



# Cairn

One step at a time

March 2007

Issue 35

clare evans

personal & business coach

[www.clareevans.co.uk](http://www.clareevans.co.uk)

Welcome to all new subscribers since last month.

Hurrah!!

I completed my half marathon last month in what for me was a record time. OK – the first person across the line did it in half the time. Hey, I'm no record breaker – when it comes to crossing the finishing line, I'm far more tortoise than hare but I did it and that for me was the main part and more importantly I was raising money for Cancer Research and running in memory of my Aunt, so it was all the more important for me to do well. You can read more about the day [here](#).

Thanks for everyone who has sponsored me so far and if you've been meaning to and haven't quite managed it or would like to help me reach my target then it's not too late. My fundraising page is still open and it's a tax-efficient way to sponsor me as Cancer Research will get a whole 28% more at no extra cost to you.

<http://www.justgiving.com/clarehalfmarathon>

It's been a very up and down start to the year. For those of you who don't already know, the business venture that I became part of didn't work out exactly as planned! It's always hard when things don't work out as you'd hoped and – “the best laid plans” etc. It was a learning experience to say the least but as ever with these things, now the dust has started to settle, new opportunities are opening up and I'm back feeling much more motivated for my own business, thanks to the great support of those around me, who kept me going when things got tough.

Hey, even coaches don't get it right all the time!

So how's your start to the year been? What have you achieved so far and what are your biggest challenges? It's always good to hear from you and if there's a particular topic or problem you'd like me to address in future issues, don't hesitate to let me know.

Enjoy the rest of this issue.

- 2D Communication – What You Say And How You Say It.
- What Is Coaching?
- Recommended Reading
- Fun Clip
- This Month's Quote

## 2D Communication – What You Say And How You Say It

Communication these days is all too often via the 2D method of email and text messages (also blogs and chat). While not ideal, they provide a quick and easy way to connect and keep in touch but be careful what you say and how you say it.

You might think you know what you've said, but have you? The message you write isn't necessarily the message that gets read. What you intended to say it isn't necessarily what comes across.

A simple statement can be interpreted in a number of different ways just by changing the emphasis on a particular word. Using a different tone would give it a totally different meaning. We make assumptions based on our own perspective and may not take into account what the other person may be feeling or thinking.

### Basic Email etiquette.

Some simple guidelines for making the most of your email.

Use email for simple, short communication. Long emails are hard to read and more likely to be ignored.

Be clear if you are expecting a response or specific action from your email.

Don't use complex formatting which will be unreadable. Not everyone receives HTML email – some people only receive plain text messages.

DON'T SHOUT – using capitals is seen as shouting in the online world.

Be as professional in your 2D communication as you are in any area of your business, don't use inappropriate language, shortening acronyms like BTW (by the way) or emoticons.

Read through the message before you send it to make sure it makes sense and check your spelling, punctuation and grammar. Read it with fresh eyes not reading what you think you wrote.

When replying to a message – only include the relevant part of the previous message if it's useful to the flow of the communication. Don't automatically tag on all of the previous messages if they're not needed.

When sending a mailing to multiple users – use the bcc field – this way the email addresses aren't automatically viewable by others on the list or could be forwarded to third parties.

Only cc relevant people on emails. Don't blanket copy everyone unless they really need to see what you've said.

Not everyone has high-speed connections or endless space in their mail systems – keep attachments as small as possible.

NEVER forward virus warnings and chain-letters however convincing they are – [www.breakthechain.org](http://www.breakthechain.org)

If something important needs to be communicated – don't leave it just to email. With spam filters getting more and more rigorous an important email can easily be missed or never arrive. Even if you request a 'read receipt', don't assume that just because you've hit the send button the email is going to end up in someone's Inbox.

You can't communicate feelings or humour in an email or a text. You need to know someone reasonably well to know whether a comment they've made is genuine, sarcastic or insulting. I've seen many an email or text discussion being totally misinterpreted because it's been taken out of context and without the underlying feelings being known.

Avoid using email or text for a topic or discussion where emotion is an important part of the communication or where it's likely to stir up a strong reaction. Pick up the phone or arrange for a face-to-face discussion.

### **What Is Coaching?**

For those of you who have been with me for a while now – you may still be wondering about coaching, what it actually is and is it something that would benefit you?

Well, I have a special report available that tells you more about what coaching is, how it works and what to expect. Just click [here](#) for a copy.

**Recommended Reading: Teach Your Child How To Think – Edward de Bono**

Not just your child but also methods and techniques for anyone that wants to improve their thinking process, creating strategies and making decisions.

<http://www.amazon.co.uk/exec/obidos/ASIN/0140126805/clareevans-21>

**Fun Website Clip: [4 men, 8 treadmills](#)**

Here's something to lift your day at the end of the week. It's been doing the rounds for a while so apologies if you've already seen it but sometimes these are worth a second look.

**This Month's Motivational quote:**

*"They say time changes things, but you actually have to change them yourself." [Andy Warhol]*

If you'd like to make changes in your life and need the motivation, focus and support to help you do it, contact me to arrange an initial exploratory session.

If you enjoy receiving this newsletter – don't keep it to yourself, pass it on to your friends and colleagues. If you were forwarded this issue of the newsletter you can register to receive your own copy each month by sending a blank email to [claresnews@aweber.com](mailto:claresnews@aweber.com).

Until next month,

Clare



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