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Spring has arrived and signs of "new beginnings" can be found all around us here in Lancaster, PA. Happy Spring to you!

Speaking of "new beginnings," we are very pleased to confirm that we will be offering a "new" Manual that presents 5 strategic steps you must take now to make your business recession resistant. We will email a notice to our subscribers first when this "new" strategic informational product is available for purchase and how to purchase it. Also, we are pleased to Inform you that we have 3 "new" landing pages on our website that you can visit by going to: www.businesscoach4u.com ; www.prdoctor4u.com and www.renaissanceman4u.com/speaker_presenter_facilitator_trainer.html . And we have a "new look" to our homepage and I encourage you to visit by going to: www.renaissanceman4u.com .



Another "new" and exciting thing to share with you is that starting in May, 2008, Glenn will be presenting 6 different webinars on strategic thinking and planning, strategic marketing, public relations, immunizing you business against recession, crisis communications planning and management, and business ethics through a new collaboration with Business Experts Webinars™. Please look for the Business Experts Webinar banner on our homepage and click on it to find out more.

Other "news" is that Glenn continues to appear as a guest expert on more and more talk radio shows. He has appeared as "Your Strategic Thinking Business Coach" and as "The PR Doctor" on several national talk radio shows and has more scheduled in the coming months. Stay tuned for more information on the links to these shows and guest appearances.

Please don't keep our newsletter and us a secret. Please help spread the value and tell your friends and colleagues. Please [click here](#) to "spread the word."

Please continue to contact Glenn via [email](#) to share your ideas, issues, opportunities and/or challenges.

We have some exceptional and insightful articles for you in this newsletter issue regarding: common characteristics of successful business people; tips to help people remember your name; and what strategic commitments are needed to build client trust. For additional great information for you and your business, please visit our web site by

Click To Articles on Our Web Below.

In This Issue:
[Ten Common Characteristics Of Successful Business People According To Your Strategic Thinking Business Coach](#)

[Strategic Commitments To Build Trust With Clients According to Your Strategic Thinking Business Coach](#)

[Tips To Help People Remember You and Your Name - From Your Strategic Thinking Business Coach](#)

In the next Issue - Look For:

The Great Value of A Strategic

clicking on the right.

And now on with this issue of our newsletter.

"Glenn has been our Strategic Planning Coach for the past two years, bringing a competitive group of construction, service, office and sales personnel together and working as a team. To accomplish this requires a skilled facilitator and we have found that in Glenn.

His consistent and professional coaching has been a blessing and we have now hired him for a third year! Thank you Glenn."

Cleo W. Weaver / CEO
Triangle Refrigeration Co.

Glenn's Golden Grains To Grasp

Recommended Reading:

"Awakening the Entrepreneur Within, How Ordinary People Can Create Extraordinary Companies"

By: Michael E. Gerber, Bestselling author of "The E-Myth Revisited" and "E-Myth Mastery"

ISBN: 978-0-06-156814-5

Available online at www.harpercollins.com

"Awakening the Entrepreneur Within, How Ordinary People Can Create Extraordinary Companies" authored by Michael E. Gerber is a very thought provoking book and offers great examples of strategic thinking. We all need a mentor, coach, guide or someone to trust that will hold us accountable and will provide unbiased and direct feedback and guidance. I believe this may be Gerber's best book yet and it reinforces the lessons I have learned from Michael Gerber over many years. Michael's "Dreaming Room" is a superior example of revolutionary and innovative thinking. Every entrepreneur who is thinking about or has already started a business will benefit by reading this book. Reading this book and visiting Michael's "Dreaming Room" need to be on your 'MUST DO' list.

Words to the Wise for Work:

"Don't be discouraged by a failure. It can be a positive experience. Failure is, in a sense, the highway to success, inasmuch as every discovery of what is false leads us to seek earnestly after what is true, and every fresh experience points out some form of error which we shall afterwards carefully avoid."

