

Practical tips and thoughts on
Business, Marketing, PR and the Internet
from the Diamond Sutra

By Seamus Phan, PhD, and Ter Hui Peng

DotZEN

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Contents

Foreword	i
People who made a difference	iii
How best to read this book.....	iv
1. Business, Service & Quality	3
1.1 Leave the past and seize the present.....	3
1.2 One-minute elevator pitch	5
1.3 Fast-track business plan.....	7
1.4 Reject financiers with no domain skills	10
1.5 We want to expand but we can't pay the rent!	12
1.6 Beat giants with your ingenuity.....	14
1.7 Are your employees just observers?	17
1.8 Courteous but slow	19
1.9 More dysfunctional back-ends.....	21
1.10 One hundred percent on time.....	23
1.11 Great service at basement prices?	25
1.12 Extra careful service	26
1.13 Something extra for loyal customers	28
1.14 Usability and friendliness.....	30
1.15 Are you a good neighbor?	32
1.16 Great champagne and poor soil.....	34
2. Marketing & Sales.....	39
2.1 There is no immutable law.....	39
2.2 Karate and marketing	41
2.3 Charge extra for novel products?.....	44
2.4 Business card as brochure.....	46
2.5 Power of direct mail (DM)	48
2.6 Power of email marketing.....	51
2.7 Co-opetition and survive!.....	54
2.8 Sweeten your sales	57
2.9 Salespeople rude behind your back?.....	59
2.10 Power presentations.....	61
2.11 Staying online.....	63
2.12 Print production caveats.....	65
2.13 Building bridges.....	67
3. Publicity & Public Relations (PR)	71
3.1 Thus I have heard.....	71
3.2 Media as ally	74
3.3 Spokesperson culture.....	76
3.4 Media kit essentials	79
3.5 Media-friendly web site.....	82

3.6	Effective pitching to the media	85
3.7	Facing the TV or live radio	88
3.8	Communicating in a crisis	91
3.9	Harnessing the Internet for PR.....	94
3.10	First marathon and getting heard	97
4.	Branding	101
4.1	There is no greater or lesser truth - just truth.	101
4.2	Spirit of branding.....	103
4.3	Your logo and visual identity	105
4.4	Rejuvenating aging brands.....	108
4.5	Branding of CEOs and senior managers.....	111
4.6	Have you forgotten to brand your employees?.....	114
4.7	Does celebrity branding always work?.....	117
4.8	Imagination to reality.....	119
5.	Leadership & Managing People	125
5.1	Excite and motivate me.....	125
5.2	Hiring and keeping employees	128
5.3	Compassionate leadership.....	131
5.4	Education of an ethical leader	135
5.5	Knowledge Management (KM)	139
5.6	Dissent and loyalty	143
5.7	Effective meeting facilitation	145
5.8	Learning music and your employees	148
6.	Internet Survival Tips	153
6.1	Don't judge the Buddha through the 32 marks.	153
6.2	Internet security basics for everyone.....	155
6.3	Swatting spam.....	159
6.4	Insider's track to beating viruses.....	162
6.5	Effective searches online	165
6.6	Are you branded on the Internet?.....	167
6.7	Getting ahead in search engine listings.....	170
6.8	Template-based web sites.....	172
6.9	No shopping cart?.....	176
6.10	Morse code.....	179
	Bonus: Executive health tips	183
	Training & Consulting	187
	About the Authors	188
	Other books	189
	References.....	190

Foreword

Why did we come up with this book? Do we need another book that talks about management, leadership, marketing, Internet, or entrepreneurship?

Haven't the greatest of management "gurus" talked ad nauseam in divergent "theories" that seem to make some sense, but still leave many questions unanswered? Further, some previously admired large corporations are even exposed to be frauds and hollow shells. Bottom line? A chaotic world, with false prophets abound, leaving the rest of us bewildered.

There are some truths that persist beyond time, space, and intellect. Some call it religion while others brand it philosophy. All religions that persisted share two things in common - practice and meditation. If you think of a religion as just philosophy, you have inaction and arrogance. If you practice without learning, you have fanaticism, which can incite hatred and separatism. But if you combine practice and meditation, you have learning and education, and your heart opens up to embrace the greater consciousness, and you are able to embrace life with a heightened state of mind, as well as a constant call to meaningful action.

