

# women2women



OFFICIAL NEWSLETTER OF GAUTENG WOMEN IN INSURANCE ■ VOLUME 7 ■ FEBRUARY 2015

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*A woman is like a tea bag - you can't tell how strong she is until you put her in hot water.*

- Eleanor Roosevelt



## Unleashing the social guru in you

**K**elly Moser, Social Media Strategist and Blogger at Disability Insurance Services (DIS) recently wrote an [article](#) titled, 'Does your LinkedIn profile need a makeover? If so, these tips could help you', in which she outlines the necessary

steps to up your social media presence.

"Social media optimisation is vital for almost every company and the financial industry needs more social media advocates. As a social media strategist, I have played a pivotal role

in helping DIS develop and grow its social media platforms into the blossoming, attention-grabbing media sources they are today," she said.

"Last year we sent out a survey to determine the social media marketing needs of our agents and followers. The results revealed that a whopping 82% of our survey respondents said they wanted to learn more about LinkedIn, so let's start from the beginning," continued Mosser.

### Creating a presence

LinkedIn is the most effective business-oriented social networking platform. Along with creating an online professional identity, LinkedIn allows you to find business opportunities, prospect new clients, connect with colleagues, spy on your competitors (just kidding...kind of), interact on discussion boards and easily find daily news, industry articles and business tips. But before you can really take advantage of what LinkedIn has to offer business professionals, you have to start with the basics.

First things first, you need to create your profile. Assuming that most of

you already have a profile, below are a few tips to help you enhance it. You do not want to have just any profile; you want an attractive, detailed, come-look-at-me-now profile. Your profile is the first thing any prospective client or connection will see, and first impressions matter just as much online as they do in person. You want to showcase your best attributes, your experience and what you have to offer.

### Step 1: Turn off your activity broadcast (for now).

Before you do anything, Moser recommends turning off your activity broadcast so you can "quietly" update and make changes to your profile without all of your connections knowing. Usually, when you update your profile, whether it be your picture, background information, etc., your actions are listed on your connections' home feeds. If you're sprucing up your profile, you don't want to flood your connections' feeds with every little change you're making, and, if you're just now updating your old details that you should have changed years ago, you don't want them to think you've

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only recently come into your job. It can be embarrassing to have people congratulate you on your “new role” if you’ve had the position for several years.

Once your profile is up and running, you’ll want to turn this notification back on. That way, if you do have an important update (new job, new certification, anniversary, etc.), you’re connections will know.

## Step 2: Add a picture.

Use a high-resolution, recent picture of yourself. Do not use a picture from 20 years ago, a picture with other people or a picture of your pet. And whatever you do, DO NOT leave the picture spot blank. For more specific tips, [click here](#).

## Step 3: Add a summary.

Moser highly recommends that you read this [Forbes article](#) as it’s the best explanation on what you should include and why.

## Step 4: Add your experience.

Don’t just list your position and how long you’ve had it. This is where you can tell prospective clients what you’re capable of providing them. Don’t be afraid to be detailed. Determine what your



clients are looking for and then optimise your profile according to their needs. List your services and your accomplishments. If possible, add media as well. If you’ve written an article for any publications or created a video, be sure to add it. Extra flare never hurts.

## Step 5: Add certifications.

As financial advisers and insurance professionals, these distinctions matter and they add credibility to potential clients. Don’t forget them!

## Step 6: Add skills.

You can add as many as you would like, but make sure you actually have those skills, and that they’re relevant to your position. You don’t want a client to see that you’ve put “Life Insurance for Diabetics” as a skill, only to have you scrambling for answers during your first meeting. You would look very bad to that (now lost) client. On that note, the same goes for Languages. If

you don’t know any more Spanish than what you took in high school, don’t put it on your profile as a second language. If you aren’t fluent, but you are conversational, write those specifics. If you’ve exaggerated on your profile, it won’t bode well for you if your client’s native tongue is in something you’ve claimed to be fluent in.

