

IPD'S FREE MONTHLY NEWSLETTER

January 2006

International Personal Development News to Use!

Love and Live

No truer words were ever spoken. Love is an action verb. It is something that you do, not something that is done to you. Love is not a fuzzy feeling. Yes, love will inspire you to greater goals. It will make you a better person, a person that people will want to be around. But love doesn't just happen. It is something you create. To love is to accept what is without thinking or wishing that it was any different. Many people call that a spiritual concept, but I call it a very practical down-to-earth concept.

This works well for everything because when you love, living becomes exciting and fulfilling. You are not living an illusionary life. You will never be disappointed in your life or in your work or in your friends or partners.

In interpersonal relationships, if you are a loving person, you will accept the other person for who and what they are and never want them to be different. If the other person wants to grow and change, great! Then you encourage the change, never criticizing or condemning their mistakes but complimenting their successes. In doing this the other person will feel comfortable and not threatened in your presence. Then you can decide if you want to continue to associate with them or not. If you do decide to continue the association you will not be surprised or disappointed with their behavior.

Many books have been written on this subject. As a matter of fact, I have written one of those books and I also have workshops.

Valentine's day is just around the corner and I am offering a free one-day workshop "Love and Live" on Saturday February 18, at my office in Center Ossipee NH. Although it is a free day-long workshop, please register in advance by calling 1-800-603-4795 to reserve your space. Space is limited. If we have an overflow we will schedule another workshop at a later date. For more details on the workshop, check our web site.

I realize that this is a local (New Hampshire) event, and most of our readers from foreign

countries would find it difficult to attend. Those of you who have been receiving our newsletters for a while are probably aware that in one way or another, we write about love in business, in marriage, in parenting, in friendships.

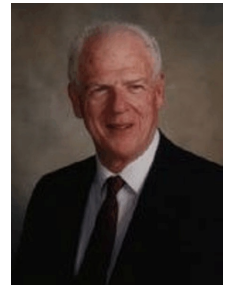
Valentine's Day is a good time to think about what kind of love and happiness you want to create in your life.

The Marketing Minute

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February 2006

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Ivan's Secret to Success

Everyone wants to be successful but too many people miss the mark. So what is the secret? The answer is: become a master salesperson and you will guarantee your success in anything that you choose to do.

I can hear the chorus now saying "But I am not a salesperson, I am a housewife, a teacher, a lawyer, an engineer!" and on and on. "And besides all that I do not like salespeople or selling!"

I respectfully disagree with that premise, because no matter what you do in life you are selling. The better you are at selling your ideas, your services, your products and yourself, the more successful you will become. No matter how good your product, service, or idea is, no one will want it when you throw it on the table in front of them like a dead fish. It has to get up and sing and dance before they can visualize that they want what you are offering.

When you bring it to life so that they can see the value in their lives you will not have to sell, because people will want to buy, and all you will have to do is help them buy. No matter what your product or service, what they are buying is you, your enthusiasm, your knowledge, your integrity.

Whether you are teaching a subject, selling a product, being a coach or a supervisor, or courting your future spouse, people will buy what you are offering if they believe in your integrity and know that you would not allow them to purchase or to put their trust in something that is not good for them.

Anyone can accomplish this and become a master salesperson by always telling the truth and allowing the other person to make the buying decision. Develop trust by doing whatever you said or implied that you would do and see it through to the end. If you miss the mark then you have damaged your credibility even if there was a perfectly good reason for your failure to perform.

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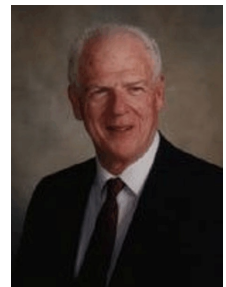
FUTURE SEMINARS AND WORKSHOPS

There will be a YES-2 class starting Wednesday March 29, 2006 from 6:30 PM to 10:30 PM in Portland Maine. This is a 10 week educational program designed for people who have taken the YES-1 class in the past. To register call 1-800-638-5864

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Managers Manage and Leaders Lead

The question is which one are you, and which one do you prefer? Neither is good nor bad. Each has its function and both are necessary in a vital organization. Leaders get things done, managers control what is done.

