

## 6th WBDC AM Business Breakfast Series



### THE MULTIPLIER EFFECT

Join us for a live interview as Rebecca Surran, News 12 Connecticut Anchor interviews featured guest Kelly Flatley, Co-Founder of Bear Naked Granola.

October 16, 7:45am-9:30am

Inn at Longshore, Westport, CT

Breakfast Chairs

Lisa Bourque

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Tickets: \$75 Per Person

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Contact [mlaughlin@ctwbdc.org](mailto:mlaughlin@ctwbdc.org).

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# Success, Inc.

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VOLUME 8 / NUMBER 3

## The Great Paper Chase! Showing Junk Mail Who's Boss

By: Cara M. Brook, Professional Organizer and owner of Strategize.Organize.Simplify. LLC (S.O.S.)



Do you ever feel like you just can't keep up with the amount of paper coming into your home? That's no surprise. We're constantly bombarded with it. If from no other source, we all get mail once a day (except Sundays), which continues the flow of newspapers, junk mail, letters, bills, etc. into our world. To address this problem at its source, try these tips for keeping things under control:

Identify the best place for you to sit down and sort through the daily mail. Wherever that place is, make sure you have the ability to spread out temporarily while you perform this task.

Have a garbage can on-hand. All junk mail should be ripped up and thrown away immediately. There's no need to let it sit around the house. (Please note, if the junk mail contains personal information, it is strongly recommended that you shred these documents.)

Sort the mail into piles by what the items are: bills to pay, things to do (i.e., an invitation that requires a response), newspapers/magazines to read, things to file (i.e., bank/investment statements), and maybe a separate pile for you, your spouse and/or kids for personal mail.

If you're unable to act on these piles right away, identify a place for those items to be stored until you do have the time. Store the items where the activity is going to take place. For instance, the bills needing to be paid can go in a file folder and then be placed in the home office or on the kitchen desk or wherever it is that you pay your bills; magazines may go in a magazine rack or basket in the living room; the invitation that needs a response might go on a bulletin board or in a calendar.

Setting up a small file box in your designated sorting place with a few folders in it that reference the categories listed above may be a quick and convenient way to deal with the mail each day. The box will also serve as a temporary, and mobile, container for you to use to distribute the mail.

The object is to sort the mail and get each piece to its final destination as easily as possible. By taking just a few minutes out of your day to follow these steps, you can make a big difference in eliminating the potential for added clutter.

Cara Brook can be reached at [SOSLLC@optonline.net](mailto:SOSLLC@optonline.net) or on the web: [www.organizewithsos.com](http://www.organizewithsos.com)

## The Women's Business Development Center

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### CLIENT PROFILE

## Be Organized to Make the Most of Working with a Graphic Designer.

By Bernadette A. Nelson, Principal, Studio B/Visual Communication. [www.studiob-ct.com](http://www.studiob-ct.com)

Design is a process. By clearly stating your goals and requirements, you will ensure that the outcome meets your expectations.

The best way to proceed is to write a design brief that defines:

- *Your Goals, Objectives and Priorities*
- *Your Audience*
- *Your Budget*
- *Your Timeframe*
- *How You'll Measure the Achievement of Your Goals*

It greatly helps the process if you do your "homework" and are upfront with your designer.

*Your Goals, Objectives and Priorities*  
Define what you want to accomplish with the work to be performed. What is your call to action? Do you want your audience to:

Call you? Go to your website?  
Buy a product or service from you?  
*Your Audience*

Specify its characteristics: age, technically inclined or not, traditional or progressive, etc. What is your audience looking for?

*Your Budget*  
The most successful cooperation starts with trust. Often times, clients are hesitant to volunteer a budget for fear of giving carte blanche to their designer. However, you actually save time and therefore money by letting your designer know not to create a "Cadillac" kind of a piece/project if you only have a "Volkswagen" kind of budget.

*Your Timeframe*  
Start with ample time to avoid rush

charges. Be as specific as possible and be honest about your deadlines - i.e. don't create artificial ones. If you have a date/an event you need a printed piece done by, work backwards from the final date: ±10 working days for printing, 15 working days minimum for the design and electronic production. Of course these are rough guidelines. Be sure to check with your designer.

*Managing the Process*

Design takes time, effort and therefore money. Of course, you requested a detailed estimate upfront - right?

By being responsive to your designer's requests, you will ensure that you stay within budget. By being clear and not making assumptions, you will speed up the process when you have edits or changes. Be ready to make decisions and articulate your likes or dislikes.

*Measurement*

How will you determine that the project is successful if you don't outline your expectations.

Will the completing of the project satisfy you? Will you track the phone calls/website visits resulting from your campaign? Will you ask where your prospective clients heard about you?

*In Brief:*

Be organized and partner with your designer for a positive outcome. Educate yourself about the design process, and share responsibility in the end results. Watch the credibility of your business grow!



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*WBDC Mission Statement: WBDC is a not-for-profit organization. We educate, motivate and empower women to become economically self-reliant through entrepreneurship and expanded career opportunities, thereby creating jobs and enhancing community vitality.*

Non-Profit

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VOLUNTEER PROFILE



## Am I an Emailaholic?

by Jennifer Rai. Owner of Today's Administrative Solutions

Everyone knows the benefits of email.

It's easy, quick, global, easily stored, it allows you time to think before you speak, but is it also a distraction?

I can't tell you how many times I have been working on a project when that little "you have mail" screen pops up. Hmm...Is there an important message in there? Is it something more important than what I'm currently working on? What if it's a new client? There's no way to know until I check those messages! This is when I run into my dilemma. Do I check, or do I finish what I'm working on?

In the ClearContext 2006 Email Usage Survey 41% of the respondents stated they are checking their email "constantly." In fact, they found that even though we are getting the same amount of email as last year we are spending more time managing the

email we get. They also found that 25% of the people responding to the survey are spending 4 or more hours every day managing email. That's half the work day! How are you expected to get anything else done when email is taking up half of your day?

Here are a few strategies that can easily be implemented to keep your email under control, be productive and organized.

1) stop checking your email as soon as you start work. I know it seems impossible, but it will wait. Spend the first hour of your day getting small tasks completed. After the first hour go ahead and check your messages, even if you get wrapped up in your email you will have already accomplished something.

2) Turn off your email notification. GASP! This works too. Without the notification screen popping up every few minutes you will be able to

focus on the task at hand. How do you know if someone has sent you an email? That's the third step.

3) Set up a schedule to check your email, and an amount of time you are willing to spend on it. It could be at the top of the hour for 15 minutes, every two hours or maybe only once or twice a day for an hour at a time. Whatever works for you. By implementing even one of these suggestions you will be able to gain control of your email management. You will be less distracted by your email, and last but not least, your clients will still have your attention, and you will still have your sanity.

*Jennifer Rai is a WBDC Member and Volunteer.*

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