

Vol. 4, No. 30 - 3/07

Dear #name#

Greetings from Your Strategic Thinking Business Coach in Lancaster, Pennsylvania. Spring is fast approaching and with spring comes "new life" all around us. And that should encourage us to bring "new life" to our business and to our commitment to reach our vision and goals. "New life" does bring some difficulties and I suggest you look at the quote from President Harry S. Truman in my Golden Grains To Grasp section and take it as a challenge from me to you to find opportunities in every difficulty you face in your business and personal life.



Click To Articles on Our Web Below.

We also want to give you a "heads up" to some changes that are underway for our web site. Our webmaster has been diligently working to get the changes up and running in March, 2007. We trust these changes will enhance your experience every time you visit us. We have recommitted our efforts to continuously encourage you to use the power of strategic thinking, planning and actions to achieve your business and personal visions and goals.

Please contact Glenn Ebersole via [email](#) so we can listen and hear what you have to say and also talk about your business or organization and its challenges and opportunities. We would appreciate the opportunity to assist you through our professional coaching, guiding, facilitating, and strategic thinking and planning.

We have some exceptional and insightful articles for you in this newsletter issue regarding: strategic prospecting & marketing; strategic thinking as a wise business investment; and media relations. For additional great information for you and your business, please visit our web site by clicking on the right.

And now on with this issue of our newsletter.

In This Issue:
[How To Strategically Raise Your Warm List To Your Hot List, According To Your Strategic Thinking Business Coach](#)

[Strategic Thinking – A Wise Business Investment, According To Your Strategic Thinking Business Coach](#)

[Ten Tried & True Ways To Irritate Reporters, According To Your Strategic Thinking Business Coach](#)

"I've made a long term commitment to grow my learning center as well as my corporate and charity exhibition appearances. I realized that in today's competitive world, you just can't do it all by yourself. I interviewed several other individuals and organizations to help facilitate this goal before hiring Glenn. I feel that there is a perfect fit between Glenn's business consulting and coaching skills and what I need to achieve my business vision and goals."

*Ben Witter
 PGA Golf Professional & World Trick Shot Artist and
 Owner of Ben's Power Golf Learning Center*

In the next Issue - Look For:

Strategic Tips From Your Strategic Thinking Business Coach For Managing The Multi-Generational Work Force

Strategic Tips From

Glenn's Golden Grains To Grasp

Recommended Reading:

"The 108 Skills of Natural Born Leaders"

By: Warren Blank

ISBN: 0-8144-0646-7

Available online at www.amacombooks.org

Did you ever wonder if you have the "right stuff" to be a leader? In this book, Warren Blank states that the "right stuff" myth misses an important fact that the qualities of leaders are waiting in all of us to be discovered, developed and magnified. The author claims that no one is actually born a leader. Instead Blank claims that all you need is to master the specific set of skills people commonly associate with so called "natural born leaders. The book presents 108 skills or specific traits that typically cause others to see people as natural born leaders. The book then shows how you can master many of the qualities that will inspire others to follow your example. I highly recommend that you read this book if you want some straightforward, common-sense guidance that you can use to enhance your leadership skills.

Words to the Wise for Work:

"A pessimist is one who makes difficulties of his opportunities and an optimist is one who makes opportunities of his difficulties."

– U. S. President Harry S. Truman

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

How To Strategically Raise Your Warm List To Your Hot List, According To Your Strategic Thinking Business Coach

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

How strategic are you in your marketing efforts? Are you using strategic thinking in the development of a strategic marketing plan for your business? Are you still frustrated by having too few "hot list" prospects? My experience indicates that there are too many businesses that are not being very strategic in their marketing and therefore are wasting energy, time, talent and resources.

Recently I have read and have been hearing about "warm lists" for prospects. From my perspective, I would rather talk about "hot lists" for prospects. So let's not forget or dismiss the "warm lists," but let's look at how to strategically raise the "warm lists" to "hot lists." And the method to do that involves strategic thinking and planning with the use of your definition of your ideal client profile and a series of questions that may have been used to generate your "warm list" of prospects. Here is what your strategic thinking business coach is defining this method.

Step 1: Develop your ideal client profile.

This is a very popular and passionate topic with my business coaching clients and I have developed a list of the types of characteristics (which is certainly not meant to be all-inclusive) you may consider in defining the

Your Strategic Thinking Business Coach To Improve Personal Communications

Ten Tips For Strategically Scheduling Your Time, From Your Strategic Thinking Business Coach

and more...

profile of your ideal client. Here is a list from your strategic thinking business coach to assist you in your efforts.

1. personal traits (quiet, friendly, spiritual, etc.)
2. geographic location
3. gender
4. age
5. level of education
6. income level
7. type of business
8. size of business
9. business owner
10. business executive
11. business manager
12. type of industry or business sector served
13. personal core values
14. business core values
15. level of openness to new ideas and change
16. personal interests outside of work
17. business ethics
18. volunteer activities
19. religious affiliation or spiritual persuasion
20. general outlook on life & business

Step 2: Develop a list of questions to create your “warm list.” In order to assist you in creating a “warm list” here are some questions you may ask to come up with prospect names.

