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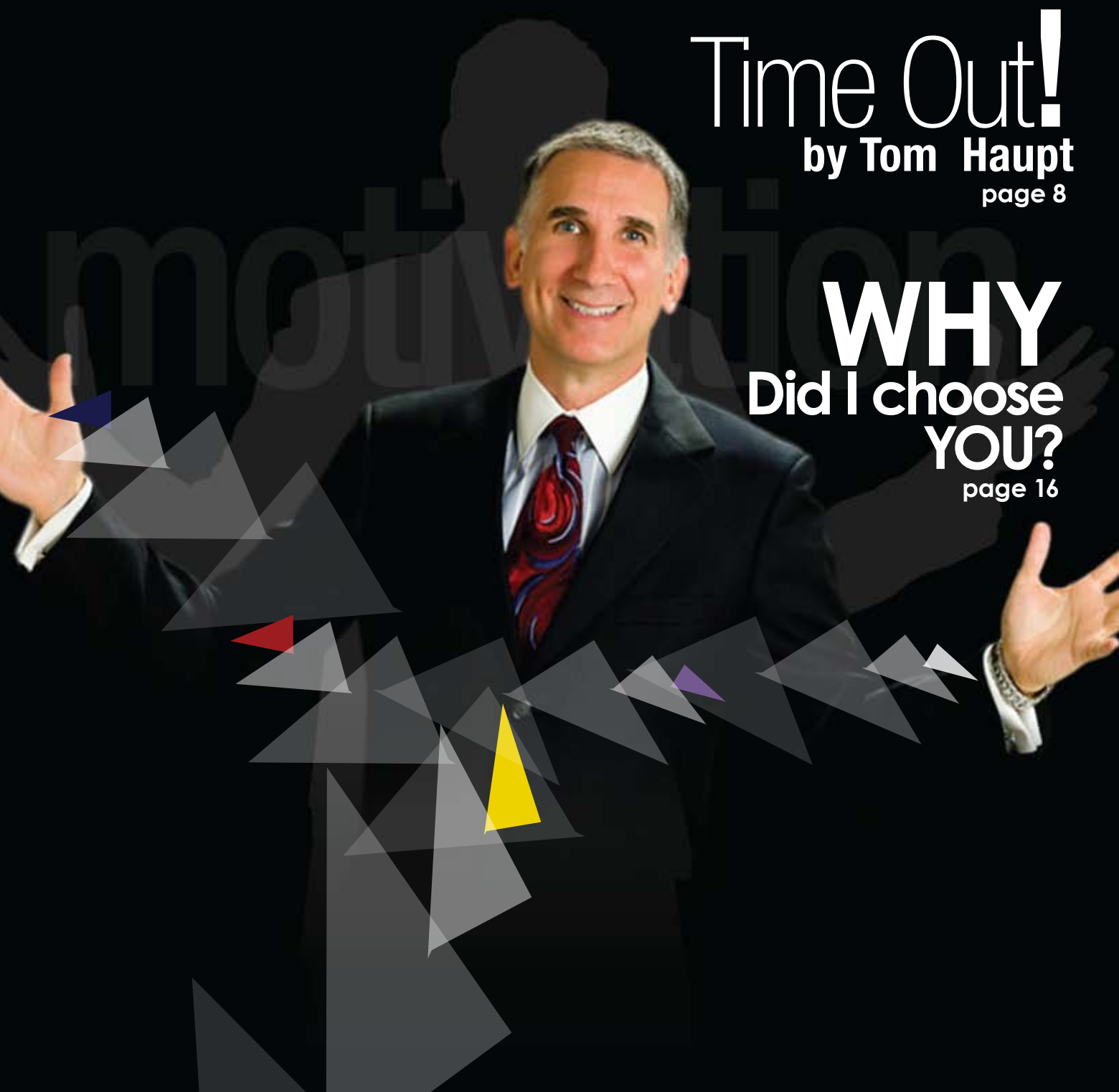
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RELATIONSHIPS | RESOURCES | RESULTS

