

# WAKEFIELD & WAKEFIELD

Business Etiquette

*set yourself apart • get an edge*

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## DO YOU DO WHAT YOU SAY YOU WILL DO?

People make the most promising comments about what they plan to do! I find that many people make commitments that they do not honor. The result: people on the receiving end of broken promises feeling unimportant.

These are statements I have heard over the past few weeks. **All of the following proclamations contain great intention, but the speakers do not follow through with action:**

- “I’ll get back to you next week to take the next step.”

*(One month later, I have not heard about the next step, and must follow up with a phone call.)*

- “I’ll have the result for you by Friday.”

*(The following Wednesday, I call this person’s assistant to access the promised information.)*

- “Let’s get together for lunch. I will call you this afternoon to schedule.”

*(I run into this individual two weeks later. She says, “We should do*

### INSIDE THIS ISSUE:

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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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*lunch... ”)*

**People earn the respect of others when they not only SAY but also DO. How do they DO it?** Here are three ideas to earn a reputation as a trustworthy, effective person:

**1. Only say YES if you are sure you can deliver.** Why say “get back to you next week” if in actuality the task will take two? Be honest with yourself to ensure follow through.

**2. Saying NO initially is better than letting someone down later.** Don’t get trapped by saying what people want to hear rather than what is realistic.

**3. Create a schedule.** Set reminders in your calendar. Pad extra time for setbacks because often tasks take longer than expected to complete. Take responsibility so that your promises get delivered.

**I can visualize the people in my life who act with power and integrity. In the recent past, I have witnessed people execute their intentions as promised.** A few examples:

- “We should get the team together to celebrate at the end of the week.”

*(Emails were written; reservations made. We all got together after work on Friday.)*

- “I have a great contact for you. I’ll send it to you today.”

*(Information received and a promising meeting has been scheduled.)*

**Be someone with whom people want to work. Feel good about yourself when you honor commitments. People will remember!**

**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

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.

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503-893-9253

### WISE WORDS

“Do not wear your courtesy like a watch, to be taken out now and then when you want to impress people. Be courteous always, wherever you go, with whomever you happen to be.”

– *Sister Mary Mercedes*

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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...

“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*

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“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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