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- **Investing in Yourself.** By Linda Lindsey
- **Setting Goals and Reaching Them.** By Shelly Nordlinger

The 3 Ps -- Personal Packaging Power

By JoAnn R. Hines, Chief People Packager

I really wanted to call this article "Does your personal marketing materials suck?" But other heads prevailed so I called it: **The 3 P's -- Personal Packaging Power** -- So just what does PPP entail?

Let's be honest and answer a few key questions. This will determine how prepared you are in your personal marketing skills.



Do you have a personal bio? How recent is it? How long is it? If I called you for an interview could you send me a current professional photo immediately? Could you pitch me your products and services in 30 second or less? Can you give me a single word that describes you and tell me why it applies to you? How many personal press releases did you write in 03? What was the first thing you did to enhance your "persona" in 04? Do you have a personal website? When was the last time you did something to improve your image?

Get the picture.

All of the tools can be utilized to enhance your credentials in the industry.

Improved credentials translate in to more money, a better job, more business, and ultimately, a more confident you.

This is the year of you. For you and about you. The year's success can be yours in as little as one hour a week.

If you are ready to take the challenge and secure your future, send an email back to get the 3 Ps career enhancing resources with the word "enhance."

Can You be Your Own Personal Coach?

By Linda Lindsey, Marketing Director

In a nutshell? Doubtful. If you are considering learning personal marketing techniques to further your career, the best place to start is hiring a personal coach. It is invaluable to the process of personal marketing. How many personal growth and career development seminars have you been to? How many hundreds of dollars have you spent on advancing your career? If you are reading this article, chances are you are still searching for the answers and you've spent your money on generic advice that has left you wanting more.



Personal and career development seminar participants surveyed at the end of an event boast "life changing attitudes." Follow up with those same seminar participants six months later and they are reading career development weekly ezines still hungry for more information.

On the other hand, statistics show that individuals who hire personal coaches gain invaluable personal results from the individual attention and specific advice relative to their situation. Six months later these folks are well on their way to their long-term goals and have tasted the sweet success of many of their

short-term goals.

A coach primarily helps define your goals and keeps you focused on them. Sound like something you can do yourself? Okay...but you aren't...and there is a reason you aren't. Keep reading.

Anyone can give you general advice such as "convey a positive image on the phone, smile while talking." This kind of advice sounds good, but does it truly help?

What you need is advice specific to your personal situation. Who can tell you what to do when facing specific career challenge? A personal coach. Perhaps your boss takes credit for your work or passes you over for promotions. Perhaps you are considering a career change. Perhaps you want to make more money. Perhaps you can't convey what you truly want to say in the appropriate moment.

The old adage is true: You get what you pay for. If you are searching for free advice on the Internet or from other colleagues, you will get what you pay for...nothing. Remember: opinions are like noses, everyone has one but they don't do either of you much good. What you need is advice from a professional. I can't think of a better way that \$200 could change your life. Email me for more information on how JoAnn Hines, can help you reach your professional goals. There is a one-month commitment, but many times clients only need one month to get them on the right path. Email me for details on our personal career coaching service LindaL@womeninpackaging.org.



Marketing 101, this isn't.

By Shelly Nordlinger

Lots of professionals today started their careers under the assumptions that they were prepared, competent, and could chart their own course. They had taken the proper instructional courses combined it with practical experience and believed they had a critical advantage over the competition.



Unfortunately, reality set in about the time they pitched their third great idea only to see it crumble on the boardroom floor. Or, they managed to escape the first round of layoffs and are losing sleep over the next day's announcement. Do those same boy scouts who believed they were prepared to market themselves feel as confident once reality crept in? Were they able to skate along their previously charted course? Doubt it.

The best proactive approach to cementing your career path is through solid personal marketing. Often, you may not know exactly how to evaluate your personal marketing, or even what's available to you, but being exposed to new concepts is the key to finding the right path for your career. Your unique personal marketing plan will not come to you in your sleep. If it does then you should lean toward a different career!

Forward thinking professionals use the tools available to assist them in their personal marketing. If you are dealing with a personal career choice or a complex business strategy you need certain answers to get from point A to point B. WMPKG workshops and summits offer great opportunities to help you travel from A to B. The programs expand horizons and work as an extension of your personal marketing. Betty Kaufman with Macon recently made herself more visible and marketable a result of information she gleaned from a WMPKG event. Yet another workshop attendee wrote to say she had a new job and the connection came as a result of someone she met at a recent WMPKG Summit.

Those testimonies stand as evidence that WMPKG has what you need to direct your marketing. To find out more about WMPKG programming and our upcoming calendar, contact me at shellyn@womeninpackaging.org.

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