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### Vol. 3, No. 18 - 2/06

*We hope 2006 is off to a strong start for you and your business. We want to be part of assisting and guiding you to reach your goals, find your solutions and realize your vision.*

*We have some great articles for you this month on branding yourself and your business, growing your business through referrals and transforming dreams and vision into reality. For more great information, please visit our web site by clicking on the image on the right.*

*And now on with this month's issue.*



Click To Articles on Our Web Below.

**In This Issue:**  
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*"Since February 2003, I have had the opportunity to work with Glenn Ebersole of The Renaissance Group. As a business consultant for my employer, he does an excellent job of facilitating our strategic and executive business planning efforts. In this role he also gives individual support to the members of our management team through quarterly one-to-one meetings during which he challenges and encourages us to continue growing in our positions. Glenn is prompt in responding with answers and makes himself available by phone, e-mail, or in person to provide advice. He brings a strong knowledge of business practices with him and stays current with the business climate resulting in feedback and input that is relevant to our needs. Glenn maintains a consistently high level of professionalism in all interactions while also building a personal rapport that reflects his strong people skills and sensitivity to confidentiality."*

*Kristina Munger  
 Human Resources Manager, Triangle Refrigeration Co.*

### Glenn's Golden Grains To Grasp

#### Recommended Reading:

"Getting Everything You Can Out of All You've Got : 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition" by Jay Abraham ISBN 0312284543

I read this book and here is my review as posted on amazon.com:  
 The Ultimate Lifetime Guide to Business Ideas & Breakthrough Strategies, December 26, 2005. This is one of my favorite business books. Jay Abraham, marketing genius and world's highest paid marketing consultant, has scored a "world class" victory with his book - "Getting Everything You Can Out of All You've Got: 21 Ways You Can Out-Think, Out-Perform and Out-Earn the Competition." Jay presents valuable and powerful strategies that will enable the reader to greatly enhance their

### In the next Issue - Look For:

Preparing for Sustainable Growth in Your Company or Organization

Effective Business Communication Tips

Coaching to Success in 2006!

businesses and themselves. The book is easy to read and is "jampacked" with real nuggets of practical ideas and advice. After reading this book the reader will never "think the same way again" and will probably agree that congratulations and eternal thanks are due to Jay Abraham who offered, presented, and shared so much of his knowledge, himself, and his passion in these 21 chapters. Jay deserves a special rousing STANDING OVATION for a superb effort and for presenting the readers with advice and examples that can lead to absolutely phenomenal experiences and performances in one's business and personal life. In more than 35 years of my professional life, I have never read a book with so much practical advice and so many concrete examples of successful implementation of ideas and strategies that have had such a profound effect on changing the way I think about opportunities in business and in life. This book truly presents a "once in a lifetime opportunity" to read the words of a true "marketing genius" and apply his lessons each day of one's life. After reading this book, I expect to experience extraordinary lifetime results from implementing the strategies and the new way of thinking I learned from Jay Abraham in this book.

How's Your  
(Business) Form?

Gorilla vs Guerilla -

How Smaller  
Businesses  
Can Win

and more...

#### **Favorite Websites:**

[Switchboard](#) - Looking for that person you met at the conference last week, but you misplaced the napkin you wrote the address on. Try Switchboard. A white pages and yellow pages for finding nationwide residential and business phone numbers and addresses.

#### **Words to the Wise for Work:**

*"Cherish your visions and your dreams as they are the children of your soul; the blue prints of your ultimate achievements."* - Napoleon Hill

**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 Help**

### **Building A Better Brand in the New Year!**

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

The new year is well underway and many of us have been using the start of the new year to review, refine and/or restart various things in our businesses. For this article I want to concentrate on writing to encourage you to seize the opportunity to look at your branding for this year.

First, let's define branding. Branding is the process of building a favorable image for a product or company that differentiates it, in the minds of prospects and end users, from other competitors. Secondly, I hope you will agree that branding is strategically important to you and your business. And thirdly, if you have not thought about branding, I hope this article will cause you to start thinking about it for you and your business.

