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**Vol. 3, No. 23 - 7, 8/06**

Dear #name#

Welcome to our combined July and August, 2006 newsletter issue. We hope your businesses and organizations are experiencing high degrees of achievements of goals and objectives to match the high degrees of heat we are enduring in our recent heat waves. We also hope you have or plan to take time off and away from your business to refresh, renew and recharge yourself for the rest of the year. We are here to assist, guide and support you in your business. Please contact me at [glenn@renaissanceman4u.com](mailto:glenn@renaissanceman4u.com) so we can talk about your business or organization and how we can work with you to ensure your vision is reached.



Click To Articles on Our Web Below.

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**In This Issue:**  
**NOW is the Time For You to Engage and Benefit from a Business Coach!**

**Networking Tips for Introverts or How to Break The Ice Without Fear of Falling Through**

**The Awesome Power of Testimonials For Marketing Your Business!**

**Why Clients Sometimes Back Out and What to Do About It**

**The 21 Essential Pieces for Your Business Success Puzzle**

We have some exceptional and insightful articles for you in this combined newsletter issue regarding marketing and networking tips for introverts; business coaching and why Now is the time for you to find and engage a business coach; the power of testimonials; why clients back out sometimes and what to do about it; and more advice for small business success. For additional great information for you and your business, please visit our web site by clicking on the web site image above.

And now on with this combined issue of our newsletter.

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*"Glenn, has been our outside consultant for Triangle Refrigeration Co. the past four years. Glenn leads us by example.*

*Glenn, always has an open mind when he listens to our concerns or issues that we have in our roles/positions at Triangle Refrigeration Co. He supports us in whatever we are going through. When we have questions and he does not have an answer for us at the time he will always get back to us with valuable ideas and input in helping us to make our decision. He does hold us accountable to the commitments that we have made on a project or to other team members."*

Linda Weaver, Chief Financial Officer  
Triangle Refrigeration Co.

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## **Glenn's Golden Grains To Grasp**

### **Recommended Reading:**

"Generations At Work Managing the Clash of Veterans, Boomers, Xers, and Nexters in Your Workplace"

By Ron Zemke, Clair Raines and Bob Flipczak

ISBN 0-8144-0480-4

Available through AMACOM at [www.amacombooks.org](http://www.amacombooks.org)

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**In the next Issue - Look For:**

Are You Building or Demolishing Trust In Your Business?

This book is a must read! Today's workplace is so age-diverse and very full of conflicting work ethics, values, communication styles, etc. There are 4 different generations in the workplace today and everyone needs to be prepared to deal with these differences. This book offers simple and practical advice on how to do just that. I highly recommend you read this book.

**Favorite Websites:**

[Godaddy.com](http://Godaddy.com) - Pay less for domain names. Register your .com, .net and .org domains for \$8.95/yr. Bulk pricing and private domain name registration options. Transfer domain names risk-free for \$6.95.

**Words to the Wise for Work:**

*"If they don't fail outright, most businesses fail to fully achieve their potential. That's because the person who owns the business doesn't truly know how to build a company that works without him or her. which is the key."* – Michael Gerber, author and entrepreneur.

**If you would like to have some of your thoughts, comments or web sites included in the next issue, let us know by [clicking here](#) and entering your items in the comments section.**

Bringing the Power of Passion In Your Business

The Value and Benefits of Strategic Thinking

Business Card Advertising: 13 Practical Tips

Competitive Strategy for Small Businesses: How do you Compete Against the Big Companies?

and more...

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## Business Coaching

### NOW is the Time For You to Engage and Benefit from a Business Coach!

By J. Glenn Ebersole, Jr., Founder & Chief Executive of J. G. Ebersole Associates and The Renaissance Group™

As the founder of J. G. Ebersole Associates and The Renaissance Group™ a strategic thinking consultancy, and as a business coach, my passion is to partner with clients and to coach, guide and facilitate creative solutions for them and their businesses. My strategic thinking approach and multi-disciplinary professional background are probably what sets me apart from other business coaches.

I believe that NOW, that is today, not tomorrow, is the time for you to engage a business coach. My belief is confirmed if you answer YES to any one of the following 10 questions:

1. do you want to establish a clear vision of your business?
2. do you want to manage your time more effectively?
3. do you want to learn how to think and act strategically?
4. do you want to create clear business goals & objectives?
5. do you want to develop effective business systems?
6. do you want to learn how to communicate more effectively?
7. do you want to learn how to market yourself and your products/services more effectively?
8. do you want to maximize your potential as a leader?
9. do you want to have the benefit of an independent and experienced business professional in an open and trusting confidential client-coach relationship that will hold you accountable?
10. do you want to experience growth in your business and on a personal level?

