



# GNMates

Communication Connection Comraderie

A Publication of Guelph Women in Networking

Volume 10-11 Issue 05, January 2011

## SALES DOGS

### Nicole Jansen of SalesPartners Worldwide



There are few people who can captivate both a small group of 5 and enthrall a large group of 3000 with a message that touches them all deeply. As a business owner and entrepreneur for over 20 years she has helped thousands of independent business owners and sales professionals earn millions of dollars. Her deep passion for helping others achieve success for themselves and their families is what has made her one of the most in-demand speakers in her region.

Her message is simple....that the road to financial freedom is paved with solid business development skills as well as the required personal development skills to win the "war between your ears". It is this "Little Voice" Mastery that has earned Nicole the reputation of getting incredible results from her clients and program participants in such a short period of time. Very few understand how to blend those skills together to create the magic that she creates for others.

Nicole understands business like very few, having spent over eight years guiding thousands of advisors, attorneys and clients through reassessment and litigation processes as well as extensive experience training thousands of direct sellers in their businesses.

In January 2008, Nicole partnered with Rich Dad Advisor and best-selling author

Blair Singer by becoming the first SalesPartner franchise owner in Toronto. She was attracted by the mission...which is "to improve the quality of life for everyone through the transformation of the marketplace". It is that mission that inspired Nicole to leverage her many years of business experience and unique strengths with SalesPartners' proprietary materials, processes and systems to make a greater impact on society, helping more people create the life they want both personally and professionally.

She has since coached and trained hundreds of business owners and entrepreneurs to achieve greater results in the areas of sales, team performance and profitability, including clients who have increased sales activity 500% in 5 months, increased profitability 25% within 2 months, and doubled revenue in 4 months, all within the context of a solid team culture and more empowering work environment.

Nicole is an incredible teacher, trainer and coach because her first love is that of learning herself and then teaching those lessons to others. She continues to act as a volunteer coach, leadership advisor, and trainer for various charitable organizations.

Visit the GWIN website at [www.gwin.ca](http://www.gwin.ca) to book for the February 2011 meeting

## Remember ...

Reservations are required and are taken either online by 5:00 p.m. on the Sunday prior to the meeting or by phone (519-827-4946) up to 10:00 a.m. on the Monday prior to the meeting. Cancellations are taken by phone only, up to 10:00 a.m. on the Monday prior to the meeting. You will be billed if you do not give the required notice of your reservation cancellation. Method of payment: Cash or Cheque at the door.

As a courtesy to our members and guests with perfume sensitivities, please refrain from wearing perfumes to the dinner. Thank you

## Join Us .....

**For an Evening with  
Nicole Jansen  
Tuesday, February 1, 2011**

Location:

**Guelph Country Club  
133 Woodlawn Road East**

Visit our website at  
[www.gwin.ca](http://www.gwin.ca)

Cost: \$30.00 for Members  
\$40.00 for Non-Members

Time: Doors open for Networking at  
5:30 p.m. Dinner and Speaker  
is from 6:00 p.m. to 9 p.m.

Please pre-register at [www.gwin.ca](http://www.gwin.ca)

## Another great GWIN benefit!

GWIN is an official member of the Guelph Chamber of Commerce, and so as members of GWIN we can attend all the Chamber functions at member prices. When booking, be sure to mention you are a GWIN member.

Do remember, you are there as a GWIN member, and if you wear a name tag, it must be your GWIN tag, not your personal company.

Naturally you may take your personal business cards to share with others.



## THE PRESIDENT'S CORNER

By Sharlyn Graham

As I find myself at the beginning of another year, I reflect on the challenges I have faced and the opportunities that came my way. Time passes so quickly and the pace of life is so hurried that we often simply forget or just don't take the time to be thankful. It is so wonderful and uplifting to think about the joys we have shared with family, the friends we have made through the year, the experiences we've been lucky enough to have and even the lessons learned from the challenges we have faced.

From a business perspective, I reflect on my goals; what I have been able to achieve and where I can make improvements. I've thought about new and interesting ways to challenge myself while continuing to build my business in the upcoming year.

I've taken the time to do the same with GWIN. I am truly thankful to be a part of this group. We are a fantastic network of female professionals! I have enjoyed my experiences and I have learned from many of you. There is such diversity of knowledge in our group and we can each offer so much to the other. I urge all of you to take the time in the coming year to get to know all of the members within GWIN better and to consider using and recommending their services more readily.

