



UPDATES FEBRUARY '23



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"One of the major issues plaguing human potential in the corporate world today is work-life balance.

The Term itself diminishes our ability to make the case that work can be a richly rewarding part of a person's life and should, in many ways be personal."

-Matthew Kelly



Excellence vs. Mediocrity

by Hugh Ballou

*Be a yardstick of quality. Some people
aren't used to an environment where
excellence is expected.*

– Steve Jobs

As a musical conductor, I understand that concertgoers want excellence every time we perform...every time. We are only as good as our last performance. Performance is a skill, as well as an art. It's not striving for perfection. It's maintaining excellence in standards.

Musicians do what business teams don't do. We rehearse for every performance. The best musical groups constantly rehearse, creating what's called an "ensemble." That's a higher level of functioning that only the best performers can achieve. It can't be directed. The conductor inspires excellence. The ensemble is a reflection of the skill and influence of the conductor.

The leader of a business or social-benefit organization inspires excellence and creates a culture of high performance that reflects the passion and skill of the leader. It is a synergy reflected and a new Architecture of Engagement TM.

All of these strategies are based on the leader seeking excellence in all systems and outcomes and not accepting mediocrity. Unfortunately, the standard is not high in many organizations. The leader blames the existing system and the people, when, in fact, the leader is in a place to change those systems and influence how systems and people work.

Excellence is a habit that needs cultivation and inspiration. If we want to change others in the culture we lead, then it's important to change ourselves. When we change, others in the group adapt. If we don't accept mediocrity, then we have set a new standard.

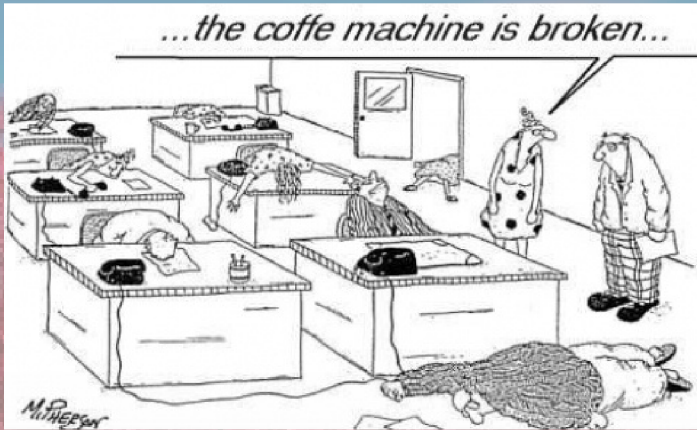
Here are a few resources for you to explore how excellence is reflected through visionary leadership:

Berny Dohrmann, Redemption: The Cooperation Revolution. Berny is the founder of CEO Space where Cooperative Capitalism is taught and practiced.

Seth Godin, This is Seth's Blog. Seth talks about why labor unions were formed and goes on to challenge unions to work for excellence in performance by not stressing the mediocre

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On the Lighter Side



DOING A GOOD JOB HERE

Is Like Wetting Your Pants
In A Dark Suit

YOU GET A WARM FEELING
BUT NO ONE ELSE NOTICES



I told a joke over a
Zoom meeting...
it wasn't even
remotely funny.



**Q. What would Bears be
without Bees?**

A. Ears!

**I ordered a Chicken and an
Egg Online.**

**A. I'll Let you know what
comes first.**

**Q. What's the difference
between a poorly dressed man
on a tricycle and a well-dressed
man on a bicycle?**

A. Attire

**Q. Why do seagulls fly over the
sea?**

**A. If they flew over the bay,
they would be bagels.**



**Nothing ruins a Friday more
than an understanding that
today is Tuesday.**

JOKESFORFUNNY.COM

You Don't Have to be a Master to Write Effective Copy

by David J Dunworth



It's true; anyone can write copy to market and sell their goods and services IF they possess a few skills. But, if you want to maximize your efforts, you may want to either: hire a qualified professional, or two: practice enough to cut the mustard.

Here are the three things you need to produce copy that sells without the 10,000 hours University. The expectation is that it takes 10,000 hours to master any skill.

First, you must know your prospective customer, client, or patient. This is an absolute must.

Guessing what's being talked about in your prospect's mind is no way to enter the conversation. That's correct; you read it right. You've got to get in on the conversation already swimming around in the noggin of your ideal target. They are constantly going over the stressors inside their minds as they work 60-80 hours a week against the pressures of their industry.

Think strongly about a single person when writing copy to target your target audience. Get a firm picture in your mind of precisely who that person is. When you created your personas (some call them avatars) for each product you happen to sell, you should have gotten so unique that you should have named the singular.

