

# THE BPG NEWS

Fort Lauderdale, FL • February 2011



Business & Professional Group

[www.bpgftl.com](http://www.bpgftl.com)

## This Month

### Speakers

Marshall Krug • Marshall R. Krug & Associates  
Chris Traini • Rapid Movers  
Marcie Sharp • Arbonne International  
Chris Traini • "Networking"

### Events

Italian Culinary Experience for BPG Members  
Hugh's Catering

## New Member

## Marketing Your Small Business



### MARCIE SHARP

#### Arbonne International

I am originally from Toronto, Canada. I grew up in North Carolina and I have lived in Ft. Lauderdale since 1980.

I have 2 amazing sons, Nathan 19 and Ben 15. Nathan attends FAU and Ben is a sophomore at Pompano High. My husband Steve of 21 years is from Liverpool England. He has a roofing company

in Oakland Park. I also have 3 dogs: a Jack Russell, a Yellow Lab and a Labradoodle, 2 cats, 4 birds and fish. My little zoo. In my free time I am at the gym. I love pilates and yoga! My hobbies include bike riding, traveling and working in my garden.

I have had my Arbonne business for almost 2 years. I also own a Production Company called One Sharp Enterprise specializing in still print fashion productions.

My Arbonne business is pure pleasure. I have these amazing, healthy products that I love sharing with others. Health & wellness are a passion of mine and being able to offer people a healthy alternative to their consumable products is a win-win situation.

As an Independent Consultant my responsibilities are to speak with as many people as possible and share the products as well as create educated consumers. Along with the products I also introduce people to the wonderful business opportunity that Arbonne offers. We offer a "vehicle" to financial freedom. It is very empowering.

I am also a leader to my fellow consultants and help with their training and offer endless support to help each one establish their business

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## PART 6 OF MARKETING YOUR SMALL BUSINESS: EMAIL MARKETING - ROMANCE YOUR CONTACT LIST THIS VALENTINE'S DAY

**By Gareth Cutter**

**Submitted by Deborah Meltzer, Director of Communications**

Valentine's Day isn't just a time for the dating agencies, confectioners and card manufacturers to profit - it's also the perfect time for you to use email marketing to start new business relationships and re-ignite existing ones. If you haven't already got an email marketing plan for February 14th, here are some suggestions to help you get started. Acquiring New Business:

- If you've got an existing list of contacts you've been marketing to, reintroduce yourself by sending an email with an intriguingly-worded subject line. Play on the popular motifs of Valentines; first dates, secret admirers - but fit it into a business context so it's clear to the recipient that your message isn't SPAM. For instance, through market segmentation, you could advertise yourselves as the 'Not-so-secret admirers of Business XYZ. Take advantage of people's innate curiosity and get them to open the email

- After this, the next step to acquiring new business is to make a soft-offer prospects can't refuse in the body of the email (soft-offers are ones that require little commitment from the prospect e.g. free downloadable whitepapers, widgets, competitor reports etc). Depending on your industry, this offer may or may not reflect the fact that it's Valentine's Day - you don't want to labour the point unnecessarily - but if you come up with something that fits the occasion, take advantage of it

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**DO BUSINESS WITH A MEMBER**

## Business & Professional Group

P.O. Box 4587  
Fort Lauderdale, FL 33338  
www.bpgftl.com

### Board of Directors

#### President

Dr. Donna Watson  
(954) 568-9355  
president@bpgftl.com

#### Vice President Membership

Steve McAleer  
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membership@bpgftl.com

#### Vice President Programs

Arlen Leight  
954-768-8000  
programs@bpgftl.com

#### Treasurer

Susan Kissinger  
(954) 565-6482  
treasurer@bpgftl.com

#### Secretary

John Hand  
(954) 263-8084  
secretary@bpgftl.com

#### Director of Communications

Debby Meltzer  
(954) 970-8085  
communication@bpgftl.com

#### Social Director Co-Chairs

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social@bpgftl.com

Jerry O'Brien  
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#### Friendship Director

Bev Shaffer  
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friendship@bpgftl.com

