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Are you and your business ready for summer?

What happens to your business during the summer? Are you able to take a real vacation with your family? Or do you press on, knowing your clients need you?

Women in business often feel they cannot leave that business, even for a few days of vacation. As entrepreneurs, though, isn't that one of the reasons we started our own businesses? For those of you working in someone else's business, how do you juggle your family's needs—as well as your own—through the summer months?

If you are able to take a family vacation, don't forget the grandparents' needs as well. Inside this issue, Nancy Ruffner shares some great advice on including the whole family, in "Carolina Summer Vacations and Family Fun."

Stacy Edwards helps us get a little more organized so we can get our work done and have that time for ourselves in "Be More Productive. Work Smart. Eat that frog!"

Helen Moses helps us remember how to have a great telephone conversation in "Let's Talk About Talking on the Phone." Nancy MacCreery gives us some insight into the world of social media in "Social Media—It's Everywhere!"

You'll also find advice on communicating and networking more effectively as well as some events that will help you do just that.

Carolina Business Woman is published for you! Tell us what you think! And, please feel free to share with other women in business.

Looking forward to hearing from you soon!

Pat Fontana

Writer / Editor



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Let's Talk About Talking on the Phone

By Helen Moses

Many entrepreneurs and small business owners share a mobile phone number for personal and business calls. This often makes good sense financially and prevents one from having to carry around two phones. As a result, however, some business owners frequently answer their phone in a very casual manner, like they would respond if a good buddy called.

I've heard "yeah", "hey", "what's up", and "hello" spoken with a very laid-back tone, which gives me the impression that they don't value me or my time. Being greeted so casually throws me off a bit, as I expect a more formal greeting when I call a business.

How you answer the phone matters! If you are conducting business, speaking in a professional manner (or not) can win or lose customers. Here are some tips to help you instantly establish rapport with the people who call you and set you up for business success.

1. If you know the call is for business, answer the phone with your business name. For example: "Command Communication – This is Helen." You might add, "How can I help you?"
2. If you aren't sure if it is a business call or not, at least provide your name when you greet your caller. "Good Afternoon. This is Helen. How may I assist you today?"
3. Stand up (or sit up straight if that's not possible) and smile when you answer the phone. Your callers can hear your smile as you speak, and good posture adds a confident tone to your voice.
4. When you recognize the name on the caller ID, greet that person warmly and by name. "Hi, Sarah. How are you today?"
5. Consider also your outgoing voicemail greeting and the voicemail messages you leave for other people. Be succinct, professional, and pleasant. Also be sure to use your business name in your recorded messages.
6. If you use your phone for business and personal calls, make your outgoing voicemail greeting represent your business. Your friends and buddies don't pay your bills!

Answer the phone professionally and Make Your Voice Mean Business™

Command Communication, PLLC offers customized voice, speech, and communication coaching and training.



**Helen Moses
Command
Communication**

helen@command-communication.com



Social Media—It's Everywhere!

By Nancy MacCreery

Both large and small organizations use social media. Large companies are most visible and usually use multiple channels, but small businesses are active as well – in fact, over 41% of small businesses use Facebook to support their marketing efforts.

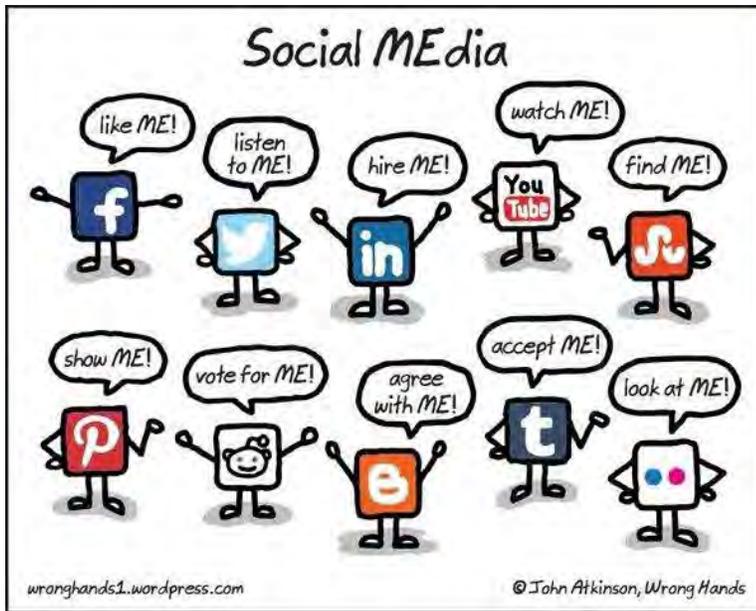


Image credit: John Atkinson's Cartoons

You may have noticed that some organizations get more out of their efforts than others. What are the keys to these successful social media programs?

