



“Just because you can doesn’t mean you should”

"Begin doing what you want to do now. We are not living in eternity. We have only this moment, sparkling like a star in our hand and melting like a snowflake. Let us use it before it is too late.

- Marie Beynon Ray

The TeleWorkers Digest

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From The Editor -

Well, well, well

Who'd a thunk it?

With the [rebranded](#) copies of TWD included we are now read by over 100,000 people every month.

100K teleworkers (or teleworkers to be) soaking up all the comment and info that our good contributors give away for free – thank you to them and thank you to you for telling all your friends and colleagues about us via our [‘tell-a-friend’](#) form.

We have lots of new authors this month so feel free to contact them on any particular point or with any questions you may have – we’re here to help and support you in your search for flexibility so don’t be shy.

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Kindest Regards

Patrick Hennis

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Day Of Doubt

– by Ellen Rohr [@ellenrohr](#)

Do you ever feel like you hate absolutely everything and everyone involved with your business? Do you wonder why you even show up in the morning? Do you fantasize about pitching it all and running away to Costa Rica? Do you doubt your ability to make the business a success, to make it *work*?

On a Day of Doubt, give it one more day.

It's OK to give up on your business. If you are not succeeding, you may not have yet found your true calling. Or, you may not have given it enough time. Or taken the right steps. How do you know?

Ask for a sign. Why not? You might get one. Or, you might realize the signs have been there all along. You've just not seen them.

Is it too much to ask for a bolt of lightning?

Today, on a Day of Doubt...play "hookie." Punch out for a few hours. Do something completely different.

- Read – fiction only today.
- Walk until you get physically tired. Walk for hours.
- Don't speak out loud for the rest of the afternoon.
- Visit a cool music store and listen to unfamiliar artists.
- Draw something.
- Dance.
- Drive.
- Play with Lego.
- Play chess by yourself.
- Watch people.

Do something that you don't usually do to unwind. If you usually work out, skip the work out and take a nap instead.

And let it go at that for today. Act on it tomorrow.

You aren't quitting today. Give it one more day. The day you walk away from your business will be on a day of certainty...not on a Day of Doubt.

On the day after a Day of Doubt...

Head to the office. Close your door. Or, lock yourself in your car (without the engine running.) Today, you are going to *think*. Reflect on all that you have created. So often we neglect to acknowledge and enjoy our victories because so many battles lie ahead. Today, take a moment to congratulate yourself on your accomplishments. Consider these questions...

- Since the beginning of the year, what has changed...in yourself, in your business?
- What have you accomplished?
- Do you have a purpose in your business, a mission? Is your business consistent with that mission?
- Is your business supporting your values?
- Are you making more money?
- Are you making enough money?
- Are you reaching your goals?
- Are you having fun?
- Are you making a positive difference in people's lives?
- Are your relationships strong and healthy?
- Are you fit and strong...physically and spiritually?
- *If you could shut down your business with a snap of your fingers...would you?*

Profitability can make the difference between a business that serves your life and a business that doesn't. Money is terrific, but it is not the only measure of success. Does your business serve your life?

Place a blank sheet of paper on your desk. On the left side, put a minus sign on the top; on the right side, place a plus sign. Now, list the negatives and positives of your business. This is the classic Ben Franklin method of decision making. See if the plusses outweigh the minuses.

Should the business stay in your life? Should it go?

Add another element to the decision making process: “Test drive” the answers in your mind. Pretend you snapped your fingers and made the business go away. How does it *feel*? Perhaps according to the Ben Franklin test, the minuses outweigh the pluses. If you find yourself feeling deeply disappointed with the logical answer, consider how you can change the minuses into pluses.

Should you keep working your business plan, or change your direction...and your business? Essentially, it’s a spiritual dilemma. You are exchanging a good portion of your life for your business. It has to serve you and it has to serve others. Search your heart. Meditate. Ask for peace and guidance.

Many years ago, a friend of mine successfully climbed a 24,000 foot mountain peak. Afterwards he said something that stuck with me. He mentioned that not everyone made it to the top. One of the members of his party struggled with altitude sickness and had to turn around less than 1,000 feet from the summit.

“He must have been hurting pretty bad,” I commented.

“Well,” my friend responded, “It had better be pretty bad before you turn around. Because once you turn back, the pain goes away. Then you forget how bad it was. And you start to wonder, ‘Could I have made it?’”

Now, you may choose to take a different route. Or change your pace, or your climbing partners. Or you might try again after you repair some equipment. But if the summit represents your mission, if you are clear on what you *want*, don’t give up. Just keep applying the basics. Improve your knowledge and skills in each area of your business. Make decisions and take action. And press on.

And if you choose another path?

Here is a story from a wonderful book called *Mastery*, by **George Leonard**.

“When Jigoro Kano, the founder of Judo, was quite old and close to death, the story goes, he called his students around him and told them he wanted to be buried in his white belt. What a touching story; how humble of the world’s highest-ranking judoist in his last days to ask for the emblem of the beginner! But Kano’s request, I eventually realized, was less humility than realism. At the moment of death, the ultimate transformation, we are all white belts. And if death makes beginners of us, so does life – again and again.”

Today, I make a conscious commitment:

to move forward with my business plan...or choose another path.

I choose...

Signed: _____ Date: _____

Did you choose another path? Congratulations! Life is full of options and I look forward to hearing about your new adventures. Take some time to craft a plan. Not too much time. And don't worry about putting a bullet-proof plan together. Set your sight on the horizon and get going.

Did you choose to pursue the path you are on? Good for you! Now, pull out your calendar. Set a date, somewhere in the future. On that date, you may reconsider your decision. In the meantime, do not question it. Just go go go. Approach your business with fresh eyes. Get really clear on what you really want. Put a plan together. A plan keeps you focused and allows you to keep your ideas in written form in one place. That is so much nicer than trying to remember things. Work the plan. Address your dysfunctional relationships. Handle them. Or, disconnect from them. If that means letting someone go, let him go. Make sure that between now and the date you just wrote on your calendar, you leave everything you have in you on the playing field. Don't hold back. Give it all you've got. Because when that date arrives, you may choose to end this pursuit and select another path. Once you change direction, the pain will go away. You will be able to walk away with your head held high if you are comfortable that you did everything you could to make it work.

Life is too short to spend it doing something you hate with people who suck the life out of you. Life is long enough to have several businesses, careers and adventures.