## Step 7: Add education.

Be specific about your major and where and when you went to school. If you were involved in any societies or clubs, list those, too. Your education doesn’t go unnoticed, and it will help you turn up in search results in comparison to profiles without education.

## Step 8: Add “Advice for Contacting” information.

Don’t be afraid to add your work email or number in this area. Some clients will probably want to contact you via email or phone, rather than through LinkedIn messaging.

You might be checking LinkedIn every day, but some clients will not. They’ll want advice for contacting you elsewhere.

Although these actions are the first you should take when you’re just starting to use LinkedIn, there are several more that will really make your profile shine. Here are a few more steps for those of you media wizards looking to get ahead of the game.

## Bonus Step 1: Customise your URL.

Your default profile URL will have lots of random numbers and letters. However, you can create a customised URL that shows your name. Example: [www.linkedin.com/in/kellymoser](#). By creating a customised URL, you’ll enhance your personal branding, especially if you have a customised URL on your Facebook, Twitter, Google +, etc.

To do this, go to Settings (located under your tiny picture in the top right corner) > Privacy and Settings (click manage) > Edit Your Public Profile > Your Public Profile URL.

## Bonus Step 2: Add EVERYTHING you do or have done.

Adding your volunteer work, certifications, publications, classes you’ve taken and causes you care about will make your profile stand out against your competitors.

Why? Well if Mr. Smith is looking for a financial adviser and he stumbles upon two highly qualified people, he will likely choose the adviser who stands out the most.

One adviser might only list his work history, while the other might list his work history, plus the fact that he’s involved with an animal rights group, volunteers at his church and is a member of a local running club. These added details humanise a person, thus making him more approachable.

## Bonus Step 3: Recommendations.

Don’t be afraid to write your colleagues recommendations. It’ll show that you’re supportive and that you care about the success of others. It’s more likely that you’ll receive recommendations in return, which will add to your credibility. It’s one thing to talk about your accomplishments, but it’s even better when someone does it for you.

Also, don’t shy away from asking existing clients to leave you a recommendation. If you’ve really catered to their needs, they’ll be more than happy to spend two minutes telling others about your dedication and help.

With the above you can be on your way to becoming a social media marketing guru! ●

# An inspirational start to the new year: **Live life, love yourself**

An unknown author once said, "Life is too short to be anything but happy, love deeply, forgive quickly, take chances, give everything with no regrets, forget the past with exception of what you have learned and remember everything happens for a reason."

The start of the new year is a good time to reflect on the year past and to make a new beginning, whether in your career, your relationships or your health. Given the right inspirational quote about life, you can re-inspire yourself in a flash.

## All good things in life are free

In celebration of living every moment, laughing every day and loving beyond words the ladies from Gauteng Women in Insurance (GWII) gathered for an event which enabled attendees to chat to a life coach, a dietician and two personal trainers as well as an opportunity to sign up for the Organ Donor fund at the JLT office in Bryanston on 12 February.

The first GWII function of the year was a hit as JLT sponsored and

opened their doors for us and we had a spectacular roof top area to host the event. The event was also co-sponsored by Transition Risk Solutions.

Themed "Live Life, Love Yourself" the night was but a reminder of the good things in life as the ladies nibbled on scrumptious canapés and while socialising. Walter Cronje from JLT mixed martinis which were sold to collect additional funds for the Asha Trust. The ladies were privileged to be waited upon by the JLT executives. To end the night on a sweet note, delicious cupcakes were served, topped off with decadent chocolate sponsored by Insure Group.

## A healthy mind, body & spirit

The special speakers who made themselves available included:

• **Heather Church**, a dynamic and Professional Executive and Performance Coach who is certified by the Coaching Academy and is an internationally accredited trainer of Neuro Linguistic Programming (NLP) with INLPTA. As well as being passionate about NLP, Heather

is accredited and highly skilled in the Enneagram Personality Profile and has seen significant change in people's lives as they develop self-awareness.

