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the **EXECUTIVES PROFIT™**
Coaching leaders to a brighter future

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Make No Small Plans



... That's what Daniel Burnham said - and so does my colleague

and business associate Steve Fretzin.

Recently we launched the quintessential networking site in the Chicago area: [NetworkingMonkey.com](#). The site allows you to both post and search for events to help in your networking efforts. Go on it and see for your self at www.networkingmonkey.com

We created an "outrageous" marketing and PR campaign to make the site instantly famous. Ten people dressed in monkey costumes passed out over 6,800 bananas

[Rick's Tips](#)

Show Your Staff that You Care:

- Have an open door policy
- Walk the floor often and be visible and open
- Celebrate all of the wins, no matter how small
- Pass the credit to the people who did the job
- Remember when you were a worker
- Have parties, treats when least expected
- Build spirit, team work and loyalty

tagged with Networking Monkey information. We were at train stations, Daley Center, LaSalle Street and more. We traveled around in a trolley with signs announcing the new site.

The whole ordeal just goes to show that Revenue is produced through on site advertising.

The launch was a huge success and we will expand the site to other areas of the country - and the site is still completely free to use.

Good luck in your networking efforts.

Best Regards,

Rick Mazursky

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To learn more about Steve's business services you can contact him at:

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Networking Monkey
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Book Recommendation

Jeff Sophian contributed to our newsletter this month with an insightful book review. Jeff is a managing partner in Business Owners Advisory Group, a firm that provides unique solutions to estate planning. By helping clients to identify both problems that need to be addressed, as well as opportunities that should be seized. Jeff provides an invaluable resource for businesses who are serious about accomplishing their goals.

In this regard, Jeff and myself share a common purpose: we both strive to help clients get both their business and personal lives organized and provide a sense of well-being.

*What Color Is
Your Brain"*

by Sheila N.

Glazov is as the title page itself asserts "a fun and fascinating approach to understanding yourself and others".

The book breaks down the four quadrants of the brain, assigns each its own color and specifies dominant personality traits of each:

Yellow Brainers need to be right. They appreciate and crave the orderliness of rules, structure and stability in their personal and professional lives. Blue Brainers are creative and are good at connecting with others, but they are better talkers than listeners. Green Brainers are known to be knowledge seekers. They like to solve problems, but prefer to work alone. Orange Brainers seek excitement, adventure and action. They tend to be risk-takers and strongly believe in their own ability to get results.

The book goes on to offer tests to measure not only our most dominant traits but the amount of each color is in our individual mix. Knowing what colors are driving our clients, co-workers, family and friends helps foster more effective, higher performing organizations and personal lives.

"What Color Is Your Brain" is a fast reading, easy to follow and fascinating examination of human personality and what "makes us tick". I highly recommend it.

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We're Hiring!

The Executives Profit is currently looking for Coaches to add to our team. Click [here](#) for details about the position and how to apply.

Quick Links:

[Rick's Monthly Newsletters & Articles](#)

[Sales Results, Inc. - Calendar of Events](#)

www.boagpartners.com

[About EP](#)

The Executives Profit, based in the Chicagoland area, provides individual coaching and consulting for executives on a variety of business issues. We understand that leadership does not occur through systems alone. We believe it is as essential to develop skills to foster a learning attitude, results-driven behavior, flexibility and an open mind to improve on a continual basis. In addition, we understand that business basics - the fundamentals of blocking and tackling - must be solidly in place and in top working order. At The Executives Profit, we take into consideration all aspects of running a successful business. We aid in designing a strategy to improve across a variety of disciplines - that are both measurable and sustainable, such as:

- We help companies grow to the next level.
- Help companies stop the loss of profitability.
- Aid in the building of infrastructure.
- Add process to the organization.
- Take a wholistic approach to the business.
- Work with Owners, Founders, CEOs, Entrepreneurs to build a sustainable, profitable, growing business.

Contact us for a free consultation!

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