



# Pointers from The Princess...

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## Make Your Name Unforgettable

Think you're terrible with names? Do you have to constantly apologize for forgetting them? You're not alone, and I'll just bet that the people you meet networking have a problem remembering yours as well. And that's a big problem, because when you're out meeting people, there's nothing more important than making sure they remember you.

Now I have to admit that the Princess has it pretty darn easy in this department. Let's face it, when you're out schmoozing in a magenta tiara, you make yourself obviously memorable. So barring the tiara approach, what can you do to help your name stick? Stick it on the right—your name tag that is. The next time you're out meeting and greeting at a networking function, take a moment to look down and see which side of your chest you've automatically slapped your name tag to. Chances are good it's the left side. That's not so surprising—there are more righties than lefties out there, and for us righties, sticking it on the left side just comes naturally.

Well guess what. You've got it all backwards. So take a moment to unstick, unpin, or unclasp your name tag and move it to the right side. I know, I can hear you now, "You've got to be kidding, Princess. Does this really matter?" You bet it does! When you introduce yourself what's the first thing you do? You stick out your right hand to shake. Um, excuse me, but isn't your right hand on the same side of your body as the right side of your chest? When your tag is on the right, you're making it easy for whomever you're meeting to make a bee-line of sight from your face, down to your hand and immediately back up to your name tag, without them even realizing it. Right hand—right side of chest. As you're saying your name, they're getting the added visual reinforcement of seeing your name at the same time. So do the right thing, and make your name memorable.

Stay in touch!

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**The Princess of Persuasion**



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