As the Executive heads into what we hope will be another successful business year for each and every one of our members, we continue to focus on improving the benefits of the GWIN membership. We are looking forward to the GWIN Expo and creating other opportunities for our members to connect with other businesses and consumers. We ask that you partner with us to continue to increase the membership by inviting other business women to take part in our meetings. The goal is to continue to expand our group of capable business women and serve as a valuable referral resource to each of our own clients. We welcome any of you who share a passion for GWIN to come forward and help us with our various committees this year. It can be such a rewarding experience to get involved and make a difference and your ideas and enthusiasm can help shape the future of GWIN.

Happy New Year! I wish you all the best in 2011.

"When you get to the end of your rope, tie a knot and hang on."  
Author Unknown

"No great thing is created suddenly, any more than a bunch of grapes or a fig. If you tell me that you desire a fig; I answer you that there must be time. Let it first blossom, then bear fruit, then ripen." Epictetus

"Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome while trying to succeed."  
Booker T. Washington

"Fall in love with what you're going to do for a living. To be able to get out of bed and do what you love to do for the rest of the day is beyond words. I'd rather be a failure in something I love than be successful in something I hate."  
George Burns

## BUSINESS BIOS ...



Left: Cathy Kelly of CK Coverings presented her business bio to the members of GWIN.



Right: Lisa Ivaldi of Workshop Facilitation and Event Co-ordination presented her business bio.

## A Terrific Benefit of GWIN Membership — Business Bios

If you haven't scheduled your Business Bio this GWIN year, or if you are new to GWIN, here is your chance to present yourself and your company to the membership and guests. Book now for February, March and April, 2011.

This is one of the great perks of GWIN membership, so take advantage of this now and contact Wendy Owens to book your Business Bio.

Contact Wendy at [wendy@keepintouchstudio.com](mailto:wendy@keepintouchstudio.com) and then get your bio printed in the newsletter too!



Bonnie Deschenes of Bonnie Deschenes Stained Glass Artist, and Sharlyn Graham, President of GWIN and owner of Life Uncluttered, with our speaker, Ron Plasschaert

**Gentle Dental Hygiene Services™**

**Charlane Stecjuk**  
REGISTERED RESTORATIVE DENTAL HYGIENIST

Call for your appointment today:  
**519-993-5582**  
28 Devere Dr. Guelph ON N1G 2S9  
Email: [gdhs@live.com](mailto:gdhs@live.com)

\*All insurance plans accepted

*"A beautiful smile contributes to a healthy body and happy life"*

## ARTICLES

**PLEASE NOTE:** Based upon the fact that not all members were able to attend Ron Plasschaert's valuable talk about Trade Show Exhibition, and also considering that GWIN will shortly be presenting the GWIN Expo, it seemed a good idea to present to all members, Ron's valuable tips to exhibitors.

Trade Show Tips -A Planning Guide for Exhibitors  
Provided by Ron Plasschaert – Promotional Marketing Consultant

1. Set smart goals for the event. Develop clear goal objectives and write them down. Specific, measurable, achievable, realistic, time-related goals will assist in evaluating management of future events.
2. Pre-Show Promotion. At least three weeks prior to the event (depending on the size of the event), use the information available in the Sponsor's and Exhibitor's section and previous years attendees, as well your own targeted prospects to send a pre-show mailing to let attendees know about your company, your products, and the people who can help them at your booth. Include your booth number and a floor plan of the event with your booth location highlighted. Consider including a complimentary pass or parking voucher.
3. Draw traffic with a premium, not a give-away. You should never have "freebies" at a trade show. Please contact RPM Promotions for information on how to do this effectively.
4. Pre-construct your booth at your workplace at least one week before the event. This may seem like a pain, but it will ensure you pack every tool you need to assemble it, and give you time to plan for any changes that need to be made. You don't want to find out one hour before the show begins that the clamp for the main support of your display is at the office.
5. Appoint the trade show staff at least 6 weeks prior to the event. A lot of time and money is spent on preparation for the show, and the people chosen to represent your organization are often just told to show up. Remember, they are a direct representation of you and your company, and should be trained for the show.
  - communicate the goal of the event (see number 1)
  - teach policies in advance
  - establish a professional dress code with which everyone is comfortable (including footwear)
  - invest in name badges – you will become more approachable and increase rapport when visitors can see your first name
  - create a staff schedule that allows for a break at least every four hours
  - prepare a list of key questions that you can ask every visitor that will help you qualify (or disqualify) prospects
6. Use eye grabbers. Most people scan exhibits as they walk down the aisle, and their gaze doesn't generally make it to the back walls of the booth. Most people focus on the parts of the booth that are close to the aisles.
7. Use lots of light. Don't get lost in the shadows of the show floor.
8. Keep the booth simple and clean. The fewer the words, the greater the impact – sometimes less is more.
9. After the show, schedule time to follow up on leads! You will only stay fresh in your prospects mind for 2 days. Your prompt handling of requests will show potential clients that you value their time and provide quality customer service. Have a direct mail piece ready to mail the day following the closing of the event.

