



[Home Page](#) | [Contact Glenn](#)

Vol. 3, No. 25 - 10/06

Dear #name#

A few days ago we entered the fourth quarter of the year. This time of year is a great opportunity to look back and to look ahead concerning the goals we set for this year, some 9 or 10 months ago. Unfortunately some of you have probably lost focus on those goals you started working on in January. In other cases, great progress was being made and then something happened and you lost momentum and have not been able to regain it. Okay – 90 days (give or take a few days) lie ahead in the fourth quarter and there is enough time to still achieve some solid results. We are here to help you and we encourage you to contact Glenn Ebersole via email at glenn@renaissanceman4u.com so we can listen and hear what you have to say and also talk about your business or organization and how we can work with you to ensure that you reach your vision and goals.



Click To Articles on Our Web Below.

In This Issue:
Your PR Doctor's Ten Top Reasons That Tell You It's Time to Hire a Publicist or Public Relations Firm

Thirteen Strategic & Cost Effective Ideas to Increase Your Business Revenue and Profits

Twelve Essential Characteristics of MVP (Most Valuable Performing) Leaders

Get Everything you Want with these Negotiating Tips from a Successful Business

The Remarkable Power of Thank You!

We have some exceptional and insightful articles for you in this newsletter issue regarding: characteristics of leaders; strategic ideas to increase your business revenue; how and when you know it is time to hire a publicist or PR firm; negotiating tips; and the power of thank you. For additional great information for you and your business, please visit our web site by clicking on the right.

And now on with this issue of our newsletter.

"Glenn Ebersole did an excellent job with leading our Board of Directors through strategic planning and development. We're moving forward to accomplish our vision...Glenn got us moving in the right direction. I highly recommend him."

Dan Krug
Executive Director, Kenbrook

Glenn's Golden Grains To Grasp

Recommended Reading:

"Presenting to Win - The Art of Telling Your Story"

By: Jerry Weissman

ISBN 0-13-187510-8

Available from [Prentice Hall](#)

This book is a great resource for people looking for guidance in making effective presentations and delivering clear, concise and high-impact communications. The book is an international best seller and has been translated into ten languages. If you want to learn how to enhance your

In the next Issue - Look For:

business communications skills, I highly recommend that you read this book.

Favorite Websites:

Reversephonedirectory.com - Find People by Reverse Phone Book and Reverse Lookup their Telephone Number to Find their Name and Street Address.

Words to the Wise for Work:

"Your ability to negotiate, communicate, influence, and persuade others to do things is absolutely indispensable to everything you accomplish in life. The most effective men and women in every area are those who can quite competently organize the cooperation and assistance of other people toward the accomplishment of important goals and objectives."

– Brian Tracy

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.

Business Coaching

Your PR Doctor's Ten Top Reasons That Tell You It's Time to Hire a Publicist or Public Relations Firm

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

Today's businesses and business professionals wonder how they can possibly know if they need to hire a publicist or a public relations firm. Obviously there are many factors to consider when making this decision. To provide some guidance to businesses, here are ten top reasons that provide confirmation you need to hire a publicist or PR firm.

1. The news releases you have prepared and submitted never or very rarely are used by the media.
2. There is a significant lack of PR savvy internally within your company.
3. Your media kits are not designed to be consistent with the firm's image and are not designed with the flexibility to be tailored to varying media needs.
4. There are no significant relationships established with the media and therefore you are easily ignored. And there are no solid media contacts lists.
5. There is no real strategic communications and public relations plan for the company.
6. The efforts put forth in opinion pieces, "pitch letters" and actual media kit content are totally ineffective.
7. There is no follow-up on any news releases, story pitches, etc.
8. Your competitors are constantly in the print and electronic media and you are nowhere to be found in the media.
9. You are turning down interview opportunities because you are not prepared and do not have someone to manage the interview requests.

Strategic Communications - Don't Just Listen, LISTEN & HEAR!

Thirteen Strategic, Creative and Inexpensive Ideas to Create Awareness For Your Business

A Strategic Action Plan For Recession Resistant Marketing

Small Business - Help to Double Your Business Results is Just 3 Words Away

Business Plan Resources - Industry Standards in Small Business Plans

and more...

10. You are not benefiting from increased awareness of your business, products and/or services through exposure in the media.

If you and your company identify with these reasons and are unsure of what to do, how to do it, when to do it, and who to do it with, please contact Glenn Ebersole through his web site at www.prdoctor4u.com or email at jgeprman@aol.com to learn more about working with the media.

Business Help

Thirteen Strategic & Cost Effective Ideas to Increase Your Business Revenue and Profits

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

Growing your business is a continuous effort and goal. Business owners and managers need to think and plan more strategically to grow their businesses. Here are thirteen simple and strategic ideas that will help increase sale and profits, but will not strain or demolish your budget.

