

# Administrative Solutions

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ARI ADMIN

*Specialists in the Placement of Administrative Professionals*

## Principles for YOUR Success

*“Success is the continual achievement of your own predetermined goals, stabilized by balance and purified by belief.”*

In real life, many people get stuck in a professional or personal position where goals are defined for them. The result is frustration where no one feels fulfilled and the goals often are never reached. However, sometimes developing your own successful business does not come easily or within the time frame that is initially envisioned. This is not only frustrating, but often creates self-doubts. Our research shows that the two key factors to a successful business are the commitment to a plan and the persistence to follow through with the plan.

There are a set of principles, however, that if applied, will pay rich dividends towards your personal and professional success. These eleven principles will give you some additional direction in creating a balanced, successful life.

As you continue to read, challenge yourself to identify which principles if implemented will take your business and life to the next level.

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**Are You Finding, Training & Retaining Good Employees?**

## State of Recruiting

Currently we are experiencing the deterioration in financial market conditions, a turbulent election period, a credit/housing crisis, and increased energy costs. The national index indicates a slowdown in economic growth.

In a recent survey, CEO's of small to mid-sized businesses indicated a significant drop in confidence; a five-year low. Most CEO's surveyed expect the overall economy to weaken but they anticipate much smaller declines in their own firm's revenues, profits and employment in the coming year as they

stated they will remain dedicated to finding and retaining good employees. More than half of the business leaders surveyed think the economy will worsen but they have no plans to scale back recruitment and in fact, they plan to increase their payroll in 2008. Most of these companies state they will raise prices in response to the increased costs of production but staffing remains their most significant issue. Finding, training, and retaining good employees are issues that have remained on the top of their agendas to position their firms for future growth.

*The following are some practical things that you can do in this slowing economy:*

1. **Make finding, training and retaining top performers your number one priority.** Double your current recruiting efforts. You need top performers on your team. You simply cannot afford to tolerate marginal performers who statistically account for about 10% of every business. You can direct these marginal workers to other career options.
2. **Communicate with each employee.**

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Success, accomplishment, and life balance is right around the corner if you chose to do something about it – so – *carpi diem* – seize the moment!

1. **Earn trust by giving it.** We live a cynical world and it is becoming commonplace for people to want to see “it” before they believe “it”. Trust in the business world is critical and you can build trust by being a person of your word and encouraging people to trust you by trusting them.
2. **Take responsibility for your actions.** Do what you say you are going to do! Admit it when you are wrong and take corrective action immediately. Make sure your actions are consistent with your values, and remember actions *will* always speak louder than words.
3. **Get the facts before making a decision.** Take the necessary time to collect the facts in order to make the best-educated decision. However, do not over do it – too much information can cause paralysis by analysis, which causes inactivity, and inactivity causes failure.
4. **Go the extra mile.** Decide to make a difference! Go the extra mile for your customers, your family, and yourself. The little things always matter and they will add up to a stronger business and better relationships.
5. **Put first things first and last things not at all.** Use your “must do” and “should do” lists effectively. Focus on the activities that will impact your business and life goals-let the rest go. Simplify your world by knowing what is important to you and prioritize accordingly.
6. **Accentuate the positive.** Focusing on the negative will always get negative results and will also make everything seem incredibly challenging. Focusing on the positive will unveil new possibilities and opportunities that will directly link to your goals...and it just feels much better.
7. **Center your life on specific goals.** Specific, measurable, attainable, realistically high, and time trackable goals are the key to success and the fulfillment of your purpose.



8. **Devote yourself to lifelong learning.** What goals have you established to exercise your brain muscles during this year? If you are unclear about the answer to this question, develop those goals now! Develop goals that will force you out of your own comfort zone- it will be a liberating and exhilarating experience.
9. **Discover and follow your calling.** We refer to it as discovering and following your passion. Understanding your passion is critical to your success and living a life of balanced fulfillment. Living your passion is not the impossible dream; it will always require focused commitment and the desire to be the best you can be.
10. **Concentrate on what you do well.** Everyone has been given specific and unique gifts. Determine what yours are and maximize them. Do not try to be somebody else – work on being the best YOU! Listen to others, learn from others, but follow your unique direction.
11. **Pour a solid foundation of hard work.** Nothing worthwhile is ever easy. Hard work is essential for a successful business with longevity. Hard work is required for success in personal relationships. Hard work is required for *any* kind of worthwhile goal accomplishment, however, some of the hardest work I have had to do, I have enjoyed the most.



