

On the Mark

Helping you **mark** your credit union for success



Marketing Matters

Blog Updates

Online Buzz

Success Stories

Website

Marketing Matters

Take Advantage of Your Down Time This Month

As the holidays draw near, credit union marketers are finishing their quarterly newsletters, managing the remaining invoices that come in and looking ahead to next year. Many of us will be on vacation at some point during the last two weeks of the month, and if we're lucky, we'll get that down time we've been we've longed for all year. I encourage you to do two things during this time:

1. Dedicate some of that time to you and only you
2. Spend some time reflecting on the past year

Me Time

Whether you are someone's parent, someone's boss or someone's employee, you most likely spend a large chunk of your time making life better for other people. Being busy is so common, in fact, that we sometimes wear it as a badge of honor. When someone asks you how you are doing, how many times is the word "busy" part of your response?

It's okay to be busy, but everybody needs some down time. Think about it. When you give all your time to your job or your kids or your spouse, you have nothing left for yourself. You can't give yourself to others if there is nothing to give. Making time for yourself and taking care of yourself gives you the energy you need to give more to others.

A recent issue of *Black Enterprise* dealt with the subject of discovering what is important to you. The article noted the importance of taking time for yourself: "Take an hour or two out of your day and devote it only to you. Maybe that means reading a book, taking a walk or spending time with friends. No matter what you decide, you should do something for you every day....you are no good to others—your husband, boss, children or mother—if you are of no value to yourself."

Reflection Time

Before life gets too busy again, take some time to reflect on the past year. What was good about it? What are some changes you can and will make moving forward? Don't just focus on your job. Focus on your life. Is there something you had hoped to accomplish but didn't? Did the year go by so fast

that life seemed to pass you by? Were you truly happy with your life in 2010? What will you change moving forward?

Reflection time is critical to helping us have the life we really want. It forces us to look at the moments we're not so proud of and make changes. It reminds us of the happy times and compels us to spend more time doing those things that bring us joy. Before you set your goals for the coming year, take time to reflect on what did and did not work for you this past year.

As I reflect on 2010, I'm grateful for the opportunity to help credit unions. Hopefully the information in the On The Mark e-newsletter, the [Mark Arnold blog](#), or the [Think Huge blog](#) gave you new ideas, challenged you or helped you in some way. Our goal is to make next year even better.

Thank you for making a difference in my life this year. I look forward to continuing our journeys together in 2011.

Sincerely,
Mark Arnold

Blog Updates

Follow Mark's blogs for frequent and timely information on topics like marketing, branding, generations, leadership, Think Huge and more. Blog posts are updated weekly. Here are links and summaries from some recent posts.

[Follow Up or Fail: Sales and Business Development Tips](#)

According to an article in [Success Magazine](#), the biggest deficiency facing business development professionals is lack of interpersonal skills. In this blog post, Mark shares tips from a recent break-out session led by sales expert [Tim Wackel](#), who spoke about "Tough Tactics for Tough Times".

[Generational Talking Points](#)

Do you have a line of Dot-Com tellers and member service representatives trying to connect with members from the Baby Boom of Greatest Generation? That could be a great source of disconnect. However, selling is all about connecting. Read this blog post for tips on how to close the generation gap and win the business of your older members.

[One Percent Better](#)

If you get one percent better every day, you'll double how good you are in just 72 days. Mark expands on this thought and examines how making a small change every day can make a difference in your life.

Online Buzz

Comments and Ideas from Mark's Blog Readers

Follow Up or Fail: Sales and Business Development Tips

"Sales are made primarily due to the VALUE that is communicated by the salesperson and the W.I.F.M. (What's In It For Me) realized by the buyer. If the salesperson does not continue to communicate MORE VALUE with each follow-up contact, he or she will never get to the all-important 5th one. Translation: Continue to add value with EVERY contact. Demonstrate the W.I.F.M. If you do, the potential buyer, partner, SEG, member, etc. will continue to take your calls.!"

-Sean McDonald

Reading = Growing

"Couldn't agree more. Highly encourage getting books off the shelf and into the mind.

Make yourself accountable by joining or forming a book club. Challenge those with you to not just read, but find applications. (I have one focused on personal/professional development if you are looking for a club to join.)"

- Janine McBee

"I'll tell you what's been a huge help for me lately is the 'Kindle' app on my Droid phone. That's my own version of carrying a book around at all times as I can literally break it out anywhere...It's always intrigued me that you are able to manage your team to read as well and require that. Do you have any feedback or food for thought on how you have formed that culture and are able to require that?"

- Jason Duplant -

We want to hear from you. If you have used an idea or learned something of value from one of Mark's blog posts, be sure to leave a comment on the blog so others can benefit from your experiences, as well.

training • speaking • brand consultant • planning • facilitator

Contact Mark Arnold:
(214)538-4147
jmarkarnold@verizon.net