#### Networking Director

Chris Traini  
(305) 868-6787  
networking@bpgftl.com

#### Community Relations Director

Jim O'Keeffe  
(954) 493-9505  
community@bpgftl.com

**BPG Members meet for breakfast every Thursday at 8:00 a.m. at Hugh's Catering 4351 NE 12th Terrace Oakland Park, FL 33334**



## PRESIDENT'S MESSAGE

### Hello everybody!

So this is Valentine's month. I hope the month is filled with positive happenings and is profitable in both love and business opportunities. Treat yourself this holiday as you would a partner. Buy yourself something even very small just for you, just because you count. You are important and, damn it, you are worth it.

Make yourself feel good and watch how your day will turn around. It's the same for your business. What one thing, even very small, can we give it to make it "special"? What will give it a shine, give it love or energy? Is it to finally hire a cleaning service and give it a sparkling look? Is it to buy a plant for the front office to bring life and energy to the place or is it to finally upgrade your computer systems or sign up with Send Out Cards? It doesn't matter. Just do something special for yourself and then for your business because *IT* is your partner and your friend. Just think about it.

~ La Prez

## BPG BOARD OF DIRECTOR'S MEETING

### January 2011 Meeting

The BPG Board Meeting was held on Wednesday January 5, 2011 at John Hand's Office at Keller Williams Realty.

In attendance: Donna Watson, John Hand, Steve McAleer, Arlen Leight, Matt Gill, Chris Traini, Susan Kissinger, Jim O'Keeffe and Debby Meltzer

Meeting was called to order at 7:15pm

Steve McAleer made a motion to approve the minutes from the last meeting and Debby Meltzer seconded it and it was unanimously approved.

Susan Kissinger, Treasurer, presented the Treasurer Report. It is as follows:

Opening Balance:	\$ 9543.48
Deposits & Other Credits	\$ 3233.00
Checks Written:	\$ 8257.50
Other Withdrawals & Service Fees Charged:	\$ 146.51
Closing Balance:	\$ 4372.47

Susan will be preparing an annual expense report for planning purposes.

Debby Meltzer, Director of Communications, presented her report. She needs more articles for the newsletter. She will be adding a spotlight section to highlight current members alongside the spotlight for new members.

Steve McAleer, VP for Membership, presented his report. Steve is currently updating the membership records and ads in order to finalize the new membership directory. Also, he is reviewing ideas for membership contests in 2011. A postcard to increase membership was reviewed and discussed. The board reviewed the postcard "proof" and changes were made to emphasize the concept of business referrals and a call to action. These postcards will be mailed to prospective members.

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# MEMBERSHIP ACTIVITIES

## SCHEDULED SPEAKERS

**February 3**  
Marshall Krug  
Marshall R. Krug & Associates

**February 10**  
Chris Traini  
*Rapid Movers*

**February 17**  
Marcie Sharp  
*Arbonne International*

**February 24**  
Chris Traini  
*"Networking"*

## MEMBER BIRTHDAYS

**February 3** **Andy Harrison**  
**February 5** **Matt Gill**  
**February 11** **James Cennamo**  
**February 12** **Geoff Abosamra**  
**February 12** **Bill Dubbins**  
**February 18** **Gary Kempler**  
**February 20** **Drew Miller**  
**February 21** **Pam MacEwan**



## SOCIAL CALENDAR

**Italian Culinary Experience for BPG Members**

*Hugh's*  
CULINARY

Italian Culinary Experience for BPG Members at Hugh's Catering :  
February 9, 2011

<b>Italian Night Menu</b> Granchio Mozzarella Eggplant Bolognese Salimacchio Penne al a Vodka Caesar Salad Zabaglione with Fresh Fruit	<b>Wednesday February 9th 2011</b> 6:30-9:30 pm <b>\$20.00 per person</b> <b>For BPG Members Only</b> <b>Cash Bar</b>
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Join us for Italian Italian Flavors and Learn the Techniques of this World Famous Cuisine! We serve Italian style to compliment this evening, make sure you will have a wonderful and with some of our top equipment! We will give you all the knowledge you need to cook and favorite food!

