

# IPD'S FREE MONTHLY NEWSLETTER

January 2005

International Personal Development News to Use!

Wishing you a happy and prosperous 2005!

The problem with wishing and wishes is that they do not come true just by wishing. You have to DO something! You have to do whatever it takes to make it happen. As simple as that sounds, a lot of people have trouble with the "making it happen" part. We all know that we should do it but some never get started and too many give up along the way of "making it happen." Why? The answer is garbage, junk, stuff, clutter and ten thousand logical reasons why it cannot be accomplished. There is no easy way to answer this dilemma or someone would have figured it out long ago and made millions of dollars on the idea. Here is an interesting idea and possibly an answer for what is holding us back and stopping us in our tracks.

Emotional involvement is the key to success but it is also the key to failure. How can that be? How can they both be true? It is a matter of degree and objectivity. Emotional involvement in an idea, a vision, a mission will become a mad, passionate desire. It will drive you and it will give you the energy and even the wisdom to overcome any and all obstacles in your path.

On the other hand, emotional involvement in a thing, a status, a position will drag you down and hold you back because once you acquire it you have to hold on to it and maintain it. It is interesting to note that emotional involvement in an idea starts off slowly at a low level and grows and grows, eventually possessing you. When that happens you have reached that level of mad, passionate desire. Whereas emotional involvement in a thing starts off at a high level of intensity and diminishes in intensity as you gain possession. Now you own it. And have to maintain it. This is the garbage, junk, trash that

holds you back from growing and succeeding beyond your wildest dreams.

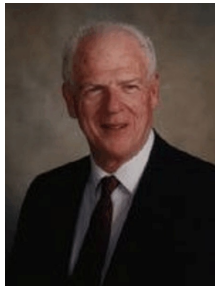
Take a look around your life at home and at work and at play. At work: Is that corner office or the name on the door really that important? Before you get it, it seems that it is, but after you get it, the glamour and the glory lose their luster. The same goes for that plaque on the wall. Do you have it to keep remembering former glory? And is it holding you back from discovering new areas of achievement?

**At home:** Is that diamond ring that you are craving really going to make you happy? Or will it be another "thing," another encumbrance that you will have to take care of. Have you looked in your closet lately? When was the last time you wore some of those clothes? And how many shoes or sneakers do you really need or use?

**At play:** Is the score that important? And are you having fun? Or are you turning play into "work"?

The beginning of a new year is a great time to take stock of what is really important to you, to preserve what you really want to keep, to find ways to achieve what you want to attain, and to delete all those things that keep you from going on to a happy, successful life.

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February 2005

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## LOVE.. What is it?

It's February and love is in the air. St. Valentine, Cupid, and hearts and flowers are sent to loved ones everywhere. But what is love? Does love belong in business? Will it get you into trouble? Yes, it does belong in business and it will keep you out of trouble. Many people will disagree with those two statements because of a misunderstanding of what love really is.

The whole idea of love is dangerous to a lot of people in business and in their personal lives because they have been hurt or double-crossed. There are stories of personal as well as business failures because of love/ We are told we need to be more loving and most of us even want to be more loving. Have we somehow been mis-led? Is what we have come to believe really love or is it the antithesis of love? If that is true then is it any wonder that there is spousal abuse, child abuse, road rage and a whole list of offenses great and small created by people who are not getting along with each other.

So what is love? Simply stated it is accepting someone for who and what they are which includes not wanting or expecting them to be any different than they are. Love is a condition of YOUR thinking, YOUR attitude and YOUR behavior. It has nothing to do with the other person. That is the theory, Now what is the application and how do you make it work for you.

The only thing that you can do to create love around you is to be a loving person to every one including yourself. If you apply this only to a chosen few, it will not work, because people will quickly realize that you are not loving but you are trying to seduce them into doing something for you.

So what can we do to be loving to everybody?

**First:** Keep your promises. If you said you would do it. DO IT! Move heaven and earth to do it or do not say you will do it in the first place. If you are afraid of the snow, then say "If it snows then I will not do it." if you imply that you will that is the same as making a promise. So stop using words like "maybe" or "I'll try." Do not say "I'll call you right back" unless you are going to call right back in the next few seconds. The other person is expecting you to call. If you do not call right back, you broke a promise.

