



Wit & Wisdom

(Lessons learnt from a cooked breakfast and... cold tomatoes.)

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Speaker Humorist Magician

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... finally

Dear John

If they ask me I'm going to tell them, I thought. I don't care if they don't like it, I'm going to tell them anyway. Guess what John? They asked and... I told them; I told them straight.

I'm booked to speak at a conference for franchisee and the client has kindly booked me in at the Premier Inn East Derby the night before.

It's perfectly situated near the venue I am going to be speaking at, just what I asked for as I'd hate to get snagged up in traffic the following morning, and being near the venue reduces the chances of that happening.

As I check out from the hotel the following morning I'm asked THE question. "How was your stay with us, was everything to your satisfaction, John?"

Now's my moment; here we go. I'm going to play it cool, calm and collected. I take a deep breath and respond "sorry, no it wasn't." Suddenly disappointment and a puzzled look appear on the receptionist's face.

"I had a cooked breakfast this morning and the tomatoes were cold." Poor girl, you'd have thought I had just told her I was going to triple her tax bill, but there's more...

"In addition, I'd also like to say, when I checked in yesterday I was made to feel very welcome, everything was explained clearly, the room was spotless, the bed very comfortable; I had everything I needed in the room. Whenever I passed reception I was acknowledged by the staff, even when waiting to speak to a member of staff who was on the phone (dealing with a customer) I was acknowledged. The decor looks fresh, there were signs on the corridor doors asking guests to be quiet and consider other guests who might be asleep. The cleaning staff acknowledged me; this morning at breakfast as soon as the waiter finds out my name I'm shown to a table and each time I interact with him he remembers my name; as I'm waiting for my cooked breakfast the other waiting staff serving periodically make sure I have everything I want without being too imposing or pushy. Other than the tomatoes the food was not only very good but I had ample, there was also a great choice... I wonder," I asked, "what should I focus on?"

Through her beaming smiles she says, "all the good things please and..." this is what impressed me the most about her, she then said "...I'll still speak to chef about the tomatoes."

Ok, they may not be a five star hotel, but they are giving five star service and doing their best to get it 100% right and I believe they have got it right.

Will I go back again if I need a hotel in that area? Definitely. Would I be willing to try another Premier Inn? Yes. Will I recommend them? Of course.

Social Media

See John in action



Email John to ask a question



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.

If you'd like to unsubscribe just follow the instructions at the bottom of this email.

We're not talking about one hotel here; because of my experience with one hotel I'm assuming the rest of the chain will be the same and I'm guessing they are.

This experience made me think of the power of the brand. A brand is a promise of an experience. When we think of BMW, Coca-Cola, McDonalds and any other brand, the very name of that brand makes us think of the promise that they make to us, the customer, and the experience we'll have.

Then there's the personal brand when we think of Peter Kay, Elton John, Jeremy Clarkson; once again their names makes us think of the experience we'll have when we listen to or watch them.

My question to you John is, do you know what your brand is? Think about your business first then about you as an individual. What are people saying behind your back about you? Because that is what your real brand is. What do you think your 'cold tomatoes' are that you can improve upon to make everyone rave about you, if they aren't already?

Let's face it, no one expects things to go wrong when they deal with us, but we all know things can and do go wrong. I believe the real test of our brand is how we handle those situations. How we listen and the action we take.

And from now on may all your cold tomatoes be nice and hot like the rest of your cooked breakfast.

The Sneaky Stunt - Shake a leg... if you can

This is one of those weird stunts that no one can believe that they can't do.

All you're going to need this month is... a wall. Yup, that's right, a wall. Indoors or out, as long as there's nothing leaning against it. If you can't find one nearby do not build one, this is a cute stunt, but not worth going to the trouble of building a wall just to do it.

Stand close to the wall so your right foot and shoulder are touching it.

Next, raise your right leg, bending it at the knee as if you were about to step over a large object on the floor. Raise your leg as far as you can and make a note how high it can go.

Now, wasn't that easy peasy, lemon squeezy? Ok, now assume the original position and once again stand against the wall with your right foot and shoulder touching the wall.

Brace yourself. In this position and without moving away from the wall try to raise your left leg in exactly the same way as you did your right. You might manage a short hop, but you're unlikely to raise your leg too high.

By the way, don't do this stunt in a public place all on your lonesome as you might get one or two strange looks.

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

A leech has 32 brains.

How come I've never seen one take an exam then?

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

"I'm not what you call a heavy smoker. I only get through two lighters a day."

Bill Hicks

"A lot of people criticise super models and I think that's unfair because they can't answer back."

Jo Brand

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

"Solutions are not the answer."

Dan Quayle

Err... what is then Danny boy?

"There will be no last train tonight."

Sign at a train station

So when will there be a last train or was the last one the last one? In which case surely that was the last...

... and finally

If you're organising a dinner, conference, road show, away day or an event where you'll need 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, staff, association and franchisees events and in particular the after lunch slot when an audience needs energising.

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 01274 685 152 or email me at john@hotowka.co.uk and find out how I can help?

Well that's it until next month, so John what do you say we stun the world... let's be astonishing... I dare ya... I double dare ya.

John Hotowka

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