

# Executive Stress

## OFFICE SUPPORT

Newsletter — September 2002

## Welcome!

It's now September - so hopefully you all have your tax returns in.

And it's now time to think about Christmas cards - so get those contacts up to date and cards ordered now!

Things are hotting up in the VA world! More and more businesses are realising the benefits of partnership and I've had a number of enquiries this past quarter. And three more new clients - one based in New York. One of these clients has realised the benefits of on-line collaboration. I've set up a secure site at [MayeticVillage.com](http://MayeticVillage.com) for a music school where all classes can be scheduled on-line, and the 10 music teachers can go and see what their classes are for the week.

I have been asked to present at the upcoming Executaries Conference in Sydney, November 7 and 8. To be held at the Merchant Court Hotel, it aims to show Executive Assistants how to "become an indispensable member of the executive team". I'll let you know how it went in the next newsletter! If I survive the trauma of public speaking! Agghh!

There's a recently-discovered security exploit in Word that I've featured this newsletter on page 3. So check it out if you share documents with others.

Till next quarter.

Virtually yours

*Lyn P.B.*

September 2002

Volume 2, Issue 4

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## Developing Your Verbal Logo by Gary Lockwood ([www.bizsuccess.com](http://www.bizsuccess.com))

The next 30 seconds may determine whether you get your funding, make the sale or establish your point-of-view!

In this fast-paced, mile-a-minute world, you often have only a few seconds to get your message across. Most modern television and radio commercials are no more than 30 seconds. Where could you use an effective 30 second commercial message about your business? These mini-messages are ideal for investor meetings, networking meetings, trade shows, interviews, sales calls or any situation where you need to quickly promote your business.

How do you develop these messages effectively? Think in terms of "sound bites". Prepare your brief message just like a speech, with an opener, the content and the closing.

Let's examine each of these in more detail.

### The Opening

The purpose of your opening is to grab attention. You must assume that your audience is generally as busy and preoccupied as you are.

So you need to first get their attention with a question, "grabber" words, humour or an interesting visual.

Using a question as an opener causes the listener to stop and think. "Do you want to change the world?" "How many new prospects do you want today?" "When do you want to feel good again?"

Once you have their attention, your message can help them answer the question.

Grabber words are designed to startle, shock or at least cause your listener to want to listen to what's coming next. The first sentence of

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this article is an example.

A funny comment or an eye-catching visual are always effective ways to get the attention of your listeners in a hurry. Obviously, any of these openings must be relevant to your message, or they will confuse your listeners.



### **The Content**

Once you have their attention, relate your main message. Since you usually have only three or four sentences, you need to craft this message carefully. The most effective message is the one that states what your business can do for the listener. In other words, talk about the benefits to be received by using your product or service. Don't say "I'm a dentist". Say "I improve the health and well-being of my clients. Healthy teeth help you look good and feel good".

The bottom line is that your listeners don't care what you do. **They care about what you can do for them.** Talk in terms of results, feelings, benefits, outcomes, ideas. Imagine your listener with a sign on their forehead that reads "So what? What's in it for me?"

Remember, you only have 30 seconds. There will be time later to explain how you do these great things.

### **The Closing**

Here is where you ask for action. As a result of your 30 second commercial, you want your listener to do something or think something. Ask:

"When can we meet?"

"Give me your business card".

"Call today".

"When you think of shoes, think of The Shoemaker".

Also appropriate is your catchy tag line. The closing may be the only part of your message that your listener will remember. What do you want them to remember?

So, there it is. Your miniature speech takes only 30 seconds. And it has a beginning, a middle and an ending. What can you do to make all this come out sounding and looking smooth, confident and compelling? Prepare and practice.

*Prepare* by writing out your message, thinking through the key elements and deciding exactly what you want your

listener to be doing or thinking at the end of your message.

*Practice* by saying your message aloud. Rehearse this brief speech. Saying it aloud causes you to pay attention to the sound and cadence. Practice in front of a mirror and you will see the gestures and body language that make up such a large part of the communication. Remember, it's not just what you say, it's how you say what you say that makes the difference.