I target practitioners. You know, physicians, dentists, attorneys, and the like. I refer to my physician persona as Pat. I don't know why other than Pat is both male and female. For Dentists, I call them Bob because whenever I'm in the chair getting work done, my head bobs to and fro from the headrest to the spit sink. Attorneys – I call them all Rob (with a long O as in Robe). Get it? I make my visuals appropriate depending on which persona I'm targeting.



My research into my personas has taught me precisely the pain points, struggles, challenges, and difficulties each has in their mind. What's keeping them up at night? For instance, the typical physician worries about the constant cuts the insurance companies place on reimbursement for services rendered.

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**Building the Best Business
in the World**

**Expanding The Reach
of Your Message**

**How Being a Faithful Business Servant
Empowers Your Mission**

**Learn Why Shadow Spotting is Crucial to
the Health of Your Organization!**

Missed Any Episodes?



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Excellence vs Mediocracy

Marva Dawn, Reaching Out Without Dumbing Down. This was written several years ago about how churches were dumbing down worship to attract the “Young.” After thirty years, those mainland denominations have lost many members due to this dumbing down. Her first chapter is about how education has also dumbed down over the decades.

Alfie Kohn, The Schools Our Children Deserve. This is another challenge to the traditions of dumbing down education through standardized testing. Alfie classifies standardized testing as a form of ethnic cleansing of the culture. The U.S. leads the world in prisons and prisoners incarcerated. Could this be one result of our systems?

Today, we are growing a new breed of leaders with integrity in their DNA and excellence as their passion. I’m a Boomer and my generation has created this mess. I’m seeing that Millennials are changing the game.

Is your passion excellence or do you settle for mediocrity? *

UPDATES FEBRUARY '23

10 Facts About Black History Month



by Bernard Grant, Ph.D. and
Vanesha McGee, M.Ed.

Updated February 2, 2023

✓ Edited by Cobretti D. Williams, Ph.D. and
Cameren Boatner

Black History Month celebrates African Americans' history, contributions, and achievements. Almost 100 years ago, Black History Month began as a weeklong event. It's now a month-long celebration that takes place every February.

Black history embraces the 400-year-long record of Black life in America. It also includes stories and activism against slavery and modern-day racism.

1. Black History Month Began as Negro History Week - In 1926, [Carter G. Woodson](#) established Negro History Week. The celebration highlighted Black Americans' history, lives, and contributions. In 1976, Negro History Week expanded to the month-long celebration we observe today.

Woodson, an African American historian who graduated with a Ph.D. from Harvard, founded the Association for the Study of African American Life and History (ASALH). The ASALH now leads nationwide [Black History Month celebrations and establishes its themes](#).

2. Black Students Protested for Black History Month - In 1968, members of [Black United Students](#) (BUS) at Kent State University walked out, protesting disorderly conduct charges against students participating in sit-ins, according to ASALH. BUS's successful student activism helped establish [three Black studies departments](#) and institutes on campus.

In 1969, BUS students demanded that Kent State extend Negro History Week into a month of Black history celebrations. President Gerald Ford later affirmed the actions of BUS with the observance of Black History Month nationwide.

3. February Honors Abraham Lincoln and Frederick Douglass - Black History Month happens in February for good reason. Woodson selected February in honor of Frederick Douglass and Abraham Lincoln's birth dates. Lincoln is well known for issuing the [Emancipation Proclamation](#) — declaring freedom for enslaved Americans held in the Confederacy.

Douglass escaped from American slavery in 1838. He became a renowned abolitionist, speaker, and writer. He wrote several books, including *A Narrative of the Life of Frederick Douglass, an American Slave*.

4. Black History Month Themes Change Yearly - Every year, ASALH selects an overarching theme for Black History Month. The very first Black History Month theme was Civilization: A World Achievement. The 2023 Black History Month theme is Black Resistance.

Black Resistance shines a light on historic and modern oppressions against African Americans. Advocating for equity has long been a form of resistance. Resisting acts of discrimination, injustices, and racism plays a critical role in African Americans' well-being.

5. Civil Rights Leaders Popularized Black History Month - Many civil rights leaders contributed to Black history and the celebration of Black History Month. [Black activists](#) like Rosa Parks, W.E.B. Du Bois, Malcolm X, John Lewis, [Barbara Jordan](#), Marcus Garvey, and Martin Luther King Jr. brought national attention to Black struggles.

Freedom Schools, established during the Civil Rights Movement, highlighted Black history — working to eliminate oppression and uplift Black excellence. Like Black History Month, the schools honored and celebrated Black leaders. With the help of prominent civil rights activists, Black History Month celebrations grew in popularity.

