



Welcome to

HALEYMAIL™



A.

What is it?

HaleyMail is email marketing... and more. It is a tool to help you stay top-of-mind with clients, prospects and candidates in a way that adds value, creates a favorable impression, and makes it easy for people to interact with you. HaleyMail also helps position you as an expert in staffing and HR issues.

STRATEGIES FOR SUCCESS
by DePaquet's Staffing Services

Feature Article: **Staffing, Get Serious!**
Want to be the most successful candidate to land the big job?

Click 223 for insights from public companies that are hiring successful business graduates.

Click 224 for a link to our new Learning & Development Center on landing and retaining top performance.

Click 225 to receive a Free Performance Review.

The ABC's of Success: A Podcast

STRATEGIES FOR SUCCESS

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4th of July

Dear TARA,
Everyone at Key Resources Group would like to take the time to wish you a Happy 4th of July.

We hope you had a great holiday weekend and have a chance to reflect on the birth of our nation and the freedom we have as a country.

We go along with the patriotic theme I've included a recipe for a dish that doesn't get stale anymore.

Click here for a recipe for a good old fashioned homemade recipe:

Regards,
Mary Kay
Key Resources Group

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CAREER TIPS
by Staffing Professionals, Inc.

Hi Alan,
"What did I do with that tie! Where did I put that paperwork?"

Sound familiar? Did you know that most people spend 15 minutes to an hour every day just looking for things? Wouldn't it be great to be able to find things at work in 30 seconds or less?

You can, by just following the advice in this month's issue of Career Tips. You'll find some great ideas that are sure to save you time...and lots of aggravation.

Click here for Organizing Your Office.

Regards,
SPI Recruiting Team
Staffing Professionals, Inc.

Organizing Your Office
Organizing? Who has the time?
Follow these six simple steps to quickly and painlessly keep yourself organized. You'll wind up saving loads of time every day!

Click here for Organizing Your Office.

Career Tips is brought to you by Staffing Professionals, Inc. If you know anyone who might enjoy these alerts, please feel free to share this email. And if you know of anyone who might be looking for a new job opportunity, please have them give us a call at 941-901-0100.

TERRA

Employers
Join Us Today! | [Contact Us](#) | [Feedback](#) | [Feedback](#) | [Feedback](#)

STAFFING RESOURCE CENTER

- 101 TIPS FOR SUCCESS**
Improve productivity, get paid more than ever, and more... prepare for starting your company.
- 100 TOOLS**
Ratios and formulas to keep your staffing function running smoothly and get exceptional results from your staffing process.
- 100 KILLS**
An overview of the most important employment laws affecting your business.
- 100 HIREMINDS**
A track record in Human Resources management filled with proven secrets and advice to make your HR function as effective as it can be.
- 100 BEST OF THE WEB**
Quick links to exceptional sites offering information to help you manage your staffing function.

Goal Setting
Powerful Written Goals in 7 Easy Steps!

key ideas

FEATURE ARTICLE: Haley's for Retailers
The Wall Street Journal recently reported that the retail sector is a hot area for HR professionals. "How do we keep talent from jumping to our competitors?"

So what's the answer?

Check out...

- How Retailers' Culture? How to help you create a more positive culture.
- Best of the web
- 100 Best of the Web
- How to hire the right talent
- How to attract and retain top talent
- How to create a positive culture
- How to manage your business
- How to hire the right talent
- How to attract and retain top talent
- How to create a positive culture
- How to manage your business

100 TIPS FOR SUCCESS
Improve productivity, get paid more than ever, and more... prepare for starting your company.

100 TOOLS
Ratios and formulas to keep your staffing function running smoothly and get exceptional results from your staffing process.

100 KILLS
An overview of the most important employment laws affecting your business.

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HUMAN RESOURCES SOFTWARE SYSTEMS
ADVANCED CONNECTION

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Human Resources Software Systems

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B.

What do you get?

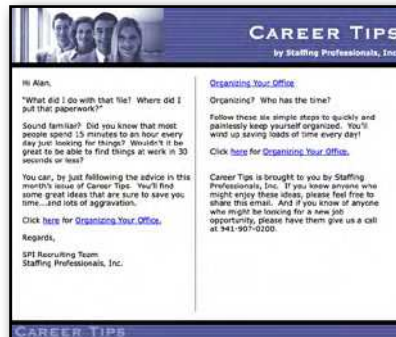
1. Monthly e-mail newsletter for clients
2. Monthly e-mail newsletter for candidates
3. Paper versions of client articles
4. Monthly InstantMail e-cards



Monthly E-Newsletter for Clients



Instant Mail



Monthly E-Newsletter for Candidates



Paper versions of article



B.

What do you get?

5. Templates for marketing Top Candidates to employers and Hot Jobs to candidates
6. Staffing Resource Center (SRC)
7. Candidate Resource Center (CRC)
8. Real time results
9. Your own Marketing Advisor



The Staffing Resource Center is an entire library of Staffing and HR information for your website.