For your 30 second commercial to really be effective, you must act like you mean it, sound like you mean it and look like you mean it. How do others realise that you really mean what you say? They notice your enthusiasm, your mannerisms, your tone of voice, your posture.

Part of your preparation is to be consciously aware of your non-verbal communication. If possible, video yourself giving your message. Replay the tape several times. Once to listen and observe the overall effect of your message. Watch it again without sound. What are you telling the audience by your posture, body language, facial expressions and your gestures? Do you look and act like you really mean it?

Replay the tape again with your eyes closed. Listen for distracting sounds such as "uh", "ah", "ya know" or sighs. All these things subtract from the effectiveness of your main message.

In our MTV-world of excessive sights and sounds and experiences, make your point and get your message across in a well prepared, well rehearsed 30 second commercial. Think of it as a brief speech.

Mix preparation with inspiration and you'll get a standing ovation. ❖



### **About the Author...**

Gary Lockwood is Increasing the Effectiveness and Enhancing the Lives of CEOs, business owners and professionals. Get the Free BizSuccess newsletter -

<http://www.bizsuccess.com/newsletter.htm>

or send any blank email to:

<mailto:subscribe@BizSuccess.com>

## Security Special: "Document Collaboration Spyware"

This newsletter I'm going to have a look at the latest big Microsoft security hole in Word - and we'll continue our look at intentional misuse of your computer next issue.

Your Word documents could be riddled with sensitive information and you would never know it.



Software developers recently discovered a new security flaw in Word. It's been dubbed the "Document Collaboration Spyware" exploit, and basically it uses field codes in Word to create a "spy" document. In a shared document environment it is possible to create a document that includes no macros, but still can "pull" sensitive information from your computer and return it to the document's originator. It works like this: someone sends you a document to edit. When you edit and return the file, other files on your computer are captured by the document and carried along with it. The pilfered data is hidden inside the document. There are some "mitigating factors", as Microsoft likes to say. The originator of the document has to know the precise name of the file they want to retrieve from your system; and you have to click OK when Word asks you if you want to save changes to the edited document. But that's about it.

The flaw is rooted in how Word processes several different fields, including the INCLUDETEXT field. As many of you know, many Word

documents are rife with fields, although most of them were thought perfectly harmless until now. You won't see fields in Word unless you have this feature turned on (Tools-

Options-View and have Field Codes selected) - so what you usually see are the *results* of the field codes. If you are looking at the codes, Word puts curly braces { } around them. Whilst these may look like every day typed characters, they aren't as Word puts special markers inside a document to mark the beginning and end of fields. So you can't just insert a field by typing { } around a word - you have to tell Word to insert a field through Insert-Field (or Ctrl+F9).

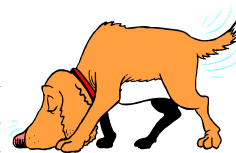
So how do fields work? Word fields go out and find information to put in your document. For example, if you put the {date} field in a document, Word goes out and finds the date, then puts it in the document where the {date} field appears. The {author} field takes the author's name from the File-Properties-Summary tab. The {filename} field finds the name of the document and puts it in the document. The {includetext} field brings in the entire contents of a document - a text document, or a Word document, an Excel spreadsheet, a picture, almost anything you can imagine. Fields drive many important components inside Word. For example, the entire Print

Merge capability revolves around fields. Table of Contents is just a field. Indexes likewise. If you've ever used the Insert command in Word, you've probably used a field.

Fields can then be updated with latest information by selecting the field and hitting F9 (or right clicking the field and selecting Update Field).

Woody Leonhard, publisher of Woody's Office Watch for Mere Mortals and other e-newsletters ([www.woodyswatch.com](http://www.woodyswatch.com)), has made the exploit the focus of several of his recent newsletters. In fact, Woody even offered his readers a free "Field Sniffer."

