



MIND... SET TO SUCCESS

(The Easiest Way to Engage With People)

Vol 4 Issue 1

Speaker Humourist Magician

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Email John to ask
a question

Dear John

I had two firsts this month. The first 'first' was while doing my weekly shop and a very attractive young woman approached me wearing a bright yellow sweat shirt and asked if I would be willing to participate in some market research and answer one question. After agreeing she pointed to her busty chest and written across her shirt was the word 'Guess' so I said... 'Implants?'

We didn't become friends.

The other first was the acquisition of a speaking job because my good friend [Clive Gott](#) sadly left this world. He was a brilliant speaker, an inspiration to many and will be missed. The event organiser of the Annual Glass Industry Health and Safety Conference was looking for a replacement speaker to do the opening keynote address.

When I got the initial enquiry I actually wondered if I could fill Clive's shoes. After all they were expecting Clive Gott. Then I asked the question I always ask, 'What do you want the audience to feel, do and take away with them after I've spoken?'

Back came the response, 'entertain, motivate, energise and provoke thought'. I knew I could do that but what kind of content was needed, after all I knew nothing if very little about health and safety. After a few more questions about exactly what they wanted the audience to be motivated to do and what kind of content they needed, I realised I was the right man for the job. They wanted my insight on how to communicate and engage with their people.

But I was still concerned and confessed I would not be able to do it as Clive would have done but I would do it my own way.

I spoke at the event, did very well and received two phenomenal [testimonial letters](#).

Did I do a better job than Clive would have done? I doubt it. Would Clive have done a better job than I did? I doubt that too?

This is something I realised a few years ago, unlike the promotion girl's chest, when connecting and engaging with an audience or just connecting and engaging with people in general the very first step is to be authentic. The only way we, and when I say we John I mean you too, can connect with people is by being our true selves. Often people can spot a fake, or at least the lack of sincerity, a mile away.

The next step to engagement is to show respect and listen with an open mind, right there is the true point of engagement.

So if you ever find yourself wondering if you can fill a predecessor's shoes or even if you can achieve a goal, ask



John's YouTube Channel



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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yourself the question, 'what is the end result I want to achieve?' And my guess is you'll be in with a good chance of achieving it (even if you need to ask for help to do it), just be yourself, show respect and listen with an open mind. Don't even bother trying to impress you're impressive enough.

By the way, I was right about the implants :O (Please no comments about booby prizes).

The Sneaky Stunt - A penny for your observations

You're going to need a penny (an English one) Not one of the new ones minted in 2008 and after (you know, the ones with part of the shield on the back) but one of the 1998 to 2008 pennies.

You have to find four different things on it.

- 1) Can you find the entrance to a castle on it?
- 2) Can you find reference to a fruit on it?
- 3) Can you find a reference to an Irish hard rock band?
- 4) Where is the naked lady?

Don't give in too soon and when you are ready [click here](#) for the answers.

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

In January 2003 [Sandi Weld](#) became the winner of the 72nd World Champion Liar Contest by claiming that her sheep produced steel wool when she moved to Iron Mountain, Michigan.

It's a fact or... am I lying? :O

Doing More With Less - Obvious and not so obvious ideas to help you in business

Ever fancied being a mystery shopper?

In case you don't know a mystery shopper is someone hired to go to a service provider and experience the shopping experience. Mystery shopping works superbly as an indicator of what it's really like to be a customer.

Why don't you mystery shop on your own web site? How easy is it to navigate around or use? What can be better? I'm betting an hour or so spent online as a customer on your web site would be well spent.

If you've just got a new site leave it a few weeks then do your mystery shopping.

Of course, I would also suggest you ask for help and feedback from clients and friends.

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

"Help wanted: Telepath. You know where to apply."

Steven Wright

"I had a job selling hearing aids door to door. It wasn't easy, because your best prospects never answered."

Bob Monkhouse

I Can't Believe They Said That, or.... Doooh!!!

"BRONTE COUNTRY: 17th century luxury cottage. Ideal for honeymoon. Sleeps 2 to 5."

What are they going to do next? Sell tickets? Actually, come to think of it...

"A young girl who was blown out to sea on a set of inflatable teeth was rescued by a man on an inflatable lobster. A coast guard spokesperson commented, 'This sort of thing is all too common.'"

The Times

I agree, if only I had a penny that happened.

... and finally

If you're organising a dinner, conference, road show, away day or any 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 very effective at sales and staff conferences and in particular the after lunch slot when an audience needs energising and your corporate message re-enforced.

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?

Until next time, stun the world... be astonishing.

John Hotowka

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