**Second:** Salute the other person. Recognize them. Say hello, good morning, good afternoon, glad to see you, welcome, how can I help you, be with you as soon as I can. If there were two businesses in the same area selling the same product or service at about the same price and one acknowledged you every time you entered, which one would you go to?

There is a large grocery store in my neighborhood that I avoid as much as possible. The check-out clerks never look at me, and while they are scanning the items, they continue conversations with their co-workers. How much business are they losing? I have heard other shoppers who complain of the same thing and avoid stores like that.

When I am traveling, I will go out of my way to stop at a particular restaurant chain because some one says hello or good morning every time I enter and when I am seated, I am acknowledged by the individual who will be my wait person. The food is not fancy, and the decor is very plain but I get a warm comfortable feeling. It does not cost anything to say hello to your family, your employees, your co-workers,

your customers or anyone else you meet, but it is greatly appreciated.

**Third:** Compliment people. Look for something special in the other person, then tell them. Do not wait for a birthday, an anniversary, a holiday or when you will finally get the time. We all like to know that we are special and that we are appreciated.

And last of all do it not for what you receive in return, but for the sheer joy and happiness that you feel in doing it.

### Personal Peak Performance

#### What Do You Think?

*“It is better to have loved and lost than never to have loved at all.” Do not build walls of protection so high and so strong that you ignore the love that is all around you.*

### The Marketing Minute

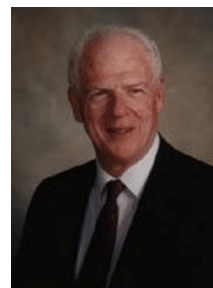
If anyone would like Ivan to work with them or with their group, please contact him through the contact address in this newsletter.

OUR WEB SITE: See Ivan in action on the video clip, about 15 minutes.

Go to <http://www.yesfactor.com>

ROAD TO A HAPPIER MARRIAGE is now available through your local book store or Amazon.com

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March 2005

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Work-a-holics are great people. Let's protect them, we need them. If you are one, be proud. You are in good company. If you are not one, then become one. The most maligned people are the work-a-holics. The problem is that they are human and do human things, others seem to point out to the world every mistake that they make. They make a lot of mistakes mostly because they do a lot of things. You may not like everything they do or even the way they do them.

When is the last time that you used your car, your cell phone, computer, telephone, or flew in a plane? If it were not for the work-a-holics who invented, produced, serviced and sold these things you would not have them today to use and sometimes to complain about. General Washington, Bill Gates, Martha Stewart, Henry Ford, the list could go on and on. They have all been criticized, idolized, worshiped and condemned. There is no need to catalog their weaknesses and indiscretions. You have probably heard them all. Maybe you yourself have been criticized, idolized, worshiped or condemned as I have. It was usually by people who had not walked in our shoes and who did not take the time to ask us why we did whatever we did.

This is a free country so it is our right to express our opinion. But if you do not like someone or some product, then, to maintain your own integrity, you must not use or benefit from the product or service created by that person or you risk being labeled a hypocrite. Better yet, walk a mile or two in the other person's footsteps and remember that they are just as human as you are with the same failings and weaknesses.

So become a work-a-holic. Fall in love with something. Become passionate about solving the problems of the world. Then go and do it. Note that I did not say TRY to do it Or talk about it. Just do it. Will you make mistakes? Of course you will. That is how we learn something new. Will you get criticized? Of course you will. Do not take it as a personal affront. Instead listen carefully. Even ask questions of your critics. Wisdom is there. Your critics may not be one hundred percent correct or even one percent correct, but in very criticism there is an insight, a gem that when understood and applied to your life will increase your wisdom.

The reason work-a-holics are the way they are is because they are having fun. They do not feel that they are "working". When you love what you are doing, it is not work to you. The problem with this is that they are having so much fun all year long that they do not take vacations or holidays. We should all be forced to take two weeks off from our regular activities and away from our regular environment at least once a year. The reason for the two weeks is that it takes one week to gear down, to slow down and heal all sorts of physical and psychological stuff that we have accumulated. The next half week is necessary to rebuild our psyche and the last half week gets us bored with what we are doing and all charged up to get back to solving the world's problems.

## The Marketing Minute

Ivan has an article published in the February Singapore Human Resources Magazine titled **Developing Productive Work Relationships**, subtitled **Uncommon Wisdom**.

