



Cairn

The way to your future

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Welcome to all the new subscribers since last month.

I have a request for you all. I just hit my 300th subscriber this month which is great. I'd love to double this by the end of the year but in order to do this I need your help. If you enjoy receiving this newsletter each month – then perhaps you wouldn't mind sending it out to the people you know and invite them to join my list.

So, what's been happening since last month? I took part in my first business exhibition at the beginning of the month. It was a small local business event for women. I gave a talk as part of a workshop, which turned out to be a great success despite the low numbers at the event. Very much a case of making the most of the experience. There must have been at least 40 exhibitors and a few hundred visitors that came through during the day. Was I contacted by any of them after the event? Apart from one person – who I knew anyway, no! Did I follow-up with everyone that was there and who visited my stand or attended my workshop. Yes, of course I did. How else are you going to make a connection and remind people of who you are and what you do?

Take pity on me! ☹️ Just as the weather gets warmer I've gone down with a summer cold. In fact I spent most of last night keeping myself awake coughing and now I'm having sneezing fits followed by streaming eyes and rapidly getting through boxes of tissues – maybe it's hay fever! I hope not and I've never suffered from it before but it's very unpleasant. I ran one of my regular teleclasses earlier today and managed to get through that without too much coughing and sneezing.

Finally, after many months I can announce the release of my first e-book – **More Month Than Money**. Actually it's more of an e-course than just an e-book. A step-by-step process to help you make the most of your money. Full details are on my website <http://www.clareevans.co.uk/moremoney.htm>. I hope you will take a look and just to let you know that for the **first ten people only** that purchase the e-book, you will get a free coaching session to help you to focus on your money issues. E-books are an electronic version of a book that you download to your computer. This one is packed full of worksheets, tips and information to help you get in control of your money.

Which is hardest, a rock or water? A rock may seem the obvious answer but water flows round a rock and will eventually wear it away – putting my geologist's hat on – I've seen rock that flows like water but in the end water will erode rock away to nothing. Just look at the Grand Canyon – thousands of feet of rock worn away by water. So what has that got to do with anything? Well, I had my Tai Chi lesson last night, which is all about "flowing like water". Something was said during the class, that made me think of a discussion that has been highlighted over the last few days – aggression and the difference between aggression and assertion. Hence my main topic for this month.

Enjoy the rest of this month's issue:

- This month's topic – Aggression versus Assertion
- What's happening – Workshops/Teleclasses.
- Recommended Reading
- Website Tip
- Monthly Quote

Aggression versus Assertion

I've been involved in a discussion recently about aggression versus assertion. Having been on the receiving end of some unprovoked aggression last week, I thought it was something worth sharing.

The definitions for these two terms are:

Aggression: = The act of initiating hostilities or invasion; The practice or habit of launching attacks; Hostile or destructive behaviour or actions.

Assertion: = The act of asserting; Inclined to bold or confident assertion.

I'm sure most of us have been in a situation where we wanted to say something but didn't want to cause an argument or alternatively, said something in anger, which you later regretted.

There is a difference between being assertive and being aggressive. Aggression usually results from too much negative emotion and is a hostile attack usually against someone else.

Assertion is about being confident in standing up for yourself and your beliefs while maintaining respect for others.

If people are unable to communicate effectively it may result in them either being too passive or being overly aggressive. You need to be able to say 'Yes' when you really mean it and 'No' when you mean it.

In order to be assertive - be clear about what you want and how you feel. Communicate your needs in a calm, unemotional way. Be clear, specific and direct. What are the facts relating to the situation and how do you feel about it.

Be clear about your boundaries. What it is that you want and be clear about what you will and won't tolerate. State clearly what you need and why.

Be aware of your body language, tone and the words that you use when being assertive. Don't use confrontational words or tone even if it's likely to be a tough conversation. Be direct, open and honest.

Consider their frame of reference - it may be different from yours, which will affect the message that they receive. What are their values, attitudes and experiences? Always respect the other person's rights and point of view.

Above all keep calm and don't rise to the bait if the other person becomes aggressive. Stand your ground firmly but politely. Be prepared to walk away. Anger and conflict will achieve nothing.

What's Happening – Workshops/Teleclasses etc.

There's a lot happening in the next couple of months, as I want you to end the summer on a good note and get yourself organised for the remaining six months of the year.

Wednesday 14th June – Do you need to give your business a boost over the summer? Would you like to incorporate regular marketing activities into your daily actions. Join a small group to focus on a specific area in the next **Boost Your Business Workshop**. Full details on my website <http://www.clareevans.co.uk/Busgrowth.htm>

Thursday 22nd June - Focus Day. Power up your productivity in just one day. Join me for a few hours or the whole day and clear all those tasks you've been putting off. <http://www.clareevans.co.uk/services/GroupCoaching.htm>

Tuesday 27th June - Get Control of Your Time. Too much to do, too little time. Join me for this free one hour call to discover a few key tips and strategies to enable you to use your time more effectively. <http://www.clareevans.co.uk/services/GroupCoaching.htm>

Tuesday 11th July - Get Control of Your Money. Do you want to have more money at the end of each month? Join this **new** free call to discover a few ways to save your pennies and start making your money work for you.

Process Group workshop – September. We're looking for a group of people to take part in a monthly Group starting later this year in September. This is your chance to create some real changes in your life by gaining an insight into yourself. If you're in the south-east contact me for further details info@clareevans.co.uk

Marketing in Action Workshop – London, July 2006. An intensive three-day workshop that will give you all the information, hands-on-tools and inspiration you need to attract more clients, both online and offline. <http://www.1shoppingcart.com/app/?Clk=1455425>

Further details of all the calls and how to register are available on my [website](#).

Recommended Reading: First Things First - Stephen Covey

How to apply some of the principles from the Seven Habits into making your every day life more effective.

Available from Amazon - <http://www.amazon.co.uk/exec/obidos/ASIN/0684858401/clareevans-21>

Website of the Month: www.skype.com

Another benefit to having broadband is that you can get free phone calls over the internet. All you need is a headset that plugs into your computer and you can call around the world free to other Skype users. Other options give you cheap calls to landlines and mobiles.

This Month's quote:

"Everyone should know what feeling of overcoming fear and mastering something. People who aren't taught that become soggy." [Katherine Hepburn]

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.

I love hearing from you with your feedback or questions, so do drop me an email if you've got a few moments.

Until next month.

Clare



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