

Expect More

from 2007

Strategies for Success from Leading Experts in Personal and Professional Development

With Compliments of

Greg Tomkins



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Traction, Action, Satisfaction – Gihan Perera

Make 2007 *“The Year of Getting Things Done”* by following these three simple principles.

1. Traction

Traction is the grip between your car tyres and the road. Choose tasks that “grip hard” because they are important and really matter, not just those that are “nice to do”.

Pick a theme for each month in 2007, choose your activities based on that theme, and keep asking yourself whether you’re on track.



For example, if your theme is “cash flow”, focus on activities that generate money **now**; if it’s “distribution”, work on your marketing avenues; if it’s “systems”, write your processes and procedures; if it’s “support staff”, delegate everything in sight; if it’s “products”, spend time writing, recording and creating products.

2. Action

Next, take action. Not just any old action. Take action **that makes a difference**.

This particularly applies when you’re developing something new - a new program, a new marketing brochure, a new Web site, a new product. It’s easy to spend all your time preparing, waiting for it to be perfect before showing it to the world. And because it’s never perfect, you keep holding it back.

3. Satisfaction

STOP! Know when you’ve done enough, and be satisfied with that, rather than striving for perfection.

Set a time limit for a task, and stick to it. Do the best you can in that time, and that’s probably good enough. Even better, set aside a fixed amount of time, and **then cut it in half** and stick to **that** limit. You’ll probably still do as well as you would have done with more time!

This is not an excuse for doing shoddy work! I’m just saying that by taking less time, you’ll only do what’s important. You just don’t have the time to be changing fonts and adjusting margins!

Get started

Don’t pick the biggest, most daunting task in the world. Start with something small - but significant. As Jonathan Kozol says,

“Pick battles big enough to matter, small enough to win.”

Good luck!

Gihan Perera is an expert in leveraging expertise for profit. He can show you how to turn your expertise into information products that generate additional income (with minimal effort), both on-line and off-line. Get his free report “SPIN”, which shows you how to convert one idea into hundreds of products, at www.GihanPerera.com.

Improve Your Relationship – Chris Walker

Make 2007 *“The Year of deeper love”* by following these five simple steps.



1. Be Still

Life in the city has become strangely cut off from nature. So we must learn, or relearn, the practice and mastery of inner stillness, to become available for love. Stillness is an essential asset for any great relationship because it leads to the spontaneous act of falling in love, again and again. The key is to learn how to do nothing again. To sit under a beautiful tree, to watch the movement of water, to listen to the rain on an old tin roof. In these moments, with the phone turned off, and nothing to do, you and your lover can fall in love, over and over again, daily.

2. Romance

Love is cumulative. Little acts of forgetfulness add up to big problems of painfulness. Don't wait for Christmas, Valentines day, Birthdays, or special occasions. Make every day of your life a Valentines day. Act like today is the most important day of your relationship. Turn up on time. Do something kind. Prioritize your lover over your work. All compromises in relationship add to its demise. Never forget, your relationship is the most important thing in the universe. Place it, not statues, on your altar.

3. Hard Work is bad Management

Nature is incompetent sometimes. A tsunami reveals that small steps were not taken, and therefore a big adjustment is due. In your life, stay humble, stay incompetent, witness the fact that hard work is bad management. Stress reveals bad management. These are opportunities to systematize, rationalize or prioritize. Don't back away from work load, grow your competence. Ask daily "how can I take on more, and do it with less" This is called turning up for love. Come home with more energy than you left for work with in the morning. That's the measure of your investment in love.

4. Dream Matching

Teams do not function on common values. Teams are a bunch of great individuals, with individual hopes and ambitions, linking together to help each other achieve those outcomes. Relationships are bonded by dreams. Take time to do an annual vision quest, you and your lover, take a weekend and do a vision quest. You can email me at alive@chriswalker.com.au and I'll send you the process. Or get the Sacred Love book online at www.chriswalker.com.au - it's all there.

5. Love is a lifestyle

Love is not blind, people are. Make your lifestyle a devotion to love. Never let the crush of busy-ness get in the way of the most treasured and beautiful gift you can hope for. True love is a pearl, a precious gift from the heavens, natures greatest honoring, make your lifestyle a loving lifestyle. You can't be a mean so-and-so at work and a loving partner at home. Love is a lifestyle.

Born and bred in Australia, **Chris Walker** consults to people and organizations throughout the world on improved relationships, health and lifestyle through the application of the Universal laws of Nature. The result he offers is that we stay balanced, share loving relationships, work with passion, enjoy success, and live our personal truth.

Time To Kick But® & Get A'head' For Success! – Rosie Pekar

Make 2007 *“The Year of Getting Things Done”* by following these **'Kick But®'** strategies for Success.

1. DO IT!

Whatever it is that you've been putting off or leaving in the too hard basket - *NOW* is the time to just get going and Do it.

Don't delay another day, it makes no difference if you have not got whatever 'it' is perfected let's just begin.

Give it a good go. The difference between the haves and the have-nots is an action. We all get ideas but how many of us follow through? So for a day or two or more...just Do it!

2. NO PROCRASTINATING!

Eliminate every thought that begins with a *"Yeah but..."*

Swallow every bit of negativity, do not let it pass your lips to materialise in your world.

If you have to think about whether you *should* or not - it means you have plenty of time. Use that time wisely instead of wastefully on a bad habit! That bad habit will lead to *No great result or maybe a few more "Yeah but"s.*

3. SURROUND YOURSELF WITH UNSUPPORTIVE PEOPLE!

Yes, you read that right. Get a few people to dent your ego, boot your butt or just tell you the plain truth about you. Well-meaning friends are friends for that reason, they always tell us just what we want to hear and commiserate with our bad luck or challenging times.

Complacency and comfort are killers to our ongoing success.

Unsupportive people are real and ask the hard questions, - "So, what are you going to do about it?" They challenge us to dig deep. Nothing like hurt pride to make us want to get revenge and show those unsupportive *!?!?!* just how good we really are.

Don't phone a friend, find a Foe!

4. GET EXCITED!

You have emotions for a reason, they get us all fired up in order to take action. Harness that amazing energy to get your goals done in record time and as a bonus, feel good too! Think about what you want and imagine what it will feel like to have it **NOW**. Make it real. If you're not excited thinking about it, you won't do much to get it. So either get a more inspiring goal or find a way to stoke your passion.

Excitement is the accelerator to your dream.

5. PICTURE THE END RESULT!

Now that you're excited and feeling energised thinking about having your goal, keep it in your mind all the time. Put up photos or a similar picture that automatically reminds you of your goal. Keep it somewhere that you can see it regularly, like a bathroom mirror.

You can also write a short statement that reminds you of your desired end result. Ie "I am now..." or "Each day I am getting better at..." or "I am receiving more wealth."

Remember as you picture, feel your emotions of joy, happiness, and power and charge the picture in your mind by making it as detailed, colourful and big as you can. Dream BIG and Kick BUT® - NO excuses...this is your life and you deserve the absolute best!



Rosie Pekar is an ex-cop turned expert in Changing MINDS to get great Results! Now as an International speaker, XL columnist to 60,000 global entrepreneurs & author of 'Time to Kick But' & 'Mission Possible'. she can show you how to turn your failures into amazing success. Get a 'head start' to overcome adversity and get the rest of the Kick-But® Strategies free at www.kickbut.com.au.

"Just Be" Principles – Nikki Vescovi

The Beatles once gave us three simple words of wisdom, "Let it be." They were right. Here are three ways to "Be" and "Be Better" in the results you get at work and at home in 2007.



1. Be Present

Being present is the ability to be fully aware and attentive in any situation. This can be very challenging as most people speak about 135-150 words per minute and our minds can take in up to 500 words per minute... now that's a big gap!

For example, let's use being present to help us remember names, which most of admit we don't do very effectively.

When we first meet someone at a meeting or a networking event, who are we thinking about? It's probably not the other person, we are focused on us. We are looking around the room to see who's there or are thinking about what we want to say. Could that prevent us from being present and creating a great connection with this person?

What if we gave the person our complete and undivided attention? Focus on them and their name. Repeat the name in your head. Does their name rhyme with anything? For example, I recently met a man named Brian and he had the presence of a lion – powerful and regal. I could almost picture him as a lion. Because the mind stores information in the form of pictures, creating this visual image of the person's name will increase your retention. Imagine what will happen to your business this year when you remember just one more name each day!

2. Be Real

"I've gotta be me" would be a great catch phrase for us to apply in 2007, yet how hard is this to do. Being genuine and authentic can take a little bravery and courage at first. Perhaps we fear that others will judge us or that we will not be enough. The irony is that when you are yourself other people will notice. By being ourselves it actually gives the other person permission to be themselves. This helps to create an atmosphere of trust and receptivity.

Imagine making a presentation in front of a group and not having to put on your "speaker" voice. In coaching clients I have found this makes a dramatic difference. The ability to be yourself impacts how you are perceived. You can create greater influence and can therefore sell your ideas more easily.

3. Be Thankful

It's easy to see what we want and don't have, yet often harder to see what we do have and could be thankful for. Often we have to lose something before we can really appreciate it. What if this year we took every situation, whether it appeared good or bad, and asked ourselves, "How can I be thankful for this?" Watch this positive energy create a magnetic force around you and those you touch. So remember, THINK THANKS!

Nikki Vescovi is an expert in creating connections that get results so you work less, make more money, and have more fun. Get her free report, "***The Connection Factor: Your Secret to Success***" which shows 5 simple tips so you can connect with anyone, any time, anywhere, at www.NikkiVescovi.com.

SIX IN THE CITY© - Ricky Nowak

- Six Positions for Boosting Business Success in 2007

1. **Be In The Moment** - Make sure you're physically and mentally present in conversations by demonstrating positive body language and responses to others. Avoid premature exasperation by not fast forwarding into what you think is about to be said! Master the art of patience.
2. Be **Objective**, not defensive about your behaviours and responses. For example, seek feedback on a specific area and act on suggestions. After all, it's immaterial how we see ourselves - it's in the eyes and perceptions of others that matters most.
3. Take the **Ouch** out of difficult situations and address things in a timely, transparent and truthful way. Act immediately and let others know how you're managing and what you are doing to improve or deal with situations. They will still respect you in the morning!
4. Keep things **Simple** - simple language means people will remember your message more clearly, relay it to others confidently and correctly and understand exactly what you mean. Simple language can solve complex communication issues without the BS!
5. **Trust** your intuition and be guided by your values. This underpins everything you stand for.
6. Be ready to **BOOST** your Success in 2007, and enjoy the journey.



Ricky Nowak CSP, is an expert in building high performing teams and individuals to maximise business and profitability. She shows clients how to make an immediate connection with others so their main points are heard and responded to in order to maximize growth, profitability and a happy and productive work environment. Get her e-newsletter Touching Base and her great articles on how you can improve your communication and presentation skills at www.rickynowak.com or call her on 03 9500 9886.

Success is Only a D.R.E.A.M. Away – Brad Cork

Success is only a dream away, and we all have a dream...

We may just not know it!

Follow these five simple steps to live your dream.

1. Dream... You can do it!

Little children know how to dream. It comes naturally to all of us. However, as we grow older, we often lose that ability. The great news, is we don't really lose it we just don't use it. The first step to realising your dream is to recognise that you can dream.



2. Recognise Your Thinking

The greatest enemy to our dream is often our very own thoughts! Although you may not realise it, we are continually talking to ourselves in our head. I call this "mindbuzz". Is your mindbuzz helping you achieve your dream or undermining every action you take?

3. Enhance Your Thinking

Once you can recognise your mindbuzz then you can change it. Work out the mindbuzz that is undermining your results and change it by replacing it with thoughts that will help you achieve your dream.

4. Allow Yourself Time to Dream

Now that you have put yourself in a position to succeed you need to start to dream. Dream big as you just never know how much you can actually achieve until you try. You might just amaze yourself about how far you can really go.

5. Make it Happen

Once you have your dream it is just a matter of making it happen one step at a time. It is very easy to let a huge dream overwhelm you. It doesn't have to. Just take it one step at a time continually taking bite size steps until you are living your dream.

The Key Question

A great empowering question to ask yourself at the start of every day is:

"What is one thing, that you can do TODAY that will bring you one step closer to your dream!"

Live your dream!

Brad Cork is the people expert, a professional speaker and coach. He can help you get the most out of your people and your life. Get Brad to speak at your next event or engage him to coach you and your team. Get six free reports on how to get the most out of your people and six free e-mail coaching sessions, at www.ImprovingPeople.com.au.

How to Achieve Your Goals and Dreams in 2007 – Frank Furness

Why do a small percentage of people qualify at a top level every year while others sit back and wonder how they could ever achieve it?

There are many reasons, including Knowledge, Good Habits, Positive Mental Attitude and Excellent Skills, but research has shown that these people have definite goals and a detailed plan of action for attaining their targets.

So, why not you? It's the ideal time to set up your Goals Programme.

Guidelines for setting goals are as follows:

Goals must be written

They must be **your** goals.

They must be achievable.

You need to stretch yourself to reach the goals.

You need goals in every area of your life.

Set yourself short, medium and long term goals.

Be prepared to change and pay the price of reaching your goals.

Realise that goal setting is an ongoing process.

You're now ready to set up your own Goals Programme, so get some paper and start writing, following these steps.

1. Write out your Master Dreamlist. Copy your Master Dreamlist into the following categories and add to the list.
 - a. Family and Homelife
 - b. Financial, material possessions and professional.
 - c. Social and recreational.
 - d. Physical and sporting and health
 - e. Mental and learning goals
 - f. Spiritual and ethical.

Make sure you have goals in each category to lead a happy balanced life.

2. Now edit your lists and remove any goals that are not realistic. What you now have left are **your** realistic and achievable goals. Now for each goal, set a time limit
3. For each goal, identify any obstacles you may have to overcome or new skills you would need to acquire.
4. Make small (business card size) affirmation cards to review constantly.
5. Visualise yourself achieving your goals

Remember 'If we keep doing what we're doing, we're going to keep getting what we're getting...'

Insanity = To keep doing the same things and expect different results.

Learn more from our great resource 'It's all About You' at tinyurl.com/z8p8y

Frank Furness CSP CFP is a professional speaker and trainer specialising in sales and technology. Sign up for his free newsletter at www.frankfurness.com and download free Ebooks and resources at www.frankfurnessresources.com.



Attitude, Focus, Responsibility – Ian Berry

You can expect more from 2007 when you become more. Here are 3 ways to become more of who you are capable of becoming.

1. Have an “attitude of gratitude”

I learnt this from my doctor when I faced a life threatening illness 25 years ago. He told me my attitude was the key to getting well and suggested the best attitude was one of gratitude. I would learn over the years (I am still learning) that when we are grateful for what we've got, we can have more of what we want.



Start with making a list of everything you are grateful for.

After you have made your list, the first time things don't go according to plan, be grateful anyway.