Don't change direction on a Day of Doubt. Wait a day. Then decide.

Small Business Expert, Ellen Rohr helps you keep score in the game of business, so you can make more money as you make more sales. Meet Ellen at www.barebonesbiz.com.



Listen Carefully as Our Options Have Changed

– by Rosanne D’Ausilio Ph.D

Who cares!?! We listen and follow instructions, do we not?

I’m making some assumptions here. Yes, I know what happens when you make assumptions, but I am a customer service expert and know a little something about customers, so I give myself permission. Here goes:

- 1) You/we are savvy people.
- 2) You’re reading this, so you are computer literate.
- 3) You/we are happy to use self service—**when it works!**

By the way, self service doesn’t work so well. According to a Kanisa webinar @ CRM Magazine, only 14% of people don’t know you have a website. Here’s the actual breakdown:

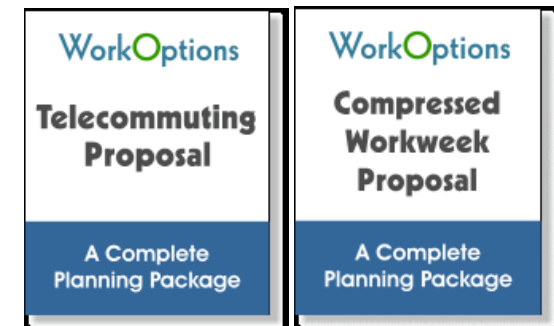
42% - of customers say it’s too hard for customers to find what they need

34% - customers don’t trust the system or the answers

7% - the answers aren’t there

That’s 86% of the people! This is a terrible exposure for any company’s website. You are/we are one click away from the competition.

- 4) Your/our intelligence is challenged by “listen carefully” – we do listen so we know which button we want/need to push. And if all else fails, zero pound (known as an octothorp) usually gets you to a human.
- 5) Many times the options have not changed—and it’s a gimmick to make you think they have.



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What's my point here? Treat you/me/us with dignity and respect. That means just give us the menu without the excess verbiage. Tell me which number to push for which department and please give me a 'zero out' option so I don't get caught in IVR hell.

- 1) Finally, KISS, Keep it Super Simple. I/we love the idea of taking care of ourselves, of being given options in order to do so 24/7, but don't give me/us too many options that I/we are forced to push a button to hear them all over again!
- 2) Originally it was reported that the mind can remember 7 things. The latest studies suggest 3-4 things maximum. And how many options are we given on IVR? My experience tells me many more than 3-4. Interesting, no?

I repeat "who cares" if your menu has changed, I/you/we care more if we can easily navigate the options offered to us and get to where we want to get to quickly and easily. Don't you agree?

Rosanne D'Ausilio, PhD., is a Customer Service Expert and can be contacted through her site at www.human-technologies.com

In this article, I'll show you a few of the most common areas where you can look for - and fix - those silent leaks.



Don't Keep It To Yourself

– by Gay Turner, MCIPR

You might have the best business in the world but if you don't tell people about it no-one will ever know.

It seems obvious, doesn't it? But it is amazing how many business owners keep themselves to themselves. They put marketing and PR at the end of their list of priorities, almost as an after-thought, if they consider any promotional activity at all.

Proactive promotion is as important as any other aspect of setting up and running a business. You must let people know you're there, what you do and the benefits you offer.

For some businesses, the best promotion is getting out, knocking on doors and meeting people face to face. Not everyone is a born salesman so some people need to find other ways of getting their message across.

There are a variety of activities: paid advertising; public relations; social media; direct mail; newsletters; e-marketing; exhibitions and conferences; demonstrations; networking events; special promotions with free or discounted introductory offers.

Decide how much you want to spend and how much time you want to invest. Consider the most cost-effective ways of reaching your target audience, then try them. It is said that new business often comes from selling more to existing customers, which is why e-shots are so

successful. They are cost effective: apart from someone's time to put the emailing list together, there is no cost at all.

It's worth finding out what Business Links can do for you and the benefits of joining the local Chamber to network and also to access to all types of information, including specialist legal advice.

Local business clubs are a good way to meet others from a diverse range of professions, trades and industries, particularly as many of the smaller ones don't charge a joining fee. You just pay for the events you attend.

You can advertise in your local press but this can be expensive. Proactive PR is cost-effective because, potentially, you can communicate with a much larger audience more cheaply than by advertising alone. Editorial has credibility because it appears to be an independent endorsement by a journalist.

Topics local press love are awards, successes and achievements (particularly against the odds), new employment opportunities, celebrities, all types of events from business open days to Christmas bazaars, regeneration of neglected areas, eco-friendly strategies, human interest stories about the very young, the very old, animals and the local community.

Be topical and cash in on popular TV programmes, like the wine bar owner who co-sponsored a local version of "Strictly come dancing" with the weekly paper and also took part in the competition – column inches guaranteed!

If you really have no money or time to spare at all, consider everything you do routinely in your business to see if you could do it better, for example:

- Make sure that your customer service is exemplary
- Be confident that your products or service are excellent value for money
- Train your staff properly to be efficient, helpful and friendly
- If you have a counter or reception area, make sure staff look smart and the place is neat and tidy
- Ideally, staff should know customers by name and recognise their voices on the phone
- Build a reputation for reliability - keep promises, no matter what!
- Say thank you
- Smile – such a basic thing to do but so powerful, even on the phone

Ask other people what works for them and also be prepared to share your good practices with others.

Or, you could get a professional PR to help you – so you can concentrate on running your business.


Gay Turner is the principal at Gay Turner Public Relations.

www.gtpr.com
publicrelations@gtpr.com



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stop talking
& play with
the big boys?*

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*Build your **army**.*
*Create your **system**.*
*Take **control**.*



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Working Independently

– by Tom Hopkins [@TomHopkinsSales](#)

When it comes to home-based businesses, or telecommuting for business, most people experience a certain amount of excitement tempered by fear. That's perfectly normal. While the prospect of working from home is exciting, it's something out of the ordinary for many of us. The benefits of higher potential income, no bosses or managers telling you what to do, no dress codes, flexible hours, and having the opportunities to attend to personal desires such as school functions during the day with the kids, shopping when stores aren't so crowded and avoiding rush hour traffic are naturally enticing.

