

Featured Article

Happy New Year! Welcome to this edition of Light of Gold's PR and Business Tips E-Magazine. The purpose of this e-magazine is to share PR, Marketing, Business, and Technical advice, resources, and events that will enhance your business and your life. Please e-mail any comments or suggestions and if you have some of your own advice and would like to be featured in our e-magazine or our exciting monthly Podcast, email us at info@lightofgoldpr.com . Put in the subject line: "**Podcast feature, suggestions, or info to submit**". We'd love to hear from you!

And if you know anyone who could benefit from our e-magazine, please forward it to them.

Here's to a fabulous 2007!

A special thanks to my staff: Pat, Christina, and Charlotte for their invaluable assistance in this e- magazine and on this business!

In This Issue

**Debra Dixon ,
President and
Owner of Light of
Gold PR and
Marketing LLC**

**Read in this E-
Magazine the
featured
article....."The Art
of Re-Invention" by
Debra Dixon (scroll
toward the bottom).**

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Our Mission

The mission of Light of Gold PR and Marketing LLC is to shed light on the gold that exists in organizations, businesses, and individuals.

We expose the hidden treasures that exist in your organization, and bring these treasures to light through publicity, promotions, media relations and today's technologies. We disseminate information on TV, Radio, in Magazines and Newspapers, through Business Organizations as well as on the Internet and through our new Podcasting service.

Positioning your company for success is our no. 1 goal!

Our Services and Pricing

Whether you need a press or news release written, an interview, an event planned and promoted, or Podcasts created, we are the one stop PR shop that you need!

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Gold Business Tips Podcast

There are two ways to download our monthly Gold Business Tips Podcast: **Scroll down and click the link below or type this url into your browser:**

<http://www.wifikingdom.com/podcast/LightOfGoldPodcastvAmp1.1.28.07.mp3>

NOTE: Just right click on this link and select "save target as" to either your "desktop" or a folder like "my documents" or any other place that makes it easy to find this mp3 file on your computer.

or

You can go to iTunes:

<http://www.apple.com/itunes/store> and scroll down, on the lower left (under "Search for itunes store"). Type either Debra Dixon or Light of Gold PR in the empty box and underneath, click the arrow and change from "Artists" to "Podcasts". Click the right arrow (to search) or hit your Enter key. Debra's picture should pop up, click it, and then follow the instructions for downloading the podcast.

Look for next month's podcast on **"Maximizing Your Web Site and Search Engine Optimization"**

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Upcoming Events and Workshops

Networking Meetings and Events, Workshops, and Web Seminars are Coming Soon! Check our Web Site frequently at <http://www.lightofgoldpr.com>

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This Month's Gold Tech Tips

Skype.com is a Voice-Over-Internet-Protocol. If you're looking to make free online telephone calls, Skype.com can be used to connect with other computer users. All you need is a PC with an Internet connection, a microphone, and you're all set! (Thanks Veronica Slater of Diva's Consignment for this month's tip.)

Trillion.cc is an Instant messenger. Trillion allows multiple simultaneous logins regardless of whether you're using AIM, ICQ, MSN, Yahoo!, IRC or all of them. Visit their website: <http://www.trillian.cc> for more information.

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The Art of Re-Invention....By Debra Dixon

Honda did it. Texas Instruments did it. Most companies today do it. A lot of individuals who have been outsourced, laid off, and fired have definitely had to do it. Even Madonna did it. All have mastered the art of reinvention.

How many of you have had to re-invent yourself and how you do business? Or change fields all together? I know I've had to do this myself. Although my Degree is in Journalism and English, I've worked in the Technology field for over 18 years. At a cross roads about 5 years ago because I wanted to pursue more creative pursuits, I started my PR and Marketing firm, Light of Gold PR. Luckily my desire for this change happened just around the same time the Technology Market started to change. When I started my firm, I thought I had to choose between PR (and everything that goes with it!) and Technology. Over the past year or 2, I realized that I didn't have to choose. Instead I found a way for PR and some parts of my Technology background to peacefully co-exist. Not only that, I had to re-invent my whole corporate identity, how I created partnerships, how I viewed networking, and look at doing business in other cities and in other countries.

People reinvent themselves for different reasons. Perhaps your priorities have changed or you're no longer satisfied with the field you've worked in for years. For entrepreneurs, because of changes in our global economy and the technology revolution has caused an evolution in how you do business.

Look at Texas Instruments, for instance. According to Damon Darlin in a New York Times Article (July 9, 2006) a company that

many investors had written off re-invented themselves by “abandoning ill-fitting product lines, focusing more on its core integrated circuits business and linking up with large, but underestimated companies to champion new uses for its chips.”

Texas Instruments partnered with Nokia to use their digital signal processor for Nokia’s cell phones, and with Samsung to use their digital light processor for Samsung’s high definition televisions. David Carey, chief executive officer of Portelligent calls this “focused diversity” an Austin , Texas firm that analyzes consumer electronic components. “Pretty much one basket, but a lot of different eggs.”

Here are 5 tips to help in your own re-invention:

Re-invent competition - Compete with yourself first and foremost. Try to stretch, grow, and learn as much as you can. Sometimes we compete against our former selves. And remember that your competition may not always be your “competitor”. I don’t know how many times I’ve told my students in my PR and Marketing Workshops, clients, and colleagues that who you perceive as your competition may not always be your "competitor". You can partner and work on projects and even get referral business from your “competitor” in your industry.

Re-Invent partnerships and strategic alliances - I’ve partnered with companies in the same industry and have received referrals from them when they get too busy. I’ve hired them when I got overloaded. I’ve been a subcontractor of a “competitor” and I’ve

subbed out work myself to a competitor.

Re-Invent what are assets and currency -

Sometimes intangibles such as intellectual capital, resources, colleagues, employees, and partners can't be assessed monetarily. You can't put a price tag on a good database that has people with wonderful talents, resources, and abilities AND a great knowledge base. This creates an invaluable team for you.

Re-invent your own attitudes about work -

In today's busy world, it's no longer about just working 9 – 5 and believe it or not if you are working on a job, you can still create business partners within your own company and globally in different departments and in other organizations by networking.

Re-Invent networking by creating global relationships that cross industries and cultures.

All you need is a PC, a cell phone, and an Internet connection. And the world has just opened up to you. I learned this when I participated in the Crossing Bridges Women's Conference in Nuremberg , Germany . I consulted with the planning committee on this conference for a year. All via e-mail and monthly conference calls, which culminated in me actually teaching a PR workshop in Germany . As a result of technology, the world has gotten smaller and the opportunities have increased. To re-invent yourself, you just have to challenge your own view of how YOU do business, go about accomplishing your goals, or network.

Remember the reinvention really starts with you.

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