OUR WEB SITE:

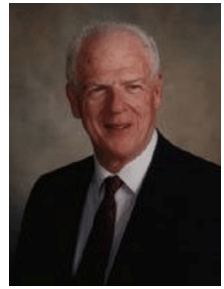
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### Points to Ponder

#### WHAT DO YOU THINK?

*We are all criticized or idolized at one time or another. When you accept what it said, you will either feel good or terrible about yourself and about those who have said it. When you ask “why” you open the door to wisdom.*

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# IPD'S FREE MONTHLY NEWSLETTER

June 2005

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## **“Do Over.. Do Over” ... The Cry of a Child.**

“Do over” is the pleading of a child when a game, answering a question, or life does not turn out “right.” They want another chance. The problem is that life does not work that way. In life there are no second chances to get it right the first time. We say things like, “That is not fair”, “I meant to do it the other way”, “I did not know that you would get hurt”, “It was an accident” and on and on looking for a justification to “do over.”

Whoever taught us that or even allowed us to get away with that did us a disservice. I am sure that they did not mean to hurt us. Maybe we cried in disappointment or fear of reprisal when we spilled our glass of milk or dropped our ice cream cone. And the parent felt sorry for us and saved the day with a fresh glass of milk or a new ice cream cone. We usually stopped crying and the parent felt better.

But what we learned is that the world gives a second chance to get it right and then we keep on looking for that second chance. Some people thought that I was mean when I would not give my eighteen month old granddaughter a second cup of milk after she spilled the first one. And I also insisted that she learn to clean up the mess she had made. But by the time she was three years old she not only was not spilling her glass of milk, she was able to pour her own glass from a gallon jug without spilling any.

While working with a Chamber of Commerce committee, I heard one of the members say, “If only that restaurant had not gone out of business, we would still have a draw that would bring people into town.” The problem with that statement is that “if only” does not exist. “If only” is like “do over.” It implies that you have

another chance, that the business could come back. And that is not going to happen no matter how unfair it is to the people and to the economy of that town. A year after the business has left town is too late to do anything about that business. What happened was started long before, and the committee must start with a clean slate, examine what the conditions are and build on what is, and not on what could have or should have been. If the town people really did not want the business to leave town, they would have been wise enough and observant enough to detect that it was losing ground months before it went under and would have done something about it then. The cost in time and money to find a new business to replace the old can be as much as ten times what it would have cost to help the original building be successful. Help with management, marketing and business ideas could have been all that was needed. If the business could not afford it, then help could have been provided pro-bono. The cost would still be less than finding a new tenant for an empty storefront.

The same thing happens in our personal lives. We have accidents, but are they really unavoidable? If you get into a car with an impaired driver, should you be surprised if something happens that you could have avoided by not getting in the car. Have you ever driven faster than the road condition warranted? Look around you. You will never get a second chance to make a first impression or to undo an accident.

So accept what is and go on from there without guilt or condemnation.

## Points to Ponder

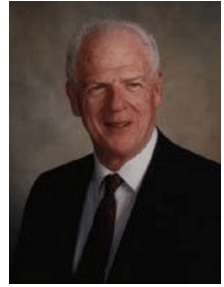
### WHAT DO YOU THINK?

*If you find yourself riding a dead horse, the best strategy is to dismount. Joining a support group of dead horse riders, or using a bigger stick on the horse will not lead to success!*

## The Marketing Minute

The next YES Course, a ten-week educational program on personal and professional growth is scheduled to start on September 7, 2005 in South Portland, Maine. If you are interested please call 1-800-638-5864 or go to our web site at <http://www.yesfactor.com> and click the course icon.

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November 2005

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## Compliments

Telling people how wonderful they are helps the world turn. Compliments help people feel better about themselves and it also gives you a good feeling about yourself. But this only works if you are telling the truth and speaking from your heart. In our fast paced lives we do not hear how wonderful we are, how special we are. Although we touch, talk with and see hundreds of people every day we do not hear compliments. We actually are getting compliments all day long, yet we do not recognize or understand them. Therefore we are ignoring them. We have built up a wall between "us" and "them". That wall filters out compliments, but allows in all criticism.

Why and how did this happen? We were not born that way. It happened somewhere along the time of growing up. You did this wrong. You did that poorly. You cannot do that. Who do you think you are? Stop. Get out of my sight. These are the words and phrases we remember hearing, but there are other words. Listen to them.