This book therefore, presents some thoughts in Zen with practical field-proven tips in each key business area.

Many people believe Zen to be something best left for monks, and that its philosophy is inapplicable to modern life. Many business "philosophies", notably those from motivational "gurus", have been founded on unnecessary aggression. Zen's calmness and peaceful means, best physically observed from icons such as His Holiness the Dalai Lama, can be useful in today's chaotic world, as a means to reduce the chaos, and

replace aggression with peace. And the same Zen-ness can be bestowed on corporations and governments, to give them the simplicity and efficiency customers seek.

If you find yourself entrapped by the many seemingly undesired ills in management, entrepreneurship, leadership and marketing, perhaps you can take a few steps backwards, and to allow yourself to see things in a whole new way.

As a humble learner and practitioner of philosophy (secular and religious), fitness, and the martial arts over the last 2 decades, I have come to realize that there are guiding principles along life's journey. Think of this book as your "All Purpose Utility Knife" of handling many of the business and entrepreneurial scenarios you may encounter. It provides field-proven techniques with real-world Asia case studies, as well as thought-provoking ideas to inspire you as a business leader. Find sharp and succinct techniques to empowering your skills in management, customer service, quality, marketing, sales, publicity, public relations, branding, and the Internet.

We hope you can benefit from the same journey!

Stay blessed,
Seamus Phan, PhD

PS - Attachment to religion causes fervor, which can lead to hatred and segregation. Attachment to philosophy leads to inaction and laziness. Understanding Zen however, is like education, leading to mastery and in turn, enlightenment.

People who made a difference

There can be no learning without elders, or people who empowered us to grow. Of course, there are too many people to thank, but here are some notable people who were instrumental in the relevant knowledge of this book:

For inspiration, H.H. Dalai Lama and H.E. Jamyang Khyentse Rinpoche, and the Mahayana Vajra Prajnaparamita Sutra (Diamond Sutra) and the hundreds of challenging and inspirational works;

For mentorship, the late Lama Tashi, Dr. Al Erisman, Dr. Kenneth James, Dr. Douglass Capogrossi, Dr. Harvey Menden, Dr. Bruce Niedrauer, Dr. Norman Pearson, Gautam Banerjee, Bill Ferguson, John Law;

For friendship, Dr. Daniel O'Callaghan, Ron Kaufman, fellow radio guy Jeff Brown, John Rapp, John Pellam, Peter Lee, Michael Podolinsky, Dave Rogers, Christine Arden, Samantha Liston, fellow techie David Chin, and our families who encouraged our humble efforts.

1. Business, Service & Quality

1.1 Leave the past and seize the present.

過去心不可得，現在心不可得，
未來心不可得。

Humans have a tendency to be nostalgic, especially if things went well. Conversely, if things went terribly wrong, humans also have a tendency to retain ill feelings about people who were deemed to have brought such suffering upon them. It is this attachment to experiences and people that creates nostalgia and ill feelings, and that will lead to more intertwined experiences, eventually leading to more attachment.

For example, Business A unethically steals the customer database by having someone illegally enter the premises of Business B. Eventually, through some sleuthing, Business B finds out about what Business A did. Business B decides to go on the offensive. It begins to cut prices of its products by 20%, and that leads to Business A facing bankruptcy. On desperation, Business A engages a transit traveler short on funds to set fire to Business B's factory. In the end, both Business A and B collapses under unhealthy competition. After 8 months, Business C emerges as the winner, previously a distant third from the failed Business A and B.

Let's see how attachment to past glories work against a business. Mr. Entrepreneur runs VeryBigBusiness, which has seen success for the past 20 years. However, with the liberalization of trade between neighboring countries, new competition begin to emerge. SmallNimbleShop begins to

erode revenue and profits of VeryBigBusiness. Managers start telling Mr. Entrepreneur to reform and move quickly forward, but Mr. Entrepreneur still stays in the old mindset, “I’ve done this for the past 20 years and it worked. Why should I change?” Two years later, VeryBigBusiness has become a minor player, and is in the process of being acquired by SmallNimbleShop, which by this time, is the largest player in the industry.

