

THE 15 MINUTE MARKETER: We're All In This Together

by Nancy Gerber

During tough times, the best way to make it through and survive until things get better has always been to collaborate and cooperate with others. It's one of the most admirable traits of our species.

Even if you're sensible enough to stay away from the overwhelming US media coverage, there's as much fear in the air these days as there was just after 9/11. However, people are responding differently -- there seems to be much less of a spirit of cooperation and support than there was at that time.

Here are three attitudes to embrace -- about yourself as well as towards others -- that will smooth out some of the rough edges we're all bumping into.

Now, more than ever, we need to remember to turn to instead of away from each other.

1. Cultivate compassion. Be kind and gentle whenever you can. The waters are difficult enough to navigate. Why throw in extra boulders? Now's the time to make it REALLY easy for people to do business with you. A willingness to be flexible and understanding, to create solutions with them, will pay off greatly in the long run. Plus, it feels good!

2. Try a little tolerance. Judge a bit less, forgive a bit more. The people who are most abrasive are often the most frightened or overwhelmed. Remind yourself not to take peoples' behavior personally. Everyone responds differently. Some people retreat, some attack, some go numb, some make uncharacteristic decisions. Try to suspend your expectations a bit and simply meet people wherever they are.

3. Seek out and embrace patience. Make it your new best friend. Most of us are doing the very best we can.

This week, notice how others are treating you and how you are behaving towards others. Make every effort to follow that old golden rule -- you know, "DO unto others as you would have them do unto you." Treat people well even if -- especially if -- their behavior doesn't merit it.

Notice who drains you with their negativity and pessimism. Who seems to have jumped ship? Who's good for a boost? Who can you still count on for a good laugh or enthusiasm or encouragement? Who do you feel is still on your team? This is a really good time to pay attention and observe peoples' true colors.

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For over 35 years Nancy Gerber, "YOUR Connection Magician", has coached and educated thousands of people worldwide on how to improve their communication and deepen their relationships with others -- and themselves.

Nancy has been privileged to study and work with many of the leaders and experts in Internet and direct marketing. Her expertise in creating connections and building relationships, along with her many years as a Professional coach, give her unique insights and skills as a marketing coach and consultant. In addition to her commitment to helping entrepreneurs understand the basics of marketing, she's an expert in content development and personality marketing.

Her website MarketingMambo.com "***The Dance of Connection That Creates Lifetime Customers – One Step At A Time***" -- was created for unconventional entrepreneurs who want to find and keep their best customers without losing their souls.

Sign up for "***The 15 Minute Marketer***" on the [Marketing Mambo.com](http://MarketingMambo.com) site and receive a practical, FREE and immediately useful marketing tip every Monday morning. You'll also gain access to Nancy's MARKETING MAMBO POWER ROLODEX -- the cream of the crop in Technology and Business Resources -- along with articles, interviews and other great resources