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# High Achievers Coaching Program <sup>TM</sup>

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## Powerful Personal Marketing Tips, Customer Service, Search Engine Magic & More!

By Terry L. Brock, MBA, CSP



Terry L. Brock,  
Your Host

*(Note: This text is designed to work with the audio that accompanies it as part of this month's High Achievers Coaching Program from Terry Brock. If you don't have the audio, or would like it, please drop a note to [terry@terrybrock.com](mailto:terry@terrybrock.com) and ask for the audio).*

### **Powerful Personal Marketing Tips**

Marketing is a wonderful subject. Yeah, I know that is my training and background, but I really love the subject of marketing and how you can help other people get happily involved with you, your product and service!

I love it because it relates not only to business but to your personal life as well.

This month I want to share with you some ideas that can help you increase your effectiveness and grow in a powerful way. You'll be able to implement these and make the part of what you do in your life and your work.

### **Leaving Phone Messages**

I never cease to be amazed at how poorly most people leave all-important phone messages. I'm sure you've heard them. They say something silly like, "Hi, this is John. Call me."

As if there were only one John in the entire world!

Make is a general rule of thumb that for you, you're going to be professional. Even if someone knows you very well, think of ways that they can identify you by other references if you don't want to leave your first and last name.

Or worse yet, they read their number so fast that it is

impossible to hear it.

I remember back in my days in radio that we would always repeat a phone number slowly and at least twice, usually more than that. This is because when serious money is involved, you want to make sure that the audience gets the number and remembers it.

Well, think about the process when you leave a phone message. It is almost silly to have to mention it, but remind your callers (and yourself) to read the number slowly and repeat it.

Repetition is particularly important in today's age of cell or mobile phones. You know how a message can cut in and out. If a phone number is said during one of those cut-off times, your intended audience won't get the message and won't be able to get back with you. So, make sure you repeat it.

Another tool that is very helpful is to leave your e-mail address as well. That way, they can get in touch more clearly. Besides, if your e-mail has your full name in it (which it should in a business environment!), then it makes it easier for them to identify who is calling.

And when leaving your e-mail address, spell it out if it is difficult for most people to understand. First, try for an e-mail address that is not difficult but rather very easy. However, if you have one that is tough, make it easy for your audience to get in touch with you.

You want to make it easy to connect with you and easy to do business with you---whatever mode of business you take.

## **Smile**

Whatever you're doing as you read or listen to this I want you to do something for me.

Right now. Stop whatever you're doing and smile a big, toothy grin.

Notice the difference it makes in how you feel? You just can't stop it. Something almost magical happens when

you smile. You feel better and it gives life to your face and body.

Well, the same thing happens when others see you smile. You radiate a glow about you that helps them to feel better about what they're doing. People like to be around someone who is happy and smiling. This is much more preferred than being around someone who is angry or has a scowl on their face.

Here's something you can put into action today---make it a point to get at least three people today to smile. You don't have to try to make them laugh, although that wouldn't hurt!

But if you can make three people smile---today---you'll be on your way to getting in touch with them more and communicating better.

That will help in your personal marketing and in your business. As simple and maybe even silly, it is a good start. It is a great way to open the doors in relationships. And after all, business is really about building and nurturing relationships.

## **Your Handshake**

This is a case where the two extremes are bad.

On one hand (pardon the pun) we have the limp, "hardly there at all" handshake. Yuk! It feels like the person is a complete wimp.

And this goes for women as well as men. If you shake someone's hand and they sense that you are very pathetic in your handshake, they will make some quick judgments about you, right or wrong, and those first impressions will stick.

On the other extreme you see the people, predominantly men in this case, who feel they have to demonstrate how strong they are. I don't know what it is with so many men, but they feel they have to crush the other person's hand when they meet.

I'm reminded of one business associate I have who is a

really nice guy. He is successful in business and genuinely a fine person.

However, every time, and I mean EVERY time (!) I see him and shake his hand, he proceeds to engage in an attempt to crush my hand.

Now, I don't have a weak grasp. My friends that know me well know I work out a lot and exercise. However, this guy seems to take pride in trying to crush the hand of anyone with whom he shakes hands.

Don't do that extreme either.

You know the best approach---firm, but not crushing. Make it reflect that you are a stable, reliable person. Do this with a professional handshake.

You only have that one chance for a favorable first impression. And each time you see someone and shake their hand, the impressions begin again.

Oh, one other thing---sometimes that initial grasp doesn't quite work. You know the type, you're a little too far away and it doesn't quite "fit" when you shake hands. When this happens, it is best to make a quick verbal comment along the lines of "Oh, let me get it right there for you." or something that is quick, slightly humorous but always upbeat and positive.

When the handshake doesn't quite "fit" it creates a slightly unfavorable impression. Again, you want to control the whole situation and make it very positive.

Remember that winners take control of every interaction to make it a positive experience for everyone involved.

If something, even the slightest thing, is not quite right, think about making a quick alteration to present the best possible impression.