However, if it's your first time considering an 'independent' venture, you probably can think of just as many potential pitfalls. That little voice in your head is very likely saying things like this: "What if I don't make any money?" "Do I have to work twice as hard as I am now to get started?" "Do I have what it takes?" "How will I be able to put forth a professional image if I'm working in my pajamas? Or, in the middle of the night?" "Will I get bored not having face-to-face contact with others?" [NOTE: If you're worried about that last one in particular, a quick lesson in video conferencing should handle it.]

Stop right now and turn those negative fears into positive actions. We all have tremendous fears of failing. So, your fear is good. It will make you do diligent research in finding just the right home-based business opportunity for you. Or, in establishing an efficient and effective manner of telecommuting. If necessary, start your day by getting dressed and ready to work as if you were heading into a traditional office setting. Some of my students have gone so far as to go out to their cars and back out of their driveways to mentally (and physically) separate themselves from their homes. Then, walk back in...straight to their desks or other workspaces...and get down to business just as if you'd walked into a professional office elsewhere.

This might sound like a silly game but if you have doubts about your discipline in working from home, this will help you set the stage in the beginning. Eventually, you'll be able to make this mental change just with a thought and yes, you will be able to work in your pajamas if that's what you want (and is appropriate for your business.)

Whether you realize it or not, you have already been in business for yourself since your first day on the job. You are and always will be the President and CEO of YOU. Think about it!

--You determine the content of your work based on what you read, listen to and learn.

--You handle product packaging every morning as you choose what to wear and how to present yourself.

--You market yourself by meeting others and making positive first impressions.

--You sell yourself daily to everyone you encounter--family and friends included.

If you are the product, every action you take or thought you have affects your ability to perform in the marketplace. And, your level of performance creates the income to support your lifestyle. So, if the quality of your life is dependent upon your thoughts and actions, what are you thinking about? What are you doing? If you're not making specific choices about how and when you will do the work necessary, you're probably following a path set for you by someone else. And their path might not be leading you where you want to go.

When considering working in a home-based business or telecommuting, think from the perspective of the CEO of you...the services you can provide and how effectively you can provide them. If it all makes sense, make the leap and reap the rewards.



Tom Hopkins is world-renowned as an authority on the subjects of selling and success. To learn more, visit

www.tomhopkins.com.

A horizontal banner advertisement for ACAI Berry Select. On the left, it says "Do you want to feel Alive and Energized?" in red and black text, with the website "www.acaiberryselect.com" below. In the center, a woman in a purple sports bra is measuring her waist. To the right, it says "Powerful Antioxidant Energy & Metabolism Booster" in white and yellow text, with a small image of the ACAI Berry Select supplement bottle. A green box in the center contains the text "CLICK HERE for Your Risk FREE* Trial" and a small note "*Only Pay \$/H".

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Warming Up Those Necessary Cold Calls

- by Ceri Ruenheck

5 Tips to Remember When Cold Calling Business Leads:

When most folks think about cold calling, they don't get a warm feeling. Even experienced sales people can be intimidated by the prospect of picking up the phone and calling a new business prospect that doesn't know them and is not expecting to hear from them. There are plenty of reasons why cold calling gives some the chills. They're shy. They're easily disappointed. They feel like they're bothering people. While these feelings are legitimate, it's no excuse not to make the call. The fact remains that cold calling is a necessary and highly effective tactic in the vital campaign to build a successful new business pipeline and grow your company. Yet although cold calling is a significant component in generating leads, it is often given the lowest priority.

Today's easy access to email doesn't help matters either. Too often an email is substituted for the more personal and useful interaction that occurs when individuals actually use their voices to speak to one another. Cold calling is the first step toward winning new business. It's the process by which we identify strong prospects and generate worthwhile leads. Trust that that the actual you, not the virtual you, is the best way to begin these relationships.

The following five tips should help you overcome your anxiety and improve your success rate:

1. Its No Bother...its Just Business

It's important, if not essential, to remind yourself that when you are cold calling prospects, you are doing business, during business hours, with other businesspeople.

You're not calling someone's home just as they're sitting down to dinner after a long day at work. Your targets are at work, and they spend a great deal of their workday doing business on the telephone. Think of it this way. When your phone rings at home in the evening, you may let the voicemail take the call quite often. But when your phone rings in the office, you pick it up. Talking on the phone at work is the rule, not the exception. You're not bothering anyone when you cold call. If you've targeted the right group of people than what you have to offer will be helping your prospect and you will no longer be perceived as a bother.

2. Research, or be destroyed

Always make sure to spend the necessary time researching your prospects. First look at your past customers and see if you can find similarities that will allow you to find the folks that generated the most revenue for you. From there you can find prospects with the same demographics. Check out their Web sites. Look for any coverage they might have received in the media or in industry journals. Look into their competitors. You want to know not only what the prospects do, but also how they do it, and in what areas the companies have succeeded and in what areas they have failed. The purpose of thorough research is twofold. First, it allows you to create a viable prospect list by eliminating companies that are not appropriate targets for your services. No need to cold call a fish if you're selling bicycles. Second, it will make you well prepared. The goal of a cold call is to talk not only about your company,

but also to encourage the prospect to talk about their company and their needs.

3. "Less is Better"

Although you know everything there is to know about your product or service saying it succinctly is key when cold calling. I recommend that you introduce the product or service that most appeals to your prospects. After you get your foot in the door you can then up sell other services or products. Before making the actual call, write down what you want to say. It should include a statement of who you are and what your company does, a reference to the prospects needs in that area and an open-ended question that will lead to a longer conversation. Prepare yourself for objections. Objections are a good thing. It means that your prospect is listening. The more objections you plan for the better results you will have. Make sure your talking to the right person by asking some qualifying questions during your conversation and if the person your speaking to isn't the right person find out who is and call them referencing the person who gave you their name. If you do this, you've created a script that will help you to organize your thoughts and boost your confidence!

