



## ON NETWORKING

If we run a small business, work in marketing/sales or work in a role where marketing becomes an integral part of the job, we may find that we spend much of our working week engaged in networking. We may prepare an elevator pitch that we then deliver when we meet someone new. We may try to set up one-on-one meetings where we can showcase what we do in business. Or we may simply focus on handing out as many business cards as we can when working the room. But, how do we know if we are being effective? How can we ensure that we remain at the forefront of the minds of those who might engage our services or refer business to us?



There are five strategies you can use to increase the effectiveness of your networking initiatives:

- ✓ **Genuine Interest:** It is helpful to take a genuine interest in the people that you meet, whether in a one-to-one or group context;
- ✓ **Refer to Receive:** You can use the knowledge you glean about those people to refer business to them; in so doing, you build the kind of collegial relationship where they become willing to reciprocate your good deeds;
- ✓ **Introduce and Connect:** You can introduce and connect those who may ultimately enjoy mutually beneficial relationships with each other;
- ✓ **Focus on Building Long-Term Relationships:** You want to focus on building long-term relationships with the people you meet. You are not connecting with anyone for any one single sale, but rather, for a lifetime relationship of mutually beneficial outcomes; and
- ✓ **System:** You may like to develop a database system to facilitate any referrals that you may make in future. It does not matter how simple or complex your system is, only that it is useful in facilitating a referrals to the right people, at the right time, in the right way.

More will be said at the November **SEMINARS OF THE FUTURE®** seminars. At the end of the day, you can enjoy doing more and better business with the people around you. And, when you let them know about your latest initiatives, the response may be how much do I write the cheque out for? or when do we start?

### OUR MISSION

To provide a professional service, using best practices.

### OUR MOTTO

- Be Proactive.
- Take Charge of Your Career.
- Look After Your Health.

PPP\*: \$330 per calendar year.

SEMINARS OF THE FUTURE®: \$330 per calendar year.

We are bringing our newsletters to the electronic age. Please email us if you would like to receive CQ® and HQ® electronically. We also welcome your opinions, comments, thoughts, reflections and feedback on this and future issues of both newsletters.

You can book your place in one or more of our programs by completing the application form (see accompanying HQ®) or by downloading the application form from our website.

## FOOD FOR THOUGHT

Kerryn Gamble in her book *Unstoppable*, reminds us that self confidence is reflected in how we think, stand and speak. If we stand or speak with a lack of confidence, it will show. If we do not think of ourselves with confidence, we will feel like an imposter. So, it pays to take a look at how we think, stand and speak. If there is any area that conveys a lack of confidence, we could address it before our next big project.

At the end of the day, we can look forward to putting our best foot forward in everything we say or do.

## MORE FOOD FOR THOUGHT

I have often recommended that we do a career stock take every three years, and sooner if your profession/industry is undergoing rapid change. In so doing, you can take stock of who you are and where you would like to go professionally. What you may not have yet realised, is that you can use your vocational report as a tool to showcase who you are as a personality, what you value professionally.

At the end of the day, you can look forward to an exciting and productive career, one where it is an absolute joy to come to work each day.

## WELCOME NEW ASSOCIATES

Rachel Abramson & Associates is pleased to welcome Sue Whitelaw to our group. Sue is an educational psychologist with over 20 years working with children.

## CONSULTING HOURS

Rachel is available for consultation on Sundays to Thursdays, 10.00 a.m. to 6.00 p.m. Her colleagues are available by appointment.

We are open every day except 1<sup>st</sup> January, Good Friday and 25<sup>th</sup> December each year.

## LIBRARY HOUR

The **RACHEL ABRAMSON & ASSOCIATES** library is open following our **SEMINARS OF THE FUTURE**<sup>®</sup> and **PPP**<sup>®</sup> seminars. It is also open by appointment.

## DIARY DATES FOR 2017

The **PPP**<sup>®</sup> is a series of 10 two-hour seminars on how to set up, run and grow a small business. The **PPP**<sup>®</sup> seminars are offered on the third Monday of every month, 5.45 - 8.00 p.m. Topics are:

- July: Setting Up Your Business: What You Need to Know
- August: Handling the Paperwork, including the GST
- Sept: Processes and Procedures that Work
- Oct: Determining Your Price and Fee Setting
- Nov: Budgets and Cash Flows
- Dec: Marketing Your Business: Your Product
- Mar: Marketing Your Business: Promotion Strategies that Work
- Apr: Marketing Your Business: Getting Your Image Right
- May: Marketing Your Business: Alternate Places for Your Product
- June: Marketing Your Business: Databases for Your Business  
Plus: Graduation Ceremony. BYO hat.

Fees are \$33 per seminar.

The 2017 **SEMINARS OF THE FUTURE**<sup>®</sup> combines principles from neuroscience and the power of the subconscious to develop your career. As in previous years, you can mix and match the three days, according to your diary. Fees are \$110 per day.

- Day 1:  2<sup>nd</sup> July or  12<sup>th</sup> November
  - 10.00 Welcome to Your Career Brain
  - 11.15 The Triune Brain, Amygdala and more
  - 02.00 What the Power of the Subconscious has to Offer Your Career
  - 03.15 Implications for Your Career Development
- Day 2:  9<sup>th</sup> July or  19<sup>th</sup> November
  - 10.00 Rewiring Your Career from the Inside
  - 11.15 Your Boss is not a Hungry Tiger
  - 02.00 It First Happens in the Mind, So, If You Think You Can...
  - 03.15 How to Make the Novel Work For You
- Day 3:  16<sup>th</sup> July or  26<sup>th</sup> November
  - 10.00 Rewiring Your Career from the Outside
  - 11.15 Are You Showing Your Age, Gender, Religion, Race ...
  - 02.00 Rewiring Bosses, Colleagues, Stakeholders Clients and more
  - 03.15 Five Tips from Neuroscience and the Power of the Subconscious to Take Charge of Your Career Brain's Trajectory

Further information is available on the website. Bookings and enquiries can be made by phoning, texting or emailing Rachel Abramson.