Time Out!  
by Tom Haupt  
page 8

WHY  
Did I choose  
YOU?  
page 16



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# contents

Vol. 7, No. 08 2010

## features:

- 8 Time-Out!
- 26 Meet the Manufacturer- KB Innovative Products

## departments:

- 6 publisher's letter
- 7 contributors: who's who in the industry
- 16 branding: why did I choose you?
- 18 travel: Using Food and Drink as Tourism Motivators
- 20 gourmet: Gourmet Promotions ~ Taste Success!
- 22 marketing: Bury the Status Quo to Fertilize New Idea Growth
- 24 incentives: Gift Cards...Now the Reward of Preference!
- 28 case study: Promotional Product Edible Combination Success Story
- 30 it's all personal: personal touch
- 32 staying sharp: e-miscommunication
- 33 ad-index
- 34 off the cuff



16



28

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From time outs, food, to planning your upcoming holiday gifts we have you covered this month!

If you think taking a "Time Out" is a bad thing well take a look at our cover story with author Tom Haupt on his inspiring book and you may just readjust how you feel about time outs. I know I was inspired to take a time out after reading this book.

Speaking of time, before you know it the holidays will be here and it's never too early to start planning holiday gifts for your best costumers and employees! Add a delicious food gift and you will have a win win! After all everyone eats!

The holidays are fast approaching after the Back to School rush, it seems like that balance of the year is all about food and gifts... Halloween, Thanksgiving and the Holiday Season. Yes, it is time to start thinking about keeping those customers and employees motivated and happy year round! Taking time now to figure out the plan will alleviate the stress of holidays and who couldn't use a lot less stress over the holidays!

Remember take a time out... and

Make it a Brilliant Day

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# image

**TOM HAUPT IS** a best-selling author and world-renowned motivational speaker, facilitator and trainer in the arena of self-improvement and leadership training. Tom is the Founder and CEO of Tom Haupt International, an organization with a purpose to empower and inspire leaders to transform their lives as they step into their greatness.

For over 27 years, Tom has been coaching, mentoring and teaching people to overcome self-limiting beliefs to capture their goals and dreams. In the last decade, Tom has facilitated experiential and transformational seminars, throughout the world and has supported thousands to create the life of their dreams. Tom also continues his journey of self-discovery and breakthrough everyday and dedicates his life to supporting others in finding balance in their relationships, health, business and faith.

His work is done primarily through large workshops, seminars, corporate training sessions and through the resources found in his audio and video training kits, and his highly acclaimed new book, *Time-Out! Winning Strategies for Playing a Bigger Game in Life*. He is a leading expert on creating results through risk. In an interview this month *Brilliant Results* had the opportunity to explore Tom's thoughts on risk and the concepts contained in his new book.





