

80 Tips for Thriving in a Tough Economy

Celebrating 80 years of New York Women in Communications with this 80 tips guide

These tips for thriving in a tough economy were compiled from ideas sent in over the past year by members of New York Women in Communications at all levels of experience.

These tips cover:

- Relieving stress
- Saving money in your life
- Saving money in your job
- Thriving in your job
- Networking
- Managing your workload
- Developing freelance work
- Self-promotion
- Job search resources
- Switching careers
- Going back to school
- Tips for students

Michele Hush,

independent business writer:

1. See anywired.com for great tips for online freelancers.
2. Current clients need extra attention during recessions because other people try to steal them away, so resist the urge to focus too much on new business and pamper the people you already know.
3. For more facts, ideas and information

about marketing in recessions, download the free PDF of my book, *Making Lemonade*, at whengivenlemons.com.

Kristen Dolle, Pink Brick House Media:

4. Go out and have a blast with your friends whenever you can. This city is magical. Remember that.

Anonymous:

Proven money-saving tips for me so far are:

5. Doing my own manicure, saving an estimated \$1,000 per year.
6. Letting my hair grow, saving a few hundred dollars per year on hairstylists.
7. Going to the gym instead of shopping, saving thousands per year on clothes I really don't need.
8. Checking my car tires on a regular basis and inflating them as needed.
9. Walking instead of driving.
10. Stacking up on high-priced items, like name-brand coffee, on sale.

Trinity Rose, personal stylist/wellness consultant, Illume:

11. Shop in your closet: Pull out the pieces you have rarely or have not worn recently.
12. Take them to your tailor for some revamping or resizing. Perhaps you could have a lacy slip sewn underneath one of your simple dresses, giving it an added layer and fresh new look. Often times a little TLC from your local tailor can go a long way in rejuvenating the pieces that have been hiding away in the back of your closet.

Catherine Carlozzi, business writer:

13. Unemployed or underemployed? Find a not-for-profit organization closely aligned with your interests – personal or professional – and volunteer your expertise. You'll be doing something that is both good and productive while adding to your network, skill base, experience and credentials. It's a win-win and a morale booster. And who knows where it may lead?

Julie Livingston:

14. Networking is power! If you are feeling in flux, reach out to New York Women in Communications colleagues: new ones as well as tried and true, to rekindle relationships, explore new opportunities or just talk about current communications issues.

15. Stay active in the field by reading books, attending seminars and researching social media. The field is constantly changing and keeping on top of new developments will give you valuable skills. Try to apply social media in your work or volunteer assignments.

Renee Wilson, managing director, MS&L PR:

As a working mom who does "the juggle":

16. When you are on your way to the office, you should focus on your work, plan out your day and think through strategies to make your day productive.

17. However, when you leave the office, focus thoughts on your family, think about nice things to share with your children and read something for "you." It's the best way to integrate your two worlds.

Gail Griffin, GM,

Barrons.com & SmartMoney.com:

18. Expand your skills by taking a class completely outside your "comfort zone."

19. Do volunteer work in your town or neighborhood, or both. This both helps expand your horizons beyond the media industry and puts you in touch with a totally new set of contacts who can lead to new opportunities.

Stephanie Mattera,

public relations consultant:

20. Volunteerism serves an important role in society. And in a down economy, volunteering is the perfect opportunity to network, give back, use your skill sets, cultivate new skills, and feel good about yourself.

Patty Tobin, president/consultant, Tobin Communications:

21. Sunday afternoon jazz at the Blue Note, sitting at the bar (no cover).
22. Networking and fun through participating in alumnae events.
23. Rubin Museum, Friday nights.

Abby Ray, communications associate, Rainforest Alliance:

24. Brew your own coffee.
25. Purify your own water.
26. Buy reusable mugs and eco-friendly water bottles; it'll save money and the environment! It makes you feel good to know you're not contributing waste to the landfill each time you enjoy your morning cup, and eliminating those little purchases each day really adds up to significant savings!

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Kerry Snow, associate, CNC – Communications & Network Consulting:

27. Picture yourself with many new clothes but no job or parties to wear them to. This helps curb shopping desires.

28. Make your work go noticed. The CC function for emailing important docs can help. If it's not seen, it can't be appreciated.

29. Think outside of work. Be inspired by news, events and ideas around you and pass them along, weekend or not. Why limit your thinking to 40+ hours in the office?

