

Communicate and Network Your Way to More Success!

by Lillian D. Bjorseth

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Welcome to another issue of Communicate and Network Your Way to Success. My mission is to provide you with valuable information that you can use immediately to build high-value relationships in the office and at off-site events. I'll also keep you up-to-date on public workshops, events and products to help you hone your skills and grow your network. Contact me directly for conference and meeting keynotes, workshops, in-house training or coaching in vital business networking, business development, communication and team-building skills ... or if you would like to reproduce any part of this newsletter in your organization's print or electronic media.

Please enter lilianspeaks@duoforce.com or unmark as spam into your e-mail database to ensure you receive this newsletter. If you are unable to view it here, you may read it online at <http://duoforce.com/ldb/direct3-newsletter.htm>.

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Top-of-Mind Positioning is Center of Your Business Universe

No matter the size of the company, marketing is one of the key skills that has to be mastered. It continues to intrigue me that people hire accountants and attorneys (as they should) to help them set up and maintain their business, yet seldom budget for help (as they should) in the marketing arena. They may have built a better mousetrap, yet they don't know how to let the world know they have built it ... and continue to build it. Could that be why countless companies never celebrate their first anniversary?

Most of us know the standard 4 Ps of marketing: product, price, place (distribution) and promotion. I'd like to introduce you to the 3 Ps of marketing that have helped me build two successful businesses: Positioning, Packaging and Promoting. Let's look at each of them more closely.

Positioning

It is essential that you establish yourself as an expert in your field so that when people think of (you fill in the blank), they think of (fill in your name). The first blank is all-important. It needs to be a business/job function/service or product that is commonly known. It needs to be stated in lay terms rather than industry jargon, i.e. you want as many people as possible to instantaneously think of you and, therefore, they have to understand what you do. Stay away from terms like good customer service, quality,

commitment or reliability. I've met few people who don't think they excel in those areas. Actually, these words are a useless promotional tool if people don't know what business you are in.

Start with "what" you do to zero in on your top-of-the mind positioning. For instance, if you are in real estate, are you in real estate investment, real estate relocation, residential real estate, commercial real estate or 1031 exchanges? Apply this same example to your business.

Think of your top-of-the mind positioning statement as the center of your business universe and all your marketing efforts as spokes emanating from that wheel. Those spokes, in turn, are what help establish you as the subject matter expert. The same principle applies if you're employed corporately. Your positioning statement helps you plan your personal marketing within the company, which is vital for lateral moves, promotions and for establishing your reputation in your industry.

Packaging

This "P" involves you personally (and your printed image if you own the company.) People decide 10 things about you within 10 seconds of seeing you based on your image, a combination of your appearance and behavior. Every color you wear elicits a conscious and unconscious response from others. Know what colors say responsibility, authority, power, success as well as which one say stability and dependability, but not power. And, which ones cause people's blood pressure and pulse rate to increase or feel nurtured and soothed and which one can cause people to feel anxious and uncomfortable.

On the behavior side, learn how to make your posture "say" confidence, give a professional handshake, have good eye contact and use positive gestures that coordinate with your words.

I call this concept Impression Management. Know what impression you want to make and then how to make it to market yourself successfully since your personal brand and image are inextricably linked with your company and your job.

Promoting

This involves your publicity strategies, vehicles and messages. First of all, decide on three or four major marketing messages. By the way, this is essential if you are in transition. You can separate yourself immediately from others who are interviewing by succinctly articulating your strengths, benefits and selling points.

Your vehicles can include networking, media releases or articles online or in print, a website, e-mail signature, ezine or newsletter, advertisements, promotions, sponsorships or direct mail. Once you have established yourself as a subject matter expert, the media will seek you out for interviews.

Many of these tools are free and involve only your time and expertise. Some of them cost money if you do them yourself or hire someone to assist you. Be sure to budget for them based on the order of importance in letting the world know about your better mousetrap.

Want to Learn More?

Read on!

Lillian to Co-sponsor Marketing Boot Camp March 16, 2007

Join Pat Price and me March 16, 2007, at a half-day Marketing Boot Camp for Small Businesses (or for your personal marketing plan as well!). It runs from 8 am until 12 noon and the location is the Naperville Area Chamber of Commerce Conference Room A (Room 351), 55 S. Main St., Naperville IL. Learn relationship-building techniques, how to write and submit media releases, and myriad online and offline business and personal marketing tactics. Cost is \$89 and includes materials and continental breakfast. For more information and to register, go to www.duoforce.com/bootcamp/flyer.htm. Pat, a certified Dale Carnegie instructor, is president of the Price Group, Inc., a marketing company focused on small to medium- sized businesses.

We won an Award!

Inscape Publishing, Inc. recently honored Lillian for the amount of product she purchased in 2006. Lillian uses the world-famous DiSC and other Inscape assessment tools, which are only available from independent distributors like her, in her communication and networking skills presentations, training and coaching. She also sells them directly to companies and organizations for in-house use. Contact her at lillianspeaks@duoforce.com or 630-983-5308 if you, too, want to experience these leading-edge products.

Grow Your Network and Your Networking Skills April 11, 2007

Join your associates and meet new ones at the sixth Great Chicago Networking Extravaganza! It's an annual event filled with open and structured networking activities in a fresh, creative environment. You'll be pleased how easy it is to meet people through informative guided discussions and interactive table exercises, developed and led by two leading Chicago networking authorities, Lillian and co-host Jason Jacobsohn. They have a sparkling record of helping tens of thousands of people nationwide build high-value business relationships. To register for the event that runs from 5:15 – 8:30 pm at the Mid-America Club, Chicago, go to <http://www.duoforce.com/GC2007/network.htm>. It's the fourth time we are using this spacious venue that enables us to have a private space for our exhibitors and open networking as well as another area for seated activities. Contact Lillian, lillianspeaks@duoforce.com, for sponsorship information.

Ask the Business Networking Authority

Do you have questions about business networking protocol or how to network strategically? Send them to me at lillianspeaks@duoforce.com, and I'll answer as many as I can in this newsletter. Put "question for newsletter" in the subject line.

Someone I met recently grabbed my hand firmly and then, with force, turned our hands until his was on top. It was painful, and I thought rude. I am interested in your opinion.

Hurting in Philadelphia

I have nicknamed that handshake, "The Controller," for obvious reasons. When people insist on turning your hand so that theirs is on top, they want you to know, in no uncertain terms, that they are in control and will dictate the conversation that follows. Next time it

happens to you, immediately note what the person is telling you. Secondly, extricate your hand as quickly as possible. If you were to try to “take him on,” you might hurt your hand even more, as he will surely resist. Thirdly, move on as quickly as possible to someone more pleasant and likeable! “The Controller” is not someone you want to introduce to your network.

In the Media

Click www.duoforce.com/ldb/media.htm to view Lillian’s media appearances:

- *ExecuNet’s CareerSmart Advisor™*, Jan. 22, 2007
“Never Stop Networking ... Especially When You Have a Job”
- *Network Your Way to Success* newsletter, Jan. 8, 2007
“Featured Professional”
- *Daily Herald*, Jan. 2, 2007
“New Year’s resolution: Learn how to network”

Did You Know ...

- A dime has 118 ridges around the edge.
- A cat has 32 muscles in each ear.

... until next time

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To unsubscribe from this newsletter and all information regarding Lillian’s events, send an e-mail to lillianspeaks@duoforce.com with the subject “unsubscribe.” It is our ongoing commitment to communicate and network only with those who want to hear from us.