

BOB PAFF

"Communicating to Win!"



AS HEARD ON
CBS RADIO

SUNDAY MORNINGS 7-8 A.M.
105.7FM The FAN Baltimore

"I believe you can get everything in life you want if you will just help enough other people get what they want." -Zig Ziglar

And Bob Says...I'm All Grown Up At 50!



What a year to kick off what I think is one of the most profound ambitions in a Free Market Society! Helping the small business owner achieve success and uncover that hidden drive, spirit and ambition!

The Talmud says that 50 is a shedding, a letting go, a liberation if you will.

All grown up at 50 feeling so empowered to make a difference I'll need at least another 50 to get it all done!

As I got closer to the magic number the voices in my head grew louder and louder. As the economy tanked and Wall Street ballooned, the time was now. **Who is the voice of the little guy, the entrepreneur and shop owner on Main Street.** Where does he or she go to for advice, counsel, strategic marketing, God forbid a loan to fund expansion!

Where is it written that just because you make the best mouse trap you have any clue how to take it to market? Where's the manual to balance the endless duties of President, Chief Executive Officer and Chief Bottle Washer?

Who takes care of you when you take care of many? Employees and their families, vendors and strategic alliances, all counting on your success! Where's the cheer leading squad now! I had to do it, launch it, listen to those ever louder growing voices that would not go away. I had to be the trusted counsel, the trusted advisor, the shoulder to lean on that few are blessed to have.

At last, all grown up at 50 liberates me to "tell it like it is", put it all out there,

play at the top of my game. Wrinkles, grey or white hair, battle scars and all.

Hence we bring you **"Communicating To Win"** in all it's many shapes, sizes and colors! In these two short weeks of air time we have struck so many nerves, touched so many lives and been the voice the crowd has been waiting for. Humbled and yet impressed, motivated and inspired by your support we have so many miles to cover, so many topics to choose from. As I write this first "conversation" in response to your outcry I am still receiving suggestions for future shows, future guest, future possibilities!

From the inspiration and determination of that first job in the bowling alley I have been living by the words of Lincoln, **"What ever you are be a good one"**.

Lincoln, a man of unbelievable conviction and foresight who saw many a failure, many a lost political race until becoming President, a true pioneer who never accepted "no" for the answer.

Since my first job at the bowling alley and everyone since I've aspired to be the best! The best pin setter, the best Maitre'D, the best lender, the best business development officer and now an inspiration to clients, associates and colleagues alike.

Best is a relative term but we know the benchmarks. We know when we have given all, refused to be defeated and only accepted NO when NO was the correct answer!

Join me as we help, consult, coach and counsel you to not only build the best mouse trap but to Perfect it! Market it! And make it come to life! Making you proud to sign your name to it.

Travel with those who feel your pain, have spent many a sleepless night wondering who to call tomorrow and when that next "check in the mail" will arrive. **We know you, we hear you, we are you!** -Bob Paff

Asked & Answered : What's Your Question?

Where Do I Start? ...at the beginning!

When there seems to be more month than money in your business...it hits you square in the eyes that something needs to change. Has to change! Must change!

Many companies look a cost cutting, or even leveraging more borrowed capital into what isn't working thinking more of the same will be different somehow.

Worse yet, cut their sales or marketing yet keep the dead weight salaried desk jockies pushing paper instead of getting business.

So we are often asked "Where do I start?"

And the answer is always...**at the beginning**. Often the issue or resulting series of issues you try to address are simply the symptoms and not the cause.

You may need to go back to the foundation and re-examine your business and its products and services as it relates to the market.

For has the market changed? Is there still a hungry crowd that your products and services can feed?

What about your message? Does it articulate the benefit your products and services bring to that target market?

How are you communicating that message internally with existing clients and externally with prospects?

What types of media are you using to get that message out? Are you advertising in the newspaper when your target market is all using the internet?

Remember, that your foundation of success depends on all three being strong! Message, Market & Media.

This three legged stool (your business) cannot stand on two legs alone.

It may be time to go back to the beginning!

Email Us at newsletter@bobpaff.com and submit your question!

Off The Shelf! Book of the Month

Think & Grow Rich: *Need I say More!*

This book was written over 70 years ago and it is still a highly respected and read book known as the "Bible" for people who are searching for **financial freedom**. The essence of the book is Napoleon Hill's famous statement:

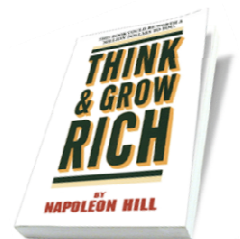
**"Everything your mind can conceive,
you can achieve"**

It offers many questionnaires and practical exercises in addition to all the text. It gives you clear guide lines in how to set goals and reach them and how to make clear plans to follow. You are shown how you can realize your highest potential, and succeed in anything you set your mind to.

It teaches you not to give up, and see all mistakes as learning opportunities.

Napoleon Hill teaches that successful people never considers temporary failure as a permanent defeat.

