

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 to build social capital. 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 and communication 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 in 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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What You Say Before You Speak

It continues to amaze me what people say before they utter a word. Like the woman who showed up for a June women's business breakfast meeting wearing a flowered skirt, a sleeveless (low-cut!) tank top and floppy sandals and then wanted to be taken seriously as a professional woman when she introduced herself. Or the man at another business function who joined several of us who were conversing and immediately crossed his arms across his chest, put his chin in the air ... and stared at us without speaking. Turns out he is a business consultant. Fascinating!

While your conscious mind may wish to give people second, third and fourth chances to help you form an opinion - after you have spoken with them for a while - your unconscious mind takes only 10 seconds or less to form an opinion. You base it on their image (appearance and behavior), and no words need to be said.

Is it fair to judge a cake by its icing? Not necessarily, however, perception is reality. It's also reality that you are in charge of the impression you make on others, i.e. their perception, and, therefore, the success you enjoy in your business and career. How many of you can afford to fudge in this vital area?

Business casual is here to stay. If you choose to forego the dark, powerful suits, make sure you don't use business casual as an excuse to dress casually and maybe even inappropriately in work-related environments.

Women frequently suffer more negative career consequences from business casual because they have far more choices that lean much more to casual: low-rise pants and skirts, skorts, tight and low-cut sweaters and sandals. While these are fine in your personal life, they don't shout professionalism and respect in the office. Men, you may "say" the same thing when you wear jeans with holes, tube socks, sneakers or muscle T-shirts, especially when they reveal a tattoo.

This kind of dress questions your political savvy, your business intelligence, respect for self and soundness of judgment and often makes a definite statement that you are not ready or even looking for a promotion.

Behaviorally -- walk, stand and sit tall, give firm handshakes and maintain eye contact 80-90% of the time. Looking confident helps convince others that you are.

Since people can decide 10 things about you within 10 seconds of meeting, use these hints to help you shout a positive message before you speak.

- Decide what impression you want to make and then how to make it.
- Learn the messages that color, style and fit send.
 - Did you know that sky blue secretes at least 11 tranquilizing hormones in the brain of people who see this color? When would you choose to wear it?
 - Navy blue is "the" color to wear if you are seeking a bank loan for your business. It says knowledge, responsibility, trustworthiness, authority, respect.
 - All colors send messages!
- Keep in mind that handshakes can say at least six different things. What do you want yours to say? How do you ensure that it does?
- The way you walk down the hallway or into a meeting is a powerful first clue to your self-confidence. You can command respect through the aura you create.
- Your palms send messages throughout an encounter. What are you conveying?
- Where you sit speaks, too.

Want to "hear" more?

I'm delighted to announce that I'm now available internationally to "send" information on this topic 24/7 ... and you don't have to leave your home or office to participate!

In concert with Online Training Institute, I have produced an in-depth online course on "What You Say Before You Speak." It's about 8 hours long and is reasonably priced for individuals, small businesses and corporations, and you have up to 30 days to finish the course once you start. However, you won't want to wait that long! Simply go to www.duoforce.com and click on the icon (under NewsFlash on upper left side). Contact me for group rates (at least 20-30 people).

For those who want to hear the message in person at your company or conference, I'm still available in person also!

And there's more! I've already started work on a five-part online series on building social capital. Our plan is to deliver the most in-depth online course on networking and relationship building on the market. It will contain my well-known networking styles quiz!



Second Marketing Boot Camp to be Aug. 3, 2007

Seats are going fast for our second boot camp! However, there's still time to sign up, and we can get an even larger room to accommodate all of you. Join us for a summer learning

(and networking!) experience that will help you gear up for your busy fall. It will be from 8 am until 12 noon at National Lewis University, 850 Warrenville Rd., Room 850-227, Lisle IL. (It's easily accessible just east of the I-88 Route 53 South exit.)

Learn how to create attention-grabbing marketing, including your verbal business card; write and submit media releases; and myriad other 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. My co-host, Pat Price, is president of the Price Group, Inc., a marketing company focused on small to medium- sized businesses, and a certified Dale Carnegie instructor.

This is one boot camp you will enjoy!



Our Readers Write Us

Hello Lillian - I attended your conference in Wisconsin Dells this past March and truly enjoyed it. I was wondering if I could share your newsletter with the hospital nursing administration support staff at UW Health – University of Wisconsin Hospital & Clinics? It has so much valuable information in it that I feel could help all of them.

Shelley Rausch

Senior Executive Assistant

Lillian - Thanks for the newsletter. Always interesting and informative. In fact, I wanted to ask you if I could take your article, "Words Have No Meaning" and post it to my listserv for the Chicago Writers Association. Even though I know you're referring more to speaking and networking communications, I think what you've presented here is just as helpful to writers, fiction and nonfiction.

Juli Schatz

Executive Editor, *Chicagoland Business Elite*

Lillian - May I have permission to republish your article: "Words Have No Meaning...." in your latest newsletter? Your articles on our site are always very well received.

Best regards,

Azriel Winnett

Hodu.com - Your Communication Skills Portal

<http://hodu.com>

Lillian - You would be happy to know - since I consider myself one of your students - that I speak on "Powerful and Purposeful Networking" at leadership and training conferences for Juice Plus. Many have labeled me "the networking queen." I always bring your book, *Breakthrough Networking: Building Relationships That Last*, and tell everyone this is one of the first "formal" books that I bought and used to learn the skill of networking. Thank you for your help in my journey!

Joan Roverud

National Marketing Director

Juice Plus



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.

What's the number one mistake people make when using e-mail to communicate and network?

Curious in Philadelphia.

They forget basic human nature. Because they are writing on an inanimate screen, they forget that there is a living, breathing human being on the receiving end ... someone with needs, desires, wants and experiences that will impact how their message is read. It's much easier to interpret and react when you can read people's body language and hear their tone of voice in face-to-face conversations. Building relationships virtually puts an extra onus on the sender and receiver to ensure messages are sent and gotten as they are intended to be received.

Read and reread your e-mail messages to be sure you are communicating clearly. If it's at all controversial, save the message in your draft file and reread it at least once or twice more before you send. **You** may get a different message, and the good news is **you** have time to change it!



In the Media

Click www.duoforce.com/ldb/media.htm to read:

- "Work an Event, Not Just a Room – Networking Tips" in PCMA Greater Midwest Chapter's latest issue of *The Pulse*.
- "Relationship Building: Move slow and steady" in *Sales and Service Excellence*, May 2007.



About Lillian D. Bjorseth

Lillian Bjorseth helps you build social capital by improving your business networking, business development and communication skills. She's a Lisle IL–based professional speaker, trainer, coach, prolific author and certified DISC trainer. Contact her at lillianspeaks@duoforce.com, 630-983-5308 or visit www.duoforce.com



Did You Know ...

- An ostrich's eye is bigger than its brain.
- Rubber bands last longer when refrigerated.

... until next time

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