



coach@successhandler.com

With David as your coach, you'll explore the business and personal dreams you desire. Much like sports coaches with athletes, he will show you how to soar to new heights as a franchisor, franchisee, small business owner or corporate executive.



If you're a new subscriber, you'll find previous issues in our [Archives](#). If you're a long-time reader, the best compliment you can give is to [share](#) this with someone you know who would enjoy reading *FAST:Forward*. Thanks!

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Ideas For Success | January

Recently I realized there is less time in my day to read all the E-Newsletters to which I subscribe. Then a client said my creative prose keeps getting pushed deeper down his In Box each month. That was the "Aha!" moment that convinced me it's time to change.

So, out goes the "rest of the story" approach you've read the past four years. In come shorter topics aimed at making you a better leader and person. The new title – *FAST:Forward* – refers to the need to take giant strides quickly in your business.

Last month I sent up a trial balloon by sharing the 10 things I learned in 2007. My hunch was right. It was the most responded to article I've written, as nearly 10 percent of those who opened the e-mail took a moment to reply with their thoughts.

This is my new commitment to you: Spend five minutes reading *FAST:Forward* each month, and you'll discover ideas that will help in your business and life. Feel free to start your stopwatch now...

Delicious Approach A hotel I stayed at last year offered a complimentary continental breakfast. However, one item stood out among the bagels, cereal and fruit: cinnamon rolls that smelled wonderful. Next to them, for the taking, were 4"x5" cards with a picture and the statement, "The World's Best Cinnamon Roll." The fine print read: "Caution: Consuming the world's best cinnamon roll in conjunction with staying at Holiday Inn Express may result in having perfect strangers ask you to recite a soliloquy from Shakespeare, name all of the elements in the Periodic Table, and explain the designated hitter rule."

Of the many things this property could claim, it struck me as interesting they chose an unhealthy bakery product. Perhaps heavenly beds, double miles or free Internet would make a bigger impact. However, as I watched business men and women empty the



XLII Just Ahead

Four teams remain in the hunt for America's most-watched event, and it will be a major surprise if the Patriots don't complete their historic undefeated season and win a fourth Lombardi Trophy in seven years. Tom Brady is an outstanding leader, and New England put together the right pieces to go with him. Often in sports – and business – it's easiest to change the leader. The Patriots keep proving what happens when you surround a leader with a talented team: greatness.

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cinnamon rolls tray twice during the time it took me to eat, it was clear the Holiday Inn Express creative team hit a home run. Every business is faster, better, cheaper. Stop leaning on that crutch in yours. Choose something special you're really good at and build an interesting story around it. Your customers' and prospects' mouths will water.

Great Attraction Last year I gave two keynotes and wrote articles for a couple of publications on the Law of Attraction, which, in my view, means if your intentions are clear, you'll do the things you're supposed to do to achieve your desires.

One of my intentions when we started Success Handler was to write for two prominent industry publications in the niches I serve. In September 2006, the editor of *Quick Printing* reached out to me, and I've been writing a column every other month since. Last fall, the editor of *Franchising World*, the magazine of the International Franchise Association, asked me to write an article on decision-making, which appeared in their December issue.

Some say there's nothing to the Law of Attraction. I disagree. Clearly define what you want out of business and life, and watch what happens. There's no magic genie involved...just your innate ability to achieve the actions that lead to your success and happiness.

Wise Words A decade ago I spent a year working with Walt Disney World Resort in Orlando, and last month made my 14th trip there as a guest. Along the way, I collected a long list of magical ideas from Disney cast members that I'd like to share with you. Below is this month's quote. What's the corollary for your business?

"At the Walt Disney World warehouse, we don't move boxes, we move happiness."

Customers First A friend forwarded a letter he received upon check-in from the general manager of Marriott in Colorado Springs recently. With the hotel in the midst of a \$20 million renovation, the GM apologized for any inconvenience and promised guests they "will do whatever it takes to ensure that you are impacted as little as possible." He went on to say a staff member would "gladly run out to purchase anything you may need that we do not have on hand." They also offered a "hard hat tour" of the new bar with a complimentary drink, and guaranteed "every associate is empowered to ensure your complete satisfaction."

Things happen. You expect it. Customers expect it. That's reality in the fast world we live in. Planning ahead gives you the opportunity to

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set and manage expectations for those counting on you to deliver. Whether you're remodeling your business, or just having 'one of those days' – like too many employees calling in sick – be proactive and communicate exactly what's happening with your customers. You'll find they respect and appreciate your challenges. After all, their own struggles may be just a day away. If you find things really going badly...hand out cinnamon rolls. Everyone likes those!

Until next month, continued success in all things.

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