



# OAESP ADVISOR

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## President's Message

Have you visited our website lately? If not, check it out today [www.oaesp.org](http://www.oaesp.org) - I think you'll like what you see! Dixie Vaughn (OAESP Webmaster) and her committee have been working for the last few months to develop our new look while improving the functionality of the site. There is now a separate member directory for our Associate Business Members that include descriptions of their company and links directly to their websites. Members can now enhance their profiles by adding photographs and details about your areas of specialization. Visitors to our website can now send a message directly to you through your member profile. You'll find a resource page for informational links, useful tools and past newsletters. Another improvement is a direct link to the new NAPS CEU log sheet. The reporting requirements have changed and this will make it easier than ever for you to keep your information current. Plan to visit the website today to update your membership information. After your visit, you might want to let Dixie and her team know what you think of the improvements they've made.



Now, getting back to business: April is the first month of the second quarter. To me, that's like starting anew. I plan to take what I learned from Rob Mosley at the Spring Workshop and put it to work today. My goal is build an even stronger second quarter than the first. What are your plans?

[Nancy R. Temple](#)

## Make 2010 Your Year!

*by Barb Bruno, CPC, CTS*

It's hard to believe how fast the first quarter of 2010 has flown by. Ask yourself the following questions:

How old were you 10 years ago?  
How old will you be in 10 years?

Now think for a moment, how fast the last 10 years went by!

Now ask yourself...



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## April Chapter Meetings

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Sharon Delay,  
MBA, SPHR,  
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[Cincinnati 04/29](#)  
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"Are you financially exactly where you want to be?"

The answer to that question must be, "Yes" or you'd be doing something about it! If you are caught somewhere between where you are and where you know you deserve to be, you need to make changes today.

Last year presented many challenges but this is a new year and new decade. It's time to take control and have a great year in 2010. The beauty of our profession is you literally write your own paycheck. If you are not happy with your income, you can "give yourself a raise" by consistently increasing your stats and changing the way you do things.

One of the best ways to guarantee a record year and record paycheck is to write out an Individual Business Plan!

Think for a moment what it would mean to your life and the lives of those you love if your annual salary became your monthly salary! You work in a Profession that has no limits! An Owner will never say, "You have already hit your goal, don't make any more placements!"

Write down specifically what you intend to earn this year and then figure out what your production total must be in order to hit your earning goals. Also write down what specifically this new level of income will provide for you. Always write in present tense.

I'm so happy because...

I've just purchased the BMW of my dreams  
My family is really enjoying our new home  
We have college funds set up for our children/grandchildren  
We can take exotic vacations

Type up these affirmations and put them in a place where you can read them daily. The Law of Attraction will bring them into your life!  
In order for you to get out of your comfort zone and make changes, you need to specifically know what's in it for you!

Write down your Personal and Business Vision Statements.

Who do you want to be?  
What do you want to earn?  
What type of life do you envision for yourself?

Compile a Wall of Money, listing your current clients and the new clients you intend to represent! Have a focused, targeted list vs. printing lists off the Internet or shooting from the hip! Target 85% of your efforts where your firm has made placements in the past two years.

Suggested changes to help you make more money:

Hold calls and email between 9:00 - 11:30 am. Make 60% of your outgoing calls during this time.

Secure interviewing times when you write job orders. This helps to guarantee send-outs.

Plan each day before you leave your office.

Tell your candidates you are available for their calls between 4:00 - 5:00 pm. This drastically cuts down on incoming calls from candidates you can't help.

Have your candidates fill out your paperwork prior to your interview, so you don't waste time interviewing someone you can't help!

Learn all you can about our profession! You need to take personal responsibility to continually invest in your own learning and growth.

Barb Bruno, CPC, CTS is one of the most trusted experts, speakers and trainers in the Staffing and Recruiting Professions. If you want to receive FREE training articles from Barb, sign up for her [NO BS Newsletter!](#)

Barb Bruno, CPC, CTS has spent the last twenty years focused on helping Owners, Managers and Recruiters INCREASE their Sales, Profits and Income! Her [Top Producer Tutor](#) web-based training program jumps starts new hires and takes experienced recruiters to their next level of production. Barb just released her cutting edge program [Candidate Next Step](#)(CNS) which provides you with a Customized Career Portal in less than 10 minutes. CNS turns the 95% of Candidate you Don't Place into Passive Income and eliminates the Greatest Time Waster in your Business. If you'd like to contact Barb, call 219.663.9609 or [Email](#)

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