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Write Effective Copy

They also have concerns about their investment portfolio, mainly because physicians don't typically know about business or finance.

As for dentists, they have patients (or the lack thereof) on their minds to the point of distraction. The amount of money they have invested in their office layout is staggering, as it takes nearly \$1 Million to outfit a multi-station practice. The failure rate of dentists is so alarming that corporate dental is slowly taking over the industry.

Hold Fast To Dreams!



The dreams they held when they first decided to become a dentist have faded significantly since they opened their business. No one talks about it, but dentists have the highest suicide rate of practitioners, bar none. The stress is enormous.

Attorneys are a lot like dentists. They suffer the same situation except for the investment in office furnishings. Their dreams have faded, there are always more new clients, and the competition is

fierce depending on their niche. More and more attorneys are finding ways to specialize in carving out a niche within a place.

Regardless of the niche or audience you target, you have to know where to reach them. That's another segment of the persona research that must be comprehensive. Where do they get their information? Not just the internet. What magazines, newspapers, tv stations, and radio stations do they favor? Your job is to get your message in front of as many people in your niche as possible. Only 2% of the target audience is ready to pay attention to your cleverly crafted messaging.

So you see, this is the exercise you need to work on to get a real handle on your ideal prospect.



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Black History Month is a time to reflect on the past and use earlier lessons to imagine and work toward a better future. Black Americans continue to feel driven by the same societal issues that motivated Woodson a century ago.

Many African Americans look forward to a time when Black history is fully integrated into accounts of U.S. history. National acknowledgment, education, and celebration of Black history could change the need for Black History Month in the future. Modern forms of racism and bias suggest there is still a ways to go toward that goal.



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Write Effective Copy

Second, you have to have the ability to write just like you talk. Now leave the dock worker lingo to the streets. I was kidding. So, be casual, considerate, polite, and somewhat direct. If you want them to do something, you have to tell them. People like direction. They don't take vague innuendo whatsoever. And, just because guys like Gary V and Tony Robbins can drop F-Bombs in every other sentence when they're on stage doesn't permit you to be crude, rude, and offensive under any circumstances.

Get your ideal target in your mind and imagine having a quiet conversation with them over a coffee or beer. Speak to their issues. They don't want to hear about you and what you do. The only thing they care about is how you can solve their concern. They could care less about your features and benefits; your whizzbang is the best, etc. There's only one thing on their mind, and that is what's chewing them up inside.

Offering information that can improve your target's life is a great way to build a relationship. Don't just think you are one because you speak like a friend. Be helpful, be generous with information. Educate your prospects about how your goods or services can quickly resolve their challenges. You've got to impress them that YOU are the only solution because you're so unique in the marketplace. You are unique. You do have a well-defined, Unique Service Proposition, don't you? The original term was a Unique Selling Proposition, but I wouldn't say I like the word sell. I'd instead service my clients all day long and never have to sell them. Third, when you are crafting your messaging, you must always be thinking about preparing it in such a way as to give them a "Reason Why" they should pay attention to you. Direct Response Copywriting is



about eliciting an immediate response – an emotion-driven reaction to act now. That is the founding principle of DRC. An early ad man in the late 1890s – 1900s named J.E. Kennedy referred to his form of advertising as Reason Why Ads.

His premise was that if you thoroughly explained the benefits and could prove them, his reasons why they should buy were straight to the point.

Give your audience a Reason Why You are the Only Solution. Give a Reason Why They should listen to Your every word. Give them a Reason Why They should buy what You are selling. Tell them all this and ASK for the sale. A clear Call-To-Action (CTA) must accompany every communication.

You don't have to be a master copywriter to produce well-worded and engaging copy if you utilize the abovementioned skills. If you don't think you have it within, you had better recheck.

We all can write as long as we believe we can do it. It doesn't take a Harvard Business School Degree to write, just the will to do so and some basic skills along with encouragement by following these tips. *

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10 Facts- Black History Month

6. Black History Month Honors Prominent Black Americans - Black History Month honors some of the most famous Black Americans. Many celebrations feature prominent African Americans like Harriet Tubman, Maya Angelou, and George Washington Carver.

Black History Month is also a time to recognize Black Americans who contributed to impactful growth and change in the U.S. Black History Month celebrates the accomplishments of people like Onesimus — an enslaved African who brought vaccinations to America — and Hiram Rhodes Revels, the first African American elected to the U.S. Senate.

