

Let Me Suggest This...

37 Exercises to Help You Be More
Approachable, Become That Guy
and Make a Name for Yourself



Another ebook from

Scott Ginsberg

Author, Speaker, That Guy with the Nametag

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Greetings friends!

Thanks for downloading a copy of my latest ebook. What you're about to read is a list of exercises, ideas and thought provoking questions that will help you become That Guy.

Now, don't worry: you don't actually have to be a guy. It's not about gender, it's about uniqueness! It's about creating an UNFORGETTABLE brand that magnetizes more business!



As an author, professional speaker and the only person in the world who wears a nametag 24-7, I've learned a great deal about being That Guy. And I believe that being That Guy will help you achieve the following results:

- Create an UNFORGETTABLE brand
- Discover and leverage your uniqueness
- Enable customers, fans and prospects to buy via credibility, positioning and authentic word of mouth

So grab a pen, a few sheets of paper and a cup of coffee. I know you'll enjoy these exercises! And if there's anything I can do to help you become more of That Guy, don't hesitate to contact me. The front porch is always open!

Scott Ginsberg
Author, Speaker, That Guy with the Nametag

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Check out www.hellomynameisscott.com for Scott's new book,
How To Be That Guy



Let me
suggest this...



Here's a fun experiment:
turn off your caller ID for one
week. Force yourself or your
entire office to answer the
phone completely objectively
and consistently, no matter
who's calling.

Is your brand UNFORGETTABLE?
Find out in Scott's new book at www.hellomynameisscott.com!

Let me
suggest this...



Go out of your way to use
the names of 10 unsuspecting
nametaggers this week.

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Let me
suggest this...



Next time you attend a
networking event, spice up
your nametag in some way.

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Let me
suggest this...



Next time you're in need of service and can't find an employee wearing a nametag, ask for the manager. Then find out why his staff isn't wearing nametags. Then tell him to call your friend Scott.

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Let me
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Pretend you just opened a new steakhouse. Write out your restaurant's "First Impression Strategy."

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Let me
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Next weekend, go to Borders
and spend an hour reading
books on remembering names.

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Let me
suggest this...



Change the “from” line on
your email to something
UNFORGETTABLE. Then
email me just to say hi.
I’d love to read it!

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Let me
suggest this...



For one week, try using a new word as your answer to “how are you?” Keep a journal of people’s reactions, email it to me and I’ll post it on my blog!

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Let me
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Make it your goal to fill out
one comment card a week. Tell
people they're UNFORGETTABLE!

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Let me
suggest this...



Make a list of the 10 best
(and worst) answers to tough
interview questions - either
that you gave or heard.

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suggest this...



Make a list of the 10 best compliments you've ever received. Look for patterns - those people might be onto something.

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Let me
suggest this...



Make a list called 15 Ways
I Give Permission to My Staff.

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Let me
suggest this...



For the next month, make a conscious effort to sit with people you DON'T know - at meetings, at meals, anywhere! Keep a journal of the cool people you meet and what you learned from them.

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Let me
suggest this...



Make two lists: Top 10 Reasons
Someone Wouldn't Approach Me;
Top 10 Reasons I Wouldn't
Approach Someone.

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Let me
suggest this...



Make a list called Top 10
Reasons Somebody Would Want
to Have a Conversation with Me.

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Let me
suggest this...



Every time you walk into a
room, smile for 15 seconds.
People will remember.

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Let me
suggest this...



Make a list of your Top Ten
Conversational Pet Peeves.
Post it on your office wall.

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Let me
suggest this...



Write an Approachability Action Plan that lists all the things you plan to do in the next month to **MAXIMIZE** your approachability. Email it to me and I'll call you in 30 days to see how you're doing!

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Let me
suggest this...



Make two lists: People with Charisma and People with Authenticity. For each individual, list three reasons which support their charisma/authenticity.

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Let me
suggest this...



Complete this sentence:
Everything I Need to Know
about Business, I Learned
from My _____.
Give five examples.

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Let me
suggest this...



Make two lists: Ten "That Guys"
I Know and Ten Reasons I
Am That Guy.