1. Focus on benefits, not features, of your products and/or services and how you can provide a solution to a problem or opportunity.
2. Select and focus on a clearly defined target audience as your market.
3. Develop and implement an integrated marketing communications plan to ensure marketing resources are used in the most cost-effective manner.
4. Be positive, persistent and proactive.
5. Establish yourself or someone in your company as an industry expert.
6. Develop a strategic marketing action plan.
7. Request and use the power of testimonials for your business.
8. Develop and implement a customer relationship management plan.
9. Ask for referrals and use them.
10. Listen to and hear what your clients and prospective clients are telling you.
11. Use the Internet professionally and creatively to market your products and/or services.
12. Use auto responder software and other related technologies to automate some of your marketing efforts.
13. Establish and deliver first class customer service and always say Thank You!

Adopt and put the above 13 ideas into action and you will see your business grow.

If you are looking for additional information on how to think and plan strategically to grow your business, please contact Glenn Ebersole

through his web site at www.businesscoach4u.com or by email at jgecoach@aol.com.

Business Building

Twelve Essential Characteristics of MVP (Most Valuable Performing) Leaders

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

We often hear some people referred to as leaders. And sometimes they are called great leaders. What makes a leader or great leader? What are the essential characteristics of those leaders that are the most valuable performers? I did some research and also did some recollecting of my own experiences with some great leaders and developed what I believe to be the 12 essential characteristics of MVP leaders.

1. MVP Leaders develop and define a clear focused vision. They have a very clear mental image of that vision and they declare their vision.
2. MVP Leaders develop and define a clear mission in their life. It becomes their calling and their purpose in life.
3. MVP Leaders set measurable goals and objectives and develop a strategic action plan to reach those goals and objectives.
4. MVP Leaders hold themselves accountable and set the example for accountability for others in their organizations.
5. MVP Leaders have a strong code of ethics and live by that code every day.
6. MVP Leaders show total commitment to their vision and mission.
7. MVP Leaders are selfless and will always put duty before self.
8. MVP Leaders are strategic thinkers.
9. MVP Leaders encourage and promote innovation in their organizations and value new ideas for continuous improvement.
10. MVP Leaders are teachers and mentors. They create a learning environment.
11. MVP Leaders demonstrate respect and trust for their staff and employees.
12. MVP Leaders have the ability to remain calm and keep their heads when they are in a crisis.

The above twelve (12) essential characteristics define a very high performance leader. Are you a MVP Leader? Do you possess these twelve essential characteristics? Or are you interested and ready to improve your leadership skills to become a MVP Leader? If you are looking for additional information and some guidance on how to become a stronger and more effective leader, please contact Glenn Ebersole through his web site at www.businesscoach4u.com or by email at jgecoach@aol.com.

Business Help

Get Everything you Want with these Negotiating Tips from a Successful Business

By Tom Kline

Doesn't it seem sometimes as though life is a constant struggle to get what you want? Your company has been operating in the red for 6 months, but your vendors want to raise their rates. Your wife has been pining for a new dining room set, but you've had your eye on a new four-wheeler and there's not budget for both. You want your kids to finish their homework, yet they're begging for another hour of Playstation2.

End your struggles with 3 simple words: learn to negotiate. No matter what the issue, help is here! Reclaim your happiness: follow these guidelines:

1. Ask the right questions.

The right questions can help you control the negotiating process. Questions which go unasked or unanswered limit your options to what is already known. Planning your questions should be part of your homework. ("So tell me again Honey: exactly how much did you spend on clothing last month?") Do not answer your own questions.

2. It is okay to disclose certain information.

Information should be offered on a "need to know" basis with both sides making equal concessions. Usually a brief pause in conversation from the other side is an ideal time to make a startling revelation. ("Okay, if you really must know... I'm having a mid-life crisis.")

3. Listen more often than you speak.

The entire negotiation process centers around this skill. Careful listening avoids misunderstanding. Also remember to listen for what is not said, whether by your mother-in-law or your landlord.

4. Keep your cool.

Negotiating can sometimes be perceived as threatening, and the individuals involved can become very emotional (like teenagers, trying to bargain for another hour past curfew.) Don't lose control. Ask questions and provide answers in a calm, respectful manner- no matter how piercing the other party's shrieks become.

5. Have an open mind.

The purpose of negotiating is to work out alternatives. All possibilities should be evaluated. Rejecting ideas before they're discussed is not only counterproductive-- it could provoke stonewalling from the other party. (Try, "How about Chinese tonight, Italian tomorrow?")

