



Vol 2
Issue 7
November 2009

RELEASING YOUR MAGIC (Dealing With Change)

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Dear John

So there I was, feeling like a lame turkey in December, sitting on a pile of sage and onion stuffing, listening to Christmas carols.

We all experience discomfort from time to time, especially when we're about to go out of our comfort zone or we think we're about to lose something.

Talking of losing something, I heard that Jordan (Katie Price) is going to Alcoholics Anonymous; she's not an alcoholic, she's just afraid of becoming anonymous. Boom boom.

More often than not the fear we experience is unfounded and is usually because we're uncertain of an outcome, or think we have no or little control over what is about to happen.

It's the same when dealing with change.

This year I've celebrated 20 years in business and I've been reflecting on my evolution from entertainer to magician to speaker, and throughout that time I've experienced a lot of change, and I mean a LOT of change. I've made a mistake or two or a thousand (who hasn't?). I've celebrated many successes and I've learnt a lot along the way, and here are what I consider to be the top three most important things to keep in mind when dealing with change:

- 1)** As much as you can, have as clear a picture as possible of what you want to achieve. Make it as detailed as possible. Wanting a successful business does not mean anything unless you know exactly what success is. Even if you don't have a clear picture, just be as detailed as possible.
- 2)** Surround yourself with supportive people who you can confide in and don't be afraid to ask for help. Supportive people include family, friends, mentors and coaches and only if they have your interests at heart. By the same token, be supportive to others and give them help whenever you can.

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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3) Make a move i.e. take action. If you don't make a move then nothing happens. You can't even make a mistake to learn from. There is no such thing as failure just learning.

Even though it can sometimes be challenging to do those things (and boy o boy do I know) just do your best. Whatever challenges you face, they'll pass.

Hinspirational Poe-Hem

Here's a poem by [Mike Dooley](#) I have pinned to my office wall; it may resonate with you as well...

Your dreams are gifts that set you in motion,
On the tides of time where life is an ocean,
And your sails are filled with the winds of desire,
To surge through waves of murk and mire,
But when you awaken with your goal at hand,
You'll see your true destination was the voyage, not the land.

The Sneaky Stunt - How to pick up a bottle with a bank note



You might get away with doing this with a glass bottle, but it might be a bit too heavy, for safety reasons I strongly recommend you do it with a plastic bottle. And



as usual I accept no responsibility for any accidents that might happen so please be

careful.

At your next party, social event or, if you work for the Royal Mail, strike meeting, challenge the gathered throng to lift a bottle with a bank note.

Here's how you turn the crowd into doting admirers of your obviously superior intellect.

You'll need a bank note, I suggest a nice crisp £20 note, ideally the longer the note the better. Roll it up nice and tight and fold it about two thirds of the way along it. Put the note into the bottle and wedge it in the neck, the photo of the close up of what is happening in the neck of the bottle will give you a good idea of what to do.

Then carefully lift the bottle from the surface it's resting on to gasps of amazement.

WARNING: At this point the crowd may lift you shoulder high to cheers of adulation; don't forget to be gracious. Don't do what my friend Eric did and start blessing everyone.

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

A duck's quack doesn't echo, and no one knows why.

Come to think of it if a man is in a forest on his own with no woman to hear him and he speaks is he still wrong?

Also

*The toughest tongue twister in the English language is...
'The sixth sick sheik's sixth sheep's sick'.*

Personally I think that either the sheik should look after his sheep better or get rid of them. What's a sheik doing with sheep anyway?

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

"He was as tall as a six-foot-three-inch tree."

Jack Bross

Obviously not as tall as a six-foot-three-inch bush... or I could be wrong.

"It doesn't take a lot to figure that out. It's not rocket salad."

Bill Green

Or rocket science or rocket fuel or rocket...

John Recommends - Something you may find of interest

A Book

I count myself fortunate to mix with many speakers and people who have great ideas on how to make the world a better place.

Some people I know wonder how they can build their reputations and have their ideas recognised. You could use social media of course but there are other ways that can and will give you greater credibility.

'24 Carat Bold, The Standard for REAL Thought Leaders', is a book by Mindy Gibbins-Klein and she looks at how thought leaders can build a reputation as an expert in their field.

She covers topics such as networking, public speaking, blogging and PR, as well as many other essential business skills.

'24 Carat Bold' (I love that title) is full of easy to do tips and ideas to help you become a recognised thought leader.

What's more, Mindy is also holding a competition where you can win a lifetime of Thought Leadership coaching.

You can find out more by [clicking here](#).

A Speaker

If you're looking for a great speaker on marketing for your next event, or just great marketing ideas, [Geoff Ramm's](#) your man.

His ideas are practical, effective, unusual and he's wonderfully funny ha ha with it too.

Check him out.

...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 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 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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