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Publisher/Editor

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# Influences!

Provocative \* Informative \* Pertinent

Positive Potentials' Business Coaching, Market Branding, Training, and Publishing

## Pass it on!

Feel free to distribute this information to your colleagues and staff. Post it on intranets with a simple attribution, [www.PositivePotentials.com](http://www.PositivePotentials.com).

Our goal is to increase **Business Literacy™** for everyone, one person at a time. MC



Check out more tips and tactics at **Glendale-Women-Entrepreneur-Examiner**. See what you think. Please subscribe and leave a comment. MC

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### Coach's Commentary



Welcome to **Business Influences!**

**W**here you will benefit from a single topic discussion. Each category has a single issue identified by the icons. Just click and read at your convenience. The archive will continue to grow with each month's contributions.

Monthly, you will find publishing tips and strategies to begin your book, **Tips & Tools** to sharpen your thinking, project management skills, leadership development perspectives, conflict resolution insights and items based on your input.

**E**asily sort and file by topic. Share with a colleague and friend. Also, please email topics you want addressed.



In This Issue—  
✓ Guest Expert & Author:  
Joy Abrams, MA, FSII  
Business Feng Shui  
✓ Armchair Publisher Tips

Only **Business Influences!** subscribers can receive the bonus updates. Please subscribe today.

### Special Events— In Phoenix

January 10, 2010  
RSVP 480-510-7166

Face-to-face, no-fee monthly meetings

### Meet the Coach

**Second Monday—No Fee**

Thank you M & I Bank!  
9035 W. Union Hills Drive  
Peoria, Arizona 85382-3024  
11:30a-12:30p

## Guest Expert

✓ Guest Expert & Author: Joy Abrams, MA, FSII

Joy Abrams is an international author and Feng Shui Master and Empowerment Specialist. (P. 2) I like how Joy brings the ancient art into the business setting. Try her advice especially if you are moving to a new office.



### Brain Food



### Enterprise Issues



### Work/Life/Balance





**Michelle Cubas, CPCC**  
Enterprise Business Coach  
Publisher/Editor



√ (Con't.) **Guest Expert & Author:**  
**Joy Abrams, MA, FSII**

She serves on the teaching faculty and board of the Feng Shui Institute International. Her seminars give A.S.I.D. credits to designers in Feng Shui. She also gives personal Feng Shui readings on her website. She can be reached at (602) 791-5223, <http://www.empowermentwithjoy.com> and [www.aaafengshuiandyoga.com](http://www.aaafengshuiandyoga.com). Look for Joy's new books on here new site Joy's Empowerment. **What to Do, What To Say** relating to the grieving process.

*Please recommend a book, CD, document that changed how you work and live. If your selection is posted, you receive a complimentary 30-minute coaching session on a topic of your choosing. Good luck. -MC*

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**Tips from the Armchair Publisher!**

When writing a report, emails or authoring a book, the **3-Edit Rule** has served me well to write for the reader:

1. Write out your thoughts without edits. Everything counts.
2. Review your writing and proofread for typos, grammatical errors, spelling, and usage striving to deliver your message in "Plain English."
3. Review once again and adjust minor changes for nuances and clarity. -MC

Did you know the **Chicago Manual of Style** is available by subscription online? <http://www.chicagomanualofstyle.org/home.html>

**Open Letter to Innovative Companies**  
**Check Here To See If You Qualify**

**Be Selected and Get Your Kudos and Free Exposure!**

Positive Potentials LLC is conducting a business **survey to measure the impact of prescribed business mission, vision and values on business elements** drawn from quality performance criteria like the **Malcolm Baldrige Quality Principles, Open Book and Lean Management methods—**

1. What are you doing differently to stem the backlash of this sour economy?
2. How have you rallied your employees or yourself to move forward and continue to make progress?

The interview touches on how reactive your business practices are or how your best practices keep you focused on continuous improvement.

If you would like to spotlight your company's innovation and dynamics, please contact Michelle Cubas, Lead Coach, for a qualifying interview. Invest 10 minutes, enjoy the experience and receive business exposure.

**Receive a complimentary report at the conclusion of the survey—Q1 2011. Please Apply Here.**

<http://www.positivepotentials.com/CompanyStrategicInnovations.htm>

**Call Michelle**  
**Toll Free 877/547-3713**  
**Direct 480/510-7166**

**Next Issue . . .**  
• **Armchair Publisher book layout template**  
• **How to set up an introductory white paper.**

**Positive Potentials Wrapped—**  
**The One With The Shortest Learning Curve LEADS!™**

- **Business Coaching—**You're at the helm whether you like it or not. Make it count on purpose.
- **Market Branding—**Become an eponym like FedX or Xerox. See a crowd and go the other way!
- **Training—**Invest in your future as technology moves so fast.
- **Publishing—**Learn the ropes and how to distribute to unusual outlets.