- John Keats

Poet of the English Romantic Movement

Your Strategic Thinking Business Coach's Challenge to Commit:

I CHALLENGE YOU TO COMMIT: "that you will select one strength that you have and commit to develop and implement a plan to enhance that strength during the remainder of 2008."

Please [send me your responses](#) to my challenge to commit.

Your Strategic Thinking Business Coach's Recommended Resource

Business Connector, According To Your Strategic Thinking Business Coach

Critical Skills Needed To Be A Strategic Thinker, According To Your Strategic Thinking Business Coach

A Series of Strategic PR Tips and Prescriptions, Part 1 From The PR Doctor

and more...

My recommended resource for this month can be found online. I recommend that you check out the #1 rated Internet Talk Radio Show, Voice America.com, Stars of PR with Cindy R. You can visit this site by [clicking here](#).

I invite you to click on the link and listen to the Stars of PR Show, "Public Relations Big Shots" from March 20, 2008. I believe you will recognize the second guest on that show.

If you would like to have some of your thoughts, comments or web sites included in the next issue, let us know by [clicking here](#) and entering your items in the comments section.

Business Coaching

Ten Common Characteristics Of Successful Business People According To Your Strategic Thinking Business Coach

By J. Glenn Ebersole, Jr., Founder & Chief Executive of J. G. Ebersole Associates and The Renaissance Group™

It seems that some business people always seem to be prosperous and successful and are able to easily attract clients and more revenue? While other business people seem to struggle constantly and despite their hard work and sincere efforts, they do not prosper and are not successful. Did you ever wonder about why this is true? Could it be an attitude or mindset? Your Strategic Thinking Business Coach recalls from several past books, seminars and workshops that the attitude or mindset one has toward his or her business plays a very critical role in the level of success in that business.

So how can we describe this mindset, which is an intangible thing? Perhaps, if we think about some positive characteristics we see in those we consider to be prosperous and successful, we can develop a mental picture of the attitude or mindset of successful people. Your Strategic Thinking Business Coach offers the following list of ten (10) characteristics that are common among successful business people.

Successful business people:

- + recognize and accept the value of their business and themselves
- + define and trust what they believe is their purpose in business and life
- + visualize and focus on positive outcomes in their business and their life
- + maintain a work and personal life balance
- + develop and maintain a support system of people with similar mindsets
- + maintain a level of self-confidence about their business and personal plans and actions
- + maintain a keen awareness of their vision, mission and goals for their business and their life
- + seek outside advice
- + recognize and admit their limitations
- + exhibit their passion in what they do in their business and personal lives

Your Strategic Thinking Business Coach encourages you to strive to acquire and demonstrate these characteristics in your business and personal lives. If you would like to learn more about how a strategic thinking business coach can facilitate and guide you in that endeavor, please contact Glenn Ebersole today through his website at www.businesscoach4u.com or by email [Glenn](#).

Business Help

Strategic Commitments To Build Trust With Clients According to Your Strategic Thinking Business Coach

By J. Glenn Ebersole, Jr., Founder & Chief Executive of J. G. Ebersole Associates and The Renaissance Group™

Today many small business owners are accountable only to themselves. And guess what? That means they are really accountable to no one. Your Strategic Thinking Business Coach strongly believes that accountability is a non-negotiable business and personal trait. We look around today at what is happening in the workplace and observe one example after another where no one is stepping up to be accountable and where no one is being held accountable for their actions.

Whatever happened to accountability?

How can an individual or a business be trusted if there is no accountability? Who will be a leader and take responsibility when things go awry and corrective actions must be taken? Who will be accountable to see that a proactive action plan will be developed and implemented? Your Strategic Thinking Business Coach suggests that there are ten (10) strategic commitments to make to build trust with your clients through accountability. These ten (10) strategic commitments are:

Strategic Commitment #1: Commit to being held accountable to always demonstrate and reinforce the importance of your clients to your business.

Strategic Commitment #2: Commit to being held accountable to always respond to your clients in a timely manner.

Strategic Commitment #3: Commit to being held accountable to realize and understand that you are dependent upon your clients and that they are not necessarily dependent upon you.

