



What is the story here?



CMTIwest's

Bits & Pieces

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Something to Think About

Thanks to Rod Brooks

Never Underestimate The Power Of A Handwritten Thank You Note!

This small gesture, done well, will almost certainly provide the sender with a competitive edge. Why? I think it is because these simple moments of communication are viewed as personal, genuine, and handcrafted. They can be saved, reread, and shared. Top it off with the fact that it still feels good to get an envelope in the mail that isn't a bill and doesn't require a response.

For my five tips and a "bonus edge" read on. . .

1. **Be timely.** Try to send the card within twenty-four hours of the meeting or activity that caused you to write it.
2. **Be specific.** It's nice to have someone say "thank you," but it means much more when the sender includes a specific reference to a noteworthy portion of the conversation that was held or to the gesture that they are really appreciative of. It should be something that you believe both parties will remember clearly.
3. **Be neat.** It defeats the entire purpose if the note is written so fast that it is hard or impossible to read. Take your time. When you hurry you only save a couple minutes.
4. **Be certain.** More than anything else make sure that you have the recipient's name correct. Over the years I have received several well intentioned thank you notes that have started out with "Dear Ron" or "Dear Rob." My name is Rod. And instead of delighting me you found a way to disappoint me.
5. **Be selfless.** The thank you note is not the time or place to ask for more help. Be appreciative for what you received. Make your next request separate and apart from saying thank you.

And now for that very special bonus edge. . .

Every time you send a thank you note to someone who was willing to meet with you or help you, **SEND TWO.** That's right. Send one to the person you met with and send another to the person who made it possible. That could be the assistant, the secretary, the receptionist, or the person in your social network who arranged for an initial introduction. There's always someone, and your second card will be received by someone who seldom ever gets them.

She'll Rock Your World!

Melanie is so multi-talented, there is no pigeon hole for her. She is a writer, keynote speaker, singer, artist - both fine and graphic - a social media maven, personal coach to help you with your presentation - the list goes on and on. What you won't find on her resume is her wonderful sense of humor, a great spirit picker upper when you are down or just had a day that sucks, cheer leader to others, creative with amazing ideas, supportive and encouraging, enthusiastic, and lavish with her sincere praise. I love reading her blog "Hope Explodes" on her website, she writes the way I wish I did. Her newest book, "Get Over It & Get Started" - self-help with a spine - is now available via her web site or on Amazon.

We hit it off at our first meeting and as I have become better acquainted, I find we have so many things in common. Her creativity will bounce off mine and we spark ideas for ourselves and each other while having fun. She is such an upbeat person even when Life throws hardballs at her. She is an inspiration and encouragement to so many women who have survived very difficult life situations, her life experiences give her a special insight into their outlook and needs. We both have an oddball sense of humor; it's so cool not to have to explain myself because she knows exactly what I mean.

As a social media maven she is Facebook and Twitter savvy - she helped me with my Wordpress blog and I had trouble keeping up because she knew exactly what it needed and how to do it. She is always 16 steps ahead of me yet explains things in simple terms I can understand. This lady is so multi-faceted that I keep discovering new talents and qualities the longer I know her.

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CATATTITUDE

Take advantage of your opportunities

This is the structure of a hotel in China – Tianzi Garden Hotel. The peach in Shou's left hand is actually a suite (the "Peach Suite") within the hotel, Entrance is on the left at the foot.



Oddball Holidays January

Full Moon on the 9th is called "Wolf Moon" by native Americans of New England and the Great Lakes because at this time of the year, the wolves howl in hunger.

Write A Business Plan Month
Bingo's Birthday Month
Self Promotion Month - works for any month

Cookie Cutter Week - 1 - 7
Gluten-Free Baking Week - 16 - 22
It's About Time Week - 25-31

Dec 1 - National Pie Day
Dec 2 - National Mutt Day
Dec 5 - Bathtub Party Day
Dec 8 - Take It In The Ear Day
Dec 9 - Weary Willie Day
Dec 12 - National Ding-a-ling Day
Dec 14 - Monkey Day
Dec 15 - Cat Herders Day
Dec 16 - National Chocolate Anything Day - *that's for me!!!!*
Dec 20 - Mudd Day
Dec 21 - Crossword Puzzle Day
Dec 22 - Evaluate Your Life Day
Dec 26 - National Whinger's Day
Dec 30 - Bacon Day

Have you created your own holiday for your business? It can be fun, quirky, serious or anything you want. What will make you memorable?