A study was done some time ago that showed that we are told NO in one form or another more than one hundred thousand times before we reach the age of eighteen. Quite often even the YES was followed by a limiting BUT! So is it any wonder that we do not accept compliments. If you do not recognize the compliment then in your own mind you are not getting any. This is damaging to our morale and self image. Have you ever said, "It was nothing. Anyone could have done it" when someone thanked you? It may have been easy or you would have done it

anyway. Oh, yes, you heard the words they said, but you rejected the compliment and therefore did not allow it into your psyche.

A few years ago, one of my clients, a real estate broker complained that she never got compliments. She said it made her very unhappy with her job and the people she worked with. I asked her "How many compliments did I give you in the class tonight?" She said "None". I pointed out four compliments that I had specifically given her. "O.K. she said, but I never get them at work." I challenged her to listen carefully during the next week and to write down compliments she received. The next week she arrived in class with several pages filled with the compliments she had received. She was amazed and realized that this had been happening all along but she was the one who had been unwilling or unable to recognize it.

You may not want to write down all of your compliments, but if you do, you too will be amazed. Writing them down takes them out of the ether and makes them real. Save them and re-read them periodically. If you make the commitment to do this for a month, you will be shocked and awed at how many people love you and enjoy your company.

## Points to Ponder

### WHAT DO YOU THINK?

*Do you really want to grow? Do you really want to change? Be careful! Growth and change require letting go of the old, of what was comfortable. You knew what to expect and a change can bring surprises.*

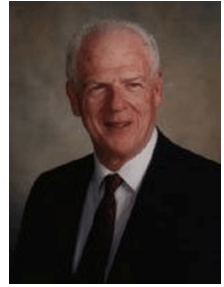
## The Marketing Minute

There will be a YES Course graduation on Wednesday November 9, 2005 at 6:30 PM, in Portland, Maine. YES graduates are invited to attend.

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December 2005

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## **T'is the Season of Giving and of Parties**

That's a scary thought. Will I have enough money? Will I give the right gift? Who shall I give to? What parties should I go to? Will I be invited to any?

All overwhelming and potentially guilt ridden questions! The answer to this riddle is quite simple. Give the gift of you. The greatest gift you can give anyone is you, the real unadulterated you. In life there is a tendency to want to hide whom we really are for fear of not being liked or that someone will think we do not love or appreciate him or her.

What I mean by giving you is to drop all pretense. Stop trying to impress people with your wisdom, wealth or status in life. Everyone has wealth, wisdom and status to one degree or another. We get into trouble and appear phony when we talk or act as though we are at a different level than we are.

When you go to parties, be yourself. Dress from your own wardrobe to the appropriate level, and then you will feel comfortable. Socialize with the people that you normally associate with, but be open to others at the party. If you are normally a light drinker, then do not change your style just because the drinks are free. And last but not least, the secret of being appreciated as a memorable guest is to show an interest in other people. Ask them about themselves. Listen and respond accordingly.

For gift giving, those things you buy or make and wrap up or put in a fancy gift bag, the same theory applies with the added ingredient of the money you spend. Decide how much money you can afford and make that your limit. This will eliminate feelings of guilt and financial

deprivation. Then you can have a happier more relaxed holiday season.

For your gift recipient to have a happier experience, purchase or create something that appeals to them. Not every woman likes jewelry or fancy clothes, and not every man wants electronic gadgets or sports equipment. Becoming a real gift giver requires knowing and understanding the person you are giving to. And that's the secret of being a giver and giving the gift of you. When you have made the effort to understand and love another person, you cannot fail to give the gift that will be appreciated.

## **Points to Ponder**

### **WHAT DO YOU THINK?**

*Christmas, the time of peace and good will, comes on one day of the year. What are you doing with the other 364 days?*

## **The Marketing Minute**

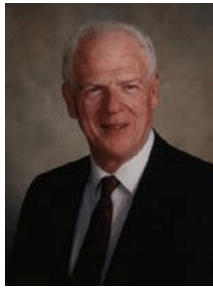
### **“LOVE and LIVE”**

Several people have asked for a one day seminar on relationships. We will have “LOVE and LIVE” one week end this winter. The date is not yet set, so if you are interested send an e-mail and we will try to arrange a date suitable for most of the people.

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