

GEEWIZ NEWS FOR NOVEMBER

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- Work life balance
- India opportunities
- Profiling for sales team success
- Christmas – there is a time for?
- Up coming seminars & summer school
- New on my website

Social networking sites One of the most incredible new marketing tools is social networking sites, these are examples of

- www.facebook.com
- Bebo; www.bebo.com
- YouTube; www.youtube.com
- My Space; www.myspace.com
- Twitter; <http://twitter.com>
- Xing; www.xing.com
- LinkedIn; www.linkeindin.com
- IYOMU; www.iyomu.com

Social networking sites popularity has surged recently as it provides an on-line platform for people to share photos and ideas and meet new people.

These sites are segmented like any other part of marketing in that there are sites aimed at the younger audience and there are sites aimed at the older audience.

For example one of the ones that I participate in linkedin currently has 12 million professionals expanding business relationships.

Some of these sites can spread messages of good news and because a site is constantly being refreshed people can participate and also opportunities for advertising through banner ads or adsense.

YouTube is a very good place for sharing the latest advertisements for anybody from Air New Zealand to L & P, who's short 15 second ads are popular.

BLOGS:

Since the advent of web2, which came out in 2005 the ease and the access of being able to set up a Blog is much faster.

Many people now instead of setting up a website set up a BLOG where they can record their ideas, their stories, their dreams and visions and then providing the BLOG is found by the search engines you have a wonderful community of people who share a similar vision.

Consider the point of view of the lady who had a severe passionate interest in nasty bad tempered small dogs. By creating her ideas of how you can change the mind set of these dogs into a BLOG and writing regular daily and weekly updates on different dogs that she had dealt with she attracted the attention of advertisers through Google and others who wanted to

advertise on her site so that when people are reading her stories and articles they might buy the advertisers products and services.

A very simple way to actually get paid for recording your thoughts and ideas as well as leading people back to you as a contact if they share your vision.

BLOGS are more than just a personal journal although of course they can be that, they are a recording of stories and information and ideas, it is amazing that around the world so many people will be interested in your stories and ideas.

You can check out my BLOG at richardgee.blogspot.com.

Work Life Style Balance:

I have just returned from a very enjoyable week in Vanuatu, where I managed to get a little bit more work / lifestyle balance.

Only 3 1/2 hours north of New Zealand, you can fly direct, stay in an apartment with a beautiful lagoon view, enjoy the swimming pool as many times as you like, and be with some very friendly people. Some very astute business people who are there to assist and help you if needed.

The business people that I met in Vanuatu were on the ball, international traders, and my meeting at the Rotary Club of Port Vila again introduced me to some great networks of people.

India:

If you check out my website you will see that I have a contact page for various contacts that I have in India and I recommend that if you want to get anything quoted overseas that you certainly consider India.

If you want to get a website, emailing, or internet or books published etc that you contact India because the quality & price is very attractive and the ease of doing business certainly focuses things.

There will be a great opportunity in 2008 to have some highly skilled marketing & management degree qualified students who will be visiting New Zealand to work within companies with projects for up to 3 months.

If you are interested in obtaining the services of one of these really skilled students with a good grasp of English, business sense and theory send me an email to Richard@geewiz.co.nz.

Profiling:

Many of you have taken the opportunity of profiling your sales teams and focusing on your own self profiles, if you still have not done so but would like to take it on board please think about getting yourself profiled, your sales team profiled and then have a look at the strengths and weaknesses and areas of improvement of team members.

To logon go into the website below and your investment is \$150.00 per person. Full details about Extended Disc can be found on my website, but if you understand the concept of investing a few minutes of your time to profile yourself and you are prepared to invest \$NZ150.00 plus GST, AUD\$150.00 plus GST, and other countries currencies to the same equivalent then feel free to go on to the following website and use the access code and you will get a profile completed for you, I will then comment on it to you via email and you will then be able to identify your own strengths and weaknesses and leadership potential.