7. National Organizations Sponsor Black History Month - Every February, organizations honor Black History Month with commemorative events. National Black History Month sponsors include:

- The Smithsonian Institution
- The United States Holocaust Memorial Museum
- The Library of Congress
- The National Park Service

Organization-run events include community learning sessions, art gallery productions, and hosting prominent speakers.

8. Countries Worldwide Celebrate Black History Month - Dr. Jean Augustine is known as the Mother of Black History Month in Canada for establishing the celebrations in 1995. Just like in the U.S., celebrations occur in February.

Black History Month takes place in October throughout the Netherlands, Ireland, and the United Kingdom. While the U.K.'s initial focus was on Black American history, the country now focuses on celebrating Black British history.

9. HBCUs Promote Black History Year-Round Historically Black Colleges and Universities (HBCUs) were established to provide higher education opportunities to Black Americans. Established in 1837, Cheyney University of Pennsylvania was the very first HBCU. Today, over 100 HBCUs exist.

HBCUs, established before 1964, honor their mission to educate Black Americans. HBCUs teach Black history, recognize and honor Black American experiences, and uplift the rights of and needs within Black communities.

10. Black History Month Recognizes All African American Experiences - As of 2022, Black Americans account for 13.6% of the U.S. population, according to the U.S. Census Bureau. That's over 45 million different lived experiences across the country. Each African American experience is honored during Black History Month.

Black History Month celebrations often include gathering together to honor community leaders, family members, and stories that unite us. *



Changing Self vs. Changing Others

by Hugh Ballou



I constantly hear leaders complaining about others in the culture that they lead and focusing on how to change the behaviors of others in order to change the outcomes.

The leadership methodologies that I support and champion are Transformational Leadership and Bowen Family Systems. The synergy in those two separate methodologies is about the leader changing self.

In Bowen Systems, when the leader changes, others in the culture respond.

In Transformational Leadership, the leader sets the bar and models what they want to see in others.

When the musical conductor does not get the intended results, he or she looks into the mirror for the answer. If the orchestra or choir respects the conductor, then they perform as the conductor intends. If the conductor is not respected, the ensemble performs exactly as the conductor directs.

In the military, if the platoon does not respect the platoon leader, that leader is likely to get shot in the back in combat.

How many leaders in organizations get shot in the back on a regular basis...and they don't even realize that it's happened?

The first priority for the Transformational Leader is to transform themselves. Organizational transformation then follows. *

This article and image are being republished from Richard Rohr's [works](#), Two Halves of a Life Daily Meditations series.

A Secure Attachment to God

In her Loving the Two Halves of Life talk, author and poet Edwina Gateley tells of the secure attachment to God she experienced as a child, a result of her first-half-of-life container:

I didn't even question that I was loved, it was like an entitlement. Well, of course, God loves us, and the church will teach us and guide us and protect us and help us to become holy. We were simply loved and secure and trusting.... God knows, God understands, God loves you with an enormous love and only wants to look upon you with that love. Quiet, still, be, let your God love you. And God was always there, even if I went out to play....

Religion, in that first stage of spiritual life, [meant] we're safe. An eternal invitation to rest and play in love and knowing the security of God with us. We are, each of us, a bit of God, a scrap of divinity. If only we could know it, we would walk the earth in awe, eyes shining in splendor, heart suspended in delight, at the miracle of the living God gracing our days and nights.... The joy, the innocence, the energy, and the hope of childhood!



Gateley reminds us that while our experience of faith changes, God's love remains steadfast throughout our lives:

We forget as we grow older; we leave behind the spontaneity and often the joy of our early years. And the words of Meister Eckhart, of course, ring true for us, "God is at home. It is we who have gone out for a walk." [1]

Out we go into the world, often looking for God and we are told, God is out there somewhere and if we do certain things and behave in certain ways, well, we might connect with God, we might glimpse a little of God. And so we try and we try to attract God's attention and we try and we try to be good and to be faithful and to do the right thing. And often we fail and we hurt and we get disillusioned.

We have forgotten: God is at home; it is indeed we who have gone out for a walk. The dance and the play are abandoned as we address the serious issues of adult life and discipleship. The faith of childhood, the innocence, is often forgotten....

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But it is important for us to know that no matter how much life and circumstances may batter and bruise us on this journey of life, the God of our childhood is also the God of our adulthood and is also the God of our old age. God is faithful on this developing journey, ever seducing us along the way to remember who we are and from where we come. Who we are, the daughters and the sons of God, called to reflect the face of God in a suffering world.

[1] *Meditations with Meister Eckhart*, versions by Matthew Fox (Santa Fe, NM: Bear & Company, 1982), 15. From Meister Eckhart, *Scitote, quia prope est regnum Dei* (*The Kingdom of God is at hand*), sermon on Luke 21:31. Also translated as “God is at home in us but we are abroad.”

