

Texts, emails or internet inquiries, no matter how well they are written, they will never be a substitute for a conversation in person. Hamlyn suggests the following solutions to strike a smart balance between digital and face-to-face communication.

- Regulate emotions before sending material in print to anyone. Once you hit send, the message is difficult to retrieve.
- Ask an objective third party to read sensitive written communication to be sure intention and message align.
- Integrate face-to-face communication into business dealings regularly.
- Other than a font change, most text, email and web communication looks similar upon receipt. Individuals must find new ways to differentiate themselves from the volume of correspondence that fills inboxes.
- Send hand-written notes periodically to break up the monotony of typed words on a computer or phone screen.
- Spell check, every time.
- Follow up and follow through.

HAMLYN
SENIOR MARKETING

HamlynMarketing.com

25 Chestnut Street, Haddonfield, NJ 08033
Phone: (856) 857-0800 • Fax: (856) 857-0808



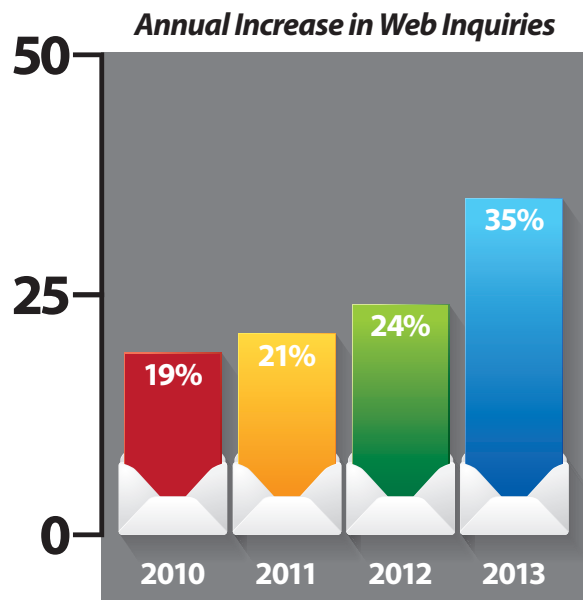
2014 Senior Living Sales & Marketing Forecast

Sustaining Ideal Business Relationships Amidst a Culture of Digital Dialogue

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At the heart of every interaction lies communication. A look, a stance, gestures or words—no matter how they are delivered—convey a message. Independently or together, they create conditions for relationships to flourish or deteriorate.

Decades ago, the best way to establish contact personally and in business was to place a phone call or visit face to face. Nowadays, text, email and internet communication is commonly used to make introductions, say hello, solicit sales, make deals and close them, too. Without a doubt, digital communication is here to stay. As a result, it is essential to understand its benefits and manage its hazards.



Web inquiries are on the rise. The steady increase makes a case for using managing digital communication carefully and creatively.

There are exceptional benefits to text, email and internet communication:

- Speed and convenience
- Documented paper trail of accountability
- Wide reach to multiple people at one time
- Easy communication across time zones
- Reduced paper (which saves trees)
- Contact without interruption
- Shield during necessary communication with difficult or confrontational personalities

There are hazards, too:

- Misinterpretation due to absence of inflection, facial signals and subtle body language
- Anxiety if lag time between message delivery and response is perceived by sender or receiver as too great
- Reduced skill with conversation etiquette
- Less impact and/or intimacy than a face-to-face exchange
- Veil of invisibility that provides a false sense of distance or safety when delivering thoughts too uncomfortable to share face to face
- Indisputable record of who said what
- Perceived safe haven for communication cowards/bullies
- Spelling errors, which can compromise credibility and a sense of professionalism
- Perception of carelessness or stupidity
- Bastardized spelling and writing skills
- Miscommunication because of autocorrect settings on text
- Omitting important details that don't make the leap from writer's mind to written message