



In This Issue...

[Marketing: Ubuntu! Your Culture Affects Your Marketing](#)

[Free Shortcuts to Planning Your Marketing for 2011 on 10/19](#)

[General Small Business: Networking is Personalized Micro-Marketing. Mutual Benefit-Not Just Getting](#)

[Where Denise is Speaking Next](#)

[Pay it Forward](#)



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Lighting the Path

Issue 10: October 2010

Marketing: Ubuntu! Your Culture Affects Your Marketing

How you and your employees/contractors treat each other is as important to the success of your enterprise as how you market your product or service. I read a great book this summer called, *Ubuntu!: An Inspiring Story About an African Tradition of Teamwork and Collaboration* by Bob Nelson and Stephen Lundin. Check out my review on <http://linkd.in/ubuntuculture>. The authors explain that we all have inside us the African tradition of ubuntu. Ubuntu is about valuing others for who they are (all are equal) and for what they achieve (drives most performance); and helping colleagues when they leave the familiar to take on something new and exciting/unsettling (when you most need colleagues). Awakening your team's ubuntu can provoke a new positivity in them and inspire them to achieve heights before unimaginable. Having this type of energy in your business spills over into the customer experience. Your clients and customers can't help but "feel the love" and feel attracted to what you offer.

FREE Shortcuts to Planning Your Marketing for 2011 on Tuesday, October 19

Complimentary 'Get Up and Grow!' Session

Title: *FREE Shortcuts to Planning Your 2011 Marketing*

Date: Tuesday, October 19, 2010

Time: 12:00 PM - 1:00 PM CDT

REGISTER NOW

Space is limited.

Reserve your Webinar seat now at:

<https://www1.gotomeeting.com/register/309050392>



This session is "on-the-house." Get Up and Grow! is a powerful course focused on improving the small business owners' understanding of ways to maximize their

facebook



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Previous Issues...

[August 2010](#)

[June 2010](#)

[March 2010](#)

[December 2009](#)

regardless of your industry, create your profit plan and learn what you won't do in your business so you can refine your strategy to stop playing "small ball." Led by Denise Stillman, MBA, this session is sure to leave you with ideas you can implement for F*R*E*E immediately. She will share with you all that she's learned at Kellogg Graduate School of Management plus all that she's gathered for the last nearly 20 years in strategy, public relations and marketing. Please join us!

General Small Business: Networking is Personalized MicroMarketing-Mutual Benefit, Not Just Getting

One of the most powerful ways to market a business is from owner to owner, particularly through networking and network-sharing. Networking gives you a chance to completely tailor your 30-second elevator pitch to make it absolutely valuable to another owner and, in turn, learn about her or his business so you can build a relationship over time. What you give to the world *will* come back to you. The more you ask for ways you can help someone achieve their goals, the more beneficial connections you will receive.

Where Denise is Speaking Next

- October 18 – [Transformation 2010 National Tour](#) at Tamarack Golf Club in Naperville, IL. Use discount code "denise" to save \$10
- November 6 – "The Search for Work" with Bill Hickey of Hickey Financial Services at American Chartered Bank 9561 W. 171st Street, Tinley Park, IL. This complimentary seminar with continental breakfast offers speed networking for those underemployed and unemployed in sales, IT and general management and a look at where job growth is. RSVP by calling 708.745.5160 by October 29. [The Search for Work](#)
- November 18 – [Professional Women's Network luncheon](#) panelist on "Been There, Done That" moderated by WGN's Aundrea Darlas, including Beth Fahey of Creative Cakes and Nancy Bernstein of Third Wing

Pay it Forward

Clear Directions thanks all of their terrific clients and colleagues who have shared their support. To pay it forward, Clear Directions lends a percentage of its profits to other entrepreneurs globally thru [kiva.org](http://www.kiva.org). Kiva is the world's first person-to-person micro-lending website. Join Team Clear Directions by visiting this page <http://www.kiva.org/community> and searching for our team under "businesses."

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