• **Olga Rossouw**, a Dietician who has a Bachelor of Science degree in Dietetics from the University of Pretoria and followed that with a Post Graduate Diploma in Hospital Dietetics. She has a driving force to help people change their lifestyles as well as their eating habits so as to achieve optimum health. She has written many articles for various magazines and newspapers and has appeared in TV documentaries covering various eating issues.

• **Bobo Tshabalala**, a Personal Trainer, works for Virgin Active and specialises in developing personal training programmes for people of all walks of life. Bobo's specialty is functional training, weight management, toning and shaping. Bobo aims to motivate and encourage people to reach their goals and improve their all-round health.

• **Matthew Gibb**, a Personal Trainer, who also works for Virgin Active





## An inspirational start to the new year: Live life, love yourself



specialises in developing programmes for cross fit and mobility, postural deviations and muscle imbalance, functional training as well as weight management, toning and shaping.

• **Marichen Mortimer**, an accredited coach, trainer in self-leadership development, facilitator, speaker, corporate wellness solution specialist and management consultant is the Managing Director of her own company, Marichen Mortimer & Associates (MM&A). She specialises in designing and delivering people development solutions and transformation programmes for organisations and individuals, often with consciousness applications as a basis.

### A helping hand

**ASHA Trust** was the nominated charity for the event. ASHA Trust recognises that in the poorest communities where children are most vulnerable, informal, home-based crèches play a crucial role in early childhood development. ASHA Trust is an ETDP SETA accredited training provider that develops and facilitates early childhood development training programmes for under-skilled practitioners and owners of home-based crèches.

The nominated charity – Asha Trust – will benefit with an additional R15,415.00. This donation was made possible by the attending GWII members, Insure Group, Auto & General and Walter Cronje's martinis.



### The simplicity of being an organ donor

The ladies were also presented with the opportunity to learn about becoming organ donors as representatives from the Organ Donor Fund of South Africa made themselves available. It is exciting to share that 20 ladies signed up to become organ donors.

The driving force behind the Organ Donor Fund is to educate the public about organ donation, to significantly increase the number of organs donated in South Africa, to increase awareness about organ donation among the medical and paramedical professions, to improve donor identification and organ procurement programmes and to ensure that South Africa remains a centre of excellence for organ transplantation.

Did you know that registering to be an organ donor is a straightforward, simple process and will only take a few minutes of your time?

YOU can SAVE SEVEN LIVES when you become an organ donor. Simply register with Organ Donor Foundation at <http://www.odf.org.za/> or call 0800 22 66 11.

### FAQs

- **Who can be an organ / tissue donor?**  
Any person, who is in good health, and is clear of defined chronic diseases that might adversely affect the recipient, will be considered as a possible donor.
- **Which organs can be transplanted?**  
Your heart, liver and pancreas can save three lives and your kidneys and lungs can help up to four people. You can save seven lives.
- **Which tissues can be transplanted?**  
You can help up to 50 people by donating your corneas, skin, bone and heart valves.
- **Is there any cost involved in signing up as an organ / tissue donor?**  
No, it costs nothing to sign up as an organ donor it is a free gift of life.

# An inspirational start to the new year: **Live life, love yourself**



## Prizes up for grabs

As always, at these GWII events there are always prizes for lucky winners. GWII Committee members Carla Jordan, Annelot Schrijver and Rianet Whitehead, did the lucky draw and the winners walked away with amazing prizes such bottles of Magnum champagne sponsored by Walter Cronje, a limited edition Nelson Mandela coin sponsored by Gem & Jewel, two mystery prizes sponsored by Centriq and Swarovski crystal earrings and a pendant kindly sponsored by Aquarius Underwriting Managers.

## A collaborative effort

GWII would like to thank JLT and Transition Risk Solutions (Pty) Ltd for their sponsorship and support.

A special thanks to the GWII members who once again opened their purses so generously to support the nominated charity. The theme to "Live Life and Love Yourself" can be extended to "Live Life, Love Yourself and Others" for this particular feat.