*See you at Hugh's Culinary! Ciao!*

Hugh's Culinary  
2211 NE 12th Avenue  
Oakland Park, FL 33418  
954-861-0848

Questions? Reservations? Call James or email

## MEMBERSHIP REPORT - DECEMBER 2010

### Our Guests

**David Strauss**

*Referred by Yamilet Ramirez*

**Maritza Bedoya**

*Referred by Marcie Sharp*

**Kirk Pierce**

*Referred by Denny Hammond*

**Tom Roaland**

*Referred by Sam Chalfant*

*When you attend breakfast, introduce yourself to our guests and welcome them to the BPG! Please bring a business associate or friend to a BPG breakfast, networking or social event.*

*Thank you for your support!*



## BPG BOARD OF DIRECTOR'S MEETING

*Continued from page 2*

Chris Traini, Director of Networking, presented his report. The prizes for the annual networking contest were reviewed. First prize is a free membership in BPG for the upcoming year. Second prize is 4 free breakfasts or a business card size ad in the newsletter for 6 months. Third prize is 2 free breakfasts or a business card size ad in the newsletter for 3 months. Prizes are awarded based upon the member who made the most outbound referrals. A motion was made by Debby Meltzer to approve these prizes and it was seconded by Steve McAleer and all were in favor. The announcement will be at the meeting on 1/6/11.

Jim O'Keeffe, Director of Community Relations, presented his report. Jim is working with Habitat For Humanity and The Pet Project to secure a speaking presentation from one of these groups at our breakfast meeting the first week of March. Also, The Susan G. Komen Foundation for Breast Cancer will speak to our group at a breakfast meeting in October. BPG will be making a donation to either The Habitat for Humanity or The Pet Project (depending on which one speaks) and the Susan G. Komen Foundation for Breast Cancer when they speak to the group. These are the selected charities for 2011. Ideas for charities for BPG to support in 2012 may be submitted to a board member.

Matt Gill, Director of Social Activities, presented his report. A member brunch has been scheduled at Rosie's on 1/16/11 at 11am. He is planning a cooking event with Hughes Catering and there will be an open house with Jay Heider coming up.

Arlen Leight, VP of Programs, presented his report. The speaking schedule is filled for January and February. March is open except for the first week.

The meeting adjourned at 8:45pm.

The next meeting will be held on February 2, 2011 at 7:00pm at John Hand's office at Keller Williams Realty.

## IT'S TAX TIME AGAIN - SO GET ORGANIZED

*Submitted by Darcy Beeman*

With all the Palm Pilots, laptops, desktops and every other gadget in this high-tech world, do you know what you may find most useful as you get ready for filing your taxes? The humble manila folder.

It's true. As you get organized to do your taxes, you probably won't find anything as helpful as a manila folder - or, to be more precise, three manila folders. You can label them "income," "deductions" and "medical deductions."

What should you put in these folders? Let's take a look.

**Income folder** - This should contain all the records of your income from earnings and investments. Use this folder for your W-2 forms (wages) and your 1099 forms (interest and dividends). This is also the place for your year-end bank and brokerage statements, mutual fund reports and any other documents related to earnings from savings and investments.

If you've sold any stocks during the year, you'll also want to put your 1099-B forms in the income folder. However, these forms only indicate your sales price. To calculate your taxable gain or loss, and to determine whether short-term or long-term capital gains rates apply, you'll also need the paperwork or canceled checks showing when you bought the securities and how much you paid for them. If you have reinvesting, you will also need the amount paid to purchase these additional shares.

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## DR. DONNA'S CORNER

Submitted by Dr. Donna Watson,  
A Place Of Health

### Study Shows 14.6 Percent of Seniors Used Chiropractic Care



A study published on December 21, 2010 in the journal Chiropractic & Osteopathy reviewed how senior citizens utilize chiropractic care. The study was based on data obtained from a survey and Medicare claims from the years 1993 to 2007.