On average, trade shows or conventions account for about 5% – 20% of an annual marketing budget.

Trade Show Tips continued ....

Some Important Do's and Don'ts

DO

- do your homework before the show to ensure it will attract a large number of your targeted market. You want to ensure all the time and money invested in the show is not wasted on people not likely to do business with you
- do plan well ahead; "Good fortune is what happens when opportunity meets with planning" – Thomas Edison.
- do have a predetermined list of goals for the event. For example, generating X number of appointments, closing X number of sales
- do make it easy for people to get into your booth; avoid having your table or display right by the aisle separating your people from the crowd; make it inviting
- do be polite to everyone; the assistant today could be the president tomorrow
- do make eye contact with people approaching your booth and invite them in
- do be aware of your body language
- do say thank you to visitors who stop by, fill out a ballot, or provide you with information

- DO NOT

- do not eat, chew gum, chat on your cellphone, text or check your e-mails while in your booth. Save that for break.
- do not sit down at any time during your shift. Yes, this will be difficult to do – make it easier by keeping chairs out of your booth completely! You will be more approachable standing near the front of your booth; also be aware of your attire, posture and body language – actions speak louder than words
- do not do all the talking with attendees. You can help them more by listening where they need your services. Lead them into this discussion (contact me for assistance on how to do this effectively).
- do not use your industry jargon when talking with attendees, as most will not comprehend their meaning and become frustrated
- do not rely on memory; write down important information as you get it, consider having a notebook or a voice recorder for making notes
- do not consume alcoholic beverages before or during the event
- do not wear heavy fragrances, such as perfume or cologne

This article is meant to be used as a reference guide, and is not a complete manual for exhibiting at trade shows or events. You are welcome to re-post this article in full on your blog, website or newsletter as long as the following information must be included: "This article is provided by Ron Plasschaert of RPM Promotions and is reproduced with permission. Ron can be reached at [info@RPmPromo.ca](mailto:info@RPmPromo.ca) or via his website

---

Additional tips - Marilyn Kleiber

As someone who spent years exhibiting at both consumer and trade shows, and who attended a number of presentations by experts on how to be effective at same, I have one little piece of information to pass on to all of those who decide to present themselves to the public in this manner.

One amazing fact I learned is that you can have the best looking booth or table top in the world and still be ineffective. As far as making an effective contact with a potential client, your booth and your material account for only 15% of the impact. You, on the other hand, account for 85% of the impact.

So, do what you do so well, establish relationships with people who come to your booth. And that is a another completely different and very big subject.

---



Above: Lisa Ivaldi of Workshop Facilitation and Event Co-ordination beside her booth advertising her very successful Playday, coming up this spring.



Right: Cathy Kelly of CK Coverings at her booth explaining the many wonderful opportunities she offers in the way of Window Decor and Accessories.

## ARTICLES CONTINUED ...

### E-MAILS - HEAVEN OR HELL? Marilyn Kleiber Life Force Potentials

How many people out there have realised they are truly overwhelmed by emails?

Being of a certain age, I can remember people predicting how the computer age would eliminate paperwork and the unpleasant labour we humans had been subject to, so we would have more time to be creative. Hah! and double Hah!

The folks that made these claims had never anticipated the look of my daily in-box, that's for sure.

E-mail has proliferated to such a degree that huge numbers of us get dozens of e-mails daily that need be dealt with, never mind all the offers of cheap meds, stocks, viagra, breast enhancement products, explicit porn, get-rich quick schemes, special offers from folks in Nigeria and the opportunities to meet comely young women. The senders don't even seem to care if we are male or female.

This has become so overwhelming, that many of would almost welcome going back to snail mail. However, before we do something so drastic, there are some solutions that work.

First, use your junk e-mail settings to start screening the obvious spam. In some cases this means blocking some e-mail addresses, and screening all e-mails containing certain words. Some e-mail servers have spam/junk settings – but if you set them too high, you will have to make sure you tell your filter that certain e-mails must be allowed through. This will mean indicating all the e-mail addresses that are 'safe'. While this may initially be a large job, ultimately it will save you a great deal of time and annoyance. If you are not as computer savvy as you would like --- use your network to find a local computer guru and pay for him/her to help you set up your system, and to show you how to indicate e-mails that are safe in the future.

cont next page

### An Amazing Advertising Opportunity

Our new website has opened up a bigger and better advertising opportunity for all GWIN members.

