

## What Is SPAM?

"This Newsletter Is Not SPAM"

But just what 'is' SPAM? That depends on whom you talk to. Some radicals would insist that all e-mail with marketing content is SPAM. But you can get an approximation by defining what is *not* SPAM. An e-mail from your friend is not SPAM. An e-mail that you asked for is not SPAM. An e-mail from someone to whom you gave an open-ended invitation for them to send email to you, based on the quality of their content, is not SPAM – unless you have previously withdrawn that invitation. An email from a friend or associate of someone to whom you gave permission to send e-mail is SPAM – unless you gave them permission to send you e-mail as well. Obviously, an e-mail from someone you never communicated with previously, with marketing content, is definitely SPAM. It does not matter how many state statutes or unsubscribe links you provide. If they did not give you permission – or perhaps as importantly if they don't remember giving such permission – and you send them e-mail; you will get reported for SPAM.

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*"Time Is The One Resource That Doesn't Expand!"*

## Tick, Tick, Tick

Thinking Successfully™

by Eric A. Sohn

Is the demand for your products outstripping the supply? Well, you can always hire more staff. Do you want to purchase capital equipment or expand your office...if only you had some money? Bankers will probably fall all over themselves trying to extend you credit.

Are you working 20 hours a day, 7 days a week? Oops! With apologies to Albert Einstein, time is the one resource that doesn't expand. Yet, the efficiency focus in small businesses is on cutting costs and headcount.

It's quite curious, really. Imagine what could happen if we could save 10% of a standard 7-hour workday. We'd have 42 more minutes available each day. What could we do with that? Well, we could do 11% more of what we already do in the same time, for starters. According to the book *Knock Your Socks Off Selling*, by Jeffrey Gitomer and Ron Zemke, the difference between an average sales person and the top 20% of sales people is, on average, 1/2 extra sales call per day. What could the time to put in that extra effort mean for our bottom line?

Another possibility is, with that extra 1/2 day per week, we might be able to work on all those non-urgent initiatives we want to get to "someday." To paraphrase the old aphorism, it could let us work "on" our business more and "in" our business less. Building a bigger, more competitive business is supposed to be the goal, not merely keeping our heads above water.

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**Wait a second.** There's a big gray area here that we're missing. What if I tell a company that I want to hear from a number of companies about a particular topic, product, or industry? Why would I do this? This is one of the ways people are harnessing the 'power of SPAM.' I want to comparison shop, so I let the advertising come to me. Why go out from store to store, or even from website to website? Let the ads come to me! This variety of bulk emailing to 'opt-in' lists is becoming very popular. Unfortunately, while it can be very effective, it can also be very risky to send mail to any addresses that have not been well-qualified.

Opt-in list providers are where 99% of the SPAM complaints come from. Opt-in lists are lists gathered by someone else for you, with contact info for people who have 'opted' to receive information. The quality of such lists varies quite a lot. The best way to protect yourself from being listed as a 'Spammer' is to build your own list.



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### **Supervisors – Managers - Leaders**

### ***Include Learners In Training And Development Planning***

The learner will get the most out of the plan if he or she feels strong ownership in the plan. Ownership comes from taking part in developing the plan. Also, professional development rarely includes only gaining knowledge and skills about a job role. Professional development often includes self-development as well, e.g., admitting one's limits and capabilities. Learners are often the best experts at realizing their own needs for self-development. Therefore, learners should be involved as much as possible in developing the plan.

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So, if we want to stop keeping up with the Joneses, and become the Joneses, we have to find better ways to spend our time.

We're not looking to cut corners that jeopardize our professional reputations – we're just trying to not waste time, the one thing we just can't get back.



### **So, how do we stop wasting time?**

Well, there are lots of ways – it's going to take a number of these columns to go through some of the more common (and not so common) things we can do. Let's lay some groundwork before we plunge in to the details.

Here are some basic realizations about time that we need to make in order to be more efficient.

**The first is that time really is money.** If we look at the time that we waste on a regular basis in terms of what our time would be worth if we were using it to generate income, we can put a dollar figure on our inefficiency. If we could actually use that time productively, our bottom lines would look a lot healthier.

**Next, not all work is created equal.** If our activity produces revenue, then it's productive. Other work activities, even if they're not "wastes" of time, may still be "unproductive" if we could be doing something else that would have a more direct impact in our bank account.

**Tying these first two ideas together leads us to another realization.** Like I alluded to at the start of this column, we can usually get more money and staff. It may be a good idea to trade money for time, if the costs of having someone else do our "unproductive" work is less than the cost of doing it ourselves.

**Fourthly,** time is not like a box of crayons, it's more like a box of chocolates. Each block is a different size, and there's always some sort of gap between tasks. Learning to use those "spaces" represents a huge opportunity for us.

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Lastly, multitasking is evil. It saps our energies, wastes our time and lowers the general quality of the work we produce. Every time we switch tasks, whether it's switching between work activities or responding to instant messages, we spend a certain amount of time "cleaning up" the task we're temporarily abandoning. When we return to that task, we spend more time finding our place again. The ideas I'll share in future columns will help you multitask better, but the tradeoffs are always there; it's just a matter of degree.

**One final note:** Another thing we can do with time saved is have a life. Three and one-half hours is dinner and a movie. It's a baseball game with the kids. If I played golf, I could even tell you how many holes that represents. When our business runs on Internet time, would it be nice to slow down and recharge just a little more?

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## Power Words

**Temerity** (tuh MER uh tee) n. - boldness; recklessness; audacity

*Example:* Our waiter at the restaurant had the temerity to tell me he thought my table manners were atrocious.

**Verbose** (vur BOHS) adj. - using too many words; not succinct; circumlocutory

*Example:* Someone who is verbose uses too many words when fewer words would suffice.



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# ONE MINUTE IDEAS

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## *Look for Privacy Policies*

If a web site asks you for personal information, like mailing address, E-mail address, etc. be sure to look for a privacy policy on the site that explains what they will or will not do with your information. Privacy concerns are somewhat over-hyped in the media, but it's a good idea to know who you're giving your information to, and what will be done with it.

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## *Lurking on Discussion Forums & Newsgroups*

There are a great many discussion forums and newsgroups where you can participate in a wide variety of discussions about every topic imaginable. While it's tempting to jump right into the conversation, it's best to sit back and read for a while (this is called "lurking") to get an idea of what is acceptable decorum in that forum, and who the knowledgeable posters are. Doing this before your first post should help you participate with greater acceptance by the group as a whole.



# On The Lighter Side

## The Boss Moral

A Sales rep, an Administration clerk and their Manager are walking to lunch when they find an antique oil lamp. They rub it and a Genie comes out in a puff of smoke. The Genie says, "I usually only grant three wishes, so I'll give each of you just one."

"Me first! Me first!" says the admin clerk. "I want to be in the Bahamas, driving a speedboat, with out a care in the world." Poof! She's gone.

In astonishment, "Me next! Me next!" says the sales rep. "I want to be in Hawaii, relaxing on the beach with my personal masseuse, an endless supply of pina coladas and the love of my life." Poof! He's gone.

"OK, you're up," the Genie says to the manager. The manager says, "I want those two back in the office after lunch."



**Moral of the story:** Always let your boss have the first say.

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## Harry Gilligan & Associates

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