



JUST FOR FUN

Random Notes...

"I find that the harder I work, the more luck I seem to have."

-- Thomas Jefferson

"There are two types of people who will tell you that you cannot make a difference in this world: those who are afraid to try and those who are afraid you will succeed."

-- Ray Goforth

"Successful people do what unsuccessful people are not willing to do. Don't wish it were easier; wish you were better."

-- Jim Rohn

"Stop chasing the money and start chasing the passion."

-- Tony Hsieh

"All progress takes place outside the comfort zone."

-- Michael John Bobak

"Would you like me to give you a formula for success? It's quite simple, really: Double your rate of failure. You are thinking of failure as the enemy of success. But it isn't at all. You can be discouraged by failure or you can learn from it, so go ahead and make mistakes. Make all you can. Because remember that's where you will find success."

-- Thomas J. Watson

"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."

-- Helen Keller



To Succeed in Business You Sometimes Have to Swim With Pirahna

-- Joe Massey



Your Business Is...
Our Passion!

Issue 5

Increasing Your ROI Using
the Most Unique, Innovative
Methods to Reach Your Target
Market - Guaranteed

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Don't Ever Be Afraid to Ask!



Do you think that a question can be stupid to ask? Do you think that by asking you could show vulnerability? Do you think that anyone would shoot you for asking a question?

In my book no question is stupid, it is an attempt to get more information or learn something. I suppose asking could say you are vulnerable to something, lack of knowledge maybe?! In most every case no one will shoot you for asking a question.

I was raised to believe that asking questions was a good thing and that I might be surprised at the answers I might get. This has served me well many times and I am so glad I was raised to ask questions. Here are examples of a couple of questions I have asked that returned surprising, yet positive answers.

In 1983 I was self employed and learning about how to survive without a paycheck. This led me to the local print shop to get business cards. In the course of my conversation with the gentleman there he mentioned that the business was for sale. Now, as you have probably surmised, I was curious and asked some questions.

I learned that the owner had a print shop in a nearby community and he had purchased this one to funnel the customers to his shop in that town. Still intirgued I called him and asked if we could meet. He said yes. Now, I had no experience in the printing industry and knew no bank would loan me money to buy a print shop.

That did not stop me. When we met I proposed that I was interested in the business, but did not think financing would be an option at that time. So, I proposed that I work for him for one week free of charge and if in that time I thought I might like doing it and he thought I might be able to help him as an employee I would stay and he would pay me minimum wage for a while and then after six months I would try and get a loan to purchase the business. He said **YES!** Don't ever be afraid to ask. About a month later my Father, who was always willing to help me as long as he saw me helping myself, proposed that he and his partner purchase the shop, help me get it re-established and on its feet and then sell it to me on a contract. I said **YES!** And that is how I got into the printing trade.

Six years later I was living in St. Croix and working in a print shop. (see April's issue of Your Business is...) I found myself, once again, chomping at the bit to do it my way. So, I went in to the owner and gave him my two weeks notice. He looked at me and said, "Are you sure? We really need you here. (I was the only one working my tail off while everyone else was doing it Caribbean style) Go home and think about what you would need to stay." I agreed and gave it a couple of days to examine my status.

(Continue reading on page 3)

the passion pit

Tips for Your Business

"You always get what you unconcioulsy believe and expect."
Joe Vitale

"The way you overcome shyness is to become so wrapped up in something that you forget to be afraid."
Lady Bird Johnson

Passion... A Requirement for Sussess!

Do you want to succeed? Of course you do, otherwise why would you go through all you do to own your own business? While being the owner has its perks, it also has its drawbacks. Contrary to what your employees, family and friends think owning the business is not all big bucks and freedom.

Sure, you do have more freedom than an employee when it comes to being able to do it your way and if you are successful you might make more money than your employees. But, as you know the headaches, the stress and the pitfalls are much greater if you are responsible for the success of the business than if all you have to do is come in, punch the clock and do your job then go home.

You accepted that when you decided to do it your way. One ingredient that is necessary for anyone to succeed, whether they own the business or just want to climb the ladder to the top is something almost everyone has for something in their life, "PASSION"! Without Passion success is almost guaranteed to escape your grasp.