Then conduct a check of your attitude at least three times a day, every day.

2. Focus on giving not on getting

We all know the law what goes around, or we get what we give, yet most of us fall for the trap of focusing on getting or outcomes.

Stop focusing on getting or outcomes. For sure be clear on what you want and where you are going, but then focus on processes, the clear steps you know will lead to the outcome. And then check that the processes are all about helping other people achieve what is important to them. Before long you will be getting more than you expected, the great paradox of this law of giving without attachment to getting back.

3. Take responsibility for your feelings, thoughts and actions

Other people don't make us feel, think, or do. We decide all three ourselves. Take responsibility for all that you feel, think, and do and stop being critical of what others feel, think and do, that is their responsibility.

The next time something happens to you that you don't want, respond don't react. Take a few seconds and choose your feelings and thoughts, then take action.

The next time someone upsets you, get a grip, you are choosing to be upset!

The great law of life is we have freedom of choice. Choose your attitude, your focus, your feelings, your thoughts, and your actions and become more of who you are capable of becoming.

Be remarkable

Ian

Ian Berry is a leading business success strategist and speaker focusing on creating remarkable workplaces through providing solutions to the underlying causes that create the challenges and problems business leaders face.

Find out more at www.ianberry.au.com and www.remacue.com

You Must Start With SELF-MANAGEMENT – Charlie Hunter

By not living in a constant state of Now, Now, Now, your focus will be clearly on your priorities for 2007.



1. It has to START with YOU

The theory behind self-management is this, YOU are responsible for the appointments and tasks that you choose to do at any given time. *OK, I hear you, we have all done it or said that you had 'NO choice' about meeting your client on Thursday evening at 7:00pm for whatever reason that he or she couldn't make a more convenient time for you? Of course I am not suggesting that we only make appointments to our own schedules however the point here is that we are MUCH more 'others-focused' then we are 'self-focused'.*

It is our intense over-drive that pushes us to be great at prioritising for our clients and co-workers but no so great at managing ourselves.

2. YOUR Priorities

What happens when we feel out of control – we procrastinate and work off the adrenaline rush of the last minute deadlines. We also allow other peoples 'rush-jobs' to become our own instead of managing their needs within our own schedule.

Plan, Plan, Plan. Schedule your day, week & month with plenty of time to absorb your achievements and create head space for the next challenge. Print off your Outlook diary if you can and stick it up in front of you so you clearly see your workload and free time.

Taking on everyone else's workload depletes the time we need to accomplish our real priorities.

3. Where is your FOCUS?

By not living in a state of NOW, NOW, NOW you'll become more focused on your priorities and you won't play the blame game. Concentrating on important things and NOT urgent things is a vital key to SELF-MANAGEMENT. When you are stressed over where to start or what activity to begin first, ask yourself the following questions:

- How will doing this assist towards achieving my goals?
- Can I delegate to someone else?
- Will this go towards the mastery of my job?
- Is this really important?

Focus on self-management and your chances are excellent that you will get much more done with much less-stress. Let's MANAGE YOU in 2007.

Charlie Hunter CBVA, CPVA is an accredited Trainer & Presenter for DTS International. Charlie can help you identify the key strategies that you will need to implement for your own successful outcomes. She can show you how to get the most out of your day by directing your focus productively.
www.dtssydney.com.

Locate Your Wealth Spot For 2007 – Carole Fogarty

Your office and home are vibrating bundles of energy. The higher the energy level the more inspiration, creativity, growth, joy and flow you will experience. The lower the energy level the more blockages, obstacles and missed opportunities. Simply raise the energy levels that you eat, work, sleep, think, create, play and live in and expect more divine flow and success in 2007. Here's how you do it.



Eliminate energies that keep you stuck in the past:

If you would love your business and life to expand and grow by 20% in 2007 then simply **remove** 20% unwanted, unloved, unused, expired, unfinished and the un-inspirational from your sacred living space and work environment. **Create the energetic space for the new to arrive.**

If you would love your business and life to expand and grow by an inspirational 50% in 2007 (yippee) then simply **remove** 50% unwanted, unloved, unused, expired, unfinished and the un-inspirational from your sacred living space and work environment.

- The "new" can only arrive if the energetic space has been created.

Eliminate stale unwanted emotional energies from 2006:

Just by living your life you leave trails of energy in your living and work environment. Lower emotional and mental energies such as stress, worry, conflict and upset if occurring often enough, will start clumping together and firmly cling to the walls, floor, and possessions around you. Who wants to sit, work, think and live in those lower vibrations of energies?

Prevent the recycling of unwanted emotions by cleansing your space regularly. My three all time favourites that I have been using for years is a dried sage smudge stick, space clearing mist and sandalwood essential oil. The smoke from dried white sage has been known for thousands of years to cleanse and purify any object or space. The Australian Bush Flower Essences space clearing mist which can be bought in any good health food store is an easy, non offensive way to cleanse around your phone, chair, TV, bed or any space where an unpleasant situation has occurred. I personally burn sandalwood essential oil regularly to ensure no "low level energies" have crept into my space from occasional bouts of stressed or confused thinking.

Locate your wealth spot for 2007:

Finally, from February 4th 2007 (Chinese solar calendar starts then) the southwest of every room and building holds an extremely high vibration of energy that attracts wealth luck. Keep this area extremely clutter free, lift the vibration with healthy plants, fresh flowers, the colour yellow/gold or a water feature. Use doors in this area often.

Sending you lots of inspiration and joy for 2007.

Carole Fogarty

Carole Fogarty is a writer and educator of Holistic Feng Shui. She has been teaching practitioners, facilitating weekly classes, workshops and on-line courses since 1999. For a free copy of her new e-book "Living with Feng Shui in your office" and to join in on her free monthly tele-classes please visit her web site www.holisticfengshui.com

Put it Away NOW – Robyn Pearce

If you constantly struggle with 'stuff' left lying around, and your desk, office, garage or bedroom is a litter of 'I'll do that later' piles, let 2007 be your "*Year of Putting Things Away*" – you'll delight yourself.

It's easier to shift a moving object than a stationary one, it generates higher energy, and it's less time-consuming. It's when we have to go back to something that we end up in a muddle, it slows us down, procrastination becomes a familiar companion, and tidiness becomes a hard and challenging chore.

Folk who struggle with this issue typically do good work but just stop too soon. They tend to leave the putting away, or the final completion, or the decision as to where an item should live, for another time.



Next time, when you:

- Complete a task at work – put away the tools and paperwork.
- Finish the day – tidy your desk and leave out only the first task for tomorrow.
- Return from a trip – unpack everything immediately.
- Get out of bed – make it.
- Dress or undress – hang things up and put the dirty washing in the basket (or ready to go out the door next time you leave your bedroom).
- Eat something – clean up after yourself.
- Arrive home with used gear – clean and store it ready for next time.
- Finish a task in the garage, workshop or garden – clean down and put away the tools.
- Come in from work or town with a bundle of items – groceries, post, accounts to pay, magazines to put away – whatever miscellany you typically bring home – put them straight away.

Consider this:

- What's clutter? Just something in the wrong place at the wrong time
- Space and clutter strugglers just stop too soon – the job's not done until it's all put away. Simply shift the finish line.
- Why make it hard when it could be easy – all for the sake of another two or three minutes?
- Capitalise on your existing momentum. Do it now! Remember, it's faster (and a lot easier) to shift a moving object than a stationary one.

Every piece of paper or equipment lying around is a symptom of a decision not made or an action not completed.

Robyn Pearce CSP is an expert in time management and productivity who mastered her own time challenges and now helps people around the world overcome theirs. She can show you how to transform your time challenges into high productivity and the life balance you desire.

Download her free report "*How to Master Time In Only 90 Seconds*", a simple yet powerful diagnostic tool to help you identify your key areas for action. You'll find it at www.gettingagrip.com/products/ebooks.html.

Looking Forward – Glenn Capelli

Utilize the Three Russian Brothers and Their Cousin to Make 2007
"The Year of Getting Things Done"



1. The First Russian

The first Russian brother's name is Morov. Look at all the good stuff you have been doing in 2006 and work out what good stuff you need to continue to do **more of**. Maybe you have made some progress with health or maybe you are doing some nifty creative things. If so, plan to do that little bit more in 2007. As the Australian song-writing philosopher Paul Kelly says 'From little things, BIG things grow'.

2. The Second Russian Brother

The Second Russian brother's name is Lessov. Look at the factors that make up your life and work out what you are going to do less of in 2007. Maybe you will decrease your intake of unhealthy foodstuff. Maybe you will continue to cut down on other unhealthy habits. Maybe you will work smarter and do more with less. As the philosophy of Burt Bacharach and Hal David says 'We don't need another meadow, there are cornfields and wheat fields enough to grow' (and then goes on to say what we can do with some Morov is 'love sweet love').

3. The Third Russian Brother

The third Russian Brother is named Ridov. What are you going to get rid of in 2007? What habits are you going to kick? If you carry some cynicism – boot it. Cigarettes – chuck them. Too busy to care – give apathy the flick. Too stressed to think – breathe and decrease the stress - before it deceases you! As the Diva Philosopher Diana Ross tells us 'Stop! – In the name of love.'

4. The Russian Cousin

The cousin to these three Russian Brothers is Toss-In. What new stuff are you going to toss in to the brew of your creative life? Travel wide. Think beyond. If you only listen to Classical music, try some punk. If you only listen to Bachman Turner Overdrive, try some Bach. Give your senses a little bit of the new and different. As the Dave Gray album states, it's a 'New Day at Midnight'. Look forward and think well.

Get your mix of the Three Russian Brothers and Their Cousin right. Enjoy!

Good Learning

Glenn Capelli teaches people and organizations to Think Smarter! He is the writer and presenter of the Dynamic Leadership Thinking program as well as being the radio presenter of Thinking Caps on the ABC. Read more of Glenn's Keynote presentations, products and courses at www.glenncapelli.com

Head, Shoulders, Knees and Toes – Ruth Bonetti

Make 2007 *“The Year of Getting Things Done”* by following these simple tips to power up your public presentations.

1. Head

Successful performance starts at the top. Firstly, be tough with your head. Edit out any self-sabotaging little voices – no, I’m not talking schizophrenia here; we all beat up on ourselves sometimes! Strength lies in appreciating our strengths rather than focusing on mistakes.

Quite jaw-dropping improvements have been heard from participants in my workshops and coaching using the “Emotional Freedom Technique” (www.emofree.com). Here’s how: identify the issue and repeat an affirmation round it, e.g. “Even though I stumble and feel stupid I totally and utterly love and appreciate myself” while tapping on meridian points. It works!

Secondly, if you experience “brain-fog” in presentation, here’s a simple tip to increase clarity and focus, while diffusing excess adrenaline jitters. Place a hand on your forehead and breathe slow and deep. This releases stress and brings energy away from the fight/flight brainstem, and towards the neo-cortex, where rational thought occurs. Massaging here helps release those “I know this; it’s on the tip of my tongue” memory blocks.

2. Shoulders

When pressured we protectively hunch our shoulders. Or they lift – a sure sign of shallow breathing. Before your presentation breathe deep with a few “whispered ahhs.” Stand balanced and upright. Smile and exhale on a whispered “ahh” then inhale deeply and repeat. This relaxes your jaw, frees your neck and throat and encourages deep, natural breathing. This eases tension and nausea, reduces stuttering and stammering. It enhances your voice to project with ease.

3. Knees

Many standing performers unconsciously lock their knees, which transmits excess tension through the whole body. Slightly bend and soften your knees – thus easing tense stomach and throat muscles and improving speech tone.

4. Toes

Shaky hands? Shift the focus; wiggle your toes and the shakes may ease. Give yourself a secure foundation by balancing squarely on both feet.

“You gain strength, courage and confidence by every experience in which you really stop to look fear in the face.” – Eleanor Roosevelt

Your whole body is now tuned for a positive poised and confident performance. Enjoy!

Ruth Bonetti is expert in drawing out people’s potential to present their best in public presentations, whether through words or music. Her workshops, books and coaching develop holistic, do-able techniques to present with clarity, poise and confidence. Get her free report “Any Questions? Tips to untangle tongue ties” and sign up for her E-Zines at www.RuthBonetti.com.



Definition, Decision, Completion – Sharonne Phillips

Make 2007 *“The Year of Getting Things Done”* by following these three simple principles.

1. Definition

Distractions allow us to avoid completing things we want and need to do. It is easy to lose focus and fill our time with other stuff, and not pay attention to the details we need to complete in order to finish tasks and projects.



Make a list of the things you must do. Think about your professional life and your personal life. Include everything you can think of, for example paying bills, completing tax assessments, calling clients, preparing proposals, submitting completed work, family, social and lifestyle activities (exercise etc). Is there a deadline for any of these?

2. Decision

Decide what to do first, second and third... **Prioritize!**

Decide what is the most important thing for you, based on your values and goals. What is it that you most want to achieve? What is that you cannot go through another year without finishing? Put a number in order of priority against every item on your list, and review this constantly so that you can stay on track.

Decide how much time you need to complete each task and write a timetable for these (a bit like a study guide for a student). This will help you to get organized. Don't be afraid to change the order of items on your list – for example, you might need to spend more time completing a particular project, or suddenly have visitors from overseas that change some of your priorities. Allow your life values to guide you in this. If you don't link your task completion to your life values and goals you will be distracted by things that do.

3. Completion

Work through your list. Keep in mind that you should finish one item on your list before you start the next one. Work on the top two priorities simultaneously if you really must - **but** be mindful that the aim is to finish things, not see how many you can start at once!

Give yourself a reward

If you are someone who is great at starting things, but not so dedicated to finishing them, make sure you tick things off your list when you finish them. Give yourself a meaningful reward to mark your success. Do something nice for yourself, or spend time doing something completely different.

“Great things are not done by impulse, but by a series of small things brought together.” **Vincent Van Gogh**

Have fun!

Sharonne Phillips is an expert in understanding systems. Every person and every organization use systems. Sharonne can show you how to turn your natural affinity for systems into efficient and effective practices to enable productivity and profits to flow. Get her free report “DEVELOPING EFFICIENT SYSTEMS”, which shows you how to develop hassle free systems that serve your purpose – not allow them to rule you at www.SharonnePhillips.com.

Benefits of an Emotional Spring Clean – Dr Jackie Holt

Make 2007 "The year you banished your emotional vampires!"

1. Who are they?

Many years ago I used to car-pool to travel to work. One of my fellow travellers was an 'emotional vampire'. You know the type – always negative, angry and cynical. No matter how happy I was at the beginning of the day, after that trip I would get out of the car and feel dreadful.

Negative people in your network can drag you down and keep you down. Studies show that hanging on to relationships that subtract from, rather than add to our lives is unhealthy.

So, who are your emotional vampires? Be honest, look at how you contribute to the problem as well. Do you join in the gossip? Agree with them just to keep the peace? Silently fume inside? Look at both their behaviour and how this sucks your energy and what you do to allow the situation to continue.

