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Greetings!

Wow! How fun to meet so many new people in the last 5 weeks as I've delivered over 11 different presentations. I'm also ready to enjoy a few days of down time catching up with friends and family, not to mention squeeze in that dentist appointment to keep the pearlys sparkling.

Love hearing from you, so reach out anytime.

~Colette

Featured Article: The Rules of the Name Game



"You're too smart to not remember his name," are the exact words Harvey Mackay, founder and chairman of a \$100 million company and author of six New York Times bestselling books, shared with me prior to a dinner engagement during the annual National Speaker's Association Conference. His sage advice ringed with truth and reminded me of the power of the name game. I'm hoping you learn from my faux pas.

Background: Earlier in the day I was delighted to be included at an off-site dinner with some incredible speakers and authors. One of the gentlemen, I'll call him Joe because that's his name, introduced me to his son in the lounge about a half hour before we were leaving for dinner. While waiting for Joe and his son to show up in the lobby, Harvey asked, "What's Joe's son's name?" I drew a blank to which Harvey responded with the above retort.

Big Fat Excuse: I could say that when I was introduced to Joe's son I was already juggling two different conversations. You see, I originally went to the lounge to toast a dear friend and colleague's successful book launch and while there ran into a pack of female speakers I adore. So, here I am with a champagne glass in my hand wanting to focus on my friend's success when 3 other friends walked in with hugs and laughter. This is right about the same time Joe popped in and introduced his son. I could say I met over 20 new people that day during sessions and was already doing my best to remember

names. I could say I've reached the age where I'm hormonally challenged. Or I could speak the truth.

Truth: I didn't invest the time to play the Name Game.

Name Game Rules:

1. **Dial in.** Stop whatever you're doing and truly focus on who you're meeting. Listen as if you're privy to an unknown magical phrase that allows you to eat anything without paying the caloric price.
2. **Repeat.** Use the person's name as soon as possible. "It's my pleasure meeting you (Name). I've been known to say, "Name, Name, Name" out loud while explaining to the individual it is my memory system.
3. **Associate.** Is there something unusual about the name? I often help people with my name (some struggle) by saying, "Think of a collect phone call." Do you know someone else with the same name? Perhaps a friend or a famous actor.
4. **Visualize.** If someone shares the same name with another, I see the person I already know while I look at my new acquaintance. If it's a word picture, I visualize the item with the person. For example, when I met Sita (pronounced Seat-a), I saw her sitting in a chair.
5. **Record.** At a minimum, ask for a card. No card? Pull out one of your own and jot down the person's name or text yourself the info. Trust me, you'll be glad you did.

As an aside, I appreciate Harvey calling me on my stuff. Not only do I respect all his accomplishments, but he's extremely generous and thoughtful. He was giving me a gift that I'm happy to receive. And by the way, Joe's son is Brendan.

For tips on networking (yup, remembering names is key!), check out my program, [It Factor Strategies to Make You Memorable](#).

"Ask Colette" Column - Dress Up at the Office

Dear Colette,

My company thinks it's fun to dress up on Halloween. I, on the other hand, have no interest in doing so and don't want to. However, I'm afraid I'll be looked at as not being a team player or harassed that day if I don't. What should I do?

Not Into It

Dear Not Into It,

I need you to know upfront you're asking a biased person when it comes to Halloween as I love to dress up. Keep in mind it all started in college when our campus went over the top with creative, home-made Halloween costumes that looked like a small Mardi-Gras. I'm even dressing up next week myself, but having said that.....

When we're asked to do something that makes us uncomfortable, we have to look at the price we'll pay for being true to ourselves rather than sucking it up and making it happen.

Rather than solely consider your co-workers, what does the C-suite think about this practice? Will they be dressed up as well? If it's a smaller office, will the boss show his/her Halloween spirit? If people at the top dress up, it couldn't hurt to play along. No one enjoys a buzz kill. At a minimum, be creative:

--Wear a professional suit to work and when people ask who you are, name a local figure or newscaster or simply say, "A business person" or whatever your title.

--Wear a dressy outfit, slap a card around your neck that says, "I'm sorry" and when people ask, tell them you're a Formal Apology.

--Wear a suit, stick a stuffed monkey on your shoulder, carry a banana and say you're "Monkey Business"

--Slap on a sweat suit, running shoes and grab a toy microphone. Who are you? "Band on the Run."

Either way, wear a smile. That's the best costume of all.

Colette

[To read other "Ask Colette" Columns, click here](#)

Ask me...anything! Since I was a kid on the playground I've been dishing out my practical advice. I have clients who want to know how to handle themselves in the board room and mothers who want to know how to handle being the family taxi. I'm happy to disguise the names to protect the guilty or simply mark it "private" and it will be. I'll get back to you within a week either way...so, ASK away!

[Submit a question to "Ask Colette" \(click here\)](#)

Where's Colette Speaking?

Where's Colette?

10/21/11 - Staff Support Conference, Ventura, CA

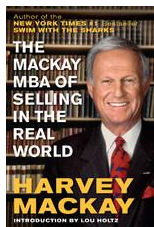
11/10/11 - Webinar - Language of Leadership

11/14/11 - Gender Communication, Denver, CO

11/19/11 - Speaking of Women's Health, San Diego, CA

If you're interested in bringing Colette to your organization on the day prior or the day after one of these engagements below, please contact us for special "piggyback" pricing.

Colette's Book Recommendation



Read Harvey Mackay's latest book, The Mackay MBA of Selling in the Real World, which goes on sale November 1st. I was blessed to receive an advance copy and it's worth your time and coin. You can even download the first chapter free.*e.-- [click here](#).

Want Colette to speak to your group?

[Click here](#) to find out what Colette can do for you.

We guarantee you will appreciate her wit and wisdom whether we're talking about sales, negotiation, communication or balance. As a professional business woman, wife, and mother of teenage daughters, she has a lot of material to bring to the platform to inspire you to start thinking, speaking and living your truth! More information is also available at www.speakyourtruth.com.

Know someone who would enjoy reading this? Please forward it on by clicking [here](#).

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