During the time of the study it was shown that 14.6 percent of seniors had used chiropractic at some time. However, many of those only used care in one of the years in the study. This meant that on average 4.8% of seniors used chiropractic in any given year.

The study noted that previous research showed that the population in general utilized chiropractic at a higher rate than did seniors in this study. The general population was reported to go to chiropractors at a rate of between 6.8% and 16% annually depending on the location and time of the study.

The study reported that the average senior who went to the chiropractor averaged 19.5 visits in a year. Other facts of usage also showed that the percentage of seniors going to chiropractors was higher in rural areas. The study also showed that chiropractic patients had greater mobility and function with simple tasks such as light lifting, climbing stairs and walking several blocks. Overall the study showed that the senior chiropractic patients had less difficulty with daily activities.

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One interesting finding of the study was that those patients who went to the chiropractor more than 12 visits seemed to utilize chiropractic care at a much higher rate than the rest of the senior population who was seeing chiropractors. This shows that those who incorporate chiropractic as a part of their regular healthcare continue chiropractic even after their Medicare benefits have been exhausted.

For more information, please contact **Dr. Donna Watson of A Place of Health at 954-568-9355**. You may also visit her website at **[www.aplaceofhealth.com](http://www.aplaceofhealth.com)**.

#### **HAVE A SPECIAL PROMO?**

If you have a promotion or a special event that you want the whole membership to know about, you can create an article or announce it in the monthly Newsletter. You can also ask BPG to have it sent out via the BPG Facebook page.

## DOES PAIN STOP YOU FROM LIVING YOUR LIFE FULLY?



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**DR. DONNA WATSON, CHIROPRACTOR**

**2009 AMERICA'S TOP CHIROPRACTORS**  
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**2009 BEST CHIROPRACTOR OF FORT LAUDERDALE**  
U.S. COMMERCE ASSOCIATION

**2008 BEST CHIROPRACTOR**  
THE NEW TIMES MAGAZINE



## PASSION

**Submitted by Arlen Keith Leight, Ph.D, LLC**

**FACT: More relationships break up on Valentine's Day than any other day of the year.**

Valentine's Day is supposed to be about roses and romance, dining and dancing, sensuality and sex. It is unrealized expectations that create a sense of loss and the realization that "my relationship is not what I really want it to be". The hype around Valentine's Day magnifies the emptiness and heightens the desire to have a more complete and fulfilling partnership. The result is often separation and moving on.

This is not necessarily a bad thing. Maybe we got involved with someone who was perfect for us when we met, but we have a different world view now. Or, perhaps, the man or woman we once knew to be warm and generous is now cold, indifferent or abusive. Often the person who used to bring out the best in us now brings out the worst. Sometimes it is best to leave behind a relationship that is not working.

Then there are times when everything is working quite well, but the sexual connection is just not what it used to be or what it could be. It is true that the hot sex you had when you first met will never be hot in the same way, but that does not necessarily mean it cannot be passionate, new, different and fun.

It always starts with communication. Talk about what's going on-or what's not going on. Let your partner know something is not working for you. It doesn't get easier with time, so don't put it off. Let your love for one another guide the conversation and not some resentment or hurt. It is important to express feelings without assessing blame.

Talk about how TOGETHER you can make your sex life work for you. The old idea of planning a date is a good idea. Do something you really enjoy doing together. It doesn't have to be going out for dinner. Take a walk on the beach, that bike ride you've been meaning to take together or a long drive to a place that has special meaning. Set the tone for coming home to shower together, candlelight, and music. Shut off those cell phones, unplug the phone at home, and make each other the only focus of interest for the day or evening. Ask yourself if your work or other interests are more important than the connection with your partner. What does it mean to you if the answer is "yes"?

Often times our relationships have become so nice, the bed we share feels too sacred or just too boring for some hot, passionate lovemaking. Plan to go separately and meet at a (sleazy) hotel. Live out a fantasy. Bring some toys. TALK about what might be fun. Try something you've always wanted to do sexually but were afraid to ask. Step out of your comfort zone. Free yourself from the usual-after all, that's just not working.