Natasha Johnson, guidance counselor, Northwest MS Community College:

30. No matter how stressful things get, and we all encounter moments of stress, I put everything into perspective. I have so many blessings that I just cannot complain. I remind myself that what I focus on is what will take precedence in my life. I can choose to focus on my problems, or better, I can focus on my purpose.

Amy Hendel, CEO, HealthGal.com:

31. It's time to start brown-bagging to work.

32. Make a "brown bag club" so you can even potluck healthy meals and share the recipes.

33. Then use part of the hour for a "chat and power walk." You'll save money on food and the gym, while de-stressing with social chatter.

Danielle Lewis, student member:

34. Invent something that will be beneficial to others and something that people will need for everyday use.

Elaine Bennett, principal, Bennett Ink, LLC:

35. Don't rely on a single stream

of income! Develop and nurture your entrepreneurial side by cultivating additional income streams.

36. Network marketing is one great way to develop passive income – while also boosting skills (like networking and self-esteem) that help advance careers in the corporate world.

Miriam Tuliao, assistant director, Central Collection Development, New York Public Library:

Visit the public library for all your

37. informational,

38. recreational or

39. educational needs. With a library card, you can borrow books, audiobooks, e-books, DVDs, e-videos, music and magazines for FREE.

40. Libraries provide computers to access the Web and specialized databases. Many locations are WiFi-enabled. Libraries offer everything from chick lit to Proust, Bollywood movies to Broadway soundtracks, job information to concerts and technology training, exhibits, lectures and more for free.

Tammy Peters,

director of communications, Mandarin Oriental, New York:

41. When the going gets tough, focus on the positives and force yourself to come up with 10 things you're grateful for. If you and your loved ones are healthy, you've got the most essential thing you need to achieve anything. Work from there on more positives.

42. If you're employed, be grateful.

43. Unemployed? Make the most of this free time by spending it with family and friends, giving back to the community, taking time for yourself to recharge and reassess. It sounds cliched, but there is power in a positive attitude.

Kathryn Kempf,

senior vice president, Healthcare Division, Rosica Public Relations:

44. Smile often and breathe deeply... You'll be amazed at what happens!

Kendra Bracken-Ferguson,

director, digital media corporate communications, Polo Ralph Lauren:

45. Always be open to new things, new ideas, new people and new places. Carpe diem! "Life is what happens while you are busy making plans." John Lennon

46. In work, remember to always listen, communicate and learn how to "manage up," as this will go a long way in upward movement.

47. Never be afraid to ask for help, or share your ideas.

48. Most importantly, respect yourself and those around you.

49. Relationships are the most important currency we have. Always remember to smile and to love and cherish your family and friends.

Pamela Poe, Ph.D., assistant professor of communication, Manhattan College:

50. Be flexible – especially in this economy! If you're asked to learn/do/create something unusual for you, find out who can help you, train you or provide good models of how this work is usually done. We're all told it's likely we'll have 5-7 careers during the course of our business life, so it's a great idea to prep other aspects of the communication field you might like to explore in the future as well.

Cathleen O'Connor, CSMC

(Certified Stress Management Consultant), self-employed:

51. Remember that events such as the one we are in now as a nation are

temporary. Each day is a gem waiting to be discovered. Whatever your situation, it is within your choice and power to start each day with an attitude of gratitude. Expressing gratitude immediately opens and expands the heart and reminds us of all the blessings we have instead of what it is we are fearful of losing.

Victoria Moran,

author, speaker, life coach:

52. Bail somebody out. In other words, name one or two independent businesses and commit to supporting them through this downturn. It might mean dinner at the little Middle Eastern place one night a week, or buying every gift this year from a particular private shop. This way you're helping someone else and empowering yourself.

Jennifer Choi, blogger:

53. Blog promotion: To reach my target audience (parents of special-needs children), I joined parent-support Yahoo groups (cumulative membership: 20,000+). I participate just like any other member but when I have an important post, I advertise it to them.

54. Also effective is holding contests where readers win by giving advice to others. I also post comments in a premium space in my blog. Thus, finding ways to give the spotlight to readers actually increases readership.

Kaitlynn Blyth,

recent St. Joseph's College (NY) graduate, Pace University student:

55. Make time for yourself! It's hard in this economy because there are so many other things you believe must come first before you can accomplish this. Your self-worth, happiness, etc.