Entrepreneurs and visionary executives must have an ability to dream ahead. However, what differentiates those who dream right and those who don’t is whether such dreams resonate with others in that they CAN be achieved.

Let’s say you are the CEO of a small bicycle parts company in Singapore, and you hold a design patent on bicycle parts. One of your old college mates just returned from Mainland China, and tells you that he has an opportunity to close a million-dollar deal there, but needs you as the supplier. Since you have never ventured outside Singapore, this is the right dream to execute, and set things in motion.

However, if you are the same CEO of this company, is facing financial difficulty now, and has no contacts in China, then it would be an unlikely dream to imagine that you can simply pack up to go to China to take the last gamble to be the biggest bicycle parts company there.

At the end of the day, when we are running a business or a team, we must remember that historical glories are there for us to remember that we have some nice work done. What we need to do today is to continue our path to satisfying stakeholders. And what of the future? Can we define something that can be universally shared by our people to move forward together? Is there something that resonates with all of us that makes us say, “Hey, this is an incredible idea! We really like it! I WANT to be right here where the action is!”

1.2 One-minute elevator pitch

Case

Running your business is like joining a live TV game show. Often, you will be given a time limit. The phrase “You’ve got ONE minute!” is all too familiar, whether on the phone with a prospect, with a customer, or with colleagues.

If you are trying to get funding from a financier, be it banker, venture capitalist (VC), or private investor, you may have heard of the “elevator pitch”. Think of the elevator pitch as if you are in the same elevator as a potential financier or customer, and you have only got less than a minute to persuade this person to invest in your venture, or buy your product.

Actions: 6 tips of elevator pitches from an insider

Before the dotcom bubble, I was one of the early Internet pioneers. Thankfully, I was a step ahead of the curve, and did none of the mistakes many dotcom entrepreneurs fell into, and came out unscathed. I did quite a bit of elevator pitches and business plans, and managed to get very nice valuations of my businesses, enough for me to want to retain control rather than sell out. Here are 6 tips I would like to share with you.

1. Succinct. Keep your pitch to less than a minute. Refine till it works succinctly, preferably rehearsed over and over in front of a mirror, watching your body language.

2. Solve. Your pitch should solve a pressing problem. Your listeners should go “Ah ha! Why didn’t I think of that?”

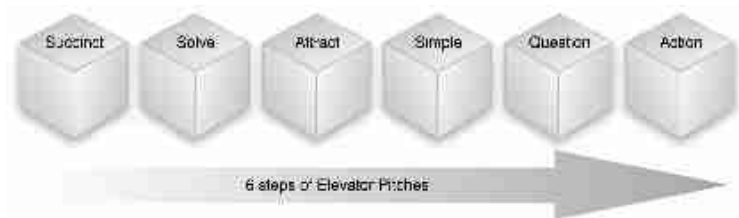
3. Attract. Financiers and customers (or anyone) love to hear what benefits they may get. Talk about market size, revenue potential, upside, cost savings, efficiency, and

exclusivity. Give a unique angle to what you are trying to achieve, something not found elsewhere.

4. Simple. Don't use MBA or technical jargon of any kind! Stick to simple English a teenager can understand. Rehearse your pitch in front of your teenage kid (or relative). You may be surprised at how much constructive feedback the younger generation can give you. Remember, the person you will pitch to have NO interest in your proposition, and jargon will make it even less interesting.

5. Question. Ask a probing and thought-provoking question tied to your proposition, and allow that thought to sink in with your listener. The more provocative the question, the more intrigued and interested your listener may be.

6. Action. To every proposition, as with any sales call, there must be a call to action. Ask your listener to commit to a firm deal. It may be a meeting to do a full-fledged presentation, or a demonstration at your facility, or even inking a deal if you have sailed through your pitch first time round.



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Often, an elevator pitch is done on the phone. It is even more difficult for disinterested parties to want to listen to you that long. Therefore, the golden key to a good elevator pitch is to rehearse, rehearse, and rehearse. And remember, get your focus group of kids around to see if they stay around to listen, or scatter in 8 different directions in no time.

