

Richard Gee

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neenjames

G'Day!

That's Aussie speak for Hello!

australia

International
Productivity
EXPERT



Update from the USA!

Hanging 10 in Hawaii! Yes that is right, recently we spent time on the Big Island in Hawaii and we learnt to surf! What a blast. I must say it is a little harder than it looks in the movies but it was great fun. I think the photographer gave up waiting for me to finally stand up (which I am proud to say I did... but only for a minute) so all I have is this photo of me 'getting ready to jump up!' What a magnificent place to be - the diverse landscape of lava rock, volcanoes and rainforests, the friendly people, the fresh seafood and the magnificent sunsets. If you get a chance, it is definitely a place to see in your lifetime.



Recommended Product of the Month



Secrets of Super-Productivity Be one of the first lucky readers to purchase my latest book 'Secrets of Super-Productivity' - only \$20 plus shipping and handling and it hasn't even hit the bookstores yet! Order your copy now and I would be delighted to autograph it for you.

The biggest highlight for me was snorkeling one night with Manta Rays while they did their graceful ballet of feeding on the plankton - they were so close to me I could almost feel them against my skin - it was exciting and a memory I will treasure for a lifetime. We were in Hawaii because my fabulous husband was awarded a trip with his company. Motorola did a phenomenal job of making their winners feel special and it was one of the best branding examples I have seen in many years. They took over the hotel and everywhere you looked, sat, ate, walked, danced, and drove had Motorola branding on it. The cushions, waterfalls, fish ponds, lights, mini bar accessories, coasters, room numbers, foyer glass tiles... everywhere was branded with the 'M' - it made me think about personal branding which is what I have focused on this month. Enjoy!

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

How to Productively Build Your Personal Brand

A personal brand is one of your most valuable assets. It is you. Just like large companies invest in creating and protecting their brand, it is important you do this too. It doesn't matter whether you work alone, within a corporation or consult with others – you make an impression on the world and it affects your business and reputation.

To ensure you are productively building your brand, here are some ideas to help you:

Be memorable – don't be like everyone else. Find a way to help you stand out amongst the crowd. A way to do this is to conduct a self-audit. During this audit list your strengths. Remind yourself what you are good at. I am known for my shoe collection and my love of pink. This means my wardrobe; accessories, stationery and other items I use all reflect this. My thank you notes are pink with a stiletto illustration on the front and my contact details on the back – what can you do to make you memorable?

Reflect your personality - make a list of words people use to describe you. Using this list choose the words that feel best for you. Once you know how to describe your personality you can use these words and "feel" in everything you create for yourself i.e. website, business cards and one page biography.

Use colour – choose one or two colours that demonstrate your personality. Pink is my colour; this colour is represented in all aspects of my business, home, wardrobe and accessories. Many clients make comments on my pink briefcase, hot pink jackets and other items I use in my work. This is part of my signature. I use this colour in all aspects of my handouts, books, folders, and handbag – any place that is visible to the world. Kirstin Carey, an American speaker, is known for her love of orange. Whenever you meet Kirstin you can be guaranteed she is in an orange outfit.

Keep it consistent – use your personality words in all marketing materials you develop. If you select a colour to represent you, use that in everything you do - if it is a symbol or character use that. Roberta Perry, a Public Relations expert wears the funkiest glasses and recently I saw an ad for her company 10-16 featuring her glasses – very clever!

Develop an area of expertise – be known for something. Become the specialist in your area. Be the person people ask questions; be quoted as the expert in articles, newspapers. Be the 'go to' person for that area of expertise. I am known for my speciality in productivity and networking – what are you known for?

Have an interesting business card – be different. Keep the standard size but ensure the paper stock, colours or font are different to everyone else. Even if your company provides you with a business card you may like to get an additional one for your life and work outside the office.

Have a saying or phrase you are known for – Winston Marsh, an Australian speaker, is known for always saying "I am f-a-n-t-a-s-t-i-c" – every time he speaks with someone or signs off a letter he uses this phrase. I always say 'G'Day' – the Aussie hello – what phrase makes you memorable?

Create stickers with your contact details on them – use these stickers on all physical mail, books, sample products or anything you send out. This will allow people to contact you at any time.

Establish an email signature – using tools like Microsoft Outlook, you can establish a unique signature that is attached to all outgoing emails. You could include a quote or a sentence about your business. Use colours, bold font and include your name and contact information.

Send Thank you cards – send handwritten cards to people to thank them for doing business with you, good service, referrals or just because... I use pink envelopes so they are also reflective of my personality and consistent with my brand. A coloured envelope also stands out amongst all the white envelopes people receive on a daily basis.

Send Client Thank you gifts – when you work with someone for the first time you may like to send them a thank you gift for their business. For some of my female clients I send flowers and ensure they are delivered the day after my presentation with the client. This is a reminder for them that I appreciated their business and is something many clients comment on many years after the event.

Join Associations – find a professional or industry body that you are interested in. Become actively involved and join the committee. Commit to attending the meetings, get to know other members and provide lucky door prizes to increase your business profile.

Get a professional headshot – build a selection of photos (in electronic form also) that can be sent to anyone interested in working with you. These will be useful for your website, business cards and one page biography. Any successful businessperson must have a good headshot. Tip: Keep it current; I don't know how many speakers in my industry I have met with headshots that are 15+ years old... when they still had hair! Keep it up to date.

Learn to network – this skill is essential if you want to build your personal brand and build your business. People need to meet you and know you. If you struggle with this skill you could some excellent books from Robyn Henderson including "Networking for Success", "Masters of Networking" and "Be Seen, Get Known, Move Ahead" or my book "Network or Perish".

Special Upcoming Events

If you are near the Philadelphia area, join Neen when she speaks at the Women's Resource Center 'How to Achieve Amazing Things in Your Life ' special luncheon event. On June 5th at the Union League. We will be honoring 4 amazing women Ellen Fisher, Melissa Weiler Gerber, Charisse Lillie, Carol Jane and each guest receives an autographed copy of Neen's latest book 'Secrets of Super-Productivity' - register now:

<http://www.womensresourcecenter.net/rForm.htm>

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



Have you ever needed copies of a handout for a presentation and realized the copies are not made and you are leaving the next day? Do you run to Kinko's? Check out www.mimeo.com -- you can upload your documents into your account with Mimeo and your documents are copied and mailed to your destination -- waiting for you upon your arrival. This is a wonderful service, especially for individuals who travel.

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



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