A manager is not an active member of a team. The manager is responsible for training (education), guidance and direction of the team. The size of the team could be from one up to hundreds or thousands. The manager of a prize fighter or of a baseball team is not an active member of the team. He/she does not play an active role, does not throw any punches or hit any balls. He/she manages the players to guide and develop them to do a great job or play a good game.

A leader is quite different than a manager. The leader is very active and involved in the play- as in: lead singer, lead dog, lead sales person- all are active, involved and quite often the major contributors to the activity.

So much for definitions, Now how do we apply all of this to real life and to the business that we are in. Leaders seems to have difficulty in their organization sometimes because they are always pushing the envelope, wanting to accomplish more and often they are viewed as trouble makers. They keep looking for ways to get things done faster, better, more efficiently and that challenge the status quo, which is the domain of the manager.

In my early career, I had risen to position of foreman of a manufacturing department and I was responsible for several supervisors as well as over one hundred line workers. My department was working so effectively and efficiently that I started to have time on my hands. I could have

relaxed and taken it easy, but my work ethic was such that I felt I always had to accomplish more. So I started to change how the product was produced. Under my plan the product would have been less expensive to produce because it involved fewer steps to accomplish the end result, plus it would look neater. When the production manager found out about it, he wanted to have me fired, but he didn't because I was the most productive foreman they had ever had in that department. However he did make me go back to the established production procedure. The status quo was re- established.

Had I been more of a team player , the manager would have been informed of what I was working on earlier in the process and he would not have been so shocked.

Had I been more of a manager, I would have understood some of the problems that my activities were creating for the production manager.

The moral to this story: for a happy, productive, successful life become 80% leader, 10% team player and 10% manager.

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SEMINARS AND WORKSHOPS

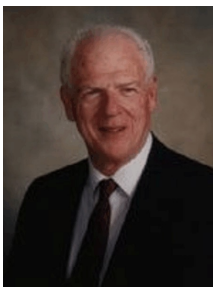
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June 2006

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Never Give Up!

No matter what your circumstances, never quit! There is always another way around, through or over the obstacle that you perceive is holding you hostage. Is it money? Is it health? Is it time? Is it knowledge? Is it talent, other people, friends, relatives, authorities or enemies? No matter what or who you perceive that it is, there is always something that you can do provided that you do not give up.

All of the great and not-so-great philosophers, teachers and prophets throughout history have said the same thing albeit in different words to different cultures, but always with the same meaning: "Never quit." Follow your vision to the ends of the earth, to the end of time. It does not matter that you have not yet succeeded. It does not matter if you are laughed at, ridiculed, scorned, or even admired. Follow your dream.

It is always helpful to have a role model, a mentor who will guide you or inspire you, because it has never been an easy journey. And be thankful that it is not an easy because that is where your strength comes from. It comes from having to overcome each of the obstacles, be they real or imagined. So avoid anyone or any agency that offers to do it for you. Rather seek out one who will guide you and inspire you to do it yourself. And remember that the knowledge will be truly yours when you yourself have paid the price.

Along life's path, we need a variety of mentors and role models to suit our needs. You each have probably inspired or motivated someone by an idea, a word spoken or an act performed without even being aware of what you have done because you were living it, just doing your own thing.

Imagine sitting on the floor of a one room rented apartment because there was no desk or chair and deciding to name the business that you were going to start "International Personal Development." Doing that at 20 or 25 years of age would be one thing, but doing that at the age of 45 years and just coming out of being homeless was quite another thing. I needed a lot of inspiration and mentoring and I did get it. My journey is still going on. My company is international and my works have been published around the world. I am sure that as a result I have been an inspiration to others.

My message is this: Do not wait for circumstances to be perfect. They never will be! Do not wait for someone else to tell you its O.K. They never will! Follow your dream. Do it NOW!