2. Marketing & Sales

2.1 There is no immutable law.

無有定法。

As said by the Buddha in the Diamond Sutra, “there is no immutable law.”

We hear about management “gurus” proclaiming that there are immutable laws of fields of business. However, nature dictates that there is no fixed and permanent “laws”. Even the established, highly logical, and much researched fields of physics and mathematics, often have new findings that dispute or negate earlier findings. Every day is a new exciting day for physicists, astronomers, and mathematicians, who can discover new ground, and break old laws.

Therefore, in the field of business, marketing, leadership, publicity, sales and so on, there can be no immutable law, only what seem to work for the moment, or even the past. These fields are more fluid and volatile than scientific fields, since the guts of these fields are run by human nature, and appeals to human emotions.

The problem with business is that it depends on how humans behave. And unless you believe human beings are a homogeneous lot with one thought, one vision, one desire, one direction, it would be difficult to expect them to go the way you want, much less have binding laws that stick. After all, even mortal and immortal laws have been known to be broken or bent, and sometimes by doing so may not be wrong either. For example, it was previously assumed that the food pyramid requires a lot of carbohydrates, some fiber, proteins and fat.

The die-hard dietitians and nutritionists, and even physicians, who still subscribe to this age-old, seemingly immutable law, have realized their mistake. Why? Because the old food pyramid was applicable to people in yesteryears that were farmers, laborers, and other jobs requiring plenty of physical exertion. Even scholars of old had to travel very far to reach their examination halls, often traveling on foot for months before reaching their destinations.

Conversely, today, many people have the luxury of owning their own vehicles, or taking public transport such as taxis, buses or mass transit systems. And what do most modern people do once they reach their work place? Sit at the computer and exercise only their fingers on the keyboard whole day! The level of physical activity and exertion has gone down tremendously compared to labor-intensive periods, and so the body is not able to convert the high carbohydrates (as in the traditional food pyramid) into energy, and thereby convert them to storage instead, causing the alarming rises in obesity. This is one “immutable law” gone wrong without adapting to changing times.

Likewise, our world is evolving rapidly, with economies shifting locations, workplaces becoming decentralized, and irrational and impatient customers who demand a great deal, without so much loyalty as before.

If there is an immutable thing in life, it is **CHANGE**. Adapt to change, and your marketing will thrive, and your organization will excel. In the following pages, we provide action steps and insider secrets to creating a marketing program that can have dependable and repeatable results. Remember, we are not here to win awards, but to win customers and stay in business.

2.2 Karate and marketing

Case

What has the specific school of Karate known as Goju-Ryu got to do with marketing?

I have been trained in Goju-Ryu Karate as a teenager. As a kid, I didn't quite understand the philosophy behind the martial art. I knew that Karate was meant as a defensive skill, not an offensive one. Some people made the mistake of learning Karate so that they can run others down. However, even as a kid, I understood the age-old Chinese saying, "There is always a higher mountain". But of the deeper philosophy of Karate, it only came to me when I revisited the subject while I was doing philosophical research.

Goju-Ryu Karate was derived from ancient Chinese and Indian martial arts by Master Miyagi Chojun, (1888-1953), as a highly systematic discipline combining both "hard" and "gentle" movements. Later, Shinto priest and yogi, Master Gogen Yamaguchi, said of the 5 secrets of Goju-Ryu Karate: "Master the basics. Move quickly. Have a calm and sound mind. Be nimble. Be smart."

Actions: 5 secrets of Karate for marketers

What then, have these 5 secrets of this school of Karate got to do with marketing? Plenty!

i) Master the basics. In marketing, or any business field, if you haven't built your foundation, whatever else you attempt to build will be shaky and futile. For example, if you haven't done enough research into your own strengths and weaknesses, and the competition (and their strengths and weaknesses), whatever advertising, public relations, direct

mail, or events you attempt to create, will not be based on sound principles, and will fail.

2) Move quickly. If you are not fast and efficient today, no matter how large or small your business is, you will not survive. This is the world of fast, faster, and fastest. If you have the right products, the right channels, the right markets, but you are just a tad slower than your competition; you are dead in the water. After all, there is little differentiation between products and services by different companies, and the last frontier may be speed.