Adapted from Richard Rohr, Ronald Rolheiser, and Edwina Gateley, [*Loving the Two Halves of Life: The Further Journey*](#) (Albuquerque, NM: Center for Action and Contemplation, 2011). Available as MP3 download.

Image credit: A path from one week to the next—Benjamin Yazza, Untitled 13 and 7. Jenna Keiper, Bisti Badlands. Used with permission. [Click here to enlarge image.](#)

A hawk judges its environment for survival and eventually takes flight.

“If you can’t fly then run, if you can’t run then walk, if you can’t walk then crawl, but whatever you do you have to keep moving forward.

Injustice anywhere is a threat to justice everywhere.

The time is always right to do what is right.”

- Martin Luther King Jr.

Who is St. Valentine?

One legend contends that Valentine was a priest who served during the third century in Rome. When Emperor Claudius II decided that single men made better soldiers than those with wives and families, he outlawed marriage for young men. Valentine, realizing the injustice of the decree, defied Claudius and continued to perform marriages for young lovers in secret. When Valentine's actions were discovered, Claudius ordered that he be put to death. Still, others insist that it was Saint Valentine of Terni, a bishop, who was the actual namesake of the holiday. He, too, was beheaded by Claudius II outside Rome.

Other stories suggest that Valentine may have been killed for attempting to help Christians escape harsh Roman prisons, where they were often beaten and tortured. According to one legend, an imprisoned Valentine actually sent the first "valentine" greeting himself after he fell in love with a young girl—possibly his jailor's daughter—who visited him during his confinement. Before his death, it is alleged that he wrote her a letter signed "From your Valentine," an expression that is still in use today. Although the truth behind the Valentine legends is murky, the stories all emphasize his appeal as a sympathetic, heroic and—most importantly—romantic figure. By the Middle Ages, perhaps thanks to this reputation, Valentine would become one of the most popular saints in England and France.

From History.com



Alone

By Maya Angelou

Lying, thinking
Last night
How to find my soul a home
Where water is not thirsty
And bread loaf is not stone
I came up with one thing
And I don't believe I'm wrong
That nobody,
But nobody
Can make it out here alone.
Alone, all alone
Nobody, but nobody
Can make it out here alone.
There are some millionaires
With money they can't use
Their wives run round like banshees
Their children sing the blues
They've got expensive doctors
To cure their hearts of stone.

But nobody
No, nobody
Can make it out here alone.
Alone, all alone
Nobody, but nobody
Can make it out here alone.
Now if you listen closely
I'll tell you what I know
Storm clouds are gathering
The wind is gonna blow
The race of man is suffering
And I can hear the moan,
'Cause nobody,
But nobody
Can make it out here alone.
Alone, all alone
Nobody, but nobody
Can make it out here alone.



Love is Our Deepest Identity

by Richard Rohr

To talk about love is to talk about what Plato calls “holy madness.” Jung even refused to include love in any of his classic categories—it finally defied his psychological descriptions. Perhaps that is why love has so many false meanings in our minds and emotions. Perhaps that is why Jesus never defined love, but instead made it a command. We must love, each of us absolutely must enter into this unnamable mystery if we are to know God and know our own self!

Love alone is sufficient unto itself. It is its own end, its own merit, its own satisfaction. It seeks no cause beyond itself and needs no fruit outside of itself. Its fruit is its use. Love is our deepest identity and what we are created in and for. To love someone “in God” is to love them for their own sake and not for what they do for us. Only a transformed consciousness sees another person as another self, as one who is also loved by Christ, and not as an object separate from ourselves on which we generously bestow favors. If we have not yet loved or if love wears us out, is it partly because other people are seen as tasks or commitments or threats, instead of as extensions of our own suffering and loneliness? Are they not in truth extensions of the suffering and loneliness of God?

When we live out of this truth of love, instead of the lie and human emotion of fear, we will at last begin to live. Love is always letting go of a fear. In the world of modern psychologizing, we have become very proficient at justifying our fears and avoiding simple love. The world will always teach us fear. Jesus will always command us to love. And when we seek the spiritual good of another, we at last forget our fears and ourselves.

Divine love or charity has nothing to do with feelings of “liking” one another. One key biblical word for love, agape, is not based on the myth of romantic love or good feelings about one another.

It is a love grounded in God that allows us to honestly desire and seek the other’s spiritual growth. This faith, this love, this Holy Mystery—of which we are only a small part—can only be awakened and absorbed by the silent gaze of prayer.