As a collection of principles for the attainment of wealth and financial independence it's a must have in your library.



And one of the most critical principles is the one of Masterminding. Surrounding yourself with like minded people who understand and will be your mentors, supporters and sounding board.

"Rich people have Big Libraries, Poor people have big TV's"
- Jim Rohn

Who's Doing It Right?

Industry Spotlight: Coming Out Of the Shell!

With so many businesses just getting it wrong out there with poor or worse yet, NO customer service, underperforming products and on and on...it's down right refreshing and unfortunately shocking when you not only bear witness to but actually experience when someone is doing it right!

This Industry spotlight is on **Hamilton's Canton Docks** restaurant known for its biggest best tasting meaty crabs on the East coast nestled in Baltimore's Canton neighborhood adjacent to the water.



While I do send people there in droves for the food, service and location it goes well beyond just a glorified restaurant review as I am no food critic. Just one of you that likes what he likes and tells people about it as it is becoming so rare these days when you have the **opportunity** to spread "good" news.

In fact, it's opportunity that has me championing this restaurant on behalf of the true star and that is Mr. Eric Hamilton. As he is a businessman who gets it. And what exactly is "it" that he gets?

Eric Hamilton of Canton Docks gets that growing a successful business (*especially in an industry with a high rate of failure*) is that it is much more than great food at affordable prices with good service.



Voted one of Baltimore's Best Crab Houses

Eric knows that it's about building relationships!

One could say he's come out of his shell. (*Ok I couldn't resist seafood humor.*)

Eric not only looks for every opportunity to reach out to people and provide a benefit beyond serving food and drink...

He uses the venue itself as a tool for increasing sales by proactively offering up Canton Docks to Charity fundraisers and other events.

In doing so Eric establishes an atmosphere of "**giving to get**" which exposes his restaurant to people that otherwise he may never reach without the considerable expense of intense advertising.

And that my friend is called leverage!

By focusing on making connections that position yourself as the obvious resource to their sphere of influence?

Well done Eric...You're Doing it Right!

Find Out More at www.cantondocks.com

Networking Nuggets: The Essential Do's & Don'ts

Too many professionals equate Networking with Selling which is why "Networking Events" can feel like you are on a used car lot.

Networking is about creating the opportunity to bond and begin relationships!

Whereas selling is the exact opposite...putting up people's defenses, building walls and creating separation.

A one and done proposition. If you are trying to get or "sell" business like a dog in heat at every Networking function you will

begin to repel every familiar face thus chasing away connections.

Effective Networking is a skill and discipline that begins with the fundamental understanding that your success lies within your ability to build relationships.

So next event: relax, be friendly, listen, ask questions, exchange cards and look to gather information and not sales.

People are interested in those who show them interest.

More to come...much more!

MARKETING CORNER

with Luke Harlan



Marketing IS Everything!

When you first went into business or sales, whether working for yourself or someone else, you probably thought "technical" knowledge about your product or service was all you really needed to be successful.

That expertise and "professionalism" would be the keys to your success.

That clients/customers/patients would seek you out when they heard how "good" you were.

Perhaps you set up an office or place of business of your own. You had phone lines and equipment installed. Then, you sat down and used the phone book to start making cold calls, or get the Yellow Pages rep in to see you.

You may have had ideas in mind about "personal promotion," or other image-building techniques.

Most certainly, you had all kinds of information about your product or service and how to be "the best" in your field.

You believed you or your company really had built a better mousetrap. That, with a few phone calls and some publicity, the world would pay attention and, indeed, beat a path to your door!

Am I right?

Unfortunately, that is not the way it works!

Knowing HOW to get clients/customers/patients is infinitely more important than any other knowledge you may attain!

That's it. I've never known any way to make my business (and thus, my personal life) better unless I have a constant, never-ending stream of prospects and clients/customers/patients who come to me.

The fact is - and it's a very important fact that every business person must grasp - ***you're not in the business you think you're in***, whether self-employed or working for someone else...you're in the business of MARKETING PRODUCTS AND SERVICES! That's the bottom line.

So, what does this mean?

Well, it means you must change your thinking. You must accept the fact that you are a marketer first and a contractor, or salesperson, or tradesperson, or planner, or consultant, or physician or whatever, second. Until you do this, you'll never make the kind of money you want to make.

The acceptance of your role as marketer... a connector is paramount. It's the only way to change the size of your bankbook and gain success otherwise unattainable.



Let's face it, in any business...and yours is no different...the best marketer wins! Period.

Is this rule breakable or flexible in any way? No! Why not? Because it's true. It's always been true and always will be true.

Now, take caution. This doesn't mean you can market better and deliver substandard products or services.

No way! You must not only work to be best marketer; you must also work to be the best plumber, or printer, or doctor, or salesperson, as well. People want and deserve the best.

So, it's time to make a decision!

Are you ready to fasten your seat belt, open your mind and get on the road to success?