

## "Think Zink" July Newsletter

### Shameless Self-Promotion

July 2008

(If you don't toot your own horn, who will?)

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Dear Sarah:

Why don't more people share the great things they are doing?

I believe that each of us do some amazing things every day. But all too often, the great work that we do lies hidden under a misguided sense of modesty.

It's not a bad thing to let your friends and co-workers know that you



**W**ho of you has a line to the left of people who are promoting you and tooting your horn? (and your family doesn't count!!!)

If anyone answers yes, good for you. Enjoy the accolades of your friends.

While I have a moderate number of people who find value in my work, and aren't afraid to share their joy with friends and co-workers, for the most part, "tooting my own horn" is MY job. It's yours, as well. Too often, particularly with women, we believe that people should just *know* how great we are. Rubbish!

have done or are doing a great thing; in fact, I believe you should keep a log of how many days you go without making an error on daily reports, how many times you "save the day", and so on. It's a valuable tool at raise and review time, as well as when you are looking for a new job or a promotion.

There's not a line to the left of people who are looking out for your best interest. That's YOUR job.

Warm Regards,



Sarah Zink

P.S. Are you writing a newsletter and need some "snippets" of information? You are welcome to quote anything in this e-zine, provided you give me credit.

### Who's Your Customer?

I've written a very useful and practical book called "Not Everyone With a Checkbook is Your Customer".

If you are a small business owner, franchisee, or salesperson, stop chasing

Toward that end, this month, I'm breaking away from the usual educational newsletter to tell you about all the cool things I have going on. I hope you find some of them of interest, and if you want more information, don't hesitate to ask.

[Who is Sarah Zink?](#)

## Second Annual Power and Women Luncheon - Wednesday August 6

Too many times, Power and Women conjures up a mental image of pitbulls with lipstick. Nothing could be further from what this luncheon and training cruise is about.

If you're in the Dallas/Fort Worth area, come [join us on Wednesday, August 6 at 11:30 am at the Sheraton Fort Worth Hotel and Spa](#). Tickets are \$30 if purchased before Friday online or by calling 817-975-3197, and are \$35 at the door. Seating is limited, so [RSVP](#) today!

Come hear about the "10 Things Women Need to Know About How to Talk to Men", "Emotional Intelligence" and "Dressing your MIND for Success".

"Power and Women" is a keynote speech that Sarah can deliver to your group or organization. Click [HERE](#) to schedule her for your next event.

### Have You Been to The Ladies Room?

## *The Ladies Room*<sub>sm</sub> at Arlington

If you're in the Dallas/Fort Worth area, I invite you to come by The Ladies Room at Arlington. TLR is an exclusive, members-only women's club, focusing on the unique social needs of women.

Whether you're looking for an upscale place to meet a prospective client, or just want to

useless leads and [BUY THIS BOOK!](#)

I've written it in plain english, and I give you step-by-step directions on how to find your perfect customer.

Click [HERE](#) for a sample of the book.

## Quick Links...

[Check Out Sarah's New Book!](#)

[Power and Women](#)

[The Ladies Room](#)

[Free Stuff](#)

[Signature Training Topics](#)

socialize with "the girls" without having to go to a bar or nightclub, The Ladies Room at Arlington will be there to meet your needs.

[In addition to an elegant, yet professional, social setting](#), The Ladies Room at Arlington also provides "light" fitness activities, including Yoga and Tai Chi. Members can also enjoy monthly art and music events, book clubs, wine tastings, and other cultural activities. Regular activities will include: game night, movie night, and private shopping events.

Click [HERE](#) to download a membership application, which can be faxed to 682-518-9101, or emailed to [sarah@ArlingtonLadiesRoom.com](mailto:sarah@ArlingtonLadiesRoom.com), or mailed to: The Ladies Room at Arlington, PO Box 1065, Mansfield, Texas 76063. Our physical address is 2410 West Abram, Arlington Texas 76013.