2. Why are they still in your life?

List the reasons why you continue to associate with these people.

You need to dig deep for this one. Reasons can range from "They are my relatives and I don't want to cause trouble", to "I don't know how to disentangle from them". Then list all the negatives and positives if you leave things the way they are. What is the worst case scenario if you addressed this issue? Could you cope with that? The bottom line is that you basically have two choices: learn to deal with the negativity or remove yourself from the situation.

3. What can you do?

If you cannot immediately remove this person from your circle of influence, here are some tips on how to deal with them in the short term.

- Ask them to clarify their statement. Often negative people make generalizations such as "All shop assistants are lazy". Ask them questions such as "All shop assistants or older/younger, or male/female" or "According to who?" or "In what kind of situations?" This can shift the conversation from a generalized over reaction to a more specific discussion.
- Let go of the issue. By all means talk to the negative person and help give them a more positive outlook, but in the end it is their opinion. You can choose to remain positive and refuse to get dragged into the negativity spiral.

Taking time to reflect on our social network is an important but often overlooked skill. Like any good gardener will tell you, if you don't take time to remove or deal with weeds, they can spread and ruin your garden. So are you an emotional pack rat? Are there obligations you can reduce, associations you don't get satisfaction from anymore or relationships that you are hanging on to? Maybe it's time to grab your gloves and start weeding!

Dr Jackie Holt is an expert in personal resource management. She can show you how to develop skills for personal and professional success. Visit her site for more information and free resources at www.equibrado.com.au.



Eliminate Your People Problems Forever – Sue-maree

How would you like to make 2007 the year you master the art of eliminating the people problems in your workplace and skyrocketing the productivity and profitability of your people?

Think it can't be done? Does it sound too good to be true? I guarantee it can be done. And here's the best part – like most things – it's easy when you know how.



What exactly is causing your people problems?

Every day in every office in the world people are far less productive than they could be. They're avoiding the boss, avoiding colleagues, avoiding clients. They're avoiding phone calls, appointments, and just about any other task you can think of. All this avoidance compromises productivity – and therefore profitability – which is costing you money.

You think this doesn't happen in your office? Think again. My research shows that intelligent, educated, competent professionals are regularly stressed, anxious and frustrated by things that happen in every office, every day. Factors such as:

- Deadlines
- Competing interests
- Receiving incomplete instructions
- Receiving conflicting instructions
- Other people not pulling their weight
- Sub-standard work from others
- Different personality types
- Differences in work ethics
- Discussing fees and bills with clients
- Not feeling liked, respected, valued, appreciated by colleagues and clients
- Other people being moody, grumpy, nasty, impatient, rude, obnoxious, patronizing, condescending, snide, domineering, aggressive, submissive, backstabbing, undermining ... (you get the idea)

Watch out for warning signs that people are less productive than they could be. They include: Stress, Anxiety, Frustration, Complaining, Gossiping, Procrastinating, Impatience, Intolerance, decrease in Morale and increase in Absenteeism & Turnover.

What's the solution?

Find out exactly what's going on in your business that you don't know about – and do something about it! Identify the stresses, anxieties and frustrations experienced by your people that are compromising their productivity and profitability. How? As a special offer to readers of this e-book here's the perfect opportunity to find out – for FREE.

Go to my website at www.suemaree.com. At the member login enter the password: 2007 for access to the "Offload Online Survey". Simply circulate the survey to everyone in your office via email – an easy, targeted, online survey that takes each person less than 5 minutes to complete. Once the responses are in, you'll receive a report identifying the specific issues reducing the productivity and profitability of your people, and what you can do to eliminate those issues. Your people will achieve levels of productivity and profitability you only imagined – and help make 2007 your best year yet.

Sue-maree is Australia's leading expert on eliminating people problems and increasing the productivity and profitability of people in business. For more information go to www.suemaree.com.

Leveraging Your Learning In 2007 – Jacque Opie

How many speaking, training, coaching sessions did you attend in 2006?

If like me, you now have a small mortgage to fund all the sessions you attended, surely you would want to get the best return on investment from each session. How many of the “great ideas” you heard from the presenter did you actually implement? Here are some strategies you can use to make sure you pay off that mortgage, and at the same time maximise your learning and networking opportunities.



1. Create a learning pro forma for every session.

Create a form to complete for every session you attend (or download from our Web site’s tool box.) It should include fields like objectives, details of the speaker, your personal slant on the session, resources mentioned etc. Is this sounding a bit like a feedback form? It’s similar, but one that you use to take control of your learning.

2. Set yourself goals to achieve as a result of attending the session.

Ask yourself why you are attending the session. What would you like to do differently as a result of going? Your goal could be to implement three ideas the presenter suggested for a period of three months and evaluate their effectiveness.

3. During the session.

BE PREPARED. Mental preparation for you is just as important as for the presenter. Visualize all the great ideas you are going to get from the session. Get there early. Take your pro forma, pens and paper. **AVOID THE BACK OF THE ROOM!** This is an easy way of being able to be passive in the session. If you seat yourself at the front, you will find yourself interacting more and being “in” the session.

PARTICIPATE. Yes, I mean get up and do role plays, ask questions, interact, network. Your personal learning experience will be enhanced a hundred fold if you are involved in the process.

TRUST. If you find yourself doubting, feeling negative or plain saying “BULL” to the ideas and suggestions made by the presenter you may need to question your beliefs. I’m not saying you are wrong, just to think about it before you make a decision around the content. You might just learn something about yourself that was never on your list of objectives for the session.

4. After the session

Dedicate more time. Go back over your notes. Create an action plan for achieving the goals you set. Maximise the networking opportunity – get in with other participants. Monitor your actions and thoughts - have they changed as a result of the session.

Take responsibility. Becoming accountable to yourself for your learning outcomes is empowering. You will notice the changes in yourself as you DO what you set out to achieve from attending a session. Take something small and “**just do it!**”

Make 2007 your year of leverage!

Jacque Opie is the Business Development Manager for Brain Boost. Brain Boost facilitates 90 minute accelerated learning and training workouts. They have over 300 workouts to choose from and over 150 facilitators who are all subject matter experts in their chosen field to deliver customised workouts to you. Visit our website at www.brainboost.com.au.

Growth, Profitability, Success – Peter Gow

The *outlook for 2007* is for continuing economic growth with underlying pricing pressures.

What impact will this have on growing your business?

Here are **10 ideas** to improve your business and tackle new growth opportunities in 2007:



1. ***Growing companies need growing markets.*** If it starts to slow down here, be prepared to switch to the overseas growth markets.
2. ***Strategy drives business models, revenues, profits and cost structures.*** Get your strategy aligned with the market opportunity to capitalise on growth.
3. ***Improving profit margins generate more funding for sales and marketing, research and development and for shareholders.*** Successful companies reinvest their profits and generally spend twice as much on sales and marketing and product development than their rivals. They are always searching for the next "Purple Cow".
4. ***Driving sales harder relies on having the right sales people.*** Get the right people on board to generate higher revenues and better customer relationships.
5. ***Leverage your professional networks.*** Successful growth companies have four times as many alliance partners as the unsuccessful ones. Get the right partners on board to expand your markets.
6. ***Spending drives efficiencies and scale.*** If you can generate a payback within twelve months and improve your cost structure and customer service, do it.
7. ***Technology is changing the way we deliver services and communicate with our customers.*** Implement a communication strategy using new technologies to increase customer awareness.
8. ***Outsourcing the areas where you don't have strong expertise allows better focus on what you do well.*** Understand and refine what you do well and what drives your competitive advantage.
9. ***People achieve results.*** Retaining key people in 2007 will be harder. Implement better staff retention strategies.
10. ***Above all, be determined.*** Smart determined people working together will always find a way to succeed.

"These days, growing my company feels like what happens when you play one of my kid's video games. You work like crazy to get to the next level, only to have the game become infinitely more complicated as a result". Jim Ansara – CEO of Shawmut Design & Construction.

Peter Gow is an expert in analysing and developing growth companies. He can show you how to turn insightful analysis into strong profits. Visit www.creativecapital.com.au or call him on **0412 235 455**.

Renovate Your Relationship – Ken Warren

Ah, relationships - the source of our greatest joy as well as greatest frustrations. Even one of the world's leading psychiatrists, William Glasser, says that the extent of our life satisfaction all comes back to relationships.

Here are three things you can do to improve your love relationship so you can better enjoy 2007.



1. Take better control of your half of your relationship.

By this I mean reducing any frustrating or hurtful behaviours coming from you. Yes – there are no perfect relationships out there. But you don't have to have a bad relationship to have a better one. Relationships researcher, Dr John Gottman, found that there needs to be at least five times more of the good occurring in your relationship than the not-so-good parts.

The good news is that if you change, it is very hard for your partner to not change as well. Often, you have to reduce the not-so-good interactions before you can get more of the positive relating occurring. There are a number of free articles on my Web site that can help you with this if you need it.

2. Give in ways that count most for your partner.

Don't assume that your partner's needs are the same as your own. Does your partner have a strong need to be heard and understood, to feel valued, their opinions treated with respect, a need for fun and enjoyment, or for some freedom from stress or to do something for themselves? By appreciating the needs that are especially important for your partner, you can target your efforts in ways that count most for them.

By doing so, you increase the likelihood of them giving in return or at least cutting you some slack when you are having a bad day. The things they are most appreciative of will give you some clues as to what they need to feel more satisfied. Even their complaints will let you know what they need to feel happier, but the key here is to focus more on what they need rather than on their behaviour.

3. Change your usual pattern.

Simple ways to reduce hurtful relating include thinking before you speak, agreeing or apologising where you can, simply offering a hug, or suggesting what both of you could do differently in the future.

Ways of nurturing relationships include simply finding time to talk and really listen to your partner, loving touches as you walk past them, telling them what you appreciate, a loving note or phone call because you were thinking about them, or cutting them slack when they are human.

The important thing is that you do something different and notice what helps.

Ken Warren has a national profile as one of the leading relationship counsellors in Australia. Subscribe to Ken's Weekly Newsletter through www.kenwarren.com.au and immediately receive two e-books on creating greater happiness in your life as well as access to his library of articles.

Oink, Oink?? I Think Not!! – Gwenda Jayawardhana

2007 may be the Year of the Pig but this doesn't mean your business has to wallow in the mud. Use these handy tips to take your business FORWARD in 2007.....

Negative or Positive?

There are **TWO** ways of approaching your business.

If you experienced challenges in 2006, don't look at these in a negative way – turn them into positives by looking at what happened and what you can learn from these experiences to make your business stronger in 2007.



Low Cost Advice

Turn those **THOUSAND** reasons why your business won't work into why it will! If you're unsure of the best way of marketing your product or service, turn to your local State Development office. They often run low cost or no costs seminars with free advice thrown in that can help to chart your business' success.

Be In Control

If your accounts are in a mess take control of them. Hire a bookkeeper and get a copy of an easy to use accounting package to get everything up to date so that you can more effectively use this real time information about your business to budget and plan for future.

Find A Mentor

There is a wealth of untapped knowledge surrounding you. Search out your own business mentor and pick their brains as to how they became successful. Ask yourself, 'What do I find inspiring about this person?'

Health and Longevity

AND don't forget to look after yourself and your family as well. Sure, work can get busy but unless you look after your health what's the point? Also, don't forget succession planning too – do you want your business to cease when you do? Surely it's worth passing on to your family!

Knowledge is Power

Finally, make sure you read '**SEVEN** Habits of Highly Effective People' by Stephen Covey. This fabulous book will reveal step-by-step the pathway for living with fairness, integrity, honesty, and human dignity both in the business and personal world.

Most of all, don't procrastinate!!

Gwenda Jayawardhana is the financial brains behind Acclique – the Best Accounting Software for Homebased Business. This award winning package will have your financial accounts and BAS done with a click of a button! Make your life hassle-free today by visiting www.acclique.com.

Plan, Communicate, Follow-up – Garth Roberts

There are only three things you have to do to be more effective as a manager or supervisor in 2007. Try them and see what happens.



1. Plan

Most of us plan our vacations much better than we plan our lives or our daily work routine. Think about it, when going on a vacation you get the maps, travel guides, and all the other information for your destination. You sit down and collaborate with family or friends. You get on the telephone or the Internet and do some research. You might engage a competent travel agent and, in the end, you have a thorough plan in place before the first day of your trip.

Stop and look at the last project you completed. Did you do adequate research? Did you pull in appropriate colleagues or consultants to assist you? Did you take adequate time to plan?

I once had a client, only half joking, say, “But Garth, you don't understand, we don't have time to plan today ... but we have lots of time to do it over tomorrow!”

One statistic suggests that **approximately one third** of what's done every day is being done over because it wasn't done correctly the first time!

2. Communicate

It's all about communication and most of us don't plan it. We say we need to talk to George and jump up, run down the hall into George's office and start talking. Shortly after that our brain actually engages. Take 30 seconds to plan your next conversation and you'll be amazed at how well it go. Actually, take a couple minutes and you'll be astonished.

3. Follow-up

This is the forgotten art in the corporate world. We start projects; we might even plan those projects, but we rarely follow-up with adequate attention to detail. Far too many times during my career I have had someone come into my office and suggest we start a team or a new project to solve a problem that probably already had six teams and seven projects connected with it. No one with authority or clout followed up the first time.

How many projects or assignments can you count, right now, that would have been completed the very first time if someone, anyone, had followed up and did everything that was planned and suggested?

Take action

Make 2007 your year to take action when it comes to planning, communication, and follow-up!

Garth Roberts is an expert in working with companies who want their managers and supervisors to become leaders. He works with you and your people to develop individual plans, communication processes, and profitable follow-up procedures. Connect with Garth at www.garth-roberts.com.

Transform Yourself into a Productivity Powerhouse – Lorraine Pirihi

Get yourself organized now and you will see your productivity and your profits soar in 2007. Here's what you must do if you seriously want to have more time, make more money and have a life...



1. Invest in Yourself First

Exercise regularly, eat healthily and be around positive people. Feed your mind by attending personal development courses, read self-help and motivational books, and listen to CD's. Do the right thing by yourself and you'll look good, feel good, be motivated and achieve more.

2. Clean out the Clutter

Save yourself heaps of time, energy and money when you clear out your work and home environment...paperwork, books, old equipment etc. You'll be able to find things, save money because you won't have to buy what you already have hidden somewhere, plus you'll be less stressed. Keep the clutter out. Eliminating clutter will save you time and help you to avoid procrastination. It's too easy to avoid getting things done if you are overwhelmed with clutter.

3. Planning is the Key

Write down what you want to achieve in 2007. Decide which goals you can manage on your own and which ones you need assistance or more knowledge to attain them.

If you find some of these goals are too difficult to achieve by yourself, work out what resources, knowledge or people you need to help you get there.

