

# Debbie Mayo-Smith

## YOUR AUDIENCE WILL LOVE HER!

The media calls Debbie the "Queen of Productivity and one of the most sought after results oriented speakers in Australasia".

### PRESENTATION THEMES

Debbie combines vast business; client and life experience to educate; entertain and motivate on how-to practically and easily improve:

#### Work/Life Balance

**Objective:** Transfer the skills and processes needed to focus; hone time management; achieve goals and performance on a business and personal level.

*A poster child for the subject; Debbie runs an International business; is a mother of six including twins and triplets and author of 8 books (101 Quick Tips Email and Google; a no#1 best seller)*

#### Business Success

**Objective:** Inspire; then show how to easily; methodically; persistently: bring in new business; add value to customer service; cut costs and save time.

*Debbie walks her talk. She started her business from scratch; grew it to a consistent high six figure annual income; built an enviable international reputation; writes prolifically; develops innovate programs - all in a short timeframe with minimal resource while managing a busy home and happy family.*

**Russell Good; Managing Director; Goodlife Insurance Brokers**

"I would be a millionaire if I heard you years ago".

#### Communication

**Objective:** Skills to improve connection and persuasion with others. Especially useful for sales; customer service; leadership.

*Debbie is normally one of the highest ranking speakers at the conferences she speaks to. With hundreds under her belt over the past few years; you know her secret to getting her message across isn't just pushing the button for the next PowerPoint slide.*

#### Productivity/Time Management

**Achieving maximum gain with minimum effort:**

- Email usage
- Sales
- Technology tips
- Customer service

**Objective:** Show specific shortcuts that dramatically save time; lower costs; add value and boost turnover using every day software. Help motivate participants to continue with self learning.

**Darryl Hawke; Managing Director; Rivers Insurance Brokers Pty Ltd**

"The presentation Debbie gave through the Council of Queensland Insurance Brokers in Brisbane was the best 2½ hours of training I have done in 20 years. I could have added a week to my life alone over this period had I just known one of her tips. Thank you!

**Hon. Maurice Williamson MP; New Zealand's 1st Minister of Information Technology**

"Debbie Mayo-Smith is THE top Australasian Email and Internet Marketing Expert!"



## BIO: DEBBIE MAYO-SMITH

After earning a Double Honours BS Degree Economics and Geography from Southern Connecticut University; Debbie worked as a Market Analyst on Wall Street. Three days after their wedding; Steve whisked her off to New Zealand. There Tower Trust created their first Marketing Manager position for her. She next helped found Jardine Fleming New Zealand as Director of Marketing.

Today; Debbie is one of the worlds leading business productivity experts as well as one of the most popular speakers and authors in Australasia.

From New York to China; Sydney to London; people love Debbie's practical tips; books; one minute videos and presentations.

## Fees 2008:

### Great return on investment

Your members, staff get easy to do; memorable; practical solutions to their problems. The increase in sales; lowered costs and reduced stress will pay for any of Debbie's presentations hundreds of times over from day one.

For 100% fully customised researched; created and presented session: including handout creation; online surveys; detailed interviews and fact finding:

- One presentation (1-1.5 hours) \$4;000
- Two different 1-1.5 hr presentations or one ½ day workshop \$5;000
- Three presentations 1-1.5 hr or full day workshop \$6;000

Plus economy travel; transfers; accommodation and light meals if required

## SAMPLE OF RECENT CLIENTS

### Financial Services

Count Australia; Garrisons; Suncorp; AMP Australia; AMP NZ; AustBrokers; Both Australian and NZ Financial Planning Assoc.; Society of Financial Services Professionals Forum (USA); Speirs; Steadfast; Alpha Group; AXA Advisers Assoc; Professional Advisers Assoc; Women In Finance; National Insurance Brokers Association Australia; Council Queensland Insurance Brokers; Financial Planning Services Australia

### Real Estate Companies

Professionals Real Estate (national NZ workshop road show); L J Hooker; Barfoot & Thompson; Leaders; Harveys; Harcourts; Livingstone's Property Management; REINZ Property Managers PEG

