

**Thank you
to all our
wonderful
customers for 5
fantastic years!**

*Many of life's failures
are people who did
not realize how close
they were to success
when they gave up.*

Thomas A Edison

2007



Business Support 2012



Conferences 2012



Happy New Year to all our valued customers and friends! 2012 is going to be a great year, with a lot of changes, consolidations, contracts and celebrations!

We have started by celebrating our 5th anniversary at Workz4U. Our thanks for all your support and business as without you, we wouldn't be here!

We have come a long way in that time, from originally having only one small office in Pukekohe in 2007, we now also have an Auckland Office, managed by Donna C, that works specifically on running medical conferences, with 9 conferences this year, and already working on another 3 for 2013, and we opened our Hamilton Office last year, run by Jessica, that focusses on graphic design and website work.

We are extremely grateful that we are still working with customers who we started with 5 years ago - you show us that we must be doing something right. The relationships we have built with everyone, customers and suppliers, have been wonderful and we look forward to continuing to work with you.

Looking forward it is hoped that 2012 goes a little slower than 2011 seemed to. It seems that almost everyone agreed that 2011 was jet propelled, New Year's one day and Christmas the next. It wasn't a case of the older generation warning the younger that time passes faster as we get older; it was all age groups caught unaware. This year we want to breath and enjoy 2012 before it is over.

Here's hoping everyone is returning to work refreshed, sporting a summer glow, (right, like that is happening with all the overcast weather) and ready for a fight with this recession we keep being reminded about.

We here at Workz4U have started the year with a clean slate. Our computer systems have been cleaned out with old files, emails and programmes archived (some from 5 years ago!). New procedures and systems are in place to ensure that all jobs are logged with the required due date that has been mutually agreed upon. These jobs will be reviewed on a daily basis to ensure that the timelines are kept to, and if anything untoward happens, we will be keeping you in touch. Our goal is to get these all completed on or before the due date.

So welcome 2012, let this be a profitable, productive and pleasurable year for us all. As always, we are here for you when you need us. Our best wishes to everyone.

Writing Effective Email: Top 10 Email Tips

This article reminded me of a few areas that I should focus on. I hope you find it helpful as well. I have only put the details of the first 5 tips here, if you would like to receive the full article with all 10 tips, just flick us an email and we will send it to you.

1. Write a meaningful subject line.
2. Keep the message focused.
3. Avoid attachments.
4. Identify yourself clearly.
5. Be kind — don't flame.
6. Proofread.
7. Don't assume privacy.
8. Distinguish between formal and informal situations.
9. Respond Promptly.
10. Show Respect and Restraint.



1. Write a meaningful subject line.

People who get a lot of email scan the subject line in order to decide whether to open, forward, file, or trash a message. If your subject line is vague — or even worse, if it's blank — you have missed your first opportunity to inform or persuade your reader. Remember — your message is not the only one in your recipient's mailbox. Before you hit "send," take a moment to write a subject line that accurately describes the content.

2. Keep the message focused.

Often recipients only read partway through a long message, hit "reply" as soon as they have something to contribute, and forget to keep reading. This is part of human nature. If your email contains multiple messages that are only loosely related, in order to avoid the risk that your reader will reply only to the first item that grabs his or her fancy, you could number your points to ensure they are all read (adding an introductory line that states how many parts there are to the message). If the points are substantial enough, split them up into separate messages so your recipient can delete, respond, file, or forward each item individually.

3. Avoid attachments.

Rather than attaching a file that your reader will have to download and open in a separate program, you will probably get faster results if you just copy-paste the most important part of the document into the body of your message.

4. Identify yourself clearly.

When contacting someone cold, always include your name, occupation, and any other important identification information in the first few sentences. If you are following up on a face-to-face contact, you might appear too timid if you assume your recipient doesn't remember you; but you can drop casual hints to jog their memory: "I enjoyed talking with you about PDAs in the elevator the other day."

5. Be kind. Don't flame.

Think before you click "Send."

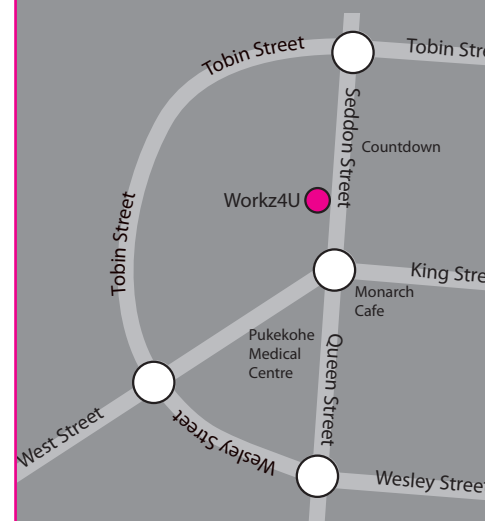
If you find yourself writing in anger, save a draft, go get a cup of coffee, and imagine that tomorrow morning someone has taped your email outside your door. Would your associates and friends be shocked by your language or attitude?

Or would they be impressed by how you kept your cool, how you ignored the bait when your correspondent stooped to personal attacks, and how you carefully explained your position (or admitted your error, or asked for a reconsideration, etc.). Don't pour gasoline on a fire without carefully weighing the consequences. Do you want a copy of your bitter screed to surface years from now, when you want a letter of recommendation or you're up for promotion?

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