

## Richard Gee

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**G'Day!**

That's Aussie speak for Hello!

## Update from the USA

A snowy Valentines Day - that was a strange one for me! Even after living in the US two years, it still surprised me to see snow on the ground (instead of sitting at a romantic restaurant outdoors eating a seafood dinner). I really felt for the restaurant owners as people decided to stay in their homes, the roses so beautiful and sitting in stores waiting to be taken home to someone and the delivery guys having to drudge through the snow to deliver them - I keep being reminded how the weather affects business on the East Coast. I love the snow and I thought you might get a laugh out of my snow angel!

I continue to smile at the differences in living in Australia and the US. Recently Robyn Henderson asked me to be contribute to her latest book 'Strategic Networking - Your Guide to Networking Excellence'. It was fun to research and write about the similarities and differences of the two cultures - keep an eye out for this valuable networking tool in March.

Speaking of March I am excited to announce I will be back in Australia for a week speaking at the National Speakers Association of Australia, launching a new book and catching up with clients, friends and family while I am there. For my Aussie Mates I do hope to see you while I am there.

I have found with so many of my clients whether they are in pharmaceutical, sales, law or banking and finance - so many of them are on the road and operating their businesses from their cars. Our cars have become our new office spaces so I have created some productivity tips to help those of you who have a 'virtual car office' - enjoy!



### 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.

## How to Run a Productive Business ... from your Car-Office

The way we do business has changed dramatically over the past 10 years. More products and services are now being offered outside traditional premises. You no longer have to go to a bank to complete your transactions or home loan applications. Insurance brokers visit your home or office; retailers deliver products directly to your home. This change in distribution methodology has meant many of us now run a car-office.

While researching this change in business strategy, we interviewed several successful managers, executives and sales people who operate their business from their car-office. Karen Lasorda, Vice President Commercial Banking of Bucks County Bank was a valuable source of information as she shared some of her winning strategies to ensure she is highly productive and able to meet her targets each month.

While there are many advantages of working from you car-office including flexibility, being truly accessible to your clients and being able to conduct multiple appointments in one day, a number of challenges were highlighted. These included:

- Having the correct information with you at the right time. A major challenge of people interviewed was being prepared for all situations - for all clients.
- Being able to locate valuable information or resources – it is easy to lose things in a car-office.
- Being unorganised. Many people have good intentions of getting organised however in a car-office environment, organisation is imperative.

If you find yourself in a car-office apply these tips to overcome these challenges and boost your productivity today:

**Be self-motivated** – this is seems like common sense but if you operate your business from your car-office you need to be highly motivated. It is easy to be distracted by shops (especially those stores having a sale!), interesting food outlets for a longer lunch, coffee or catch up with friends. You should enjoy the freedom of working from your car-office but also respect it as if you attended a traditional office.

**Avoid eating in your car** – don't allow yourself to 'eat on the run'. To be more productive you need to take adequate stretch and food breaks through the day. Enjoy your food, eat in a park, eat with a client or eat with your colleagues but avoid eating in your car. This will also help keep your car clean and smelling fresh.

**Invest in an economical car** – as you will be travelling many miles ensure you have good mileage and the car is efficient. This can be a costly expense to your business if you are spending unnecessary money on your vehicle.

**Use a 'week at a glance' calendar** – this valuable tool will help you plan your week and you can place this on the front seat of your car for easy viewing. This will enable you to respond to your clients needs quickly by knowing where you will be each week.

**Prepare the night before** – each night allocate 10 minutes to prepare for the next days activities. Determine what customer files,

promotional materials, product samples and information you may need. This valuable investment of only 10 minutes each night will ensure a smooth and productive day tomorrow.

**Allow an extra 10 minutes travel time** – always add this extra 10 minutes to any travel plans you may have. If you think it will take you 20 minutes, allocate 30 minutes. This extra 10 minutes will be helpful if you have difficulty finding somewhere, encounter extra traffic or getting a parking space. This extra time allows you to arrive organised and not rushed. No one enjoys being late, always make a great impression with every appointment by arriving on time and feeling calm.

**Keep a well-equipped glove compartment** – have a good supply of items you may need on the road. This could include also pharmaceutical needs for headaches, minor scratches, tissues, throat lozenges and vitamins.

**Keep a supply of stationary in your car** – this includes spare notepads, blank paper, stamps, envelopes and thank you cards. Thank you cards allow you to quickly write a note to a new client and post the same day you have done business! This is a powerful way to be remembered by your clients.

**Stock up on Business Cards** – keep a good supply of business cards, brochures and letterhead in your car-office - you never know when you might find a new client or potential business opportunity.

**Keep your trunk tidy** – don't forget that clients may sometimes see inside your trunk. Keep this area clean and organised. Take time each month to vacuum this area of your car and remove any trash.

**Keep your files in the trunk** – invest in an archive box or plastic container that will store up to 20 files. This will ensure all your valuable information is kept in a safe and secure place, out of sight and well organised if you need it.

**Keep an emergency box** – this plastic container could include bottled water, street directory/maps, first aid kit, and small umbrella. Women may also like to include items such as spare pantihose, nail files, sewing kits and safety pins.

**Wash your car regularly** – this includes inside and out. Your car-office also makes an impression with your clients. You may need to drive them somewhere or they meet you at your car-office. Always keep your car looking and smelling professional. Invest in regular car washes and clean the inside on a regular basis. If you don't enjoy this task, consider outsourcing it; always keep your car tidy.

**Carry bottled water in your car-office** – we all know we should drink more water. Keep a supply of at least two bottles of water in your car so you are always hydrated and refreshed.

**Turn the radio OFF** - with the radio on, you may arrive at your appointments without having thought through the meeting, your concerns, your objectives and your issues. When you turn the radio off your mind can wander and create new ideas. It also ensures you don't feel rushed while walking from your car to the meeting.

**Find great coffee shops for meetings** – seek out several locations where you can meet clients or potential customers that serve great coffee, are quiet and conducive to meetings and provide easy parking. Get to know the waiting staff and owners - develop relationships with them so they will provide exceptional service for you if you are meeting with someone in their location. You may also like to consider establishing a monthly account with them so that you don't have any awkward moments when the check arrives at your

table.

**Allocate external storage space** – for an effective car-office you may also want to dedicate a place within your home for additional supplies of information, files, stationary, promotional material or product samples. Keep only the required items in your car to avoid unnecessary clutter and an untidy car-office. By applying these tips to your car-office you will be more productive, increase your sales, meet your monthly targets and enjoy the freedom of a car-office.

## Special Upcoming Events

**National Speakers Association of Australia - March 30th - April 1st - Gold Coast, Australia.** If you are in Australia check out the National Speakers Association Conference on the Gold Coast - I am honored to be speaking and would love to connect with you while I am in Oz - register now at <http://www.nationalspeakers.asn.au/>

**Office Depot Success Strategies for Women - April 25th 2007 - Philadelphia.** If you are within flying, walking or driving distance from Philadelphia, you want to save the date of April 25th 2007 for the Office Depot Success Strategies for Women Conference - it is my absolute delight to be the Chair of this amazing event and you are going to want to be there! Find out more at <http://www.officedepotsuccess.com/>

-- Register before March 28th and use Neen's special discount code so you can save money - Neen's Code: **PHI5586**

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



How many post-it notes do you currently have stuck on your desk or computer screen? Wouldn't it be nice to have your post-it notes popup on your computer screen? Using TurboNote ([www.turbonote.com](http://www.turbonote.com)), you can have those handy on-screen notes with a click of the mouse and clear your desktop of all those colorful scraps of paper.

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