



## WELCOME WELCOME

*Relaunch of Time Saving Tips Newsletter*

### Marla Jones

YPH President

Welcome to the re-launch of our time saving tips newsletter. Every month we will offer you time saving tips for business, life tips and business news and events.

If you have news you would like to share, contact YPH.



## JUNE

### EFFECTIVE COMMUNICATIONS MONTH:

June is the month to dedicate to learning, improving and committing to communicating more effectively. Make an effort to improve your active listening skills, verbal language, paralanguage (vocal features that accompany speech), body language, and written communication skills.

## JULY

### CELL PHONE COURTESY MONTH:

There are over 200 million cell phone users in the USA. July is dedicated encouraging and increasing cell phone etiquette. Be more respectful to those around you.

### JULY TIPS



- ❖ Before heading out of town don't forget to put your mail on hold. Schedule to stop your mail online at <http://www.usps.com>
- ❖ Call your local chimney sweep. It's the best time to have your chimney inspected and serviced. Many companies offer discounts during the summer months.

## Dress to stay Cool

*The mercury rises but don't let your standards fall!*

### April Sark

Executive Tailor with the Tom James Company

What's the best fabric choice for summer suits? That's easy, it's Seersucker. Anyone who has been to New Orleans in the summer can only imagine what it was like before air conditioning. Seersucker was popularized in "The Big Easy" by business professionals seeking to beat the summer heat and humidity.

Seersucker is perfect for hot weather because of its natural ability to "wick" moisture away from the skin. The wavy, crinkled finish of the cloth allows only part of the fabric to actually touch the skin. The effect promotes greater circulation and evaporation during steamy conditions. You can buy seersucker in suits, shirts, trousers, and even shorts. It is an excellent choice for women and men. Suits will look best with buck or "white" shoes. Gents that are bold enough to mix styles can throw in a bow tie!

Your local department stores are limited when seeking the right summertime fabric weights. A professional clothier is your best option in this situation!

For wardrobe advice or consultation services, contact April Sark, Executive Tailor with the Tom James Company at 614-499-6016 or [a.sark@tomjames.com](mailto:a.sark@tomjames.com). I will be happy to help you!

### Motivational Quotes

- ❖ The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency. ~Bill Gates
- ❖ Chase down your passion like it's the last bus of the night. ~Glade Byron Addams



**Marla Jones**

Your Professional Helper, Ltd (YPH)

**Tweet or not to Tweet – Twitter**

I'm starting to investigate why all the chatter about Twitter. From a small business standpoint is this entire dither about Twitter real or hype? From what I have read, it is the place to market your business and direct traffic to your website. But, you can't be a walking billboard or people won't follow you. 'Following people and conversations' is an important component in Twitter. Tweeters want to learn something meaningful about you and don't want to be 'sold to' all the time. You must participate regularly and you only have 140 characters to do so. My initial analysis indicates organizations, large companies and social movements are experiencing the most success. But I have not discovered how much time people invest in social networking. If you stay connected to the internet for most of the day versus logging off at 5 p.m. then you should be able to make an easy transition. If you are a small business and have found success tweeting, let us know. By the next issue, I plan to check out Twitter and report back to you. To learn more about Twitter, click on the links below:

[http://www.usatoday.com/tech/news/2009-06-25-twitter-businesses-consumers\\_N.htm](http://www.usatoday.com/tech/news/2009-06-25-twitter-businesses-consumers_N.htm)

<http://www.livingstonbuzz.com/2009/03/05/a-twitter-use-primer/>

**Network to Hire**



**Gerald Peppers**

Network to Hire, Executive Director

<http://www.Networktohire.net>

*"We find the right person for the right job"*

The good news is that the job market is loosening a bit, depending on your location. But most of the job openings are for consultants and not employees. With corporate America tightening their belts, it does open up new opportunities for small businesses. All the services that are needed by corporate and that use to be fulfilled by other major corporations, can now be

bid upon by small businesses. This could be a new revenue stream for a small business. Take the chance, you have nothing to lose! Services from small vending machine companies, IT/technical support services, procurement, security, marketing, web design, the list is endless. Corporate America is still working but trying to do it at a cheaper cost. Think outside the box and consider new ways to market your niche.



**JOB SEEKER ASSISTANCE**

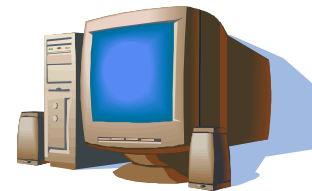
**Marla Jones**

Your Professional Helper, Ltd (YPH)

YPH is offering the new service of Job Seeker Assistance. If you currently have a job and don't have the time to look for new opportunities or if you don't feel you are computer savvy enough to navigate through all the application processes and websites, then call us to help!

We will review your current resume, target job markets for your skills and expertise, and assist with set up of job accounts and monitor job alerts.

You must approach looking for a job as a full-time job! We want to help you succeed.



**DON'T INVITE IDENTITY THEFT**  
*Online Blunders*

**DON'T USE A SINGLE PASSWORD FOR ALL YOUR ACCOUNTS!** If someone steals your password they now have access to all your accounts. You can use variations of one password. It is recommended to make a combination of eight letters, numbers, and punctuation symbols.  
<http://www.consumerreports.org/cro/money/credit-loan/password-and-pin-safety/overview/password-and-pin-safety-ov.htm?resultPageIndex=1&resultIndex=1&searchTerm=how%20to%20tame%20the%20password>