

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 Am YOU!



Friends and Listeners,
 Let me say again what we are all about and who we are. "We are you" first and foremost. We feel your pain, we share your struggles and aspire to the same hopes and dreams for you and your families! When this show was launched on

CBS on July 18th it was met with a overwhelming response and sigh of relief. Finally someone hears us, someone is listening to us, were the words from everyone I spoke to, from the gas station to the grocery store. There is so much more we have to do.

Washington is incapable of feeling your pain as a business owner and struggling entrepreneur. In fairness to them how can they? With 8% or so of the Obama administration having any "real" business experience it is realistically impossible for them to hear the shouts on "Main Street". And yet they have been charged with righting this economic ship that seems destined to sail into the abyss for quite some time. The economic forecast is bleak to say the least.

What can you do to protect your house, your business, your family, your employees? You need to immediately, today not tomorrow, start building, cultivating and nurturing your existing and past relationships. Ask those around you for help and tell them the ways they can help you. If you have done a good job and are a credible source folks will want to help you. **We only get the things we are not afraid to ask for!** Most often we assume no one is willing to help us when in fact we have not asked! You have perhaps the expression Management by Walking Around, not an MBA it's a MBWA! Take

the pulse of your employees, your customers, your clients to gauge how they are feeling and assess the ways they can help you. Look at the ways you can cut back, tighten the belt, ask everyone to pitch in. What you do not want to do is stop your marketing and sales initiatives. That's where **Communicating To Win** and Bob Paff Inc can help! We can work with you to retool, reorganize, reinvigorate your operation and staff to see the big picture in ways you might not be able to engage. We can look at your operation from 30,000 feet in the air to make some tweaks and adjustments that might just be the right antidote to get you going again. Reach out to us via the web or 800-833-5150 to set an appointment for that consultation.

The backbone of the country and the American Dream is built on the backs of small business owners like you and me. Unless your strategy is to take that Civil Service exam and become a federal employee you have to shift your paradigm now! The federal government is growing at a faster rate than any other work force sector and it appears not to be stopping anytime soon. Medicine has changed, law has changed, banking has changed! We're not going back to the old way of doing business by hanging out that shingle and saying "door is open". **The consumer wants** more or they will go elsewhere to find it. You have to want my business and earn the right to it each and every day.

As always let me share those tips we give our listeners around the country each and every show. Carry that business card, return those calls and email, ask for the business! Make no assumptions, take no prisoners, leave no stone unturned. We're in the final innings of a game that is just to close to call, where every strike counts! Communicate those needs, wants and desires and we can all Win and Play at The Top of our Game! Reach out and touch, I want to hear from you! -Bob Paff

Asked & Answered : What's Your Question?

How Do I Market Without Money?

To be glib I would say how do you eat without food...but in these touch economic times with banks stonewalling small business and short sighted Government stimulus packages that only slow the deaths of the mega corporations...**I feel your pain!**

With that said, if there are no dollars in the kitty then it's time to take a trip back in time to "**Shoe Leather**" marketing.

That's right...it's time to "hit the streets" and "drum up business" as they say. Ok...I hear you. Enough with the corny rah rah 1950's sales manual hype.

But seriously, we are in an age where more people communicate globally for the price of \$0. Just think about Email & Social Media Sites like Facebook, Twitter & LinkedIn.

Let's not forget offline Networking! Chamber groups & Associations etc. Done right, this can put you in front of a hundred real people a week!

What about your own sphere of influence? Family, friends, neighbors, service providers, Church, PTA, the local watering hole...anyone you've met.

Let's not forget that crazy device you're already paying for which allows your voice to go out into the air...that's right the telephone.

While paid forms of marketing maybe more efficient...in their absence all of the above can be quite effective as it's not the bells, whistles and gizmos that make or break a business.

It's about having the right genuine message and knowing your target market.

As for the right vehicle to get it out there...Tie those laces tight & get going!

For you can either make excuses or you can make money. **You cannot do both!**

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

Off The Shelf! Book of the Month

Never Eat Alone: Keith Ferrazzi

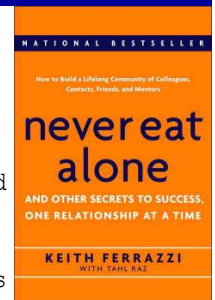
What makes successful people different from everyone else? Successful people know how to use the **power of relationships**. Author and master networker Keith Ferrazzi shares with you proven principles on how to reach out to others and build genuine relationships based on the spirit of generosity. Learn how to look for mentors, avoid invisibility, handle rejection and other tips and techniques that can propel you towards success both in your life and your career

Stop keeping score. Remember that relationships get stronger with trust. You can't get people to trust you by asking what they can do for you. Instead, find out what you can do for them. Here are some insights

that can help you understand this concept further:

- Remember that businesses and jobs can come and go. Friends & associates, however, can forever remain.
- It's always better to give than to receive.
- Think about this: the people who answer your phone today can very well be the people who have the choice whether or not to take your call tomorrow. Be nice to your subordinates.
- Always contribute to the people around you.

Grab a copy of **Never Eat Alone** Today!



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

Who's Doing It Right?

