

APRIL 6-10, 2009

IDEAS

Interesting story in the April issue of *OnWallStreet* by Gerri Leder. It is called the Apology Factor. Take some time to review this. <http://www.onwallstreet.com/search/index.html?zkDo=search&query=gerri+leder&x=27&y=15> She has a ton of useful information, you'll get some ideas for sure here!

There is a good article entitled "Filling your Glass," by Matt Oechsli, in the March issue of *Rep Magazine*. Good stuff, you should find an idea or two here also. Take a look at all of his ideas: <http://registeredrep.com/searchresults/?ord=d&terms=oechsli>

Look at creating or improving your YOU Brand, Inc. Try these ideas:

Be extra, extra available. Perhaps the best thing you can do to get publicity now is to be available and let them know you are there. Provide some articles, information and ideas for the paper, radio or TV. News releases are a useful item to initiate awareness.

Watch for new emerging business trends. The new 529 savings plans, Congressional accounting reform, even the pullback in technology spending—all are hot areas of business news. You can distance yourself from competitors by watching key dates for economic and financial news, and keeping the media alerted at least three weeks ahead of time. *Tip:* Housing starts, fed meetings, quarterly earnings announcements, are all good areas to watch. Forget about giving your own personal prediction. You're trying to communicate the relevance of such figures and whether they'll be palatable enough for the markets.

Form your own press syndicate. Does your assistant have too much time on her/his hands? Get them to help you create a list of private trends or figures you are seeing. *Tip:* When you see something and think to yourself, "Why isn't the media talking about this?" you're on to something. Compile these trends and put them in the form of a monthly e-letter as your own private press syndicate. Distribute it freely to media contacts locally or nationally that would have an interest. Don't forget to include your photo, telephone number, and e-mail address for possible story follow-up. **CHECK WITH YOUR COMPLIANCE DEPARTMENT BEFORE YOU SEND ANYTHING OUT!!!**

If you know of a financial advisor who is looking for another broker-dealer, let us know. If you know of an unhappy rep or a broker-dealer leaving the business, call WRP. Have them compare payouts, support, marketing, technology and compliance. If you are left alone and your production is dropping, call me. Since 1976, WRP has offered their reps the best payouts and the cleanest compliance records in the business.

This STRESS thing was bigger than I thought. I have received a lot of emails and phone calls from reps all over the country. I was reviewing some of the different articles, web sites, and blogs and I remembered a book I have entitled, "Don't sweat the small stuff...and it's all the small stuff." The author is Richard Carlson, PH.D. and here is a link to his website: <http://dontsweat.com/richard.html>. I go back and reread it often. It's a must for your kids to read. The truth is, life will never be exactly the way we want it to be. Over the course of our constant interactions with others around us, most people won't act the way we want them to. Especially in our business during these dramatic economic times, battling with our guilt can be numbing. Moment to moment, there are aspects of our life that we like and others that just plain confuse and frustrate us. There will always be people that don't get it...or have their own battles, demons and egos that they need to deal with. Things can get edgy. I have found that by preparing to confront these people, or blaming them for all of the ills, you'll spend most of your life either fighting countless skirmishes or rehearsing it in your mind. Think about all of the little battles you fought this week, make a list! Now, think about how much time and effort you wasted. What did you gain? What good came from it and how are those other people feeling...how do you feel?

Here is another thing I found when times are a bit prickly. No matter how you slice it, we are sales people and that is a good thing. Let's face it, the majority of us are terrible with paperwork and every time I see a big dip in our business, I witness a dramatic increase in compliance errors and short fuses. The paper work turns sloppy, we get frustrated, the ill feelings get balled up, we get defensive, we get a little chippy with everyone, spew negative vibes and we find ourselves miserable. I think it comes from all the STRESS we find ourselves in today, we lose perspective and everything becomes urgent. In Carlson's book, there's a chapter, "Life is a test, it is only a test." It's a great read. Ask yourself, "Why is this issue in my life? What would it mean and what would be involved to rise above it? Could I possibly look at this issue any differently? Can I see it as a test of some kind?" I have talked to managers at other Broker Dealers and they concur, compliance requests are at an all time high. So take some time, review, make a list of everything you need to have signed, checked and initialed. Do it right the first time and call your compliance team if you are not sure. Quit fretting over it and make it work, there is a way and take a breath. Life is GOOD!

One of the most unavoidable life lessons out there is dealing with the disapproval of others. I found there will always be people who, no matter what, will not like you, trust you or treat you the way you think they should...and that's OK. It took me a while to deal with this, but I will promise you that life is a whole lot easier when you accept it. Be it a prospect, client, back office, product or service provider. Don't struggle with the negative tension; just remind yourself, "Here it is again, that's OK." You can learn to be pleasantly surprised, even grateful when you receive the approval you were hoping for. It is your life and you control it. Heck, you can get better. Benjamin Franklin said it best, "Our limited perspective, our hopes and fears become our measure of life, and when circumstances don't fit our ideas, they become our difficulties." Now, for some of you, reading this and changing your ways will be like studying Greek, it's just not going to happen. Well, someday—either in a hospital bed, along a walk, in front of a mirror or by a grave site—you will realize that life is just a test. It is only a test. Had this been a real life you would have been instructed where to go and what to do! Go listen to John Hiatt's "Have a little faith in me," and remember have a little faith in those close to you...

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TIP OF THE WEEK is meant to be a useful tool for you. If you have an idea that has worked for you, pass it along, and if you find this is not helpful, send me an email and I will delete you from our mailing list. I look forward to hearing from you.