Find ways to break the rules. Use pornography or create it. Bring a video camera or use your cell phone. Be a porn star for an evening. Talk dirty, breath hard, scream loud. Remember what HOT sex was like. Recreate it with your partner. Make out in public. Take it to the beach or into the woods. Try phone sex with your partner.

What about leather and/or lace? Don't be shy; tell your partner what turns you on. Whips? Chains? Restraints? Why waste a good fetish by keeping it to yourself? Visit the local leather/fetish shop together and find some items that might be fun for one or both of you.

There is also the possibility of bringing a third person in to play with you. This option can be very exciting and often works well to reenergize a sexual relationship. However, because of the many issues and challenges that can arise, be certain you have formulated parameters around how it will work-and that includes safe sex.

Finally, there are many couples who love each other deeply, but there seem to be too many barriers and/or obstacles to reigniting sexual passion. If it is OK with both partners to agree that the sexual part of their relationship is simply a part of the past, there is nothing wrong or bad about that. However, if one or both would like something more, there are workable steps that can be taken under the supervision of a trained clinical sexologist that may help. Any couple feeling dissatisfied with any aspect of their relationship that they can't seem to work out themselves should seriously consider asking for professional help. What is more important than a healthy and strong loving partnership? And what could be better than a healthy, strong loving partnership with good, fun, passionate sex? Happy Valentine's Day!

### Continued from page 1

and move forward. This is a people business. Since this is my own business, the decisions I make are completely with the intention of growing my business. I am my own boss and therefore demands self-motivation as well as self-esteem to be successful. I welcome this challenge because I grow with each hurdle and move forward.

My production business has been wonderful for the past 20 years BUT the economy has taken a severe toll on the industry especially my clients who are European. Traveling to America for photo shoots was a luxury that few of my clients can afford now. Two years ago I was introduced to Arbonne and immediately fell in love with the products and after researching the industry of health & wellness, I knew this was the direction I wanted to go. Arbonne is a 30 year old company whose philosophy has always had an unwavering commitment to product quality and performance. They are a green company who is dedicated to enriching lives through their products and by providing a rewarding business opportunity.

Before my two businesses I did many things: I was in the restaurant business for 10 years along with being a fashion model in South Beach. Before that I lived on a sailboat for 5 years and traveled extensively through the Caribbean, the Bahamas and the East Coast of US. And before all of that,

### BEING A SUCCESSFUL NETWORKER

*Submitted by Drew Miller, Merchant Processing Solutions*

Succeeding at networking means more than getting a lead for business. It means branding yourself as a product. When your colleagues are comfortable with your brand (you), they will remember what you have to offer. Recommendations will come, helping you up the ladder of success. Branding is working smarter.

When selling your brand it is important to be genuine, thoughtful and positive. Genuineness and honesty are valuable traits in a brand. When interacting with colleagues, they will come away trusting and believing in you. Being thoughtful and exuding positivity shows who you are on the inside. When building relationships, this is more important than your outer appearance.

Genuinely showing interest in your colleague's personal life and business brings your working relationship to a higher level. As an example, following them on Facebook keeps you up to date on what's going on in their world. Finding things in common with others will bring your relationship to a new level. You never know, you might realize you gained a new friend in the process.

In no time at all you will have created a successful brand. Networking will be fun instead of a job and people will begin to view you as someone that can be beneficial to their life AND their business.

Remember to enjoy life, that's why we do what we do.

I was a Business Major at USF in Tampa. I graduated with a marketing degree.

My Arbonne business differs from any of my competitors because of the Ultra Swiss Premium Skin Care that we offer. We are the only Direct Sales company to offer these products. And we have the top talent in the industry working for us to formulate the best products in the world.

For more information, please contact **Marcie Sharp at 305-992-1186 or 954-378-8030**. Please visit her website at: **[www.marciesharp.myarbonne.com](http://www.marciesharp.myarbonne.com)**.