1) Specific Goals

These organizations are not just "doing" social media. They start with clear objectives, which may include growing awareness for a new business or offering, communicating brand and organizational values, or even supporting recruitment of new employees.

2) Audience Knowledge

The program is built on knowledge of the target customer and what interests them.

Using this knowledge assists in creating content that offers your audience value, which leads us to #3.

3) Offers Value

Social media should include information and topics of interest to engage. Posting information that is entertaining, or that customers



What are the keys to social media programs?



Nancy MacCreery
Owner and Principal Consultant
Broad Reach Marketing Services
Nancy@broadreachmarketingservices.com

Broad Reach Marketing helps businesses engage and retain customers through focusing their branding, strategy and company culture.



Carolina Summer Vacations and Family Fun: Including the Whole Family in the Festivities

By Nancy Ruffner

Summer is coming into full swing. Many families are looking forward to summer vacations and holiday weekends, but often struggle to include the whole family in the festivities. The oldest members of the family may be left out or find themselves isolated. This grows worse as physical and cognitive impairments impede participation in certain activities such as hikes, beach trips, and long car rides.

The word "senior" highlights something insulting about the way our culture treats our elders by lumping everyone over 55 into one big group. By contrast, we acknowledge the subtle differences between many different stages of childhood (infants, toddlers, preschoolers, teenagers, even preteens).

When we plan parties and trips, we take great care to plan age-appropriate activities and accommodations for the kids in each age group. Sadly, we do not afford this same respect to the elder adults. Thinking about what kind of experience they would like to have often does not even cross our radar screen.

Every age brings new joy, desires, perspectives, choices, and priorities. Planning a family get-together or outing is a challenge, and not only because of medical or logistical needs. What makes a family experience memorable is different at every stage of life for each member of the family.

Elder adults are short-changed in this regard, as families often think of their basic needs only. Mom can just stay in the hotel room all day while the family goes shopping. She's got her medicine; she'll be fine. Dad can't come with us; **he's in no shape to fly, and he gets worn out in the car. He'd rather stay home** anyhow.

The easy answer is to exclude those who cannot readily join family gatherings. When thinking about occasions that bring the extended family together, think about how all may benefit.

We may remember the meal, the city, the weather, but all will remember the experience. Let's make a memory.



Nancy Ruffner
Professional Advocate
NAVIGATE NC
919.628.4428



NAVIGATE NC helps clients and their families navigate the challenges that normally come with aging and chronic conditions.

Social Media ... (cont'd)

might not find elsewhere (like exclusive notices of sales or coupons), and encouraging interaction is key. Remember, you have to earn your following, so less than 20% of the content should be sales messaging.

4) Prioritized Tactics

Successful social media programs take time and consistent effort to build a following. To maximize resources, efforts are focused on channels that appeal most to the target market and fit the **organization's content. They try to be where the potential market is, but not everywhere!** Better to excel at two channels than have a scattered presence on five.

5) Measurements, Analysis and Adjustments

Success social media efforts are tracked and measured so they can be continually improved. Simple measures like shares, likes, retweets and comments can indicate engagement. A growing number of followers can indicate awareness. Other measures can include: landing page views, downloads of content, or new subscribers to an email list.

To sum it up, great social media programs have their finger on the pulse of the audience and stakeholders.

Thanks for reading! If you'd like help implementing or revamping your social media processes, please give us a call.



Successful social media programs take time and consistent effort



Broad Reach Marketing Services

CBW Editorial Assistant!

Please welcome Stacy Edwards as the new Editorial Assistant for Carolina Business Woman. Stacy will be reaching out (and already has, in some cases) to article contributors who want to be part of our monthly newsletter.



The next issue will be published August 1 and the submission deadline is July 23.

Please send all story ideas and event announcements for the month of August to Stacy at stacy@timeforstacy.com.