# Out!



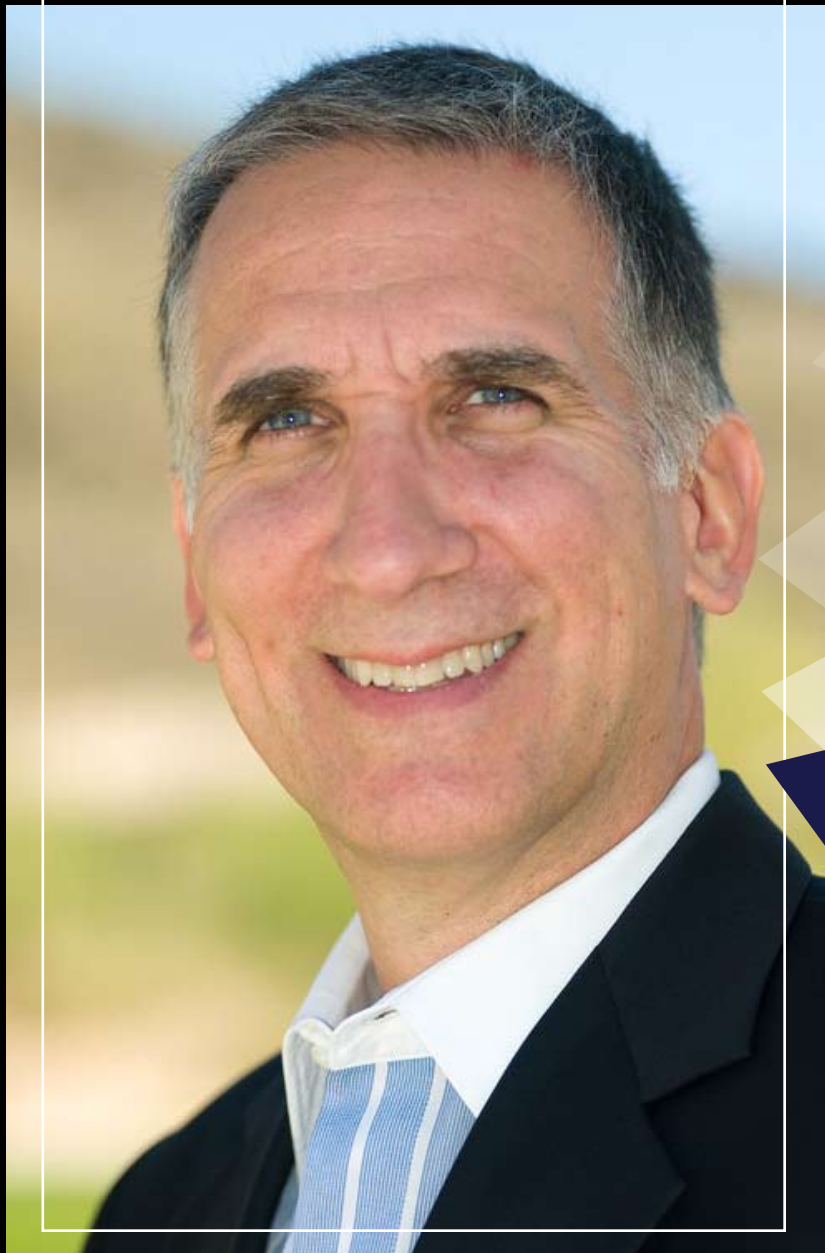
► BR: Please tell our readers about your new book, "TIME-OUT! Winning Strategies for Playing a Bigger Game in Life" and why it is different from other books published about self-improvement?

► TH: I like to call my book a '21st Century version' of Napoleon Hill's classic, THINK and GROW RICH. It's rich with applicable content for people to identify their self-limiting beliefs, break through these ineffective beliefs with proven exercises and implement daily strategies to support sustainable growth to achieve one's goals and dreams. Although many books over the years have been written in this genre, like Tony Robbins, Awaken The Giant Within or Success Principles by Jack Canfield, this book is unique and the quintessential "go-to" playbook on how to create new and different results through examining what's working in your life, what's not and then how to create what you DO want with your health, finances, relationships and in your faith.

► BR: In your book you talk about the value of taking risks, can you elaborate on that and how it can help in making quality decisions?

► TH: Sure thing. If you look up in the dictionary, you'll find the definition of the word risk very daunting. In Merriam-Webster's dictionary, risk is defined as the possibility of loss or injury, a dangerous element or factor, to expose to hazard or danger. In other words, it is the opposite of safety and comfort! Please re-read the definitions again. It is "a possibility of loss or injury, a dangerous element or factor, an exposure to hazard or danger." It's a possibility, an element, an exposure. It is the unknown of taking risks that leaves us feeling afraid, vulnerable or hesitant.

It's actually very scary and unappealing. And as many of us heard growing up when we wanted to do something different or do something never done before aka "take a risk," we heard things like, be careful, watch out, don't hurt yourself, etc. So there is a belief growing up that when taking risks you must be careful because you do not know what the outcome might be. As an adult then, taking risks many times feels uncomfortable, scary, lonely, nausea, dumb, etc. which are all feelings you experience when you



are way outside your comfort zone. And it's outside your comfort zone where all your goals and dreams are. So the importance and value of taking risks is simply it's the doorway to achieving everything you want. In my book, I redefine risk as merely an element of the unknown that establishes the possibility of achievement. It's just part of the equation like  $1+2=3$ . 1 being where you're at, 2 being taking risks and 3 is achievement of what you want.

Without taking risks, you'll always get what you've always had, why, because what you have in life is inside your comfort zone and everything you still want in life is outside your comfort. Taking risks that neither physically harm you or someone else, is essential to achieving all your goals and dreams! We must change our thinking around this word called risk.