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## IT'S TAX TIME AGAIN - SO GET ORGANIZED

*Continued from page 4*

**Deductions folder** - It's important to keep track of all your itemized deductions, because they can significantly affect the amount of tax you'll owe. Your biggest deduction will probably be your mortgage interest, so save your Form 1098, which contains this information. And save the receipts for your charitable contributions, personal property taxes, real estate tax payments and state income tax paid.

You may also incur a lot of unreimbursed business expenses. Keep tabs on everything else that's work-related such as tuition for classes, books, uniforms, professional journals, etc. If you're self-employed, all your office supplies and computer equipment will likely be deductible. If you work out of your home, you can deduct a percentage of your mortgage payments and utilities. (To learn more about deductible business expenses, request IRS Publication 17.)

**Medical expenses** - You can't deduct your medical bills unless they exceed 7.5 percent of your adjusted gross income. That may be a high threshold to cross, particularly since you can't deduct medical costs reimbursed to you by your health insurance provider. Nonetheless, it might be worth your effort to keep records of the various medical expenses you incur, such as out-of-pocket hospital costs, lab work, dental and eye care costs, prescriptions and insurance premiums.

It may seem like your manila folders will be stuffed to overflowing by the time you're ready to work on your taxes or hand them off to your tax provider. But over the years, you'll learn which documents, forms and receipts you need to keep and which ones you can "weed out."

After you've filed your taxes for the year, you may want to keep all your paperwork in a more permanent binder. But when the next tax season rolls around, it will once again be time to put those manila folders to work.

**For additional information, please contact:**  
**Darcy J. Beeman, AAMS, CFP Financial Advisor**  
**2500 N. Federal Highway, Suite 102**  
**Fort Lauderdale, FL 33305 954-566-4252**



*Happy Valentine's Day!*

**ATTORNEY Robin L. Bodiford**  
JD, MSW

Committed to Our Community. Dedicated To Your Legal Rights

My office provides an informal, relaxed atmosphere where you will meet with me personally to make important decisions about your life, your loved ones, and your property.

Author: *Fresh Start Bankruptcy* (John Wiley & Sons, 2008) and *A Simplified Guide to Creating a Personal Will*  
Co-Author: *The Broward County Domestic Partnership Ordinance* (1993)

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# ANNOUNCEMENTS

## **EXCLUSIVE DISCOUNT ON CONFIDENCE, SELF-ESTEEM AND PERSONAL EMPOWERMENT PROGRAM**

Dr. Arlen Leight is offering a 7 Week Personal and Professional Improvement Group for Members of BPG on Monday Nights beginning February 7th (no meeting on February 14th) 7:30 to 9:00 in Dr. Arlen Leight's office at 2312 Wilton Drive.

This 7 Week interactive group is designed to explore obstacles and barriers to having both the personal and professional life you desire. Understanding that beliefs and feelings about the self are integral to achieving your life and business goals, Dr. Leight takes the group on a journey to begin breaking down those thought patterns that destroy the positive sense of self required for ultimate empowerment. Using group interaction, lecture, film, and optional readings and homework exercises participants will learn to begin to stop judgment of self and others, understand the role of shame and guilt, refocus feelings and thoughts to manifest new people, experiences, and business opportunities, understand strengths and weaknesses from a new perspective, and shift from negative to positive self talk.

**Week One: Sense of Self & Eliminating Judgment**

**Week Two: Systems of Belief**

**Week Three: Changing Negative Self-Talk**

**Week Four: Attracting Positive People, Experiences and Business Opportunities into Your Life**

**Week Five: Expanding All Life Possibilities and Potentialities**

**Week Six: Being Present in Every Moment**

**Week Seven: Courage, Confidence and Self Empowerment**

**THIS EXCLUSIVE BPG GROUP IS BEING PRICED AT THE NEVER BEFORE OFFERED FEE OF ONLY \$175 FOR THE ENTIRE 7 WEEK PROGRAM-- IF NOT SATISFIED AFTER COMPLETING ALL 7 SESSIONS YOUR FEE WILL BE COMPLETELY REFUNDED.**

Participation limited to 12 BPG members for a personalized experience. Members who have completed this group in the past at full fee may attend any 2011 Expanding Possibilities Group at the same rate of \$25/session.