My experience leads me to believe that you did honestly answer YES to at least one and probably many of these questions. In more than 24 years of experience in my own strategic thinking consultancy I have learned that many people go into business being good at what they do but not knowing how to run a business. Eventually, and I am saying that means NOW, business owners and leaders have to face up to and admit to the need to take control of managing and growing their business. And the way to do that is to engage and work with a business coach.

The coaching process I use involves the person being coached to work on finding solutions to their problems and to finding ways to capitalize on their opportunities with me acting as a skillful guide and facilitator. Through my questioning and challenging the person, I guide the individual into defining and developing solid realistic action plans. And I also hold the individual accountable to those action plans.

So, I will say it again, "The time is NOW" for you! Please contact me at [jgecoach@aol.com](mailto:jgecoach@aol.com) so we can discuss your specific personal and business situations and how you and your business can benefit from business coaching.

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## **Networking Help**

### **Networking Tips for Introverts or How to Break The Ice Without Fear of Falling Through**

By J. Glenn Ebersole, Jr., Founder & Chief Executive of J. G. Ebersole Associates and The Renaissance Group™

Do you "freeze up" when you are in a room full of people with some great networking opportunities? Are you timid, shy, and bashful around people at business and social gatherings? If you admitted that this description fits you, please understand that you are not alone. Introverts are one group of people that are really affected by this freeze up. Mention "networking" to introverts and the introverts may freeze up and become the "ice" they need to "break" in networking.

What can be done to address this situation? I thought about this and developed some tips I would give to introverts on networking. Here are my six tips on networking for introverts to prevent "freeze-up."

1. Think of it as research to gather information, not networking.
2. Bring a friend and work as a team.
3. Start small talk with an interview style of open-ended questions: What's new with you? How did you like the speaker?
4. Think of yourself as a host, not a guest.
5. Prepare an action plan before the event.
6. Be yourself and find a natural style that works for you.

Do you consider yourself an introvert? Or do you believe you could benefit from some coaching on effective networking techniques? If you said YES to either question, please contact me through my website at [www.businessconnections4u.com](http://www.businessconnections4u.com) or by email at [jgecoach@aol.com](mailto:jgecoach@aol.com) so we can discuss how to become an effective networker.

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## **Business Building**

### **The Awesome Power of Testimonials For Marketing Your Business!**

By J. Glenn Ebersole, Jr., Founder & Chief Executive of J. G. Ebersole Associates and The Renaissance Group™

One of the most extremely powerful marketing tools that we have in business is the testimonial. Yet many times we use the excuse of being "too busy" or "I am not comfortable asking" to not actively request testimonials from our clients and customers. Well, I want to tell you that testimonials can have a tremendous impact on people deciding whether or not to do business with you and your company. And why is that true? People feel more confident about doing business with you if they know

there are other satisfied customers. Frankly, the use of testimonials is one technique that is virtually guaranteed to increase your business.

Can you imagine the awesome power of 10, 25, 50 or more testimonials praising your products and/or services, a presentation you made or some personal attribute? This would be more compelling and believable than anything you could say about yourself when presenting yourself and your company to a prospective or existing client. Testimonials provide a reason to believe, which is a major element of a successful integrated marketing communications strategy. The testimonial can be written or spoken and is most powerful when it comes from a person or persons with a similar profile as the people in your target market. Whenever you have a customer, peer, industry expert, or other key influencer extol the value and benefits of your products and/or services, you gain a powerful endorsement and a compelling reason to believe in your ability to deliver the promised benefits and values to the client.

When we create integrated marketing communications plans with our clients, I stress the power of testimonials as a marketing tool. Why do I do this? I do it because I have seen testimonials as third-party credible evidence that convince prospects that the company will deliver on their promises. Testimonials are more likely to be believed than advertisements, direct mail, and other marketing materials. I also have found that peer testimonials are the top reason or influence for buying certain types of products, especially those that involve high technology.

Testimonials on your web site serve many positive purposes. One of the main purposes is that your company is legitimate, has been in business for a period of time and has provided the products and services claimed to satisfy customers. In addition, when people read testimonials, they feel more confident in your company, products and services.