Oh, and while we're on the subject of the handshake, be careful about the often used second hand on the forearm handshake. It can convey an extra feeling of warmth and caring. However, use it sparingly. It should only be used in rare situations where you see someone

you are particularly close to and have an already-existing positive relationship.

If the “second hand on the forearm” part of the handshake is used to cavalierly, it conveys distrust. It is like the person who is too smiley and overly affectionate. Others will think you are trying to hide something because of all the over-the-top friendliness.

Make your greeting one that is friendly. Smile, look in their eyes and be pleasantly businesslike.

The one area where these pointers can be wrong is when you’re in a different culture. The comments I’m giving you here work well in most Western cultures of the UK, the US, Canada, Australia and a few other countries.

If you’re visiting Japan, handshakes are used but the traditional Japanese bow is used much more. Get some advice and coaching in this all-important area before going to the land of the rising sun.

If you’re going to other countries, get some cultural coaching before going to a country different than yours. Remember those first impressions are important and you want to make the most favorable impression. Research on that culture and what they consider appropriate is vital to your success.

There’s an old saying that “little things mean a lot.” I would modify that and say, “little things mean everything.”

The handshake you have and use will be one of many factors that people use to “buy” or “reject” you and what you’re selling. Whether it is your product, service or just your ideas, you have to be very positive.

## **E-Mail**

This is one of the most critical parts of today’s communication. I’ve been using e-mail since 1982 when people would ask “What is e-mail?” and they were serious!

Today we use it a lot and there are certain things to do to make it more effective.

Keep them short. Long, detailed e-mail messages are really articles. Most people don't have time for that. Instead, send something pithy, quick and to the point. This is the best way to communicate.

And just like it is important to clearly speak your phone number and repeat it on a phone message, leave sufficient contact information for people to get back with you.

So many times I've received an e-mail message from someone who uses an address like [BJC3343@aol.com](mailto:BJC3343@aol.com) and I have no idea who that is. Then they don't leave a signature line. The signature line is the message at the end of your e-mail that provides contact information and/or a short message.

Always have a signature line on your e-mail messages. And keep them short. Please, don't send me a long article at the end of your e-mail. Keeping it to about 4-5 lines is good unless you've got something extremely powerful.

Remember there's beauty in brevity!

## **Follow-Up**

This falls into the "Duh!" category. We all know that follow-up is vital. Yet, I'll bet that you can think of cases where someone didn't do the proper follow-up. Worse yet, I'll bet you can think of places where **you** did do the proper follow-up. Ouch!

You got busy.

You forgot to do what you wanted to do.

Remember that merely thinking about doing something just doesn't quite make it happen! You have to implement it. You don't get to cross it off your To Do list until it is fully completed!

Of course, the best is a personal follow-up. By this I

mean a direct phone call after the visit. That can be a very nice touch. Keep the phone call short and directed only at thanking the other person for the chance to meet you, for taking time to meet with you---even if you bought lunch.

And there is nothing that can take the place of the handwritten note. In the age of the Internet and rampant e-mail, that personal, "it's really me" kind of message that is handwritten can mean a lot.

I often use postcards and find that they help to convey a positive message. A postcard doesn't take a lot of the other person's time. They can read it quickly and easily.

And don't forget about sending a nice three-dimensional gift. Something that is beyond a letter can stand out. We all like to receive the FedEx or UPS package in the mail that has more in it than just a letter.

You could use an Internet service to provide that extra touch. I like to send a basket of Florida oranges and grapefruit to key clients. Since I live in Orlando this helps to stamp "Terry is in Florida and sends you this healthy, delicious treat with some sunshine" as a greeting. Think of what you could send that will be uniquely from you. For special clients, this kind of touch is very memorable.

Remember that little things mean everything. I think women are more in tune with this than men. So, if you're a guy, listen to this and make the extra effort to go out of your way to do the right little things.

Little things mean a lot?

Not true!

Little things mean everything!

## **Customer Service Special**

This month you'll want to hear the interview I had with Shep Hyken, CSP, from St. Louis, Missouri. Shep is an expert on customer service.

In this interview you'll want to particularly listen to the pointers that Shep makes about how to use customer service as a competitive advantage.

Also, I really liked what Shep had to say about the old phrase of "The Customer is Always Right." He has an interesting take on this that is different from the traditional approach.

This should help you enormously in your marketing and dealing with customers.

### **Special Website Videos**

This month you have a treat of not one, but two videos that you can use right away.

One deals with the ability to listen to instructional audio files at a much faster rate. This is like speed reading for audio in that you can adjust the audio to a better speed to listen faster and retain much more. Watch the video and let me know what you think.

The second video I just did here tonight. It encapsulates some of my favorite search engines and illustrates their advantages. The six minutes you invest in watching that video could pay rich dividends to you in the future when you have to do that special report for your client. This is a video you don't want to miss!

### **Conclusion**

Thank you for being part of my High Achievers Coaching Program. I really appreciate you purchasing this program and for taking the time to invest in yourself and learn.

Please let me know how it is going for you. I really value your feedback. Also, if you have other questions where I can be of help, please let me know. I sincerely want to hear from you.

I wish you much continued success in the future!

Terry

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