GWII is extremely proud of the level to which the association has grown reaching a number of 1,014 members and believes the events held provide an excellent opportunity for professionals who work in the insurance and financial services industry to network, exchange information and build on existing relationships.

The individual membership program has also continued to flourish and we thank our individual members for their support.

We have many surprises in store for the year and until then, see you next time!

***"My great hope is to laugh as much as I cry; to get my work done and try to love somebody and have the courage to accept the love in return."***

*— Maya Angelou*







# Elizabeth Taylor

ICONIC WOMAN FOCUS continued...  
*'The way you carry yourself'*



**A**s Rene Wade, Founder of The Feminine Woman said, “a genuine and high quality woman holds herself and thinks of herself highly regardless of what life circumstances may be present, and despite what other people may think.

A classy woman does not judge herself regardless of what mistakes she might make and knows that aiming for perfection is really failure because it is just a way to beat yourself up inside. Moreover, because of these attributes, a classy woman can handle all social situations and conversation with confidence.”

Let us look at another example of iconic woman who carried herself gracefully.

## Elizabeth Taylor

As an era that defined true glamour and class; there were four reigning queens of the screen who embodied Hollywood glamour and class: Elizabeth Taylor, Audrey Hepburn, Grace Kelly, and Marilyn Monroe. Taylor’s transcendent beauty, Hepburn’s phenomenal style, Kelly’s elegant and poised character, and Monroe’s tragic allure illuminated the screen and made them into the legendary stars we know them as today. Each of these

actresses were at their prime in the 1950s; during this time, these women’s most memorable films were produced, thus, launching them into full-fledged stardom.

## A brief background

Elizabeth Rosemond Taylor was considered one of the last, if not the last, major star to have come out of the old Hollywood studio system.

She was known internationally for her beauty, especially for her violet eyes, with which she captured audiences early on in her youth and kept the world hooked on

with since. Actress Elizabeth Taylor starred in films like *Cat on a Hot Tin Roof* and *Butterfield 8*, but was just as famous for her violet eyes and scandalous love life.

Taylor was born on February 27, 1932 in London, England. Although she was born an English subject, her parents, Sara Sothorn (née Sara Viola Warmbrodt) and Francis Lenn Taylor, were American art dealers from St. Louis, Missouri (her father had gone to London to set up a gallery).

Her mother had been an actress on the stage, but gave up that vocation when she married. Elizabeth lived in London until the age of seven, when the family left for the US when the clouds of war began brewing in Europe in 1939. They sailed without her father, who stayed behind to wrap up the loose ends of the art business.

The family relocated to Los Angeles, where Mrs. Taylor’s own family had moved. Mr. Taylor followed not long afterward. A family friend

noticed the strikingly beautiful little Elizabeth and suggested that she be taken for a screen test. Her test impressed executives at Universal Pictures enough to sign her to a contract.

Her first foray onto the screen was in *There’s One Born Every Minute* (1942), released when she was ten. Universal dropped her contract after that one film, but Elizabeth was soon picked up by MGM.

## Career as an actress

The first production she made with that studio was *Lassie Come Home* (1943), and on the strength of that one film, MGM signed her for a full year. Throughout the 1950s Elizabeth appeared in film after film with mostly good results winning Oscars and awards for multiple movies.

In 1959, Taylor converted to Judaism, and continued to identify herself as Jewish throughout her life, being active in Jewish causes.

In the 1990s, she also developed

a successful series of scents. In her later years, her acting career was relegated to the occasional tv-movie or TV guest appearance.

Elizabeth Taylor died on March 23, 2011 in Los Angeles, from congestive heart failure. Her final resting place is Forest Lawn Memorial Park, in Glendale, California.

