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G'Day!

That's Aussie speak for Hello!

Update from the USA

We have just come back from a fantastic trip to London - what a blast! I thoroughly enjoyed experiencing the city, playing tourist, seeing friends, family and colleagues and eating yummy food! It also made me giggle because I heard an Aussie accent every five minutes... there must be thousands of Aussies living in London! While we were there I was so fortunate to catch up with two of my previous personal assistants (who worked for me many, many years ago). I loved seeing how their lives had changed, their success stories and reminiscing about when we worked together. It reminded me how important they were in my life and how they made my life easier. They were so good at their role, they had such positive attitudes and great attention to detail and my clients love them. I can always remember they would ask the question "how can I help you today?"

As the days and weeks start flying by this time of year can cause people to be more stressed as they attempt to fit in all their professional and personal goals. One of the best ways to make this time of year most productive and get more balance is to stop focusing on yourself and ask the question of those around you 'how can I help you?'. I promise this question makes you stop and think, it helps you to listen to what people need around you and I know when you help someone else it always comes back to you 100 fold!

Ask 'How can I help you?' to Boost Your Productivity

The most powerful five words you will ever hear someone say, 'how can I help you?' These five words have helped me grow my business, grow my network, grow my resources and grow my brand in a new market.

Nearly three years ago my husband and I relocated from Sydney, Australia to Bucks County, Pennsylvania. When we moved here



Recommended Product of the Month



If you want more balance during this crazy busy time read my book. Only \$20 (plus shipping and handling). Order your copy now! They make great holiday gifts too.

we didn't know anyone... oh except our realtor who helped us find our home. In Australia I enjoyed a successful speaking practice and owned a training company with a consistent client base and a business I had built with very little marketing effort. Now transplanted in a new city, new country... sometimes it felt like another planet... and I had to start all over again.

I learned the power of those 5 words. By consistently asking that question I have created an impressive client list that I enjoy working with, have received significant public relations and press, enjoyed many speaking opportunities within corporations and associations, serve on three Boards, helped raise thousands of dollars for charities through committee involvement and personal fund raising, created new products, launched two new books 'Secrets of Super-Productivity' and 'How to Run a Successful home based business and stay sane', created a virtual team, nominated for numerous awards including International Business Matchmaker, received Top 10 Women of Accomplishment Award from Women's Yellow Pages, nominated as the Chair of the Office Depot Success Strategies for Women Conference, found wonderful new friends, grown a women's network by 734% and developed a mastermind group to help me achieve my goals. When I reflect on this list over less than three years I can only say it is because of my ability to ask the constant question 'how can I help you?'

I believe the reason I have been so successful is using those words. This combined with my uniqueness (being a short, outgoing Aussie with a funny accent), having a genuine desire to help the people I meet, investing significant time to help others first, I don't ask how they can help me, I believe in adding value first and I also provide a forum to help others in group situations. This strategy has helped boost my own personal productivity too as I have been forced to choose important tasks and activities, rather than the 'urgent' activities. To allow this growth (both personally and professionally) I had to choose the tasks and activities that would make a bigger difference to those around me.

I have found myself, and in talking to clients, it is so easy to appear to be 'busy' with activity but and it is harder to choose to be productive. Here are 8 strategies you can apply to build your network, increase your business development activities and achieve productive results:

Know Your Product – be very clear about who you are and what you can offer people you meet. You are your product! Know how you are unique and how you can best serve the people in front of you.

Know Your Audience – who are the people that you enjoy being with. Who needs what you have to offer? Who can you share your message with?

Know Your Niche – where are you best suited? I work with large corporations, attorneys and women in business. I investigated where those audiences hang out, what they like to read, what they need and how I can best help them.

Know Your Movers & Shakers – every city has them, especially greater Philadelphia where I live! Ask around. When I first relocated here I constantly asked the question of every new person I met 'who are the movers and shakers I need to meet' – time after time the same 5 or 6 names came up – so I made sure I met them all. You know who the movers and shakers are in your sphere – get to know them and ask how you can help them.

Know Your Affect – ask yourself what affect you have on people? Do you inspire them? Do you make them laugh? Do you

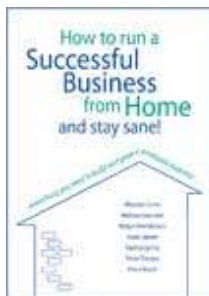
scare them? Understand how your style, personality and knowledge affect those around you. I am very outgoing, high energy and fun so people want to be part of that. Know that you attract people similar to yourself.

Know Your Schedule – determine what type of person are you? Are you a night owl or a morning bird? If you are a morning person schedule your business development for breakfast and lunch events (night time networking attendees won't experience you at your best). If you are a night owl don't show up for breakfast events (at least not without multiple cups of coffee!) Business development is an essential part of every business (large or small) and you need to schedule time to do it, it won't happen by itself, so choose the time you feel at your best.

Know Your Network – when you begin creating connections have a clear understanding of what each person does so you can start introducing them to each other. Begin with your own network first and see how you can create strategic alliances within the people you already know. Once you have achieved that... begin looking for others where you think you are missing a resource. I didn't have a great publicist in my network when I first moved here so I quickly sought one out, then I was able to introduce that publicists to others in my network. When you come from a philosophy of giving first you will always seek to help others and the results come back to you 100 fold. When I first relocated here I accepted the role as Executive Managing Director of eWomen Network for Philadelphia. In the small time I managed that group we grew 734%, with over 120 women meeting each month for accelerated networking and many of those women started doing business with each other. This is a great testament of applying these strategies and you always asking the question "how can I help you?"

Who can you ask today 'how can I help you?' How will it help you boost your productivity – try it out today!

More News...



I am excited to announce that I have just launched a new book called 'How to Run a Successful Business from Home and Stay Sane!' This book features leading Australian experts who share their lessons in running a business from home, as well as giving practical techniques and key information to grow your home-based business today. If you would like more information, check out www.neenjames.com

Recommended Holiday Ideas

Holiday Cards that are safe for humans and help the environment – At this time of year, you are looking for great way to stay connected to your clients, friends and family and remind them they are important to you. This holiday season choose to stay connected and help the environment at the same time. Choose recycled cards from Re-Product. This innovative line of cards is not only healthy for humans and the environment, but it has a 'two-way' envelope that goes to both the recipient and it has an integrated postage paid envelope to return the card to Shaw Carpet. Shaw Carpet then uses the cards and envelopes to create carpet backing. What a great idea! Contact Karyn Pless at Re-Product today partners@reproduct.net or www.reproduct.net

Looking for Holiday Ideas for the person who has everything? Holiday Gift idea to help save the planet Have a tree planted in the name of someone you care about. At the Future of Life, all of our trees are planted by children and young people, which helps them learn about and protect the environment. The

Future of Life works to protect life on earth for all species through programs that help children and youth become better stewards of their environment. Find out more at www.futureoflife.org

A Productivity Tip from Neen's Virtual Assistant, Maria Novey



The sending of holiday cards in December can sometimes be one additional task to perform at an already busy time of the year. I currently have a client who instead of sending holiday cards in December, sends Thanksgiving cards to his clients in November. We choose a photo from www.burbidge.ca and customize the

greeting inside the card -- thanking the client and also wishing them a Happy Thanksgiving. When December rolls around, his holiday cards have already been sent and received!

Hoo Roo (that is Aussie for good bye) -- Neen

P.S. Happy Thanksgiving to you all!

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