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News & Info from ...



Newsletter: Vol. 10, Issue 6 - December 2010

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WELCOME!

Dear [subscriber-firstname],

Welcome to our new subscribers!



Remember you can also [view this newsletter online](#). If you would prefer to receive notification of when the newsletter is online - rather than receive the whole thing in your inbox - please, just [let me know](#) and I'll change your subscription.

"Hi, I'm thinking about what you've just sent me. Please wait by your computer for my response."

- Best 'out of office' automatic email replies #5

This is our last newsletter for 2011 - remember all newsletters are available [in our archive](#) should there be something you missed or want to review. I've changed the format of the newsletter slightly so that I can include links to interesting blog articles and the podcast episodes so check out the left side bar for links to those! And remember you can jump to an article of interest by clicking the link in the 'In This Issue' table of contents.

The office will be closed for the holidays with our **last working day Friday 24 December**. The office will be closed the following week due to family commitments and then we will be travelling interstate: January 2 to 16 inclusive. **So back on deck for the new year January 17.**

BLOG

I wish everyone a wonderful holiday break and am looking forward to coming back renewed and refreshed for a busy 2011!

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

- [Is it an Agency or Network?](#)
- [Be Mindful of Your Brand](#)
- [ACT Contractors in Sights](#)
- [Consumer-Like Protection Needed for Small Biz](#)
- [Insurance Burden for Tax Agents?](#)
- [GST - Never Assume 5 Tips for Being Professional](#)

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](#).

Re-commit to Training

Looking for something to do over the break? Now might be a great time to brush up on some skills, or get some new ones and add a new service to your business offerings for 2011.

Here are some great courses you can take over the break:

- Want to learn Wordpress? [Try this great e-course](#).
- Become a [Certified Author's Assistant](#) with this self-paced online course.

Great VA Classroom courses:

- [Podcast Marketing Success Strategies](#)
- [Train to be a Product Launch Specialist](#)
- [Fantastic Facebook Business Pages](#)
- [Become a Virtual Event Specialist](#)
- [Blog Marketing Tips & Tactics](#)
- [Certified Internet Marketing VA](#)
- [Social Media Marketing Expert](#)

Or try some holiday reading with these great guides:

PODCAST

What's been happening at the Virtual Business Show podcast? Click the titles to be taken to the shows!

- [Doing Business the Feminine Way](#)
- [5 Tips for Starting Your VA Practice](#)
- [Getting Clients](#)
- [Keeping Clients](#)
- [Saying No](#)
- [Business Tax Changes - Australia](#)

- [Social Media Set Up Guide](#) - Get social media ready with this easy-to-follow guide for Twitter, Facebook Pages and LinkedIn.
- [Social Media Support Guide](#) - If you already have Twitter, Facebook or LinkedIn accounts but they're under-utilised, this support guide will help you get the most from them.

Social Media Etiquette

Remember : You can subscribe to the show via RSS, iTunes, Zune, or download the podcast at the iTunes Store. You can also subscribe via email for email delivery of whenever a show is uploaded!

Sharing this great article from Annemarie Cross - see below article for a great offer and Annemarie's bio.

Are You Developing (or destroying) Your Online Reputation and Relationships?

Many service-based business owners are leveraging the power of social media in their marketing and brand communication strategies - which is wonderful to see.



Unfortunately though, there are some unscrupulous (or perhaps 'uneducated') users, who are not following social media 'etiquette' and are therefore destroying their reputation and any chance of building solid relationships with their network.

When it comes to social media, whether you are a novice or a pro, here are 10 DO NOTs and 10 principles you should adopt to ensure you use these technologies appropriately in your online interactions.

