



How to Profit from Social Media

A few quick keystrokes on your laptop can take you to any number of social media networks on the Internet – Facebook and Twitter, being two of the most popular.

This is proof positive that the Internet has changed the way we relate and interact with each other whether we're involved with business partners, clients, prospects, friends, family or customers. It has become easier to stay in contact with the people we already know and has introduced us to new and easier ways to connect with people we may have never met.

Using social media for business is all about building relationships – both with prospects and customers or clients. By doing just a few things and avoiding a few common mistakes, you can set yourself apart from those who use social media "just for fun."

- Have a clear purpose of what you want to accomplish with your social networking presence – otherwise it's like shooting without aiming, chances are, you're going to miss your target.
- Be a leader not a follower. Just because you've hung out your shingle among the social media networks doesn't necessarily mean people are going to reach out to you. If you have defined your purpose, you know who your target audience is. Don't wait for them to contact you – make the first move.
- Have something to say. This goes hand-in-hand with having a clear purpose. Let people know why you're there and what makes you...you.

Some view social networking sites and social media in general to be nothing more than a major timewaster. For some this is true, but if you take the time to do it the right way it can truly be a powerful tool for promoting your business.

If you haven't yet, check out my online business "school"; Real Internet Mastery; which contains the most comprehensive & inexpensive tools, templates, strategies and tactics you can use to master social media and the internet in general, to attract and convert more customers for your business.

Visit www.RealInternetMastery.com.



Hugh S Tafel
Business Strategist

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Welcome to *FocalPoint*! A monthly publication full of useful business & success tips you can use to attain your goals in business and in life.

Kindly pass this newsletter on to colleagues & associates who you think would appreciate it.

Hugh S Tafel –
Certified Business Coach

Monthly Smile



A Smart Kid - A Just Reward

Edgar lost his wallet. It only held a single \$20 bill, but he was very upset because the wallet itself had great sentimental value.

So he was very relieved when his doorbell rang and a small boy standing outside said, "Excuse me, sir, is this yours?"

It was indeed Edgar's wallet.

"Thank you! Thank you! Here, let me . . ." And as he opened it, he saw that in place of the \$20 bill, 20 single-dollar bills sat inside.

"That's funny," Edgar said.
"When I lost this, it had just a twenty in it."

"Yeah," said the kid. "The last time I returned a lady's purse, she said she didn't have any change to give me a reward."

Monthly Quote

*"It has been my observation
that most people get ahead
during the time that others
waste time."*

-- **Henry Ford, Ford Motor
Company Founder**

Monthly Anecdote

Did You Know?

The only food in the world that never spoils is honey. Honey found in the tombs of Pharaohs in Egypt has been tasted by archeologists and found to be edible. Just one cow generates up to 200,000 glasses of milk during her lifetime.

Bananas are the number one fruit in the United States, with the average American eating more than 28 pounds of bananas every year and 96 percent of US households buying bananas at least once a month.

Chocolate contains a natural substance known as phenylethylamine (PEA), which is reported to simulate in the human body the same reaction generated by the experience of falling in love. Ballpoint pens appear to be dangerous; oddly, around 100 people fatally choking on one every year.

The first openly gay central character on US network television was Jodie Dallas, played by actor and comedian Billy Crystal, on the comedy series "Soap," which aired on the ABC network for four seasons, from 1977 to 1981.

What's Up this Month:

July 5; SPAM Luncheon meat is launched, Austin, Minnesota, (US) 1937

July 6; International Kissing Day

People who study such things say that two-thirds of us tilt our heads to the right when we kiss, and it has nothing to do with whether one is right- or left-handed. This is the day to test that out.

July 7; Running of the Bulls begins, Pamplona, Spain

July 20; Moon Day Celebrating the first landing of human beings on the moon in 1969. "That's one small step for (a) man . . ."

July 27; Summer Olympics open, London, UK

July 29; Lumberjack World Championships close, Haward, Wisconsin (US)

Attitude vs. Aptitude

By Brian Tracy



Did you know that a major source of stress in your life is the "fear of rejection" or "fear of criticism?"

This fear of rejection manifests itself in an over-concern for the approval or disapproval of your boss or other people. The fear of rejection is often learned in early childhood as the result of a parent giving the child what psychologists call "conditional love."

Rise Above the Need For Approval

Many parents made the mistake of giving love and approval to their children only when their children did something that they wanted them to do. A child who has grown up with this kind of conditional love tends to seek for unconditional approval from others all his or her life.

When the child becomes an adult, this need for approval from the parent is transferred to the workplace and onto the boss. The adult employee can then become preoccupied with the opinion of the boss. This preoccupation can lead to an obsession to perform to some undetermined high standard.

Avoid Type A Behavior

Doctors Rosenman and Friedman, two San Francisco heart specialists, have defined this obsession for performance as "Type A behavior." Experts have concluded that approximately 60% of men and as many as 30% of women are people with Type A behavior.

Don't Burn Yourself Out

This Type A behavior can vary from mild forms to extreme cases. People who are what they call "true Type A's" usually put so much pressure on themselves to perform in order to please their bosses that they burn themselves out. They often die of heart attacks before the age of 55. This Type A behavior, triggered by conditional love in childhood, is a very serious stress-related phenomenon in the American workplace.

Action Exercises

Here are two things you can do immediately to deal with the fear of rejection, criticism and disapproval.

First, realize and accept that the opinions of others are not important enough for you to feel stressed, unhappy or over concerned about them. Even if they dislike you entirely, it has nothing to do with your own personal worth and value as a person.

Second, refuse to be over concerned about what you think people are thinking about you. The fact is that most people are not thinking about you at all. Relax and get on with your life.