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is what generates your ambition to do everything else.

56. On your to-do list, put “Me Time!” at #1. You deserve it! Putting yourself in a mindframe that you enjoy will recharge you and allow you time to refocus and succeed.

Alyssa Eileen Lanz:

57. Life is far too short to spend it seeking the approval and acceptance of others. Live for you. Live for your dreams. Live for what makes you feel alive, and you will never fall off track.

58. Studying, interning and volunteering abroad are perhaps the greatest gifts you can give to your future. Get your hands dirty, step outside the box, rub elbows with people of different cultures, religions and languages. The third world is quite possibly the greatest teacher of life lessons, and you will without a doubt find yourself and passions within the process.

59. The above is featured in the book *The New Global Student: Skip the SAT, Save Thousands on Tuition, and Get a Truly International Education* by Maya Frost.

Zanade Mann, owner,
Online and Off Marketing and PR:

60. Just do it! Stop contemplating and start implementing!

Lori L. Rhodes, author,
relationship expert, public speaker:

61. Focus on the positive of our lives. There is much more to look forward to than trying to change what’s been done. You are an amazing woman, always remember that; attract the greatness that you deserve!

Cynthia Patson Puleo,
associate editor, *LEADERS* magazine:

62. For those fortunate enough to

have jobs right now, the ability to make ourselves indispensable is key. Show your employer that you are grateful to be considered a valued player in your company and prove your worth.

63. Utilize this time to gather all the experience you can in your chosen field and take every opportunity to learn by getting involved. It will absolutely pay off in the long run.

Caroline Cardwell,
communications &
public relations manager, UMFS:

64. Check out www.newsu.org for online courses that you can access for little to no cost. Many courses can be pursued at your convenience. NewsUTech offers software tutorials at reasonable rates. It’s an inexpensive and efficient way to develop your professional skills!

65. Sign up for You’ve Got Supper at www.youvegotsupper.com, and each Thursday morning you’ll get new recipes emailed directly to you. You can also visit the website for a full listing of recipes by category. Recipes are delicious, easy, healthy, and inexpensive. Tips for sides and substitutions are often included. The format allows you to print a marketing list, and the timing is great for weekend entertaining plans!

Kayla G. Lopez,
student/freelance market researcher:

66. First impressions are always key. Dress appropriately and do not stress if you cannot afford a specific suit, go to a nonprofit like Dress For Success – and get your ego out of the way.

67. Build your web presence by using a blog to create content and link your other “net presence” together such as LinkedIn, Twitter and Facebook – relieve stress by getting help and connect your web presence to save time!

Anonymous,
freelance PR/marketing consultant
and writer:

68. Focus on value. In professional or personal relationships, ask “what can I offer this person?” Personally, focus on what gives the most bang for the buck.

For me it’s

69. dental floss,

70. exercise,

71. persistence,

72. museums, and

73. free ways to feed my soul
and keep my spirits up.

Jessica Rovello, president, Arkadium:

74. In these tough times there is no such thing as time management; there is only priority management. The best way to determine what tasks should take the lead is to analyze, prioritize and schedule your day.

75. Don’t forget about simple things like returning phone calls, email, unplanned emergencies and chatting with colleagues. Being a top priority manager in tough times and at all times requires you to prioritize and go with the flow.

Gloria Buono Daly,
marketing consultant,
GBD Creative Marketing:

76. Incorporate more online advertising and email communications in place of traditional print advertising and direct mail. Depending on the amount of advertising and direct to consumer promotions you rely on, the savings can be in the thousands and more.

Kira Citron, writer:

77. Before choosing an event to attend, ask yourself why you’re going.

78. When you meet people, tie your pitch to your purpose confidently and

clearly to evoke “tell me more” rather than “what do you do, exactly?” And ask others what they do and what they want to do. Chances are the conversation will open up and you may be able to help one another more than you thought possible.

Iris Bell, freelance graphic designer:

79. Create a city tour for yourself and your friends and/or clients. Pick a part of the city you haven’t visited in a while. Google for new shops, gardens or whatever your area of interest. Map out a walking tour and have fun.

80. Invite a client to lunch. Even if it’s one of the cheapest places in town it’s worth sharing is if it’s something good and unique, which they don’t know about. There are always experimental, fun places opening in the East Village and on the Upper West Side. ■

**New York
Women in Communications**

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