

How To Use The Labor Day Holiday To Market Yourself Or Your Business

Tip Of the Week From WMPKG
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As we all eagerly wait for the Labor Day weekend for some R&R, barbecues, cookouts and fun, stop to think about what Labor Day stands for.

"Labor Day differs in every essential way from the other holidays of the year in any country," said Samuel Gompers, founder and longtime president of the American Federation of Labor. "All other holidays are in a more or less degree connected with conflicts and battles of man's prowess over man, of strife and discord for greed and power, of glories achieved by one nation over another. Labor Day...is devoted to no man, living or dead, to no sect, race, or nation."

Labor Day, the first Monday in September, is a creation of the labor movement and is dedicated to the social and economic achievements of American workers. It constitutes a yearly national tribute to the contributions workers have made to the strength, prosperity, and well-being of our country. That sentence in particular has meaning because it's about us the workers.

Kudos to everyone who has made this contribution. Shouldn't you thank associates, colleagues and friends that have made this contribution too? I found some great Labor Day cards that have a <http://cards.123greetings.com/cgi-bin/cards/laborday.pl?log=lefthandersday> multiplicity of uses:

There is even a very nice patriotic one that is an e-card that

can be used as a quick hello. The point being that it only takes a few seconds to connect, whether it is via an email or a hand written note. Keeping "connected" is what it's all about in our labor force.

I know it's hard to find time to reach out to everyone you know but consider starting an e-zine. It is a good way to say hello and keep the "bread crumbs" heading back to you. Your e-zine needs to have a business connection or information of some import not just your rants and raves about a particular issue. Save that for your blog. The e-zine is nothing more than an electronic newsletter that you can use to stay in touch. Whether people read it or not they know you are out there making an effort to connect.

Eventually, it all boils down to your network in the labor force, the vast majority of jobs, business opportunities or new clients come from a network of connections. "Remember "The Six Degrees of Networking?" It is one of the articles in the "Packaging Yourself Workbook." It explains how connections and networking works in the scheme of things. You can order this here <http://packaginguniversity.com/pkgustorefront.htm>

So, as you head out the door for a long weekend, stop to thank your comrades in arms and stay in touch. It will benefit your career and your success.
Happy Labor Day!

Regards,
JoAnn
Chief People Packager

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