Industry Spotlight: The Business of Medicine...Dr. Keyvan Rafei

For those of us who've ever experienced the trials and tribulations of emergency room care will undoubtedly share similar stories or being bounced around from the front desk, to the nursing triage to finally sitting in an empty room waiting for the doc to come in what seems like years later. Then there are the tests and more waiting without so much as a clue to how long. The only thing for certain is that the most memorable part of it all is how well they can get us to fill out every liability and insurance form. And what's worse is that we have no expectation this process will change. It's just the way it is. What we wouldn't give for just one doctor to go through that process.



Well...meet Dr. Keyvan Rafei of the University of Maryland Medical Center. He's made it a point to walk in your shoes and experience medical care from the patients perspective. In fact, Dr. Rafei has implemented it in his teachings and administration as Division Head of Pediatric Emergency Medicine.

His approach to addressing the questions, fears and unknowns of care have his department earning the best feedback ratings from

patients and their families.

And if you think the Emergency room is overwhelming to an adult, just imagine what it is to a child and their parents.



Dr. Rafei is so in tune with measuring the patient experience and using that data to make significant and im-

portant changes to the way medical care is provided that he's truly revolutionizing the business of medicine to **treating patients as people first.**

His methodologies are being adopted and implemented hospital wide to further increase the already outstanding care provided by the University of Maryland Medical Center...especially the Hospital for Children!

Dr. Rafei already knows what businesses have been slow to realize. That proactive and effective communication begins with asking HOW they can be better by understanding the needs of their market.

We salute Dr. Keyvan Rafei for his diligence in transforming medical care and ...

Doing It Right!

Listen to the recording of Dr. Rafei on the "Communicating To Win" CBS Radio Show at www.BobPaff.com/cbs-radio-show

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

The Power of Committees

One of the best ways to increase your business through is to be on a committee.

There are two specific ones that will help put money in your pocket.

1. A Membership Committee

This is a powerful money making committee as you not only learn of new members before your competition, but meet tons of prospective members. Whether they join or not does not matter...as you've met them!

2. Fund Raiser Committee

Just think of the people you meet by being on this committee...Wealthy and influential patrons!

All those CEO's & top executives who otherwise would not take your call...now will be! giving you the opportunity to be on their radar.

Remember, the best Networkers are those who know the power of building relationships over just looking for a sale.

More to come...much more!

MARKETING CORNER

with Luke Harlan



Doing What You've Always Done Only Gets You...What You've Always Got!

Human behavior authority Tony Robbins says that the definition of insanity is to do the same things you've always done and expect to get different results.



Pretty profound....maybe?

Are you wondering how to get different results in your business, while continuing to do what you've always done? If so, we need to talk...like now.

You see, for results to change, the steps leading to them must change. In other words, you must change what you do! I know that sounds like common sense but unfortunately it is not commonly done.

My experience teaching professionals from many specialties has shown me this is a big problem. How can people reach new levels of success and self-esteem without changing their behavior?...They can't...you can't!

I'm being very honest. Convincing people to change how they think about their business is the greatest challenge I face! The rest is really just the right marketing mechanics.

Why? Because we've all been taught to think that being "good" is good enough. That knowing how to handle clients/customers/patients is all it takes.

That "image" and "personal promotion" will catapult us to levels of income most people only dream about. **WRONG!**

Well, it's time for a reality check!

Remember, I'm speaking from experience here. I've been there just like you. And, I can assure you now, that as soon as you change your thinking, you'll not only change your income, you'll change your life!

What kind of thinking am I talking about?

Well, the kind that says things will improve as soon as you get "your name out there," as soon as you establish a "reputation." **WRONG AGAIN!**

Please understand. I'm not saying name/brand recognition and a positive reputation won't help. They will...a little. And they certainly can't hurt!

However the time and money spent on that puts many people out of business, or at best, provides them with a meager income.

You know, if all it took was name recognition, most of us would be rich. And, since so many business and sales people offer ads with names and pictures on them, their phones must be ringing off of the hook, right? **WRONG!**

The reality is, the phones don't ring, at least not often enough. There's a long, long wait before recognition and image bring in big money. If you've got lots of time and money, then please just keep doing what you're doing.

The same holds true for people coming into your place of business. Recognition and image will also not fill your place of business with people. Sure word of mouth will help, but it generally takes years of people talking for the word to get around.

So, if you want to speed the process up, **stop doing what you're doing now** and start marketing in a different, direct way. People will now call and come in because they're really interested in your product or service.

And, as I said earlier, getting clients/customers/patients to **respond** is the bottom line.

When you recognize that having other people recognize you doesn't pay bills, you'll be on your way. When you accept that your mind has to become a marketer's mind, you'll begin the process of a new life.

It's true. **How you see the world determines how the world sees you.**

If you think the world is full of people who are interested in what you have to sell, and that your job is to find them through marketing, you will!

However, if you feel your "professionalism" and "good name" are enough to make people beg for your products or services and are not making sales, it's time for a new view.

We always, always get what we want — if we have the psychological strength to focus on it, filtering out all the noise and meaningless static that surrounds us.

And I know, if you're paying attention to "image" and "professionalism," you're letting meaningless noise drown out what's really important!

Getting interested people to respond to you!

I hope this makes sense, because you'll need to adopt a new attitude to make it in this economy!

To Your Success!