

Taking the Mystery Out of Business

9 Fundamentals for Professional Success

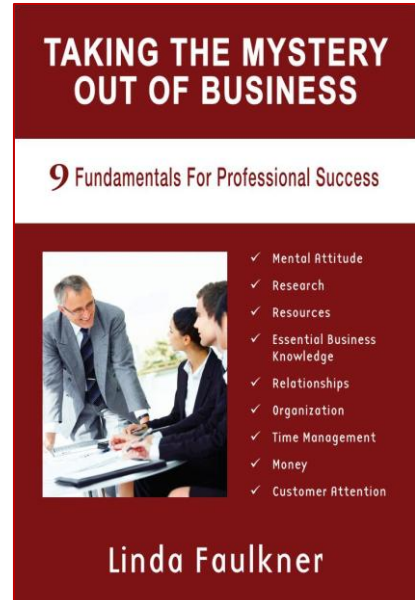
NorLightsPress.com, November, 2010

Book and Author Overview

Like a good mystery novel, the world of business involves drama and suspense – not to mention a never-ending supply of red herrings. *Taking the Mystery out of Business* simplifies a complex subject, showing readers how to identify the killer aspects of the business world and dodge bullets that could inflict fatal wounds.

Business owners, independent contractors, managers, and employees often wear many hats and deal with limited time, budgets, and resources. In this practical primer, Linda Faulkner lays out the fundamentals, providing examples and tips so newcomers to the business world can easily gain an understanding of the challenges they face. Experienced professionals will benefit from a refresher on basic strategies and how to stay ahead of the competition.

Starting with attitude and covering everything from money management to customer attention, *Taking the Mystery Out of Business* is a resource for entrepreneurs, employees, and anyone who has questions about the often mysterious world of business.



About the Author



Linda's Faulkner's business background is both varied and extensive. Since beginning her insurance career in 1974, she has worked for two life insurance companies, founded two insurance agencies and an insurance education business, and has performed every function within an insurance agency. She is also an insurance continuing education Course Provider, a faculty member of several insurance organizations, and a licensed insurance consultant.

Through Faulkner Educations Services, Linda teaches career development workshops, pre-licensing courses for insurance agents, and continuing education seminars. As a writer and educator, Linda's expertise lies in evaluating a subject and peeling back the layers of complexity to expose its basic components. Linda's students appreciate her energetic and authentic presentations, the real-life examples that relate to their worlds, and the takeaways they're able to use the moment they return to the office.

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- ✓ Mental Attitude
- ✓ Research
- ✓ Resources
- ✓ Essential Business Knowledge
- ✓ Relationships
- ✓ Organization
- ✓ Time Management
- ✓ Money
- ✓ Customer Attention

Linda Faulkner

Author: Linda Faulkner

Title: Taking the Mystery Out of Business: 9 Fundamentals for Professional Success

Categories: Nonfiction/ Business/ Self Help

Publisher: NorlightsPress 2323 State Road 252 Martinsville, IN 46151 (888) 558-4354

Number of pages: 204 **Size:** 6 x 9 **ISBN:** 978-1-935254-27-0

About the Book: *Taking the Mystery Out of Business* is a fresh, practical guide to the business world. Author Linda Faulkner lays out the fundamentals, providing examples and tips so newcomers to the business world can easily gain an understanding of the challenges they face. Experienced professionals will benefit from a refresher on basic strategies and how to stay ahead of the competition.

Audience: Small business owners, entrepreneurs, independent agents, students, and employees who want to learn new tactics or refresh their knowledge of business.

About the Author: Linda's Faulkner's business background is both varied and extensive. Since beginning her insurance career in 1974, she has worked for two life insurance companies, founded two insurance agencies and an insurance education business, and has performed every function within an insurance agency. She is also an insurance continuing education Course Provider, a faculty member of several insurance organizations, and a licensed insurance consultant.

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Story Ideas...

