



**Thoughts On
Communication
From 7 Top
Business
Professionals**

Table of Content

Brian Boyd.....	3
Christine Taylor.....	4
Dave McLaughlin	4
Charlie Rose	3
Tomasz Alemany	3
Declan Wilson	4
Craig Contreras	5

Regardless of your industry or profession, nothing changes the fact that efficient communication can be the difference between success and failure.

Go back in time 25+ years and you didn't have many options for communicating with colleagues, clients, and prospects. Instead, almost everything was done via phone and face-to-face meetings.

Fortunately, thanks to many technological advances, business professionals have more options today than ever before.

In addition to email, which has changed business communication forever, a growing number of companies are turning some (or all) of their attention to instant messaging.

We interviewed seven top business professionals, spanning a variety of industries, to get a better idea of how they like to communicate, what they think about instant messaging, and much more.

Brian Boyd

Founder – Remarkable
Marketing Concepts

As a relatively new marketing agency, I quickly came to realize that communication was key to success. This is particularly true for my team, being that we are located all over the world.

Unbelievably enough, thanks to quite a bit of referral work, we don't even have a live website right now. While this means less email – as our name isn't really out there yet – it doesn't mean that communication is any less important. Fortunately, through the use of instant messaging and daily stand up calls, I am able to stay in

touch with every member of my team. Without today's technology, we wouldn't be achieving nearly as much early success.

Christine Taylor

Co-Founder – Coffee
by Chris

It's difficult to run a content based business, all with the idea of launching a product in 2018, without being in constant communication with coworkers, clients, and suppliers.

Instant messaging is our number one communication tool. Not only does this allow everyone to efficiently coordinate their schedules and responsibilities, but it does wonders in regards to sharing information in a safe and secure manner.

Dave McLaughlin

Owner – Ameri-Care
Lawn Care

In the early days of my business – dating back to the 90's – communication was all about getting on the phone. As the years went by, we moved more to email and now text messaging,

In late 2017, my marketing guy suggested giving instant messaging a try, as we were finding it difficult to connect in real time. This changed the way we

communicate as a team, with everyone now having the ability to get in touch and stay in touch based on their busy schedule.

Some people don't realize that a lawn care company needs highly productive communication tools. However, with a crew of 10+, this is an absolute must.

Charlie Rose

Founder – SEO
Mechanic

As a technical guy myself, I am always looking for the next big thing in communication.

I have experience with almost every tool imaginable. When I find something that works, I stick with it. And when something fails me, I typically replace it with something else.

Communication is not only essential between myself and my team, but also my clients.

For internal communication, we use text messaging and instant messaging. For client communication, I prefer to get on the phone, with video chats becoming more and more common.

Tomasz Alemany

Top Whole Life

The insurance industry is fast paced, meaning that it's not always easy to stay in touch with clients, prospects, and coworkers.

This is why I've been using an instant messaging application at Top Whole Life

for the past few years. It's hard to imagine living without it now, as this has transformed the way I communicate with others – especially my team.

In the past, sharing information was a challenge. In most cases, I would use email. While this worked, it slowed me down and always had me worried about safety and security. Now, I can move faster and forget about security – I know that everything is taken care of for me.

Declan Wilson

Brick & Click Co

Communication has always been a strong point for me, and over the years I've tried just about everything in regards to the best way to stay in touch with my colleagues and customers.

Email remains the number one form of communication for me, but when it comes to internal discussions instant messaging is picking up a little bit of steam. This allows me to quickly and easily discuss projects with other people, which saves me hours on end every week.

I am always looking for new ways to improve my communication, but for now, email and instant messaging will probably remain at the top of my list.

Craig Contreras

Entrepreneur

As an entrepreneur, I jump from one project to the next. But that doesn't mean I don't have any communication needs. In fact, when compared to others, I probably communicate more often because of the size of my network.

When it comes to clients and prospects, I always prefer to jump on the phone or meet in person. This is particularly true when trying to close a sale or educate a prospect on our offerings.