BR: Would you expand on the importance of risk taking as a critical part of achieving an extraordinary life?

TH: Stepping into and embracing RISK is the key to achieving greatness – the life you've only dreamed about. Taking risks is growth. It's being and doing something different. It's brainstorming new and different ideas. It's making mistakes and not always looking good. It's the doorway to extraordinary. It's getting comfortable with being uncomfortable!

Risk is nothing to be cautious, worried or intimidated by. It is just part of the process like getting dressed in the morning before you head out into the world. If you re-frame that paradigm, wouldn't you then be excited about taking risks? Wouldn't you then be making confident choices by taking risks and being on the other side of your comfort zone where all your huge goals and dreams are?

When you're in the realm of possibility, anything is achievable. As mentioned in Chapter 7 of my book, probability thinking will not get the job done; it's like an old pair of sneakers in your comfort

zone. They feel good when you put them on and you know what to expect from them. They're comfortable. Possibility thinking on the other hand is where you'll find the latest and greatest styles and technology of sneakers. Although they may be a little uncomfortable at first, over time, they will support you on the court of life!

When you commit to huge goals and dreams, you will be challenged. You'll be challenged many times in your life in fact, and when you are, one of three things will most certainly happen.

1. You will face risk, stop and retreat to your comfort zone.
2. You will face risk, take it on, and still not accomplish your goals.
3. You will face risk, take it on, achieve your goals and dreams, and experience the extraordinary life you deserve!

The difference between the first scenario and the other two is when you retreat, you're not only giving up on your dreams, but you're creating a smaller comfort zone for yourself to live in. On the other hand, in the second and third



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scenarios, your comfort zone will grow and expand. Is it possible though to take on risk and still miss your intended target? Of course it is. However, is there personal and professional growth even when taking on risk and coming up short? Absolutely. It's just simply like stretching before your workout. Any trainer will tell you that stretching may not feel comfortable; however it's the best way to keep your body from injury.

of the process, then you can change your paradigm and start getting excited again about taking risks.

BR: What is the three-step process for Playing a Bigger Game in Life and why is it so effective?

TH: Great question. Before I can achieve what I want, I have to first discover and identify any and all self-limiting beliefs I operate my life from that prohibit me from reaching my goals. In my book, I help people discover and identify the eight most common dream stealers or beliefs that sabotage ones success.

Secondly, once you can identify what they are, you then must have a breakthrough experience to establish a new and effective belief that will support you in moving forward in a successful direction.

Lastly, once you have a new and effective belief, you must implement daily, weekly and monthly strategies or habits, aka real activities, to build a solid foundation that support you in realizing your goals.

With this three step process, you will accelerate your success and live the life of your dreams!

BR: What do you find holds people back the most in achieving their goals and dreams?

TH: For many people it's various fears of looking bad, failure, rejection, success and/or thoughts of "I'm not good enough, not smart enough, not worthy or deserving." Unfortunately, all of these thoughts are ineffective beliefs that will sabotage and keep you from achieving your goals and dreams. It's not until you go through a discovery process that you can even identify which ones are the most dominant ineffective beliefs and my book will absolutely help you in doing that.

BR: In your book you refer to the four sides of human nature and the value of being in balance. In your opinion, how can one achieve that balance and peace of mind?

TH: It all starts with being conscious in your life. When I operate from not being present in my life, in other words, from my subconscious beliefs, I am not driving the bus in my own life. As a result I am on automatic pilot and thus react in my life as opposed to being proactive in my life. For example, if you have ever gotten in your car and driven to the office 30 minutes away and arrived thinking, how did I get here? Question:

As I have said many times in my life, "If not now, when?" If you are up for playing a bigger game in life, then take your first big risk now!

When you take risks, growth is inevitable. Growth leads to a different result than the one you currently have. And that's the idea! Although the result you create may be different and not necessarily be the result you want, something different is outside the comfort zone. The alternative is scenario 1, in which you become a hamster on a wheel, doing the same thing over and over again, expecting a different result.

Which is more scary – risk, or the guarantee of never achieving anything extraordinary in your life?

