



Timely Information for Personal Success

Why Should Customers Choose YOU?

By Joe Calloway

From banking services and insurance products to fast food restaurants and medical clinics, today's buyers just don't see much difference in their choices. Unless you want to compete on price, you have to clearly differentiate from your competition. Everyone, regardless of profession, needs to have one or more "tiebreaker." In other words, you have to give potential customers a reason to say, "Ok, that's the difference. That makes my decision."

The good news is that you probably have one or more tiebreakers right now, you just haven't developed them as such. The following are some powerful tiebreakers to differentiate you from the competition:

❖ **Be the fastest:** In today's "I want it yesterday" world, being known for quick response or always being on time can be a powerful differentiator.

❖ **Offer more selection:** Whether it's the music mix on their iPod or their "no fat, no whip, double shot, extra hot" latte with a shot of vanilla at the coffee shop, today's customers want it their way. Let customers decide. Give them what *they* want, not what you want to *give them*.

❖ **Demonstrate value:** You don't have to have the lowest price, but you *do* have to demonstrate that you're a great deal. That's the essence of value. Never take for granted that your customers understand that you're worth what you charge. Spell it out for them. Educate customers. It's not their job to see your value; it's your job to *show* them.

❖ **Take a "big picture" approach:** Look beyond the immediate needs of customers to a bigger picture view of how you can help them succeed. One restaurant offers free baby food to customers with infants, making life easier for the family. Look beyond your core product or service and explore how a "big picture" approach can be your ultimate tiebreaker.

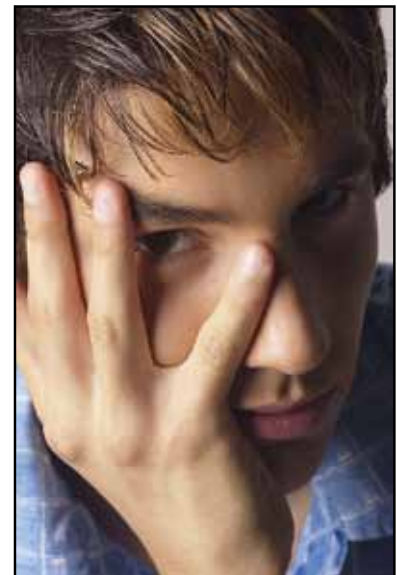
If a potential customer asked, "Why should I choose YOU?" – how would YOU answer? ■

Joe Calloway is a consultant and author of *Becoming a Category of One*. For more information, visit www.joecalloway.com.

Going Off an Antidepressant

Taking an antidepressant can be a godsend when depression robs you of joy. But once you are feeling better, you may start thinking about going off the drug. First, talk to your physician or therapist to make sure you aren't at risk of falling back into depression. Then slowly lower the dose, according to the *Harvard Women's Health Watch*.

continued on Page 2



Healthy Recipe: Chocolate Brownies

INGREDIENTS:

- 1 cup sifted cake flour
- ½ cup cocoa powder
- ½ teaspoon salt
- 1-1/2 cups light brown sugar
- ¼ cup canola oil
- ¼ cup buttermilk
- 1 large egg
- 2 large egg whites
- 2 teaspoons vanilla extract

NUTRITIONAL VALUE:

- Calories per serving: 151
- Carbohydrates: 27 g.
- Protein: 2 g.
- Sodium: 94 mg.
- Fat: 7 g.
- Saturated fat: 1 g.
- Fiber: 1 g.

DIRECTIONS:

① Preheat oven to 350°F. Coat an 8-by-12-inch baking dish with cooking spray. Dust with flour, tap out excess, set aside. ② Whisk together flour, cocoa, and salt in small bowl. Beat together brown sugar, oil, buttermilk, egg, egg whites, and vanilla in a large bowl with an electric mixer on high speed until smooth, making sure no lumps of brown sugar remain. Add dry ingredients and beat on low speed until blended. ③ Transfer batter to the prepared baking dish. Bake just until a knife inserted in the center comes out clean, 25 to 30 minutes. ④ Let cool in the baking dish on a rack. Cut into 15 bars. Store at room temperature in an airtight container. ■

LifestyleTIPS®
2010© Impact Publications, Inc.
PO Box 322, Waupaca, WI 54981
Phone: 715-258-2448
Fax: 715-258-9048
Website: www.impact-publications.com
Email: info@impacttrainingcenter.net

Publisher: Scott Kolpien
Health Consultant: Tim Lencki
Managing Editor: Mike Jacquart

LifestyleTIPS® is published as a monthly insert included with an EAR subscription. Contents are not intended as a substitute for actual medical advice. Editorial material should be used with discretion by the reader and is not endorsed by the owner, publisher, editors, or distributors.

To order a personalized, color version of LifestyleTIPS® with the name of your EAP, call 715-258-2448 or email us at info@impacttrainingcenter.net. Pricing will vary depending on the quantity ordered.

Questions and Answers

'Breaking the Fast'

Q: Like a lot of people, I tend to skip breakfast – maybe quick grabbing something on the run. Why is a healthy breakfast important?

A: The morning meal “breaks the fast” and replenishes blood sugar (glucose) levels that are normally low after a night’s sleep. Skipping breakfast throws off the normal circadian rhythm of fasting and feeding. Breakfast is the worst time to skip a meal. But it isn’t just a matter of timing. Whether the day’s inaugural meal is healthful depends on its content. Breakfast carbohydrates should have fiber and the proteins should be lean. **Seek out quality carbs.** Get your carbohydrates from whole grains, fruit, and vegetables. **Eggs in moderation are okay.** One a day is okay for most healthy people. The yolk is high in cholesterol, but eggs have proteins and vitamins and don’t appear to increase the risk for developing heart disease. **Know your coffee drink.** Many of those elaborate coffee drinks are unhealthy high-calorie, high-saturated fat versions of your basic cup of coffee. **Eat in, not out.** The breakfast offerings at fast-food chains tend to be high in sodium and low in fiber. ■

- Source: Harvard Health Letter.

...Antidepressant

continued from Page 1

Suddenly stopping an antidepressant can cause a number of physical and emotional problems that include nausea, vomiting, dizziness, sweating, sleep disturbances, tremors, irritability, or strange sensations. The best way to minimize or prevent these problems is by gradually lowering the dose (tapering off) over weeks to months. Sometimes this process involves substituting other medications for the one you are quitting.

Harvard Women’s Health Watch notes that anyone thinking about stopping antidepressants, should consider these tips:

❖ **Take your time.** Depression can return if you stop taking an antidepressant too soon. Clinicians generally recommend sticking with the drug for six to nine months before considering going off it. Before stopping, you should feel confident that you’re functioning well and that your life circumstances are stable.

❖ **Make a plan.** Going off an antidepressant usually involves reducing your dose in increments, allowing two to six weeks — or more — between dose reductions. Your clinician can instruct you in tapering your dose and can prescribe pills of the appropriate dosage for making the change. Other techniques for dose tapering include pill cutting and using a liquid antidepressant formulation.

❖ **Seek support.** Stay in touch with your clinician as you go through the process. Let her or him know about any physical or emotional symptoms you are having, and check in one month after you’ve stopped.

❖ **Consider psychotherapy.** Fewer than 20% of people on antidepressants undergo psychotherapy, even though it’s often important in recovering from depression and avoiding recurrence. Investigators at Harvard Medical School and other universities have found that people who undergo psychotherapy while discontinuing an antidepressant are less likely to have a relapse. ■

Source: Harvard Health Publications.