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ENGAGE, CHANGE & RAISING MORALE

(Using The Right Words To Get More
Business)

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www.hotowka.co.uk

John Hotowka

**The Laughter Dinner
Speaker ®**

**After Dinner, Business
& Motivational Speaker**

Conference Host

**Inspirational Speaker
for Schools**

Magician

Tel 01274 685152

Mobile 07940 258184

john@hotowka.co.uk

www.hotowka.co.uk

You are receiving this newsletter because I've either worked with you, you've seen one of my presentations or I've met you networking.

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

Dear John

I call English my mother tongue... only because... my dad rarely got a chance to use it, but that's another story.

Having said that, English really is a very interesting language, even though there are a few oddities.

Have you noticed how the word 'big' is smaller than the word 'little', while the words 'small' and 'large' are the same size. Come to think of it, why is the word 'mnemonic' so hard to remember? And how come the words 'overlook' and 'oversee' mean the opposite?

And yet, using the right words can help us to influence and engage a complete stranger and maybe even turn them into loyal customers.

A gift for you John, but only take it if you can use it

This month I'm going to specialise and I know you may or may not find my complimentary gift to be of interest or use. Even though I have chosen to become an [after dinner, business and motivational speaker](#) I've had a lot of experience generating leads on exhibition stands, both at big international expos and small local B2B exhibitions. At one point I averaged about 18 shows per year.

I've always been fascinated with how we engage with each other in business (both with our customers and colleagues) so we can improve our bottom line, and exhibitions can be an integral part of our marketing mix.

My gift to you is my e-book, 'How To Become A Lead Generation Machine At Exhibitions.' As you subscribe to my newsletter you can have this £9.97 value item

with my compliments as a thank you.

In the book you'll learn how to pick the right shows. How to stop people who walk by your stand dead in their tracks (they'll smile when you do) and a good idea of the the words to use that will not only engage with them, but also have them WILLINGLY give you all the information you need to establish if they are a prospective customer/client for you or not.

You'll also learn how to dismiss the people you don't want to talk to. Better still they'll walk away feeling warm and happy and even think you're wonderful.

If you'd like a complimentary copy [click here](#). Be quick though as it'll only be available for two weeks.

Tuesday, 16 March 2010 at 12.00 noon the deal is off.

By the way, if once you've read it and you have any comments or questions about it and information therein please e-mail me at john@hotowka.co.uk.

The Sneaky Stunt - How to stand next to someone so they won't be able to touch you, no matter how hard they try

Here's a sneaky stunt you can use at your next social event and have some fun.

Challenge your friends that you can stand at one end of a sheet of newspaper, a single sheet, with someone else standing at the other end and they won't be able to touch you, no matter how hard they try.

This is just too easy... and you can have so much fun with this too.

For the solution, [click here](#).

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

The first mass produced charcoal briquettes were manufactured by the Ford Motor Company.

I wonder if they were used to put under the Model 'T' when the wheels were stolen?

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

During a radio interview on BBC Radio 1, the following exchange was heard:

Simon Bates: So, what do you do?

Interviewee: I'm an electrician.

Simon Bates: What's that in layman's terms?

Staying with the radio and this time an excellent piece

of observation by Murray Walker during a commentary:

"This would have been his third win in a row had he won the two before".

John Recommends... or... A little something for the weekend

Ever wonder what makes someone tick? One way is by looking at their bookshelf, and if we were to do so we might find an interesting book to help us with our self development or even propel our businesses to the next level.

A good friend of mine, Roger Masterson, is known as ['The Castle Man'](#) but that's another story.

He finds niches, creates markets and delivers exceptional service. His key to success is his enthusiasm, entrepreneurial drive and what the team around him achieves and how this is facilitated.

Roger is a man who sees people as potential entrepreneurs who, with encouragement, the right tools and open thinking, can create amazing opportunities for themselves and their business within his.

It's all about personal confidence.

You can tap into some of the books that have influenced Roger through his free to use website - www.rogersreadinglist.com.

... and finally

If you're looking for a hilarious after dinner, business and keynote speaker with a difference for your next conference or event, I might just be the right fit.

My clients say I have a knack of making my audiences feel good about themselves, which in turn improves communication and engagement between them, which in turn means more business gets done and that means an improvement to the bottom line.

If you're organising an event and want your people to engage with each other more efficiently and effectively, and you're looking for a unique speaker to help you achieve that then please [click here](#) for more information.

Better still, John, pick up the phone now and call me on 01274 685152 to discuss how I can help you

make your next event not just a success, but an investment in which you'll receive a return.

Have a great week.

John Hotowka

UK tel: 01274 685152

International tel: +44 1274 685152

john@hotowka.co.uk

www.hotowka.co.uk