I suggest we employ some strategic thinking here. I want you to ask yourself some critical questions about your branding efforts last year and this year. Okay – here are my questions to you.

1. Did you consciously think about defining your brand at all?
2. Did you consciously use any branding techniques last year?
3. Did you set branding goals last year?
4. If you did not set branding goals, why not? If you did set them, what did you achieve?

5. Why did you achieve some goals, but not all goals?
6. What were the lessons learned from your efforts?
7. What will you do to change the outcomes of your efforts this year?

Once you have answered these questions, the next steps will be to:

1. Define your brand, if not already defined.
2. Revise the definition of your brand if necessary.
3. Set your branding goals for this year using your Strategic Plan's vision, mission and core values as a guide.
4. Break down each goal into individual tasks to achieve the goal.
5. Assign due dates for each task.
6. Monitor the timely completion of each task.
7. Hold yourself and other leaders accountable for the completion of each task.

Act on the above and you will be building a better brand in the new year. And if you believe you could benefit by having a facilitator and guide to do what is necessary to build that better brand, please [contact me](#) today.

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## New Business Help

### Raising and Renewing Business Through Referrals

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

We observe today's businesses trying to regain, retain and raise customers and prospects using many different techniques. And we also observe that businesses and consumers are inundated with marketing and sales messages, which cause great skepticism. So what can we do? How can we use strategic thinking to come up with an alternative approach?

It is said that customers choose almost 50% of service-providing business due to a recommendation. Furthermore, a study by Opinion Research Corporation International (study originally commissioned by "priceline.com" in May, 1999) appears to corroborate that 3rd party referrals are fast becoming an essential part of doing business online.

Referral marketing has many advantages. It establishes credibility, eliminates distrust, expands business in a very cost-effective and time-efficient manner and is an orderly process. Have I convinced you of the value of referral marketing at this point? If yes, allow me to share some solid advice to ensure your referral marketing will achieve the results you want.

1. Define your referral target market. This could be customers, but it could also be a referral network, other business owners, friends, et al.
2. Identify and describe your ideal target client. You need to describe what your ideal client looks like.
3. Develop a succinct and clear message for people to use when they pass on your name to prospects.
4. Explain the benefits of referring you to those who are your referrer and develop a comfort level with them that you will be very sensitive to and respectful of those who are referred to you.
5. Develop and implement a rewards strategy for the referrer.
6. Develop a system to follow-up on your referrals, including a strategy to convert them to clients.
7. Develop a communication system to follow-up with your referrers also. You must keep in touch with them.

Referral marketing is a real opportunity to grow your business. If you would like to find out more about how you and your business can benefit from referrals, please [contact me](#) today so we can get you on your way to raising and renewing business through referrals.

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## Business Building

### How to Go From Dreams & Vision to Reality

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

Do you have a dream or vision for your business or organization? Do you have a personal dream or vision? How many dreams or visions have you had in your life that you did not act upon? How many did you pursue? And what happened? If you have a dream or vision now, do you know how to turn that dream and/or vision into reality?

In my multi-disciplinary multi-faceted professional services practice, I deal with dreams and visions of clients as a facilitator, guide and coach. I love my work, especially when it involves helping people achieve their dreams and vision. I want to believe that you do have dreams and vision and so I want to share some thoughts with you about how to turn them into reality.

First and foremost, you need to define your dream or vision. Write it down on paper.

Second, you must develop a plan that will fulfill your dream or vision. We can refer to this plan as a Strategic Plan for business or a Personal Strategic Plan. The plan will include a vision statement, a mission statement, a set of core values or guiding principles and a list of short & long term goals that all relate back to the vision.

Third, you must create an action plan and we will call this your Strategic Action Plan for business or your Personal Strategic Action Plan. This plan will take the goals you defined in the second step and break each of those goals into doable and manageable tasks. Each of those tasks will have a timeline and due date.