4. Put One Foot in Front of the Other

For the easily discouraged, cold calling can prove a particularly distasteful experience. More often than not a prospect will be too busy to talk, or if the prospect does have time to take your call he or she will eventually confess that the company is not spending until the next quarter...of the next year! We all share the same economy. Don't take it personally and

don't get discouraged. Treat each cold call as if it is your first call of the day. Just because a prospect can't see your face, that doesn't mean they can't hear your

attitude. In other words, any timidity, disinterest or gloom will shine right through that phone line. When I say smile, I mean it. And stand up when you make cold calls. The simple act of getting out of your chair will increase your energy and sharpen your focus. A good attitude is a key to success, and it's easier to have good attitude when you have a good opening. Setting small reachable goals will help you to obtain success. If there are 10 prospects to cold call on your list for the day, the goal should be to have a valuable discussion with three of them. Don't expect to close a deal on the call either. Realistic goals for cold calling include determining the quality of the prospect, stimulating interest in your services, agreeing to mail the prospect more information and/or securing a face-to-face meeting.

5. Following through Means Following Up

New sales are made after an average of 4-5 contacts or "touches". Your first touch is the cold call, the second is when you follow up with them (either by mailing or emailing) and then call again just to make sure that the information was received and to answer any questions. At this point you have now touched your prospect 3 times! (Almost there!) It sounds like a no-brainer, but very often we find it easier to move on to the next opportunity than to show persistence. Simple things like doing what you say you're going to do may not close a sale, but failing to follow through can absolutely kill your chances.

Cold calling is a proven method of generating new business. If you want to grow, you have to contact prospects and generate leads. The cold calling process allows you to more accurately identify solid targets, quickly generate interest in your products and services and easily develop a dialogue with people whose needs match what you have to offer. Just follow these five simple tips, and the next time opportunity knocks, you won't leave it out in the cold.

Ceri Ruenheck is the president of It's Your Call www.itsyourcall.com a business to business telemarketing firm that was established in 1994. It's Your Call helps small businesses make the necessary outbound calls that they might not have the resources to perform themselves. She is the mother of two boys and two cats all living in out of Harvard, MA.

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Fitness Tips For Telecommuters

- by Jake Nash

When I recently received a request for fitness advice for telecommuters, it hit me that I didn't have to rely solely on my experience with clients for this one, as I've BEEN a telecommuter for the last year. Since closing down my studios, I've been holed up in my home office, working non-stop on either my online MBA or my book. My contact with the outside world has been almost completely through the keyboard or phone. Like most telecommuters, my time has been my own, but that doesn't mean I haven't been working longer hours than I ever would have with a normal job.

From the standpoint of getting in shape or staying in shape, there are certainly both advantages and disadvantages to working from home. It's nice to be able to get your workout in during the middle of the day when the gym is empty, but if you rely on someone else to motivate you to get to the gym after work, you're going to have to start being your own motivation.

Probably the first thought that goes through everyone's mind when they first start working from home is "Now I just need to setup a home gym and I'm all set!" For a number of reasons, this never seems to work out like they think it will. There's the obvious disadvantage that the equipment you get for your home will probably not be as good as what you're used to in the gym, as well as the lack of variety of equipment, but the real reasons it never works go much deeper.

First, you must think about just how much time you will be spending cooped up at home. Whether you're at home alone or you are telecommuting because it allows you to stay home with your young children, the fact is, if you're like most people, at some point you are going to start craving outside human interactions. Sitting at home in your underwear all day sounds like a dream come true, until you've done it for a couple months and start to go stir crazy. That mid-day trip to the gym may just be all you need to reset your brain to get back to work alone.

Another hidden reason it doesn't work for most people is that there are just far too many interruptions. It's hard enough for most people to get a workout in at home when the home is just a home. When it's a home AND an office, all of sudden it becomes VERY tempting to take a quick check of email between sets to see if the quote came in. Then three hours later, you realized you just skipped half your workout and it's too late to get started again. Once you're at the gym, you're MUCH more likely to do what you need to do, quickly, efficiently, and get back to work.

Regardless of where you choose to workout, there are a couple of factors that may cause you to gain a few pounds. The first is the lack of overall low intensity activity. You may or may not have seen the studies, but it's hard to miss the commercials: how much you move around during the day (often shown as how many steps per day) has a significant effect on the number of calories you burn. This could be a huge factor if you went from a job where you are on your feet all day to one where you never leave the house. However, even if your previous job had you sitting in front of a computer at work for most of the day, chances are you still got

up and moved around a lot more than you are going to do at home. If you wore a pedometer to your old job, you'd probably be surprised at just how many steps you took.

Over the course of a year, all those steps you are not taking now will add up! How should you compensate for this? You should certainly reduce the number of calories you consume, but an even better solution is to get up and take a walk at some point during the day. I'm guessing this walk will benefit you in more ways than just burning calories.

Another factor that will not help your waistline is the close proximity of your workstation to your free and unguarded kitchen. If you are the snacking type, this could be catastrophic. For most people, having to pull out money and actually BUY something from the snack machine provides at least a little bit of incentive to not snack. When all you need to do is get up and take 10 steps to the fridge, it becomes another story entirely. There is no ironclad solution to this problem other than willpower, but one way to mitigate this disadvantage is to do the same thing you should

be doing already: DO NOT keep junk in the house! This is a tactic that works well for evening snackers and even better for those that work at home. As strange as it may sound, there really are people who do not keep cookies, candy, chips, ice cream, etc. around the house. I won't go too far into that topic, as it's an article in itself, but you're not going to be happy with the way you look in a year if you even take one extra snack every



day. It DOES add up!

None of this should discourage you in the least from working from home. Being able to choose the time you head out to the gym is a huge advantage. Just don't let the disadvantages hold you back.

Jake Nash is the creator of thinkingpersonsfitness.com and he can be contacted on jake@thinkingpersonsfitness.com

An advertisement for a 'Work-at-Home Success Kit'. The background is blue with a sunburst effect. At the top, it says 'Make \$225 per Day with the Work-at-Home Success Kit' in blue and orange text. Below this, there are three yellow checkmarks followed by the words 'Click', 'Work', and 'Collect' in white. Underneath that, it says 'its Easy!' in yellow. At the bottom, there is a red button with white text that says 'Click Here' and green arrows pointing left and right. On the right side of the ad, a woman with long brown hair is smiling and holding a fan of US dollar bills.

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Tech for Telecommuters: Work from Home without Looking Like It

- By Steve Adams

The mobile workforce is expected to grow to 1.2 billion people (one-third of the existing global workforce) by 2013, according to IDC Research. For those of us who work from home or know someone who does, it's easy to see why. Being a remote worker has a lot of benefits – little or no commuting time, the ability to time shift when needed, keeping a job when you have to move away, and more.