### Corporate Clients

Allied Medical; Adpro; Agfa Oceania; STIHL; Auckland Chamber of Commerce; Australian Post; Camera House Australia; CruiseCo; Fuji NZ; GNResound; Lawlink; Microsoft - NZ; UK and Australia; Northland Chamber of Commerce; Paper Plus; Penguin; Richmastery; Schwarzkopf; Select Luxury Hotels; Sensis (Yellow Pages Australia); Sydney on Sale; Telecom; Whitcoulls; Professionals real estate; CruiseCo; AIME; Expertise Events; Sherwin Chan Walshe

### Mortgage Broking Firms

Australian Finance Group (AFG); Rams Home Loans; Lawfund; Choice Home Loans; Mike Pero (NZ); Mortgage Link; Mortgage Choice (NZ - Roost); NZ Mortgage Broking Assoc.; Mortgage Innovations (CBA Australia); Mortgage Industry Association of Australia

### Travel

CruiseCo; International Cruise Council Australasia; TravelCall



## **Government Departments**

City of Bayside- (VIC); Coffs Harbour City Council (NSW); Local Government IT Managers Australia; Northern Territories Business Week; Pacific Islands Trade and Investment - High Commissioners; Northern Territory Government Communications Group; Local Government City Councils;

## **Associations and Institutes**

Institute Chartered Accountants NZ; Employers Manufacturing Assoc; As. of Administrative Professionals NZ; Hospitality NZ; NZ Institute of Management Aus.; NZ Mercantile Agents; NZ Institute of Professional Photographers; Austr. Housing Industry Assoc.; Master Builders; NZ Society of As. Executives; Austr. Incentives Marketing Events; Master Joiners; Print NZ; Austr. Self Medication Industry; Master Plumbers World Congress; Austr. Society of As. Executives; Medical Industry NZ; Queensland Electrical Contractors; Booksellers NZ; Meetings & Events Industry; Recruitment & Consulting Services As. NZ & Aus; Club Managers As. Australia; Retail Assoc. of NZ Clubs NZ; Rotational Moulders Australasia; Motel Assoc. of NZ; Royal Institute of Architects Victoria; Sales Marketing Executives; Healthcare in Hospitality Australia; National Kitchen Bathroom Assoc.; Self Storage Australasia; Her Business; NZ As. of Customer Service; Tourism NZ; Gift and Homeware Assoc. Australia

## A FEW MORE TESTIMONIALS

**Anthony (Ted) Gill; Director; [Canopy Group](#)**

Debbie Mayo-Smith was invited to speak as a platform speaker and run work shops at our bi-ennial insurance industry professional conference. Debbie gave an outstanding main platform talk. She is a very warm and personable presenter who relates well to her audience; bringing fresh and often funny anecdotes to what can be; especially for those baby boomers who are technologically challenged; a daunting subject. Debbie has the ability to impart her knowledge in a clear and memorable style; her presentation is well thought out and executed; she manages to humanise marketing via the internet. Marketing via the internet; and the benefits that can accrue have never been more succinctly and cheerfully presented.

Debbie's workshop was full of valuable information for helping to get the best out of your email software. She is an absolute expert in this field and some of her very simple tips can make a world of difference to your daily life. No longer will you have to drag through 1000's of unwanted; unsolicited and often vulgar emails; by following Debbie's ideas your inbox will never have looked better. Rubbish is allocated to a bin with out you realising it; important emails and actions are flagged; emails are saved where they should be; and marketing has never been easier.

Debbie is interesting; fun and motivating. She has a great attitude to life and is a gifted speaker.

**Jocelyn Martin; Executive Personal Assistant; Financial Planning Services Australia Pty Ltd**

It is with pleasure we offer our testimonial in relation to Debbie's presentation to our 2007 National Conference; held in Alice Springs in September. Debbie researched our group with an online survey prior to the conference; then integrated this information into a customised presentation.

Her generosity; not only time spent with our representatives outside of the presentation; but the provision of material to take away was an added bonus. The evaluation from our representatives on this presentation was nothing short of "fantastic". Debbie kept us entertained and enthralled for 90 minutes and what was amazing is that with only 24 hours of contact with our representatives; she referred to them by their first names during the presentation - a very personal touch. We highly recommend Debbie as her professionalism and knowledge guarantees any future presentation to be met with continued success.

**Simon Dallow TV Presenter; Viva Radio Host**

"Debbie; you're a motivational whirlwind with great strategies to make the most of life. No surprise you're known as the **Queen of Productivity**"

**Will Allan (conference attendee)**

Debbie; I heard you speak in Christchurch at the Chateau on the Park nearly two years ago. It was a life changing experience that really got me motivated to do the best I could in my job. Your seminar inspired; enlightened and motivated me."

