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**Your IR is Essential to Your Market Position**

**By Kathleen Gage**

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Your IR is Essential to Your Market Position  
by Kathleen Gage

Often people look for the latest and greatest bells and whistles to market their company. Fact is, one of the most powerful marketing strategies is one that many folks overlook. Something that can make or break a person's reputation and their ability to gain and maintain strong position is their IR or the Integrity Reading. The IR determines their level of integrity. My definition of integrity is simple.

"Integrity is the ability to know we are doing the right thing in all situations. It is about accountability and responsibility. Accountability is when others can count on what we agree to and responsibility is the ability to respond. It has to do with following through on the agreements we make with others, even if following through is not the most convenient or comfortable thing to do. And if we can't follow through, having the willingness to be honest enough to let the other person know the reason why."

A quick read through in the newspaper will make one believe that for many people integrity, accountability and responsibility are viewed as foreign concepts. How many people make purchases on credit with no intention of paying the lender back in the agreed upon timeframe, or worse yet,

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having no intention whatsoever of paying any of the debt back?

This doesn't just apply to individuals, it also applies to companies who use the services of vendors and, through bad planning, overextend the company resources and write off the vendor's bill to bad debt.

What about the individual who agrees to be at a meeting place at a specific time and due to bad planning shows up late? Have you ever wondered how much money this can cost in lost production time? Figure a staff meeting where there are going to be 10 people in attendance and the meeting is 15 minutes late getting started — that could literally cost the company thousands of dollars in lost productivity over the period of a year.

Or how often are people trying to get something for nothing? Interestingly, these very people want to get paid for their services and yet, they are constantly looking for ways to get free services from others.

On the other hand, there are so many people who live with the utmost integrity and their life seems to work pretty well. They are people who can honestly look in the mirror and say, "I feel good about the decisions I have made and the actions I have taken."

What is your IR? Take this simple test. Do you follow through on agreements? Do you deliver more than expected in your transactions? Do you honor your creditors need to get paid on time? Does your reputation help you or hinder your position in the market?

Your integrity reading can be one of the most powerful marketing tools you can have. After all, word of mouth marketing is the greatest marketing strategy of all. What is the word around town about you?

### **Choose The Best Essential Oil Manufacturer To Get Quality Oils**

**By Bryan Josling**

When you go out in the market for purchasing skin or hair creams, you come across several brand names. However, before you take the creams on the name, you must know what part of the cream has been actually manufactured by the branded company. You will be shocked to know that certain companies only market the products. The manufacturer often remains in the dark.

In this article, we will talk about essential oil manufacturers, who often are not the ones in whose name the oil is sold. We will also discuss certain concerns associated with essential oil manufacturers.

Essential oil manufacturers are the ones who source the raw materials for the extraction of essential oils. The process of extraction of essential oils is often a complex one. The essence of the plant is taken out from its different parts, namely flower, stem, leaves, bark etc.

The manufacturers are the ones on whom the responsibility of ensuring quality rests the most. This is because they are the ones who deal with the plant growers. There has been widespread concern over

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the presence of pesticides and insecticides in the essential oil. Though the process of extraction of essential oils followed by the manufacturers ensures that impurities are eliminated, some amount of pesticides and insecticides do remain.

A method by which essential oil manufacturers can do away with even traces of the impurity is by sourcing organic material. Organically grown plants do not make use of any artificial fertilizer. Therefore, the quality of essential oil manufactured is naturally the best. Organically manufactured essential oils have also been found to be more effective.

If you are planning to purchase directly from the essential oils manufacturer then you can look forward to certain accreditations can also be helpful. The world over it is ECOCERT International, which is hailed as a mark of quality of essential oils. In the UK, certification by Soil Association is considered a mark of quality. If an essential oil manufacturer is a member of National Association of Holistic Aromatherapists, he is considered as offering quality aromatherapy products.

One advantage of buying essential oils and other aromatherapy products from branded and well-known companies is that they do the grading of essential oil manufacturers and their products by their own. They have extensive mechanisms by which to test the quality of essential oil manufactured. So when you are buying a hair cream from a renowned company, you are also buying faith.

Bryan Josling is working with the Horticultural Research Station in Adelaide. He has also been involved with research on Plants. To find Aromatherapy essential oils, Aromatherapy Massage Oils, essential oils wholesale visit



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