On the website, you will see the following headings: Home, About GWIN, Members, Join GWIN, Events, Giving Back, Scholarship and Tell a Friend. Three ad boxes appear down the right hand side of the page. One of these ads, rotating through all eight main pages, can be yours for only \$75 per year. You can also choose to advertise for only six months for \$50.

Beneath each main page, there are subpages, also containing three ads. You can rotate through all 19 subpages for only \$50 per year.

The ad contains your business name, linked to your website, or linked to your page in the GWIN members' directory. In addition, you get 90 characters (characters, not words) to give a short message about your business, along with your name and/or phone. Since your e-mail address is on your website and/or your GWIN members' page, you probably do not need to include it as part of your 90 characters. A one year contract entitles you to two ad changes within that year.

This is a dynamite opportunity to get a very good bang for a very small buck. Contact me at [editor@gwin.ca](mailto:editor@gwin.ca)

## ARTICLES CONTINUED ...

continued from prev page.

While all e-mail systems have the ability to set up folders where you keep the 'important' e-mails, this can very quickly get out of hand. This is how I got into trouble. It was so easy to put something into a folder to read later, particularly as I was receiving nearly 100 e-mails a day. The trouble was, before I knew it, there were over a hundred e-mails in each of the special folders. It took me nearly two weeks at the computer to go through all of the folders, read over a thousand e-mails, save to a word document what was worth saving, and delete all the e-mails that had been dealt with. I now have only one main folder, and it is for e-mails that require additional information or action that cannot be done now. I check this folder regularly, and as the e-mails are dealt with, I erase them. Every day (twice a day) I check e-mails and deal with them right then and there. So no more putting off and no more hiding stuff in folders. I do also, have a number of e-mail folders for projects on which I am working. I store all the e-mails here until the project is completed and all the necessary documentation is complete. These folders are only for backup during the time I am working on the project. One everything is complete, I erase the entire folder.

In addition to clearing, reading and dealing with all incoming e-mails on a daily basis, I go through them all with a very critical eye. If there is a regular mailing, newsletter or e-zine that is of little or no interest, I unsubscribe from the list. If people do not give me the opportunity to unsubscribe, I block the address that it is coming from.

I have finally dealt with my e-mails in the same way I deal with my incoming paper. No longer do I have piles of unread e-mails waiting and waiting and waiting. My e-mail system takes less time to load (there is less data to load up) and I am no longer in overwhelm about e-mails.

Finally, I have moved from e-mail hell to e-mail heaven!

"The beginning of a habit is like an invisible thread. Every time you repeat the act you strengthen the strand. You add to it another filament with each repetition, until it becomes a great cable and binds you irrevocably to each thought and act.

First you make your habits and then they make you.

Your thoughts lead you to your purpose.  
Your purpose always manifests into action.  
Your actions form your habits.  
Your habits determine your character,  
and your character fixes your destiny.

Your habits are either the best of servants or the worst of masters. "  
The Daily Guru

*"This is difficult to hear but I tell you this:  
There is perfection in everything. Strive to see the perfection.  
This is the change of consciousness of which I speak.  
Need nothing. Desire everything. Choose what shows up.  
Feel your feelings. Cry your cries. Laugh your laughs. Honor your truth.*

*Yet when all the emotion is done,  
be still and know that I am God."*

—Neale Donald Walsch  
CwG, Book 2, page 153



Above: Josee Ottenbrite of Royal LePage/Royal City Realty, is sworn in as our new Treasurer. Thanks so much, Josee we know you will do a great job.

Below: GWIN President, Sharlyn Graham of Life Uncluttered thanks our guest speaker, Ron Passchaert of RPM Promotions for his interesting and timely talk.