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Let me
suggest this...



Eat alone once in the next month. Email your observations about human behavior to me and I'll quote you in my next podcast!

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Let me
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Create a Fan Plan. Include ways
of attracting, creating and
staying in front of your fans.

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Let me
suggest this...



Create an Internetworking Plan
with goals, websites you'll use
and people you hope to meet.

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Let me
suggest this...



Think back to your last “you never know” moment of serendipity. Write everything that caused that encounter to happen. Repeat as often as possible.

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Let me
suggest this...



Take 100 business cards you've collected over the years. Spread them out on the floor in row and columns. Close your eyes for 30 seconds. Open your eyes, look at the spread and note which 3 cards stand out the most.

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Let me
suggest this...



Make a list of your networking
pet peeves. Under each item,
write three ways someone
could do it better.

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Let me
suggest this...



Think back to the last social situation that made you incredibly uncomfortable. What three lessons did you learn?

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Let me
suggest this...



Imagine you are starting a new congregation. You've been elected as the Director of First Impressions. Create a strategy for your Hospitality Team.

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Let me
suggest this...



Imagine you are starting a new organization. You've been elected as the Director of Newbies. Create a strategy for your Newbie Team.

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Let me
suggest this...



Grab a bunch of Post-It Notes
and write **SIZE MATTERS NOT**
on them. Stick 'em on your
computer screen, door,
mirrors and walls.

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Let me
suggest this...



Think of all the brands YOU participate in. Brainstorm different ways your brand could do the same.

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Let me
suggest this...



Divide a piece of paper into two columns. On the left, make a list of all the books and CD's you've bought in the last few months. On the right, make a list of the marketing techniques that sold you on each of those books.

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Let me
suggest this...



Find something you've written in the past week. Read it out loud and record it. Go back and listen. If it doesn't sound like you're "just talking," call me.

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Let me
suggest this...



Grab a sheet of paper. Fold it into four sections. On the top left, write "DATES," and list the names of five of your best dates. On the top right, write "CUSTOMERS," and list the names of five of your best customers...

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Let me
suggest this...



...On the bottom left, write "SUCCESS," & list reasons why the dates were so great. On the bottom right, write "SALE," & list reasons why you retained that customer. Email it to me when you're done and I'll include in one of my upcoming books!

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Let me
suggest this...



Keep a cool journal. At the end of every day, write down things you saw that were cool, people who were cool, & stuff you did that was cool. Do it with a partner. Every month, get together & compare notes...

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Let me
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...When you notice patterns and properties of coolness, apply them to your own business!

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Let me
suggest this...



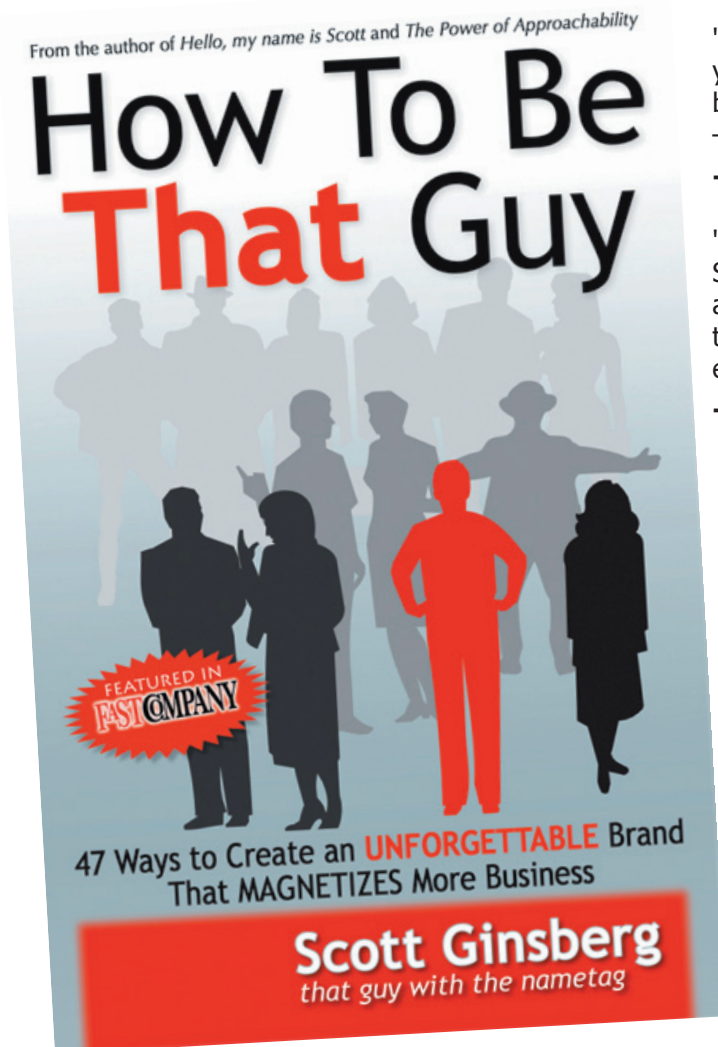
Put your name into the following sentences: That's such a _____ thing to do, that's such a _____ thing to say. Now go back and write the action or words which personify you.