Time Management

Monday. Your least favorite day of the work week. You sigh when you arrive at the office to find a customer waiting outside your door—before you even have the opportunity to retrieve your voice mail messages and scan the contents of your e-mail Inbox. How do you manage your time when it seems you begin every week from behind the eight ball? Linda Faulkner, author of the upcoming *Taking the Mystery Out of Business: 9 Fundamentals For Professional Success* (NorlightsPress.com, December 2010), will provide you with practical and proven ways to manage your time instead of allowing it to manage you by helping you prioritize your duties, minimize interruptions, and schedule effectively.



Customer Attention

Every businessperson is concerned with acquiring customers—and keeping them. Challenges such as the economy, the creativity of your competition, and the increasing demands of consumers add more weight to the already heavy professional burden of providing your customers with the attention they want and need. But how do you know what your customers want and need? How do you provide it? Linda Faulkner, author of the upcoming *Taking the Mystery Out of Business: 9 Fundamentals For Professional Success* (NorlightsPress.com, December 2010), will demonstrate how to shower your customers with the kind of attention that not only earns their loyalty but also turns them into walking, talking fans. She'll also explain why keeping promises, saying thank you, and admitting mistakes are absolutely necessary aspects of providing unparalleled customer attention.

Relationships

People—and how you get along with them—define your professional reputation. Do people like you? Do they trust you? Do they want to do business with you? Do your customers refer you to their families and friends? Do your business associates consider you a resource or a threat? Linda Faulkner, author of the upcoming *Taking the Mystery Out of Business: 9 Fundamentals For Professional Success* (NorlightsPress.com, December 2010), will show you why the quality of your relationships demonstrate your degree of professional success. She'll explain, in detail, how your sincerity, generosity, and understanding of personality types (or lack thereof) create the basis of all your relationships.

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- ✓ Research
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Book Excerpt

Clueless is a dangerous place to be.

In business, being clueless maims profitability, dismembers relationships, and kills time. When you open a business, assume a new job, or are promoted to a new position within your company, you want to succeed. You want to knock the socks off your employees, co-workers, and/or boss. Admitting ignorance (i.e., being clueless) simply doesn't portray the picture of the savvy, thriving professional you have in your mind.

Here's a newsflash, folks: everyone is ignorant. In the primary sense of the word, *ignorant* does not mean "stupid;" it means "lacking knowledge or comprehension." None of us knows and comprehends everything. Even those of us who consider ourselves experts don't know it all—and never will.

Here's another newsflash: no one is born knowing much of anything. Business people, like athletes and artists, are not born—they're developed.

Have you ever known an infant to spring from the womb and toss a layup? (Assuming a basketball were handy, that is.) Have you ever known a toddler to grab his paint box and say to his mother, "I think I'll mix blue and yellow to create the precise shade of green I'm looking for?" I didn't think so.

One thing I've learned in nearly thirty-six years of working in the business world is that a person's job title and annual salary have nothing to do with his or her level of professionalism. I know a woman who sells Mary Kay products part-time; she behaves with more business skills and acumen than a number of people I've dealt with, including an insurance agency manager, a bank vice-president, and the owner of a graphic design company.

If your preconception of a successful business person is one who wears a designer suit, carries a leather briefcase, drives a German sports car, and earns a six-figure income, you may want to put that idea aside for the next two-hundred pages or so.

My goal is to take the subject of business and break it down into chapters and scenes, to help you recognize the clues and identify the villains so you can carry on with the story of your life without falling victim to the killer aspects of the business world. Once you've peeled back the complex layers of business to expose its basic components, you'll be able to plot out your course and achieve your goals while avoiding mayhem and having to commit murder – or worse, professional suicide.

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Having known her for several years, I've learned that Linda Faulkner and I agree on many things, business-wise: honesty in all relationships, excellent "bend-over-backwards" customer service, the best possible product delivered, and the importance of networking – the right way! I'm pleased she has taken the time to share her business experience and expertise in book form, because she does it as a matter-of-course in her everyday life with her many business associates. – *Bill Samsoe, Missoula Area Chamber of Commerce*