### Spouses

- Larry Fortensky (6 October 1991 - 31 October 1996) (divorced)
- John Warner (4 December 1976 - 7 November 1982) (divorced)
- Richard Burton (10 October 1975- 1 August 1976) (divorced)
- Richard Burton (15 March 1964 - 26 June 1974) (divorced) (1 child)
- Eddie Fisher (12 May 1959- 6 March 1964) (divorced)
- Michael Todd (2 February 1957 - 22 March 1958) (his death) (1 child)
- Michael Wilding (21 February 1952- 30 January 1957) (divorced) (2 children)
- Conrad Hilton Jr. (6 May 1950- 1 February 1951) (divorced)

### Trade Mark

- Voluptuous figure
- Dark hair, violet eyes and pale skin
- Her multiple marriages and divorces, with only one marriage ending in widowhood
- Her love affair with beautiful jewellery

### Trivia

She was ranked number 72 in Empire (UK) magazine's "The Top 100 Movie Stars of All Time" list in October 1997. She appeared solo on the cover of PEOPLE magazine 14 times, second only to Princess Diana (as of 1996).

Her perfumes have been Passion (1987), White Diamonds (1991), Diamonds and Rubies, Diamonds and Emeralds, Diamonds and Sapphires and Black Pearls (1995). Along with Julie Andrews, she was made a Dame by Queen Elizabeth II on New Year's Eve, 1999. She was chosen by Empire magazine as one of the 100 Sexiest Stars in film history (#16).

She was voted the 11th Greatest Movie Star of all time by Entertainment Weekly. She ranked number 7 in the American Film Institute list of the 50 'Greatest American Screen Legends', the top 25 male and top 25 female.

### Personal Quotes

*"If not to make the world better, what is money for?"*

*"Success is a great deodorant. It takes away all your past smells."*

*"I believe in mind over matter and doing anything you set your mind on."*

*"The ups and downs, the problems and stress, along with all the happiness, have given me optimism and hope because I am living proof of survival."*



### A true star

Elizabeth defined stardom, that template that has been used ever since, making her personal life as important as what she did on the screen. She had this very compelling off-screen life that the public followed just as much as all of her movie roles.

She lived a life according to her own whims and her own desires from her men, and her furs, to her jewellery. She lived larger than life, and the public followed that. Today, stars seem to try to do that simply so that they can get their names in the headlines and the front pages of the newspapers

and magazines. Elizabeth Taylor was very spontaneous and the public saw that.

Taylor saw acting as a means to an end. Acting wasn't her great passion. She enjoyed the perks that came out of acting, but she wasn't someone who kind of said, 'Oh, I want my next big role, I want to sink my teeth into this!' This was somebody who did her work because she enjoyed the work, not so much the craft itself."

Elizabeth Taylor was a starlet, an activist, and the paradigm of Hollywood glamour since her first very successful movie as an adult, A Place in the Sun. Her success transition from a child actress to a celebrated star of the silver screen, as well as her stunning beauty, made her an instant trendsetter and fashion icon.

