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SNEAKY SECRETS (Communication to Persuade)

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Dear John

Sometimes we have to communicate a message in the most difficult of circumstances. I think a most extreme case would be when having a heart attack while playing charades and your team mates are really bad guessers.

And if one of you team mates is really slow, like my friend Paul who thinks Churchill's biggest achievement was selling insurance, then you're really in trouble.

I'm a great believer that it's the person doing the communicating who is responsible for making the communication clear.

Which brings me to a communication tip I'd like to pass on, something so basic that we often forget.

Recently I spoke at two very different events. One to an audience of about 600 sales and marketing people, my topic, 'creating loyal customers'. The second was at an awards ceremony, which I also hosted, to about 130 people who have small businesses and this time I was to give an inspirational presentation about my challenges and successes over my 20 years in business.

Two completely different audiences and completely different agendas. Thankfully, both events were successful and the objectives of my presentations were achieved.

The principals apply to any form of communication.

The questions I always ask are:

1. What is the purpose of my presentation?
2. What type of information would benefit the audience the most?
3. What do I want to convey to them?
4. Why should they be interested, or what's in it for them?

Always think about the audience. Even if your presentation is one to

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persuade a group to your way of thinking, it'll be easier to persuade if you think about what's in it for them.

After all in any transaction in life we are always thinking 'what's in it for me'.

The Sneaky Stunt - How big do you think your head really is?

There are some very strange coincidences about our bodies (yup, you read that right my friend).

For example if you take a long piece of string and wrap it around your head, just above the eyes, exactly three times; but not so tight that you hurt yourself.

Now carefully mark the exact point where the ends meet, unwrap the string and cut it at that point.

Guess what? You've now got a piece of string that fits round your head three times... and... it's also as long as you are... tall.

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

Approximately three million women in the USA sport tattoos.

That was a job and a half; I lost count 3 times and had to start again.

... also...

Mountains are formed by a process called orogeny.

Which, by the way, is not what you put on your pizza.

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

"One accusation you can't throw at me is that I've always done my best."

Alan Shearer

There's just no answer to some things. The following is another one and was found on the fob of a Tokyo hotel room key...

"Depositing the room key into another person is prohibited."

John Recommends - Something you may find of interest

A Book

I recently spoke at the ISMM (Institute of Sales and Marketing Management) conference to an audience of about 600 people and was asked to talk about customer service. Instead I decided to go one step further and talk about creating loyal customers by creating positive experiences.

As part of my research I read, 'The Absolutely Critical Non-Essentials' by Dr Paddi Lund.

As soon as I'd ordered the book online the wheels were put into motion to create a customer experience for me, you might want to give it a try too. Just go to... [Dr Paddi Lund](#).

By the way don't order the e-book, but the real book.

... and finally

If you're looking for help with creating an event where your staff and/or clients experience an impactful business or inspirational message with magic and laughter then I can help. [Organisations who have already employed my services](#) as an [after dinner speaker](#) or [business and 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 now would be a good time to **give me a call on 01274 685152** or **email me at john@hotowka.co.uk** and find out how I can help.

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

Until next time, have a great week.

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