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SEMINARS AND WORKSHOPS

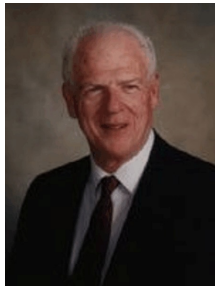
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Are You Living in a Self-made Prison?

Have you ever heard the story about the two frogs? One frog was dropped into a kettle of boiling water and he jumped right out. The other frog was placed in a kettle of cool water and he stayed there. He stayed even as the water got warmer and warmer. He even stayed as the water boiled and he died.

The second frog was in a self-made prison. He could have jumped out at any time until it was too late. The question is why did he stay there to eventually die? I do not know for sure because I am not a frog although at times in my life I think I have been like that frog.

Situations do not start off bad or you or anyone would jump out very quickly. They start off slowly, even comfortably, and then things start to go wrong. But you feel that you have been there so long, you have a vested interest in trying to make things work. You feel that your life would be over if you left.

Are you living in a place that is uncomfortable? Are you in a relationship or a job that is tearing you down or one that is preventing your growth and development? If so, why are you still there?

In my coaching and consulting work I have asked that question of many people in all walks of life and in many countries. The litany of complaints would fill volumes, but it is the answers to the question that are interesting. "I can't make it on my own." "I don't make enough money", "I'm too old (or young) now to do anything about it." "It's about the best I can expect so I will cope with what I have."

There are as many excuses as there are people. These people live in an illusionary world always thinking that things will get better (or they should!) without any change or effort on their part. Do not wait for things to get better. Take the initiative to resolve the problem. Yes, sometimes things are

tough. Sometimes great effort is required to make changes. And yes, sometimes it means starting over in a career, in a relationship, in a new country. But people with courage and determination have done it and are doing it every day. You can, too. Enjoying life means living freely and making the choices and taking the action that will bring you your happiness.

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SEMINARS AND WORKSHOPS

There will be two Yes Courses in Maine starting in September in the Portland and the Auburn area. If you are interested in attending or know someone who would be, please e-mail us for information.

HOME-STUDY COURSE

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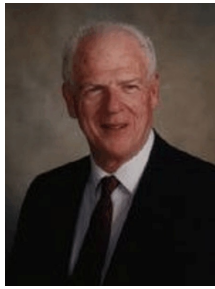
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To Life

Life is always interesting because you never know! I mean really know what is around the next bend of the road. Oh yes! You can plan your "things to do", set goals and be working toward their accomplishment, but to paraphrase a great writer, "The best laid plans of mice and men"...sometimes don't work out! Later someone came up with Murphy's Law that says, "If something can go wrong... it will."

So if you have a thought, an inspiration to do something, then do it now, because you may never pass this way again. How many words of love, appreciation or encouragement have gone un-said because other things or events got in the way or you just did not want to bother them when they were busy and then shortly after, it was too late.

This happened to me. Perhaps you too have had something similar.

I was driving past a famous restaurant that was owned and operated by a client of mine. She was more than a client, she was a friend who had helped and encouraged me to develop and expand my business. On this day, I had the inspiration to stop and thank her for all she had done for me. But I looked at my watch. It was high noon, not the time to bother a busy restaurateur, so I drove past. But then I remembered something that I teach in my YES Course and that is to listen to that inner voice that we all have, and not to let your logical mind talk you out of it. So I turned around and went in to visit. On this day she was working alone in her office. I spent about fifteen minutes telling her how much I appreciated and loved her for all she had done to help me in my business. Then I left and went to my next appointment

with no time to spare. Later that day when I arrived home, I learned that she had died in her office shortly after my visit.

Imagine how I would have felt if I had continued driving to my next appointment with time to spare. Would I be saying, "If only I had listened?" So my suggestion is to heed your inner voice and take the action that it directs.

This is true in business as well as your personal life. Your employees, your co-workers, your boss, all respond to appreciation. It's not too late to send a letter of appreciation to that teacher who influenced your life, to call the friend you haven't seen for a while, to thank the people who helped you climb the ladder of success in your career.

Points to Ponder

*Who is it inside your head that is talking to you?
It is a friend, so listen!*

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