When connecting with me on Social Media - DON'T:

1. Post inappropriate photos and/or comments on my Facebook wall or Twitter feeds.
2. Blatantly promote your products and services on my wall.
3. Send me an email about your upcoming workshop/event after having only just connected with me. We haven't had the opportunity to get to know one another yet.
4. Only post/write information about YOU and YOUR products and services. Just because I am connected to you, doesn't mean I have given you an open invitation to broadcast your promotions.
5. Tag me in a video/photograph/other post that has no relevance to me because you're only trying to get my attention. Guess what? You did, but for the wrong reason. I've just unfriended and/or blocked you.
6. Include my Twitter handle in a post to get my attention about your product or affiliate link. Again, you've got my attention but I won't be following you OR clicking through the link. Anyway, you've probably just had your Twitter account banned for spamming.
7. Ask me to tell you more about myself and the work I'm doing. This shows me you haven't bothered to read my profile, wall posts or feeds.
8. TYPE YOUR MESSAGES USING ONLY CAPITALS, because I'll think you're SCREAMING AT ME.
9. Send me an invitation to connect using the standard request provided by the technology platform. This indicates that you have not taken the time to read my profile [Note: I've been guilty of this myself so it's a great reminder for me too, NOT to do this].
10. Use disrespectful language; bullying tactics; or name calling when commenting on my wall. If you disagree with something that either I or one of my followers has said, that's fine - I respect your opinion. Please respect my opinion and that of my followers.

When connecting with me on Social Media - DO:

1. **Be a relationship builder** and show me that you care.

Show a genuine interest in what people are doing and saying and take the time

CONTACT US



Please feel free to contact us in any one of the following ways:

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Where else are we on the web:

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to build relationships just as you would with any face-to-face interaction. People are more likely to recommend you, share your information with their network, or do business with you if they know, like and trust you.

2. **Be respectful** of others' opinions even if you don't agree with them.

Social media allows you to connect with thousands of people you would never have had the opportunity to meet if you were just relying on face-to-face networking. And, many of them will probably have different values and opinions than you.

Don't force your thoughts or beliefs onto others in a disrespectful manner - after all, your opinion is just that - yours. Instead be willing to be respectful of them despite the differences.

3. **Be on-brand** and mindful of the online footprint you're creating.

Everything you do and say reflects on you and your brand. Be sure that your posts, comments and interactions are of a professional manner and that you aren't creating digital dirt that could cause a prospect to 'not' hire you.

If you think something could be misconstrued or if you wouldn't want a prospective client to read it - don't post it! They'll surely find it, which may be the reason they hire your competitor rather than you.

4. **Be a 'giver' and not only a 'taker'**

Social networking is not only about taking and receiving but rather it's about sharing resources and passing on information that you know would be of interest people.

The more helpful and supportive you are in your interactions the more likely others will be willing to extend the hand of friendship and support when you need it.

5. **Be honest** in all your business dealings.

The technologies we have at our fingertips allow us to do business with people on the other side of the world without ever having to meet them.

Unfortunately, some people misuse these technologies by misrepresenting themselves and misleading people into parting with their hard-earned dollar.

Ensure that you manage all your business dealings with the highest of integrity, service and honour, and that your customers are happy to recommend you to their extended network.

Remember, when using social media, the information you share and your interactions should not be 'all about you'. Avoid blatant broadcasting and promotion of your products and services to your followers.

Rather it's about 'networking', sharing value-added resources, showing an interest in others, providing support and assistance, and about establishing and nurturing a strong network of like-minded people.

Author: Annemarie Cross is a Branding Specialist & Business Coach and supports stressed, underpaid and undervalued service-based business owners in defining and building their brand, their credibility and their income. Are you ready to get noticed, hired and paid what you're worth? Access our 7 Step audio series to find out how: http://www.bit.ly/biz_growth

F[^]ree Offer: Still uncertain how social media can help your business? Access this 1-hour F[^]REE introductory webinar: "Social Media - Still a fad? The facts, stats and success stories" [Valued at \$297] Learn about:

- 3 (of the 9) Social Media Rules and why doing/not doing these can jeopardise your ability to grow your brand, your credibility and your income;
- Facts about the Power Trio, and why if you aren't using or leveraging any of these social media platforms, to potential clients - you don't exist; (Get latest statistics - these alone will prove why it's vital to integrate social networking into your marketing/communications plan.)
- How you could be destroying your online reputation by not being 'onbrand' in your communications;
- How other businesses are creating a buzz; building their followers; and boosting their income through proactively leveraging the power of social media technologies;
- ... and more

Gain free access here NOW: www.bit.ly/social_media_intro

Spam - 2010 In Review

As we approach the end of another year I thought I would share with you a brief run through of some of the spam that might've hit your inbox this year - this is by no means a complete list but I thought it was a humorous way to view some of what you might have received. Have a great break!

