

# WAKEFIELD & WAKEFIELD

Business Etiquette

*set yourself apart • get an edge*

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## BEGIN ON A POSITIVE NOTE

Picture this recent drama on my front porch: my new neighbor knocked on the door harshly at 9:00 p.m. on a weeknight. My husband answered the door, and she demanded (in a raised voice with waving arms) that we park our cars elsewhere to allow her more parking options.

This exchange reminded me of the **importance of starting off on a positive note**. Regardless of her distress in connection with neighborhood parking, **she missed an opportunity to lead with a positive greeting and some kind of praise** for us as neighbors or appreciation of her new surroundings. After finding some way to express good will and praise, then she could have brought up her parking request. My guess is with a gracious opening (and a more gentle knock), she would have found a more favorable response from my husband.

The following discussion with raised voices and tight facial expressions could have easily been avoided.

Even if you are dealing with someone in a strained relationship, avoid starting on a negative note. **Begin with honest, genuine appreciation and then follow with your constructive advice or request. Help others see your point of view** by keeping the conversation as positive as possible.

It's not easy, but **people will remember** the grace with which you navigate a frustrating situation.

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### ABOUT US



**Libby Mack Van Vleet** has a background in marketing and administration, and is a certified high school English teacher. She is a

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**YOUR Business Etiquette Topics:**

**Submit your thoughts and questions to [libby@wakefieldetiquette.com](mailto:libby@wakefieldetiquette.com).**

**Libby will address your ideas in upcoming issues of our newsletter.**

**HOW DO YOU WANT TO BE REMEMBERED?**

Libby Van Vleet and her father Wake Mack promote business etiquette. It is a smart and easy way to retain clients. Increase business earnings and sales. It is time to take your employees to the next level.



When you retain the services of Wakefield & Wakefield, be prepared for success as your staff members maximize their potential and exceed expectations.

Set yourself apart to get an edge. People will remember!

For further information about Wakefield & Wakefield, contact Libby at 503-893-9253 or [libby@wakefieldetiquette.com](mailto:libby@wakefieldetiquette.com).

**SUPPORTERS AND CLIENTS**

*Thanks to all of our fabulous clients and supporters.*

- Arlington Club Speakers Corner – Arlington Club
- CB Richard Ellis, Inc. - Mike Wells, Managing Director
- Isler Northwest LLC – Tania Gitch, C.P.A.
- National Charity League, Inc. – Sarah Allen, Portland Chapter
- Perkins Coie LLP - Stephen English, Partner - Litigation
- Washington Trust Bank – Linda Williams, President, Oregon Region

**WHAT PEOPLE ARE SAYING...**

graduate of Colorado College and Chapman University.



**Wake Mack** is a former lawyer, local businessman and financial services development officer. He graduated from Notre Dame, Willamette College of Law, and served in the U.S. Marines Corps.

[www.wakefieldetiquette.com](http://www.wakefieldetiquette.com)  
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**WISE WORDS**

“Life is not so short but that there is always time for courtesy.”

– *Ralph Waldo Emerson*

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“Excellent, practical guidance to avoid embarrassing social mistakes and to maximize the business opportunities created by social interactions.”

***Stephen English, Partner - Litigation, Perkins Coie LLP***

“Thank you, Wake -- You and Libby were a breath of fresh air for us. Thank you for taking your time to share such timeless information with us.”

***John Chambers, C.P.A., Isler Northwest LLC***

“Thank you. All of us have more than a few important take-aways – and it was fun too.”

***Linda Williams, President, Washington Trust Bank, Oregon Region***

“Thank you for your wonderful presentation today. My colleagues and I enjoyed it immensely and are sure we will put it to good use.”

***Ray Jordan, President, Ray Jordan, PC***

"There has been a lot of 'buzz' about [your presentation]. People are really interested in the subject, love the positive ways that you present it, and want more."

***Amy Fields***



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