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## The client list parents guide

November 1, 2001 2 min read This story appears in the November 2001 issue of Entrepreneurs Start-Ups magazine. Subscribe » Q: I recently opened a fitness center for women. Even though I've been open for two months, I have almost no members. Any ideas on how to find customers? NameheldHELDA: Marketing a new business is always a challenge—if you're lucky enough to be selling life jackets for people jumping off a sinking boat. One simple way to prouse the interest of potential customers is to offer introductory specials. Just to make it clear that these specialities are limited introductory offers, so you're not stuck with prices or packages that don't allow you to make a decent profit once you're away and running. Bargains always attract attention, so consider advertising your offer in the media to reach potential customers. Another thought: If there are professionals who might refer their patients or clients to you, think about how you could benefit from their practice and monitor relationships that they perceive as beneficial to them. The third tried and true technique is what we call a Walk in the Neighborhood. Select a destination building, street, area or type of facility to find women who could benefit from your services. Then simply walk from office to office, stand to stall, or store in the store, introducing yourself and leaving information. Repeat this procedure. On your third visit, those you meet will probably remember you. Paul and Sarah Edwards' latest book is a change of direction without losing the path. Send them your questions about running on [www.workingfromhome.com](http://www.workingfromhome.com) or email [entmag@entrepreneur.com](mailto:entmag@entrepreneur.com). Posted on October 23, 2020 Sara is in her first year of Junior High. Every day when Sara walks down the school hallway between her mid-morning classes, there is a group of girls who will tease, push her, or dump her books out of her arms. Every day, she wonders what she did to deserve their meanness. She doesn't even know these girls because they come from an elementary school other than her own. Every night he lies in bed crying as he thinks about meeting the girls in the hallway the next day. Jeremy used to be a good friend of Bill's until Bill started swearing at Jeremy. At first it started as what seemed to be Bill trying to get a laugh from the other boys on his football team. He made fun of Jeremy to laugh at the other guys. He continued with the behavior for weeks, but it got worse and Bill now calls Jeremy hurting names at their football practice every day. Jeremy's thinking about quit football because the situation is so bad. Renee was born with a birth defect. Her hand is damaged and she only has three fingers on one hand. He's in his first year of elementary school. There is a little boy in her class who makes fun of her arm and mimics her arm movements and shortened arm effect whenever they are together and the teacher is not looking. Renee cries at home after He says he doesn't want to go to school anymore. Her parents are confused as she has been begging to go to school for years. Now that she's old enough to be enrolled in elementary school, she doesn't want to go to school after just a month of school. Her parents have no idea what's causing her to be upset and doesn't want to go to school. These are just three examples of bullying. Bullying can vary widely in behavior and context. Parents need to know the difference between children being just children and bullying. Bullying Defined bullying involves repeated behavior that harms another child. For example, girls who constantly choose Sara in the hallway bully her by getting rid of her books, pushing her and shoving her every day. However, bullying is not always physical. In Jeremy's situation, for example, his teammate Bill bullies him by repeatedly calling him. StopBullying.gov is a website about bullying organized by the United States government. This website provides a clear definition of bullying as follows: Bullying is undesirable, aggressive behavior among school-age children that involves a real or understood power imbalance. The behavior repeats or has the potential to recur over time. Both children who are bullied and who bully others can have serious, persistent problems. For behaviour to be considered bullying, it must be aggressive and include [an imbalance of power and repetition]. Power imbalance: Children who bully use their power — such as physical strength, access to embarrassing information, or popularity — to control or harm others. The power imbalances can change over time and in different situations, even if they involve the same people. Repetition: Bullying behavior has happened more than once, or have the potential to happen more than once. Bullying includes actions such as threatening, spreading rumors, assaulting someone physically or verbally, and exotting someone from a group intentionally. Bullying is aggressive, moderate, and/or unwanted behavior that happens repeatedly to a child. Intervention Bullying, especially for children, requires immediate action. If your child suddenly decides that they no longer want to go to school or that they want to stop the activity, there should be a discussion. Sit down with your child and ask them what's going on in their lives. Have compassion, understanding, and care in your words and tone of voice so that your child can open up to you. You never know if they're victims of bullying unless they open up to you and share what's going on in their lives. Some children do not share immediately because they are embarrassed by bullying. Others don't tell their parents because they're afraid of a bully. They fear that if they say so, the tyrant's anger may get worse. This should also be a concern for parents. Every intervention must be effective in eliminating the threat of a tyrant. If reporting a situation worsens the bully's behavior, then Failed. Talk to school management Parents should talk to school management such as a teacher, counselor, or principal when a bullying situation occurs. If bullying happens at school, then staff should be informed so they can intervene. Most schools have policies and protocols in place to deal with bullies. Such things may involve separating students so that they no longer communicate. For example, with the situation of Renee, a boy who makes fun of her arm can be moved away from the school table they currently share. He would move to a separate side of the class so he couldn't easily communicate or make fun of Renee. Then, the counselor would talk to the boy about how his actions are painful and why he shouldn't be joking about anyone. The teacher and principal may have consequences to implement, such as removal from the classroom or suspension, which are clear to the student and his parents if he continues his behavior. In many cases, eliminating the opportunity for students to interact is the best way to stop bullying. If the rapist does not have the opportunity to communicate or communicate with the victim, their bullying behavior is stopped. That's why in many cases bullying parents have to involve school staff (if it's happening at school). Parents can't control where students sit in class. However, the school can change where students sit in the classroom. Parents should talk to the school about bullying to ensure that appropriate interventions are taken, including separating the bully from the victim. Parents Parents are advocates for their children. If parents don't stand up to protect their child, who will? When a child discovers a bullying situation, parents must take information seriously. Unfortunately, many parents of tyrants do not want to admit that their child is a tyrant. It can look and feel like they've failed as parents. When a child is bullied, that parent