

MAKING MORE MONEY

Word of Mouth Matters - Helping Each Other's Success

DATES TO REMEMBER

Grad Mixer Event	Mar 30
Educational Preview	Apr 7
February CN lunch	Feb 21
Next evening class	Feb 7
Next Toledo day class	Feb 10
MCCC day class	Feb 17
1st Sat class	Mar 4

Number of members in our CNP Community is **248**

Where is CN Giving

Networking

Presentations?

- 1/25/06, Association of Fund Raisers, Toledo Club, Debby
- 1/26/06, Sylvania Chamber of Commerce, Networking Group, Debby
- 2/3/06, Educational Preview, The Whitman Center, Monroe Community College, Debby
- 2/10/06, Toledo Board of Realtors Leadership Class - Debby
- 3/23/06, Ohio Continuing Education, Business and Industry Council, Dublin, Ohio-Debby

24 hours of CEUs for Ohio CPAs and Realtors.

Call 419-833-5182 to register.

UNTOLD STORIES

The Graduation Networking Mixers held about six times per year have stories that don't always make the newsletter because usually we are focusing on the graduates. At mixer in November both a guest and a grad remarked about how special the evening was for them.

The Outside View

Beth Dennis, new bride of Dave Bodner, Seymour & Associates, Mass Mutual, works in Toledo for HCR. After the event she wrote, "I work in the area of internal controls compliance in Corporate America. While attending a recent CN function, I had the opportunity to meet an individual who has performed consulting services for another local area corporation in my area of specialization. It was great to exchange ideas with someone who has faced the same challenges that I deal with on a regular basis and it was interesting to learn how other corporations are addressing compliance issues. Thanks for helping me keep my finger on the pulse of current trends in my field." This is a prime example of

how networking doesn't always have to be about business being exchanged, but that information freely shared is just as important.

Member View

CN member Julie Kuney, Comfort Keepers shares from a different point of view. "When I attended the November CN Grad Mixer, with my guest in tow, I was excited about introducing her to others who had taken the course. Although I have encouraged and supported her through her business and personal life, it was probably "blood is thicker than water" that got my little sister, Marcia Regan, there! The Mixer did not disappoint! Or, shall I say the CN grads did not let us down! We had met many in the room before we found seats for the program portion of the night. I could almost see the web of "how can I help you?" criss-crossing above our heads.

As a Charter CN Mixer attendee, I was mentally comparing it to previous events. In my opinion, the polish was there. Not only

are we a growing community, but we are growing experienced in this CN thing! Two particularly striking moments cause me to say this."

Julie continues, "One was that each of the grads, along with their certificate, received the name of a community member to meet with to jump-start their networking efforts. The second, was when State Farm Representative and MVP of his class, Scott Neumann, gave us his "why" statement. I was first in awe, then, I thought—"I'd like to talk with him!" What Scott did was a perfect crystallization of his EBM (Emotional Based Marketing Theme). Did the CN program help him vocalize his "why?" There is no doubt in my mind!"

Next Time

For those CN grads who have not attended a mixer since your own graduation, you are missing excitement, education and EBMs. The next mixer is not scheduled till Thursday, March 30th. Put it on your calendar now to create your own untold tale.



LUNCH QUESTION

At the January CN networking lunch, the members of the BOA decided to ask "Specifically, to whom would like to be introduced?" Most

in attendance, gave a name, or knew the specific company and position but needed to learn the name. Most requests had someone who could help. After the official lunch was com-

pleted, CNers were seen congregating and consulting calendars to schedule introduction appointments. Specific is TERRIFIC....and productive.

Board of Action News

Can you believe it? The BOA has formed a committee to begin planning our next birthday happening in July. Jennifer Alford, Darlene Robinson, Deb Keller, Nick Nigro and Meredith Moore will be the creative force behind this next celebration. Would you like to be involved in some way too? Let Debby know and she will pass you name on. Last year we had the Birthday Bash lunch, but that doesn't mean we have to do the same thing this year.



