

# Word Up Too!

## I Know Who I Am, but Who Are You?

*Quick!* Here he comes. You've met before at another networking function and you know who he works for and what he does. But what is his name?! You draw a blank as he reaches to shake your hand.

What do you do? Emily Post advises you to just admit it rather than fake it. "What's your name again?" is a little too blunt, so try excusing your memory lapse with something like, "I remember our conversation at the last event, but your name has slipped my mind," or "I've just drawn a blank! I can't believe I've forgotten your name. I'm so sorry!"

How can you avoid this situation in the first place? No, don't hover around the buffet or bar. Try a few proven strategies: First, repeat the name as soon as you hear it, and visualize it written on paper. Second, try associating the name with a friend or relative who has the same name. Third, if the name is unique, ask the person to spell it for you. Master the name game and you'll be the envy of all your business contacts, whoever they are. ■



Like what you see? Have any suggestions?

Send your feedback to [info@210comm.net](mailto:info@210comm.net).

## 210's Bookshelf

*What did you read today?* Studies show that regular readers become better writers and communicators. But that doesn't mean reading has to be dry. Suzanne's pick for June is *The Life and Times of the Thunderbolt Kid*, by Bill Bryson. Bryson grew up in Des Moines in the '50s. While there is much to laugh about (e.g., pirate pants), the book also offers some poignant commentary on popular culture. *Rating:* Top shelf

### Scale:

*Top shelf:* must read

*Wait for the paperback:* worth a read, but not the hardcover price

*Donate:* perhaps someone else will enjoy it