### **REGISTRATION FORM**

**Name (on card)** \_\_\_\_\_

**Billing Address** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Credit Card #** \_\_\_\_\_ **Exp Date:** \_\_\_\_ / \_\_\_\_

**Email** \_\_\_\_\_ **Authorization Code** \_\_\_\_\_

**Fee Charged: \$175**

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Credit card, checks or cash acceptable. Payment due in full with registration. All fees are non-refundable.**

## **KING'S CUP OFFERS COMMISSION**

King's Cup is offering a **5% Commission** on a new customer's entire 2011 expenditure.

All you have to do is refer new business to us and we will send **you** a check at the end of the year.



### **PLACE YOUR AD NOW**

Get great exposure through the BPG Newsletter! Place your ad now and let the networking and new business begin! At our last Board meeting, the Board Members felt that, since the newsletters are now in print again, they should be more accessible to members. The newsletters should also be used as a tool for us to encourage others to join and for YOU to also advertise your business! If you'd like to promote the group to your clients and colleagues, please let us know how many copies of the newsletter you will need. We will also provide a stand for you that can be used to display copies of the newsletter in your reception area or at your desk in your office. In addition, we'd like to remind you of a great opportunity to gain exposure for your business. You can place an ad in our newsletter and, depending on the month of placement, your fee will be prorated since we normally invoice quarterly. **Contact Debby Meltzer, at communication@bpgftl.com.**

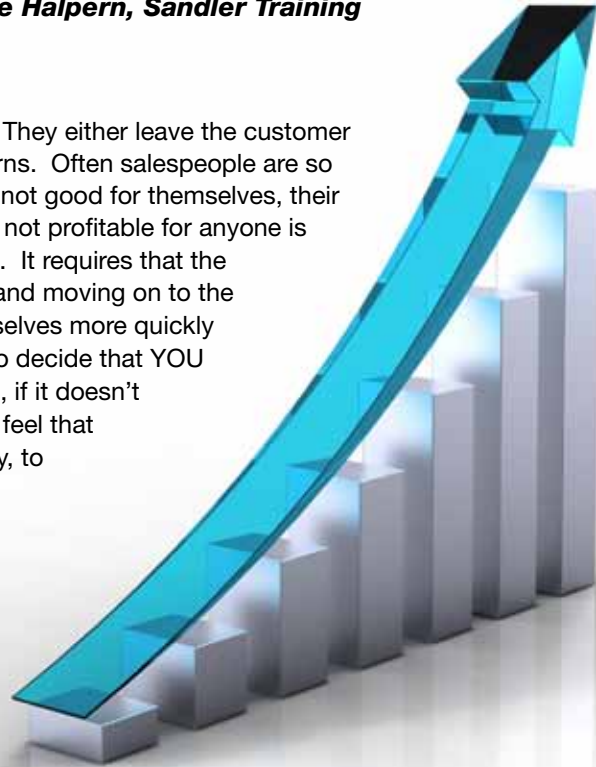
## SALES TIP

### Every sale is not a good sale

*Submitted by Paulette Halpern, Sandler Training*

About 25% of all sales calls are bad calls in one way or another. They either leave the customer disappointed or the seller with excess costs and diminished returns. Often salespeople are so concerned with getting the order, that they write business that is not good for themselves, their company, or the customer. Walking away from a situation that is not profitable for anyone is the right thing to do. Not the easy thing to do, but the right thing. It requires that the salesperson become comfortable with hearing and saying “no”, and moving on to the next opportunity. When professionals move on, they open themselves more quickly to higher levels of opportunity and success. You have the right to decide that YOU don't want to take an order or have someone become your client, if it doesn't make sense. You are entitled to make a profit, you don't have to feel that you must 'give away your product or expertise' for an order today, to 'hopefully' get another order from them in the future.