As we progress through the year 2010, I want to thank all of you for your educational e-mails over the past year. I am totally screwed up now and have little chance of recovery.

I no longer open a bathroom door without using a paper towel, or have the waitress put lemon slices in my ice water without worrying about the bacteria on the lemon peel.

I can't use the remote in a hotel room because I don't know what the last person was doing while flipping through the adult movie channels.

I can't sit down on the hotel bedspread because I can only imagine what has happened on it since it was last washed.

I have trouble shaking hands with someone who has been driving because the number one pastime while driving alone is picking one's nose.

Eating a little snack sends me on a guilt trip because I can only imagine how many gallons of Trans fats I have consumed over the years.

I can't touch any woman's purse for fear she has placed it on the floor of a public bathroom.

I must send my special thanks to whoever sent me the one about **rat poop in the glue on envelopes** because I now have to use a wet sponge with every envelope that needs sealing.

Also, now I have to **scrub the top of every can** I open for the same reason.

I no longer have any savings because I gave it to a sick girl (Penny Brown) who is about to die for the 1,387,258th time.

I no longer have any money, but that will change once I receive the \$15,000 that Bill Gates/Microsoft and AOL are sending me for participating in their special e-mail program.

I no longer worry about my soul because I have 363,214 angels looking out for me, and St. Theresa's Novena has granted my every wish.

I can't have a drink in a bar because I'll wake up in a bathtub full of ice with my kidneys gone.

I can't eat at KFC because their chickens are actually horrible mutant freaks with no eyes, feet or feathers.

I can't use cancer-causing deodorants even though I smell like a water buffalo on a hot day.

I have learned that **my prayers only get answered if I forward an e-mail** to seven of my friends and make a wish within five minutes.

I no longer drink Coca Cola because it can remove toilet stains.

I no longer buy gas without taking someone along to watch the car so a serial killer doesn't crawl in my back seat when I'm filling up.

I no longer drink Pepsi or Fanta since the people who make these products are atheists who refuse to put 'Under God' on their cans.

I no longer use Cling Wrap in the microwave because it causes seven different types of cancer.

I can't boil a cup of water in the microwave anymore because it will blow up in my face. Disfiguring me for life.

I no longer go to the movies because I could be pricked with a needle infected with AIDS when I sit down.

I no longer go to shopping malls because someone will drug me with a perfume sample and rob me.

I no longer receive packages from UPS or Fed Ex since they are actually Al Qaeda agents in disguise.

And I no longer answer the phone because someone will ask me to dial a number for which I will get a phone bill with calls to Jamaica , Uganda , Singapore , and Uzbekistan .

I can't use anyone's toilet but mine because a big black snake could be lurking under the seat and cause me instant death when it bites my butt.

I can't ever pick up \$2.00 coin dropped in the parking lot because it probably was placed there by a sex molester waiting to grab me as I bend over.

I no longer drive my car because buying gas from some companies supports Al Qaeda, and buying gas from all the others supports South American dictators.

I can't do any gardening because I'm afraid I'll get bitten by the Violin Spider and my hand will fall off.

I now keep my toothbrush in the living room, because I was told by e-mail that water splashes over 6 ft. out of the toilet.

Now... If you don't send this e-mail to at least 144,000 people in the next 70 minutes, a large dove with diarrhea will land on your head at 5:00 p.m.tomorrow afternoon, and the fleas from 120 camels will infest your back, causing you to grow a hairy hump. I know this will occur because it actually happened to a friend of my next door neighbor's ex-mother-in-law's second husband's cousin's best friend's beautician . . .

Cafe Press Store





Okay - so just as a bit of fun we've [opened a store](#) at CafePress where you can purchase eSOS items! T-shirts, coffee mugs, coasters, bags and notebooks! If you like the support we give and want to spread the word, this is a unique way to do so!

If you want your own CafePress store [click here to set one up](#) - or we can do it for you. **Just ask.**

Disclaimer: Articles in this newsletter are for information purposes only. Readers should make their own enquiries before implementing any of the information contained herein. Neither eSOS nor Lyn Prowse-Bishop shall be held responsible for any loss or damage caused by following the information in any article contained herein.

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