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SNEAKY SECRETS (Boosting Sales & Motivation)

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

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Dear John

It's amazing the things you notice. I was invited to a chiropractors' annual lunch recently (as a guest not to speak or entertain) and strangely not one of them wanted corn on the cob, amazing.

During the meal the conversation turned to web sites and how some organisations, who appear to be decent and upstanding, have good company names that translate into the most inappropriate URLs. For instance:

Who Represents - www.whorepresents.com

Therapist Finder - www.therapistfinder.com

Pen Island - www.penisland.net

Unfortunately the web site of my favourite, 'The Italian Power Generator Company' at www.powergenitalia.com is 'under construction' at the moment. I wonder if they ran out of steam?

It just goes to show how careful we have to be when choosing a company and product name. First impressions count for a lot when it comes to our sales and marketing and in this day and age we need every advantage we can get. Talking of advantages, here's an opportunity for you to acquire some cutting edge knowledge and advice to help you improve your bottom line.

ISMM (The Institute of Sales & Marketing Management)

It's very rare I speak at 'open' events, as most of my [after dinner](#) and [keynote speaking](#) is usually done in-house for companies. On **Tuesday, 6th October 2009** I'm honoured to have been invited to speak and share the stage with some phenomenal speakers such as Geoff Burch and Steve Smith at the [ISMM 'Successful Selling 2009'](#) conference at the **National Motorcycle Museum, Solihull**.

To see the line up of speakers and topics [click here](#). There are only 1000 available places and every year this event has a full

on the 'To be removed
click here,'
button at the bottom of
this email.

house. If you want to move your business forward I suggest you book on to this action, knowledge and fun packed day by [clicking here](#), filling the form and submitting it.

The Sneaky Stunt - it's all in the pronunciation

Sometimes our American cousins have difficulty pronouncing some of the words in our fair language, and yes I am talking about English. Although, after watching 3 minutes of an episode of 'Big Brother' recently, I did wonder if while I was away on holiday everyone in the country had decided to change the nation's language... like, ya know what I mean... like.

Have you noticed how all our friends stateside say 'Lie-sess-ter' Square and 'Ed-In-Borrow' Fringe Festival? On a recent visit to the land of the true and the brave I realised there's a word that every, and I mean EVERY, American pronounces incorrectly. And I mean it's pronounced incorrectly every single time without exception and no, it's not a made up word, it's in the Oxford English Dictionary.

Can you guess what it is? I bet you can't.

The solution is at the end of the this email.

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

Studies by Dr Karl F Robinson of Northwestern University reportedly proved that men changed their minds two or three times more than women.

Maybe I shouldn't have told you that... or maybe I should... or maybe... just leave me for a while to think about it.

Also

Over 180 million Cadburys Cream Eggs are sold between January and Easter each year.

This comes to no surprise as I just can't help myself, I love them. I wonder how many everyone else eats.

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

"He doesn't know, but if anyone knows, he would."

Murray Walker

Staying with our Mr Walker.

"A sad ending, albeit a happy one."

I didn't know whether to laugh or cry myself.

...and finally

I wonder whether you are aware that I specialise in helping organisations unleash the best from their people. [Organisations who have already employed my services](#) as an [after dinner](#)

[specialist](#) or [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 they said.

Now, I'm not saying I would be a perfect fit for your event; that would be for you to decide, but if you do have an event coming up, then when would now be a good time to **give me a call on 01274 685152 email me at john@hotowka.co.uk** and find out how I can help.

Also, if you know of any one who can benefit from my services I'd appreciate you forwarding my contact details on to them. Thank you.

Have a great month.

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The Sneaky Solution

Which word does every single American pronounce incorrectly?

I can't believe I'm telling you this...

It's the word, '**incorrectly**'.