

NEVER SETTLE FOR LESS

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November 2014 Newsletter

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Invisible Tattoos

We are now entering the busiest season of the year—Thanksgiving Christmaspalooza. It seems that during this season, lines get longer, and tempers are shorter. Our schedules seem full, but our days can seem empty—especially if we are so busy that we neglect the people around us. The following is an excerpt from Jerry Acuff's book—*The Relationship Edge in Business*. We're pretty sure you can find a way to apply this message to your life—regardless of your line of work.

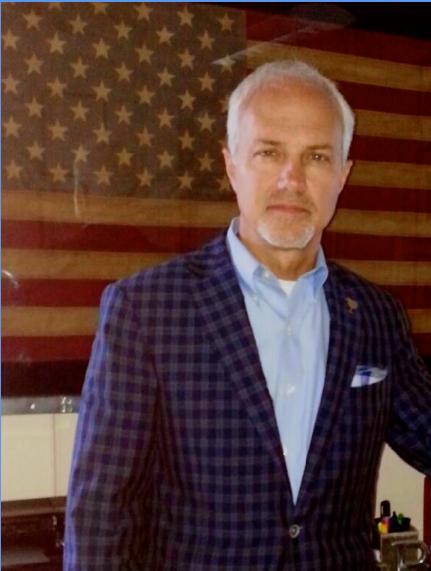


Remember that everybody wears an invisible tattoo. Everyone we meet and everyone we do business with wants us to read his or her invisible tattoo. The tattoo is a command that, if heeded, will bring about dramatic results. We can sell more, we can manage better, and we can be more effective parents if we read this invisible tattoo and then genuinely and sincerely do what it begs us to do.

And what is that tattoo? Invisibly tattooed on the forehead of every person we come in contact with are four words: *Make Me Feel Important*. These words can change lives. Psychologists tell us the deepest desire in human nature is the desire to be important. It is man's strongest, most compelling, nonbiological hunger. We want to associate with, do business with, and live with people who cause us to value ourselves. There is an almost uncontrollable urge to do things for the people who make us feel important.

Make me feel important and I'll probably like you. I'll listen to you, I'll most likely buy from you. I'll even follow you. All you have to do to make me feel important is to listen to me. Let me do the talking. Don't talk about yourself; talk about me. Notice me, learn something about me, learn something from me, do something special for me. I want to amount to something. I want to be special and you can help me be that.

Look at your prospects and customers. Look at your coworkers. Look at your spouse. Look at your children. If you look carefully, you can see their invisible tattoos.



What's David Doing?

Be Civil. Be Nice. It's something we all struggle with at times – some of us more than others. My goal for the month – need many prayers here – is to live it and not just talk it. Try it with me for the month of November and let's see what happens.

Truth is – any topic can be discussed if you do it in a civil and nice manner. You can talk vividly and demonstratively about race. You can be open and honest with your feeling toward gay marriage. You can even talk about mama's cooking – well, maybe not anything, if you want to eat another Sunday dinner.

As long as a group is civil and nice, you can get them to talk openly and honestly about their views, then walk away shaking hands when they are through. And most of all, a lot of good stuff actually gets done.

Thanksgiving Safety

You might be thinking to yourself---what is so dangerous about Thanksgiving? You'd be surprised! No need to panic, but we think you should be aware of some of the 'hidden' dangers in this holiday.

- **Deep Frying Turkeys** Yes. Deep fried turkey is delicious, we get it. But unless you are careful, you can end up with a flame-torched porch, or flambeed house. Follow the guidelines for the amount of oil to use--failure to consider oil displacement is what gets most turkey-frying chefs in trouble. Not worth the risk? You can always pre-order a deep fried bird--Bo-Time is always better than 911 time.
- **Road Warriors.** According to the DMV, during Thanksgiving, traffic is much more dense and a lot more cars will be out on the roads than usual. That is why an increased number of car accidents are expected these couple of days. Contributing factors that lead to more car crashes include driving under the influence, speeding and bad weather conditions. On top of that, more people are driving at night to get home as soon as possible, going to or coming back from parties, which all makes for drivers being tired and distracted. These drivers pay less attention to safety, often do not wear seatbelts, resulting in more severe injuries and fatalities. Drive defensively, and for crying out loud, don't text and drive. The turkey can w8.
- **Carb Overload.** We all know Thursday's menu includes some of the season's most delicious carbs: Stuffing, mashed potatoes, gravy, cranberry sauce, sweet potatoes with brown sugar and pecans or marshmallows, pumpkin pie. It's enoough to make anyone feel a little sick afterwards, but it could be very dangerous for a diabetic patient. The American Diabetes Association estimates that 9% of the US population is diabetic, and 25% of seniors age 65 and older are diabetic. Be sure to offer some low-carb options on your menu. (PS--this month's recipe is NOT one of those options!)
- **Crazy Target Ladies.** You know. Those crazy people who are so thankful for what they have, they spend the next day plowing over innocent shoppers to buy more stuff. Because it's on sale. Since 2006, there have been 7 deaths, and 90 injuries reported on Black Friday nationwide. We encourage you to exercise caution while shopping--and it wouldn't hurt to use a little common sense. Lock your doors, cover up valuables & packages in your vehicle, and be aware of your surroundings. And don't forget to shop Small Business Saturday--let's keep the little guys in business.

No Turkey Died...

When I was a kid in Indiana, we thought it would be fun to get a turkey a year ahead of time and feed it and so on for the following Thanksgiving. But by the time Thanksgiving came around, we sort of thought of the turkey as a pet, so we ate the dog. Only kidding. It was the cat. -David Letterman

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LET'S GET SOCIAL

We had a great time
with our Celebrity Look-
Alike Contest!

Congratulations to
Lacey Lowery who will
enjoy 2 tickets to the
Carolina vs. Clemson
game! (GO COCKS!)



Will Jackson



Lauren Horne



Chris Ferguson



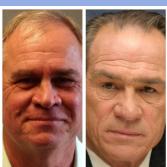
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