

CAREER HEALTH

Kick Up Your Profits & Profile with an "R" Factor

By Terri Murphy

So you open the phone book, or search the World Wide Web in search of a service or product and uncover an overwhelming field of choices. Some companies feature big ads splashed about the pages, looming over the smaller ads featured in the area of services you are seeking. Google or Yahoo offer thousands of options to consider. What makes you choose one service over another? The size of the ad? The special wording? Name brand or recognition? For today's consumer, differentiation is the ticket.

Traditionally, we've depended on key words like **experienced** or **exceptional service** to win our trust, but recent studies indicate that the consumer is immune to these unoriginal words. They are really looking to be swayed with some striking differentiation in the marketplace.

In his latest book *Purple Cow*, Seth Godin, drives home the importance of being **remarkable**, stating, "You are either remarkable or invisible". At a recent presentation Seth stated that "being very good...isn't", requiring us to provide a much more robust image to be noticed.

So the question to ask yourself is: What can you do today to become more **remarkable** in your service offerings?

1. You've heard it before - Develop and market your particular expertise or brand in ALL of your marketing endeavors. A brand goes beyond a catchy phrase, or tag line. A true brand is the promise of an experience; an expectation of what you can anticipate. That process happens in the mind of the consumer when they hear your name or check out your website or ads. What are they getting now? Same ole same ole? How can you deepen and enrich your market perception?

2. What **brand effect** are you communicating when you offer your services in any of your

communications? Begin with your employees. How fired up are they about what they do, how they do it and who they do it for? One immediate way to shift into remarkable is quite simply by how your employees answer the phone, one of the first places of contact. Think new, think REMARKABLE! Take the opportunity to **re-frame** the caller and begin the answering process in a new and exciting way. - "Great things are happening at Terri Murphy's office" or "It's another GREAT day at Susie Smith's office" - Kick the calls up with new energy, new excitement about the privilege of doing business with this new prospect, present customer or future client. Enthusiasm is infectious. People LOVE doing business with people who care.

3. Look around. What special certifications do you have that support your services that the others don't? If a prospective buyer checks out the yellow pages or your website, what jumps out and makes you the best choice for their needs? Value pre-empts price. If a consumer **feels** like you have the edge, whether it is additional certification, education, out of the box services, or exceptional guarantees, you might just get a new customer instead of losing them to hundreds of other choices available.

Our information age pummels us with millions of information bits a day. It takes a jolt to get our attention, and in many cases, not a big jolt, as our competition is often sleeping at the switch. Take a good look at how you are positioned in your market, how you communicate that position and what you can do to kick up the volume and compel a larger spotlight in the marketplace.

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An Exercise Routine You Can Do at the Office

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bows locked, slowly bring your arms up behind you until you feel your triceps muscles tighten. Hold for 3 to 5 seconds, then lower your arms back to the starting position.

Seated Bicep Curls:

Sit tall in your chair; start with one arm down at your side, palm facing forward in a fist. Put your other hand over your fist and push against it for resistance while bringing your fist up toward your shoulder. Once your fist is close to your shoulder, lower it back down to the starting position maintaining constant resistance with the other hand throughout the entire movement. Complete all repetitions for that set, then switch sides and repeat.

After you have completed each exercise for the amount of repetitions and sets you can do, sit down and straighten your legs. Now gently reach for your toes until you feel you can't go any further, hold for 10 seconds (do not bounce), then return to the starting position. Next, reach your arms out to your sides as far as you can. Keeping them fully extended, bring them slowly to the front and cross them over each other as far as you can. Hold for 10 seconds, and then return them to your sides. Now, reach your arms over your head as far as you can, hold for 10 seconds, and then return them to your sides.

Taking the time to do this simple but effective exercise routine at the office will help to keep you toned; and you can do it even with the worst schedule possible because it can be done during your lunch break and still leave you enough time to eat your lunch.

Enjoy your workout.

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"Optimism is essential to achievement and it is also the foundation of courage and true progress."

-Nicholas Murray Butler

VALUES - BASED QUALITY OF LIFE™ Newsletter

Because Making Smart Choices About Your Money Impacts The Quality of Your Life

Over the years, we have found that there are elements of your life that are more important than money.

