

WAKEFIELD & WAKEFIELD

Business Etiquette

set yourself apart • get an edge

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ONE WORD: ALTRUISM

I recently read a blog suggesting that people **restrict their New Year's resolutions to one word only**, allowing for better focus and increasing the likelihood of honoring the commitment. The piece cited memorable examples including “connections,” “family,” or even “leisure.”

With this resolution technique in mind, I propose **one word to center your goals for professional and personal growth in 2013: ALTRUISM.**

Dale Carnegie asserts, “You can make more friends in two months by becoming more interested in other people than you can in two years by trying to get people interested in you.”

We live in an era of self-promotion. Examine YouTube videos and Facebook posts. They serve as a medium to hype ourselves. **Avoid this temptation to hype yourself** whether in face-to-face interactions or via social media.

Share yourself instead. Earn lasting influence with what you have done for others. You will be a more compelling person, known for generosity and trust. Become more interested in other people, rather than promoting your own greatness.

INSIDE THIS ISSUE:

One Word: Altruism

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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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Pursue ALTRUISM in 2013 and **take the quickest path to setting yourself apart.**

Source:

Cole, Brent. *How to Win Friends and Influence People in the Digital Age*. New York: Simon & Schuster, 2011. Print.

YOUR Business Etiquette Topics:

Submit your thoughts and questions to 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.

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

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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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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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

“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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