Fourth, you must commit to your Strategic Action Plan and hold yourself and others accountable for what is promised to be done. And you must look for the lessons learned from your successes and failures.

Fifth, you need to celebrate your successes and communicate that success.

Sixth, you must remember the following tips to help you through all the steps above.

- + overcome any fear of failure
- + focus on your goals, not the obstacles to the goals
- + be passionate
- + communicate effectively and often
- + take positive risks
- + stay motivated
- + seek advice and recruit a coach or mentor

The truth is that YOU make the choice about taking action to turn dreams & vision into reality. Will you follow the steps outlined above or forget them and leave them behind on this page or screen? Or will you “Go For It” and decide to actually follow the steps and take the advice to turn your dream and/or vision into reality. The choice is yours! Why not [contact me](#) today to

let me know your choice and then we can determine if I could be of some assistance to you.

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## Online Help

### 10 Great Ways to Add People to Your Email List

By Bill Nadraszky

Here is a list of 10 ways that you can get new people onto your email list. Most are obvious but you just have to be creative to take advantage of them.

1. Call all past clients and tell them you would like to start sending the information and need their email address.
2. Whenever you are speaking to someone and see an interest in real estate be sure to tell them that you have a special email information list that allows them to get information and at the same time is unobtrusive as possible, stress great info.
3. Go through all of the mounds of business cards that you have including the ones from Realtors that you have met at conventions and personally email them telling them about your email lists and why they would be interested in joining. Do not add them to your email lists until they send back a confirmation that they are interested.
4. Place ads on community related websites asking people to sign up for a special list for email information or a special report. When doing this a paid ad can be very to the point and a little aggressive.
5. Get involved with community based message boards and make yourself the Real Estate guru and specialist. When people trust you they will sign up for your newsletters and lists. On many message boards you can have a signature and in this signature you can put your opt-in page web address as a link.
6. On your website you can utilize the following things to get people to subscribe. You can have a form that people can fill in to join your list. You can have a subscription box to your newsletter and automatically add them based on the page they subscribe from to a specific mail list.
7. Use Give aways on your website and within emails or ads. You can offer free reports and have them sign up to receive the free report. This report will of course let you know what they are most interested in for a mailing list.
8. Have a contest. For a contest you can of course have some kind of contest at any function lets say for a kids bike or a household appliance that people can join the contest and give their name an email address and of course a check box to opt-in to your real estate mailing lists.
9. On your print newsletter have an article that lets people know exactly what is included in your email newsletter and mailing lists and have them sign up for one of these lists by simply emailing you.
10. Become a community real estate specialist. Write articles for a local newspaper or community newsletter even if it is a paid ad and in showing your knowledge in those articles you will be able to have people come to your site to sign up for your newsletters and mailing lists.

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## Online Help

### 7 Effective Ways to Increase your Online Conversion

By Daegan Smith

It is all very simple. All that matters is how many of those people who gave your website hits, have actually made a purchase.

The bottomline is, it is irrelevant if there were a million hits on your site if these million did not buy. What is more important is that if there are a mere thousand who bought something from your site in a little less than three hours and charged their credit cards along the way. If you are selling a fifty cent item, this automatically totals to five hundred dollars. That's five hundred dollars of profit in three hours!

So what does it take to get those hits become dollars, cents and a whole lot of currencies? The following are a few basic tips.

#### Grab them and do not let go

Websites need a headline that will immediately capture the reader's attention. This alone could help increase your website's hits by more than a thousand percent by three in the afternoon the next day. This fact is further supported by the great ad-man David Ogilvy who stated that most people read the headlines more than the body copy.

#### Know your readers

Creating headlines is no rocket science, but that does not mean it should be done carelessly. It is best that the headline created be based on the common frustrations people have. Usually, what you could ponder on is: what keeps people awake at night? If you have a clear idea as to what makes them be the way they are, that craftily written headline could easily equal to big bucks.