This program is supposed to scan your Word documents and point out any suspicious-looking fields before they cause problems. You can download a free version from:



<http://www.woodyswatch.com/util/sniff/>  
The Field Sniffer program is not a fix-all solution however. Woody says "We've tried to make Field Sniffer err on the side of caution." If it reports a reference to a file inside your document, that doesn't necessarily mean that somebody is trying to steal your data. It only means that there's some potential for a "Spyware" exploit and you shouldn't let the document go until it's been thoroughly examined. Right now, Field Sniffer can't find

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## New Clients

The following new clients benefited from partnering with Executive Stress Office Support and we welcome them all!

- ★ Denise Ryder, Optsol Pty Ltd - Financial Planner (Database cleanup/DTP)
- ★ Spirit Music Centre (Class scheduling/Collaboration/Report Preparation/Bookkeeping)
- ★ Susun Weed - Author/Herbalist - New York, USA (VA Assistance)
- ★ Three Plus Pty Ltd - Business & Marketing Communication Consultants (Database Management)



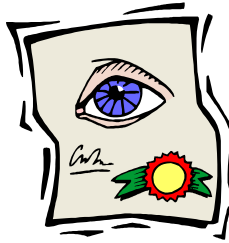
If you haven't discovered the benefits of partnering with a VA yet, give us a call and we'll answer all your questions.

## Security Special (contd...)

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fields hidden in certain headers and other locations. Updates will be available from time to time.

Microsoft Word MVP, Bill Coan has another Word add-in utility available to detect hidden file information. It is compatible with Word 97, 2000 and 2002 (XP). In addition to displaying details about each file hidden inside a document, Bill's software can jump to the exact place in a document where a hidden file is stored. Without the software, users could easily miss files hidden in headers and footers, footnotes, endnotes, comments, or drawing objects.



inconvenienced and their productivity and effectiveness would suffer. Despite all the hoopla and calls for immediate fixes, the long-term solution is likely to involve helping users detect hidden files, rather than eliminating entirely the mechanism by which files can be hidden. Bill's Hidden File Detector provides that benefit now.

For more information on the Hidden File Detector, and to get your free download, visit this page on Bill's site:

<http://www.wordsite.com/HiddenFileDetector.html>



If Microsoft disables the ability to add external files to a Word document, most legitimate users would be greatly

## It's Nearly Christmas! (Yes it is ... I'm not kidding!)

Have you got your Contacts up to date and ready for your Christmas card mail out? Your cards ordered? No?

Well now's the time to do it! We can help you get everything organised so you can spend the time enjoying the Festive Season!

For just 12c\* each (up to 1000 cards - 10c each for more than 1000) we'll produce labels for your mailing.

No database? No worries! Give us the details of your recipients and we'll

produce a database for this year, which you can use again next year! Give us your order by 23 November and we'll set it up for you for the special Christmas price of just 5c per record!

Existing clients, if you need cards ordered with or without company information printed, you'll need to let us know now so that we can get your order underway. Printers

need the information by the **first week of December**.



And what about gifts? We can help arrange hampers and other Christmas gifts for your contacts and clients.

What are you waiting for? There are only 86 days left till the Big Day!❖

(\*Price excludes postage)

## Saving Money on Your Summer Holiday!

Summer holidays are just around the corner. These tips will help you save some money as you hit the road.



1. Travel in the off-season or on off-peak days (not weekends).

2. If flying, watch for deals on tickets and be ready to buy them right away.

3. Always ask for the lowest rate available for airfare, hotels, or car rentals.

4. Be wary of hidden charges. Room taxes, in-room movies, and long distance charges can add up.

5. If driving, tune up your car before you go, to help avoid expensive repair bills.

6. Stay in out of the way places.

7. Pack your own picnic and keep an esky in the car with drinks and snacks.

8. Look for free attractions.

9. Check the Visitors' Bureau or local Chamber of Commerce for information on inexpensive attractions and to get discount coupons.❖