Yet with this increase in acceptance comes a corresponding increase in expectations for these workers. Telecommuters are required to display the same level of professionalism as their office-bound colleagues, particularly in their interactions with co-workers, business partners and customers. However, if they are not using effective technology, this can be a seemingly insurmountable task.

Below are some ideas on how you can be sure you're presenting a top-notch, professional image by replacing inadequate consumer technologies with affordable tools designed specifically for those working in small or home offices. .

Portray a big company image with a virtual phone service that routes calls for you. Whether you're using a mobile phone, your home phone or a second landline, having calls come directly to your phone makes you appear small and casual. The better choice is a virtual phone service for small business. This type of service, which you can usually find for around \$10 per month, offers a number of corporate phone-like features, such as a virtual receptionist that answers calls with a

professional greeting, enhanced voicemail, smart call forwarding that allows you to forward calls to any phone you choose (such as your mobile phone) when you're away from the office, even the ability to establish regular "office hours" by switching to an after-hours greeting when it's time to shut down.

If you're running a business that has its own employees or uses contractors on a regular basis, the virtual phone system lets you give customers and prospects one toll-free or local phone number to call, then use extensions to reach anyone in the company, whether they're inside the building or across the country. Either way, you'll give the appearance of working in a downtown high rise rather than remotely.

Replace the fax machine with an Internet fax service. Faxes are still a fact of life in many industries. But it's not efficient for telecommuters to have important faxes tied to a single fax machine. Sending and receiving faxes today is as simple as using a smartphone application. For roughly \$10 per month, an Internet fax service sends and receives faxes online anywhere you have an Internet connection. There's never a busy signal, and instant notifications allow remote workers to know exactly when a fax arrives. If you're working on a team, faxes can be delivered to multiple email addresses at the same time, or forwarded to multiple recipients.

Documents sent by fax are usually urgent and important. An Internet fax service can help enhance your professional image by staying on top of faxes.

Be present via video. The phrase “out of sight, out of mind” is one many remote workers know. Sure, you can call in to a meeting, but when a lot is happening, or a whiteboard is being used, it can be tough to keep up.

A better way to go is to “call in” via video. With the right video conferencing application, and a coworker willing to point a laptop in the right direction, you can establish more of a presence at the meeting, read facial reactions and body language, and participate more fully in conferences. If you need to share information from your computer, many of these applications can help you do that too.

These applications may not have all the video/audio quality or features of the large corporate systems. But they’re available free or for very little cost. And just the effort makes you look more professional.

Move applications and services online. One of the most frustrating parts of being a mobile worker is the need to become an IT expert. Losing time and having technology crash while you try to troubleshoot hardware or software problems doesn’t do much for your image.

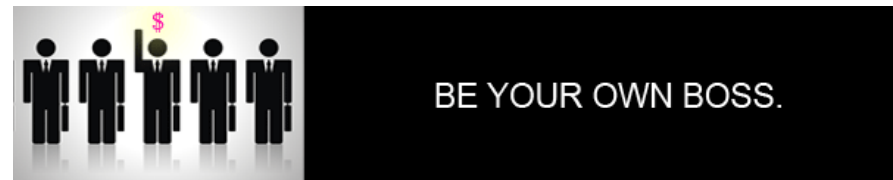
Today you can solve that by using Web services that are managed by someone else. Your office suite, storage, security, phone system, faxes, accounting software and just about anything else are available these days, either free or for a low monthly subscription.

The nice thing about this model is that your entire office can go with you when you’re on the road, eliminating cost and maintenance

headaches. As long as you can get an Internet connection you can access files, work on documents, share information and more from any PC or smart phone – just as though you are in the office.

The expectations for the professionalism of mobile workers have been raised. Make sure you’re ready to meet them by using communications tools that provide the level of quality of a large corporation. Without all the downsides of corporate life.

Steve Adams is the vice president of marketing for [Protus](#), a provider of communications tools for small-to-medium-businesses and enterprise organizations, including the [MyFax \(www.myfax.com\)](#) internet fax service; [my1voice \(www.my1voice.com\)](#), a virtual phone service; and [Campaigner \(www.campaigner.com\)](#), an e-mail marketing solution. He can be reached at sadams@protus.com.



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Branding Debunked: 7 Common Myths

- by Lauri Flaquer

Myth #1: *I'm not yet _____ (insert assorted insecurity here: famous/successful/important) enough to have a brand.*

Myth #1 Debunked: You're right! You're not! And without a brand you never will be.

Don't get caught in the interim trap. Using brand identifiers, such as a logo, noncommittally will significantly diminish your chances of success. Brand bouncing makes you and your company look unprofessional and unstable, wastes yours and your potential customers' valuable time, and destroys any opportunity to build momentum.

In the marketing game, you simply cannot afford to wait until you have more _____ (insert assorted prerequisites here) to establish a strong brand – the time is now!

Myth # 2: *Developing and maintaining a strong, consistent brand can get expensive; I'd rather spend that money elsewhere.*

Myth #2 Debunked: Building a viable brand can be big bucks! But the reality is, not having a recognizable brand is so much more expensive in the long run.

To avoid this common pitfall, take careful measure to develop a clearly defined core message, a strong mission statement, and a distinct tagline that accurately represent your business.

Myth # 3: *I can do brand all by myself! No need to consult with a professional branding and marketing expert.*

Myth #3 Debunked: You can do *bad* all by yourself – bad branding, that is! Without the knowledge and know-how that only a seasoned branding expert can offer, your company will be perceived as a rookie, an amateur.

Brand development is complicated. Consumer psychology, market demographics and psychographics, aggressive marketing strategies, PR tactics, communication methods and styles – a branding specialist combines each of these highly specified areas of expertise in order to create a powerful, effective brand.

If powerful and effective is what you're looking for, employ a branding professional.

The advertisement features a white mouse cursor pointing at a green 'BUY' button and a red 'SELL' button. Above the buttons is a table of currency pairs with their respective signals and prices. The text 'OmniForex AUTO FOREX MONEY MAKING SIGNALS' is prominently displayed at the top, followed by 'Forex Trading made SIMPLE!' and 'Make Money at the click of a Button'.

