



MIND... SET TO SUCCESS

(Doing 2.5% more with 2.5% less)

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Speaker Humorist Magician

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Speaking Themes

Success Mindset
Doing More With Less
Change
Team Building
Entrepreneurship

Insightful
Motivational
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Dear John

HNY, I wish you all the happiness, health and success you desire and deserve for 2011.

I can't believe I've gone all trendy and said 'HNY' instead of 'Happy New Year'. Aren't acronyms becoming more and more common today? Here are a few I've collected and made up.

WWW -	World Wide Wait
WINDOWS -	Wholly Inadequate Needless Damned Outrageous Waste of Space
AOL -	Almost On Line
FORD -	Found On Road Dead
RAP -	Retards Attempting Poetry
BEER -	Beginning Enjoyable, Ending Regretful
DHL -	Delivery Halfway Lost
POLICE -	Plebs Of Like Intelligence Creating Embarrassment
PROTON -	Possibly the Riskiest Option To Drive On Road Nowadays
DNA -	Dyslexic Association National
FIAT -	Funny Italian Attempt at Transport
MACINTOSH -	Most Applications Crash, If Not The Operating System Hangs
IITYWYBMAB -	If I Tell You Will You Buy Me A Beer (when you're asked what the letters stand for)

The only reason we use acronyms is to save time, and quite often we're not only short of time, but also resources, and find ourselves having to do more with less. The most successful people and businesses are the ones who are very creative in doing it. The ultimate trick, is to do smaller actions that create greater outcomes.

As we know on 4th January the Government increased VAT by 2.5 %, which on an item costing £10 (including VAT) is an increase of 21p. Not a lot really, but when we all make our individual contributions it adds up to a heck of a lot that goes into the kitty.

This 2.5 % figure and the debates about whether it was good for the country and its businesses or not got me thinking.

John, the top and bottom of it is that you and I are now in a place of choice, we can either focus on the negative, i.e. the price increase and its possible negative impact, or we can focus on the positive, i.e. what is within our power to do to flourish in spite of it.

What if we choose to decrease our business costs by 2.5 %, or increase



You are receiving this communication because I've either worked with you, you've seen one of my presentations or I've met you at some point.

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our sales and marketing efforts by 2.5 %? What if we choose to give our customers 2.5 % more value? What effect would that have? Won't it make us leaner, more effective as a business and possibly even more valuable to our customers? And when the economy picks up, as it will, won't our businesses be in a much stronger position?

When I speak at events, sometimes I'm hired to [entertain after dinner](#), sometimes [to communicate a message](#), so this year not only am I going to sprinkle my newsletters with humour, but also include something to make you think how you can do more in your business with less. Which is why I've introduced the section, 'Doing More With Less'.

We might both learn something together.

And if the 2.5% VAT increase really is bothering you here's a thought to do more with less. Nappies are zero VAT rated, underwear is 20% VAT rated just by switching underclothing you could make quite a saving.

So from this 'Humorous Noble Youth' I commit to make 'Helpful Notions Yours' to make 2011 and every other year after that the years we deserve and make 'HNY' stand for 'High Net Yield'.

I wish you HNY.

The Sneaky Stunt - Starbucks coffee optical illusion

I was in Starbucks the other day and as I was waiting for a couple of coffees to take out I picked up a couple of coffee cup sleeves. You know, those cardboard sleeves you put the cup in so that when you hold it you're insulated from the heat of the coffee.

I don't know if you are like me John, but whenever I'm waiting somewhere such as in a queue or at the dentist I have to do something to pass the time. In Starbucks, I started playing with a couple of cardboard sleeves and was surprised to see before my very eyes a 3D optical illusion.

Look at the photo on the right and you'll see one wrapper looks bigger than the other. In actual fact, they're both exactly the same size. I promise you they are, it's not the fact that one is further away that it's smaller.



The next time you're in Starbucks pick up a couple of sleeves and position them exactly as I have done in the photo (one above the other, it doesn't work if they're placed side by side) and see for yourself.

By the way did I ever tell you I'm very different to other people. Most people, when they drink coffee they can't sleep; when I sleep I can't drink coffee.

The Challenge - for a bit of fun, I challenge you to drop this useless fact in to your next conversation

A labeorphilist is a collector of beer bottles.

Or, you could just call them... alcoholics.

I've just realised, I don't know how to pronounce 'labeorphilist'; I'm only on Ladybird 2b.

Doing More With Less - A new feature suggesting obvious and not so obvious ideas to help you in business

One way of increasing profits is, as we know, by wasting less.

If you're still leaving computers and televisions on standby, leaving the office lights on all night, printing out reams of paper when you only need to print one sheet or nothing at all and having the heating on in the

office all weekend when nobody's there then you're a little behind the times.

Today we need to be a little more creative. A good way of cutting down unnecessary waste is to pool ideas and resources. If you're in a managerial role ask the people who work at ground level and they'll tell you what is value for money or not. They'll also tell you what is and what is not working. They'll tell you of the software packages they use that slow them down and probably never use. Do you really need all those daily newspapers and magazines in reception that nobody reads? They'll also tell you how their morale is being lowered when you cancel that company celebration, in particular the Christmas party.

If you're self employed working on your own you might consider pooling your resources together with someone else who is also working on their own. You could take it in turns to work in each other's offices (I don't mean swap offices, I mean be in the same office at the same time if possible), for one thing it'll reduce the heating bills. If you're not in competition with each other and have the same customers you could do a joint marketing mail shot increasing your reach in the market. If you work with someone who provides a complementary service to you, when you go networking not only sell your own services, but also your colleague's. For instance I speak [after dinner](#) and [at conferences](#) but I don't train, so I've teamed up with a training company who don't deliver keynote speeches or speak after dinner. We 'sell' each other's services and get more business.

These are all small things that can make a big difference.

What small changes can you make that will make a big difference to your bottom line?

True Wit... and wisdom - I've always admired... wit

"My mother hated me. Once she took me to an orphanage and told me to mingle."

Joan Rivers

"If the shoe fits... get another one just like it."

George Carlin

John Recommends - You may find this of interest

'59' Seconds by Professor Richard Wiseman



This was part of my Christmas reading and I loved it. Very witty and full of practical self-help stuff backed up by scientific research. If you want to know how to find happiness, be creative, the secret to sexual attraction and how to make decisions, the answers are all here.

Some of the social experiments carried out were fascinating. Mind you, they could have saved themselves time and money and just

asked my mum.

... and finally

If you're organising a dinner or event and you're looking for an [after dinner](#) or [motivational business speaker](#) who is insightful and energising with sack loads of humour, then I can help.

I'm a perfect fit for sales and staff conferences and in particular the after lunch slot when an audience needs energising.

Organisations who have already employed my services as an [after dinner speaker](#) or [business and keynote speaker](#), John, agree that the results I deliver far exceed their expectations. You don't have to take my word for it, [just click](#) here and read what some of them said.

I'm not saying I would be a perfect fit for your event; that, of course,

would be for you to decide. What I am saying is that if you do have an event coming up, then when would now be a good time to give me a call on +44 (0) 1274 685 152 or email me at john@hotowka.co.uk and find out how I can help you?

Also, if you know of anyone who is organising an event then I'd appreciate you forwarding my contact details on to them. Thank you.

Until next time, stun the world... I dare you to be astonishing.

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