



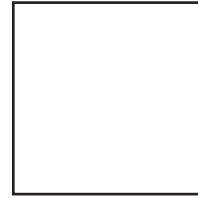
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What's Inside This Issue

Are You Serious?

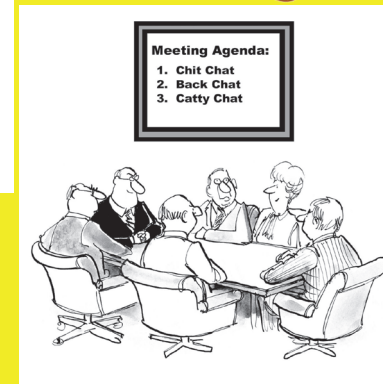
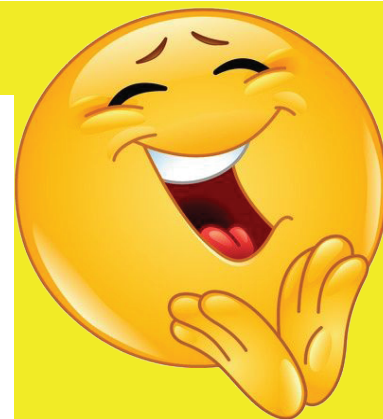
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JUST FOR FUN



Your Business Is...
Our Passion!

Issue 3

Increasing Your ROI Using
the Most Unique, Innovative
Methods to Reach Your Target
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This month I may make you scratch your head and wonder!

I don't know if my upbringing was unusual or common. I like to think it was incredibly extraordinary. It probably wasn't, but it was my upbringing so I am going to label it extraordinary.

If you know small towns you know they can be very isolated in their outlook on things and rigidly locked into outdated thought processes. My small town, though never unkind in its treatment of citizens and non-citizens, had undertones of days gone by.

My parents, in my mind, were open minded, fair thinking, freedom loving Americans. They instilled solid American values in all their children. I, on occasion, in this space, in the future, will probably quote something my parents said to me over and over again. These little sayings had a lot to do with who I am today.

For example... When I or any of my siblings would express boredom or that we thought some one should think up something for us to do, my Mother, God rest her soul, might say this to us: "Well, why don't you go stand on your head in the corner and stack BB's?!"

What????????????? You might ask!

Yep, she would tell us to do that. We never did or even tried. What we did do is think for ourselves. We were forced to analyze our situation and come up with a solution that would keep us entertained or involved in something productive.

They used to call this 'Critical Thinking'. Parents, school systems and whole communities used to teach their children how to think critically. Today thinking critically can start a riot or a mass crying jag. It is scary and requires some effort on the part of the thinker. But it is still important to me and contributes to how I think, solve problems and relate to those around me. I didn't realize what they were doing to me until I was grown. But, I am so glad they did it. I tried to do the same for my children. Not sure I was as successful as my parents were. Oh well. I tried.

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the passion pit

Tips for Your Business

Top-Shelf Tip No. 181:

"Intellectual capital will always trump financial capital."

Paul Tudor Jones
How Slowing Down Can Help You Achieve More

Have you ever wondered what separates world-class leaders and change-makers from the rest? What do Warren Buffett and Oprah Winfrey do differently that sets them apart and helps them drive change?

Michael Simmons, an award-winning entrepreneur, author and contributor to Forbes, Fortune and more, studied this question and came up with a specific resolution. He noted that these types of leaders care about what he refers to as "compound time". He defines compound time a period every day when they "step away from their urgent work, slow down and invest in activities that have a long-term payoff in greater knowledge, creativity and energy. As a result, they may achieve less in a day at first, but drastically more over the course of their lives."

In this issue of Promotional Consultant Today, we'll share Simmons' tips on how to incorporate compound time into your leadership style.

1. Keep a journal. Simmons points out that many top performers not only keep a journal, they go beyond open-ended reflection by combining specific prompts with a physical journal. Business and life strategist Tony Robbins starts each day reflecting on three things he's grateful for in his life, plus three goals he's trying to reach and his progress in reaching these goals. Simmons says that each morning, Steve Jobs stood at the mirror and asked, "If today were the last day of my life, would I want to do what I am about to do?" Both billionaire Jean Paul DeJoria and media maven Arianna Huffington take a few minutes each morning to count their blessings. Oprah Winfrey does the same: she starts each day with her gratitude journal, noting five things for which she's thankful. Even the master Leonardo da Vinci filled tens of thousands of pages with sketches and musings on his art, inventions, observations and ideas. Keeping a journal helps us bring order and meaning to our experiences and becomes a potent tool for knowledge and discovery.

2. Take a nap! You'll like this one. Naps can dramatically increase learning, memory, awareness, creativity and productivity. Simmons notes that nap researcher Sara Mednick of the University of California, San Diego, stated: "With naps of an hour to an hour and a half ... you get close to the same benefits in learning consolidation that you would from a full eight-hour night's sleep." Albert Einstein broke up his day by returning home from his Princeton office at 1:30 pm, having lunch, taking a nap, and then waking with a cup of tea to start the afternoon. Thomas Edison napped for up to three hours per day. Even Winston Churchill considered his late afternoon nap non-negotiable. Napping can make you both more productive and more creative.