"Your own words are the bricks and mortar of the dreams you want to realize. Your words are the greatest power you have. The words you choose and the use establish the life you experience."  
Sonia Croquette



## Guelph Women in Networking

### Next Event ...

#### A Night at the GWIN Roundtable

Date: Tuesday, March 1, 2011

Location: **Guelph Country Club**  
**133 Woodlawn Road East**

Cost: \$30.00 for members  
\$40.00 for guests

Time: Doors open for networking at  
5:30PM, dinner and speaker  
are from 6:00pm to 9:00PM

### Registration required!

Registration starts after February 2, 2011 at  
[gwin.ca](http://gwin.ca)

### Advertising Submissions — Member Prices

Big Business Card Ad: \$15.00 (3.5"x2.5")  
1/4 Page Ad: \$20.00 (Vert -7.5" x 2.5") (Hor. 3.5" x 4.75")  
1/3 Page Ad: \$26.00 (Vert - 10" x 2/5") (Hor. 3.4" x 7.5")  
1/2 Page Ad: \$35.00 (Vert.- 7.5" x 4.75") (Hor. 3.6" x 10")  
3/4 Page Ad: \$45.00 (7.5" X 7")  
Full Page Ad: \$60.00 (7.5" x 10")

The above prices are for the placement of the ad, if  
Camera-ready art is provided. Ads can be designed for you  
for an additional fee.

Discounts - Commit and Advertise 3 months in a row - 10%  
- Commit and Advertise 6 months in a row - 12  
- Commit and Advertise 11 months - 15%

To advertise in C-Notes, please talk to the editor at the  
monthly GWIN meeting. All submissions to C-Notes are  
published on a first-come, first-served basis.

#### Non-Member rates on request.

The submission deadline for C-Notes is the 15th of each  
month. Please send submissions to:

[editor@gwin.ca](mailto:editor@gwin.ca)

## OUR SPECIAL THANKS ...

To members who supplied prizes for our 50/50 draw ...

Wendy Lynn Owens - Keep In Touch Studio  
Lisa Ivaldi - Events & Workshops  
Sharlyn Graham - Life Incluttered Home Staging & Redesign  
Bonnie Deschenes - Bonnie Deschenes Stained Glass

## The Last Word - The Editor

Change – it is inevitable as death and taxes.... but we all view it and react to it in totally different ways. Some of us pretend it doesn't exist, some accept it blindly, some resist until we are exhausted and some use it and flow with it to create an outcome that suits our purpose.

Let's look at animals and see how we compare in the way they react to change as an outside influence.

#### Are you a lamb?

Sheep and lambs are timid creatures with virtually no sense of individuality. They allow themselves to be moved around by a single sheepdog, whom they vastly outnumber. However, they have no desire or strength to tell the sheepdog to 'take a powder'. They blindly follow the sheep in front of them and are easily stampeded and frightened. They have to look to a shepherd for protection. He does protect them from the predatory animals. But he does not protect them from the greatest predator of all – man. The shepherd controls the flock with very little effort and at the right time, fleeces them and finally kills them for food. Sheep are totally controlled by others, and blame others for all their misfortunes. They take no responsibility for themselves whatsoever. Sheep and lambs pretend that change does not exist.

#### Are you a chicken?

Chickens tend to try and hide the fact that they lay eggs, but when the big moment arrives are unable to keep their mouths shut. They announce their feat to the world and are always caught by surprise when the egg is taken away. When a catastrophe occurs, there is a great deal of cackling, noise and running about, with very little in the way of positive results. Noise and drama is the chicken's life, as if by noise and drama the chicken can prevent change. Chickens also do not accept responsibility for all that occurs to them – it is always some outside influence ... the sky is falling, or the mean farmer has taken their eggs. Chickens accept change blindly and blame it all on fate.

#### Are you a lion?

The Lion can adapt to changes to a certain extent, but will tend to fight the change to keep its own way of life intact. This course of action can be very exhausting, and a lion can cope with changes in its habitat until they are too demanding. They then fall by the wayside, totally exhausted. If the change is not too great, however, they can survive by simply being stronger than others in the same situation. They roar loudly and frighten the more timid among them, and often appear to survive quite well, simply because they can dominate other animals through fear and intimidation. Unfortunately for the lion, occasionally they will come across an animal that cannot be intimidated like the elephant. When a herd of elephants is moving through the bush, the lion wisely decides to become scarce. If there are too many elephants around, the lion cannot hunt as easily, and can themselves fall prey to the challenges of survival.

#### Are you a raccoon?

Raccoons are wonderful little creatures. They can encounter the most profound changes in their environment and they will survive. They adapt quickly and often will use the changes around them to their advantage. Raccoons are one of the most adaptable creatures and you will discover a great many living in the middle of a large city, having found other types of housing, other ways of eating, They use the ways of civilization to their own advantage. Raccoons are also terrifically smart. Even if the change is rapid, the likelihood is that raccoons will not only survive they will continue to grow and prosper.

So what kind of an animal are you?

And that's my last word on the subject.

*C-Notes*