The website address is : www.extdisc.com/edo/personalanalysis/?lang=AUS

Or if English is not your choice of language go to www.extdisc.com/edo and select language you want.
The password to gain access is :NZL-PPRGDTR

Merry Christmas? Or is it:

Apart from selecting the obvious Christmas gifts for your clients and deciding whether you should be giving them gifts before Christmas or as a welcome back to work in January.

You might also like to think about the protection for the sales team or marketing team members that maybe driving company cars home from functions, that perhaps they maybe stressed at this time of the year with a lot of busy activity and may need that extra protection of a watchful eye over the activities that they engage in so that you have a team member that will come back next year.

If you have not already planned it you need to get your dates set for all your staff Christmas functions which ideally if you remember to include a training element to the entertainment and activity then you can deduct the whole cost as a training seminar, rather than entertainment & FBT issues.

Do not over look the fact that many of your team members will have partners who will also have commitments.

Consider those customers during the year that have given you increased sales, have perhaps given you referrals, as these are the ones who should be rewarded for good behaviour.

Consider those staff members who have exceeded expectations they are the ones to be rewarded for good behaviour.

And finally just do not over look yourself, you need to be recharging your own lifestyle.

Seminars & Summer School:

The seminars coming up for December, January are as detailed are on the website.

For those of you who want to have a tune up, have a young employee that needs to invest in themselves or a family member I have created a Summer School which will be running in Auckland and Christchurch, Wellington in January in association with the Sales & Marketing Institute of NZ.

It is well worthwhile you considering attending the Summer School in January as well as becoming a member of the Sales & Marketing Institute of NZ for 2008. Website is : www.salesmarketing.org.nz

Coming Seminar Details:

Dec 11th Sales basics Auckland 9-4.30 \$399.

Summer school Auckland Supported by the Sales & marketing Institute of NZ

Venue : Kingsgate Hotel Parnell.

Jan 15th Sales basics \$399 9-4.30.

Jan 15th Change your attitude, change your result 5.30-8.30 \$199.

Jan 16th Creating a Strategic Business Marketing Plan in one day \$399 9-4.30 \$399

Jan 16th Managing Time , your stress, and being a better leader 5.30-8.30 \$199

Jan 17th Outstandingly terrific telephone techniques 9-12.30 \$199

Jan 17th Positively yours sell with confidence 1-4.30 \$199
Jan 17th Tips and tricks for more Powerful presentations 5.30-8.30 \$199

Summer school Christchurch : Venue Robbies Riccarton

Jan 22nd Sales basics \$399 9-4.30.
Jan 22nd Change your attitude, change your result 5.30-8.30 \$199.
Jan 23rd Creating a Strategic Business Marketing Plan in one day \$399 9-4.30 \$399
Jan 23rd Managing Time , your stress, and being a better leader 5.30-8.30 \$199
Jan 24th Outstandingly terrific telephone techniques 9-12.30 \$199
Jan 24th Positively yours sell with confidence 1-4.30 \$199
Jan 24th Tips and tricks for more Powerful presentations 5.30-8.30 \$199

Summer school Wellington: Venue: Quest on Willis

Jan 24th Creating a strategic Business Marketing plan in one day 9-4.30 \$399
Jan 24th Tips and tricks for more Powerful presentations 5.30-8.30 \$199
Jan 25th Outstandingly terrific telephone techniques 9-12.30 \$199
Jan 25th Change your attitude , change your results 1-4.30pm \$199

Geewiz readers offers:

Want to sponsor the Humour in Business awards for 2008 : contact Pat Armitstead for details : joyologist [joyologist@humour-resources.com]

Want to learn how to make \$\$\$ on the web contact Wayne Mansfield: Wayne Mansfield [wayne.mansfield@gmail.com]

Checkout the Geewiz range of business books for great xmas client gifts or family ideas...on www.geewiz.co.nz.

New on the Web:www.geewiz.co.nz

Some great articles that I have picked up from some of the newsletters that I enjoy from around the world plus so contributions and ideas for building your business.

A fresh collection of testimonials from over this last month and some new photos as well the seminar programme for 2008.

Successful regards enjoy your month....



Richard Gee

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