Brian Tracy is one of the world's foremost authorities on business and personal success. Known as the success gurus' guru, he has produced over 50 books, 300+ audio and video business learning programs and mentored leaders for thousands of companies. Brian's systems and strategies, developed over 30+ years, form the foundation of the FocalPoint Business Success Program

Brian Tracy is the World's **#1 Best Selling Author** on the subject of Time Management and Productivity. You can get a copy of his book, "*Time Power*", absolutely free, by going to www.hughtafel.com

Break Up Big Projects

Everyone wants to be as productive as possible at work, and no one more than those who work for themselves as freelancers or are self-employed and need to make sure they have projects completed before a deadline.

After all, the more productive we can be, the more money we can earn!

One good tip in terms of being more productive is to break up big projects. Everyone wants large projects, of course, because they generally mean more money, but larger projects also mean more work and more responsibility.

It is all too easy to unintentionally take on more work than you can really handle, and then quickly become overwhelmed by it all.

Instead of ending up lost and therefore unproductive, it is a good idea to break up the project into smaller sections and then finish each section prior to starting the next. This makes it much easier to organize your work and to avoid being overwhelmed by it all.

How Much Are Your Customers Worth?

Existing customers provide the bulk of your profits. It's more cost-effective to sell to existing customers, so your profitability is higher.

The profitability, however, of existing customers goes far beyond their current sales figures, and that's what **lifetime value** (LTV) is all about. In my opinion, it's nearly impossible to give away the business trying to do what's best for your customer, because the dividends paid on your efforts always outweigh the investment.

BusinessDictionary.com defines Lifetime Value as; "Total profit (or loss) estimated to result from an ongoing business relationship with a customer over the life of the relationship. Goods or services with high lifetime value may justify comparatively higher marketing expenditure and/or salesperson compensation. Also called lifetime proceeds."

The most important thing to remember about LTV is that every customer represents the potential for cumulative sales.

When you lose a customer, you lose not just that sale but every future sale as well. Repeat business doesn't simply "speak" volumes about your company; it screams them.

If you want to strengthen and grow your business, then it's worth applying some over-the-top-customer-service "glue" to make your customers stick!



Management Tips

Four Key Phrases to Boost Morale and Motivation

Some managers worry so much about what they can't say to employees that they shut up and limit their conversation to "Do this" and "Good job." But you can't run a workplace without active communication.

These useful phrases and questions can help enhance employee morale and productivity:

- "How can I help you with . . . ?" This doesn't mean volunteering to do employees' jobs for them. Just make sure they have the resources to do good work and remove any unnecessary obstacles.
- "Good work on ____." The key is specificity. A generic "You rock!" doesn't tell employees what to repeat. When you praise an employee's work, point out exactly how it succeeded to reinforce the results.
- "I want your opinion on . . ." Asking employees what they think shows you trust their judgment and value their ideas. But don't ask for input unless you're willing to seriously consider it. If employees think you're just pretending to be interested in their thoughts, they'll stop sharing.
- "Thank you for ____." Don't take a "That's their job" attitude. Show genuine appreciation for employees' efforts. They'll reward you with greater openness and loyalty.

Imagine: your employees, suppliers & clients understanding exactly what you want & mean – **every time!**

One of the best tools in becoming a **Master Communicator** is the DiSC Management tool. If you are not familiar and not using this tool in your business – then now would be a good time to learn.

Ask me how you can use the DiSC tool in your business!

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A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN OUR CLIENTS

July 2012

Drink Water for Good Health

Drinking lots of water might seem like an obvious tip, but it is surprising how many people neglect to actually do so. A large number of people in the world, including those in Western countries such as the United States, are actually living in a state of continual dehydration without even knowing it.

One study even found that as many as 50 percent of all women are chronically dehydrated.

Don't worry about drinking a particular number of cups of water per day. The trick to knowing whether you are drinking enough water is to pay attention to how you feel. If your skin has a tendency to be dry and itchy, your mouth is dry and your lips chap very easily, then chances are that you are dehydrated.

Drink water several times a day instead of coffee or tea or sugary drinks. Some drinks, such as alcohol and tea, can actually cause you to become dehydrated.

Who Else Wants To:

"Double Their Income"?

Would you like to double your income in the next 12 months?



If your answer is yes, apply now for your, FREE ***"Double Your Income"*** Strategy Session, (\$497 Value) *** Apply for your free session now because I'm only giving away 3 of these this month!*

During this fast paced session, you'll...

- Obtain **crystal clarity** on what's possible for your business so you can achieve the level of income you want
- Learn the **3 essential** building blocks for doubling your income, quickly and inexpensively
- Discover the **#1 thing** that's stopping you and your business from giving you the income you deserve
- Identify the **most powerful** actions that will propel you the fastest towards your income goal
- Leave the session renewed, **re-energized** and inspired to take you and your business to the next level

Reserve your free session now: hugh@hughtafel.com

Creating Compelling Email Copy

Email marketing has evolved in a big way over the last few years, and yet the fact remains that über-designed emails with lots of "bells and whistles" are meaningless without well-written content.



The good news is that in the end, writing a great marketing email all comes down to just a few simple copywriting best practices.

Writing a genuinely compelling email subject line is one such practice.

The message itself might be a work of literary genius, but no one will ever read it if the subject line does not inspire the receiver to open the message and read it in the first place.

Use actionable language that makes it very clear what the reader can do with the information contained in the email message and why he or she should read it.

Wherever possible, personalized emails also work well. That means more than just including the recipient's name; it means also knowing personal information about the person to whom you are sending your messages, including what he or she is likely to be interested in.