

# CONNECTIONS

**YOUR SOURCE FOR BUSINESS AND CAREER PLANNING**

## UNSTICK YOUR BUSINESS.

If you are an entrepreneur or small business owner, chances are you are struggling right now with ways to move your business forward. Clients have probably stopped buying your products and services or cut back drastically on the business they were sending your way.

You might be struggling to find new clients, or find qualified leads. You're probably wracking your brains trying to come up with creative ways to get your employees re-engaged and keep them motivated that things will turn around some time soon. Most likely, you yourself have doubts if things will turn around, in time to keep your business afloat.

Fear not! There are steps you can take. Revisit your client list. Identify those clients that are your most profitable. Come up with a "Best Customer Profile" and write it down. That will be your target for identifying highly qualified SIMILAR contacts at organizations for you to aggressively target. Be as specific as possible to build a complete picture of your most profitable client.

Think about the clients that are your most profitable. Chances are, they are your most loyal customers. They always refer new business your way, speak well about the service you provide, have given you testimonials. They are your "Apostles".

Make an apostle appreciation tour, take these clients out to lunch and let them know you're here for them. DON'T ask for referrals. This is a "Thank you for your support" lunch not a shakedown.

## ETHAN SPEAKS

On Monday, October 26<sup>th</sup> Ethan conducted a career exploration "Your Future Begins Now" to students at the Hoboken, NJ High School.

On November 3<sup>rd</sup> Ethan talked to members of the Bryant Park Club on the most unconventional (and EFFECTIVE) job search BEST PRACTICES. On October 28<sup>th</sup> he presented to job seekers at the Brooklyn Public Library on "What's Working in Today's Job Market." He highlighted job search "BEST PRACTICES" such as informational interviews, strategic network planning, and conducting research, as well as the industries that are actually hiring right now.

## THE STATE OF OUR ECONOMY

- 1 BoA reported a 3<sup>rd</sup> Quarter net loss of \$1B due in large part due to many bad home loans as they are being investigated for details surrounding its acquisition of Merrill Lynch;
- 2 Goldman Sachs made \$12B in revenue the 3<sup>rd</sup> quarter, and set aside \$5.3B for end-of-year Executive bonuses, after setting aside \$11.2B the first 2 quarters, or \$16B through 3 quarters. That's 50% of the firm's revenue for compensation;
- 3 Raj Rajaratnam, the billionaire founder of the Galleon hedge fund was recently charged with running an insider trading ring on the scale of Ivan Boesky (jailed in 1988) along with: Robert Moffat, SVP at IBM, Mark Kurland, Sr. Managing Director at New Castle hedge fund, Anil Kumar, a Director at McKinsey, Danielle Chiesl, a portfolio manager at New Castle and Rajiv Goel, Director at Intel.

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## UNSTICK YOUR BUSINESS, CONT.

Change your approach! There is a word for doing the same thing over and over again and expecting a different outcome. It's called "INSANITY."

Re-evaluate ALL your systems, processes, and procedures. If the answer to why you are doing something a certain way is "that's how we've always done it" then it's probably time to tear that down and find a new approach. There are no SACRED cows...everything is fair game.

Create a networking plan. When you created a profile of your most profitable client you should have captured information on where these types of individuals met in professional Associations, clubs, organizations. You must identify these events and make a point of attending as many as you can.

Become a subject matter expert and get published. Write about the subjects that are near and dear to your target profiles. (Guest) author blogs, articles, white papers, anything you can to get your name in front of your ideal client profiles.

SHAKE THINGS UP! If you spend a lot of time in your office, GET OUT! Schedule as many meetings out of the (home) office as you possibly can. While you're out, spoil yourself. Buy yourself something nice. Go to an afternoon matinee. Do something you wouldn't normally do, just to say thank you to YOU!

Revisit your partner strategy. Who in your professional network have complementary products and services that fit nicely with your offerings. If you already have partners and there is no synergy then cut them loose.

## THE READING CORNER!

In [Tested in the Trenches](#), *Ron Carson* and *Steve Sanduski* provide insights into how (financial) professionals can differentiate themselves through their brand, service and relationships, and create great lives, in the process.

