



Hello and Welcome!

I hope you are adopting a similar attitude to the economy as I have been, that is searching for opportunities for both my own and for our clients' businesses.

I have noted that whatever we think - we project out - and it becomes true for us. Some of my Coaching clients have become fearful and their business and life is subsequently suffering

Don't let this mindset blow its destructive breath on you!

Business Trends, Tips, Rumours, gossip.....

Yesterday, I contacted some of our 4,500 Business Advisors globally and they said:

Marina Alexander: Coach and High Performance Profiler, "Create a team of **Iconoclasts** – people who successfully complete projects that others say cannot be done – encourage them to search for new business opportunities

Paul Franklin: Marketing Specialist, "Digital marketing via the mobile channel using MMS and .mobi sites is taking the world market by storm. Don't be the last to find out"

Gordon Smith: Sales Specialist, Current uncertain times means organisations' sales 'pipeline' has been severely diminished. The need is even greater for sales people to be skilled in client relationship building, needs discovery, qualifying and closing techniques in a highly competitive marketplace"

Debbi Bifulco: US, Guerrilla Marketing



“ With the proliferation of no cost and low cost online tools, there has never been a more exciting or dynamic time to be involved in marketing”

Pam Macdonald, HR Specialist, “It is critical that business owners and managers be open with their staff about business challenges and provide some sense of hope. Transparency is not baring the whole soul to staff, but it is about letting them hear some facts from you (which they’ve probably already worked out) and giving them something positive to hang onto or look forward to (eg we’re a strong team with good skills and our customers know and value that)”

David Rodger: Business Systems, “...use technology to work smarter, to both get your customers and to run your internal business processes. The latest on-line **advertising audit for the 1st qtr of 2009, showed a 14% increase in revenues.** Why, because prospective buyers are going on-line to evaluate products and services like never before. So an on-line presence for your business is like a 24 hour sales person. Also remember to correct business systems which are vital to help reduce costs and remove frustrations, with the way you run your business.”

Richard Ferguson: Web Sales: -The best web strategy involves understanding the business objectives first and then knowing how the web can help you achieve them

Mike Lescai, Productivity & Efficiency Specialist, “Understanding the capacity of your assets/people and the subsequent utilisation is the essence of Productivity. With your own data, can you answer positively - are you efficient?”

Steven Zhang, China, Manufacturing, “I am busy in handling manufacturing product quality checking and sourcing for low cost product manufacturing for clients and etc

Stuart Hayes: Turnaround Specialist:



"Sustainable business turnaround comes from permanently improving sales and operations or releasing the value of intangible assets where these have been blocked... not just playing with debt & equity."

Barrie Dobson A Corporate "thought for the day"

"Now is a **GREAT** time to think about Joint Venturing - achieving growth and / or lowering fixed costs through sharing people, assets and Intellectual Property"

Elisabeth Werter: Greece: International Networking Specialist, "Exciting business opportunities are everywhere! Look for them!"

Other Companies

Lisa Webb: Hooper Recruitment: "This is a great time to replace poor performing staff with Talented People"

Choose at least one tip and apply it to your business. You will definitely make a difference