These elements - Physical Health, Relationship Health, Inner Health and Career Health - cannot be delegated.

We hope that you find these articles to be of value in improving the quality of your life.

PHYSICAL HEALTH

An Exercise Routine You Can Do at the Office

By Hugh Mauldin

Ok, so you're one of those people who just has the worst kind of schedule known to mankind. You get up at 5 a.m. so you can get to the office by 7 a.m. to start your day. You have to go to a parent-teachers meeting at your kid's school right after work, then you have to take your kid to soccer practice after that. You seem to have days like this almost all the time. You never seem to have much time for yourself between all of the things you have to do every day, so how can you possibly find the time to incorporate exercise into your day? Exercise takes time, and time is one luxury you just don't have. Well, there is a way to get some exercise into your day and that way is to simply exercise at your desk. No, that was not a typo. Here is a little routine that you can do right at your desk. It doesn't take up much time and while it will not make you a candidate for the next fitness competition, it will give your muscles enough work to stay firm.

Complete one set of each exercise in order. Do 10 to 20 repetitions of each exercise, and follow with 1 to 2 more sets in order if time permits it.

Chair Crunch:

Sit tall in your chair with your feet flat on the floor. Begin to slowly round your upper back downward until you feel your abdominal muscles tighten. Hold for 3-5 seconds, and then return to the start position.

Squats:

Stand up in front of your chair. Sit back into a squat like you are sitting back down in your chair, keeping your weight on your heels and your knees behind your toes. When you are almost touching your chair with your butt, push yourself back to the standing position using your leg muscles.

Calf raises:

Stand in front of your desk and put your hands on the desk for balance. Lift yourself up onto the balls of your feet. Hold for 3 to 5 seconds, and then lower yourself back down to the floor.

Desk Pushup:

Stand 4 to 5 feet away from your desk and put of your hands on the edge of the desk. Relax your lower body and using just your arms; lower your chest down toward the desk and stop when your chest is about 3 to 6 inches away from it. Then push yourself back up to the starting position again using only your arms.

Seated Triceps Lift Backs:

Sit tall in your chair. Put your arms down at your sides with your palms facing forward. With your arms straight and el-

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RELATIONSHIP HEALTH

Quick Tips for Improving Your Relationship

By Article Street

With the stresses of modern life, breaking down of relationships is an all too common problem many people face. Hence, one of the most important aspects of life is finding ways of improving their relationship with their spouse or partner in order to enjoy a happier and more fulfilling life together. If you are one of those who are seeking answers, here are a few tips that will help you improve your relationship:

Communicating Effectively:

One of the main cornerstones of relationships that are successful is communicating effectively with each other. Expressing your needs and wants clearly to your partner reduces confusion and misunderstanding, and brings about clarity. However, many people often believe that if their partner truly loves them, they ought to know what they want, and get angry and frustrated if their partner does not deliver. While this may be a romantic notion, in reality most people cannot read minds telepathically, so it is best to let your partner know your needs and wants, in a manner that is not demanding, to make for the growth of a stronger relationship.

Using Affirmative Words:

One of the fundamental needs of most people is the feeling of being loved. So whenever you get the chance, make the effort consciously to express your heartfelt admiration and appreciation. Whether telling your partner how wonderful they are looking, or appreciating something that they may have done for you, or complimenting the dishes cooked for dinner, affirmative words are reinforcements of love made verbally. They are meant to boost the sense of self-confidence and personal image of your partner.

If you are not naturally inclined towards offering praise verbally, you could make little notes of things that you appreciate about your partner and put them where he/she can find them. You will be pleasantly surprised to discover how even just a little bit of praise will be appreciated by your partner, for it tells them just how much they mean to you and expresses your love for them.

Spending Quality Time Together:

The time wherein you give your partner

“Happiness depends upon ourselves.”

-Aristotle

your exclusive attention is categorized as quality time. In order to truly enjoy quality time together, you need to first get rid of all other distractions, such as turning off the TV, getting a baby sitter for the children, and so forth. Your partner should be your single point of focus. There are many ways to enjoy quality time together like enjoying a cozy candle-lit dinner, just relaxing on a couch talking to each other, or doing things together that you both enjoy. In our daily rush of life, we often tend to overlook the importance and how much fun it can be to spend time with our mates.