As I have said many times in my life, "If not now, when?" If you are up for playing a bigger game in life, then take your first big risk now! Maybe it's to drive a race car around a track, volunteer with the Peace Corp, jump out of a perfectly good plane, visit the Seven Wonders of the World, climb the highest mountain, start an orphanage, or build a school. Take some time and write out your dreams. To achieve them, you need to consciously choose moment-by-moment, day-by-day, week-by-week, month-by-month and year-by-year to embrace risk and stretch your game. Probability and comfort won't win the game. Some say the size of the risk is in direct proportion to the size of the dream. In other words, the bigger the dream, the bigger the risks.

That may be true, however I believe that your extraordinary life and everything you want in it, might also exist just outside your comfort zone. You may think its way out of your reach; however, it may just be a phone call, a meeting, a day, or one risk away.

Taking on and embracing risk does not have to be overwhelming. If you keep in mind that risk is just part



# ARE YOU ECO-GREEN?



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Who drove the car? Your subconscious did.

Therefore, when I am present in my life, I can consciously choose and make decisions that support a balanced and stress-free life because I am in control not my subconscious unhealthy beliefs. A can create a whole, healthy and balanced lifestyle.

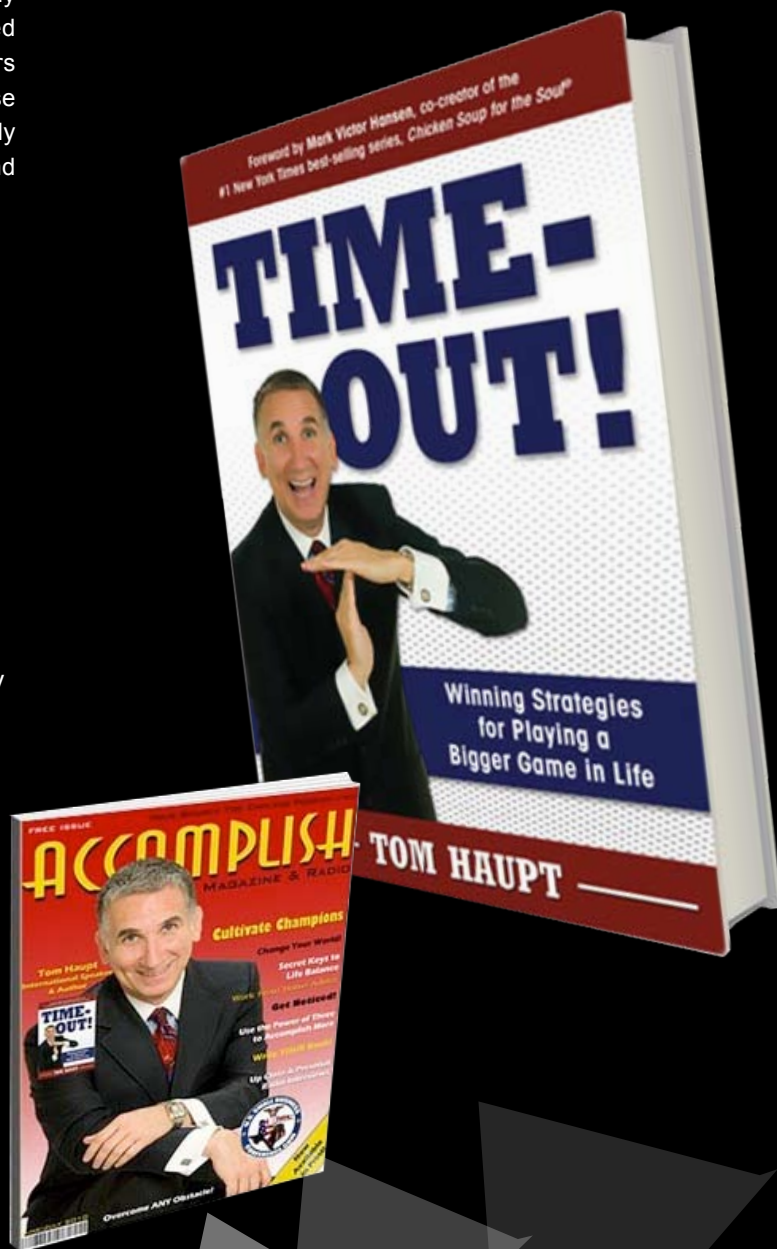
BR: What are the 13 winning strategies for Playing a Bigger game in life and how do they improve and enhance someone's life?