In [Executive Jobs Unlimited](#), *Carl R. Boll* provides keen insights into the process of hiring managers. He says that the hiring manager is asking him/herself, "Why should I hire this person?" Your job seeker "collateral" (resume, cover letter, and bio) must clearly answer that in terms of what you have done and can do all over again for this manager, given that you have done your research and know what this manager is looking for.

## ETHAN'S PROGRAM TO HOBOKEN, N.J. HIGH SCHOOL.

The following story originally appeared in the Sunday, Nov. 1st edition of the Hoboken, NJ Reporter.

[http://hudsonreporter.com/pages/full\\_story/push?article-Career+coach+hits+high+school-With+unemployment+spiking-+Ethan+Chazin+gets+to+work-%20&id=4225601-Career+coach+hits+high+school-With+unemployment+spiking-+Ethan+Chazin+gets+to+work-&instance=lead\\_story\\_left\\_column](http://hudsonreporter.com/pages/full_story/push?article-Career+coach+hits+high+school-With+unemployment+spiking-+Ethan+Chazin+gets+to+work-%20&id=4225601-Career+coach+hits+high+school-With+unemployment+spiking-+Ethan+Chazin+gets+to+work-&instance=lead_story_left_column)



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## UNSTICK YOUR BUSINESS, CONT.'D

Now is a great time to rethink your product and service offerings. Is there something you can offer that you aren't? Ask your apostles on your appreciation tour.

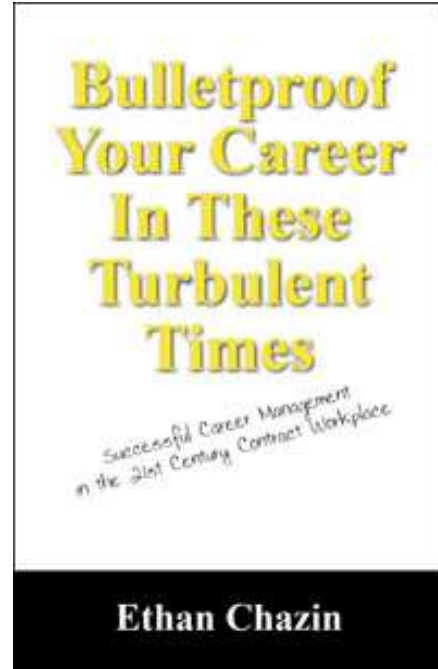
Take an END-OF-YEAR look back NOW. Don't wait for the holidays. You'll be drowning in eggnog, Depression, and holiday distractions. Volunteer what little spare time you have to charitable organizations, not-for-profits, your local church, synagogue, homeless shelter, senior citizen center. Go back to school! Take a class, learn a new skill, or attend a Webinar. You should always find time to develop new skills.

Re-engage your industry trade Association, local Chamber of Commerce, Kiwanis Club, Toastmasters...whatever! Get involved on a Committee to plan for their end-of-year gala.

Now is NOT the time to stick your head in the ground and hope the tornado blows past. Stay focused, re-evaluate your business, keep active but working aggressively. Channel your efforts towards re-discovering your clients and the reasons you started your business.



## BULLETPROOF YOUR CAREER IN TURBULENT TIMES.



The economy is in freefall and job security no longer exists. Our economy lost 2.6 million jobs in 2008, more than any other year since 1945. As bad as the job market was in 2008, 2009 has been worse. The official unemployment rate recently passed 9.8% and is expected to top 10% nationally. Many experts believe the unofficial rate is close to 15%.

To counter these alarming trends, this book offers immediately actionable strategies that ANY job seeker can use, to protect your current job, conduct a successful job search, re-enter the workforce, or change careers.

In these turbulent times, you need real-world advice how to Bulletproof Your Career!  
COST: \$14.95

To order your copy call Ethan Chazin at (201) 683-3399 or email [Ethan@TheChazinGroup.com](mailto:Ethan@TheChazinGroup.com).