So which of the eleven principles did you make a *written* note to address as it relates to improving your business, your life, and your current level of accomplishment? (We all know if we do not *write it down* the chances of it happening are slim.) One of them, half of them, all of them...the number you selected is irrelevant. The commitment to take action is the most important step of all. Success in life is a continuous and evolutionary process. There really is no destination; there are only self-imposed limitations. Every day provides new challenges and if you are looking in the right places, it also provides the necessary solutions.

The question becomes; are you focused and committed enough to your predetermined beliefs and goals to create a life of balance, success and inner joy? *You are the only person who truly knows the answer!*

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Let every employee know, on a one to one basis, that the economy is getting rough and that every possible unnecessary cost must be cut. Ask employees where they think costs can be cut. The Southwest Airline employees who cleaned the airplanes suggested replacing expensive trash bags imprinted with the corporate logo with ordinary trash bags and the company realized significant savings throughout the years. In addition, listen to each employee and make sure they have what they need to do their jobs.



3. **Set the example.** You must show your employees that you are serious about making corporate and personal sacrifices. You may consider picking up your speed and sense of urgency and controlling costs since you set the tempo for your employees.
4. **Be honest with your employees.** The less time your employees spend worrying and wondering, the less productive time is wasted. If your employees are afraid of losing their jobs, the best ones will leave first.

Many experts believe that a recession is very good because it cleans out the weak, just as a naturally occurring forest fire cleans out the dead wood. You can maximize your competitive advantage by having those top performers on your team.

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## Guidelines For Roth IRA Contributions

Taxpayers confused about whether they can contribute to a Roth IRA should consider guidelines based on the following categories:

- ✓ **Income Limits** – To contribute to a Roth IRA, you must have compensation (e.g., wages, salary, tips, professional fees, bonuses). These limits vary depending on your filing and marital statuses.
- ✓ **Age** – There is no age limitation for Roth IRA contributions.
- ✓ **Contribution Limits** – In general, if your only IRA is a Roth IRA, there is a maximum. The maximum contribution limit phases out depending on your modified adjusted gross income.
- ✓ **Spousal Roth IRA** – You can make contributions to a Roth IRA for your spouse provided you meet the income requirements.
- ✓ **Time** – Contributions to a Roth IRA can be made at any time during the year or by the due date of your return for that year (not including extensions).



Roth IRA contributions are not tax deductible and are not reported on your tax return. You do not include in your gross income, and therefore are not taxed on, any qualified distributions. Visit the IRS Web site at [www.IRS.gov](http://www.IRS.gov) for more information.



# ONE MINUTE IDEAS

## Help For Small Businesses –

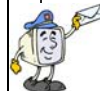
About 57 million Americans work for small businesses, and the federal Small Business Administration is looking for new ways to help them in this competitive economy. Their new web site, [www.business.gov](http://www.business.gov) contains information a small business owner needs to access government services, understand regulations or even apply for help, money and training.



There are also more opportunities for small businesses to work with government buyers and to compete in international markets. Visit [www.sba.gov](http://www.sba.gov) to learn more about the programs and services to help you **start, grow and succeed!**



### Compliments Of –



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## *Seven Quick Secrets To Writing Powerful Content*

These are successful tips for writing powerful sales letters, articles, titles, and other marketing material. We have spent a small fortune learning this information not to mention the incredible amount of time of actually doing it. This is a partial list of some of the most important aspects.

Now you can benefit from all this research, education, experience, and trial and error condensed in this short article.

*Use these tips for all of your sales letters, titles, and articles:*

1. Create an outline before writing the content.
2. Spend 80-90% of your time on creating a powerful headline and sub-headline. (prior to writing the content)
3. Create a first draft without worrying about spelling, grammar, and format.
4. Rewrite and edit after a day or two.
5. Eliminate words that are not necessary. Make sure your message is complete but condensed.
6. First and last paragraphs are the most important (aside from the headline). Rewrite these as many times as it takes to be very powerful. A good technique for the last paragraph is to create a brief powerful summary and call to action.
7. Use testimonials if possible.



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