TH: These 13 winning strategies will absolutely improve AND enhance ones life because they are tried and true. Through years of research and countless hours of coaching people to step into their greatness, these strategies implemented on a daily, weekly and monthly basis will support people in achieving all their goals and dreams! They are:

1. Be a visionary OF your life
2. Create a vision board
3. Create an I AM affirmation
4. Carry Goal Cards
5. Display Positive Triggers
6. Record a narrated visualization
7. Eliminate self-limiting words from your vocabulary
8. Attend workshops and seminars
9. Read and listen to books and CDs
10. Join Toastmasters International
11. Draw up a life list
12. Design and draft up a personal, family and professional mission statement.
13. Read the Bible, pray and/or meditate daily or weekly

BR: What is the greatest benefit to the reader of "TIME-OUT! Winning Strategies for Playing a Bigger Game in Life?"

TH: It's not just a good read, it's a life changing experience because it is as experiential as a book can get. Therefore, as a result of reading this book, embracing the exercises, and implementing newly discovered effective beliefs from within; readers will have the tools, techniques and strategies to achieve all their goals and dreams. ☺





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# WHY DID I CHOOSE YOU?

**RETAILERS ARE ALL** clamoring for our attention. They want to squeeze every last penny from our purses. More flyers proclaiming ever-greater discounts are stuffed into our newspapers and clog our letter boxes. Supermarkets are bedecked with posters stating discounts from 5 to 75 percent, and staffs are trained to use their friendliest tones to offer yet more tempting bargains.

But does it work? How regularly are we seduced into buying what we don't need?

The answer lies deep inside our brains. In my new book, *Buyology*, a team of scientists and I carried out a series of research experiments to find out what in fact transpires in our brain when we are faced with the choice: to buy or not to buy. Our findings were provocative, even astonishing.

Knowing what I now know, here are five tips to help you make it through your shopping experience without breaking the bank.

## 1. A WHIFF OF TEMPTATION

Retail stores specialize in sensory seduction. This is not surprising when you consider that when we scanned consumers' brains using fMRI, we learned that smell and sound play a more influential role than other senses in seducing the shopper.

In a German experiment, the smell of freshly cut grass was sprayed into a hardware store. The results were immediate. Suddenly 49 percent of the customers felt the staff's knowledge about what they were selling had increased.

It's hardly surprising that supermarkets pump out the smell of freshly baked bread near the entrance to the store, or that the soft music seems to be a part of every consumer's grocery shopping experience. Sound can even determine whether we pick up a bottle of Châteauneuf-du-Pape or a German Riesling. Over a two-week period, two researchers at the University of Leicester in the UK, piped in specific music into the wine section of a supermarket. Alternatively they played accordion-heavy, recognisably French music as well as a German bierkeller brass band. Then they waited. On French music days, 77 percent of consumers bought French wine, whereas on bierkeller days, the majority made a beeline for the German drop. In



short, a customer was 3 to 4 times more likely to select a bottle of wine that they associated with the music playing overhead than one that didn't.

Were customers aware of what they were hearing? No doubt they were, peripherally. But only 1 out of the 44 customers who agreed to answer a few questions at the cash register mentioned being influenced by the music when they selected the wine they were buying.



## 2. THE SEDUCTIVE POWER OF WORDS

We're hardwired to hoard. Now, it may not take the same form as our ancestors form of hoarding many aeons ago, but today the pursuit is on with sounds and words. The way they're crafted and blended together can have a powerful effect on our brains. A UK supermarket built a pyramid of Campbell's Chicken Noodle Soup cans. Above it they placed a sign in big letters which simply said '£1.95 per can'. Customers pushed their trolleys right past the pyramid, not making a dent on its form. £1.95, they reasoned, seemed way too much money for a can of chicken soup. The next day, the manager replaced the sign with a new one that left off the price and instead said, "Maximum 8 cans per customer." As a result, customers began waiting in line for their 8-can allotment of Campbell's chicken noodle soup.