Those who contemplate who they are in God’s ecstatic love will be transformed as they look and listen and find and share. This God, like a Seductress, does not allow Herself to be known apart from love. We know God by loving God. And I think that it is actually more important to know that we love God than to know that God loves us, although the two movements are finally the same. *

Leo Buscaglia

UPDATES FEBRUARY '23

Guest Contributor

NOTE: The following pages contain personal correspondence between **Lynn Sanders** and Professor Leo Buscaglia, Author of *"Live in Love,"* and other books on the subject of Love. This information was originally published in 2018 on the Difference Maker's Media. It's the perfect month for her contributions.

Dear Friends,

I'm going to share something with you that no one outside my family has ever seen before. Yes, you're getting something special to start the new year off with love!

In my earlier articles, I wrote about 'Playing Big,' 'Stepping Outside Your Comfort Zone' and 'Creating Mass Influence.' I shared tips of honoring those who've touched your life. Then, I remembered something that happened to me over thirty years ago that's still relevant today. I felt it would be worthy of an article.

In contemplating the year ahead, I want to give you the most relevant message for our world today... it can be summed up in three words: "LIVE IN LOVE."

When I say "Live In Love," do you know what author/teacher/speaker used those words? Who exemplified love in his work and life? Do you know?

To me, that man was the one and only Leo Buscaglia. He wrote the book on, "Love" and other love books, drawing upon his personal experiences and highlighting insightful leaders. He taught a course on love at USC, and spoke on national television to standing-room only audiences. Then, Leo gave hugs to EVERYONE after every talk. People stood in line eagerly just to get his hug! What an amazing man! I loved him. Everyone loved him. How could you resist? He was just loveable!.

As you can see, I happened to be one of Leo's many fans. One day, inspired by his writing and television speech, I wrote him a little "Love Poem." Then, I decided to go a step further.

This was in the early 1980's, before most people used personal computers. I typed my letter and "A Love Note," found Leo's mailing address, and sent off my message. I never expected a reply.

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Love Letters to Leo

But — Lo and behold... Leo wrote back to me! I couldn't believe a celebrity of his stature would write to me — a total stranger! I remember whooping with excitement. WOW!

I got so excited that guess what I did? (Take a guess...) Being a writer, I felt the need to make the poem even better. So I tweaked my writing, and sent him back a second draft with another letter. Then — guess what happened?

Leo wrote back AGAIN! Yes! But I didn't stop there. I couldn't contain myself. So after a few months, I wrote Leo AGAIN! And — he wrote back AGAIN!

By now, I felt like we were becoming friends. I waited a little while, and then... I wrote Leo a fourth time! I admit, I wondered how long we could keep being penpals. He was a very busy man. But guess what? Leo wrote back a fourth time!

At this point, Leo gently let me know he needed to stop our correspondence. He had too much to do. I totally understood. I still treasure each of his four letters, and saved them in a scrapbook.

Since I want to keep this article at a reasonable length, I'll just share the first two letters with you now. You can anticipate the next two letters in my future blog.

Dear Lynn,

I received your two letters, one addressed to USC and the other to my box number. Thanks so much for your efforts to reach me and touch my life. You have.

Your second re-write of A Love Note meant a lot – how lucky to have my own poem! Your kind of support encourages me to continue on with my work.

I regret the lateness of my reply – I do hope you can understand my busy schedule. Certainly your kindness is appreciated.

Continue becoming all that you can – you are so much already!

Warmly,

Leo

P.S. I'd like to offer an excerpt from Leo's book, Living, Loving & Learning. You'll see how loveable he is!

LEO: "If you want to see how alienated we've become, watch when a door of an elevator opens. Everyone's standing like zombies, facing forward, hands to the sides. "Don't you dare reach this way because you may touch someone." Heaven forbid! So we all stand at attention and the door opens and then one gets out and another goes in and turns around immediately and faces forward. Who told you you had to face forward? You know, I love to walk in an elevator and turn around with my back to the door! And I look at everybody and I say, "Hi! Wouldn't it be marvelous if the elevator got stuck and we could all get to know each other?" And then an incredible thing happens. The door opens on the next floor and everybody gets off! "There's a crazy man in the elevator. He wants to know us!"

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Leo Buscaglia

Searching for Leo Buscaglia's Letters

by Lynn Sanders - the Poem

Dear Friends,

If you were a series of letters, with a clever mind of your own

You might consider hiding from a friend, who tended to be mishap prone.

"It was just a week ago," Lynn moaned, "I held Leo's letters in my hand."

But she put them down absent-mindedly, and they sailed off to a distant land.