Is your brand UNFORGETTABLE?
Find out in Scott's new book at www.hellomynamescott.com!

"If you're seeking more notoriety, more fame and more success, grab Scott's book and DEVOUR it as fast as you can!"

--Jeffrey Gitomer

Bestselling author of *The Little Red Book of Selling*



"Every so often you run across ideas that challenge your view of the world, and your view of yourself. This book isn't just about branding or growing your business – it's about growing yourself.

-**Belinda Brin**, Manager of Org. Learning, Nestle Purina

"If you want to be That Guy, then listen to This Guy - Scott Ginsberg. He not only knows what he's talking about, he lives what he is talking about. Using one or two of the 47 lessons in this book will take you to an even higher level of success."

-**Shep Hyken**, CSP, Author of *Moments of Magic*

Practical lessons for professionals who want to make name for themselves!

- Learn to create an unforgettable personal brand
- Discover how to position your value and increase visibility to magnetize more business
- Facilitate authentic and approachable word of mouth about you, your company and your ideas

AVAILABLE NOW FROM...

www.hellomynameisscott.com

www.amazon.com

For more information about bulk orders & corporate discounts, contact:

HELLO, my name is Scott!
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HELLO,
my name is...

Scott

The Power Of Approachability

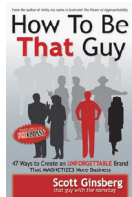
Effective, Engaging Communication - One Conversation at a Time



Based on his acclaimed book, Scott combines his unique nametag experiences with research driven, measurable aspects of approachability including permission, personal & physical availability and authenticity. Scott not only teaches WHY approachability is essential to successful communication; but gives audiences use-tomorrow techniques to help maximize their conversational, networking and interpersonal efforts.

How To Be That Guy

Creating an Unforgettable Brand that Magnetizes More Business



In this marketing-drive program, Scott reveals secrets to help professionals maximize their visibility, credibility, uniqueness & memorability in the eyes of their customers and prospects. He offers practical lessons for professionals who want to make a name for themselves such as: how to create an unforgettable personal brand, how to position your value and increase visibility to magnetize more business and how to facilitate authentic and approachable word of mouth about you, your company and your ideas.

Make A Name For Yourself

Strategies to Fast-Track Your Professional Prowess



If you're young in age, young in experience or young in your career, you need to make a name for yourself! Scott's incredible story of transforming his simple idea into a career is truly inspiring to professionals (or soon-to-be professionals) who seek to get the recognition they deserve. In this program, Scott provides practical strategies pertaining to discipline, creativity, boldness, uniqueness and commitment that will enable audience members to fast-track their professional prowess!

Scott Ginsberg

That Guy with the Nametag

Scott is the *only person in the world* who wears a nametag 24-7-365 (since November 2, 2000) to encourage people to be friendlier & more approachable!