My closing thought is to strongly encourage and recommend that you seek testimonials and integrate them into your marketing and sales activities. Use the power of testimonials to help grow your business. Why not commit yourself today to using this powerful marketing tool and contact me at [glenn@renaissanceman4u.com](mailto:glenn@renaissanceman4u.com) to learn how to boost your business with testimonials! I invite you to visit my web site at [www.marketingguru4u.com](http://www.marketingguru4u.com) to see first hand how I incorporate testimonials throughout the site on all my web pages.

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## **Business Help**

### **Why Clients Sometimes Back Out and What to Do About It**

By Fabienne Fredrickson

Have you ever celebrated a new client signing up, only to get an email saying they'd now like to back out? There's nothing like hearing news like that to make the celebrating end on the spot.

If you're like any (honest) self-employed service provider, you've experienced this before, probably many times. I know I have over years of signing on clients. Sometimes, for some reason, the brand new client decides to back out and not go forward with working with you, even BEFORE starting the work. There's nothing more frustrating.

**Do you let them just walk away, or do you DO something about it?** In my opinion, how to respond is directly related to the reason they're backing out. Once you know, you can respond accordingly.

It's important to examine what's REALLY going on and get down to the real reason why they're not going forward with working with you. In my experience, it often boils down to the following:

- They may simply not be your ideal client (admit it, you knew this deep down inside, but you decided to take them on anyway, just because you needed the money).
- They're not convinced of the VALUE of what they'll get from working with you.
- They bring up money as an issue (I'm sure you've heard this one).
- Sometimes, clients have limiting fears that keep them from moving forward, even though they really NEED your help.

**What do you do?** Let's look at the different scenarios and talk about solutions for each:

- They may simply not be your ideal client: In this case, let them walk away. Trying to CONVINCED someone who isn't right for you in the first place is only going to create problems later. Trust me, I've done it. It comes back to haunt you.
- They're not convinced of the VALUE of what they'll get: You're probably talking too much about processes rather than about the results they'll get from working with you (remember, it's always about RESULTS, RESULTS, RESULTS). If your prospect isn't clear they'll get solutions to the problems that keep them up at night, they won't plunk down their credit card to work with you. Change how you talk about what they'll get and it'll make all the difference.
- They bring up money as an issue: This is usually an excuse hiding the real reason, probably that they aren't convinced of the value you'll bring. Let's face it, we've all met people who really want to work with you, but for whom money can be an issue, and the difference in their approach is a big one. You can tell right away, because they're the prospects who will TRY to find a way to find the money. They'll ask about payment plans, they'll start to save, etc. If the prospect isn't scrambling to find a way to afford your services, then it's usually a question of not seeing the value. In that case, refer back to #2.
- Sometimes, clients have limiting fears that keep them from moving forward: Sometimes it's fear of failure, sometimes fear of success, and it's happened to me too.

I'm sharing this with you because I know I'm not the only one but few people will let themselves be vulnerable enough to talk about it. Well here's the scoop. It's been my experience, many times, that I've limited myself and gotten in my OWN way, just when I was starting to take a fantastic step towards the goals I so wanted to achieve. I stopped myself and essentially got in the way of my own success, and I've seen this happen over and over again with clients too.

We have our big dreams; say to ourselves that we'll do anything to make them happen, but then sabotage our own success, often (ironically) because of fear of success. Depending on the client, I'll gently ask if the financial discomfort they're experiencing may be a limiting belief. I tell them that I've had people go through the Client Attraction program and realize that the limitation they had around getting to the next level in their business was really created by their own mindset.

Once we examine their business success mindset, most people find a way to make the investment. That is what our coaching is about: widening my client's perspective around business success and then taking massive action on it. It's not just marketing.

## Your Assignment:

Spend some time thinking about what clients have said when they've backed out from your program. Look at what REAL reason they had, spoken or unspoken, about backing out. List these on a piece of paper.

If you suspect it's a limiting belief, then talk to them about it and gently show them they might be standing in the way of their own success. Remember to be super gentle about this and ask permission, as some people will be open to this and some might not be.

If it's a VALUE issue, then it's time to change your way of speaking to prospects and your marketing materials. It's also time to change the way you close the sale, so that you're double closing all the time.

You've worked hard to get that client to sign up. Don't let him (her) walk away unnecessarily. Use these techniques and you'll be back to celebrating that client signing up. Again.