3) Sound and calm mind. A calm martial artist will ALWAYS defeat the strongest raging person. No rage, aggression, or brute strength, will help a person, or a business, succeed. When you are angry, your mind is clouded and cannot make sound judgments. When you are calm and sane, however, your clarity of thought will allow you to defend or progress in dimensions and speed like never before. If you face a critical business decision and you feel flustered, compose yourself before attempting to make a decision. You will thank yourself later.

4) Be nimble. Large businesses are facing tremendous competition from more nimble and smaller players today. Small businesses can transform and change their decisions and movements quickly, thereby averting potential disasters. Conversely, large businesses often have heavy bureaucratic structures with many layers of management to burden the speed of decision-making. For large businesses to succeed, hierarchies must be reduced, with flat management structures and employee empowerment. In effect, large businesses must behave like small businesses in creating nimble and effective work groups.

5) Be smart. Karate can be taught in katas (dance), or through face-to-face sparring. If you are attracted only to the dance without the sparring, your movements will be graceful but lack field-tested ability. Likewise, in a business, it is important not to stick to past glories, past methods of working, or past processes, just because they have worked before. Always be prepared to find new perspectives to tackle new and old problems, and be open to learning from others, including people you perceive to be less experienced or learned. There is ALWAYS something to learn from everybody.



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Much of the martial arts started with a philosophical and meditative background, rather than for mindless aggression. Rather than dwell on the likes of “The Art of War” and other war cries for your business practices, why not take a step back and take the meditative perspective, even through principles of Karate? You will then notice not only the beauty of the dance of your business, but converge in a calmness that will only take your business further and healthier. And yes, you will live longer and happier too.

3. Publicity & Public Relations (PR)

3.1 Thus I have heard.

如是我聞。

In almost all Buddhist sutras, the first phrase is often “thus I have heard”.

Advertising as a marketing vehicle has seen a steady decline through the years, with margins eroded by drastic price-cutting from media owners such as newspapers, TV, radio stations, and especially online media. The reasons are simple – the advertisers have decreasing performance, profit deficits, heavy debt, near bankruptcies, and the last thing on their minds would be to spend more money in advertising.

But more importantly, the fundamental principle of advertising is “WE say how good we are”. While ethical self-glorification is an acceptable form of marketing, even as seasoned marketers we sometimes wonder how effective that would be. We are not suggesting that you should drop advertising altogether, since that would be suicidal as well. The trick is therefore, understanding what advertising can really do for you, as opposed to be coerced into spending millions of advertising dollars without good thinking.

Advertising is about sustaining a brand. You may be an age-old brand with products that lasted years or even decades without much change. In this instance, advertising keeps you in the mindshare of customers.

However, if you have new products and services that have no market presence yet, and have no prior customer history or accolades, advertising will ring hollow even if you

spend millions of dollars. In this instance, you need the power of “word-of-mouth”, or the power of publicity.

Many people imagine publicity as merely media relations, where you issue a few news releases to the media, send them thick binders of marketing collateral (otherwise known as a media kit), and chase these journalists relentlessly for publishing or airing stories about your company and its products and services. Some people also imagine publicity to be also about media conferences, where hordes of journalists are invited (and expected to turn up), and massive coverage is expected the next day.

Unfortunately, this won't happen. Journalists are becoming much more wired than you think, and wire services also feed news directly to these journalists, short-circuiting your best intentions. At the same time, more and more media owners are laying off workers, including seasoned journalists and editors, leaving the much smaller teams to handle more work than ever before. Do you therefore, imagine that journalists will have as much time as before to attend less-than-important media conferences and briefings? Unlikely.

At the same time, your competition not only comes from your industry to compete for print space and air time, new competition are everywhere. New competition can come in the form of more prominent events, personalities, and news stories, all coinciding with the same time you are trying to pitch to the journalists. For example, when you are launching your latest gizmo today, and a terrorist strikes the same time somewhere else. Your media conference will have no media attendance while every journalist is drafted to cover the human casualties in the terrorist strike. Such is the harsh reality today.