He was featured on

CNN, The CBS Early Show, USA Today, The Associated Press, and

Headline News. He was

quoted as "The Authority on Approachability" by

Cosmopolitan & The Wall Street Journal; and

dubbed "The World's Foremost Expert on Nametags" by the **Washington Post.**



Scott has spoken to over 75,000 audience members from corporate, association & student organizations worldwide. In 2005, he was inducted into the Hall of Fame of **Ripley's Believe It Or Not.**



HELLO, my name is Scott! 7563 Oxford Drive #2 South, St. Louis, MO 63105 314/256-1800
scott@hellomynameisscott.com or www.hellomynameisscott.com

Why Meeting Planners Hire Scott...

EXPERTISE

Scott's experiences and accomplishments have earned him international recognition as an expert on approachability, how to be "that guy" and how to make name for yourself. In addition to being recognized by The Washington Post, Cosmopolitan and The Wall Street Journal, Scott has also published extensively in both online & print publications worldwide - every bit of which shines through during his presentations.

ORIGINALITY

You just can't make this stuff up! Scott's stories, experiences, lessons & encounters are 100% unique and 100% applicable to both personal and professional capacities. Audience members are educated, intrigued and amazed all at once!

AUTHENTICITY

Whether you call Scott's cell phone, chat with him in person or watch him speak in front of 3000 people, he's still the same person. Clients and audience members agree that his approachability and down-to-earth likeability stay consistent, regardless of the situation.

CONTACT

Because Scott writes and speaks on approachability, he too is approachable. Clients say this is their favorite part about working with him: accessibility. If you need to contact him, he will be extremely easy and accessible to get in touch with. If you email him, he'll write you back that minute. If you call him, he might show up at your office!



Meet a Few of Scott's Clients...

American Society of Association Executives
STAPLES • UniGroup Inc. • Association of YMCA Professionals • Coldwell Banker • Gundaker Realty
Hyatt Regency Hotels • Int'l Association of Workforce Professionals • T-Mobile • Internal Revenue Service
Meeting Planners International • Leo Burnett Worldwide • Prudential Financial • The Boeing Company • Southeast Missouri State University
United States Tennis Association • University of Las Vegas, Nevada • University of California, Santa Barbara • Word of Mouth Marketing Association

What Scott's Clients Say...

"Scott presented a simple, easily adaptable message in a pleasant, humorous and interactive style. Scott's tips on communication, networking & branding were so insightful, simple and important, that attendees were able to take ideas from the program and start utilizing them immediately. Consultants, managers and owners of recruiting and staffing firms throughout the St. Louis area rated The Nametag Guy as the #1 speaker of the year!"

-Andy Sandler, CPC, Mid-America Association of Personnel & Staffing Services

"Scott spoke to our employees during our General Meeting and resulted in a 40% increase score for our service essentials on our most recent evaluation. We are now in the top 3 in the company for in 2005!"

-HR Director, Hyatt Regency St. Louis

"If you haven't had the opportunity to hear The Nametag Guy, you are missing a good one. This young and energetic speaker is more than motivational, if fact, he's not. He gives practical tips about networking, branding, breaking the ice, sincerity - and does it in a pleasant, humorous style that everyone at our recent regional meeting enjoyed."

-President, Meeting Planners International, Indiana Chapter

"The board president mentioned just TWO speakers that made an impact on him out of ALL the seven district conferences he attended last fall - and one of them was Scott."

-Meeting Planner, National Council for Marketing and Public Relations

"I was blown away by Scott's speech on approachability. He was polished and tight and the program was educational, fun and interesting. His speech was the high point of the conference because of his simple, easily adaptable message and the way he delivered it. Out of 60+ speakers, his program was one of the best!"

-Director, Word of Mouth Marketing Association

"Wonderful! I still heard people talking about the ideas they learned from Scott's program all afternoon...his success story was not only inspiring, but made me think differently about how I communicate with my clients!"

-Event Coordinator, Prudential Financial

"I've been coming to these association conferences for 30 years, and Scott was one of the best speakers I've ever seen."

-Conference Planner, International Association of Workforce Professionals



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