6. Showing a little emotion can be a good thing.

Revealing in a non-accusatory manner how you feel, whether it's frustration or anger, shares something with the other side. He or she may be experiencing the same emotions, and it helps to clear the air. (Instead of "Why can't you ever do the dinner dishes?!" try "It's just that I'm really tired of that chore. Actually, you seem to be burned out on laundry duty—how about if we switch next week?")

7. Get your game-face on.

If you're negotiating as a team, be sure each member participates. Have a game plan so each knows his assignment and no one speaks out of turn. (Kids, remember that new puppy you've always wanted? With a little strategy, you could be cuddling your new pet by tomorrow night!)

8. Make negotiation a requirement in your workplace, and everyone wins. Use negotiation rather than confrontation to settle disputes at the workplace. Personalities, ego needs, and power struggles shouldn't take precedence over real issues. (Nowadays, our office kitchen boasts both a coffee and a cappuccino machine.)

Now that you have acquired some basic negotiating tactics, it's time to move on to closing the deal. Continue to the RK Auto Group Negotiate Your Way to Happiness Series: Part 2.

Doesn't it seem sometimes as though life is a constant struggle to get what you want? End your struggles with 3 simple words: learn to negotiate.

Small Business Success

The Remarkable Power of Thank You!

By Wendy Maynard

An easy thing to forget in the midst of our frenzied lives is the simple act of saying "thank you." Who has the time to slow down for such old-fashioned pleasantries? And yet, by incorporating a thank-you strategy into your marketing, I promise you'll reap immense rewards.

You'll stand out because it's not something that other business owners are in the habit of doing. Extending age-old courtesies now actually gives you an edge in the marketplace. It goes a long way toward cementing relationships with prospects and reinforcing customer loyalty.

One of the best ways to thank someone is a hand-written card. Get into the habit of writing notes. Keep a stack by your desk and scribble notes to customers, vendors, leads, associates, and mentors. Once you get started thanking people, you will find limitless opportunities. And guess what? People are tickled pink to receive a good, old-fashioned card.

Write a note that is sincere. Make sure you are expressing simple gratitude in your message, not a thinly disguised sales pitch. Don't be afraid to be warm and personal. And in case you're a chicken scratcher like me, don't worry about the way your writing looks - scribble your note and send it anyway!

Timing counts! For the most part, express your appreciation within a couple of days.

Here are some different opportunities to thank people:

- * A new client/customer
- * Existing client/customer who gives you a new project
- * Someone who makes a referral to your company
- * A peer who gives you helpful advice
- * As a follow-up after a meeting or phone call
- * For a job well done by an employee, vendor, or associate

* When someone shows you a kindness

People like to feel appreciated and recognized. You'll find that by thanking people, you will strengthen relationships. Your simple act of recognizing people will set you apart from your competitors. It will reinforce your bond with your clients, associates, vendors, etc. By the way, don't forget to thank employees - they like to be appreciated, as well!

And, it will bolster word-of-mouth referrals. When someone has been appreciated and they hear of someone who needs your services/products, guess whose company they will recommend?

The power of saying "thank-you" is a powerful, but simple marketing tactic. Make it a habit and you will reap the rewards.

ACTION STEP: Are you in the habit of saying thank you? No? Then go to the store today and pick up some cards. Make it a goal to send at least 1 card a day (yes, that's 5 a week!). Not only is it part of effective marketing, but it's a winning strategy that won't let you down!

Employment Help

"The Perfect Labor Storm"

By Ira S. Wolfe

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

Fact #81

Forty percent of workers plan to change jobs within the year (2004)
Resource: careerbuilder.com - survey of more than 1900 US workers Nov 18-Dec 4, 2003.

Fact #82

For the first time since tracking began 20 years ago, U.S. women outnumber men in higher paying, white collar managerial and professional occupations. . . Bureau of Labor Statistics data indicates that, as of Nov. 30, women represent 50.6 percent of the 48 million employees in management, professional and related occupations. In 1983, the first year the government began recording gender data for its occupational statistics, women accounted for 40.9 percent of managers and professionals.

Fact #83

16 percent of adult Americans have at least one tattoo, believing the body art makes them feel sexier, more rebellious and even, in some cases, more intelligent. Source: Harris Interactive

Fact #84

Nearly one in five Americans speaks a language other than English at home, a surge of nearly 50 percent during the past decade. Most speak Spanish, followed by Chinese, with Russian rising fast. Source: U.S. Census Bureau

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 You will find out how to get his book and how to sign up for

his newsletter by visiting the site.

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
FakeRecycled	Out There
Osama Hanged	Out There
BackDoor-DJG	Out There
Nessva	Out There

If you want to check out other hoaxes and warnings visit -
www.truthorfiction.com

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

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