. They will also hunt from floating objects such as logs and docks. They generally forage and hunt for food alone. They will defend their feeding territories from other predators by defensively approaching intruders (other birds or even humans) with their head thrown back, wings outstretched, and bill pointed up in the air. Herons are



Left: Great Blue Heron fledgling. At birth they are covered with gray down. Right: adult Great Blue Heron

quite similar in color and size. They have a huge, 6' wingspan, and hold their neck in a distinctive S shape while flying while trailing their long legs behind them. They are the largest herons in North America. Great Blue Herons have a permanent range in much of the southern United States, including all of Texas.

Great Blue Herons generally breed in colonies located in trees close to lakes or other wetlands. Occasionally they will construct a nest on the ground within wetland reeds or mangroves. The male generally will collect much of the nesting material and bring it back to the female, who then weaves a saucer-shaped nest. The pair then lines the nest with pine needles, moss, dry leaves, and reeds. Nest building can take up to two weeks, after which the female lays two to six eggs. Both parents incubate the eggs for 25 to 30 days. When chicks hatch, their eyes are open and they are covered in pale gray down. The chicks remain in the nest anywhere from 49 to 81 days with both parents feeding them. A nesting pair sometimes unwelcome visitors to yards that include ponds; a length of drainpipe placed in the pond can provide fish a place to hide from feeding herons and other predators.

While their numbers are thought to be stable, Great Blue Herons are being impacted by loss of habitat (especially nesting areas) due to logging, development, and traffic (both on roadways and waterways). Pollution and other causes of reduced water quality also can have an impact on these birds.

To learn more about what we do and view pictures of many of the animals we assist, please visit our Facebook page at www.facebook.com/ SavingTexasWildlife. Details can be found at www.ftlw.org, and then click on "How to Help". We also have a great deal of helpful information on our website about other species of animals and how to assess if they need help or not. If you need assistance with an animal in need, please email us a ftwl.help@gmail.com. ◆

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The following is provided for informational purposes only and is not, nor should it be construed as legal advice.

Once we reach the age of 50-55, the selfproclaimed revocable living trust advisors seem to come out of the woodwork, descending upon us like locusts and telling us that we need a revocable living trust if we love our families. (We are even made to feel that if we do not have a Revocable Living Trust we might be the type of person who would kick the dog.)

Contrary to this conclusion, it is this firm's experience that many people love their spouses, cherish their children and never kick dogs without having a revocable living trust. When I am approached to draft this type of trust, my first question is, "What purpose is it to serve?" There are many good reasons, but there are typically just as many reasons that favor a different approach. The big question is, "What are you attempting to accomplish?"

Many people tell me that they want a Revocable Living Trust as opposed to a Will simply because a friend, neighbor, parent or a really nice person who called on the phone told them that they needed it. There can be many reasons for having a trust; "in fact," most of the Wills that this firm prepares has a testamentary trust, but trusts (either Living or Testamentary) need to solve a particular problem.

Having a testamentary trust in your Will that serves a particular purpose is far different than making a revocable living trust the primary instrument in your estate planning.

Some of the false or misleading reasons given for having revocable living trusts that this firm hears include:

• MY CHILDREN WILL PAY INHERITANCE TAXES UNLESS THEY INHERIT IN A TRUST – This assertion is very misleading because most Texas estates do not pay inheritance taxes in the first place. Under current laws, your estate pays no estate tax on the first \$11,580,000.00 (\$23,160,000.00) for a married couple, whether you have a trust or not.

• A TRUST WILL SAVE PROBATE COSTS – This statement may or may not be true, depending on the following:

TRUE - If all of the assets that are owned by an individual are included in the trust. This means every bank account, every piece of real property, every automobile, every brokerage account and every other thing that was owned by that individual are captured by the trust and titled in the name of the trust.

PART TRUE AND PART FALSE – If every asset of every kind is held by the trust, then you will avoid probate, but that is not usually what happens. In addition to a revocable living trust, you should have a "pour-over Will." This type of Will is intended to capture everything you own at the time of death and pour it over into the trust for planned distribution.



FALSE - If your trust does not capture assets, it will actually cost more in both time and money than a well-drafted Will. You will bear the meticulous burden of keeping the assets in the trust for years, and your family will still need to go through probate for the pour over Will.