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## Small Business Success

### The 21 Essential Pieces for Your Business Success Puzzle

By Leanne Hoagland-Smith

Small business owners and entrepreneurs who are seeking sustainable success probably don't realize that they are creating their own success puzzle. Each executive builds a puzzle that is a unique picture because success is different for every entrepreneur.

However, within each of these success puzzles are many pieces that are always present even though the shape, size and color when comparing pieces may be different. And in some cases, there may be more than just one piece.

1. Accountability – Is accountability executed by everyone within the organization?
2. Attitudes – Is your success because of knowledge and skills or attitudes and habits?
3. Awareness – Is your ability to think creatively and “out of the box”
4. Commitment – What is your level of commitment to doing the right thing at the right time in accordance with the right plan and aligned with the right values?
5. Customers or Clients – Do you have an identified customer base and how are you serving those customers?
6. Dreams – What are your dreams for your business and for yourself?
7. Execution – How well do you consistently execute your plans?
8. Goals – What are your goals?
9. Initiative or Risk Taking - Is initiative valued in your business or do you fear taking a risk?
10. Leadership – How well do you lead your business?
11. Measurement – Do you actively measure your actions to ensure that you know the results of your activities?
12. Mentors – Who do you turn to when you have questions and who supports you when you execute new initiatives to reach your dreams?
13. Passion – What is Your Passion or how do you love life?
14. People Development – Are your people being developed to reach their full potential because people make or break your business?
15. Plans – Do you have an overall strategic plan that includes

- marketing, sales, financials and productivity plans? *Remember:* If you don't have a plan, then you are on someone else's plan.
16. Processes – What processes do you have in place to ensure the smooth movement of products and services to your customers?
  17. Products and/or Services – What products or services do you deliver to your customers or are needed by your customers?
  18. Purpose – What is reason for you being in business?
  19. Quality – Is quality part of your ongoing business development?
  20. Values – What behaviors will you allow within your business for both internal and external customers?
  21. Vision – What is your big picture of where you wish to take the business?

The challenge for each small business owner is three fold:

- First, make sure that all 21 essential pieces are present within your success puzzle.
- Second, when completing your success puzzle make sure that all pieces are connected to each other.
- Finally, the picture that your success puzzle creates should be your picture of success not someone else's vision.

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## Employment Help "The Perfect Labor Storm"

By Ira S. Wolfe

<http://www.super-solutions.com>

### Fact #60

Caregiving costs employers \$17 billion a year or \$2500 per caregiver per year, including time missed from work and the cost of replacing those who quit to care for relatives. Source: MetLife Healthcare 1999

### Fact #61

The age group between 35 and 54 - the so-called Baby Boomers - has increased from 41 percent in 1975 to over half of U.S. workers in 2003. Source: BLS

### Fact #62

Between 2000 and 2030, the U.S. population will grow by 26%. Source: BLS

### Fact #63

The 65 and over segment of the population will grow by more than 80%. Source: BLS

### Fact #64

The ratio of entry-level wage earners to retirees has fallen from 9 to 1 in 1955 to 4 to 1 in 1995 and will fall to 2 to 1 in 2020. Source: Hudson Institute

Do you know about "The Perfect Labor Storm?" If not, I suggest you learn as much as possible as soon as possible so you and your business will be prepared to keep ahead of the "Storm". My recommendation to you is to obtain and read "The Perfect Labor Storm Fact Book" by Ira S. Wolfe. AND - For some great advice related to managing, motivating & matching your employees for success, I recommend you read Dr. Ira Wolfe's weekly newsletter "The Total View." Ira's web site address is: [www.super-solutions.com](http://www.super-solutions.com) You will find out how to get his book and how to sign up for his newsletter by visiting the site.

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## Virus Or Not - Hoaxes and Warnings

Listed below are the virus that were "coming out" this month and what the real outcome of the situation was. Use this information to find out if you need to update your protection or let it fly.

Virus Name	Out There Or Not Out There
Economic Slow Down	Not Out There
FakeAlert-D	Out There
Frogs and Fishes	Not Out There
Downloader-AXM	Out There

If you want to check out other hoaxes and warnings visit -  
[www.truthorfiction.com](http://www.truthorfiction.com)

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*Until Next Time, keep striving to  
reach your goals and vision!*  
**Glenn Ebersole**  
*"Your Strategic Thinking Coach"*

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