SYMBOL	SIGNAL	SL	TP
USDJPY	BUY	+22 pips	+43 pips
EURCHF	SELL	+31 pips	+55 pips
GBPCHF	SELL	+47 pips	+84 pips
XAUUSD	SELL	+56 pips	+73 pips
USDCHF	BUY	+45 pips	+56 pips
EURUSD	SELL	+57 pips	+91 pips
USDCAD	BUY	+54 pips	+93 pips
EURJPY	SELL	+72 pips	+98 pips
USDUSD	SELL	+84 pips	+93 pips

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Myth # 4: *Good brands just happen.*

Myth #4 Debunked: Not so! A good brand – one that is consistent, relatable, and recognizable – is carefully constructed and micro-managed at all times.

Don't expect your company brand to fall from the sky. Know that embarking on this brand-building journey will require much of your time, thought, effort, and energy -- and commit wholly to giving it your all.

Myth # 5: *Branding is just a business buzz word – a fad that will go out of style.*

Myth #5 Debunked: For over 150 years, branding has been a success catalyst for companies in every corner of the world. The business of branding shows no signs of diminishing. In fact, its strategies and methodologies are becoming more and more sophisticated by the day.

A complete, well-thought-out brand is an integral part of a business' positioning and profitability. Branding a fad? As if!

Myth # 6: *Just because I have an identifiable brand doesn't mean I'll make more money.*

Myth #6 Debunked: On the contrary, consumers support strong brands. Research has proven that well-branded products sell significantly better than those products that lack a definitive brand.

That means that branding is *proven* to increase your company's popularity, customer loyalty, sales and revenues. If branding wasn't helping a company's bottom line, would they invest millions, even *billions* of dollars on it? It is one business expense that will absolutely deliver the highest ROI. Savvy business professionals know that the loyal patronage and no-cost, word-of-mouth advertising that a strong brand fuels will most certainly make you more money!

Myth # 7: *If I don't define and promote a specific brand, I won't be branded or pigeon-holed.*

Myth #7 Debunked: You will be branded whether you want to be or not, so why not take control of that branding rather than allowing the public at large to define it for you.

By debunking these common branding myths, you can clearly see that without the foundation of a strong brand, you will never be able to reach the levels of success that you could experience with one. Take my advice; develop a strong brand and allow your business to SOAR!

Lauri Flaquer is an author, speaker and business consultant. She can be contacted through www.successwithsaltar.com



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Email Is Forever

- by Elizabeth Danziger

If you follow the news, you might already have been regaled by the boastful comments of *wunderkind* Goldman Sachs trader Fabrice Tourre, whose email was quoted on the front page of a recent *Wall Street Journal*: “The whole building is about to collapse anytime now.... Only potential survivor, the fabulous Fab... standing in the middle of all these complex, highly leveraged, exotic trades he created....” Portions of the same email were also excerpted in *Time* and have probably appeared elsewhere.

What can we learn from Mr. Tourre’s experience? I’m not going to address whether the Goldman trades were kosher or not; that’s not my specialty. But I do want to address the utter folly of writing emails that one would not want to read on the front page of a national newspaper. Presumably, the morning fabulous Fab read his quote in the *Journal* was not one of the bright spots of his career. Ditto for the people who wrote the emails publicized in Climategate – or the authors of Toyota’s emails about their electronics problems. Yet there they were, smart people all, writing emails that were subsequently either subpoenaed or otherwise dragged into the public arena, there to cause reactions ranging from mere chagrin to downright terror of being charged with criminal acts.

When to Avoid Email

If your message is truly confidential, I implore you: Do not email it. Think you’re protected by the thick slab of gobbledygook at the end of your email stating that the contents are confidential? Think again. I don’t think that signature file text has slowed down the Department of Justice one little bit. If you are pondering an email about something that should

not be publicized because it borders on the unethical, there’s a simple solution: Don’t do the dubious deed.

If you are upset or angry, do not email. Your message will become a permanent testament to your bad feelings or ill will, able to be forwarded or reviewed by anyone. It’s just not worth the momentary satisfaction you might get from saying, “There! I told *him!*”

If you are feeling boastful, do not email. Gloating is bad form even in trivial cases, but it is often an outright invitation to disaster. Remember fabulous Fab the next time you want to brag; if you’re unwilling to see your words in the mass media, keep them to yourself.

Email is a wonderful business tool – but it is not for every communication. It’s quick, dependable, ubiquitous and oh so permanent. If you want to preserve a record of your messages or disseminate information widely, email is ideal. But if the thought of finding your email plastered across the front page of the paper makes you queasy, consider your alternatives. You could make a phone call. You could send a fax. You could (gasp!) write a letter. Or – here’s a quaint idea – you could say nothing at all.

Are you confident that every email, letter and memo that comes from your organization is clear and to the point? Why wonder? Let us do a free writing audit, telling you where to make improvements and how to make them. Contact me at lizd@worktalk.com and we can talk about how the customized Worktalk trainings can transform the quality of writing in your organization. – www.worktalk.com/





Earn While You Search For Flexibility
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Temperament & The Art Of Selling

-by Brad Dude

In the hustling world of sales—whether it is cosmetics, soap, refrigerators, autos, software, or insurance – the customer is still king. Learning how to sway your customer to buy your product or service is paramount to success for any individual salesperson and for their company, whether large or small. This is no mean trick in an economy where frightened consumers are saving, paying down debt, and staying away from the stock market, let alone making smaller purchases that they do not consider to be necessities.

Most sales and marketing courses emphasize the identification of target markets (new or existing); the segmenting of markets to determine a special niche; an in-depth analysis of each market; an assessment of the competition; the development of a business strategy; the production of pricing, distribution and positioning strategies; and, a final decision as to when, where and how to proceed – usually with insufficient data on hand to make such critical decisions. While all of these worthy efforts can be strengthened by use of technology (e.g., customer relationship management tools, IT business solutions, quality assurance, managed services, etc.), a more basic look at the personality of the customer, whether an individual or a company, may be useful for those who sell things for a living.