Lynn never bothered to tell you the facts, but as her conscience, I'll confess,

When she first looked for Leo's letters, her search unearthed quite a mess!

She opened a closet of twenty scrapbooks, and boxes from ceiling to floor,

It took about an hour of digging, till she found what she was hunting for.

She held those letters close to her heart, and gratefully wrote with glee,

"What a precious gift from Leo Buscaglia! These letters must stay close to me!"

Lynn's article flowed as smooth as wine, until the hour got late.

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Leo Buscaglia's Letters

“I’ll write my second part next week,” she said. “I’m sure this writing can wait.”

With a resolute mind and good intentions, Lynn carefully put the letters away,

But with an impish smile, the letters said, “Let’s indulge in mischief today!”

They hid so well that Lynn sends regrets... because the piece she meant to write

Will now have to wait for another week, until Leo’s letters return to her sight.

It’s really quite embarrassing, but there’s nothing more she can do,

I hope you’ll give her encouragement. She meant to write her best for you!

Sincerely,

Lynn’s Conscience

Marketing is Oxygen



It's true. Without effective marketing, your business would shrivel up and die. As a living being, breathing is vital to our existence. Your business, nonprofit, or practice sort of mirrors that same necessity. It only makes sense that keeping your business, nonprofit, or practice “alive” and growing in an oxygen-flowing rhythm.

I work primarily with nonprofits, ministries, wellness practitioners, dentists and physicians, but every small business owner is always in the market for new clients, customers, or patients. Every business owner of every type suffers from the same constraints.

For one example, the field of dentistry is rife with competition, and the stand-alone practitioner is becoming increasingly under attack from corporate dental outfits.

As for physicians, if they're not “hospitalists” and have regular patient visitations, they are always hoping to take on new patients.

Wellness practitioners like chiropractors and others struggle constantly to keep the flow of new clients coming through the door. Small business owners are forever wondering how to keep the doors open and customers buying enough to turn a profit. It's the same situation for nearly everyone that does not have a firm handle on the marketing and sales end of the business. They're almost on life support, so to speak.

Marketing is the oxygen that keeps the business breathing, sustainable, and growing. Yes, you are a business owner, and businesses rely on effective marketing.

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However, nonprofits, dentists, some doctors, anyone who books appointments to make their living, and any other type of specialist profession - school failed you in so many ways. I'm confident your entire education included everything to be a great practitioner, advisor, accountant, etc. Upon graduation, you received a pat on the back, loads of "attaboys" & "attagirl," and healthy and hearty "Good Luck" wishes. You also walked away with sizable student loan repayment debt large enough to be its own planet.

The main reason why people go into business is to take control of their own life. They trade working for someone else and choose to rely on themselves, and their ability to make a difference.

Herein lies the rub for all professionals just mentioned. School failed you. Where were the courses for business administration? Where was all the marketing training? You learned how to be the technician of the business, but not an owner of a business.

That's where the spaceship leaves the docking station and goes into open space without a fixed trajectory. Unless you've got the skill level to navigate outer space, you're relying on luck.

How does one market a business? Ads in the local paper? Postcards in the neighborhood? A Billboard at each end of town? Sponsoring the local youth ball teams? Videos on YouTube? Facebook Live? What about webinars? Tele-seminars? Direct mail? All of the above? None of the above?

To the average small business owner, it's anybody's guess.

Here's another all too familiar, inadvertent error. Someone's niece or nephew (or a staff member)

who claims to know about social media gets asked to "market" the business to reach new prospective buyers. What do they know other than "likes and shares?" You cannot pay the mortgage with either of them.

Or, to keep up with your neighboring competition, you hire someone to buy Facebook and Google Ads and have yet to learn why they cost so much for so little in return.

Still worse, even if you obtain some new donors, clients or customers, you don't know what's working and what's not. What is a good return on investment for your marketing investment?

I've uncovered all this "spaghetti tossing against the wall" style marketing and much more in floundering businesses everywhere. It's epidemic in proportion to the rest that have it tuned in.

One business or practice often copies from another, thinking, "if this stuff is working for them, it should work for me." Not necessarily. What do those who "market" according to unfounded beliefs fail to consider? From whom are they copying got their marketing approaches? A knowledge-based approach.

This issue is no laughing matter. The blind and mute leading the same is a pause for genuine concern. Local markets are different, and neither are patients. For instance, marketing to an entire zip code probably contains households living paycheck to paycheck as we; as working managers, supervisors, and executives. It would be best if you considered where the best opportunities are for the least amount of marketing spend.

Return on investment means a great deal to those who depend on booking appointments and retaining donors, customers or clients for the long term.