**For additional information, please contact  
Paulette Halpern of Sandler Training at  
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Business & Professional Group

## ARE THERE TOXINS IN YOUR COSMETICS?

Submitted by Marcie Sharp, Written by Jillian Michaels



Did you know that cosmetics and personal-care products are a huge source of endocrine-disrupting chemicals? “But wait,” you’re thinking. “If it’s on the drugstore shelf, it must be proven to be 100 percent safe — right?”

Not necessarily. While the Food and Drug Administration regulates the safety of cosmetics, manufacturers don’t have to seek approval before they bring a new product to market. Beyond an established list of prohibited or restricted substances, the FDA doesn’t have the authority to regulate individual ingredients.

As a result, all kinds of questionable chemicals are contained in the products that many of us rub into our skin every day. Here are some of the potentially harmful ones I want you to avoid:

**Formaldehyde:** This preservative may be found in moisturizers, facial cleansers, shampoos, conditioners, body washes, eye shadows, mascaras, and many other products. It’s harmful to the immune system and is a known human carcinogen.

**Parabens:** Found in shampoos, conditioners, body washes, tooth whiteners, toothpastes, facial cleansers, sunscreens, moisturizers, and astringents, these preservatives have estrogenic effects on the body and have been linked to breast and prostate cancer.

**Placenta:** Used in some hair relaxers, moisturizers, and toners, placenta is also estrogenic and may increase the risk for breast cancer.

**Triclosan:** This antibacterial agent is found in a variety of products, including moisturizers, hand creams, shampoos, conditioners, antiperspirants, and toothpastes. It may interfere with the metabolism of thyroid hormone and contribute to antibiotic resistance.

Play it safe when you buy personal care products — first look them up in the Environmental Working Group’s Skin Deep database, and buy from companies that have signed the Compact for Safe Cosmetics.

## MARKETING YOUR SMALL BUSINESS

Continued from page 1

- You should then spruce up the design of the email to be in-keeping with the occasion: warm reds, soft pinks and whites are the order of the day. Just ensure that you keep the main elements of your branding in place: prominent things like logos and formatting. You want your messages to be consistent so you can build consumer confidence in your messages through familiarity, which is all part of becoming a trusted sender

### Maintaining Existing Customers:

Customer attrition is one of the easiest things to avoid yet often the most overlooked in email marketing. The value of your mailing list will erode over time if customers are allowed to mentally ‘switch-off’ and unsubscribe on account of irrelevant messages.

Like any good long-term relationship, you should remind your contacts regularly why they subscribed to your list in the first place: informative emails and exclusive offers from a company that actually paid attention to their needs. Valentine’s is a great occasion to do this:

- Put your long term contacts on a separate ‘added value’ mailing list with email marketing messages written specially for them. Reward them with loyalty offers and the option to personalize their messages even further with added preferences. Again, play on the Valentine’s motif in the subject line: a travel agent might suggest a romantic trip away or you could make reference to the

fact that you and your contacts have been ‘together’ as partners for a long time. Whatever opportunity your position might offer, play with it - you can afford to be a little more experimental in your subject lines, because as a trusted ‘from address’, contacts are more likely to open your email since they’ll recognise your name. If you’re at all unsure, use split A/B testing on different approaches to see which works best

- The aim is still to get people to open your email and click-through to a landing page or a special offer, so what’s going to be the incentive? A virtual ‘chocolate box’ or ‘rose bouquet’ of special offers with each one being an exclusive discount or free gift for redemption is just one idea to get the ball rolling

- Alternatively, if you just want to help cement the relationship, you could provide a hyperlink and password to a page on your website that’s exclusive to long term-contacts. It might have video and audio content or an interactive game relevant to your industry or Valentine’s Day - the key is that it should keep visitors engaged

Or why not just send contacts on your mailing list a Valentine’s saying how much you appreciate their business and that you’re looking forward to working with them over the next year? You’d be surprised how much people value this kind of messaging: ones that aren’t trying to sell to them but instead are just reminders that your company is an attentive, conscientious one. It’s the same principle behind email Christmas cards: spread the goodwill - or ‘love’ in this case - and with a bit of luck the love (and the orders) will come right back to you.


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