**Rosemary Hazelwood; Building Networks NZ**

"Our **delegates always love Debbie**. She has such infectious high energy and enthusiasm and best of all - her advice is practical and easy to implement immediately."

**Bob Ramsay; General Manager: Australian School and Portrait Laboratory**

"I found your presentation both stimulating and highly informative. You provided a "real world solution" at little or no cost; to what I am sure is a common problem for most SME

Listening in on conversations over the weekend I am sure that Agfa did her customers a great favour by engaging your services. Your contribution triggered excitement; I noticed many people were still brainstorming ideas on the bus on the way to the airport two days later; fantastic!"

## PRODUCTIVITY

# How to get more from your inbox

A new book explains how using a few simple functions in your email software could save your business big bucks

DIANA CLEMENT

**T**HE TYPICAL desk-based employee wastes around \$3000 a year, simply because of their inability to conquer email. So says Debbie Mayo-Smith, international internet and marketing guru, and author of a new book: *101 Quick Tips for Email and Google*.

Line up 100 non-IT staff, says Mayo-Smith, and ask them if they use rules to manage email, and categories for their contacts, and 99 would say "no".

"Even the one person using those functions would not use them to their full advantage."

Such lack of knowledge of the basic functions of day-to-day software is costing business dearly, she says.

Using rules, you create a series of actions that are carried out automatically as email arrives. A rule can do anything from forwarding emails containing certain key words, to filing regular newsletters in a folder to be read at a quiet moment. Or you could, for example, assign a red flag to emails from important customers.

Automating such processes could help businesses overcome one of their big failings: the customer emails that go to an individual's inbox — whether they're out of the office for work, on holiday, or have left the company — and sit there, sometimes forever, says Mayo-Smith. "No one has thought through the processes."

The fact is that employees simply don't know to automate the most basic Microsoft Outlook and browser functions, she claims.

According to the productivity expert (and mother of six kids), what happens in IT departments is they move from one big project to the next. Many have scant understanding of how little knowledge staff outside their fold have of the software they use daily.

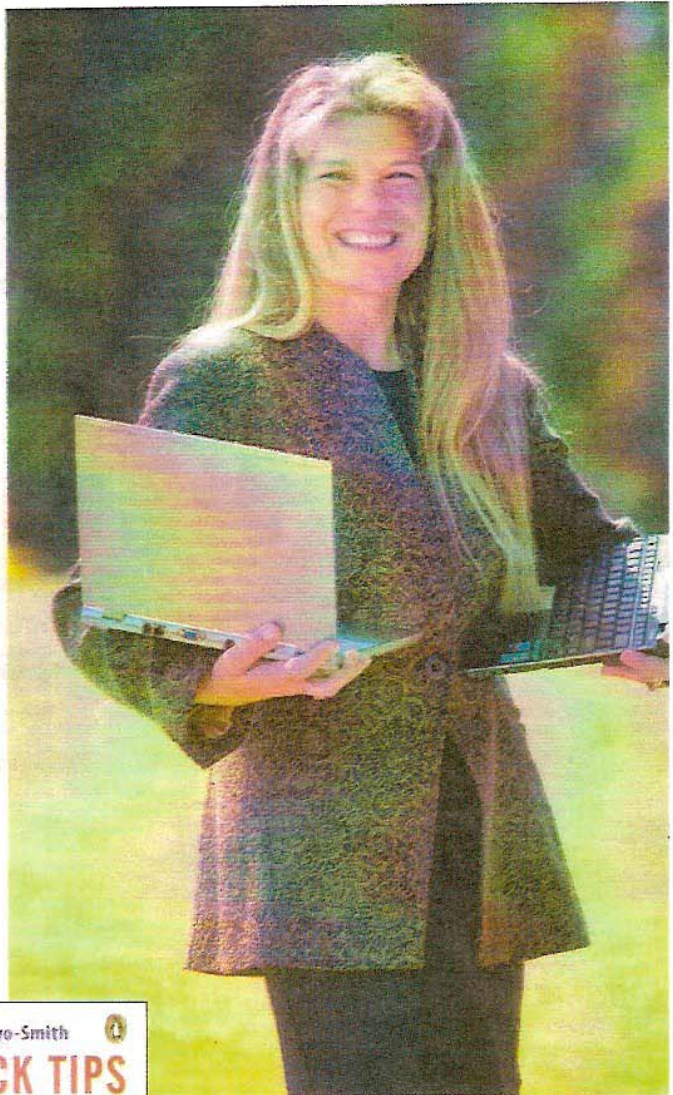
As a result, few people are given the training they need to get the best out of powerful tools such as Outlook.