CN Board of Action

Jennifer Alford
 Dave Achen
 Merri Bame
 Dave Bodner
 Doug Clark
 Arlene Gerig
 Linda Everhardt Kardux
 Deb Keller
 Julie Kuney
 Jeff LaCourse
 Matt Lee
 Leasa Maxx
 Meredith Moore
 Nick Nigro
 Les Panczner
 Darlene Robinson

WHEN AND WHERE?

Tim Speweik, Mail Works! sees a need and goes about solving it. For our CN community, Tim would like to collect the networking events you know about. Doing so will help members of our community to network in helpful places that they may not have heard about. To help Tim he

needs your support. If you know of or are involved with an event that is open to the public and you would consider it networking, please send the info to Tim. He will coordinate with Dave Achen, Brennen Financial Group, our Chamber Cheerleader, to be sure that Dave knows about all such occasions, too. We will begin

listing these networking events on a calendar in the newsletter and may even decide that they should be on the website too. Send Tim the info at tim@mailworksll.com or call him at 419.340.8586.



MEMBER HORNTOOTING

Lisa Paul

Lisa Paul, director of branding and publicity firm imagecom, has been named agency of record for The Leadership Circle for its global public relations. And, although hopefully not in tandem with the above, she will be singing as a member of the chorus in the Toledo Opera's February gala performance featuring Wagner.

Mo Maaraba

Mo Maaraba of Capital City Mortgage is proud to announce that they are now serving the sunshine state of FLORIDA!! Now CCM is available for all loan purchase or refinance needs in the states of Ohio, Michigan, Colorado, and Minnesota.

Leasa Maxx

Leasa Maxx, Maxx Grafx, has welcomed Banner Mattress & Furniture Co. as a new client. Her marketing communications and graphic design studio will be overhauling store signage, print ads, and eventually television spots for this Toledo-based furniture retailer and mattress manufacturer.

Jayme Klavinger

Jayme Klavinger, Regional Project Manager for InterPlas is going back over to China from February 13th – 26th. Due to the large influx of business, specifically in castings and porcelain/ceramics, he is meeting with and qualifying several new companies in places like Fuzhou, Guangzhou and Yi Xing City! Maybe we should start a travel log series for CN members!

Tim Speweik

Tim Speweik of Mail Works! reports that they have just opened another building that doubled their square footage and have added 5 new pieces of equipment that will more than triple their efficiency output. They now have on site postal inspections, which also helps with mail efficiency. They will be adding 3 new employees. To give us an idea of the level of business this company does, Mail Works is now pushing out 150,000 pieces of mail per day – well over 3 million per month.

Frank Smith

In the month of November '05 Frank Smith, Realtor with Re/Max Masters sold 9 homes and was the number one agent in his office. He was also ranked number 4 agent in the Toledo Board of Realtors. This topped off a great year in which Frank has sold 46 houses.

MEMBERS NEWS

Marnie Renshler

Marnie Renshler, Cintas, gleefully reports that after three years of trying to get pregnant, success was achieved. Reeves Renshler was born August 9th weighing 8 pounds 3 ounces. She truly is the Joy of her parents' lives

Louise Kahle

Realizing her passion lie in helping others to look their best, Louise Kahle has formed an image consulting business, Take The Time: Image Matters! She will be speaking at schools and businesses about professional image and looking your best in all situations. Louise's first engagement will be providing a workshop at the Academy of Technical Studies.

Rebecca Booth

Our own Marketing Goddess, Rebecca Booth of Imagine That! was featured in a national email newsletter published by Seton Hill University about her marketing prowess. You can check out the article at www.e-magnify.com/resources_newsletter.asp.

Susan Milliron

Susan Milliron, Sales Manager, Weekenders USA, is just back from the January Manager Meeting in Palm Springs where a new line of clothing was announced. The JOY Collection is for the Gen X'ers and those Baby Boomers who do not want to dress like their mothers! Also, to date, out of 730 women in the Fashion for Compassion campaign, (giving 10 piece wardrobes to business women who lost everything in the Katrina,) 466 have had their wardrobe wish list come true. Susan and her clients have sponsored three and are working on number 4.

