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## Feature Article

### Good Follow Through

by Donna Fisher

Good intentions don't always lead to good results. However, good follow through can lead to great results and easily set you apart from others. By following up on the things that you say you will do, you create a positive, professional reputation for yourself and significantly increase your chances of creating positive results.



#### Elements of Effective Follow Through

##### Immediacy

Being prompt with your follow through enhances credibility and positive energy. Take the energy that is generated with your ideas and interactions and let it carry you through to the next step. Your energy can be your motivator. Timing may not be everything, but it certainly can be a critical component when opening doors and following up on opportunities.

##### Action

Taking immediate action establishes momentum and is the answer to good follow through. Connecting with people is just the first step to create new opportunities and making contacts that can lead to results. They "can" lead to results if you follow through.

##### Systemization

Creating "systems" for prompt and effective follow through guarantees that things don't "fall through the

...Donna's Article continued on page 2...

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*...Donna's Article... continued from page 1*

cracks". You now have a multitude of venues for following up with people via phone calls, tweets, text messaging, and online services.

**Mindfulness**

Taking the time to follow through shows that your mind is focused, clear and intentional. When someone's name comes to mind and you have the awareness to take the appropriate action, you are being mindful. Being mindful will guide you to take the steps that lead to new opportunities and positive results.

It's all in the follow through! You can have great people skills and communication skills, but without follow-through you won't have great results.

.....

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# DONNA FISHER, CSP

NETWORKING

## *Say It If You Mean It!*

If you say things you don't really mean at times, then people will never really know when to trust what you say. If you can't say something with sincerity and commitment, and conviction, then don't say anything at all!



People are talking about Donna....

"Congratulations on receiving one of the show's highest evaluations ratings, a 3.9 on a 4 point scale! You were certainly successful at drawing your audience in, providing them with the business solutions they were looking for, and maintaining their undivided attention."

D. Stakoe, Inc. Business Resources

### ABOUT DONNA FISHER:

*Donna Fisher, CSP, is a marketing consultant, best-selling author on networking and expert how people can best communicate and connect with one another to create opportunities. Her programs are ideal for people who want to increase their business by mastering their people skills and building strong alliances with others.*

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# TERESA BEHENNA

CHANGE

## *Give to Get*

After joining professional groups be active in discussions but be sure to offer value versus a sales pitch. Give advice and tips and build relationships BEFORE business. People will drop you if they see you're trying to sell all the time.



People are talking about Theresa...

"I really enjoyed your speech and your fabulous music! You are truly awesome and inspiring."

Carolyn Moore, Paraprofessional, Special ED. Lake Highlands High School

### ABOUT THERESA BEHENNA:

*This entertaining motivational speaker/pianist and recording artist, specializes in kicking off or closing conferences and meetings. Her piano skills and message dazzle audiences everywhere and guarantee a truly unique program. Theresa is an internationally acclaimed entertainer having appeared in some of the world's most prestigious venues, including the Winter Olympics in Turin, Italy.*

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# SUE PISTONE

ORGANIZATION

## *First Things First*

Prioritize your day every day, before your day begins. Then do your first task first and if you get interrupted go back to the first task until you finish it or have spent the amount of time you allowed to work on that task.



People are talking about Sue....

"Sue, I'm so excited about how your techniques have swept the Sales Department. Each day I'm hearing more and more acceptance not only from management but from our internal customers. They really see the value of your techniques for themselves. Thank you Sue, for doing such a great job! You blew everyone away!"

John Buck, National Sales Director, Bic Corporation

### ABOUT SUE PISTONE:

*Sue is an expert at eliminating the daily disorganization that often keeps individuals and companies from achieving the success they deserve. After working with Sue, you will be able to say, "I am an organized and do it now person!" With 30 years experience in the sales industry Sue is known as a merited speaker and consultant to diversified companies and individuals.*

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# WAYNE SPRINGER

LEADERSHIP

## Leaders Must Sort

One of the key responsibilities of leaders is to somehow sort out what, and who, is really important in the accomplishment of the mission. This responsibility cannot be delegated. Some activities, and people, will be chosen and some will not. Leaders must not be weak in making those decisions.



People are talking about Wayne....

"Wayne's expertise has helped numerous businesses avoid costly mistakes through effective strategic and operational planning. He shares on-target insights to turbo-charge business profit."

John Mayer, Partner, Ross Banks, May, Cron & Cavin

### ABOUT WAYNE SPRINGER:

*When you need a keynote or breakout session speaker on the topics of Leadership, Technology, or Entrepreneurship then you'll want Wayne Springer. As a business entrepreneur and CEO of a top Houston company, Wayne speaks from first-hand experiences. Wayne delivers business ideas with humor, memorable stories and a focus on taking action.*

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# TOM BRITTON

SALES & MARKETING

## *Three Frogs*

Three frogs were sitting on a lily pad. One decided to jump.

Q How many frogs were left?  
A Three. One only *decided* to jump.

Talk is cheap. Action is what produces results.



People are talking about Tom...

"I waited to send you this letter to confirm the results. I have never had anyone do the research and tailor a program specifically to us as well as you did. My proof? We just had the best first quarter ever! A record for the team."  
State Farm Insurance

### ABOUT TOM BRITTON:

*Keynote Speaker, Author and former bank CEO with the Magic Touch . When your people need to re-connect, get motivated ...or just simply get their own magic back... Tom Britton will provide some profitable results for your group! Did we mention that Tom is also an award-winning magi-*

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# WILLA DECKER

HEALTH & WELLNESS

*Always*

Always be there for your friends with an open heart and listening ear.



People are talking about Willa....

"On behalf of the Tyson Nursing Team, I want to thank you for providing a very informative program for our conference. The nurses received valuable and practical information that they can apply in every day occupational health nursing situations and personal life experiences with our group. It certainly set the tone for the remainder of our conference."

Mary B., Tyson Foods, Inc.

## ABOUT WILLA DECKER:

*Willa Decker conducts seminars and workshops on Stress Management, Team Building, Humor and Nutrition. Willa's medical background as a nurse, combined with her humorous delivery, assures that every presentation is both enjoyable and effective. Her presentations focus on life's total health: physical, emotional and spiritual.*

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# PEGGY MORROW, CSP

[CREATE AN EXPERIENCE!](#)

## *Do More*

Do more to encourage first time customers to come back. When you find out they are new say, "Thank you for choosing us. I know there are choices out there—I'm glad you choose us."



People are talking about Peggy....

"We have finally received the evaluations and your presentation was the highest. Your session was outstanding!"

Karl Strobl, International Energy Credit Association

### **ABOUT PEGGY MORROW:**

*For over 25 years Peggy has been in demand as one of the top customer service loyalty, teambuilding and communication skills speakers. She has developed comprehensive external and internal customer service and team building programs for a variety of clients both large and small. Peggy is author of four books on customer service, customer loyalty, teams and communications skills.*

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