

Areas in **RED** are areas you will need to change for customization.

# [[Newsletter Name]]

[[Month]] [[Year]]

Volume [[XX]] Issue [[XX]]

[[YOUR COMPANY]]  
[[TITLE MOTTO]]

## *The Top 10 Ways To Effectively Lead Any Team Or Organization*

### **1. Know your competition and their product inside out.**

Don't limit your competition only to the ones you know. Keep an eye out for latent competitors too. Once you know these people are doing, you can make a better mousetrap.

### **2. Consistently do extraordinary things.**

Spend more than 50% of your time on your purpose, ethics, principles, and conduct. Create the circumstances that make happen, go before and show the way.

### **3. Take a look periodically at where you want to go.**

Vision is great for moving ahead, but only if you know where you are before you can readjust the direction of your sails, and then move on.

### **4. Really create an atmosphere of teamwork.**

Pay more than lip service to the concept of teamwork. Gather everyone on your team as equals. Let the team set its own goals for success.

### **5. Develop a sense of authenticity.**

"Do as I say, not as I do" does not apply to work groups anymore. To keep teams motivated and focused you need to have moral authority in order to gain the same from your people.

### **6. Take care of your customers. Take care of your teammates.**

Tangible results will follow from truly caring for everyone involved in the process. Every person matters!

*Continued on page two - Top 10*



## *Characteristics Of An Outstanding Leader*

**W**isdom is one of the primary characteristics of an outstanding leader - leaders have an insatiable curiosity for discovering and learning new things. Leadership and learning go hand in hand.

If you have determined that your organization is behind the curve, then you must turn yourself to seeking it out at every conversation, around every process for continual self-improvement on the improvement habit.

Leadership with optimistic, growing mindsets.

If you are not one already, you must become a source of learning and growth. Great books are available to read and instruct your improvement.

We will provide the content for your newsletters. You can make any changes by adding one of your articles, inserting a calendar of events, customizing your masthead, etc...

Within minutes your will have a newsletter for your company.

Think of the time and money you will save....and the increased marketing you will be able to provide!

- ? Become a teacher. Give internal and external presentations on your area of expertise. Volunteer to present at the next professional conference you were just going to attend.
- ? Become a writer. Do you write in a journal for yourself? You can write articles for associations you belong to, your local paper, or internal newsletter.

*Continued on page two - Characteristics*

### **Motivational Quotes**

*Confidence on the outside begins by living with integrity on the inside.*

— Brian Tracy

*Silent gratitude isn't much use to anyone.*

— G.B. Stern

Continued from page one - **Top 10**

**7. Create more leaders than the competition.**

Leaders can be found and placed at every level of an organization. Teams feel better about their performance when they feel valued for their contribution.

**8. Share in the economic gains of your organization.**

Sharing the wealth with everyone creates a vested interest for everyone to succeed. It's also a great avenue for accountability, and encourages people to innovate.

**9. Lead individuals, not groups.**

Team leaders don't lead teams. They lead collections of individuals who together make up a team. Everyone has different strengths, weaknesses, and needs. A team is only effective if their needs are identified and acknowledged, then enhanced.

**10. Develop a service orientation rather than an individual achievement mentality.**

If you're looking for individual pats-on-the-back rather than a team accomplishment, step back from leading teams. You will be very frustrated and the team members will feel used.

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- ? Become a speaker. I find that some of my best insights come from trying to articulate (or write) my thoughts.
- ? Become a listener. You can get hundreds of hours a year of education, inspiration, information, and instruction by listening. Try listening to audiotapes in your car.
- ? Become a student. Attend workshops, seminars, and training sessions. Take college courses.
- ? Keep your commitments. Call back when you promise (if before). Meet your deadlines. Show up on time. Under-promise and over-deliver.
- ? Put quotes, goals, reminders, and vision statements where you will see them throughout your day. Keep changing them and moving them around so you don't start to look past them.
- ? Develop a personal improvement plan. Schedule time for personal and professional improvement as if your career depended on it. It does.