#### Curiosity always makes a killing

People always love to find out something they believe is being withheld from them. If this shows in the body copy of your website, chances are, the reader has been reading the whole copy for as long as you get them to. This is the golden rule of psychology and is one of the most successful factors in controlling the reader's attention and hopefully their intent to purchase proves positive as well. Usually though, it does.

#### The shock factor

It has been proven that people could not care less on matters they already know. Fortunately or unfortunately in this world, controversy sells. It usually helps if you present readers with a fact that they have always considered as fiction, or vice versa. The key is to shock them out of their complacent wits. Readers will increase, so would your hits. It is a guarantee.

#### Get them to be involved

Scientifically, the attention of people is ruled by three factors: the visual mode, what one usually sees; the auditory, what one usually hears; and kinesthetic, what one actually understands or absorbs either by touching, holding or being actually involved in the process.

Therefore, it is best to involve the three. Let your site be a multi media experience that involves the senses. It would be an unforgettable sight, sound and experience for the reader and most importantly for you as well.

### Font it up

It is important that you make the extra effort to get readers to take a look at your site. After this, it is best to pray that they may be, at least, be beholden by the Tahoma's, Aerials, Courier's or Verdana's of your copy. It would not hurt to bold the headlines up. You also have the option to italicize remarks. Donot forget to highlight the essentials or anything that could make readers see what you are up to.

Putting tables on your copy could help make your site appear more neat and a lot easy to read. That is, only if the tables are a necessary part of your copy or whatever it is that would make them purchase.

### Color it up

Colors are a great way to attract potential readers to your site. Do not forget to at least add some powerful reds or peaceful blues, or some lively orange. It all depends on what specific mood your site wants to project.

It is best to apply a color scheme so that your site will have an appeal that is all its own. Plus, it is a lot easier to look at and more comfortable to do so, at least for the eyes.

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## Employment Help

### "The Perfect Labor Storm"

By Ira S. Wolfe

<http://www.super-solutions.com>

#### Fact #33

Companies reacting to their succession problems by recruiting from the competition show a 66% failure rate for senior managers hired from other companies within the first 18 months (Center for Creative Leadership).

#### Fact #34

Simply put, there will be fewer people available for the top management slots and high-performance executive jobs. Over the next 15 years, there will be a 15 percent decline in the number of 35 to 44 year-olds (RHR International, Chicago).

**Fact #35**  
Women are no longer surging into the workforce, white-collar productivity improvements have flattened, immigration levels are stable, and executives - at this point - are not prolonging their careers (McKinsey and Company).

#### Fact #36

The National Alliance for Caregiving estimates that between 22 million and 25 million Americans care for an older or disabled relative. **Fact #37**  
The number of people aged 65 years and older relative to the number aged between 20 and 64 years - is expected to double in the next five decades to almost 50 %.

Do you know about "The Perfect Labor Storm?" If not, I suggest you learn as much as possible as soon as possible so you and your business will be prepared to keep ahead of the "Storm". My recommendation to you is to obtain and read "The Perfect Labor Storm Fact Book" by Ira S. Wolfe. AND - For some great advice related to managing, motivating & matching your employees for success, I recommend you read Dr. Ira Wolfe's weekly newsletter "The Total View." Ira's web site address is: [www.super-](http://www.super-solutions.com)

[solutions.com](#) You will find out how to get his book and how to sign up for his newsletter by visiting the site.

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### Virus Or Not - Hoaxes and Warnings

Listed below are the virus that were "coming out" this month and what the real outcome of the situation was. Use this information to find out if you need to update your protection or let it fly.

Virus Name	Out There Or Not Out There
A Moment Of Silence	Not Out There
Adware-PassiveCow	Out There
All Seeing Eye	Not Out There
Spyware-RaxSrch	Out There

If you want to check out other hoaxes and warnings visit -  
[www.truthorfiction.com](http://www.truthorfiction.com)

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