NAME TAG SPECIALIST

Recently, Debby heard author Scott Ginsberg speak. This 25 year old has three or four times that number of years of experiences linked to him. As a college student, Scott decided to begin wearing a name tag, just the stick on variety, for the rest of his life. As this is written, he has achieved this 24/7 for 1909 days. What he found out in doing so was that people are much more likely to approach him as a result of the display of his name. Not to say that he hasn't received some kidding or snide remarks,

but Scott handles it all with a positive attitude. This young man has already published his second book and is a nationally recognized speaker. He writes with his sense of humor showing and clearly delivers simple, easy to use messages. *Hello, my name is Scott* is his first book, with #2, *The Power of Approachability* published in 2005. Debby recommends both books. To order or sign up for Scott's free newsletter go to www.hellomynameisscott.com.

THE TRAINING TEAM PROFILE

Trainer: Leasa Maxx

Years as a CNP Trainer: She's just started on the trainer track as she attended her first training class in January.

Main Occupation: Principal - Maxx Graf. That means that she develops marketing communications strategy for her clients and she's also responsible for client relations, business development, invoicing, and bookkeeping!

Years in Business: 6

Number of Times Through the CN Course: 1 time as a student and will be a Graduate Assistant for the class starting Feb 10th.

Previous Jobs: Waitress, Tele-marketer, Gas Station Attendant; Jewelry Store Manager; Clothing Store Manager; Gift Store Manager; Disinfectant Product Line Manager (Oohh La La!); and Marketing Communications Manager

Family: Hubby Terry; Kids: Jake 7; Holly 2 (going on 7).

Her burning desire is to: be able to balance home and career ; out-negotiate a 2 year-old and a 7 year-old--and still have time for her biweekly manicure.

Something no one knows about Leasa is: she went without a name for three days after her birth until her Dad came up with "Leasa."

CN REFERRALS



Shannon Henegar, First Federal Bank, referred Carla Workman, independent representative for Arbonne.



Jeff LaCourse, Alliance Venture Mortgage, has been referring like crazy! Pat Convery, Kay Somogye, both from Ameriprise Financial and Mike Blais , Alliance Venture Mortgage are all credited to him.



Les Panczner, Nikken referred another Nikken independent representative Dee Appt.



Leasa Maxx, Maxx Graf sent Phil Bollin, Modern Portfolio Management, Inc to enroll in CN.



Deb Keller, HMH Wellness Center, has also referred 3 people, Greg Shapiro, Jim Gates and Dan Jendrzek all from H.O.T. Graphic Services, Inc

MORE REFERRALS



Dave Achen, Brennen Financial Group, helped to refer Mary Pat Priest, Architecture by Design, and Sue Dybowski, Travel Experts, Inc.



Lori Nichter, NBS helped to register Karen Slawinski, also from NBS.



Mike Liskai, Wildwood Athletic Club recommended that Wildwood Member Will James, The James Group take the CN training.

Not pictured: Ron Bugaj, Willson Builders, helped Darryl Lycourt, Key Bank, to decide to sign up for a class starting in February.

WOMBAT Plan

Did you finish or even start your Word of Mouth Business Acquisition Tactic Plan? If not, you may want to jump into the new graduate level series being offered for the first time beginning Feb 6th. The four session monthly series will help to get some of those nagging questions addressed and answered. The investment for all four sessions is \$250. Contact Debby to enroll as a charter member of this group.

NEWS FROM WOMMA

Imagine squaring the information received in the 24 hours of CN and then stuff it into two back to back days. That's what the Word of Mouth Marketing Association's Boot Camp Conference was about! Debby and Cathy Skiver, Zimmers Great Lakes, represented our CN community at the conference.

Five hundred others were in attendance. Debby was proud to display the blue, member ribbon on her nametag because of the professionalism demonstrated by the association. It was quite exhilarating to see Certified Networker of Ohio listed on one of the three HUGE vertical banners along with the other three hundred members. Big companies were listed, such as Nestle, AOL, Best Buy and Microsoft. We feel this is the next step in our process of bringing the best word of mouth information to our community.