Getting the authoritative voice of the media to help you reach out to customers, prospects, governments, partners, and stakeholders, is the key to your success, especially if you are on a tight budget. If you have only a thousand dollars to spend, make it work for you by investing in a publicity campaign.

The most critical thing to remember when you want to be heard by customers, prospects and the public, is that the media owners do not owe you free editorial space simply to air your advertising and sales pitches. We consistently see naïve executives and entrepreneurs believe that a single news release should result in front page news, or evening reports on prime time TV. Unless you have something newsworthy to say that will mean a great deal and impact the masses, forget it.

5.7 Effective meeting facilitation

Case

Having facilitated many meetings and workshops through the years, I have been fortunate enough to garner thanks from the participants.

One of the questions participants asked me frequently was, “How did you become such a good meeting facilitator?” After all, facilitating meetings is an important skill demanded of managers, entrepreneurs, trainers, and community leaders. It is easy to talk out loud, but it is harder to allow others to talk freely, exchange ideas, and help bridge gaps and discrepancies, and arrive at a mutually acceptable decision in the group.

Actions: Successful meeting and workshop facilitation

So how do we facilitate effective meetings? We call it L.I.S.T.E.N. (Lose yourself, Introduction, Start casual, Tabulate, Encapsulate, and Notify after).

1) Lose yourself. Facilitating a meeting is VERY different from speaking on stage. When you are speaking on stage, you are drawing the audience’s attention towards you. You are the center of attention. However, when you facilitate a meeting or workshop, the attention is on the participants, and you are merely a bridge for the participants. This is the most powerful tip we can provide as facilitators. Let go of your own ego and listen intently your participants’ questions, and immediately direct them to the right participants who can answer them. When your participants draw silence, you may find ways to open the questions up by rephrasing them into more digestible and more easily answered forms.

2) Introduction. Before a meeting starts, get your participants to introduce themselves. Instead of simply asking them to introduce their names and job titles, have them introduce their neighbors instead. This will create an instant “icebreaker” and break down barriers between your participants. Many icebreakers focus on introducing the commercial or work aspects of participants. We suggest having your participants introduce lesser-known aspects of themselves or their neighbors, such as unusual hobbies or interests. This may serve as a “wake-up trick”.

3) Start casual. Meetings are serious business. However, starting on too serious a note can drive down interest and morale quickly, and drains the collective interest of the participants. Therefore, after getting everyone acquainted (or re-acquainted), start the session with some remotely related topic or question that may be thought provoking but light-hearted. For example, if you are talking about “how to increase productivity with limited resources” as the central theme, you may start the session with the question “What is the funniest thing you encountered when managing people”, and give the participants 3 minutes to brainstorm. Have the participants present their “funniest thing”.

4) Tabulate. Meetings need to be engaging, not only by voice, but by visuals as well. People forget what they have said after some time. If you facilitate meetings, have a flipchart ready and write down bullet points of what ALL the participants said as you move along the session. This will help your participants remember what they said, as well as help them focus on key issues that you help link between participants.

5) Encapsulate. After every key question, encapsulate (summarize) all the key bullet points raised by the participants. This will help them remember better what everyone raised, in terms of key concerns, and suggested ways to solve problems. Encapsulate before moving on to the next key question for open discussion. Do NOT allow question after question to move on and on, since participants will become drained quickly. When you encapsulate each key question and related bullet points by the participants, it also allows participants to take a breather and lean back a little.

6) Notify. After the meeting or workshop is completed, aim to finish the minutes or summary and forward by email to all participants as soon as possible. You do not need to be verbose in your minutes. Simple bullet points and action items by participants in a column format (use a spreadsheet or a word processing software) will be appreciated.



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The ego is a double-edged sword. If you need impact and confidence on a platform such as a stage speech, your ego may need to come to the forefront to appear convincing and compelling to your audience. However, your ego needs to take second fiddle to your audience if you are facilitating a meeting, since it is their voices that needs to be heard, not yours.

6.6 Are you branded on the Internet?

Case

If a government agency sends an email to you, do you expect it to be xxx@yyy.gov or some free email address? Which would you trust? If an email purports to come from a multinational corporation, wouldn't you trust it only if it came from xxx@bigcompany.com rather than a free email address?