No word on whether we'll have to start eating frogs



Be More Productive. Work Smart. Eat that frog!

By Stacy Edwards

Mark Twain famously said, if the first thing you do in the morning is eat a live frog, you can go through the rest of the day knowing the worst is behind you.

Your frog is your worst task. What is the one thing you have on your **to-do list that you have no motivation to do and you're most likely to procrastinate on**? Like Nike says, "Just do it!"

Eat that frog first thing in the morning; you'll get both momentum and a sense of accomplishment before 10 am.

Getting things done is a habit. The habit creates an inherent reward. The satisfaction of having achieved something will trigger the brain to produce Endorphins and Dopamine- neurotransmitters that our brain produces to nudge us into doing things- helping you to stay focused, productive and motivated to achieve more.

What if you have two frogs? Eat the biggest one first! Tackle your biggest task while the office is quiet, before the phone starts ringing and the email inbox starts calling you. This is the optimal time to work on things that you don't want to do. The longer you wait, the more likely you are to push the task off until the next day.

Take action. Identify your frog without overthinking it and work on it until it's completed.

What frog will you eat tomorrow? Plan ahead. Choose your frog the night before. In the morning you'll be stress-free to simply get started.

Spend more time doing the things you enjoy most. Eat that frog first thing in the morning.

Not enough time in the day to tackle all your frogs? It's Time For Stacy.



TIME FOR *Stacy* LLC
virtual assistant

Stacy Edwards
Virtual Assistant, Time
For Stacy, LLC
stacy@timeforstacy.com

***When there's not
enough time in the day,
it's Time for Stacy.***

How to Communicate Like a Human

By Pat Fontana

When you are in a room full of people, in a meeting or a workshop, take a look around. What do you notice? Are their faces illuminated by the glow of their electronic devices?

Technology is amazing. It's the reason we can get this newsletter out to our readers. It allows us to communicate with people across the country, in just an instant. It enables us to keep in touch with those we may not see very often.

Technology also gives us the tool to say whatever is on our mind, without regard to how it may affect the person on the other end.

As women in business, we must be especially aware of how our words impact our clients, our co-workers, and those around us who see our words as reflective of our business. The words we type out on a smart phone, tablet, or laptop will be read by other people. The part we really need to remember **there is that those words will be read by ... people.**

Use your electronic device to communicate quickly and efficiently. Don't use it thinking the words you are sending or posting are just words on a screen. When texting, tweeting, emailing, or posting, remember those words will be read by a real human being - maybe multitudes of human beings.

Technology is also somewhat addictive. Once we discover all of its amazing **capabilities, we are tied to it. We don't want to put it down. We panic when it is not within arm's reach.**

We cannot, seemingly, survive interactions with other humans—in meetings, training sessions, even one-on-one conversations—without checking in on the virtual world.

By all means, take advantage of technology's amazing new communication tools. Electronic devices have their place. So does communicating like a human being.

How do you do that? Put down the electronic device on occasion. Look up. Look into the eyes of the other people in the room.

Speak actual words! Write actual words, in a note or a letter.

Technology is awesome. Use it for good. Choose to use your words for good. And always remember there is a human on the other end.



Technology is certainly an amazing tool that helps us communicate more efficiently. It is time, though, for us to remember how to communicate like human beings again!



***Pat Fontana
Business Writer
Communications
Trainer
pat@words-working.net***

Ready to train your team to reconnect with each other and with clients? Let's talk.



"The difference between successful people and others is how long they spend time feeling sorry for themselves."

– Barbara Corcoran

UPCOMING EVENTS

2nd Annual I'm Every Woman Brunch

Saturday, June 24 12pm-4pm

www.woman2017.eventbrite.com

Apex Small Business Networking

Every Tuesday at 9am

Apex Chamber of Commerce

<http://apexsmallbusinessnetwork.com/>



Carolina Business Woman

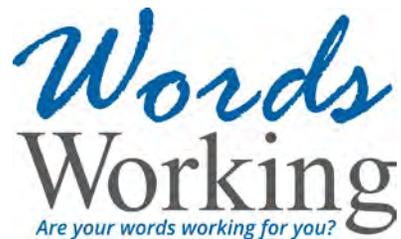
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www.carolinabusinesswoman.com

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