Strategic Commitment #4: Commit to being held accountable to always uphold the strictest confidences regarding all your clients' business and personal information.

Strategic Commitment #5: Commit to being held accountable to always provide your clients with the highest level of professionalism in your service to the clients.

Strategic Commitment #6: Commit to being held accountable to understand that clients are not interruptions to your work, but are the absolute purpose of your work.

Strategic Commitment #7: Commit to being held accountable to always seek client feedback on your services and products and to be proactive in addressing any concerns a client may have with your services or products.

Strategic Commitment #8: Commit to being held accountable for keeping your clients informed of the progress of your work and to be forthright with any issues or disruptions that may occur and what you are doing to address those issues and disruptions.

Strategic Commitment #9: Commit to being held accountable to adhere to the highest ethical standards in all your work for your clients.

Strategic Commitment #10: Commit to being held accountable to always express your thanks for the clients and their business.

Your Strategic Thinking Business Coach encourages you to continuously look for trends and paradigm shifts that will impact you and your business. If you would like to learn more about how a strategic thinking business coach can facilitate and guide you in that endeavor, please contact Glenn Ebersole today through his website at www.businesscoach4u.com or by email Glenn.

Business Building

Tips To Help People Remember You and Your Name - From Your Strategic Thinking Business Coach

By J. Glenn Ebersole, Jr., Founder & Chief Executive of J. G. Ebersole Associates and The Renaissance Group™

Do you hear people saying they are “terrible with names” or “I simply cannot remember names?” Have you found yourself in a very embarrassing situation where someone wants to introduce you and cannot remember your name? Sigmund Freud said, “A person's name is the single context of human memory most apt to be forgotten.” Wow – that is quite a statement. That may be an explanation, but it is

not a reason or excuse for people not to commit to being able to remember names.

The ability to remember names and call people by their name when communicating with them is a very valuable asset. This skill will provide a strategic advantage in social and business settings. But, yes I remember that some of you have told me that you cannot remember names. So, Your Strategic Thinking Business Coach is offering a list of tips to help people remember your name.

Tip #1: Repeat. Repeat. Repeat your name. Refer to your name in your conversation at least 3 times and it will greatly increase the probability of the person remembering your name.

Tip #2: Tell the person something interesting about your background, culture and how you got your name. This is one of my favorites since I do not have a first name. I only have the initial "J." as my first name. No it does not stand for John, Joseph, Jacob, et al. And I love to tell the story about how I got the name because it is unique.

Tip #3: Give them your business card after meeting them. You may even "highlight" your name on the card. This is especially effective for a visual learner.

Tip #4: Maintain good eye contact when you are introduced and greet them with a firm handshake while repeating your name.

Tip #5: Speak very clearly and pay close attention to the person you are being introduced to so they will know you are interested in meeting them. Help them develop a strong mental image of you by sharing something unique about you and your business.

Tip #6: Send a follow-up email to people you meet with your contact information. If you have made a favorable impression, there is a strong possibility that they will record your information in their address book or other organizer along with any personal or business notes they have from your conversation.

Tip #7: Call the person on the telephone as a follow-up contact to reinforce memory of your name and the meeting and conversation you had.

Tip #8: Send a personal note (handwritten is preferred) to reinforce the memory of your name and your meeting and conversation. You will also want to let them know you enjoyed meeting them.

Tip #9: Try to end your conversation after meeting someone with something that will be easy to remember and have some value and impact on the person you met. It could be a quote, a brief story, an interesting fact or something you believe the person will be capable of remembering and connecting you with that remembrance.

Tip #10: Practice, practice, practice all of the above.

Your Strategic Thinking Business Coach encourages you to continuously improve your business, social and networking skills, including how to be remembered by those who meet you. If you would like to learn more about how a strategic thinking business coach can facilitate and guide you in that endeavor, please contact Glenn Ebersole today through his website at www.businesscoach4u.com or email Glenn.

***Until Next Time, keep striving to
reach your goals and vision!***

Glenn Ebersole

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