I.e. A health and fitness goal may require you finding a personal trainer. If it's a business goal the services of a business coach will fast-track the results you want to achieve (see www.resultsguaranteedcoaching.com).

You must plan and use your diary effectively if you want more time, more money and more life in 2007.

Take Action Now!

To expect more in 2007 you must get into action... and the sooner the better. To achieve more doesn't mean working harder, it means working smarter.

Lorraine Pirihi is Australia's No. 1 Productivity Coach. She is an expert in time management and personal productivity and shows small business owners and entrepreneurs on how they can easily have more time, make more money and have a life.

Go to www.office-organiser.com.au and get your free e-book "How to Get Organised, Focussed and On Track."

To receive free productivity tips to keep you motivated through-out the year go to www.theproductivitycoachingclub.com.

Think Newsworthy, Think Media – Penny Mulvey

Make 2007 the time to write a media strategy into your business plan.

1. Find Angles

The first step to accessing the media is providing newsworthy angles to current stories. Realise you are not the centre of the story, merely an adjunct to it. There are certain predictable stories that will hit the news every year. Think about them. For example, New Year's Eve, getting ready for the 'new school year', first day of school, Valentine's Day, the sporting calendar, employment, various UN and other designated international days, such as International Women's Day, World Day for Water, etc., anniversaries of specific historic or tragic events in our past, etc.

Can you provide a new angle on any of those stories? Plan ahead. Write a media release. Send it out to specific news outlets. Radio talk shows are a particularly good target for such news stories. And remember the focus is not on you or plugging your business, but in providing a relevant newsworthy angle to a current event.



2. Develop a Media Radar

Scan the daily newspapers and listen to radio talk (when you have time) for news stories that link up with your area of specialty. This is a perfect opportunity to piggy back off a news item. Ring up the producer of the afternoon radio talk presenter (ring in the morning), draw their attention to the story and provide your different twist to it. Be polite. Explain that you have a good angle on a story. And be brief in your explanation. They are busy people.

3. Undertake some Media Training

If you haven't experienced the media before it might be worth getting some professional help. You need to be very articulate, ready for the unexpected red herring question and be in the brain space required for short live interviews.

4. Write articles for relevant trade magazines

Just keep churning it out. But again be relevant, be chatty, be practical. Get your material out there.

Develop your credibility. Develop your expertise. Develop your media exposure. They all help to spread your message and grow your business. Good luck in 2007.

Penny Mulvey is an expert in the media and corporate reputation. She can show you how to utilise the power of the media to get your name known. Understand your point of difference, that is from where your reputation comes and that is what brings you clients. Learn to protect, understand and grow your reputation. Get Penny's free e-book, **11 Points to Understanding Reputation**, at www.positivemedia.com.au

Beating Overwhelm – Erica Bagshaw

*So 2007 has started out well....*The list of projects you put together to accomplish is in play, and life is doing its usual thing....

The unexpected is cropping up and things that looked so easy on paper are turning out a touch more complicated.....

Hmmmm, what to do? **Don't despair!**

Try this: Acknowledge that no matter how much you do, there will always be more.



Why? Because then you can decide to be more discerning about which things you will devote your time and energy to.

Re-evaluate each of your projects with the following questions:

1. What is important to me about accomplishing this goal/project?
2. And what is important to me about that? Ask this multiple times.
3. Ask Q's 1 and 2 for all of your projects to see clearly the priorities.
4. What is it costing me to achieve this goal? Is it worth it?
5. What will the consequences be if I don't achieve it / within the time frame?
6. Is the timeframe realistic?
7. Is there any other way of fulfilling the outcome for each goal/project?
8. Can someone else do it/help with it?
9. Are my answers true, would somebody else consider it the same way?
10. If this was a good friend's list of projects how would I advise them?

If you can't do it all then; **choose** which parts you will do well and enjoy; **choose** which parts you will do your best with; **choose** which jobs you will delegate/re-route to other people and **choose** which jobs you will say no to. So be honest with yourself and acknowledge what you really are capable of.

To get started write a list of what is to be achieved today and decide for each item whether to **Dump it, Delegate it or Do it!**

Erica Bagshaw is an expert in alignment. Through NLP Coaching she helps you to align your purpose, thoughts and actions personally and in business. When you are aligned, your life can flow powerfully and effortlessly. Get her free e-book **NRG at Work** giving you great ideas to keep your energy firing. www.thealignmentgroup.com or phone 02 9923 1852

How To Keep Your Foot Out Of Your Mouth – Anne Riches

and life's other little catastrophes

1. Beware The Almond Effect ®

When was the last time you 'lost it', were not in as much control as you wanted to be? You 'just couldn't think straight' or you said or did something you later regretted?

At those times, the battle between our head and our heart, between thought and feeling, between reason and emotion has been lost. And this usually impacts our self-confidence and self-esteem. And the esteem and respect in which others hold us.



The amygdala (Greek for almond) in our brain's limbic system is responsible for our feelings. It can take control over what we do even as our thinking brain, the neo-cortex, is still coming to a decision. The Almond Effect®, sometimes called an amygdala hijack, is when an impulsive feeling overrides the rational response, leaving us to say later: 'If I'd thought about it, I wouldn't have done/said that'.

2. Why does it do that?

The amygdala functions as a kind of psychological sentinel scanning every situation we are in with only one question in mind: is this threatening to me or not? It is the basic survival mechanism that sets off our flight/fight mechanism. It reviews our emotional memories, I call it our 'database of nasty things', that is in another part of our limbic system: It checks out: is this something that hurts me? That I fear? If the answer is 'yes', then the amygdala instantaneously triggers our survival response. Apart from physically fighting or running away, this can show up as anger, frustration, cynicism, impatience, defensiveness and other unthinking responses that we might regret later.

The trouble is that this survival response, while appropriate when we were coming down from trees thousands of years ago and facing sabre tooth tigers or if we are trapped in a burning office block, is more likely than not, inappropriate in most workplace situations. So learning to control The Almond Effect® is a key component of developing successful relationships at work and at home and avoiding 'foot in mouth' disease.

3. Keeping your foot out of your mouth

1. Start by identifying your triggers or 'hot buttons'.
2. Become really conscious (self-aware) of when your amygdala is reacting. You may experience blushing, heart racing, perspiring, clenched teeth, foot tapping, tense neck or shoulders, clammy hands, dry mouth.
3. Plan what you will do when you feel an inappropriate emotional response coming on. Start by taking a deep breath or two. Our mothers were right. It really does work! There are more tips in 'Where Did That Come From? How To Stay In Control In Any Situation Proven Tips To Manage The Almond Effect®'. You'll find it at www.AnneRiches.com. Take care in 2007 and watch those almonds!

Anne's expertise lies in sharing how to lead others, implement change and provide great customer service. To get more tips and resources go to www.AnneRiches.com and sign up for Anne's free ezine CLUES on managing The Almond Effect®. You can contact her there to discuss how her keynotes, workshops or on-line training courses could help your organization retain great employees and great customers.

Choice Is A Beginning To Success... – Karen Boyes

Make 2007 *"The Year of Getting Things Done"* by following these three simple principles.

1. Choose Your Attitude

Your attitude to any situation, or day, is your choice. You can choose to view life and situations as a positive or negative experience. Do you focus on the good or bad? The opportunities or the limitations? Each day my team and I choose an attitude badge to wear. We can choose empowering or disempowering attitudes. For example badges say: fantastic, stunning, awesome, energetic, wonderful, happy and frustrated, sad, angry. It is OK to have a negative attitude as long as you recognize it is a choice and you can switch back to a positive one any time you choose. To reinforce our positive attitudes we answer the phone by saying "Good morning. It's a 'stunning' day at Spectrum Education"



2. Choose Your Words

The words you use will reflect your thinking and beliefs. When someone asks "How are you?" do you say "Not bad?" Is bad your benchmark – so today is not bad, and tomorrow will be? How might you feel if you said "Fabulous and improving!" Not only could it energise you, it might just rub off on the person you are speaking with. Words give power to thoughts and situations. For example, the difference between saying something is a problem or a challenge will make a difference to how you react and ultimately deal with that situation. Unpleasant things do happen and the power you give the situation will depend on the words you choose to describe it. Is it simply a bad situation or is it horrible, terrible, ghastly or horrific? The words you choose to use to describe your life will fuel your journey forwards or backwards on the road to success.

3. Choose Your Level

At what level do you want to play the game of life? As a spectator or as a participant? Do you wish to just watch from the sides and accept what you are given or do you want to be in boots and all and help generate the results. To be successful it is imperative that you take **ownership and responsibility** for the results by stepping up. Unless you were led to believe in fairytales – no one is coming to rescue you! To be successful you must risk failure. It's all part of success. The most successful people have decided at what level they want to play and made more mistakes than most, then learned from those mistakes. Take control of your life, step up and enjoy the rewards.

Get started today

Make it a conscious choice each day to get the most out of every situation and empower yourself to be the best you can be. As Randall McBride said, "**Success will not lower its standard to you. You must raise your standard to success.**"

Choose Success!

Karen Boyes is an expert in Effective Teaching, Learning & Living. She is the Queen of Practicality turning research into easy and simple to use techniques that create success. Described as "Mrs Education" of Australasia, Karen is the link to inspiring teachers, students & parents. Subscribe to Karen's free newsletters and tips at www.spectrumeducation.com

Maximise Your Harvest! – Helen Macdonald

As we start each new year, we are often confronted with an almost limitless list of opportunities and possibilities for what we might do, attempt or achieve in the coming twelve months.

If you really want to maximise, my suggestion is to take a “peak harvest” approach, whereby you select the best of the fruit first, taking full advantage of each piece before moving on to the next. I call it “Pick, Pack and Squeeze”.

1. Pick: The choice of fruit will be determined by your desired outcome. So, the first step is to **PICK** your desired outcome. There are so many choices available to us these days that it is actually quite easy to experience goal diffusion. “Ok, I want to do this. Or maybe I should do that. Just a minute, that looks interesting, too. Then again, what about this other option?” Aargh! Too many choices!!



The biggest challenge is that if you attempt to do everything, it’s likely that you will end up not completing anything. I have heard it said that “you can have everything – just not all at once!”

If you are used to picking Navel oranges, you might want to look at some other types. Expand your view and maybe take in the possibility of a mandarin? Have you ever had a blood orange? They look the same on the outside, but inside is a deep ruby red. The juice is strong and a little bitter/sweet. (Is your mouth watering?) Don’t be shy about trying new experiences. You may find a particular sweetness in doing something that you haven’t tried before.

So, pick one fruit (goal or target) and attack it with vim and vigour. Give it your best shot. Keep the others in reserve, for your next crop!

2. Peel: The next step requires us to clear the deck for action – to peel away the stuff that might get in the way. Removing obstacles; letting go of baggage; tidying up self talk; deleting negative past experiences; preparing ourselves for success.

3. Squeeze: Just looking at an orange doesn’t make juice! We need to apply some positive pressure to get the outcome – identify the targets; set some deadlines; sort out what the rewards will be when we get to the results.

Make sure you apply appropriate amounts of pressure – too much and you might bust it all apart; too little and you’re likely to get less juice – less of what you want and a decreased sense of satisfaction.

“When fate hands you lemons, make lemonade”

Dale Carnegie

So, pick carefully; peel away the excess; squeeze gently and firmly, then savour every drop! Enjoy your harvest!

Helen Macdonald CSP is an expert in creating juiced up businesses and juiced up lives. She specialises in boosting energy and alignment to help individuals and teams to perform at their very best. Get her free e-book “52 Drops for a Juiced-Up Life” and complete her business audit to check the “Juice Level” of your company at www.helenmac.com.

Success Starts With A Dream – Tony Fountain

TURN 2007 INTO THE YEAR WHEN SUCCESS COMES FROM YOUR DREAM!

“All men dream, but not equally. For the Dreamers of the Night awaken to find it was merely their vanity. But the Dreamers of the Day are the dangerous ones, for they dream with their eyes open and they make things happen.”



1: DARE TO DREAM

These words were written by Lawrence of Arabia nearly a century ago and yet they still have the relevance today that they had then.

Dare to dream that dream. Don't just be a “wannabe” – make it happen! Sure there will be falls along the way, there will be bruises and scratches too but have the courage to back yourself and that dream. Today's world needs, as Lawrence of Arabia wrote, people who can be his Dreamers of the Day and make things happen.

2: BELIEVE IN YOURSELF

At the end of the day, when that flickering flame of ambition is being sorely tested it will be you, and only you, who can again turn it into the bonfire you seek. This is the main reason people never achieve their dream – they allow others with less ambition and drive to enter their plans and the dream is destroyed before it even begins.

3: LEARN WITH LAUGHTER

Keep the laughter going! In a world where everything is getting too serious, having laughter in your life will make achieving that dream so much easier. Never take yourself too seriously but always be prepared to accept constructive criticism.

For many people, laughter never enters their life. Help them, and yourself, by giving that quick smile and sign of friendliness.

Tony Fountain is a professional speaker, auctioneer and author. He has travelled Australia, New Zealand, Indonesia and the United States addressing conferences and seminars. He is also the Founder and Principal of the Fountain Auction Academy, an Australian-based international training organisation for auctioneers and real estate people. More information can be found on www.fountainandco.com

The World Is Changing – Are You? – David Thomas

Australia is the one of the toughest places in the world to do business!

If you're successful here, and making money, the chances are that you will succeed in almost any other market!

Think about it:

Our population is small. Whichever niche, segment or target group you are looking for, you are going to be dealing with relatively small numbers.

It's a huge country. You need an extensive geographical reach and network to target, acquire and service your new and existing customers.

We're highly regulated. Whichever industry you are in, you don't need me to tell you that you have to cope with a disproportionately high degree of regulation, documentation and bureaucracy to operate a business here.

We pay high rates of tax. This is improving but has a long way to go to be competitive with most Asian countries.

It's competitive. Many industries are dominated by an oligopoly (eg. airlines, banks, telco's etc) and, whichever market you are trying to service, you face tough competition from large, small and even peripheral players.

Our annual GDP growth rate (at approx 3%) is low by Asian standards and, despite our international reputation and resilience to external pressures, it would be hard to describe Australia as a "global hotspot" in the same way that you might refer to some of the new emerging economies of the world (eg. The BRIC countries: Brazil, Russia, India, China).

Please don't get me wrong here. I'm not saying that you should shut up shop now and move to another country! All I am saying is that the hard earned profits and success that you've achieved in Australia provides you with the ideal platform to replicate, expand or export your services to other countries!

Just imagine doing business in a country that was the opposite of all of the above? (i.e. large populations, low levels of tax, high growth, minimal regulation and no competition). Consider the huge potential for exporting your expertise, service and capabilities to a market like China or India (a combined population of over 2.3 billion of people and annual GDP growth rates of 9.5% and 8% respectively?) and the excitement and additional rewards that could result. It may not be as hard as you think!