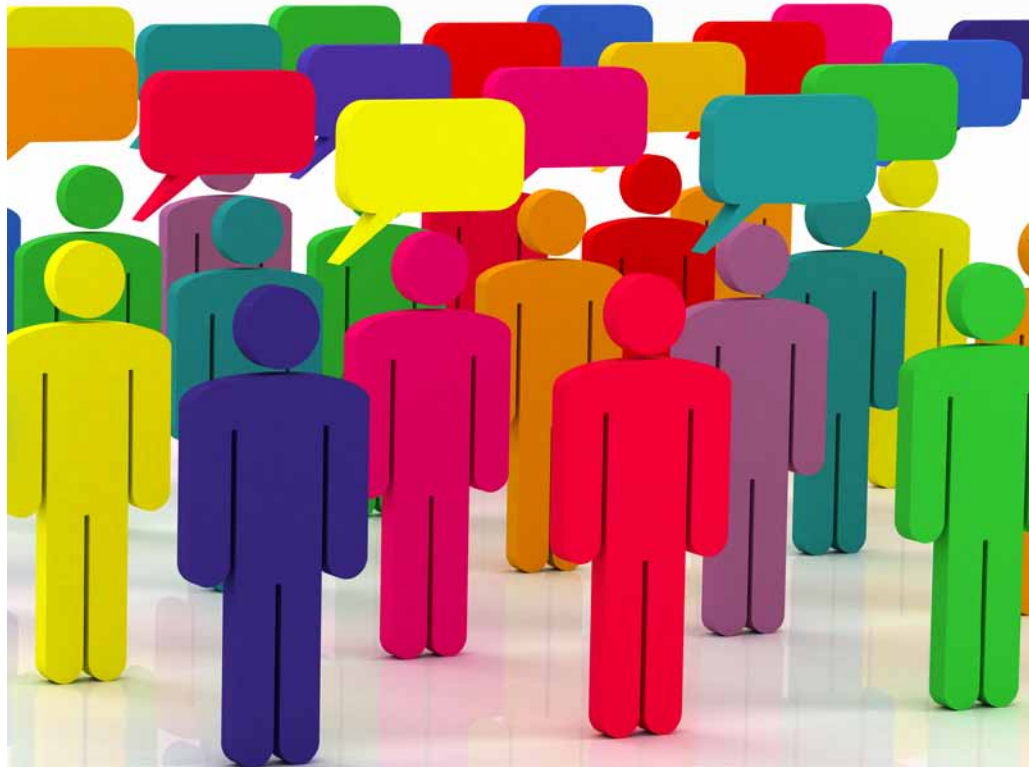
Her on-screen beauty, self-confidence and mystery enchanted the world, and her serenity and poise piqued the media's attention. Of this attention, she remarked with typical humour and grace.

### Sources:

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# Networking do's and don'ts

Seven networking mistakes you should avoid.



In an [article](#) by Louise Garver, an award-winning, certified resume writer and executive career coach, she points out the 7 networking mistakes that people should avoid.

She mentions that there is little room for error when it comes to networking. Competition is higher at the executive level than most as there are fewer jobs at the top. Let us look at some of the most common networking mistakes and hear what some of the experts have to say.

## 1 Unrealistic expectations:

Expecting too much too quickly will set you up for failure. Build a relationship with your contacts first. Jeff Haden, author of “Top 5 Most Common Networking Mistakes” says, “it is important to not ask for what we want from networking contacts right away. We’ve got to give before we get.”

## 2 Unprofessional social networks:

LinkedIn, Facebook and Twitter are the premier social networks where your contacts look you up.

Candidates must maintain a professional image online. Networking and communications technology expert David Strom’s advice: “spend more time improving your LinkedIn profile and developing your network.”

## 3 Lack of patience:

This is one of the biggest networking challenges. One of the tactics that marks peoples’ success in business is getting to the point and making the sale. However, in networking, you need to build up to the pitch or sale. Develop the

relationship first and find commonalities to stay connected.

## 4 Neglecting in-person contacts:

Today’s technology makes it easy to network online and abandon meeting people face-to-face. Strom says, “there is no substitute for getting out there and introducing yourself to people.” Schedule several meetings a month (meet-ups, association meetings, professional get-togethers, etc.) to meet people and introduce yourself to new contacts.

## 5 Not focused enough:

If you do not know what you want, how do you expect your network to know how to help you? Chief Executive, Scott Melland of Dice Holdings, shares an experience with an executive who was too vague. “A very experienced Product Executive told me during a single lunch that he wanted to start a company, go back to school, and serve on a board. How on earth could I ever help that person? My takeaway was that he did not know what he wanted to do. Be specific and try not to deluge your contacts with too many unrelated things you want to accomplish.”

## 6 Ignoring follow up:

It’s up to you, to follow through with your networking contacts. For example, after you have connected on LinkedIn, what’s next? Continue to nurture the relationships with a reason to connect and/or valuable information that would be useful to your contact(s).

## 7 Forgetting to be grateful:

Not sending a thank you to a contact can create a negative impression. People like to be acknowledged, and it is common courtesy to thank those that have helped you in your network. Showing your appreciation to others will help you maintain a professional image.