A government agency sends out regular updates to subscribers. Being a government agency, it does own its own mail server. However, its email "From" field says "adminuser@mail.com", which is one of those free email addresses. For most corporations and even individual users, spam filters will most likely delete this mail from such a generic address NOT linked to the official mail domain. It is akin to saying you are Dr XYZ linked to the deposed government in Nigeria, with 100 Million US dollars to share, and uses a free email address. Who's going to believe you?

Actions: Internet email and web tips for credibility

Many smaller businesses have not taken the Internet seriously to invest in reasonable infrastructure. I use the word "reasonable" to mean that not everything under the sun is important or critical. For example, you may not need the latest notebook computers for your employees, or upgrade every piece of software. But when there is a critical need, invest!

1) Own domain. If you expect customers and partners to take you seriously these days, register your own domain. To do this, you can talk to your local Internet Service Provider (ISP) that provides you with bandwidth and connectivity, or you can go online and search for possible email and web hosting

partners to register your preferred domain for you. Wouldn't you want your customers to see email from you as `you@yourcompany.com` rather than `you123@456freemail-address.com`?

2) Host it reliably. Use the WHOIS utility (or online WHOIS) to search for details of many domains out there, and you realize many of them have only ONE mail exchange (MX). This means that should that MX goes down (for scheduled maintenance or some unforeseen event), mail will NOT reach the users. When you negotiate email hosting with your service provider, make sure they have secondary MX to receive email for you should the primary MX goes down for whatever reason. The good service providers will provide secondary MX for free. Also, check that the secondary MX is preferably not in the same country, for emergency purposes. For example, let's say there is an earthquake in Japan and your primary MX goes down, the secondary MX should therefore not be in Japan, but preferably in another country (say USA, Europe or Australia), so that mail will not be lost. When your primary MX is back online, the secondary MX will automatically forward queued mail to you without any further work.

3) Your own mail server. The next step up is to run your own email server. This means that you install an operating system such as FreeBSD (a type of UNIX), Linux or even Mac OS X on a computer. With these 3 operating systems, mail server software such as Sendmail, Postfix or Qmail should already be resident. Although configuring industrial-strength mail server software can be complex, the upside is that you can find expertise to do it, and once done, you can have a powerful mail server system right in your office (or home office). You would need a permanent connection to the Internet with a fixed IP (Internet Protocol) address. But with dropping prices

and competition, this shouldn't be a big problem. As with email hosting, talk to your upstream ISP to get secondary MX service. The same ISP supplying your broadband connectivity may be able to provide the secondary MX for you, for free, or for a fee. Another advantage of running your mail server in-house, is that you can add more functionality such as anti-spam or anti-virus to your mail server anytime you are able.

4) Your web presence. There are still people who proclaim all kinds of expertise and when you do a simple web search through a search or metasearch engine, you either find nothing, outdated links that point to nothing current, or an "Under Construction" page. If you expect legitimacy and credibility in the Internet era, spend money and time to get a proper web site done pronto. Your web presence doesn't have to have bells and whistles like dynamic pages, databases and multimedia right away, but aim high. The adage is that if you aim to be number one, even if you fail, you might still be number two.

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If you are sending out business email, use an official email address to lend credibility. Since email is not a trusted medium, insert your regular disclaimer at the end of every message. In a world where spam now occupies perhaps more than 70% of email traffic, you can imagine why email from unknown sources tend to be viewed with suspicion, and gets deleted. And if you expect to be branded in the new economy with credibility, put some effort into a decent web site.

Training & Consulting

Both authors Dr. Seamus Phan and Ter Hui Peng are available for keynote speeches, motivational talks, workshop facilitation, training, and retained strategy consulting. If your organization requires field-proven strategy counsel in the areas of publicity, public relations (PR), marketing, business efficiency, leadership, human resource development (HRD), e-business, e-learning, knowledge management (KM), and the Internet, talk to us.

Dr. Seamus Phan is a keynote presenter on the Internet, entrepreneurship, and business leadership, motivational speaker on conquering personal and career limitations, peak performance coach in improving health, fitness and stress levels. Seamus is also an independent broadcast commentator, contributor to technical and business publications, and meeting and workshop facilitator at executive events.