In the words of a famous song "If you can make it here, you can make it anywhere, it's up to you..."

Take the first step in 2007 to building an offshore presence.

David Thomas of Think Global Consulting has specialist knowledge and practical experience of building connections and doing business in Australia, Asia and the rest of the world, and is actively involved in facilitating cultural exchange, business matching and global strategic planning. Sign up for "Insights" at www.thinkglobal.com.au



Get Attention – Be Remembered – Rikki Arundel

We live in a world of noise – total sensory overload - with marketing messages shouting at us night and day. Thousands of TV and radio stations, newspapers, magazines, brochures, leaflets, billboards, web sites, books, blogs, podcasts... Next year there will be more noise so if you want more in 2007 you have to set two clear objectives for your marketing activities.

Get Attention to acquire new customers (the hard part), then **Be Remembered** so they repeat purchase and *Get Attention* for you by recommending you to their friends and colleagues.



1. Give Your Marketing the "5 Second Test"

When we look at any marketing promotion - web site, ezine, trade show booth, brochure - we decide in less than 5 seconds (often 2 seconds) whether it is of interest. That is all the time you have to get attention before people move on. What gets attention is a "Solution to a Current Problem or Desire".

We buy what a product will do for us. *"What's in it for me?"* Our customers are totally self interested so put yourself in their shoes. There are only two buying motives - **"Avoidance of Pain or Desire for Gain."** People don't care about your product or service they just want to know *"Will this product or service fix my problem, or will it satisfy my desires?"*

2. Focus on Niche or Target Markets

We cannot sell to everyone so don't try. Find small discrete markets of people you like to do business with. Study them to understand what problems and desires they have, which you have the skill and expertise resolve, and then **"Tell People How You Help Them."**

Write out a number of key statements for each problem. *"I help... (who specifically do you help).. to ... (How do you help them - what problem do you help them overcome.)* Here are two of mine - "I help women in business to make outstanding business presentations." "I help small business owners to use free tools on the internet to promote their businesses."

3. Keep in Touch with Your Customers

Finally plan to stay in touch with your customers. There are so many great free tools available - blogs, web sites, squidoo lenses, ezines, networking meetings etc., and you can add other low cost approaches to these like seminars, breakfast meetings, trade shows, newsletters etc. Keep in touch and keep giving your customers useful tips and products to remind them of the quality of your services and how you help them to solve their problems.

"You can have anything you want in life just as long as you help enough other people get what they want in life." Zig Ziglar.

Rikki Arundel is an International Motivational Speaker, Trainer and Writer and an expert in sales and marketing communications. She helps small business owners, especially women in business, to develop on-line and off-line marketing strategies that cost little but deliver results. Get her free ebook *How to Get Customers Queuing Up to Buy* at www.SpeakingandMarketingTips.com.

Five Easy Steps to Stay F.R.E.S.H. In 2007 – Karen Schmidt

If you've come to the end of 2006 and you're feeling a bit "stale" follow my 5 simple steps for a F.R.E.S.H. approach in 2007!

Forward thinking

Most people spend their time looking in the rear view mirror of life, wishing they were back in the "good old days" or wondering how they can undo mistakes from the past. The best way to stop living in the past is to have a clear vision of the future. This allows you to recognise opportunities when they come along. What is your vision for 2007? Write it down and then start telling people . . . you will be amazed at what happens!



Resilient

The ability to bounce back from the ups and downs of life is vital. Avoid becoming an emotional yo-yo by understanding how to separate what happens to you from who you are as a person. Once you know the answers to 3 important questions you are well on your way to being more resilient:

1. Who am I?
2. What do I believe?
3. Where am I going?

Enthusiastic

Enthusiastic people start every day with a positive outlook and they do their best to spread it around! They know that nothing worthwhile can be achieved without enthusiasm. Tapping into the passion that lies within all of us is the key to maintaining high levels of enthusiasm. So what are you passionate about and how can you find a way to live that passion everyday?

Stretching

You need to regularly stretch yourself physically and also mentally. Just like a balloon, once your mind is stretched it never goes back to the same shape and size. Get out of your mental comfort zone and experience the freedom that comes with trying new things. Find ways to stretch yourself symbolically and you will prove that you can do anything!

Holistic

Keeping it all in balance will ensure your ongoing success. Learn to recognise the dangers signs when you are out of balance in the 6 key areas of life: career, finances, relationships, health, mind and leisure. Take stock of your life and be honest about where you need to become more holistic. It could be as simple as adding one activity to your week that can help you in multiple areas of your life.

So that's the F.R.E.S.H. approach . . . follow this simple formula and I guarantee 2007 will see you blooming with success!

Karen Schmidt is an award winning professional speaker, workshop leader and author who is on a mission to create positive attitudes that help people and organisations grow! To sign up for her free email newsletters and receive your free ebook, visit www.letsgrow.com.au

Think Like A Kid! – Alicia Curtis

Get more out of 2007 by harnessing the child in you. When you were a kid, everything was fun and everything was possible!

What can we learn from kids to get more from 2007?

1. Find time to play!

Do you remember playing hopscotch, hide and seek or pretending to be doctor and nurses? When we were young, we played to learn the ways of the world.

So why is play necessary for us today?

Play gives us time to think ideas through, see the world from a different perspective and learn. How can we play? Challenge yourself to change your environment or routine for a week, find a creative way of sharing information with colleagues or start the day with a fun activity!



2. Exercise your questioning power.

As a kid, do you remember asking your parents so many questions to fill yourself with facts and information? Questioning is a great skill to have as it allows us to examine why we do things the way we do. Why not ask experts about their experiences? Ask a friend about their line of work or ask your family how their day was?

In a business sense, you can start by questioning the processes and procedures in your workplace. Is this the best way I can do this? Walt Disney said “I happen to be an inquisitive guy and when I see things I don’t like, I start thinking, ‘Why do they have to be like this and how can I improve them?’” Bring back your inquisitiveness in 2007 – ask the dumb questions, ask the hard questions, ask the ‘why’ questions, just ASK!

3. Discover the possibilities

What is the biggest problem you are facing in your business? Identify not one solution for this challenge, but ten, whether they are possible or not. The process of finding multiple solutions to a problem will open up your mind to the possibilities. One of your crazy ideas just might lead you to the solution you use, or perhaps you find a way to make your crazy idea a reality!

Start today

Remind yourself of the positives of thinking like a kid by pinning a picture of yourself as a kid in your office in 2007!

Alicia Curtis is a youth leadership expert. She will fire the imagination of any student group, giving them the confidence to be leaders in the community. She is also a certified practitioner of the Herrmann Brain Dominance Instrument and will be able to show you how to harness your whole brain thinking power. For more information, see www.aliciacurtis.com

Detox Your Business – Shelley Dunstone

Most of us over-indulge during the festive season. Then we make New Year's resolutions to reverse the damage – like cutting down alcohol consumption, eating healthier food and exercising more.

Why not also detox your business? The New Year is a great time to make changes for the better. Resolve to make your business culture more open to innovation. Identify and flush away all the things that could discourage innovative thinking or prevent people from putting ideas into action.

The innovation conundrum is that whilst competitive advantage depends on doing things differently (so you need new and different ideas), most people don't really want to be different. They prefer to blend in and fly under the radar. At heart we all seek the good opinion of others, and being and behaving like others is a good way to get their approval.



A culture of innovation values individuality and provides an environment in which ideas can flourish. **Anti-innovation toxins sap value from your staff**, and include:

1. **Words.** "That wouldn't work"; "We haven't got time"; "Are you kidding?"; "No one does that"; "What planet do you live on?", and the accompanying laughter or snicker; relating stories about others who came out with "funny ideas".
2. **Actions.** The funny look we give when someone makes an unusual suggestion; rolling the eyes; cutting off the discussion; hiring only people who are similar to ourselves and others in the team.
3. **Systems.** Red tape; stringent policies; making it hard to obtain resources or to deviate from the standard way of doing things.
4. **Attitudes.** Short-term thinking; always needing to be right; intolerance of differences; not being open to other views; judging people negatively on the basis of their suggestions; the approach of "If it ain't broke, don't fix it"; too much emphasis on "fitting in" behaviours.

Set up a charity jar, and ask people to donate a dollar every time they are caught uttering "toxic" words. Pass around fresh fruit in a "Detox Bowl", to remind people to **strive for a healthy, innovation-friendly culture.**

Shelley Dunstone helps people to generate ideas, to expand the range of possibilities available to them and identify opportunities for business growth. She likes to work with people who want to constantly improve and get the best from their people. Contact Shelley on (08) 8407 3532, or email shelley@shelleydunstone.com, to subscribe to her free ezine, "The Cauldron of Innovation".

Get Your Money Into Your Bank – Sue Williams

Make 2007 the year you turn your cash flow positive!

And **KEEP it that WAY !**

Others in this book have spoken about deciding on what you want and then acting upon it. However this is made all the more possible, positive and less stressful if your cash flow follows that focus. Many businesses would have a much better cash flow if they could collect their sales money more quickly.

We all dislike having to chase up our clients with phone calls. We leave this job to last when actually it is the **most important**. Making money means getting it into your bank account.

The following easy steps will help reduce the need for those phone calls !

- 1. Make it clear what your price is and when you expect to be paid.** Starting off on the right foot makes an enormous difference. Have a price list, brochure or service agreement easily available for all new customers.
- 2. Short Payment Terms.** You'll be pleasantly surprised by how many people will pay quickly if you have set your policy out and if you need to change it write to all your customers with an explanatory letter.
- 3. Efficient Billing.** Bill the same day product or service has been sold. The quicker you bill the quicker you will be paid.
- 4. Easy payment methods.** All invoices should have Direct Bank Deposit details and where applicable how to pay by credit card.
- 5. Follow up regular statements.** You can then write personalised messages where necessary to help them realise how late they are. You'll enjoy the success with this easy debt collection method.

Make a decision that 2007 is going to be the year you change the way you collect your debts.

Happy Cash Flow !



Sue Williams is the owner of Nicholsons Management Services and is a consultant to many small businesses helping them with their growth and internal processes so they can become more efficient and profitable. Get free articles and e-books across a variety of subjects by visiting www.nmsqld.com.

Staying Sane – Jennifer Jefferies

Make 2007 *“The Year of Staying Sane”* by following these seven simple principles.



1. Remember that you are only human

Give yourself permission to be a mere mortal. If you do find that you are not living up to your own expectations in any area of life, be glad that you noticed it, and correct your behaviour – don't beat yourself up.

2. Stay hydrated

Next, drink a glass of water (or eight). Your body is made up of 70 per cent water and it needs to be constantly replenished – 70 per cent of what you put into your mouth every day should be water. And no, scotch and ice does not count as water.



3. Take a breather

Breathing is what keeps you alive. Take a 'fresh air' break every hour and breathe deeply and slowly if you're under pressure to break the stress cycle.

4. Maintain magnesium levels

Snack on almonds instead of biscuits and chocolate. Almonds are full of magnesium which is the mineral your nervous system needs in order to relax.

5. Smile

Go on, right now...big cheesy grin at the person next to you. Smiles are contagious, watch them smile right back at you, and you'll both enjoy the day more!

6. Drift away with some aromatherapy oils

You'll not only make your home or office smell great, but you'll help everyone to be more energized, productive and relaxed as well.

7. Leave work on time today

Go home and enjoy your family and friends.

Stay sane! *Jennifer*

Jennifer Jefferies is one of Australia's best-known authors and speakers and she has a prescription for modern living. Her powerful message is of work, life and balance and how to have it all through the 7 Steps to Sanity. Download her free ebook "How to get a life" at www.jenniferjefferies.com

Build, Brand, Sustain – Tom Murrell

What do you want to be known for and what will you stand for in 2007? Being a leader, taking a stance and setting the agenda are good ways to build what I call “reputation capital”.

Every individual or organisation is like a stool. There are three legs to the stool. The first leg is your hard capital - your hard assets – bricks and mortar or computer networks. The second leg is your soft or human capital, your people. The third leg is your reputation capital. This takes years to build up and you can lose it in seconds. Increase your reputation capital in 2007 and you will increase your financial capital by following these three tips.



1. Build

Logos are bought. Reputations are earned. Continuously work on activities that will help build your credibility and visibility. The activities that have the highest return on investment for time, money and effort are usually the ones that are free. These are speaking, writing and being quoted in the media.

Aim to write and distribute one media release a month based on something new. For example a new idea, a new product or a new benchmark. Distribute it to a global audience using www.prweb.com

2. Brand

A brand is a set of perceptions around you or your business. A brand contains aspirational elements of what you want your reputation to be. This can operate at a personal, internal or external level. Build your personal reputation by working on three areas: core, built and perceived.

At the centre reaffirm your core values and what matters to you most. Nourish your built brand in your area of expertise (I call this expert power) by adding new skills, experiences and ideas. Aim to read at least one book a month and attend one professional development event in your area each quarter. Work on your perceived reputation by ensuring your intent, actions and public persona match your core and built reputations. It is about clarity, consistency and congruency.

3. Sustain

Sustain your reputation by putting in mechanisms to protect all you've worked for. Protect your unique intellectual property, products or processes using trademarks, copyright and other tools. Develop templates, processes and systems to streamline all your activities and make them easy to replicate by others. This will add real value to your reputation. Ensure you think of the “what if” scenarios and have a plan for this if your initial strategies do not work out. What if my laptop got stolen for example?

Leave a legacy by giving back to the community – either in time, resources or support. Do this in a selfless way without expectation and your reputation will have a lasting impact.

Thomas Murrell MBA, CSP is an expert in how to build, brand and sustain reputation capital. Get his free eBook “How To Turn Your Big Marketing Idea Into A Competitive Advantage”, which shows you how to attract, win and retain even more profitable customers, at www.8mmedia.com

Three Pictures to Help You Sell More in 2007 – Paul Archer

Here's 3 pictures that you can put into your head that will help you to make more sales in 2007.

1. Traffic Lights

We're all so familiar with traffic lights, wherever you are in the world they all follow the same pattern. Red for stop, amber for proceed with caution and green for go.

Have a picture of a traffic light in your head when selling and this will help you look for buying signals and close when it's right. You see selling is a process that involves a series of steps just like driving from one end of the town to another. If you were to drive through a town, you would have to wait at the red lights until it was clear to go. Come to a green light and you can steam on through.

Selling is the same, if you approach a red light, your customer is not happy about something, so deal with it there and then. When it's dealt with watch the lights turn green and you can continue. Keep going until the end of your sales cycle and if the lights were green all the way, you know you can safely close the sale without an objection.

2. A Volume Control

Have a vision of a volume control in your head and this will help you listen better. Put three levels on your control and be constantly turning up the volume when you need to listen better. Level 1 is selfish listening where you just listen for your own benefit. Level 2 is listening in your customer's shoes seeing the world as they see things. Level 3 is total listening where you're in your customer's shoes but reading between the lines, watching their body language, hidden meanings, trusting your intuition – you're totally besotted with your customer.