The Candidate Resource Center is like having an online career advisor for your candidates.

HALCYMAIL Processing Center

Your Account Your Data Your Web Site Your Mailings InstantMail™ Reports Help

Mailing Stats Database Stats Help

Switch To Your Company Database

Referral Reports

Mailing Stats Database Stats

Monthly Mailing Stats

Mail Date	Subject	Messages Sent	Bad Email Addresses	Messages Bounced	Total Delivered	Email Views	Email View Percentage	Click Throughs	Click Through Percentage
02/10/2006 16:24:00	Hiscox Valentine's Day	1	0	0	1	1	100.00%	0	0.00%
12/05/2005	Holiday Gift Ideas	1	0	0	1	1	100.00%	1	100.00%
12/01/2005	Gift Wishes Ideas	1	0	0	1	1	100.00%	0	0.00%
11/21/2005	Stoke up your Trucking	1	0	0	1	1	100.00%	0	0.00%
11/11/2005	New Facts on Trucking	1	0	0	1	1	100.00%	1	100.00%
10/25/2005	Fun Facts on Camping in	1	0	0	1	1	100.00%	1	100.00%
10/20/2005	Pumpkin Carving Ideas	1	0	0	1	0	0.00%	0	0.00%

You'll know **exactly** who is reading your marketing – and what they're reading.





How does HaleyMail help you get appointments and close sales?

- HML helps you stay top-of-mind because you are constantly in touch with clients.
- The newsletters and articles give you new reasons to follow-up EVERY month.
- HaleyMail positions you as the expert! You add value to your firm by sharing useful information.
- Use the printable versions of the articles as a “drop off” or a “leave behind.”

“We have only been using the HaleyMail PLUS program for a short time but we are already starting to see dividends. The newsletters that Haley Marketing has designed truly have a high impact on our prospective customers. In the first 3 months of using the newsletter we received two job orders! These were job orders from prospects that we may never have gotten if it hadn’t been for Haley Marketing. I can’t wait to see what the Haley Marketing program can do for my business down the road.”

*Tom Bradley
Hobbie Personnel*





How does HaleyMail help you get appointments and close sales?

- Use Instant Mails to connect to prospects and clients in a fun and light-hearted way.
 - Send holiday greetings to celebrate holidays and important events.
 - Send “Top Candidates” to clients and prospects highlighting the talent that you have available.
 - Make up your own greeting or message.
- Plan better follow-ups by seeing **exactly** who has (and has not) read your email.

“There was a particular client, a software manufacturer, that we had not received an order from since 1997. We continued to send our HaleyMail e-mails to them each month. Just a few weeks ago we got a call from them to place a high level Director of Operations. The client talked with us like we had been friends for a long time. I feel it was a direct result of the Haley Marketing program positioning our company as a high-level executive recruiting/staffing services firm. We were able to fill the position and exceed the clients expectations!”

*Gary J. Wilberg
The Herman Draack Co.*



D.

What does it cost?

Really, this depends on the options you choose:

1). Standard or Custom email templates

2). Content Source

Please call us for more details and pricing information at 1-888-696-2900.

Standard Email Templates



Simple Moves



Life Savers



Great Ideas

Custom Email Templates



Key Resource Group



Cromwell



Advance



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Content from Haley Marketing

STRATEGIES FOR SUCCESS **STARTING RESOURCE CENTER**

Will Your Employees Climb Mountains for You?

Tyler Hamilton is a determined athlete. As I write this, he is in fifth place halfway through this year's grueling, 2,000-mile Tour de France bicycle race. Oh, and he suffered a broken collarbone on the first day of this year's race so he's riding with a taped shoulder and limited treatment for pain. Ever ride a bike with a sore arm or shoulder? Then maybe you can possibly imagine the pain Tyler is enduring to help his team in the Tour. And remember this: the Tour de France means climbing some of the highest and steepest mountain roads in the world.

What makes Tyler Hamilton ride? Where does he find the determination to endure excruciating pain while racing upwards of 150 miles per day for nearly three straight weeks? How can he face rides of 5, 6, and even 7 miles nearly straight up a mountain road? I don't say for sure what drives Tyler Hamilton, but I do know some factors that make it possible for someone to work with determination. Even if the work is no more gratifying than trying to persuade reluctant customers.