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Please visit <http://DotZen.com>.

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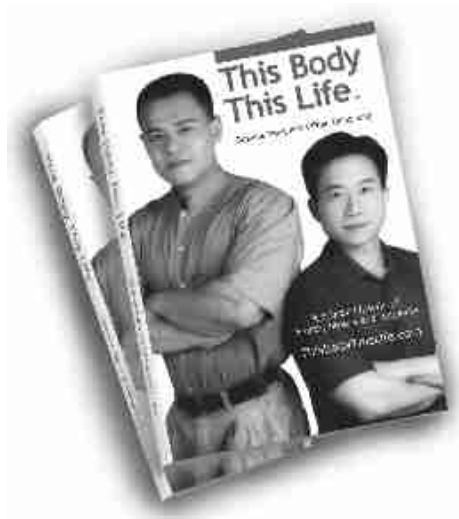
Dr. Seamus Phan is one of Asia's leading experts in vertical domains such as the Internet, Internet security, knowledge management, customer service, and high-tech marketing. He is a frequent keynote presenter, workshop and meeting facilitator, and consultant to corporations, government agencies, and at events. He is a successful entrepreneur of information and services businesses since 1991. He has been involved in designing and delivering multi-million dollar training projects for clients, as well as re-engineering multinational corporations and practices in knowledge management, Internet, marketing and human resource development (HRD). He is a pioneer in the area of e-learning, Internet programming, as well as high-tech marketing and publicity. He holds a doctorate in business (quality management), and is an adjunct professor in media studies and sustainable development. He was an inductee of the 500 Profiles in Excellence, amongst the likes of Nobel Peace Prize winner President Kim Dae-Jung (Korea), artist Peter Gabriel, "Seven Years in Tibet" movie director Jean-Jacques Annaud, Cardinal Jan Peier Schotte (Sec-Gen of the World Synod of Bishops), the Barons 500 Leaders of the New Century, alongside the likes of Sir Arthur C Clarke and Bill Gates, among other citations in other volumes. He is an accredited journalist, has co-hosted international TV and radio segments, and written for top international and regional technical, business, health, ethics and branding media. He is also a regular commentator and analyst for TV and radio stations, and the print media. He is also conducted cutting-edge patent-pending biotech research in the areas of autoxidation. His credentials and portfolio can be found at www.SeamusPhan.com.

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Ms Ter Hui Peng has worked in the media industry since 1991, having been regional manager for Asian Business Press (now CMP Media, the leading trade publisher). She now leads the PR practice of McGallen & Bolden Group, a professional publicity and training firm that has been an Intelligent20 Finalist. She has deep industry experience in the entire spectrum of marketing, including high-tech marketing, Internet content management, publicity, public relations (PR), training and development, direct marketing, seminar and event management. She has consulted on retainer and projects for hundreds of high-tech and other clients, including bestselling authors, leading branding and management consultants. She teaches media training camps and other publicity-related programs. She holds a Masters degree in Training and Development (Leicester), and is a member of the Public Relations Society of America (PRSA).

Other books

McGallen & Bolden Group publishes specialized and useful books for business, technology, health, and selected fiction.



This Body This Life (ISBN 9810456468), a peer-reviewed guide book co-authored by Dr. Seamus Phan and his champion bodybuilder brother C.J., is available through McGallen & Bolden Group. This book features diet and nutrition, fitness and exercise, stress management and life extension, culled from the collective experience of the brothers over two decades each. The book outlines how the brothers conquered personal health limitations to be healthy and happy. Find out more at www.ThisBodyThisLife.com.

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“Combining the wisdom and philosophy of Buddhism, martial arts, and real-world case studies from Asia, Dr. Seamus Phan has again given us a book that educates, entertains and entices. A MUST READ for anyone looking to think out of the Western box and into Eastern success thinking!”

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Dr. Seamus Phan is a bestselling author, keynote speaker, strategist, entrepreneur, journalist, technologist, and motivational coach. He specializes in Internet security, marketing, branding, and knowledge management. He is also a holistic health and lifestyle guide.



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