Each new version comes with labour-saving features. But so few employees are given sufficient training when they migrate to new versions, that the benefits are lost.

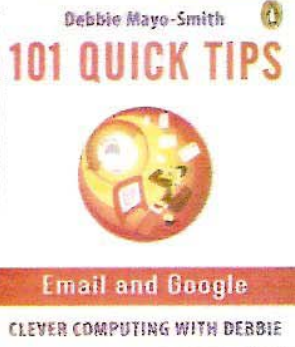
At first glance it's hard to see how learning the command CTRL R to reply to an email, or similar shortcuts, could make a business more efficient. But consider, says Mayo-Smith, how many hours employees spend at their computer screens each week. What if the boring stuff could be automated?

The corporate wastage of not doing so is enormous. "Business people spend a phenomenal amount of time fumbling around their computers," the Auckland-based author says. "There is a severe lack of knowledge about how to do things effectively. You really can create massive productivity gains with minimum effort and increase both your business prowess and your personal productivity."

The amount of money being flushed down the pan at every level of the business is easy to quantify. An administration person paid \$30 an hour who wastes 30 minutes a day for 200 working days of the year, costs the business \$3000. All for a few quick tips. Or consider that 10 minutes spent setting up rules that saved you 15 minutes a day would save



Debbie Mayo-Smith thinks we can be doing much more with basic computer software. Photo by Dean Purcell



you more than an entire week of work.

"That dramatically lowers overheads," says Mayo-Smith.

What's more, if staff can get to their essential work quicker,

they're not going to be so stressed out by "trying to cram a 16-hour day into eight hours" and staff turnover is likely to drop. Multiply those numbers by the number of staff in your company and you will get some idea of the scale of the problem.

Mayo-Smith believes Outlook and other related computer programs are grossly underutilised and the power of them little understood.

So much so that many companies buy expensive CRM (customer relationship management) programs to do what they could do with the "hidden treasures" in Outlook. "With a bit of clever thinking about what you can get out of your everyday software, you can replicate [a CRM system]."

It's often management that has the worst grasp of basic IT tasks, she believes. In a large business an executive probably has a secretary to handle his or her email.

But many highly paid employed and self-employed managers handle their own email and waste valuable time. "Any executive who is not going to have an assistant must upskill themselves." The same goes for self-employed professionals and small business owners.

Computer company Hewlett-Packard has already ordered 3000 copies of Mayo-Smith's new book to distribute to small business customers in Australia and New Zealand.

Mayo-Smith has a suggestion for how businesses can upskill staff. She recommends that at the end of regular department or team meetings, one person shares a computer tip.

"Even a trite computer tip to one person is an epiphany to another," says Mayo-Smith.

After all, if you don't even know a function exists, it's unlikely you'll learn to use it.

Another suggestion for employees who recognise the need to improve their skills is to come in five minutes early each day and read a tip or do one of the simple training modules on the Microsoft Office website: [office.microsoft.com](http://office.microsoft.com)

■ See also *The war on spam*, p18.

Diana Clement is an Auckland-based freelance financial journalist.

### MAYO-SMITH'S TOP TIPS FOR EMAIL:

- Use rules to manage your inbox.
- Set up tasks to remind you automatically of jobs to do or even to schmooze your clients regularly.
- Learn to drag and drop information.
- Set up multiple signatures for your contact details and other information you regularly re-type.
- Set up categories in your contact book.
- Use mail merge to send the same information to many people from your contacts book.
- Use the text to columns function in Microsoft Excel to sort first and last names or other information.

# THE YEAR THAT COULD BE

## Resolute on motivation

By Ann Newbery

**T**HERE'S ONLY one thing standing between you and your New Year's resolutions: your hangover. Motivation is the key to change, and often in short supply.

