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## News & Info from ...



### Newsletter: Vol. 12, Issue 4 - August 2012

#### IN THIS ISSUE

- WELCOME!
- Belief - Have you got it?
- Tech Talk
- Power of Social Media

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"I believe that education is all about being excited about something. Seeing passion and enthusiasm helps push an educational message."

- Steve Irwin

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#### WHAT'S APP?

**Handy iPad tip - keeping track of taxi receipts and other expenses** from Business IT.

**Want to open Word, Excel or PowerPoint files on your iPad or Android.** Here are [4 apps from Business IT](#).

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#### EVENTS

Check here for upcoming online events, webinars and other interesting happenings!

#### Webinars:

Aug 9: [QR Codes](#)  
 Aug 17: [Using Tech to Market Your Biz](#)  
 Aug 30: [A4VB Virtual Roundtable](#)  
 Sep 21: [How to Turn Visibility into Profitability](#)

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#### PODCAST

**Don't have time to read articles? Prefer to listen to podcasts in the car or at the gym? Then check out the Virtual Business Show!**

- [Knowing When to Leave](#)

### WELCOME!

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Welcome to our new subscribers!

I was quoted (slightly misquoted but it's all good!) in a [Sunday Telegraph article](#) in June on outsourcing - the article has received some mixed responses from the VA industry - watch out for my blog post and podcast on the debate. The guest article in this month's newsletter focuses on the same sort of thing - believe in your value and you won't need to compete on price. My quote this month is in a similar vein!

Last newsletter we asked what you wanted to see more - or less - of - and overwhelmingly you asked for more info on Apps and Tech Tips, so this newsletter check out the new side bar item "What's App?" for any neat apps I've discovered in the past two months, and our new Tech Tips section, offering you any pearls of wisdom I happen upon!

And still not convinced about how powerful social media is? Check out our last article which shows just how viral social media can be - there's nothing stopping you doing something similar with your product!

And finally, apologies for the delay in getting this month's newsletter out. I was working on a Federal Government submission [for a personal passion of mine](#) which is due by 8 August. We are also dealing with rehabilitating a barn owl (my husband and I are registered wildlife carers), and also lost one of our guinea pigs. Pets are such a great teaching tool for children - and adults. It was so sad to watch her go - we felt so helpless. But it was a chance for us to reinforce to our daughter the importance of living every day as if it were your last, to share your love, to hug often, and to be grateful - because as life 'gets in the way', too often we can forget it is a gift denied to many. I hope you take a moment while reading this to reflect on what you are grateful for.

Till next time!

Virtually yours

Lyn PB

*PS: Don't forget: [Click here to be unsubscribed immediately](#) if you have received our newsletter in error. If you have a friend/colleague who may be interested in the content of our newsletter pay it forward and **forward the newsletter to them**. You can also [click here to view this email online](#).*

### Belief - Have you got it?

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Guest Article by Stephen Wren of [Stephen Wren Consulting](#). Reprinted with permission.

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Something that's stood me in good stead over the years as an operational salesman is this simple truth: no one buys what you do until they buy why you do it. Belief is what I'm talking about.



Belief is an intangible force of nature just as real as gravity. Like gravity, it will exhilarate you if you obey its laws and like gravity, it will destroy you if you don't. Genuine belief (not hype which is what happens when you focus too much on motivation and not enough on inspiration) bespeaks a conscience behind the spin. Selling is about the transferral of feelings - chiefly belief. **Belief is why selling value beats selling price**

- [What do I Charge?](#)
- [A Question of Ethics](#)
- [Carbon Tax - Small Business Has a Voice](#)
- [Multi-VA Practices](#)

**every day.** It's the reason people haggle over needs but pay the asking price for wants. It's the reason why the happiest customers wear the full tilt sales and the unhappiest customers 'scored a bargain'. Yes folks, it's all about persuasion and being persuasive. Persuasion is the art form that creates excitement to buy and to own and then to rebuy.

No true sales or service professional can optimise their outcomes without preparation in and a conscious focus on this vital area. If boy scouts can 'be prepared' at 8 years of age, we can too; and what a great template to move forward with; into the new financial year. Start by considering how different dealing with you and your team is to dealing elsewhere. It's about practise to the point where we brainwash ourselves and leave no doubt as to the value of our brands and the partnerships we offer. Belief in this is what flavours purchase experiences for customers.

Why bother?

The current economic environment is too iffy to leave these things to chance. We can be victims of trends set by other people who've failed to plan (which equals planning to fail) or we can be trend setters by planning and leaving nothing to chance. Yes, the times are uncertain but Australia is certainly the best place to be. "She'll be right mate" was a wonderful attitude when times were simpler and attitudes chivalrous and quaint but they won't cut the mustard in the cutthroat environment of modern business. It could easily be an epitaph if we don't maintain a proactive attitude and strive for continual improvement.

As companies grow and their products and services diversify, not many salespeople share the passion for their products and services that their founders had when they penned their mission statements.

There's no better time to consider the possibilities where causing change is concerned than a New Year. A new financial year is no better time to consider the changes you could make to your income. Learn and you earn - evolve now and be choosy as to how you spend your time. Invest in it instead for the dividend.

### Tech Talk

Last newsletter we conducted a survey that overwhelmingly asked for more info on tech and apps so this is our new regular segment. Hope you enjoy it!

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#### BLOG

#### What's been happening at the blog? Latest articles:

- [So you wanna be a VA?](#)
- [Importance of Follow Up](#)
- [Real Estate Agents on Notice](#)
- [Government Unveils New Loss Carry Back Tax Break](#)
- [Do You Brand Your Car](#)

### Are all audio formats alike?

The answer is most definitely NO! If you send audio files for transcription your best file format is mp3 - without a doubt. Some recorders have proprietary formats - like Olympus which uses .dss - this is also a good format for your transcriptionist.

There have been a few queries on online lists of late about how to convert a .cda file but unfortunately you can't. Well not easily anyway! CDA isn't actually an audio file format but a way Windows allows you to access an audio CD index. So they don't actually contain sampled sound. As such they can't be played in an audio file player and your transcriptionist can't convert the file to say mp3.

The best thing is not to record onto CD if you can help it and always try to record in mp3 if you don't have a recorder like Olympus that has its own unique file format. Using the .cda format will mean extra work - and cost - as your transcriptionist or VA will need to get the actual CD from you and re-record it into something usable by their player if they don't have ripping software.

If you receive a .cda file you will need the original CD or ask your client to use a 'ripper' program to actually 'rip' or extract the audio track to another file format for sending to you. You can Google 'cd to mp3 ripper' or see [FreeRip](#) for an example.

### Power of Social Media

Still doubt the power of social media? Here's an example of how things go viral.



The Peterson Farm Brothers joined Facebook on Tuesday 26

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June. They posted a video to YouTube the day before - a parody song called "*I'm Farming and I Grow It*" - [see it here](#). In 4 days the video had over 1 million hits. In 3 days their [Facebook page](#) had over 4,600 fans (it now has 14,200 and the YouTube video over 6 million views... in less than two months!), they had international media coverage including a spot on Fox News in New York.

**Connect on the web:**

Okay, so it's catchy, they're cute, and it's a clever song. But it also shows how you can take your message, package it right and BAM!

Don't underestimate the power of social media. If you don't have a presence in that space you're missing out and your competition is getting an advantage over you.

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This being said, you can't 'set it and forget it' either. Smart Company recently posted [3 things you should do](#) with your Facebook business page in the wake of an Advertising Standards Board decision. Check out their suggestions!

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