When my co-author, Jim Harden, and I began to write about temperament in our book, *“What Makes You Tick and What Ticks You Off,”* we looked at temperament primarily as that aspect of our

personality concerned with emotions and the speed and intensity of our reactions to them. We took data from hundreds of our various workshops and seminars and found, as Hippocrates did some 2,500 years earlier, that we are born with four temperaments and develop our “dominant” temperament, that is, those behaviors, attitudes and emotions that feel MOST comfortable to us. We have described these “Basic Elements” in natural terms to describe the four temperament categories. They are:

Earth— *reliable, traditional, organized, sensible, and trustworthy.*

Air— *intelligent, analytical, curious, visionary, and logical.*

Fire— *spontaneous, playful, innovative, uninhibited, and fearless.*

Water— *compassionate, friendly, personal, and benevolent.*

How do these four temperaments relate to the art of selling? *We posit that the dominant temperament of a customer is a strong influence on their willingness to buy a product or service – or positively accept the efforts of the salesperson.*

For example, a customer with an *Earth* temperament is looking for a product or service (or salesperson) that he/she believes will be dependable and can be trusted to serve the short- and/or long-term needs of his/her family or organization. Sellers will need to craft their sales pitches to meet such expectations. The overly humorous or ultra-glamorous sales pitch will probably not provide the Earth temperament customer with the focused and organized approach they are looking for

in a successful product or service presentation. An Earth temperament buyer may, however, be quick to recognize what they want and may be willing to make a rapid decision to buy or not.

A customer with an *Air* temperament is looking for a presentation that is logical and full of product and/or service data and relevant information. He/She will not want to make a snap decision since there is data to examine, analyze, and discuss before a buying decision should be made. Sellers must be armed with plenty of brochures, samples, references, and testimonials to satisfy the Air temperament’s need for full disclosure. Sufficient time to study all relevant materials will be required by the Air buyer.

The *Fire* temperament customer is ready for anything – except a boring sales presentation! They are technically savvy and enjoy having lots of “toys” around them. New toys (e.g., computers, software, books, clever gadgets, state-of-the-art hardware, etc.) are quickly reviewed and rapidly assessed for their immediate and future usefulness. Sellers need to be “on their game” in terms of knowing the intricacies of their products and services since they will be bombarded with questions, including “what if” type questions (e.g., What if I wanted to change this shelving structure, would you still provide support services?). While the prepared sales professional may obtain a quick order from a Fire customer, the unprepared seller will be shown a very quick exit.

The *Water* temperament customer must develop a personal relationship with a seller before there is any chance of a successful closing with an order. This customer believes that the time one spends together is

critical to doing business – now and in the future. The salesperson that is in a hurry to complete a presentation and reach a quick close in order to scurry to the next appointment because he/she has over-scheduled, will be sorely disappointed with a Water customer who will appear slow and plodding in their decision making. Water customers require a commitment (actually an investment) in time and will not be quick to make a sales decision.

In our research, Jim Harden and I also found that we all possess a *shadow* temperament, that is, those behaviors, attitudes and emotions that feel LEAST comfortable to us. So, if we take our four Basic Elements and prioritize them, the temperament that is our *dominant* preference would come first. Our second and third preferences (i.e., secondary and tertiary) would come next and our fourth preference would be our shadow temperament – those behaviors, attitudes and emotions that we relate to the least. We found that most of our conflicts with others (e.g., customers, spouses, our children, bosses, co-workers, etc.) are typically with those who exhibit our shadow temperament.

Sales professionals must acknowledge their own dominant temperament and be aware that their styles, approaches and words may reflect, for some customers, the behaviors of their shadow temperaments – behaviors that they are LEAST comfortable with. Earth sales professionals who present themselves and their products/services as dependable, traditional and trustworthy may find that their customer (with an Earth shadow) perceives them as conservative and judgmental. Air sales professionals who present themselves and their products/services as logical, intelligent and analytical may find that a customer (with an Air

shadow) perceives them as cold, calculating and condescending. Fire sales professionals who present themselves and their products/services as state-of-the-art, humorous, and very clever may find that a customer (with a Fire shadow) perceives them as immature and reckless. Water sales people who present themselves and their products/services as friendly, benevolent and personable may find that a customer (with a Water shadow) perceives them as emotional and nosy.

Organizations can have a temperament, too. The Boy Scouts is an example of an Earth organization that prides itself on being trustworthy, loyal and helpful to others. NASA is an Air organization that prides itself on scientific research. Apple is a Fire company that that manufactures a variety of innovative and creative personal computer-related products and services. Disney is a Water company that focuses on family values through its theme parks, movies, resorts and other products and services. The wise sales professional will conduct full research on the company or organization with whom they are marketing prior to meeting with a customer or representative.

We posit that salespeople who are able to discern the dominant and shadow temperaments of their customers are more successful than those who cannot. The implication here is that those salespeople who spout the same marketing lines over and over again (i.e., script selling) to customers without regard to their temperament, will not be as successful as those who do take the time to learn about temperament and tailor their sales presentations, conversations and strategies accordingly.

→

Key Steps for Moving From Theory to Practice

So, how can the wise sales professional learn more about temperament? Learning any new skill takes time and practice. In fact, research shows that while it takes 300 repetitions to produce the correct movement or technique from memory it takes 3,000 repetitions to do the same activity without thinking about it. Practice does, in fact, make perfect.

Step One: Become aware that personal temperament has a direct influence on how individuals, and organizations, behave and make sales decisions. Read our book, *"What Makes You Tick and What Ticks You Off,"* to get the basics of temperament theory. Understand the terminology and concepts behind each of the four temperaments. Learn how dominant and shadow temperaments impact our view of the world.

Step Two: Identify your own dominant and shadow temperaments (each of us is different) and analyze how you are impacted by them. Remember, we have all four temperaments within us. Recognize that your dominant temperament has influenced you in how you prepare, interact, and talk to customers without your ever realizing it. Review some of your recent sales successes and failures. Think back to what you did and what you said when opening and closing your last few deals. How were you influenced by your dominant temperament? Were you negatively influenced by customer reactions and behaviors that reflected your shadow temperament? Could a customer's negative reaction to you be related to their believing your actions and conversations reflected their shadow temperaments?

Step Three: Make your dominant temperament work more effectively for you. Look for opportunities to meet with colleagues or friends whose personalities appear different than your own. See if you can discern their dominant temperaments. Analyze their conversations and behaviors and try to identify the strengths that they bring. List the strengths that your dominant temperament brings to your sales efforts. Consider how you can build upon each of those strengths and how they can enhance your approach to selling. For example, if you are an Air, consider how your preference for data and information can be reflected and incorporated more effectively into your sales presentations.