Another example: In the pasta aisle of the supermarket you pass spaghetti marked at the special price of £2.50. A week later, when passing by the same packets of spaghetti, there's a new sign. This one reads, '2 for £5.00'. Without a moment's hesitation, you take four packets off the shelf. After all, spaghetti will keep well, and who can resist such a savings?

### WHAT'S GOING ON?

In both examples, we feel like the store is offering a bargain, and for a limited time only. These offers stimulate our instinct for hoarding. There's a small region in our prefrontal cortex (the front of our brains) that is associated with collecting. Scientists believe it reacts as it did in an earlier time of our evolution, when supplies of food may have been scarce. As human beings, we're hardwired to take care of notions of shortages – and we do everything we can to ensure that our survival needs are met. The end result? A lot of soup, and even more pasta.

## 3. SIZE DOES MATTER

A strange but true fact: human beings buy roughly 30 percent more when shopping with a big cart than when they don't. I've been guilty of it myself. The bigger the trolley, the more likely we are to fill it with stuff we probably don't need.

I've long held the theory that behind this phenomenon is the self-consciousness of consumers. If, for example, their big shopping cart carries only a celebrity magazine and a few sticks of gum, there's a sense that they're not quite playing the game. It's somehow inappropriate to the situation. Another thing: if our cart is enormous, the dopamine levels in our brain increase, and we pull items

off the shelf to fill up every inch of it. Dopamine is one of the most addictive chemicals the human brain produces. It increases in anticipation of any kind of reward, and that includes food and clothing. My suggestion: avoid a shopping cart altogether, or use a small basket with handles. Better yet, carry whatever you intend to buy yourself.