• PROBATE WILL TAKE YEARS – Ordinarily this is NOT TRUE. Texas has very reasonable laws regarding probate. A probate proceeding with a Will can take as few as three weeks, but on an average, based on this firm's experience, not more than 90 days from the time that your probate attorney is contacted until you have "Letters Testamentary," giving the executor power to act, and all reporting to the Court has been completed.

• PROBATE IS VERY EXPENSIVE AND WILL TAKE A PERCENTAGE OF THE ESTATE is a FALSE statement. Most attorneys charge an hourly fee, and a few will quote you a onetime flat fee. Percentage fees in probate are normally not done.

• MY BENEFICIARY IS A SPENDTHRIFT AND WILL WASTE THE INHERITANCE IF NOT PLACED IN TRUST. This is a very common problem that can just as easily be handled in a testamentary trust as it can in a revocable living trust. The difference being that you do not need to go through the arduous task of

BISO

keeping all of your property titled in the revocable living trust during your lifetime.

This firm is not making a declaration against revocable living trusts. "In fact," they are very often the best way to settle an estate. What this article is intended to do is to say, that *"it is not the only tool in the box."* It may be the proper tool and it may not be---depending on your particular circumstances. For instance, if you own real property in more than one state, a revocable living trust, at least as regards that particular asset, might be the best and least expensive solution.

The determination of which tools are best to use in particular circumstances are best done with the guidance of an attorney of your choice who is experienced with wills, trusts and probate. The best results are not always accomplished with someone soliciting your business through telephone calls, mailers, dinner invitations or even well-meaning family or friends.

As always, it is recommended that you talk to an attorney of your choice rather than one who solicited you through a phone call, mailer or dinner invitation.

James Bright has been admitted to practice before the Federal Courts for the Southern District of Texas and Eastern District of Texas as well as all of the Justice Courts, Probate Courts, County Courts at Law, District Courts, Courts of Appeal and Supreme Court for the State of Texas. He maintains an office in Houston and by appointment another at 208 McCown Street in the heart of historic Montgomery. Contact may be made by telephone (936) 449-4455 or (281) 586-8277. For more information about wills or probate in Texas, please see www.houstontxprobate.com. ◆

IF YOU WISH TO SUGGEST A TOPIC FOR THIS COLUMN, SEND TO: JAMES M. BRIGHT 14340 TORREY CHASE BLVD., SUITE 150 HOUSTON, TEXAS 77014 Email: topics@houstontxprobate.com

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Along a creek in San Jacinto County this handsome juvenile bald eagle is ready to fend for himself. He will develop his white head and tail feathers at maturity, around 5 years old.

Celebrating Our American Bald Eagle

Every July we like to remind folks about our splendid East Texas American Bald Eagles – the symbol of our nation's independence and strength. Powerful, bold and distinctly American these birds are simply magnificent! With a wingspan of up to 7+ feet, and standing about 3 feet tall, an adult bald eagle only develops its white head and tail at maturity when it reaches about 5 years old.

With an estimated US population of over

140,000 birds, our current eagle population is strong. For over 30 years the Corp of Engineers, the United States Geologic Survey, and thousands of volunteers around the United States have come together to keep tabs on U.S. eagle populations. An event called the Mid-Winter Eagle Count has volunteers take part in this nationwide survey. The process calls for local volunteers to drive non-overlapping routes around waterways during a designated morn-



NATURE

A spectacular mature bald eagle.



With a wingspan of over 7 feet and standing tall at 3 feet, the bald eagle is the largest bird-of-prey in the US.

ing in January. This prevents any duplication in the numbers. The volunteers count eagles, list juveniles versus adults, and write down their locations or the directions that they are flying. Why in January? It is the perfect time to count eagles because less tree foliage allows more birds to be seen, also because mature eagles are not solitary at this time. They have reunited with their mates, repaired their enormous nests, and laid new eggs. Families stay close together until April or May when the 3' tall youngsters are ready to leave the nest.

Some eagles migrate through our area on their way to other locations, some come to nest and raise families here before moving on, while still others stay in East Texas all year around! Our lakes and rivers are powerful draws for these birds because their main food source, fish, is in abundant supply. Voracious fish eaters, they are opportunistic and will steal catches away from other fishing birds, but they also hunt ducks, coots, snakes, turtles, rodents



Humans with great vision see 20/20. But eagles see 20/5, which means they can easily see from 20 feet what a strong-sighted human can only see from 5 feet. This allows eagles to locate tiny prey from great distances.

and other tasty creatures. They are true apex predators of the bird world. Fortunately, there is plenty of food for all in our area, and the eagles know East Texas is a fine place to raise a family, or maybe to just stop by for a meal on their way to another destination.

Did you know it is illegal to possess even one bald eagle feather? The bald eagle was removed from the endangered species list in 2007, but as our national symbol it remains federally protected from hunting, harassment, and all other human interference. All bald eagle feathers are to be turned over to the National Eagle Repository in Colorado, which is run by the US Fish and Wildlife Service.

Learn more about the nature in our incredible area by joining a chapter of the Texas Master Naturalist organization. To find a chapter close to you, or to read about the state program, go online to www.txmn.org. Volunteer and get involved! \blacklozenge



Both male and female eagles are great parents, both caring for their young and bringing them food. Dock Line Magazine - Magnolia Edition July 2020 **33**



Catch A Fish, Surf A Wave, Jump Off A Cliff

During these uncertain times trying to find things to do that keep us calm and peaceful is essential for life. For me that is being thankful I can enjoy nature that God has created everywhere for us to enjoy.

I really enjoy surfing. It brings me peace along with excitement when I can catch a wave and get barreled. If you are surfing in Galveston or Matagorda you really have to watch the weather to see when the waves will be good. It's not like being in a place like Hawaii where the waves are always a lot bigger than they are here. One day I decided to go to Matagorda to surf. The weather forecast showed the surf would be good and I just wanted to catch a few good waves and enjoy the day. There was





a little boy and his dad that was parked next to me. They came by and talked to me and the little boy followed me around with his boogie board taking to me about surfing. It was pretty cool. It reminded me of the day my dad took me out to surf in California. They also sat on the back of their truck watching me surf. I caught some good waves and had a great day.

One morning I went to Galveston to meet my friend Austin. He wanted to go shark fishing with me. I am the only one that can swim

like a fish and I guess is crazy enough to swim out to the third sandbar. It's really a long way to swim that far, so I swim out by myself and cast the line and then swim back in. I put the line in the holder on the beach then wait for fish to take my bait. When the line starts moving, I set the hook. Austin has never caught a shark











before so I let him reel it in. That day we only caught 2 sharks and they were small. It was an exciting day for Austin with a fighting shark on the line. We both had a great time. Don't let that cute little shark smiling face fool you. You have to be careful how you hold them because the little ones are very flexible and they will spin their head around and bite you.

Parker and I made a trip up to Stillhouse Hollow Lake. It is in Belton, Texas. We fished and it was a beautiful sunny day. Parker caught the only fish. It was about 5 pounds. He caught it punching grass with a big jig. When we were done fishing, we decided to jump off a 40-foot cliff. Great ending to an incredible day! **THROW IT OUT, POP IT IN! SURF ON! ENJOY THE GREAT OUTDOORS! LIVE LIFE!** \blacklozenge





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Unbeatable charm & character describe this oneof-a kind home that is perfectly situated on 2 private lots w/in close proximity to all Bentwater has to offer (54 holes of Golf, 2 pools, tennis, sports club, restaurants, marina + more)! This home commands attention from the first step inside! The great room boasts a cathedral ceiling w/exposed beam ceiling accents, a full wall of windows overlooking the outdoor entertainment area, a soaring

floor-to-ceiling stone fireplace + rich hand scraped wood floors. The island kitchen is equipped w/a Chef approved 6 burner cooktop, double ovens, eye-catching granite & antiqued copper apron front sink. Right off the kitchen you will find a convenient flex space and/or office that is located next to the walk-in pantry. The gameroom is located downstairs w/matching exposed beams, FP and wall of windows + dry bar. Two bedrooms w/two full baths are located downstairs; one being the Master w/double sinks/vanities, oversized walk-in shower + soak tub. **197 Edgemar Road, Bentwater in Montgomery ML# 97723593. \$815,000**



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2.47 acres located within ONE MILE of Highway 105 at Lake Conroe and minutes from FM1488/ The Woodlands! With 250+ feet on McCaleb road and great visibility from the recently expanded thoroughfare - This tract has many possibilities to the end user - commercial, residential or a mixuse idea. There is a single family home located on the property that is updated and currently houses a tenant. **907 McCaleb Road in Montgomery**

Residential, Commercial or Both? Featuring almost 3.5 acres of land with a house + metal building within minutes from FM 3083, N Loop 336 E, I-45 + Hwy 105 and borders the unimproved area of E Semands Avenue; so many possibilities & options! The front 1.5 acres boast a 5 bedroom/3.5 bathroom/2 car garage home that was recently painted and well-kept plus a 40x30 metal building w/insulated ceiling, three - 12x12 Ft Roll Up

Doors, Piped for Compressed Air, 220v electrical in place, covered exterior parking/storage and a fully secured front entrance w/electric gates. The interior offers so much space! A large living room w/fireplace, an island kitchen w/great cabinet space, breakfast room + formal dining room. One bedroom downstairs (used as a home office) with a full bathroom. 4 bedroom upstairs with 2 full bathrooms.

901 Shady Lane, Woodland Estates in Conroe. ML# 10834808. \$495,000



Welcome to the Lake Lifestyle w/unmatched views of the Lake + sunrises/sunsets that are worth millions! Situated on 1.5 lots this Lake Conroe waterfront has over 1,000 square feet of outdoor deck w/unobstructed views of the Lake, the upper deck walks out from main area allowing for great entertainment, the ground level deck allows for Lakeside fishing/boating/swimming or just relaxing & the side yard is equipped w/a play

area. The interior will immediately WOW w/views from wall-to-wall! The main level is the updated kitchen w/granite, tile backsplash, solid wood cabinets, breakfast bar w/seating. The living room has 2 full walls of windows, fireplace, door leading to deck. Second floor- Master bedroom w/2 walls of windows, cathedral ceiling, walk out door to private deck overlooking the Lake, 2 walk-in closets, fireplace, double sinks, walk-in shower + tub. 2 secondary bedrooms offer walk-in closets. The lower level is the gameroom w/ walk-out door to lower deck (could be 4th bedroom).

183 Capetown, April Sound in Montgomery. ML# 76779354. \$450,000





Visit www.MoCoRealty.com to view Tamarah's full inventory of homes/lots/acreage/rentals





Five unrestricted acres off Hwy 30 - The opportunity is here! Recent upgrades include: New exterior siding (cement board), new roof, complete AC/Heat system (units, duct work, vents, all of it!), New windows in some of the house and a recent electric panel.

109 Didlake Road in Huntsville ML# 71619903. \$235,000

Don't miss this hidden Gem in the quiet Lakefront neighborhood of Diamondhead in Montgomery that offers boat launch + neighborhood pool! This 3 bedroom/2 full bathroom home has been updated and well-kept! The interior greets with solid wood floors, cathedral ceiling in the living room w/wood beam ceiling accent, fireplace and a sliding glass door that leads to a large covered back deck & the fully fenced backyard.

The kitchen overlooks the living room and boasts an oversized island with granite counters, stove/cooktop, seating and great in-island storage options + SS appliances, pantry w/ French doors, full extension drawers, breakfast area + formal dining room. The Master bedroom provides a cozy atmosphere with warm wood floors, wall of windows, private door leading to the back deck, upgraded walk-in shower, double sinks and two closets. The secondary bedrooms are spacious and both have walk-in closets! Features - New Roof 2019, Remodeled 2016.

28823 Diamondhead S, Diamondhead in Montgomery ML# 13643508. \$222,000



Located in a quiet subdivision in Montgomery that is minutes from Lake Conroe, restaurants, shopping, schools and golf courses! This 3 bedroom, 2 bathroom bungalow offers an eye-catching exterior with a generous front porch that will welcome relaxation! The floor plan offers a spacious living room that flows into the dining room and overlooks the kitchen that will boast rich wood cabinets, granite countertops, breakfast bar

that will be great for entertaining and a stunning backsplash. Nice Master bedroom with an awesome shower and great storage. The two secondary rooms will be spacious w/great storage. Pictures are of the same floor plan but different houses located in the same neighborhood!

805 W Omeara, Lake Conroe Village in Montgomery ML# 89637679. \$125,900



2 bedroom, 2 bathroom fully furnished condo, Second Floor Unit and all located in the Golf Course/Waterfront community of Walden. Well-maintained, walking distance to pool and golf course, next to the Cafe/Pro Shop/Driving Range. Montgomery ISD! More units availableone and two bedrooms. Call or email for more information.

13151 Walden Road #120, Inverness Condos in Montgomery

ML# 73093332. \$995 LEASE





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