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Imagine canvassing your area; you spot Bubba sitting on the porch in his wife-beater t-shirt, spitting tobacco saliva into the grass. He's drinking a beer at 2:00 pm and has two broken-down cars in the front yard. A washing machine and a ratty old couch are on the porch alongside him.

Do you honestly think Bubba and his family are concerned about regular wellness maintenance and prevention?

Four blocks over, the homes are well-kept, grass and shrubs are neatly trimmed, and relatively new autos are parked in the driveway. No debris, junk, or unkempt houses are on the entire street. The landscape is terrific.

Why waste your money sending postcard mailings to Bubba and his neighbors when you can easily target homeowners block by block? The Post Office has means to help with that sort of thing.

This brings me to another point; identifying ideal leads. We just scratched the surface of this aspect of marketing. Who IS your perfect avatar/persona? Where do they live, work, and play? What's their income, education, and size of their family? There are a lot of demographics, psychographics,

and geo-graphic answers to define before you can even begin to market your business.

From where do your ideal avatars receive their information? Do they even hang out on Facebook or the internet at all? To what magazines do they subscribe? How do they evaluate quality vs. value? What about special needs? Are they young, old, or middle-aged?

Where do your existing leads live? How far away from you are they from you, and will they commute to be treated in your business? I live on the Gulf Coast of Florida. Would I go to Jacksonville to a chiropractor?

Before you even consider creating a marketing strategy, there is a boatload of questions to define answers. You can't play Pin the Tail on the Donkey with marketing, or you're likely to be the ass.

Marketing isn't an industry where anyone can effectively perform it. Heck, even the so-called gurus get it wrong once in a while.

In these times of critical uncertainty, it pays to manage your marketing dollars more than ever. There's no room for trial and error.

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Every idea to be tried must be tested before enacting. I'm sure you've heard fellow businesspeople in your town that asked, "have you ever tried direct mail?"

The typical response is something like, "yeah, I tried it. It didn't work." I'd bet a new car on the fact that they didn't go through the Q&A scenario we just discussed. Nor did they test their headline, content, graphic, or even the envelope color or the address's ink color. They reached for the pin and transformed into an ass.

When the day comes that your business isn't growing, it's dying. This fact is a stone cold reality in any business. **Grow or Die**. It's the battle cry of successful entrepreneurs.

There are books written on the subject of direct response marketing. How many have you read? How much direct-response marketing have you used to grow your business?

Here's a special TREAT for anyone who reads this during the first half of 2023. Until May 31, 2023, anyone who sends an email to me requesting a free bundle of marketing materials, including the complete course on Magnetic Marketing by the world renowned Mr. Dan Kennedy. His 25th year expanded course includes everything from the oral, visual, and written content - worth \$500 +.

Email me at davidjdunworth@gmail.com with the Subject Line - Free Share Bundle Request and I'll send a digital copy of 16 items free. I'll also throw in a 90-minute free consultation - NO SELLING! If you know me you know I love giving. *





UPDATES FEBRUARY '23

Hugh's Favorite Recipes: YUMMY CREAMY GRITS

RECIPE

PREP TIME: 0 MINUTES

TOTAL TIME: 6 MINUTES

INGREDIENTS

- 1 Glass Dry White Wine
- 1/4 Cup Quick Grits
- 1 Cup Filtered Water
- 1/8 Cup Heavy Cream
- 1/2 Tsp Kosher Salt



Optional Toppings/Components

- 1/4 Cup Freshly Grated Cheese
- 6 Large Grilled Seasoned and Peeled Shrimp
- 1 Tsp Freshly Grated Nutmeg
- Tsp Freshly Grated Cinnamon
- Freshly Cooked Bacon broken into bits
- 4 Roasted Asparagus Spears Cut into 1" pieces

DIRECTIONS

1. Pour yourself the glass of white wine for drinking while cooking (only at dinner)
 2. Pour the filtered water into a small saucepan
 3. Add the grits (this is key so that the grits get to the creamy state)
 4. Add the salt now
 5. Turn on the burner to high until the water boils
 6. Turn to heat down to simmer for 5 minutes stirring every minute with a whisk
 7. At minute 5 add the heavy cream and stir constantly until the grits are firm
 8. Turn off the heat and pour into small bowls for serving
- Stir in the cheese or add any of the topping listed as desired

NOTES:

If you don't live in the South in the USA, you might not have grown up eating this Southern delicacy, but it's worth trying unless you get those dry, hard grits at a restaurant. Do it yourself and you'll be pleased. Pair with my scrambled eggs and toast for an awesome breakfast treat. Use the other options for lunch or dinner with wine.

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