Are YOU Passionate about your business? I'll bet you are. If you are not maybe you should reconsider being the owner and return to being a clock puncher. I'll bet that sounds like a non-starter. If you aren't passionate about your business how do you expect others to be? As the owner it is your example that sets the tone for everyone involved in your business. It is your passion that inspires your team to do all they can to make the business successful and your passion rubs off on all that come in contact with you.

You have to inspire passion in the janitor, the sales clerk, the office personnel. and all who are instrumental in your business's success. That means you have to have an enormous well of passion to draw from. It is your passion that comes through and helps bring in the customers, clients or patients that are the life's blood of your business. It is your passion that comes through in your marketing messages that says "Do business with us and you will get more than you pay for." It is your passion that shouts to the world that you seek a win-win situation in all transactions you conduct.

So, keep raising your fist in the air when you succeed. Jump up and down when a new idea works. Tell your staff as passionately as you can that they are doing a great job and you appreciate it. Cultivate passion in your employees and watch as their efforts bring success after success.

Bring the same passion you have for your favorite team, sport, hobby and family into your business and watch what happens. You may be amazed at the results. Passion truly is one of the required elements if you wish to be successful at anything you try.

I wish you Success in ALL you do. You stand a great chance at succeeding if you do it with PASSION!

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MESSAGE
(what)

MARKET
(who)

MEDIA
(how)

The Marketing Triangle, What is it?

Try thinking of your marketing efforts as being part of a triangle. By using this triangle you can take some of the guesswork out of your marketing and have more chance at success with a little less work.

This triangle is designed to help us determine the Who, What and How of your marketing program. Without this information to build on you are just swinging in the dark and can't expect to hit your target with any consistency. Sure, once and a while you will hit it but most of the time you won't and then you decide marketing just doesn't work and you stop. That is the worst thing you can ever do in your business. Marketing is your first and foremost duty as a business owner.

If you don't actively market your business you are simply saying, "Let the winds blow me where they will, I will not steer the rudder." And, like a ship adrift in the storm your business will flounder, it will take your money, your time, and eventually your freedom as you become the slave and the business the chains around your neck.

It doesn't have to be this way and next month we'll begin our analysis of the triangle and how to use it.

Continued from page 1

After a couple of days I had made my decision and went in to inform the owner. I told him that I would stay for a while under these conditions; First I would work for him Mon. through Thurs. for the same pay he was giving me for Mon. through Fri. & second, on Friday I was going to go out and compete against him by brokering printing services.

I had nothing to lose, he could say no and I would be where I was when I gave him my two weeks notice. Or, he could say yes, and who would ever expect him to say that? But, if he did say yes he would be financing a start up of a competitor with an idea.

He said YES! I asked another absurd question. One which almost no one would ever be expected to say yes to. Yet, I got the answer that would help me get started so well that in two months time I had to quit because I was too busy to work for him any more.

So, my advice to you is Never be afraid to ask. It may seem like the most outrageous thing, one that most probably won't have a positive response, but if you think it might help or get you to your goal then don't be afraid to ask. The worst that can happen is you get a no. And you know what? We are paid to get the no's and we are rewarded when we get the yes. Asking that silly question just might get you a reward.

I know you can hardly wait for the next issue to see what absurdity I will run on about. But, you'll just have to. If you are reading these things Let me know. I'd love to shorten this up and add a comments section. So, send your comments to: joem@atdmarketing.com. I won't publish your name, just your initials.

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Apricot Glazed Pork Chops

Yield

Makes 4 servings

20 min.

359 calories

Ingredients

1/3 cup apricot preserves

1/3 cup fruity white wine, such as Gewurztraminer

1/2 teaspoon ground ginger

salt and pepper to taste

2 tablespoons olive oil

4 boneless pork chops, 1/2 inch thick

Directions

Prep 10 m

Cook 10 m

Ready In 20 m

Mix the apricot preserves, wine, and ground ginger together in a small bowl; set aside.

Season the pork chops with salt and pepper. Heat the olive oil in a skillet over medium high heat. Add the pork chops and cook until brown on each side, and no longer pink in the center, about 4 minutes per side. Remove chops from the skillet. Reduce heat to medium low. Using the same skillet, pour in the apricot preserves mixture and simmer until thickened, about 4 minutes. Return pork chops to the skillet, turning to coat each side in the sauce; cook 1 minute.

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