can reach out to the tyrant's parents for intervention, only to be put off. The tyrant's parent can claim that it is the other child's fault, or they can insist that their child is innocent. That is why intervention should take place in the school, if possible. Parents must defend the protection of their children, because bullying can leave mental and emotional scars. The sooner they can stop the bullying, the better. Bullying can have serious effects Victims of bullying can develop depression and anxiety. Continued bullying can affect the child mentally and emotionally for a long time. The Center for Suicide Prevention cites research showing that both bullies and their victims are at risk of suicide. In recent years, suicide has grown between teens and pre-teens. Bullying, including cyberbullying, is one of the leading causes of the rise in suicides among our young people. The serious - and sometimes deadly - effects of bullying should be all parents. If a child signs up to expose a bullying situation that affects either them or someone else, parents and adults must intervene. Schools are set up to deal with these situations, with policies and protocols in place. The consequences of bullying can be quite serious, which is why most schools have taken steps to introduce a bullying policy. Signs of bullying Not all children sign up to tell their parents they are being bullied. Parents should be aware of behavioral changes in their child, such as depression, anxiety, sadness, loss of interest in activities or school, sleep problems, not to eat, irritability, and moodiness. If your child exhibits some of these behaviors for two weeks or more, then it's time to talk to the child about what's going on in their life. A parent who suspects that bullying may occur can talk to their child about bullying in general. A parent can explain what bullying can look like, or it can provide an example that has happened in their own life. They can explain that it's not the victim's fault. Let your child know that if they see other children being bullied or experiencing bullying, they need to tell an adult (preferably you as parents). When a child believes that storytelling can help the situation, that child is likely to then talk about it. How to help your children If your child is bullied, you can and should help them. You can do this not only by interfering with the school, but also by helping them cope with the situation. The first step is to talk to the child to open up and talk about what's going on so you can help them with strategies to stop bullying. You can't help them if you don't know what's going on. Here are a few other ways you can help your child dealing with a bully: 1. Advise them to avoid a bully if they are not exposed to a bully, bullying often ends. This is often why school intervention is needed so that children are separated and no longer have interactions. If cyberbullying occurs (e.g. your child is being bullied on social media), you may need to block the person who is bullying them or block their own account. 2. Advise them to leave and not engage many bullies thrive on the reaction. The reaction from the person who is being bullied is what encourages their behavior. They can do this to make others laugh, or they can feel power over another person. If the reaction from the person who is bullied disappears, then the bully may become less biased. You should advise your children not to get involved with a bully. Leaving without responding is a good way to treat a bully. 3. Let them know that it is ok to get help The child should feel empowered to get help when they need it. For example, if Jeremy stays in football and the coach is informed of what's going on and the bullying happens again, Jeremy should tell the coach. He can do it confidentially after training, can talk to the coach off to the side during training if possible. If Jeremy needs intervention to get Bill to stop, he has to ask for help when that happens. 4. Build your trust Often, a bully decides to bully someone because he sees a person as a weak or easy target. Other times, the child is chosen because there is something about them that is different. Building your child's self-esteem and self-esteem is important to help them prepare to tackle bullying in the future. For example, if another child makes fun of Renee's arm next year in her new class, she would be ready to shut down by defending herself with confident calm words that discourage the child from having fun from her again. Every situation is different. But if your child has something that makes them different, or stand out from others, then they may be prepared to handle the situation better if they know in advance what they would say to someone who chooses on them for that difference. 5. Encourage them to have a positive friendship Children and young people need to have relationships with each other. This helps them live a balanced and healthy life. A child without relationships and friendships is more likely to be targeted by bullies. Encourage your child to make friends with others who are positive and kind. Help your child develop these skills as well. You can't make friends if you can't be a friend. Be there for your child One of the worst things a parent can do when their child is being bullied is for them to say it or the kids will be kids. They didn't take their situation seriously and they didn't help them, it's failing. Parents must not only be willing to listen to their child and allow them to express things openly, but they must also be prepared to help their child. If your child comes to you because they are being bullied, then take the situation seriously. The lasting effects of bullying are not something you will want to address in the future. Deal with the situation so the bullying can end today. Be prepared to take serious measures. If your school principal doesn't take the situation seriously, then take it to the next level. Inform the school board or school administrator about what's going on. Keep the facts and let them know that you want the bullying to stop immediately. If the school takes no action and the bully continues to be a threat to your child, then be prepared to remove your child from the situation or school so that you can protect your child from harm. First of all, our job as parents is to protect our children. Bullying is not a one-time instance of someone saying something bad to your child. Bullying is a repeated act, whether physically or verbally, that harms your child. Do not allow your child to be repeatedly damaged. Once you know that bullying is happening, it must be stopped immediately by appropriate interventions. Get more help if necessary If your child has been bullied and suffers from depression, or other emotional turmoil due to bullying, then they should get professional help. You can go into psychology today and enter your location to find a qualified therapist near you. This website allows you to search by problem and age treatment as well. This can help you find a therapist near you that can help your child with their specific problems. Stomp Out Bullying is another website with additional support and information about bullying. They offer a free chat line for teens experiencing bullying. If your teen is being bullied and needs additional support check out their website today. The final thoughts bullying, especially for children, is a serious matter that should be addressed as soon as possible. This can bring long-term psychological and physical harm to your children if you don't act on it immediately. Your primary role as a parent is to protect your child from harm. This guide will help you help your children deal with bullies to get them out of the way of danger. More articles on bullying for childrenNesasnomn photo credit: Annie Spratt via unsplash.com unsplash.com

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