- + Who do my existing clients know?
- + Who are my personal friends?
- + Who do I know from schools I have attended?
- + Who are my business contacts (customers, former employers, etc.)
- + Who do I know from civic organizations?
- + Who do I know from church?
- + Who are my contacts in professional societies or trade organizations?
- + Who do I write checks to (who do I do business with)?
- + Who are my current & past neighbors?
- + Who do I know from sports, hobbies or other outside interests?
- + Who do I know from my family & extended family?
- + What names could I list if I “brainstormed” names by going through the alphabet from A to Z?

Step 3: Develop your “warm list” by filling in prospects under each question.

Step 4: Review each prospect in the warm list by evaluating how close they come to your ideal client profile.

Step 5: Develop a “hot list” of those prospects selected from Step 4. In other words, list the prospects from the warm list that match your ideal client profile to create the “hot list.”

Your strategic thinking business coach encourages you to use strategic thinking in your marketing efforts, especially in the creation of your “hot list” of prospects. If you would like to learn more about the power of this methodology and 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.

Business Help

Strategic Thinking – A Wise Business Investment, According To Your Strategic Thinking Business Coach

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

Strategic thinking is critical to the long-term success of businesses today. Yet, there are too many businesses that fail to invest time, money and human capital into planning for the future. So many businesses are concentrating only on the day-to-day activities in their business and are failing to create or remember a vision for the future. Some businesses work diligently to create strategic plans, business plans, integrated marketing communications plans, etc. only to leave these plans dormant on some shelf. They fail to remember that these plans are living documents, which warrant follow-through, review and updates.

Businesses need to commit to spend more time spent on strategy on a regular basis. So what advice can we share to help business owners and their management teams make the best use of time for strategic thinking? Here are ten (10) tips from your strategic thinking business coach to help.

- + Review what plan(s) you have and give yourself realities check. Ask yourself the tough questions about your business strategies and the company vision, mission and goals. Then determine what if any changes need to be made.

- + Look at the marketplace to determine what has changed since you prepared your plans. Identify the strategies have worked and those that have not. Develop new strategies as needed and reinforce and re-emphasize the strategies that have worked well.

- + Review the financial condition of your business. Take a serious look at your cash flow and your funding for the upcoming year and beyond. If new funding sources are needed, then develop strategies to pursue those alternatives.

- + Maintain a strategic focus. Commit to following a clearly defined strategic focus or vision for your business.

- + Develop a strategically thought out integrated marketing communications plan as a top priority. Review past marketing strategies and delete those marketing strategies that are not working. Enhance those strategies that are working and develop new marketing strategies as warranted.

- + Develop a crisis management plan/business contingency plan to deal with the unpredictable. Develop strategies to address the worst-case scenario for your business.

- + Develop a group of strategic thinkers into a strategic management team for your business. These people can be leaders in the strategic thinking needed in your business.

- + Commit to a lifelong learning process and to take strategic advantage of the “lessons learned” from those things that don’t go right.

- + Set aside time each month that is dedicated to strategic thinking and planning. Make this a priority, rather than trying to “fit it in” when time permits.

+ Seek advice from others, including a strategic thinking business coach, to assist, facilitate and guide you in your strategic thinking process for your business.

Your strategic thinking business coach challenges business owners and their management teams to commit more time to developing, reviewing and driving business strategy. You are urged to consider very carefully how you tackle strategic planning because the benefits of strategic thinking and planning will provide maximum returns on the time invested. If you want to learn more about strategic thinking and planning as an investment to grow your business and 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.

Business Building

Ten Tried & True Ways To Irritate Reporters, According To Your Strategic Thinking Business Coach

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

Do you know what really irritates reporters? Many business people are totally uneducated as to how the media works and totally unprepared to deal with the media. And every day those people do things that totally irritate reporters. To help you become aware of and then avoid these irritating behaviors, your strategic thinking business coach has listed ten (10) tried and true ways to irritate reporters.

1. Submission of news releases and pitches for story ideas that are not appropriate for the targeted publication.
2. Calling a reporter when the reporter is on deadline.
3. Failing to respond to an inquiry from a reporter in a timely manner.
4. Using jargon and buzzwords in a news release or when talking with a reporter.
5. Sending emails with unsolicited attachments.
6. Calling the reporter and asking if they received your news release and asking when it will run.
7. Being unresponsive to reporters when called with requests for basic information.
8. Refusing to accept a "no" response from a reporter when told they are not interested in your story idea.
9. Asking to review a reporters article prior to its publication.
10. Not being available to speak with reporters when you send out the news release.

If you would like to learn how to work effectively and positively with the media and 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
"Your Strategic Thinking Business Coach"

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