So many opportunities to create something unique and special for your marketing - call or email me and let's see what we can create for your business.

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Inspired for Today by Candy Paull

Listen to the Birds Sing

*The flowers appear on the earth;
The time of singing has come,
And the voice of the turtledove
Is heard in our land.*

Song of Solomon 2:12 NKJV

It is so easy to become caught up in the mundane aspects of life. You get up, go to work, come home to routine chores, watch TV or read the paper, go to bed, and then do it all again the next day. But life is not just a round of chores and work. It's a vast mystery, and spring birdsong is part of the magic that is calling to you in this season of bud and blossom.

Great composers have been inspired by birdsong. Our fine feathered friends sing the sun up on spring mornings and serenade creation through the hours of the day. Yet while these beautiful creatures sing praises, we are often deaf to their music, shut up in houses and offices and factories and tied to the daily grind.

Go outside and listen to the birdsong chorus. Watch the winged life that goes on despite the stock market, the bad news, and the troubles of the world. It will lift your spirit and remind you of eternal priorities, putting human cares into a more heavenly perspective. Let the birdsong nestle in your own heart, and hear the birds as the winged messengers of God's creative presence.

• **Activity:** Put a birdfeeder in your back yard. Buy a guidebook to birds and learn how to identify birds and their songs. Or just take some time to bask in the sun and listen to the sweet music.

• **Affirmation:** I know that as the birds sing their song with natural grace, so I make beautiful music in my heart, sharing the joy of life with all.

Candy Paull is the author of *The Art of Abundance*, *The Art of Simplicity*, and other books. Her free e-book, *The Heart of Abundance*, is available at <http://www.candypaull.com/>



Let's have a little fun with the competition



Mini Has Some Fun

The advertiser's advantage first and foremost comes from the verbal pass-along rate. Because each of the spots are funny, unique, and entertaining, the chances of the consumer telling others about them are great, not to mention the brand recall it necessitates to do so. If you saw an ad in a urinal, wouldn't you tell your friends?



Clients From Hell!

It's time to think seriously about firing this client!

"The gold you used looked great on my monitor at home, but here at my work computer it looks like it's orange! If you could make it look more like gold, just on my work computer, that would be great... I'll just be in the other room checking people's computer's to see if theirs need to be 'golded' too."

ME: "I'm going to need your FTP password."

CLIENT: "Oh, it's automatic."

ME: "Automatic?"

CLIENT: "Yeah, when you log in, the password is automatically there, all set... If you want I can tell you how many dots are in it, so you can check."

CLIENT: "So, I was thinking about the design for my business card... (shows me a website of some local artist's portfolio). I want this."

ME: "Oh, you mean something like all this art-deco style filigree here?"

CLIENT: "Yeah! Just take this design, edit out the text, shrink it down and add my name. I'm easy, huh?"

"My techie guy informed me that there are cookies stored in my computer, in the Windows XP part of it. I have no idea what he meant by that, or how they could've gotten there, but he's gone for the weekend, so I'll need your help getting them out. I've had this computer for two years—those cookies have almost certainly gone bad by now."

Teaching an old retired military guy how to use a computer for the first time...

CLIENT: "I can't get this damned mouse-thing to work!"

ME: "OK, what happens when you try to use it?"

CLIENT: (Slams the mouse against the monitor and slides it around.) "See? I can get it to move a little bit, but I can't really get it to go where I want it to!"

It's not that I don't want to pay you, but if I were to pay each person I asked to design me a logo, right now, I'd have a lot of people to pay. Simply put, I didn't choose yours. That's capitalism, man."