It's hard work listening at Level 3 but when you notice that you're drifting, just turn up your imaginary volume control.

3. A Fishing Rod

To catch fish you need bait. This summer on our vacation in France, my boys and I did some Cray fishing. My eldest suggested bacon fat and this worked a treat and we caught dozens of the little critters. The next time you're looking to reel a customer in to talk to you further about your product or service think of this imaginary fishing rod. What bait do you need? What's the hook that will motivate them to speak with you or call in to see you. Crayfish love bacon fat but think of the WIIFMs (What's in it for me) that will entice your prospect. Have this imaginary picture in your head and it will remind you to think of benefits.

Good luck in your selling for 2007 and remember –Traffic lights, volume control and a fishing rod.

Paul is an international speaker, trainer, author and coach based in the UK. He works with companies across the globe to help them increase their sales results. He specialises in rapport selling and rapport sales coaching and can ignite his audiences large or small. Get your free Sales Excellence Ebook Chapter and MP3 download at www.rapportselling.com 01452 730276 or paul@paularcher.com (Blog).



Conduct a Brand 'Health Check' – Penny Burke

Make 2007 *'The year of getting fit'*. Not you – your company brand! Have you ever wondered why people identify so strongly with brands in everyday life (their Nikes?) – but don't feel the same way about their workplace? This is one sign of a workplace that is not engaged. As an employer, if you're not worried about that then you should be! The growing skills shortage and generational change means you will find it harder and harder to attract and retain the best people in your workplace. So what can you do to improve your chances? A good start is a Company Brand Health Check, inside and out.



1. Your health 'on the inside'

Do your people really know what your brand stands for? I don't mean so they all have a copy of the mission statement on their coffee cups. Rather, do they know what it **means** to work at your organisation? What differentiates you from your competitors? Whether you employ accountants, clerks or sales reps, what is different about coming to do that function at your place rather than somewhere else? Same job, same functionality... different emotional experience.

How often do you ask your people how they feel about their workplace brand? They can probably tell you why they love their favourite brand of jeans – could they tell you what they love about their brand of workplace? The key to effective retention is engagement – how well connected your employees are to your brand. How fit is yours?

2. Your health 'on the outside'

The brand image you convey to your external customers has traditionally been the focus of marketing attention. And it remains a critical part of your marketing and brand fitness. Most people have a good grasp of how they want their brand to be conveyed to maximize the engagement with your customers. Ask yourself these three questions;

1. Do your customers know what you stand for? Not just what you **do**, but what you stand for, what makes you distinctive?
2. Do you know what your customer expectations are and how you rate on delivery against that expectation?
3. Would your customers rate you as 'healthy' or 'unhealthy' and what factors are contributing to that impression?

These three questions are about the emotional fitness of your brand, not just the functional aspect of your business. And this is critical, because lots of companies potentially compete with what you do – what makes you different to customers is **how you do it**. So it's worth getting a good handle on it!

January is a great time to conduct a brand health check on your business, so give yourself a thorough check up and start the year off in top shape. Good luck!

Penny Burke is a marketing consultant who makes marketing simple. She can show you how to translate complexity into simplicity, confusion into clarity, distraction into focus so you have a usable, actionable marketing strategy that will really work. Penny has just completed her first book on Forced Focus thinking that helps companies navigate the stormy waters of employee engagement and employer branding. To learn more about how the book can help you shape your workplace brand, visit www.essencecomms.com.au.

Be More Daring – Ann Villiers

Feed your mind with these six tips from some of Australia's 'Daring Dames':



1. Make your life as interesting as possible

On average you have about 700,000 hours of life. 2007 represents 1.24% or 8736 hours. Decide to make those hours as rich, interesting and adventurous as possible. Try something new, go somewhere you've never been, make new friends. Consider Diane Ackerman's words: "I don't want to get to the end of my life and find that I just lived the length of it. I want to have lived the width of it as well."

2. Find out what you love doing

Life is too short to spend doing what you dislike. Discover your strengths and use them in as many spheres of life as you can.

3. Be committed, give it your best

Don't be a dabbler. Commit to your choices with effort and energy. Contribute your best once you've said 'Yes'. Remember: "It is never too late to be what you might have been." George Eliot

4. Mix with like-minded people

Spend time with people who support your goals and dreams. Expand your support network to tap a diverse range of advice. Find mentors and coaches. Notice what other people do. Model those you respect.

5. Take up some exercise

You've thought about this one before. 2007 is the year for action. Find ways to add physical movement to your daily routine. Walk, cycle, jog, garden, vacuum, play with children, take up a sport. And keep telling yourself: 'Looking good, feeling great.'

6. Have a laugh

See the funny side of life. Don't take yourself too seriously. Choose to include moments of laughter. See funny films, watch comedy, read comics and cartoons.

As you move into 2007 determined to be more daring, keep these wise words in mind:

"Regret for the things we did do can be tempered by time. It is regret for the things we did not do that is inconsolable." Sydney Harris

Enjoy the width and length of 2007!

Author of *Gorgeous Daring Dames, How to grow in confidence, clarity & commitment*, Dr Ann Villiers is Australia's only *Mental Nutritionist*®, guiding people on how to trump the mental speed humps that sabotage their efforts to succeed in life. Read free articles on *Mental Nutrition*®, wellbeing, daring dames and selection criteria at www.mentalnutrition.com.

Pay Attention in 2007 – Michael Harrison

Most of us take what we see for granted. It's just "there". We seldom take the time to interpret the information or think about why it is there or what we can learn from it.

And yet observation is one of the most important skills in business.

Some time ago I undertook a project for an after-market automotive parts manufacturer. To get a better insight into their business environment I visited a number of retail outlets.

Some had expensive imported cars in the driveway. Some had their service assistants in smart clean uniforms. Some had many more service bays than others. One offered free espresso coffee and biscuits to waiting customers.



Was it just coincidence that they seemed to have a more affluent type of customer? Another had a computer with a free Internet connection. Was it a coincidence that they seemed to attract younger customers?

Each of these observations gave me an insight into the type of business, their potential to sell my client's products and the personality of the owner or manager.

One of the mistakes we often make is we just look for things that are different. You can learn as much from the things you expect to see. Ask yourself why things happen the way they do in this environment.

As I watched prospective buyers walk in and look around the showroom I noticed that most would take a moment or two to get their bearings then either walk over to the counter or look at a display. If the sales assistant at the counter was busy, invariably they would look at the displays. Why that particular display?

As a consultant I am always trying to understand what makes people tick. My observations include the way they dress, their watch or jewellery, whether there are family photos in view or achievement plaques on the wall. Does their office environment appear to be well equipped, well organised, and technologically advanced? Do the employees seem to enjoy working there?

What seems to be important to this company or individual?

Each observation offers some insight into how to deal with this person.

Michael Harrison works with business owners and managers who want to maximize the potential of their business. Learn more about how Michael can help you lift your business to new levels at www.strategies.com.au.

Invite More Happiness – Justus Lewis

Happiness is a heart choice. Start now to make 2007 The Year of Inviting Happiness by following your heart and focusing on what brings you into peace with yourself.

Accept yourself as you are

Choose to **accept yourself as you are**. You are uniquely you. Enjoy the experience.

The Sufis talk about the Jewel in the heart. When you express this quality, you are expressing your better self. You feel in the flow. Life is more meaningful. You have a sense of peace.

Take time out, take a sheet of paper and write down some of the things that make your heart sing: that make YOU feel good about yourself: that you enjoy doing. Put the paper in front of your computer and decide NOW to focus your attention on these during 2007.



Allow space for your heart to expand

“I’ is the centre of a circle that has no circumference.” Gandhi, leader of the non-violent struggle for Indian independence

Happiness is a long-term project. Life doesn’t go away. No-one is happy all the time. People like Gandhi and Nelson Mandela choose to see stressful situations and traumas as opportunities to expand and grow. In the midst of difficult outward circumstances, they find ways to expand inwardly to allow inner peace.

We all have expanded versions of ourselves that are often only realized after we have been challenged at the deepest levels.

Focus on happiness

Focus is the art of making minute adjustments to what is happening in the present moment in order to stay on track and get to where we want to be.

Think of it like driving a car. You keep your focus on the road; you notice that the road is constantly changing; and you adjust your driving moment by moment to get safely to your destination.

Make it a daily habit to focus on what brings you into peace with yourself.

Happiness is a choice – make it your choice in 2007

Whatever your situation, you CAN invite more happiness into your life. It’s as simple as listening to your heart, allowing it to reveal what brings you into peace with yourself, and making that your focus. Wishing you every happiness in 2007 ...

Dr Justus Lewis, PhD coaches people who want to experience greater happiness but find that life keeps getting in the way. She can help you handle stress, manage conflict and enjoy more of your life. Get her free report “INVITING HAPPINESS”, which shows you how to experience more consistent satisfaction and enjoy more of your life at www.transformasia.com.au.

Work On Your Character – Colin Pearce

Make 2007 *“The Year of Character”* and see your life, family and business flourish. I've got four suggestions:

1. Pick a hero or two

Write out the 12 character qualities that your hero or heroes display in their lives. I can help you cheat on this part because I've already polled 2500 people on the question and they've all said essentially the same so it's doubtful you'll come up with anything new. So here are the top 12: Honesty, Joyfulness, Courage, Passion, Loyalty, Compassion, Commitment, Determination, Generosity, Humility, Patience, Vision.



2. Allocate one character quality to each month of 2007

I think you can do this step on your own.

3. Match a significant person to that character quality and make him or her your icon for the month.

By focusing on and learning about the hero of the particular character quality you will be engaged, humbled and inspired to be more like that hero. Get a biography. Pin up a poster. Here are some more 'cheat sheets' to make it easy. I've already matched the top qualities to the respective heroes: Honesty – John Curtin, Joyfulness – John Simpson, Courage – Jean Batten, Passion – Steve Irwin, Loyalty – Ed Hillary, Compassion – Weary Dunlop, Commitment – Howard Florey, Determination – Douglas Mawson, Generosity – Sydney Myer, Humility – Ernest Rutherford, Patience – Albert Facey, Vision – Victor Chang.

4. Focus, Act and Apply

Look up the word in as many dictionaries as you can and put up a definition on the walls. Now go about talking up that quality for the month. Expect it, inspect it, live it, demand it, commend for it, correct on it, discipline on it, start projects on it around your home, office, community. In less than a few months your life will have changed and you will be a very different person. You will now be focusing less on KPIs, KRAs, Churn, Cashflow, ROI, and T.A.X. and more on the things you say you really value. The competencies will follow as night follows day.

Colin Pearce is a character expert. That means he knows how underdeveloped his own character is and is doing a lot of catch up work on fixing it. At the same time he's doing everything he can to help leaders build the only thing they actually lose sleep over – their followers' character. He has developed a masterful system to help you do it easier. www.characterworks.com.au

Make Time To Do More Than Mark Time! – Catherine Palin-Brinkworth M.AppSci CSP AFAIM MAICD

We all know that SME businesspeople are far too busy to work on their business, and focus all their efforts on working in it. Don't we?

So exit planning seems impossible. We think that we ARE the business and it can't run without us. And when our lifestyle and health degenerates, we feel trapped powerless and stuck. Not fun.

So here's the deal for 2007. Step outside your business and get process driven. I know this is anything but easy. But I've learned the hard way through my own life challenges, that it is absolutely essential.



'But how can I' you say. 'I can't take a week out to do a business plan? I've got to keep this business running. I'm the person everyone is relying on!'

Try some creative thinking. Imagine yourself walking out of your premises, climbing up on to the roof and taking a look down inside. In your mind's eye, watch a typical day and note who does what tasks, including how you engage in areas that others might be able to take over, even temporarily. Watch what your time traps and distractions are, or your personal weaknesses, like procrastination. Make some notes. Talk to a business coach, or email me, and work out your strategy for change.

Because this year, like every other, if you do what you've always done, you'll get what you've always got – or less, because everyone else out there is moving forward!

Commit to at least one of CPB's top tips for a wow of a year:

- Work out what business you are really in, by the outcomes you create, rather than the services and products you currently provide. Stay abreast of trends and think laterally.
- Know that you own the business, you run the business, but you are not the business. It has to have a life of its own, and it will have, when every process is well documented and standards are well defined. So even though it's tough, it's well worth it!
- Divide all activities of the business into 'departments' such as sales, marketing, administration and production, even if you're a micro business. Then document all the processes, even in scribbled summary bullet points. Divide them up into the various 'departments'. See what you could combine, delegate or outsource. Then be the managing director, rather than everything to everyone.
- Put 10 per cent of income into a reserve for business development. Not necessarily marketing, but also education, strategic planning, consultants, etc. It really does pay off. If your sales fell 10% you'd survive, so just do it.
- Consider adapting, selecting what you're great at and focusing on that, or bringing someone else in to share your business. It might actually be about shrinking, or changing structure.
- Be willing to see yourself and your staff as constant learners, staying in school forever to keep finding newer and better ways of being the best in your field. It's fun!

Catherine Palin-Brinkworth is an extraordinary management speaker and adviser. She can show you how to build your business, build your people, build your profits and build the life you want. Get her free e-book 'Making Money by Managing People' which shows you how to work with others to reach your goals, by helping them reach theirs, at www.catherinepalinbrinkworth.com.

CHOOSE To Be Happy – Now! – Timothy Sharp

Make 2007 the happiest year of your life!

At The Happiness Institute, we believe happiness is something you choose. And we've specifically chosen the word "choose" because each of its letters stands for one of our key happiness strategies.

C = Clarity (of goals, direction and life purpose)

Happy people set clear goals and determine clear & specific plans to ensure these goals become reality. So clarify your life plan now (because no one else will do it for you!).

H = Healthy Living (activity & exercise, diet & nutrition, and sleep)

Health forms a crucial part of the foundation to happiness. It's hard to be happy if you're literally sick & tired all the time. So do whatever you can to be healthy and you'll also boost your chances of being happy.

O = Optimism (positive but realistic thinking)

There's no doubt that happy people think about themselves, others and the world differently. Among other things, they search for more positives. The good news is that this is something you can learn to do so start practicing now.

O = Others (the key relationships in your life)

Research strongly indicates that happy people have both more and better quality relationships. So make sure you devote time to developing and fostering your key relationships.

S = Strengths (your core qualities and attributes)

Rather than spending all their time trying to "fix" their "weaknesses", happy people spend more time identifying and utilising their strengths. Find out what you're good at and do it as much as possible.

E = Enjoy the moment (live in, and appreciate the present)

The past is history, tomorrow's a mystery, and today's a gift – that's why they call it "the present". Live in the moment and enjoy life more.

So CHOOSE to be happy now!

Because life's too short not to be happy.

