

**ABWA National Convention 2009 – Kansas City, MO**  
**Notes on Track D – DARE TO EVOLVE**

**The Drum Cafe:** This was a lot of fun and a great way to start the day and get our creative juices flowing!

**Marquesa Pettway – The You Factor (no handout):**

The You Factor consists of 6 Rs that need to be repeated every 3 months:

1. Reflect
2. Re-Define
3. Re-Focus
4. Re-Commit
5. Re-Energize
6. Re-Invent

**Reflection** leads to clarity. Enhancing your personal brand leads to happiness (and a fatter wallet). Do you need more time? Re-Focus! Be committed to be the best you possible.

Make a report card, to include: Your success history, your spots for opportunities of improvement. Identify your strengths and weaknesses. Your strengths need to shine. Don't deny your weaknesses.

**Re-Define:**

Paint a picture:

- Who do you want in your life?
- What?
- Why?
- How?

Self Management consists of: Beliefs, programming (how you were raised/programmed), attitude and erasure.

**Re-Focus:** What are your priorities and goals? How are you using your time?

Outline your priorities:

- Why is this your priority?
- How will things be different?

**Re-Commit:** Hold yourself accountable. If you need help, recruit someone or hire someone to hold you accountable.

**Re-Energize:** If you change your mind you'll change your world!

Create a vision board. This site is free: <http://visionboardsite.com/>

Know your VIP; VIP = your personal brand.

- Vision
- Identity
- Purpose

**Re-Invent** yourself through the: team, structure, coach, accountability, vision.

What works to market your professional services? **Referrals... Networking... Making contacts and following up... Word of mouth**

What doesn't work? **Buying ads... Boilerplate letters and emails... Spending \$\$\$ on promotions... Waiting for the phone to ring**

## **Bonnie Coffey – Contacts Count (handout):**

Greet people with enthusiasm. The best way to start a conversation is to say “hi” like a 5-yr-old.

Networking is teaching and giving, not talking and taking.

Listen generously!

It takes 6-8 encounters for someone to get to know you and remember you.

**The All or Nothing Rule:** If you do one thing well, people will assume that you do everything well; if you do one thing poorly, people will assume that you do nothing well.

### **Learning other people's names:**

1. Repeat the name.
2. Ask about the name.
3. Ask separately about the last name.

### **Learn how to teach your name:**

1. Repeat your name (like Forrest Gump).
2. Take a breath.
3. Give a tip.

Practice to be spontaneous. It feels awkward initially, but the more you practice the more natural it feels and sounds.

When you introduce yourself, repeat your first name. Use a memory technique. In my case, I might say something like “Hi, I’m Brandy (*short pause*), Brandy Laws, as in don’t break any laws today.” This will help people who have a hard time with names remember yours. The instructor introduces herself as Bonnie (*short pause*), Bonnie Coffey – that’s coffee with a “y.”

**What do you do?** When people ask “what do you do” don’t answer with your title, career, industry or occupation. Give a BEST/TEST answer, 2 sentences:

1. 1 sentence about what you do BEST.
2. 1 sentence that provides a TESTimonial, a specific example of a time when you:
  - a. Saved the day.
  - b. Solved the problem.
  - c. Served the client, customer or coworker.

In my case I may say something like “I facilitate the American dream.” This type of answer will encourage questions and a discussion, rather than if I were to just give a flat answer/statement: “I’m a Realtor.”

Before each networking event determine what you want to give and what you want to get.

**Reciprocity Principle:** If you give someone something, they will give you something back... and they will try to give you back more than you gave them.

**Doreen Best – Right Brain Left Brain (no handout):** Doreen went over the differences in right brain & left brain characteristics. Right brain dominant people tend to be more artistic, free living. Left brain dominant people tend to be more analytical and structured.

She recommended My Stroke Of Insight by Jill Bolte Taylor: The author was a brain scientist who had a debilitating stroke; the book follows her journey to recovery. She said that not only is this a great book, but it's a great demonstration of right brain versus left brain function(s) and their importance in everyday life and communications.