Giving Gifts:

Gift giving is one of the features that is universal in all cultures. Gifts are not merely material things, but symbolize the forethought and care which tell your partner that he/she has been in your thoughts.

You don't have to give gifts that are very expensive. In fact, usually you do not have to spend anything to give gifts that are meaningful. It could be a poem that you can either write for your partner or take from some other source, or you could just make a scrapbook of some topic that your partner is interested in, or perhaps just paint a picture or make a collage. Whether you use an occasion like an anniversary or a birthday to give a gift, or just give a surprise gift for no particular reason, giving gifts reinforces the kind of stability that people seek in a relationship.

Doing Things for Each Other:

You could carry out small services for each other such as making the dinner, getting the lawn mowed, cleaning up the house, or running the errand which your partner has been telling you to do for days. Apart from being a source of pleasant surprise for your partner, which can go a long way in strengthening the relationship, the activity could also result in a sense of satisfaction and accomplishment for you too.

Connecting Physically:

Touching each other physically is also the universal language of love and intimacy, which is necessary for a relationship to bond more strongly. Whether simply holding hands, or giving a warm hug, or a relaxing massage, all these kinds of physical connection are important reminders of how much you care for each other, and help to keep the relationship thriving.

By putting these tips into practice, your partner and you can certainly improve your relationship with each other and experience an increased sense of fulfillment and joy.

Article Source: <http://www.ArticleStreet.com>

INNER HEALTH

Seeds of Change

By Theresa Behenna

As a keynote speaker at conferences it's my job to inspire and encourage people to be all they can be and achieve success in their lives. I've spoken to diverse groups ranging from 25 year old office admins to 60 year old entrepreneurs and I discovered a common denominator about change that impacts everyone. It's a powerful, grossly underestimated tool we can all use to achieve goals, realize dreams, be more productive on the job and create a pleasant work environment. (Translation: Cha ching!) Curious? Read on...

Twenty odd years ago as a professional entertainer from Australia, I was playing the piano at the Shangri-La Hotel in Singapore. (Don't be too impressed - it wasn't like being on American Idol!) Life was good. My picture was in the local newspaper every week and I was almost a Diva in my own mind. It was that big fish in a small pond thing working for me....however the pond was getting smaller and starting to smell a tad fishy. I wanted to go to America but there was one major problem: I didn't think I was a good enough musician. I lacked the self confidence to even attempt to take the next step. (Sound familiar?)

The most popular song in Singapore at that time was *Don't Cry For Me Argentina* by Andrew Lloyd Webber from

his Broadway musical *Evita*. One night after I played that song the entire room of 150 people burst out into thunderous applause. This was totally unexpected since I hadn't paid any attention to what I was doing. I was glowing with the instant gratification this brings and determined to maintain the excitement of the moment by playing an audience participation song with everyone clapping along. They did. Woo Hoo! Big fun!

“Don't be too timid and squeamish about your actions. All life is an experiment. The more experiments you make the better.”

-Ralph Waldo Emerson

Suddenly a man came up to me at the piano and rambled on about how well I had played *Argentina* blah, blah, blah. I was ticked. How could this dufus have such bad timing? Couldn't he see I was busy being a Diva? In no uncertain Aussie terms I told him to buzz off. He then apologized and introduced himself as... Andrew Lloyd Webber. No kidding. He was the real thing.

Have you ever wanted to take back your words and be instantly kidnapped by aliens?

Do you realize what a tremendous impact words have on our lives? Words are seeds for change. Andrew Lloyd Webber's few words of praise changed my thinking. They instilled belief in myself and helped me realize my dream of coming to this great country. Change your mind, change your life! Words are a powerful tool that can be used creatively or destructively. What are yours doing? Maybe the changes your company is going through are a golden opportunity for you to get a grip on that dream job. Who can you talk to that will support you?

If you're the boss reading this - think about giving an employee a huge boost with a compliment on his/her work efforts. Then give yourself a pat on the back 'coz you just gave your company a huge boost in productivity. People work harder for people they like. Got it?

Oh, by the way, please don't send this to Andrew Lloyd Webber's publicist.

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