THE HAPPINESS INSTITÜTE

Dr. Timothy Sharp is Australia's leading authority on happiness. As the Founder and Chief Happiness Officer of The Happiness Institute he can help you, or your organisation learn and apply the proven principles of positive psychology and as a result, live a healthy and happy life. You can find out more at www.drhappy.com.au or www.thehappinessinstitute.com.



Get In Gear! – Simon Tupman



Make 2007 the year of getting more out of your business by leveraging.

Traditional thinking encourages us to build wealth by selling more. Yet selling is just one component of wealth creation. No matter what you sell or produce, your wealth can be increased simply by leveraging off three components, each of which is like a gear in a car. The more you use them, the more momentum you build.

1. Your external people (customers, suppliers, referrers, friends)

Your external people can provide additional sources of income for your business by involving them in your business and offering them a spin-off.

For example: Sell advertising space to them in your newsletter; a professional practice that sends out a monthly newsletter to several thousand external people could sell advertising space to a client or supplier such as a wine company looking to sell its wines to that practice's clients.

2. Your internal people (colleagues, staff, team members)

Your internal people also offer opportunities for leverage. Many businesses employ people to do 'a job'. Yet most people want to do more than a 'job'. They want to feel they are making a contribution beyond selling their time. The trick is to engage them in such a manner that their role offers broader opportunities than their 'job description'.

For example: Give all your people a business card. Treat all of them as sales representatives of your business and ensure that they know the range and value of your products and services. By doing so it not only makes them feel involved and valued but also provides them with a tool to promote your business within their own social networks. Don't assume a secretary can't sell!

3. Your know-how (intellectual property)

Every business has know-how in the form of knowledge, information, experience or expertise. Businesses that can capture this know-how can then leverage off it by retaining it for the benefit of existing and new team members or by on-selling it to other interested parties.

For example: Licence or franchise your know-how. A company that bakes and sells cookies will have developed the recipes over time; additionally it will have learnt what systems work best when it comes to manufacturing and distribution. So perhaps it has an opportunity to sell its expertise as well as its cookies? Just look at MacDonald's; its success wasn't due solely to its hamburgers!

So, how about your business? Are you taking full advantage of the gears to accelerate your business growth? If not, then make a start and make the most of the opportunities. It may make a significant difference to your bottom line in 2007.

Simon Tupman specialises in developing better people and better businesses. He can show you how to make this process fun as well as rewarding. You can read his free articles in information at www.simontupman.com and www.lawyerswithalife.com.

Celebrate Success – Take Your Birthday Off – Belinda Merry

Rush rush rush. Adrenaline pumping. Will I get out of the office in time to find a park and meet Kelly for lunch? Oh no, the phone is ringing..."Yes, OK, I'll get on to it this afternoon." Quick, duck out now. Ahhhh...relief. Jump in the car, now where am I going? OK. Oh no, the traffic. Right, there it is. Where am I going to park? I should have caught a taxi! Ok, I'll just squeeze in here. One hour parking...I won't be longer than one hour. So much to do so I won't be staying long. Just a quick drink and entrée then back to the office. Great...here's the restaurant. There are the girls...air kisses...sitting down...ordering drinks ... Relieved to be here but must remember to leave within the hour....



This was the story of my life. How on earth could I fit my life between my work commitments? Every year, one of my dear friends, Kelly, celebrates her birthday by having a girls lunch which I attend. I truly wanted to but it was such a hassle, and I was always the first to leave. The other women didn't work or if they did, like Kelly, they would take the day off, to ensure their lunch was a long leisurely one. But not me - I was needed at work! I was responsible and had a strong work ethic, plus I loved my job, even though it was becoming all-consuming and my social and family life were beginning to suffer.

Then I hired a coach...we worked well together, we clicked. Until she asked me to take one day off work. My birthday! I couldn't. Yes I could she encouraged. We had a number of conversations about this request and eventually I saw that indeed I did have a choice and I could. I put in my annual leave form early and told my manager. Sure, it was months away but that was our plan. No matter how urgent, important or crucial the work, I was not going to work on my birthday.

So last year I celebrated my birthday differently. I slept in and then enjoyed breakfast with Kelly at a local café. We relaxed, read the papers, chatted and had fun. Off to my hairdresser's to unwind as my head was massaged, my hair was washed, cut and styled, while I flicked through magazines and drank herbal infusions. A leisurely window shop before lunch with some other friends at a new café on the park. That afternoon I walked the dogs and then had a snooze on the sofa. My husband came home and cooked me a delicious birthday dinner and we spent quality time together. What a wonder-full day.

If you currently take your birthday off - congratulations. If not, I highly encourage you to do so - experiment by taking your next birthday off (or a day in lieu if your birthday falls on a weekend). You will be thrilled you did.

©Belinda Merry

Belinda Merry is a personal and business coach, who is passionate about work life. She calls herself a WorkStyle Warrior and can coach you to discover and design your own WorkStyle. **work + lifestyle = WorkStyle®** Download her free WorkStyle Guides at www.merrymentality.com.au

Belinda is proud to be an International Coach Federation Master Certified Coach (MCC)

Speak Confidently and Persuasively – David Price

Make 2007 *“The Year of You – The speaker!”* by following these four strategies

1. Face the fear

Depending on who you speak to, most people say that speaking in front of a group is one of the things that scares them the most. It's natural to be nervous, even scared to death!

The only way to overcome your fear is to face it and the best way to face it is to ask yourself this question – “What is the worst thing that can happen to me?” For every answer you give yourself, rate it on a scale of 1 (low) – 10 (high) as to the *likelihood* of it happening.

Ignore the low ones. Deal with the high ones with this simple but powerful question – “And if that happened – so what? Will I be dead?” The answer will be NO! The worst thing that can happen in reality, is usually **NOTHING!**

2. Get your “message in a nutshell” crystal clear before you begin preparing

Many people speak for quite some time and at the end the people listening are none the wiser as to what the speaker was *really* saying. The reason for this is that the speaker didn't really know him or herself. They had not pinpointed their message in a nutshell – the kernel of their message. If you, the speaker cannot say in one sentence or phrase what you are trying to get across, then your focus will be like a magnifying glass that is moving – you will not light a fire under anyone.

3. Spend more time preparing “HOW” (presentation) than “WHAT” (content)

Most “newer” speakers spend most of their preparation time on their content – WHAT they are going to say. This is a dangerous trap. You need to spend more time on HOW you are going to present the content. The techniques you can use are limitless but it is your presentation *OF* the content, not the content itself that will determine your success – no exceptions, not even technical presentations!

Plan your content using bullet points not sentences – don't write out your presentation, it will sound like a paper. Use your bullet points as your reminder points. Once you have these, work on the best way to get them across to the audience. Use lots of examples, anecdotes, analogies, metaphor, stories, and illustrations.

4. Perform!

Now put on a performance. Think of every presentation as an Oscar winning performance and give your audience – every audience – your absolute best. They deserve it *and* it shows respect for them. The reward will be that the audience will respect you for your mastery of your content and your ability to “get the message across”! By the way, they are also much more likely to *buy* the product or message you are selling – yes, selling!

So, work out where your fear lies, then move it out of the way – you have an audience waiting!

David Price is an expert in presentation techniques and strategies. He shows executives, managers, board members, entrepreneurs and industry leaders how to maximize their presentations to increase sales, make decisions, and influence and persuade other people. Get a free copy of David's E-book, “10 Steps to Prepare and Deliver a Powerful Presentation” at www.davidprice.com.



Passion, Purpose, Preparation and Persistence – Max Hitchins

Recently I was asked for a quote to feature on the front page of the Orion Hotel Schools' 2007 Calendar. The calendar plus a copy of my latest book "Heading North" will be given to every student when they begin to study at any of the Orion Hotel Schools in the world next year. (www.orionhotelschools.com).



My quote was:

"I believe Passion and Purpose are the key ingredients in the recipe for success in the hospitality industry. When Preparation and Persistence are added ordinary people can achieve extraordinary things."

And, to prove my belief in the quote, I want to share with you how these four words have guided and motivated me.

I'm just an ordinary Aussie bloke from the small New South Wales country town – Moree NSW. And, to borrow a quote my good pal Doug Malouf "At school I was in that 50% of the class that made the other 50% look good!"

With the assistance of great mentors and motivators, over a twenty year period, I became a pilot, a pianist and a professional speaker. I learned to run marathons. I had ten books published. I spoke to audiences all around the world, became the Australian President of the National Speakers Association (NSAA) and then became the World President of the International Federation For Professional Speakers (IFFPS).

I am now recognized in the Hospitality Industry as an Internet Marketing Specialist as I write monthly articles about the Internet for all the Hotels Associations in Australia. My current passion is to learn to speak French as I am going to the Rugby World Cup in France in 2007. I'm also focusing on speaking on international cruise ships. Not bad for a boy from the bush!

And, believe me, if I can do it...YOU can do it. It's all about believing in yourself and

- Passion
- Purpose
- Preparation and
- Persistence.

In Australia Max Hitchins is known as the Hospitality Doctor. In Asia he is called the Hospitality Magician. And in America, when he spoke at the World's largest Hospitality Convention and Exposition in Chicago, he was introduced as the Wizard **FROM** Oz! His focus is sharing and demonstrating magical marketing ideas to help hospitality operators fill their rooms, restaurants and bars. www.HospitalityDoctor.com.

Be a Dollar Stud in 2007 – Matt Hern

Have more than just memories and toys to show for all your hard work by implementing these simple money making behaviours of Dollar Studs.



1. Control Your Cash Flow

Fundamental to getting ahead is to spend less than you earn. Put yourself among a rare minority by controlling your money rather than having it control you.

- Identify where all your money is going as this information is powerful and enlightening. For at least one full month write down everything you spend. Note items which are core (needs), discretionary (wants) and those which are premium, or luxury versions of core items.
- Plug the greatest leaks. For example you could repay high interest loans as a priority (including credit cards). In addition find alternatives to your largest discretionary and premium expenses.
- Dollar Studs live by the saying “Save Now – Buy Later”, rather than the familiar call sign of Dollar Duds: “Buy Now – Pay Later”.

2. Optimise Your Existing Wealth

Make sure your existing savings are working as hard for you as you did to create them.

- Again plug any leaks such as wasted fees on multiple, unused or unnecessary accounts.
- Crack the whip over lazy, low interest earning savings. Find a higher interest account or use them to repay debts.
- Compare your investment returns to market and peer benchmarks and cut loose the lazy ones.
- Superannuation is the best long term money making machine for the average Australian, so ignore it at your peril. The above tips apply equally to superannuation – avoid wasting fees and ensure your investments are primed.

3. Act

Stop dreaming about early retirement – create it! You won’t notice the lifestyle impact of many small incremental savings, but they add up to a huge gain.

Become a Dollar Stud in 2007 and ensure today is the poorest day of the rest of your life.

Matt Hern is a Certified Financial Planner and an expert in empowering people to achieve their lifestyle dreams through wisely managing their money. Subscribe to his free money making newsletter at www.financialdreams.com.au

Matt Hern is an Authorised Representative of Sentry Financial Services Pty Ltd (AFSL 286786). The above article is general information only. Please consider your personal circumstances before acting, or seek professional advice.

Ensure You Follow Through – Clive Murphy

Have you ever set goals or New Years resolutions and failed to achieve them? You may set a goal to get fit and to feel healthy, to improve some part of your work, to quit a bad habit, to improve your relationship or to improve some area of your work.

While it is great to set goals, research shows that you will most likely forget about your goal within 3 weeks of setting it.

Three main reasons you may fail to follow through with your goal, are:



1. The Goal is Not Important

While you have set yourself a goal, it is more of a “wish” than a “need”. A good example of this is the New Year’s resolution to get fit and be healthy. You may begin with good intentions but you soon become complacent. That indicates the goal is not important.

When you have a task to perform, your mind weighs up the positives and the negatives to doing it. Where the positives outweigh the negatives, there is a great chance you will do what you have planned. However, if the negatives outweigh the positives, you won’t.

2. Run Out of Time / More Important Things to Do

When your daily schedule is full, your mind weighs up what is most important or which things give the best feeling and begins with these.

In our fitness example, you may say you don’t have the time to exercise. There is work to do and family to look after. You will go through your mental list and do what you think is the most important through to the least important. If you don’t look after your health, you feel it is not important at this point. You may even think looking after others is more important than doing things for yourself.

3. Try to Do Too Much

Where you set yourself five goals to achieve, this may mean making major changes to find the time to work on these. It can all be too much.

Select one or two of the most important goals to work on and give them time.

Make Your Goals Important

When you know you should be doing something, either (i) increase the need to do it – make it a “need to”, (ii) eliminate the negatives against doing it, or (iii) do both.

In our example, you can increase the need to be healthy and fit by placing a large importance on your health. It means valuing your health both for you, your family and your friends.

Commit to improving your life in some way every day. After all, don’t you deserve to be the best you can? Make 2007 a great year.

Clive Murphy helps program you for success. He is a best selling author who specialises in helping you achieve high self esteem and confidence. His method is new, simple, easy to implement and is regarded by many as one of the best available. To learn about the power of your mind and help realise your potential, go to www.clivemurphy.com.

Is It Time For That Courageous Conversation? – Candy Tymson

I think most of us have faced the situation when dealing with a difficult situation of weighing-up whether it will be more difficult to say something, or not to say something.

Deep down you know that if you try to avoid the issue there's a good chance you'll feel frustrated, and your feelings of resentment will start to fester. On the other hand—what if you do confront them? How will they react? Will it turn into a major argument? Will your intentions be misunderstood? It's a common problem and a difficult one to handle.



Focus on Perceptions

According to the Harvard Negotiation Project team in their book *Difficult Conversations—How To Discuss What Matters Most*, the secret to being successful in handling difficult conversations is understanding that there is a lot more to the conversation than what is actually being said. In other words, we need to consider what the other person is thinking and feeling—but not actually saying—to get to the real root of the problem.

So difficult conversations are usually about conflicting perceptions, interpretations and values *not* what is being said. They do not just *involve* feelings; they are at their very core *about* feelings.

What to Do

Rather than focusing on wanting to persuade and get your own way, try to:

- Understand what has happened from the other person's point of view;
- explain your point of view and give them the opportunity to do the same;
- share and understand feelings;
- work together to come up with a way to move the problem forward.

This approach makes it more likely that the other person will be open to being persuaded, and that you will learn something that significantly changes the way you understand the problem.

What is typical during a difficult conversation is that we assume the collision is because of how the other person is; while they assume it's because of how we are! But really the collision is a result of our 'stories' simply being different, with neither of us realising it.

The first mistake we often make during difficult conversations is that we assume the other person's intentions. The only problem is, these assumptions are often wrong! By focusing on understanding where the other person is really coming from, difficult conversations will no longer be as difficult.

Why not make 2007 the year you consistently handle communication issues before they become major problems?

