

Reciprocity 101 Or Don't Bite The Hand That Helps You.

Tip Of the Week From WMPKG

Packaging Horizons Online

Issue #138 - September 14, 2005

Publisher: JoAnn Hines

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<http://www.packaginghorizonsmag.com/>

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by JoAnn Hines Chief People Packager

Before you read too far into this, realize now that it is a little bit of a rant. I like to vent occasionally. There is nothing wrong with that, right? It keeps me real with readers. They always respond to my rants -- either positively or negatively.

Here goes. I have recently been overwhelmed by people contacting me who need assistance. Whether it's to get a new job, they need help keeping the one they have, they want help building their personal brand, or they want to get into professional speaking, whatever the reason I do my utmost to point them in the right direction.

But sometimes I simply have had enough. It's always the same people who want all the free advice I am willing to provide yet they are unable to utilize the resources we have developed for them. Honestly, some people ask for upwards of dozens of articles and resources then won't get off the dime when we need their help (translation: they need to order something from us to help us stay in business!)

Well, here's the deal. If you are a member of Women in Packaging, you will continue to get priority treatment. You save on almost every service and benefit we offer in addition to the business leads and other inquiries we send your way. I will always come to you first with an opportunity.

If you are not a member, now is the time to realize that our database (well over 30,000 professionals) is tapped out. I'm spending countless hours every day helping people with no return in investment and it's come to a breaking point. We will be asking for your support by joining, renewing, ordering a product or utilizing one of our many services. If we don't here back from you and you are not a member, we will unfortunately have to remove you from our database. We will begin purging those contacts from our database. It's that simple. I won't be here when you finally decide to manage your career/business instead of

it managing you.

There are literally hundreds of resources at your disposal. All you have to do is utilize them. That's my plea. It is imperative that you decide what's important to achieving your success.

We are here to help, but some reciprocity is requested.

Regards,
JoAnn
Chief People Packager

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