In the next several months Debby will be writing

about concepts learned about and concepts she and Cathy heard about but need to learn more. Whereas before *blogging* just sounded like one of those fringe Internet ideas, now we understand that listening to what bloggers are saying may help us to know how to better position our product or service or how to fix it! There are companies out there that only measure and analyze what is being heard about products or services. This information is also being used to justify how and where marketing money should be spent. What has changed for traditional marketing firms is that now the consumer has a voice and power to say what they want to say about a product. Marketers now know this cannot be ignored, and are looking at the "new" Word of Mouth phenomenon as something they must assimilate into their cultures.



WHO IS YOUR NET PROMOTER?

How can you measure the likelihood of a customer or client referring future business to you? If there was one point that was reinforced throughout the two day WOMMA conference, it was metrix. This word is used to describe ways to quantify marketing tactics and techniques. Fred Reichheld has developed a very easy way to begin measuring if a customer will in fact refer to you with just one question.

He didn't just pull this question out of the air, but in performing research for his customers, he analyzed the types of questions that showed statistically the strongest correlation to repeat business and referrals.



After much number crunching the purest question emerged. Even though his personal hunch was favoring a different query, the question that stood out was, "How likely is it that you will recommend us to a friend or colleague?"

Next Reichheld realized that a simple scoring system was needed to go hand in hand with the question. He added a numbering system of 1 - 10. (His comment is that since the beginning of time we've been using our ten fingers to count, so why change now?) With 10 being very likely to refer and zero being not likely a very telling picture appears.

Those who score either 9 or 10 are your promoters and are very likely to refer. They account for 80% of referrals given on your behalf.

Those who score 7 or 8 are apathetic and while they don't have bad feelings about your product or service, they are not motivated to do anything. Additionally they are the type that will leave you at the drop of a hat for an offer of slightly less money. They are not loyal.

Finally those who score 0 - 6 are detractors and are very likely to spread negative comments about you. They may even be very financially profitable customers, but their criticism and attitudes will discourage new customers. As Reichheld puts it, "They suck the life out of a company."

There is much more to this theory, but just what has been written above can help all CN grads. With all surveys and evaluations, the one important question that should be included is, "How likely on a scale of 1 - 10 are you to refer business to us?" You'll see this on our course evaluations going forward. Reichheld's book *Ultimate Question* is published by Bain & Company.



PRESENTATION HELP

For those who are presenting either for a living or just to extend your marketing reach, there is a blog out there jam packed with interesting and helpful information. The address is presentationzen.blogspot.com/presentationzen (no hyphen before zen)

Several types of *Power Point* presentation are highlighted, that can help those who have been Power Point challenged in the past. Several methods are described.

The Godin method, developed by Seth Godin, author of *The Purple Cow* and *Prize Inside*, uses minimal displays to eas-



ily deliver complex messages. The above illustration is just one example that you can see at this blog.

Garr Reynolds, the author of *Zen Presentation*, would never recommend how many slides should be used in a presentation, because it differs by occasion, audience, topic and presenter. For example the Kawasaki method

uses ten slides to support Kawasaki's presentation style of always giving ten points in his speeches. His explanation is that he's heard too many boring executives speak when it is never clear to the audience how close they are to the end of their speech. Kawasaki wants us to know how much longer we have to listen to him, therefore the reason for always giving ten points and announcing at the beginning of this speech. He wants his audience to know in advance how long they have to listen. Check out more help for your next presentation at this blog.

5 OBJECTIONS WE ALWAYS HEAR

1. I don't have the money or I don't have the money right now.

We make it easy to address that objection by providing a payment plan along with accepting credit cards.

2. I don't have the time because of....

To address the issue, we have daytime and night time classes, and have just scheduled our first Saturday class.

3. I want to take the class with my friend and he can't do it now.

When do you think he'll want to take it with you? Do you allow your friends to manage your career as a general rule?