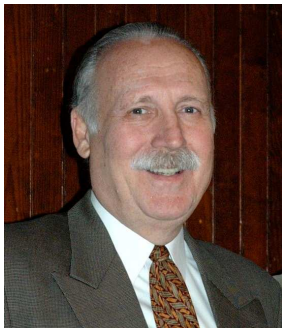
Step Four: Although a difficult step for many, make your shadow temperament work for you! Meet with colleagues or acquaintances whose personalities typically tick you off! These people probably represent your shadow temperament. Try to ascertain what behaviors they exhibit that make you feel so uncomfortable and even angry. These may also be the behaviors that your customer's exhibit that elicits an unconscious negative reaction from you. This is potentially your greatest learning opportunity since you will now become more aware of the causes for your reactions to customer behavior.

Step Five: Apply your new found expertise in temperament in "safe selling" environments. Find opportunities to use your temperament skills in situations where you feel most comfortable. This might be with a customer you know well or with an organization that you have had success with over the years. Prepare yourself by identifying the dominant temperament of your customer and fashioning your presentation, opening statement, closing, etc., with their temperament in mind.

Analyze your efforts to assess customer reactions and your own feelings about the sales session. Eventually, apply your new temperament skills in sales situations with more difficult customers who probably represent your shadow temperament. Modify your sales strategies and approaches to acknowledge and build upon the strengths you now realize are possessed by customers with your shadow temperament.

Utilizing temperament in order to make more sales is challenging and will take time and effort – and sometimes a little help. Our interactive workshops focus on understanding temperament theory, identifying your personal strengths and continuing challenges, and developing strategies to apply key temperament principles. The art of selling is complex and ever changing. A better understanding of temperament becomes yet another learning tool in your never ending journey to make your selling efforts more enjoyable and successful.

Brad Dude is the co-author of a new book on temperament entitled, *"What Makes You Tick and What Ticks You Off – How the Basic Elements of Temperament Will Lead You to a Happier Life."* He has over 30 years of experience conducting training workshops on management, leadership and supervision. Mr. Dude currently works with such clients as NASA, IRS, and the U.S. Navy and has worked in over 30 countries. Visit his website at



(www.whatmakesyoutickandwhatticksyouoff.com).



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This Month's Survey Results:

Each month we open up our online survey so **you** can rate and suggest a top 5 of work-at-home resources for your fellow teleworkers to take a look at.

There are 4 broad groupings to view and if you disagree or would like to suggest alternatives we encourage you to have your say via the link under each group; this will take you to the individual survey page.

Positions are determined by combining the results of 5 criteria in each group.

Please note: These are the results formed by *subscribers of TWD* and do not reflect the opinion of this publication or any of its partners. Each option on the survey must have been suggested by at least 5 subscribers to warrant inclusion and deter spammers.

NOTE: Not all services available internationally

Career Stories from the Middle

- by Paul Diamond

I reckon all the best bits in a career story come well before the end

The bright starts, the early promises, the new opportunities, the twists, turns and the struggles.

There's also the dips, the failed attempts, the trips, falls, stumbles and (thankfully) the recoveries.

And all that's without even mentioning the braveries, new ideas, determinations, persistences and damn-near-gave-up-but-kept-on-goings.

Yep. I'm absolutely convinced we need more career stories from the middle of where we are right now.

It's always the middle of somewhere...

The middle is where we stand.

Stories from the middle don't always sound or read like the traditional 'glory-career-story' but that's why they're such great reading. That's why they grab us, remind us, encourage us too!

Every career and every person goes through points and places where the future is uncertain or there are big changes and big decisions to be made.

Where we are now often has more potential than we know and our stories from the middle are where this potential really shines.

So wherever you are don't forget you have a story to tell and that the ending is firmly in your hands.

That's why these stories are worth telling.

When you're brave enough to share a story from the middle, the future is always unwritten.

All the best for now,

Paul

I have spent most of my career working with a wide range of people, listening to their career stories and offering support as they made decisions for their future. Earlier this year my first book, The Career Explorer's Journal was published. A new kind of career book that places you in the driving seat, supporting the choices and decisions you want to make. You can find me and plenty more on this topic at <http://www.exploreyourcareer.com>.



CAN LOAN MODIFICATION SAVE YOUR HOME?

“Discover How a Near-Broke California Man Saved all 5 of His Homes From Foreclosure *Shaving a Whopping \$493K off his Total Mortgage Expenses Using a Dead Simple Do-it-Yourself Loan Modification System.*”

This Month's Freebies:

(Click to download each freebie. They are in .zip format so you'll have to unzip them using a tool like [7-zip](#))

[The Root Of Success](#) – Getting to the root of things

[Squeeze Page Guru 2](#) – Make your visitors convert

[6 Simple Rules Of Power](#) – Know it, use it

[Write Quality Targeted Content](#) – Learn how to write the kind of content that attracts

[Money Madness 21st Century](#) – Take advantage of the new money method

[Website Flipping For Cash 2](#) – Turn your websites into cash producers

[Making Time Work For You 2](#) – Give yourself a healing break from it all



The CASH Code How To Set Up A High Profit Online Business In Just 2 Hours...
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Interview Portfolio:

Tyrone Shum Talks Outsourcing

Tyrone tells us how, why and where to offload those tedious jobs so you can concentrate on your business.

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Stefan Töpfer Talks Cloud Computing

Here we get the low-down on cloud computing and how it may be cheaper, more secure and less hassle for your business.

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Ran Aroussi Talks 'Other Peoples Talent'

Need a product to sell or service to deliver? Why not use the skills of other people for inspiration and content.

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Dee Kumar Talks Traffic Exchanges

Dee de-mystifies what traffic exchanges really are and how they can bring floods of traffic to your site.

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Bryan McConnahea Talks Website Authority

Bryan McConnahea from [AuthorityPro.com](#) talks about all the variables needed to give your website, and so your product or service, authority in any market.

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Brian Evans Talks List Building

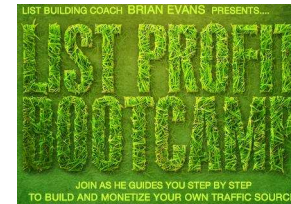
Brian Evans of [listprofitbootcamp.com](#) acts as a list building expert to many Fortune 500 companies so you should listen if you want to make your list grow in size and profit.

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Garland Coulson Talks Unique \$200/hr Services

In one of our most interesting interviews yet Garland from [ebusinesstutor.com](#) talks about crafting your own unique \$200/hr service.

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