That little surge of willpower that helps you off the couch, pulls your nails out of your mouth, helps you bypass the fridge or stops you niggling your partner can be the hardest thing to master. With it, the year is yours to conquer. Without, and you'll be making the same resolutions next year.

Here are some thoughts on how to action your 2007 plans from some motivational experts.

**Debbie Mayo-Smith**, is an Australian business motivational speaker and author who juggles six children with her business, which includes regular overseas trips.

"The thing that has made the greatest difference to my life in terms of making me happy and productive, and giving me more free time is learning the software on my computer," she says. "I swear that I can achieve as much in an hour at my desk as many people can in an eight hour day simply because I have learnt all the shortcuts, how to do things the most efficiently."

She's also an organisation queen, making school lunches the night before, squeezing in a walk whenever there is time, buying food in bulk, working on her laptop on the sofa as the kids watch TV and subscribing to online motivational sites.

She also advocates paying for help where possible (cleaners, personal trainers, time saving appliances) and writing down goals, breaking them up into manageable tasks along the way.

"What looks like a mountain that you can't climb can be changed into a couple of little foothills," she says. "You'll get a lot more confidence and become much more positive about the process rather than being down on



**CHILD'S PLAY:** Debbie Mayo-Smith with Steve and their six children.

GETTY IMAGES

yourself all the time."

She's an advocate of "to do" lists, and of prioritising the most pleasurable and profitable use of time.

"I call it focusing on the right activity so you're not so burdened and overwhelmed by everything."

**Michael Mayell** is the founder of biscuit company Cookie Time and life-coaching website [www.aistode.co.nz](http://www.aistode.co.nz). He says 12-month resolutions are not enough — before thinking about where you want to be in a year, you first have to create your 10-year vision.

Mayell suggests focusing on ultimate financial/social/family/physical/mental/spiritual goals.

"Write a paragraph or a page for each of the areas that sounds so

delicious it makes you think 'God, that would be good'. Now, look at your 10-year vision (for each area) and crystallise some goals to be achieved by Christmas 2007."

He advises reading this 10-year vision everyday for a month, then every week for the rest of the year. "Get up each day knowing that your vision is becoming a reality because what you think about comes about," he says. "Having a vision for how we would love our lives to be is the most important decision we can make."

**Auckland psychologist Sara Chabain** says post-Christmas is an excellent time to assess priorities. "You've got the time to re-look at work and set some short-term and long-term goals,"

she says. She advises buying a diary and writing goals in it, including regular dates to check on progress — an important step towards goal fulfillment. "When we have thoughts and ideas floating around in our head (these goals) are often bigger, scarser, unobtainable — and meaningless," she says. However, by putting our ideas on paper they become tangible and people are more inclined to stick to them.

Affirmation can also be a great help. "To constantly be thinking, speaking and doing positive things as opposed to thinking about the costs, or the risks, or the negatives has got to be the way to go," she says. "By feeling a bit of positivity in the way you think, then you will believe and then you'll act in a positive way."

Chabain achieved her main resolution in 2006 — stopping the "rush-rush syndrome" — by reducing her work hours and spending more time with her family. She says she will continue this goal into 2007 but it takes constant vigilance.

"A resolution is no good unless it's a resolution that you stick to," she notes. "Otherwise it just becomes a flig of fancy."

**Wellington's Dave Hadfield** is a mental skills trainer who works with the country's top sports teams and athletes. He often asks clients what legacy they want to leave behind.

"Instead of setting New Year's resolutions off the top of your head that are unlikely to be followed through, I really think you need to look at your life on a bigger scale and say 'OK, if I was going to get run over by a bus tomorrow what would I want people to say about me and my values'. If you can get those rattled out then it's a hell of a good goalpost to aim for."

He quotes Stephen R. Covey, author of bestseller *The 7 Habits Of Highly Effective People*. "Covey says in order to change or do anything, we need to know what to do, we need to know why, we've got to want to, and we need to know how to."

"If you can do that and visualise where you want to be, doors open and things happen," he says.

**Gary Hermansson** is a sports psychologist, currently on tour with the NZ Cricket team. He says it is essential to set realistic goals and pinpoint what needs to be done to achieve them. "Some can be so vague that they disappear," he says. "Every resolution needs to be observable" ... so that progress can be checked.

He has resolved to spend more time with his family in 2007 — and one of the ways to accomplish this has been to set a tight deadline to complete a writing project.