Author - unknown

**Be Forewarned**

If you're selling products via a Web site, be certain that you can deliver them in a timely fashion to avoid possible legal action.

The Federal Trade Commission's Mail or Telephone Order Merchandise Rule says that you must ship purchases within the time you specify in your advertising. If you haven't advertised your fulfillment time frame, your customers must receive products within 30 days of their orders, according to the rule. You are also obligated to notify customers if you can't ship an order on time.

During Summer 2000, the FTC fined seven e-tailers who did not meet these requirements for \$1.5 million. For more information, check the FTC site at [www.ftc.gov](http://www.ftc.gov).

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You could give people an opportunity to subscribe to your newsletter monthly. Or use this area to insert your picture and bio.

**What is courage?**

ing risks: "The higher you climb the flagpole, the more people see your rear end."

- Don Meredith

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## How To Keep Your Customers Happy

1. Ask your customers to rate you on your customer service.
2. Hold customer feedback meetings at least quarterly. Discuss issues, challenges, what they like and dislike, and how you can serve them better in the future.
3. After the meeting, take action on the recommendations.
4. When responding to a complaint, have the person or department that is responsible take action in the resolution of the complaint.
5. Communicate with your customers often. Use a company newsletter to update your customers on products and services, issues you are working on, and any changes you are making.
6. Celebrate your successes and your customer's successes openly. Have these successes published in your newsletter, throughout your departments, and in press releases.
7. Always celebrate your employee's successes to your customers and to your other employees. This will let everyone know that you value your people.
8. Go above and beyond your customer's expectations. Keep your word. Always deliver on time or earlier than expected and at a higher quality than your customers expected.
9. Give your customers more than they paid for every time.
10. Have fun. Let your customers know that you enjoy what you are doing.

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## Web Site Of The Month!



**Change this area.**  
You could also add a "footer" with your information too!

"Edustock" is an educational web page designed to be as easy to use as the stock market is, and how it can work for them. It includes tutorials on the stock market and how to pick good stocks. It also provides information on a select group of companies to help you start your research into what stock is going to make your fortune. Last of all, it provides a **FREE 20 minute delayed Stock market simulation** on the World Wide Web. You can visit the site at: <http://library.thinkquest.org/3088/>.

## One minute ideas

### Customer Recommendations

Nothing helps you make a sale like strong testimonials from satisfied customers. Prospects are impressed when they hear positive things from those who have already bought your product or service. "The gadget doubled my gas mileage and saves me \$200 a month! Buy it!"

Some types of customer recommendations work better than others. "This is great stuff" is a good testimonial but, "This stuff cut my costs by 20%" is even better. Try to get customer recommendations that tell what kind of results the user got.

When customers say something good about your business or products, ask them if you can use their comment in your marketing. Almost everyone will be delighted and flattered that you want to use his or her words. Write them down and file them away for later use.

You can also ask a customer if you can write down a testimonial for them to put their name on. This is commonly done. Busy customers will appreciate you doing the work for them. Of course, you will want the recommendation to reflect what the customer really thinks.

You can slip in a reference with a particular product/feature or service you provide.

Source: Kevin Nunley, (801) 253-4536.

[[Your Company]] [[Phone]]  
E-mail: [[E-mail Address]]

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## Getting Ahead In Your Organization

If you are looking for ways to promote your own ideas within your company, the best strategy is to help the boss achieve his/her goals. It helps to know what your boss's goals are and that of the company as well as what they need from you in order to achieve them. Once you know what is expected, you can find ways to achieve those goals and make your boss look good to his/her boss. Your boss will be open to accepting your ideas and helping you to get ahead in the company.

It is also very important to keep an open relationship with your coworkers. If they know that you care about their success, they will be more likely to help you with yours. If you don't keep this relationship open and building, your coworkers may not be as helpful when you really need them to be.

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