Six Conditions Encourage Determination
In my view, it takes a combination of several factors to foster determination and other goal-oriented behavior. Each must be present, at least to some degree, before people will work hard to reach a goal. These conditions are:

- Belief in the value of the goals** - More than anything else, it is not belief that a goal is worth pursuing that makes it possible to go after the goal in the first place. No one puts out effort for a goal that isn't worthy of their attention.
- Belief that the goal is achievable** - Even if you think a goal is valuable, you have to believe it's within your reach, even if you have to stretch a bit to get it. The key to this factor is seeing that the stretch needed to reach the goal is possible. Stretching puts the challenge into the pursuit of the goal.
- Experience in working toward similar goals** - Confidence is an essential element in our push to reach a challenging goal. If we know that we have succeeded before, then it's easier to push ourselves again. Natural competitors have a talent for recognizing similarities between a current challenge and one they have met before and then reminding themselves they can reach the current goal because they've done something similar before.
- Knowledge of your progress** - It would be nearly impossible to reach a goal without knowing how far you've come and how close you are to reaching the goal. Try to imagine yourself in a race where you do not know where the finish line is and you cannot see your opponents to know where you stand. You wouldn't know if you should be pushing yourself for a long race or sprinting for the finish.
- Attachment to a team** - For some reason, even people who are mostly self-interested individuals perform better if they belong to a team that is important to them. The power of belonging is quite amazing and it often helps people perform at a level they did not know was possible.
- Reinforcement** - Encouragement, especially in the form of reinforcement, makes it much easier for people to continue working hard, to overcome obstacles, and to believe in themselves enough to persevere against difficult odds. This can come from a trusted colleague or manager, or from oneself. Most people who achieve their goals regularly practice what is called "self-talk." They hold inner conversations with themselves that provide reinforcement and encouragement. Sometimes they "yell" at themselves for making mistakes or for reducing their effort. In any event, self-talk is a way of giving ourselves reinforcement even when it's not coming from anyone else. It's that important.

John Labbe of JSM Performance Consulting can be reached at (847) 233-2091 or john@jssmperformance.com. For more information and to sign up to receive bi-weekly tips on improving employee performance, visit www.jssmperformance.com

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Content from NetContent

TERRA

Employees

Today's News

Mar 1, 2006 - Executive Excellence
Author(s): Waring, Glenn

For the past 12 years, I've worked with hundreds of CEOs and need a positive side to business. Successful people fail more frequently than others, because they make more attempts. Successful CEOs learn to take risks and take losses in order to succeed. So, one answer to "why CEOs fail" is "because they know that calculated risks are necessary to succeed, and such ventures will involve failure."

Factors for each successful CEO, and, over time, since lessons seem to accrue for most of the following:

- An inability to see the bigger picture. If you're being eaten by a lion, it's tough to see the lion. Some pretenses are advisory and, even if not, and the CEO may have to invest a certain business to succeed (don't think it's always) (checked) by seeing the bigger picture. This is difficult, and it is why so many successful CEOs surround themselves with good peers and mentors.
- An obsession to using solid financial practices. A CEO I know once shared with me that he didn't pay enough attention to financials before he was his (probably added company) (lost) on bankruptcy. The reason, he said, was that the numbers would simply "speak in their own voice" over his belief. His daughter's with financial education. A CEO I know has to see a competing need to learn how to avoid going broke.
- A lack of clear vision. Successful CEOs lead the organization in where it needs to be, and find ways to get buy-in at all levels. This is hard - otherwise, all organizations would do it well. Long rich, clear vision can substitute for the CEO's usual, empowering everyone to make crisp decisions in the company's interest.
- Lack of passion. Most organizations no longer need arms and legs (command) and control instead, they need heart and mind (will and control). People need to be led more than they need to be managed. A lack of passion is usually because, which comes from solving the same problem over and over: Who keeps asking going well. CEOs need to face the difficult task at hand. Successful leaders know their own opportunity, and personal meaning. When I see a lack of passion in otherwise successful CEOs, I gently suggest that they revisit personal core beliefs. The questions of "Who am I?" and "Why am I here?" help to be answered, and it helps them continually to live by their own convictions. These questions, however, are



E.

Top 10 Ways to Build an e-mail List

- 1.** Make sure everyone in your current contact databases is signed up for your newsletters.
- 2.** Set a weekly or monthly goal for yourself and try to meet or exceed that goal each time. Example: Collect 15 new addresses per week.
- 3.** Remember that you don't need to oversell your newsletter. Simply ask if you can have an email address to stay in touch. Make it a habit that every time you speak with someone on the phone or in person ask for his or her email address.
- 4.** Add a line on your current candidate job application asking applicants for their email address. Add every applicant to the candidate version of the newsletter.
- 5.** Hold internal contests for most emails gathered in a week or month.
- 6.** Ask clients if anyone else in their organization would like to receive your newsletter.
- 7.** Attend networking events, career fairs, and trade shows. At networking events and trade shows be sure to ask everyone you meet for his or her email address. If you have a booth, you can leave a sign up sheet at your table. At career fairs, be sure to ask all candidates for their email address and add them to the newsletter. Also talk with other vendors/companies at the career fair to get opt-ins for the client version of your newsletter.
- 8.** Ask existing customers for names of other department heads or anyone else in their organization who might benefit from your newsletter.
- 9.** Add a voicemail box so that those who call after hours can opt in for your newsletter. ("Press 5 to receive more information by email.")
- 10.** Add an "opt in" button to your website.





For more information on HaleyMail or
any of our other marketing services,
please call us today at 1.888.696.2900
or email us at info@haleymarketing.com

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