

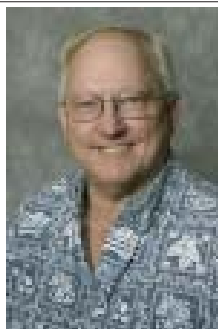
REDEFINING
THE BEST
WAY TO DO
BUSINESS
IN THE
21ST CENTURY



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DECEMBER 12, 2011

With 23 reporting, EAOOC members had \$42,368,000 in total sales for 2010



TO SUCCEED IN
BUSINESS IT'S NOT

WHAT

YOU KNOW BUT

WHO

YOU KNOW THAT

COUNTS MOST!



*New
Board of
Directors*



<u>Position</u>	<u>Name</u>	<u>Term</u>
President	John McShane	5/12
Vice President	Doug Whitney	5/12
Treasurer	Dale Jochims	5/13
Secretary	Mike Hughes	5/12
Director	Molly Millican	5/13
Director	Brian Polivka	11/12
Director	Aaron Check	11/12
Director	Matt Marchant	5/12
Past President	Tim Osborne	11/12

SCHEDULE

Dec 14th Randy Bryan
Shannon-Bryan Mortuary
Off-Site
Dec 21st Mini Talks
Board Meeting

**Randy Bryan is hosting
the EAOOC Off-Site**

Wed., Dec. 14, 2011
Shannon Bryan Mortuary
137 E. Maple Ave.
Orange 92866

Get Branded or Get Burned

- By Jeffrey Gitomer

*I have a brand. Or should I say: I am the brand.
I have taken my name, Gitomer, and turned it into my brand.
My column is in 85 markets. My Website is my name;
gitomer.com. My company is my name; Buy Gitomer. And
everything I do has my name on it.*

What's your brand?

How do you get a brand?

First: If you're a small-business person, don't read a book on it. I have yet to find one that is pragmatic enough to work.

Second, think "me" and "give-to-get."

Third, think "promotion," not "advertising."

Here's my personal formula for developing a personal brand:-

- Be willing to give of yourself – FIRST.
- It's not the only way, but it is the best and longest-lasting one I've ever found.
- Dedicate time to make it happen. Or it won't happen. If you want to make a lasting mark, it must be preceded with a master plan.
- Get others to help you. List the people you think can help you or help you connect – and ask for their support. (The easiest way to get support? Give it first – without keeping score.)
- Make a brief 30-second commercial. Focus on what you do and how you can help others.
- Deliver it after you have asked the other person what he does.
- Combine outreaches. Examples: Get your charity to place you in the community as a spokesperson.
- Donate a scholarship to the trade association of your best client. Give a talk and donate the speaking fee to your charity. Make a donation in honor of a significant event in a customer's life.
- Do everything with a creative flair. Something that makes the time and effort you gave worth remembering. Memorability is a vital link to building market awareness.
- Get the best business card money can buy. It's your image – and it makes an impact every time you give one – either wow, positive, mediocre or negative. Engrave it, blind emboss it, foil stamp it, logo it, graphic design it, multi-color it. Here's the acid test: When you give out your card, if someone doesn't look at it and say "nice card," get it redone.
- Stay in front of the people you want to do business with. By combining your outreaches, you can create a steady flow of your images (in the paper, weekly magazine, on TV, your newsletter, etc.) to your target market. It takes five to 10 images to create awareness great enough to prompt a buying decision.
- Become a resource. It's much more powerful than someone perceiving you as a salesman or entrepreneur. People will want to be around you, and pay attention to what you say, if they believe what you say and do has value to them and their business.

- Persistence and consistence are the secrets. Don't do anything once – and then sit back and wait. You must keep plugging without expectation. If you're good, have patience. Your phone will ring.
- Have a good time doing it. People who take it too seriously have problems sorting out what's important in the world. Treat it like an important game – play as hard as you can to win.
- Strive to be the best at whatever you do. Go for the personal goal (be the best), not the material goal (make a lot of money). Be the best, and the money will automatically show up.
- Ignore idiots and zealots. There are a lot of jealous people and naysayers in the world. Ignore them. They are people who will rain on your parade because they have no parade of their own.

Here are the steps to personal branding:

- What should you do first? Make a plan. Write your specific objectives and what you expect to get from each outreach. Note well that the best plan is a solid mix of things.
- Your best initial investment? Seek professional help. Pay a public-relations specialist an hour or two fee and bounce ideas off the person. Ask what he/she would do if it were he/her zero-budget. I'd rather have \$200 worth of professional advice than a \$200 worthless ad that gets no response.
- Get an ad specialty that's novel. Something people will talk about or show to others. Something they will see or use daily and think of you in a positive way. Make sure the quality of the ad specialty reflects the quality of your company. Go first class or don't travel.
- To get the fastest (and best) results – go slowly. A good plan takes a year to start working, and it gathers momentum between year one and year three. The business community is wary of a flash in the pan. Slow and steady is the watchword – especially steady. Low heat takes longer to cook, but the results always tastes better – and you never get burned.

-Jeffrey Gitomer From www.bizjournals.com

New Members Not In Directory

Maribel Lopez **714-724-4243**
The Blooming Branch **#11**
968 N. Enterprise, Orange, CA 92867
Classification: Floral Designs

Abraham Cohen **949-232-7240**
AAA Locksmith **#21**
200 Technology Ste J, Irvine CA 92618
Classification: Locksmith