3. Take a 15-minute walk. Just like napping, top performers who build exercise into their daily routine, such as simple walking, will feel the difference. Simmons says that Charles Darwin went on two walks daily: one at noon and one at 4 pm. After a midday meal, Beethoven embarked on a long walk carrying a pencil and sheets of music paper to record chance musical thoughts. It's scientifically proven that taking a walk refreshes the mind and body, and increases creativity, and has physical health benefits that can extend your life.

4. Get a conversation partner. Stimulating conversations can lead to great breakthroughs. Simmons states that in the book Powers Of Two: Finding the Essence of Innovation in Creative Pairs, author and essayist Joshua Wolf Shenk makes the case that the foundation of creativity is social, not individual. The book reviews the academic research on innovation, highlighting creative duos from John Lennon and Paul McCartney to Marie and Pierre Curie to Steve Jobs and Steve Wozniak. He also points out other examples, such as J.R.R. Tolkien and C.S. Lewis, who shared their work with each other and set aside Mondays to meet at a pub. Artists Andy Warhol and Pat Hackett took two hours each morning to "do the diary" together: recounting the previous day's activities in detail. Having a sounding board to debate and get feedback is critical to break- throughs in pushing for higher quality output.

Get started with your compound time by setting aside one hour a day to take a nap, take a walk, write in your journal or meet with a colleague or friend. While giving up an hour now might seem like a sacrifice, it's a big leap and investment in your successful future.

Source: Michael Simmons is an award-winning entrepreneur, best-selling author and contributor to Forbes, Fortune and Harvard Business Review. He is also the co-founder of @iEmpact. This complete article first appeared on The Mission website.

Compiled by Cassandra Johnson

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Let's see....Where was I? Oh yeah, **Direct Response Marketing**. Direct response marketing entails getting some one to do something that moves them closer to purchasing what you offer. Many of today's consumers take a WIIFM (What's In It For Me) approach. To get their attention you have to put something in it for them.

No matter what business you are in you have valuable knowledge that your ideal target market would love to have. It is not information that would cause anyone to start a competing business, but information about what you do that will help them realize you have a solution to their problem.

If you can create a 1,500 word report with some of this valuable, to both you and your potential customer, information and offer it Free you might be amazed at how many people will request it. Once they have done this they are yours for the taking. They have raised their hand and told you they are interested in what you offer and now it is up to you to follow up and use that interest to get them into your place of business. It does not matter if that place is on line or brick and mortar. You cannot create a customer until you get them into your domain. If I never visit your store or think of you when I need what you offer I will NEVER become your customer. All of your marketing should be directed towards getting those in your target market to interact with you. A man who I respected and looked up to once told me, "I tell my employees that even though some one purchases something from us the first time, they are NOT a customer until they come back and purchase a second time.

Continued from page 1

Wow! That was a rant to make one wonder about the sanity of the one writing it.

Celebrating the arrival of another Great Gandbaby. Kooper. Looks like his Dad, has a head of hair many would die for and is the joy of his parents, grandparents, great grandparents and great-great grandmother.

Did that little diversion help you slow your breathing? Hope so.

Well, I am going to keep trying and maybe sometime I'll say something profound.

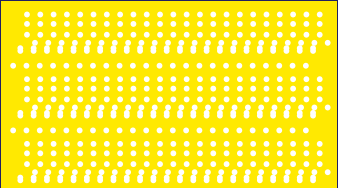
Do you know where this is?



Until next month, here's wishing you success in ALL you do.

Snow on the Sun, an incredible lemon desert!

Don't have a picture of this one. It looks much like the yellow retangle to the right when looked at from the top.



Serves: 8 large bars or 16 small ones.

Ingredients:

2 sticks of butter (1 cup) softened
1/2 cup Confectioner's Sugar
2 1/3 cup all purpose flour, divided
1/4 tsp. Baking Powder
1/4 tsp. Salt
4 Eggs
2 Cups Granulated Sugar
1/3 Cup Fresh Lemon Juice
2 tsp. Grated Lemon Peel
Confectioner's Sugar

Instructions:

Pre-heat oven to 350 degrees. In a large bowl, beat butter & 1/2 Cup Confectioner's Sugar w/electric mixer until fluffy. (2-3 min). Ad 2 cups flour, baking powder, & salt until well blended.

Spread dough evenly in a greased 9" x 13" pan. Bake 20 min. Remove from oven and cool on a rack.

In a medium bowl, beat together eggs, 2 cups sugar, 1/3 cup flour, lemon juice & peel for about 4 min. w/electric mixer until light and fluffy.

Pour mixture over cooled baked crust. Bake 25 min. or until set. When completely cooed, dust gerously w/confectioner's sugar. Refrigerate until firm. Cut into squares.