4. Location is not right.

The question is, would you drive that far for your favorite artist to hear or see them perform live? Many times we'll go to great lengths for fun, but not as much for our professional life.

5. The timing is not right.

When is the time ever perfect? Flexibility is the key to a full and rich life!

Do you receive similar objections and can our answers help you?

MEMBER SPOTLIGHT

Mary Nyitray is proud of the fact the her business is still succeeding even in a market that operates differently than it has in the past. As owner of Optical Arts for the past 16 or 17 years, Mary says, "I worked alongside my dad in the business he started in 1962. I've now been in it for 28 years. We used to get plenty of business sent our way from the eye doctors, but now many of them sell frames right in their offices." Lasik surgery has also taken a bite out of her clientele, too. Mary attributes her recent and continued success to the Women's Entrepreneurial Network (WEN) and the CN training. She says, "I used to think that I just had to be the best darned optician, and I was. But I now realize that if people don't know me or know that I'm even there, that my skill level doesn't matter."

Asked what she is proud of, and she'll tell you about her kids. "With my husband and I

both owning businesses, the work ethic rubbed off on them. My daughter has now graduated and is a contributing member of society. I'm sure my son will follow suit."

Along with WEN and the CN community, Mary has been a member of a Master Mind group that formed in the last five months. "I was honored when Debra Gorman asked me to be part of this group of women, all retailers, and all business owners."

Mary works hard, and her personal goal is that she'd like some extra time off. She working at making that happen. Additionally, Mary wants to grow the business of the eye doctors who perform \$50 eye exams in her office. "I want to be able to fill their schedules and help them to be more successful," she shares.

Recently she and her husband,



Charlie (owner of Charlie's Pizza and Charlie's Ice Cream in Saxony Square) have embraced the South Beach Diet. Mary reports that in two weeks she lost 10 pounds. "It really is an interesting concept, this cooking a new way. I spend time reading recipes and trying to figure out what ingredients are called for. I take extra time at Andersons reading labels and figuring out things like, cilantro. What is cilantro????" She has joined Lifestyles to complete this healthier regime.

When asked what people would be surprised to know about her, Mary said, "I think most people would be surprised that I run two miles two days a week with Charlie. And a lot of times they are surprised that I'm married to Charlie. I just figure everyone knows that!"

Mary helps many to see better and look better. She practices what she preaches and drives herself to match the work ethic that her dad passed to her.

CNP of Ohio Ltd

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419-304-1171 (mobile)

Check out the
website at
www.cnpofohio.com

Stamping Out Cold Calls



Participant Invitation:

Sponsored by: _____

PART I

Date: _____ Course Location: _____ Date of Course: _____

How did you hear about CNP?: _____

PART II (Fill out or STAPLE BUSINESS CARD HERE)

Name: _____ E-Mail Address: _____

Business Name: _____ Business _____

Phone: _____

Business Address _____

Cell Phone #: _____

City: _____

State: _____

Zip Code: _____

Continuing Education Information (Not available for all professions):

Profession: _____ License Number: _____

Official Business Address: _____

City: _____

State: _____

Zip Code: _____

Part III

Investment Options: (1st payment will be charged 14 days prior to class start date, and next payment will be due the 15th in the month after the class begins, with remaining payments being taken out monthly on the 15th.)

_____ Option 1 (\$699 - Check, VISA, MasterCard, American Express)

_____ Option 2 (3 monthly payments of \$245 - Credit Card Only)

_____ Option 3 (6 monthly payments of \$130 - Credit Card Only)

_____ Option 4 (12 monthly payments of \$70 - Credit Card Only)

_____ Option 5 (Educational Preview) of \$10 (same as Option 1)

Credit Card Information: (Circle one) - VISA MasterCard American Express

Card Number: _____

CID# _____

Exp. Date: _____

Signature: _____

Your Credit Card Statement will read "BNI"

CANCELLATION POLICY: Cancellations received less than 14 days prior to the course start date will incur a \$100 processing fee

Send payment and registration form to: CNP of Ohio, Ltd, PO Box 1121, Perrysburg, OH 43552 or fax to 419-833-1566.