Candy Tymson is an expert in business communications with a Master Degree in Human Resource Management and Coaching. Based in Sydney, she is a professional speaker and facilitator and the author of *Gender Games: Doing Business With The Opposite Sex*. Website: www.tymson.com.au. If you'd like a checklist on how to handle a difficult conversation just email me at candy@tymson.com.au.

Tips To Having Your Best Year Ever: Personal Insights From Jim Rohn – Rob Salisbury

Flashback 1991. I had won a company sales contest that included a two-hour one on one breakfast with a businessman whom millions consider one of the great speakers, authors and philosophers of our modern times. I had heard James E. Rohn speak on two previous occasions. Both times, the Seattle Washington and Phoenix Arizona hotel ballroom crowds were at capacity. In confirming our meeting via telephone, Mr. Rohn said, "Rob, please call me Jim. I will be at the Scottsdale Hilton lobby restaurant at 7:30 am. Bring your questions. I look forward to meeting you".



Today, over 15 years have passed since our breakfast meeting. Likely he had shared these ideas with many people before that day and since. Yet he made me feel like I was the only person he was sharing them with. He asked for another coffee and stayed another hour....a real gentleman. Perhaps these few ideas and tips Jim shared with me will help **2007** to be your best year ever.

Tip 1: GET HEALTHY: There is nothing worse than being sick. Having a Ferrari mindset is fine; yet arriving at your destination in a VW bug body is not success. Invest 1-4% each day in keeping your body and mind fine-tuned. Stress reduction, physical conditioning, healthy eating, low or no alcohol and smoking are minimums. There is truth in the old saying that 'good health is true wealth'.

TIP 2: GET SERIOUS: Define your short and long term goals. Understand that being 'successful' in any endeavor requires a commitment and daily focus to achieve it. Becoming an authority in any field is easier with role models and mentors whom have done that which you want to do. Shortcut learning by adapting their proven methods and systems until they work for you.

Tip 3: GET SMART: The libraries of the world are full of books and they are free to use. Experts have produced learning programs to save time and help you learn from their examples and insights. Acquire whatever audiotapes, cd or books to help you to be competent and excellent in your field.

TIP 4: GET GOING: Activity is high priority. To a large degree, doing well requires handling more failure than the average person. Become good in using the telephone to make more appointments and see more people who are able to make decisions about your products and services.

TIP 5: GET AWAY: Plan mini breaks as a reward to refresh, rejuvenate and rekindle your spirit. Having things to look forward to is a great way to stay focused on the work at hand until you realize the rewards of achievement. Mini holidays with family or good friends can make it all worthwhile.

Tip 6: KEEP A JOURNAL: While the destination is important, the journey can be a rewarding insight to how you arrived in style. Record your thoughts and ideas in a journal that is easy to get your hands on. Record your daily or weekly experiences. Someday your journals will be more valuable to you than the used furniture in your home and the clothes hanging in your closet.

Rob Salisbury, B. Com., CSP is a corporate trainer, speaker and highly rated MC. Based out of Singapore and Sydney, he has worked in ten different countries with over 400 Australian, New Zealand and SE Asian organisations. For ideas on how to bring your next event and audience to their feet in applause, visit www.strategicresources.com.au for free tips and interesting articles.

Be Happy – Every Day – Rachel Green

Make 2007 the year you choose to be happy – really happy – consistently happy – even when things go wrong. Happiness matters – people who are happy are healthier, live longer and are more successful. You want success? Invest in your own happiness. Here are four tips to help you.



Tip A. Express gratitude daily.

When you get out of bed in the morning notice five things in your life that are good to have and focus on these. Say thank you. Express appreciation.

So often we spend our lives focusing on the things we don't have or on the things that annoy us in other people, or on the things that have gone wrong. Happiness does not arise or stay by doing that. Happiness is not in the negatives. Happiness is in appreciation of the "ordinary". Give yourself the time to enjoy the ordinary, every-day things around you. Express gratitude for what you have. Even a flushing toilet is a privilege. Have you been thankful for your toilet recently?

Tip B. Recall the times you were happy.

When you do feel happy and relaxed, take the time to deliberately commit these experiences to memory. Notice all the details. How you were feeling. Your posture. Your gestures. Your facial expressions. What you were wearing. Where you were. What you were doing. The colours, sights and sounds in your environment. Who you were with. Remember everything about them. Commit them to memory. Then replay these images often. Happiness is already inside you, bring it to mind.

Tip C. Don't give your happiness away to others.

When you are surrounded by negative, angry or grumpy people it can be hard not to be sucked into their mood, can't it? And yet why give your happiness away because of other people's emotions or behaviour? One of the first steps to take, in order to stop yourself doing this, is to be determined to stay happy, no matter what. Say to yourself "Just because other people are having a bad day doesn't mean I have to join them". Also, if someone has upset you, when you hang on to the upset it is now you who are disturbing your own contentment, and not the other person. So let it go and return to happiness.

Tip D. Help someone - be generous.

Happiness can arise by helping someone else or by being generous. It's easy to think that it's the person receiving the gift or kindness who benefits, but really giving from the heart can make the giver happy too.

It's very easy to be mean in our society, to just look after ourselves, to not share our good fortunes, to be in competition with others. But since when has being mean or cutting down the opposition brought lasting happiness? Happiness is far more likely to occur when you are full of kindness or generosity. Be kind and generous each day.

Rachel is an award-winning communication specialist and Emotional Intelligence coach; and an entertaining, down-to-earth and inspiring speaker. She is the author of books and CDs that will help you be happy. For more articles like this, sign up to Rachel's Reflections at www.RachelGreen.com.

Interested Is Not Committed – Matt Church

Why we need to stop wishing and start willing a better life

Ask anyone do they want more of something or less of something and they will invariably say yes.

Most people want to see some positive change in their life, and certainly if you are reading this book you are focused on creating a better year next year. The thing is that ask people what they have done towards that idea a year later and a staggering percentage will have done nothing. So why does this happen and what can you do about?



Three things stop you getting what you want:

1. You don't know what you want
2. You know what you want but you don't know how to get it
3. Someone or something is standing in the way

So people who want nothing or are not aware that they have the power to choose their life will not dare to dream. But it really does all start with a dream.

Then the dream requires a decision. I have to go from wishing for it to deciding I will do what it takes to get it in my life.

But the decision is not enough I then have to take some action towards it. Here is where block (2) 'you don't know how to get it' kicks in.

People do nothing because they don't know what is the '**best**' next thing to do. The problem here is best. You don't achieve clarity before you start,. Just start. Move towards your goal with a willingness to change and adapt along the way your how to plan. Action is much better than clarity. Action precedes clarity.

Matt Church is an expert on personal leadership. He has published articles and books covering a range of topics from health to motivation, lifestyle and communication. His latest book *Highlife 24/7* explores the relationship between how we feel and the chemicals that exist in our bodies; this is Matt's 5th book and already a national best seller.

Matt has now become known as Australia's first choice in conference speakers for the energy he brings to an event. The Meetings Industry recognized him as one of Australia's top 10 conference speakers. Audience members describe him as clear, practical, energetic and a true thought leader. His sessions will change your life!

www.mattchurch.com

Passion – Purpose – Plan – Pursue – Keith Abraham

Make 2007 *"The Year of Living Your Passion"*. Here are 4 keys to having the best year of your life.

Most people spend most of their lives earning a living instead of designing a life. Which is it for you? Do you have a passion or a love for life? You see, not everyone leads their life, they just get by, not ahead. Here are some key steps to consider if you want to achieve your potential and be continually fulfilled in the process.



Discover Your Passion

What is your passion? What do you love to do? I think we all have passions, but as we go through our lives they become stifled and die. The one thing I know about people who pursue their passion, they have an energy and enthusiasm for life. Your passion could be a hobby, a sport or an activity you loved to do as a child. Pursuing your passion fuels your fire which motivates and inspires you to do the uncomfortable and the inconvenient.

Destination To Pursue

What is your current destination? You would not get on a flight, not knowing where your final destination was going to be! But, how many people go through life with no flight plan. Where are you going in the next 12 months or 2 years?

Design Your Plan

Once you know your destination, then you need to have a month-by-month plan to follow. What are you doing this month to pursue your goals? Every task or goal broken down into small steps becomes easier to achieve over time. If you remember to put these small steps in place it will make a huge difference to your level of focus.

Determination to Achieve

Whenever you set a goal, you will be challenged by life. Roadblocks will be put in front of you to test you, to see if you are really serious about the goals you want to achieve. This is when you need to be determined to achieve what you have set out to accomplish. You determine whether the roadblock will be a setback or simply a stepping-stone!

Keith Abraham, Certified Speaking Professional is the Director of People Pursuing A Passion who speaks to Corporations on Living Your Passion, Creating Loyal Profitable Customers and How to go from Acceptable Service to Awesome Customer Service in your business. Speak to Keith on 0411 64 80 80 or visit www.keithabraham.com.au to enrol in his online inspirational weekly quote.

In 2007 Make Your Business Magnetic to Customers – Iven Frangi

“Give customers an experience they can’t get anywhere else and they won’t go anywhere else.”

Business always has been about more than just the products and services that are delivered. Here are five keys to making your business magnetic to customers so they will become your volunteer sales force.



1. Understand that every interaction creates an experience. Every time we do business with anyone, from making a phone call to meeting face to face, or using their Web site, we have an experience. It will be positive, negative or bland; but it will be an experience! Based on that experience you will make future decisions about what you will do, or not do, with that business. Every time someone does business with you, based on their experience they will make their decisions. Are you creating magnetic experiences that will attract customers?

2. Makers and breakers, that affect your customers, are the biggest factors that will impact on your long-term success. How you manage them will make or break your business. A maker is something a business does that enhances and reinforces a magnetic experience. A breaker is the opposite. It damages the experience and pushes people away from your business. Here’s an example. Ever tried to use your frequent flyer points to get the itinerary that you want? Major breaker. Along comes Virgin Blue *“you can redeem on any Virgin Blue seat, any flight, any time.”* Major maker and very magnetic. That’s an experience customers can’t get anywhere else.

3. Customers choose your business so get them to help you design what they most want. So involve customers in your development. It’s amazing what customers will tell you if you ask them. The key is to ask good questions. The two best questions to ask help you understand your existing and potential makers and breakers. The first is *“What is it that you really like about what we do?”* The second is, *“What else could we do differently or better?”* Both questions are positive and focus your customer on giving you good information rather than just complaining. Customers will tell you where your business is magnetic now and how it can be more magnetic in the future.

4. Adopt a restaurant, hotel and theme park mentality. What these businesses have in common is that people pay to go use them. Now in practice every customer pays to use a business by buying it’s products and services. The difference with restaurants, hotels and theme parks is that the better the experience the more they will pay. Their whole business is about creating an experience. So is yours. Even though you may have been to other theme parks did you / do you dream of going to Disneyland? Walt Disney said (I’m paraphrasing here) *“You have to do something so well that people will want to come back and do it again. And when they do they will want to bring someone else with them. And they will all pay for the privilege.”* Great description of a Magnetic experience Walt.

How Magnetic is your business now? Go to www.cxm.com.au and download the FREE Magnetic Xperience Evaluator.

Iven Frangi is Australasia’s customer experience management specialist. His core message is that every interaction creates an experience for the customer. His goal is to create bottom line results for his clients by showing them how to *“create experiences their customers can’t get anywhere else”*. He will show you how to turn your customers into an excited volunteer sales force. Go to www.cxm.com.au for more information and a FREE Magnetic Experience Evaluator

Expectations, Needs and Promises – Vanessa Hall

Make 2007 *“The Year of Getting Things Done”*, and build healthy, trusted relationships by following these three simple principles.

1. Manage expectations

Everyone goes into relationships with expectations. We often don't take the time to think about what we expect from another person, and more importantly, we don't share what we expect with them. The thing is, though, when people don't meet our expectations, we start losing our ability to trust them. When others expect things from us that we have no capacity to, or willingness to deliver, they lose trust in us.

By managing expectations we can ensure that we get done what we need to, and keep the relationships with others intact at the same time.



2. Meet needs

We all go into relationships to satisfy needs. Like expectations, we are often not aware of what our needs are, or what others need from us. Think about what you really need from each relationship (business or personal) and make sure you are dealing with people who can satisfy those needs for you. Be aware that others are in relationships with you because they also need something from you.

By meeting needs we can make sure that the relationships we are in are satisfying for both parties.

3. Keep promises

How many times do we make those throw away comments about doing something, or 'maybe' doing something for others? Every time we do that, others perceive them as promises, commitments, and nine times out of ten, they believe them! We actually create stress in our own lives when we make promises that we can't deliver, including promises to ourselves (like 'I'm going to lose 10 kilos in the next 2 weeks').

When we break promises, we break down trust. So only make promises you can keep, and then keep them!

Good luck!

Vanessa Hall is an expert on building trusted relationships. Her business can help you improve your relationships by finding out where there may be some trust gaps, and then helping you fill them! Check out her web site at www.entente.com.au, and try the 'Trust test'.

B2B – Beyond Business Cards to Actual Business

– Robyn Henderson

Networking accounts for more than 80% of business in the marketplace. And good systems form the backbone of successful networking. Consider 5 simple systems for 2007.



1. Prepare before the event

When you make the commitment to attend a networking event, decide at the time of registering for the event, exactly what outcomes you are wanting? Who would you like to meet? Do you have business cards with you?

2. Change your focus

Rather than thinking that you stop work and then go to the networking event, consider the networking event as an extension of your workday – you are just changing locations. Conversely, if you were attending a breakfast function, you in fact started work at 7 a.m. today. With a work focus at this event, your priorities will be quite different. Basically you are building trust through communication. If you don't talk to people, you cannot build trust and rapport with them.

3. Become a connector

At networking events practice linking people together. Asking questions like, "What were you hoping to achieve from tonight's function?" or "Did you have a specific objective for attending tonight?"

Get people talking about why they are there and then, if possible, connect them with the people they are looking for or if that is not possible, at least someone who may know someone. This is a really valuable skill to master and in this information age, when information is currency, your role as a connector is invaluable during and post any event.

4. Don't over-commit

If you commit to forward information post event, don't over-commit. Be honest. If you have a full schedule that week, indicate that it may be 4-5 days before you can forward the information and check if that is okay. Most people are quite okay with this. It's when you say you will do something and you don't do it that you can lose credibility.

5. Develop a post event system

This may include having a specific business card holder for that network, where you place all the cards from the people you meet at this event. Prior to putting them in the folder, make a note on the back of the card with your date and place you met the person and something you remember about them, ideally something they are interested in outside of work. Then each time you attend that network, refresh your memory on your connections by scanning the cards and jog your memory with previous conversations.

Networking is fun! The more organized you are the better your results will be.

Global Networking Specialist Robyn Henderson has authored and contributed to more than 20 books on networking, self promotion and self worth. She presents in 12 countries and has never advertised – all her work comes from networking, referrals and her website. For a complimentary networking excellence special report, visit www.networkingtowin.com.au