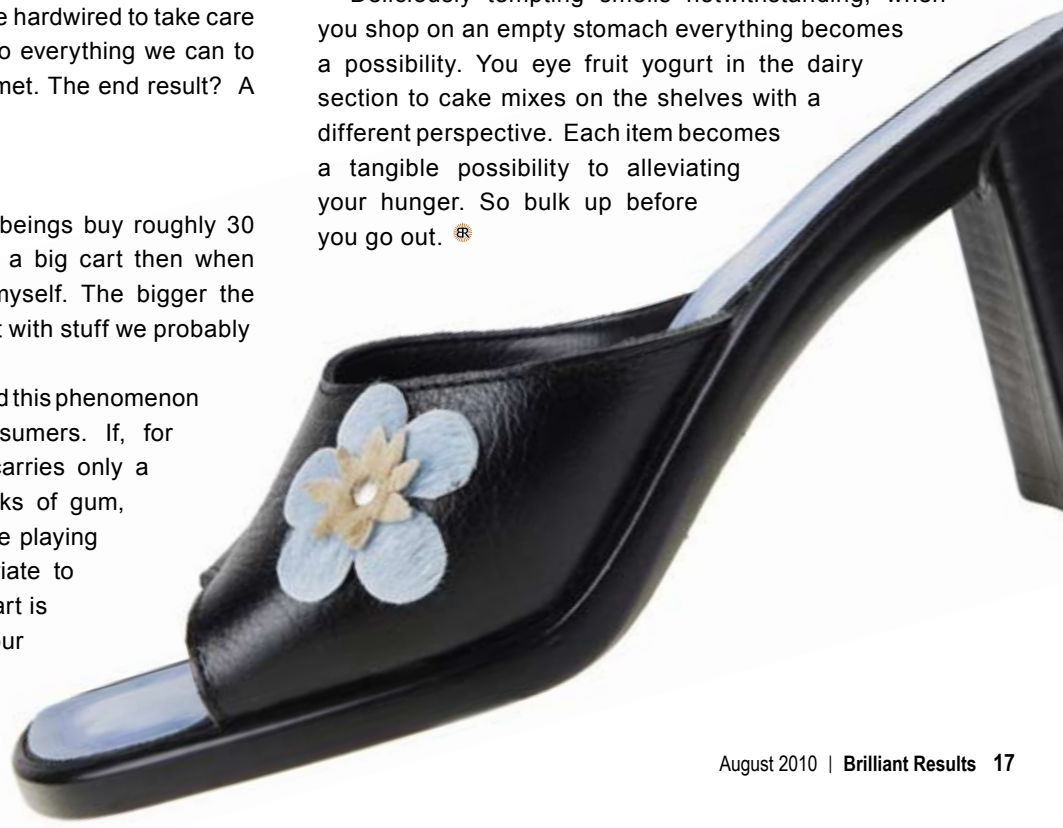
## 4. THE MANIPULATIVE POWER OF KIDS

In both supermarket and retail environments, consumers accompanied by children bought 40 percent more items than consumers who shopped by themselves. Children, bless their souls, are ingenious at using a variety of techniques to coax their parents into buying more stuff. These can range from negotiation ("I'll clean up my room if you buy me Lucky Charms") to embarrassing tantrums. Some may even sneak their items into the cart so that when you finally get to the cash register, chances are good you'll be too embarrassed – or worried about coming across as mean, or cheap – to say risk refusing the child.

## 5. THE DANGER OF HUNGER

Supermarkets know how much easier it is to entice you into buying unnecessary items if you're shopping on an empty stomach. The smells of freshly baked bread, or chicken cooking on the rotisserie, give rise to urges that are hard to resist. Smell, after all, is our most primal human sense. When we sniff something, the odor receptors in our noses make a direct charge to our limbic system, which governs our emotions, memories and sense of well-being. Our gut response is so instantaneous we don't stand a chance.

Deliciously tempting smells notwithstanding, when you shop on an empty stomach everything becomes a possibility. You eye fruit yogurt in the dairy section to cake mixes on the shelves with a different perspective. Each item becomes a tangible possibility to alleviating your hunger. So bulk up before you go out. 🍴



# Getting Brilliant Results by Using Food and Drink as Tourism Motivators



**THERE ARE FEW** people who will disagree that when people travel they often judge a large part of their tourism experience on the quality of food, drink, and service received. Food is not merely a way to sustain life, for the traveler it is part of the visitation itself, and for many an adventure to be remembered for many years. Remember that food and drink are not restricted merely to restaurants. Do not be afraid to promote other eating and drinking activities such as: visits to local farmers markets, festivals that feature ethnic or local foods, and visits to vineyards or breweries.

"Food & Drink" account for a large percentage of many traveler's budgets. "Food & Drink", however, should not be considered only in economic terms. Tourists remember and tell others about their culinary experiences and count them as part of the joy of travel. To better utilize this community resource please consider the following:

## **1. Determine if your community is famous for a particular type of food or drink.**

Just as New York is known for its Kosher Deli, and Chicago is known for Deep Pan Pizza and its Polish food, even small communities can develop at least a regional culinary reputation. Such reputations not only attract residents from nearby communities but turn these customers into word-of-mouth advertisers.

## **2. Know the tastes of your visitor clientele.**

Many people want to try new foods when traveling; others however are less adventurous. Be sure that your restaurant guide lists a whole gamut of culinary options. In a like manner work with restaurants to provide the best customer service possible. The culinary experience is composed of quality of food, plus ambiance and service. To get brilliant results make sure to address all three sides of the culinary triangle.

## **3. Know what your community has to offer in the way of food and drink.**

Make sure that you include everything from local family run restaurants to noisy bars. Make sure not to overlook: Local restaurants that offer local or regional cuisine, places that use local products, church suppers and breweries/vineyards that produce locally made beers and wines.

## **4. If your community has no special culinary niche, create one.**

Hold a contest among local restaurants to develop a town specialty, then seek publicity about the contest's winner in a national or major regional publication. Once the winning dish is determined, encourage all local restaurants to serve their version of the winning delicacy. Remember, just as with antiques, the cluster effect will magnify the positive results. Remember that many visitors and tourists often seek to sample food and drink products that perhaps they will not find in their hometowns. Local restaurants might consider identifying local specialties, and then create their own versions. Or hold a food contest to create a local specialty that you know is unique to your area.

## **5. Create the chef of the month club.**

People are fascinated by chefs. Honor one chef per month and make sure to splash his/her photo across your community. Getting to chat with a chef is part of the culinary travel experience.

## **6. Create an inventory of places that have entertainment.**

Especially in many smaller cities, a common complaint is that there is a lack of nighttime activities or entertainment. Restaurants and pubs may provide music, and dancing, games, conversations, and discussion groups. