



MIND... SET TO SUCCESS

(The ONE thing you MUST do to make 2012 the year you deserve)

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Speaker Humorist Magician

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Content This Month

Dear John

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True Wit... and Wisdom

I can't Believe They

Dear John

Happy New Year and I wish you... well, before I bestow the wish... I've been reflecting; I guess most of us do about this time of year. I bet, like me, you've been reflecting on what you did well and what you could have done better last year. Then we reflect on what we'd like to happen in 2012. To make 2012 a success there are many things we need to do, but there's one thing in particular we need to focus on and before I tell you, just read this.

A few months ago I listed in one of my newsletters some guest's complaints Thomas Cook Holidays received. Here are a few more:

"It took us nine hours to fly home from Jamaica to England, it only took the Americans three hours to get home."

"I compared the size of our one-bedroom apartment to our friends' three-bedroom apartment and ours was significantly smaller."

"Topless sunbathing on the beach should be banned. The holiday was ruined as my husband spent all day looking at other women."

"On my holiday to Goa in India, I was disgusted to find that almost every restaurant served curry. I don't like spicy food at all."

"We had to queue outside with no air conditioning."

"No one told us there would be fish in the sea. The children were startled."

And my favourite...

"The brochure states: 'No hairdressers at the accommodation'. We are all trainee hairdressers - will we be OK staying here?"

What all the complainers above have in common is... focus. That's right; focus. And focus, like any tool, can be used for good or bad, to build or destroy, to help or hinder.

Are knives, hammers and explosives good or bad? It depends on how we use them. It's the same with focus.

The above people chose to focus on the unhelpful, negative and futile. So John for a successful 2012 we need to focus on... what we focus on.

Instead of focussing on the petty and futile, focus on what matters.

Instead of focussing on what you don't have, the problems you have and what you can't do, focus and be grateful for what you do have, focus on solutions, on what you can do and the talent you have. Focus on the networks you have, the friends

Said That

... finally

Social Media

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you have and the value you give to family, friends and business connections.

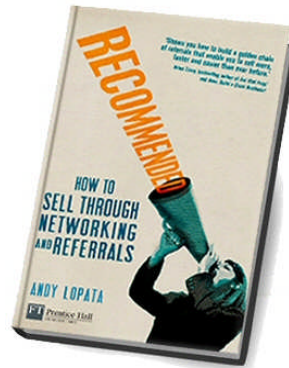
Focus on what you have achieved, what you can achieve and your dreams.

By focussing on the positive you have a much better chance of achieving your goals and making 2012 the year you deserve.

So, I wish you a Happy New Year and above all John I wish you... everything you wish yourself.

Now THAT'S worth focussing on.

John Recommends 'Recommended'



One of the things I love about the festive period is that it gives me an opportunity to catch up on my reading. Usually I read non-business books, but for some reason I was drawn to 'Recommended' by Andy Lopata and I'm delighted I read it.

It's full of strategies on how to sell through networking and referrals. Andy gives straight forward advice on how to make networking an integral part of your marketing strategy, showing how you can build a chain of referrals that enable you

to sell more, faster and easier. You'll find it at

www.recommendedthebook.com.

You might also find the author's first book useful, which many (including myself) have hailed as THE definitive guide to networking and speaking in public www.anddeathcamethird.com.

The Sneaky Stunt - Sneaky Number Writing

Can you write three number fours in such a way they'll make five?

That's it. You have three number fours and somehow you have to write them down in such a way they make five. This is not a mathematical formula. I'll give you a clue, you can use a small line, that's all. So, that's three number 4s and a small line. I've written '4' specifically because it's the number not the word 'four' you need to use.

You'll kick yourself when I tell you, so think about it for a while then clickerate [here](#) for the solution.

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

The harp's ancestor is the hunting bow.

I have to admit I've never seen archers shoot arrows in the key of 'C' or... a 'G' string.

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

I learnt many things in 2011 and one of these was something I had learned many years ago. It's obvious, so obvious I didn't really appreciate it fully until last year. It's this...

We are unable to change the past and we can ruin the present



by worrying about the future. If we're not careful today can become the tomorrow we worried about yesterday. If we're worrying about what might or might not happen we can waste so much of our time and procrastinate. Worse still be fearful of moving forward. So concentrate on... today.

I know it sounds like some sort of Zen riddle, but read it again.

I also know this is easier said than done for some of us, but let's do our best to do the following. By all means learn from the past, plan for the future, have goals, even make contingency plans, but concentrate on today, enjoy and live in the moment.

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

"Have you ever pondered on the similarity between a pelican and British Gas? They can both stick their bills up their back sides."

Stephen Fry

Errr.... I had to clean that one up a bit, you are naughty Stephen.

"I went to a petrified forest and all the animals were scared of me."

Buzz Natley

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

"I don't know my hat size, I'm not in shape yet."

Yogi Berra

Yup Yogi, that was one of the reasons I went on a diet, in my case I couldn't find a tie that would fit.

"I won't model a faux fur coat because it's cruel to the faux, which is a protected species."

Barbi Benton, model

Barbi, if you had another brain cell you'd be a moron. Still, there's more to be pitied than punished; that's what I say.

...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.

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?

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

John Hotowka

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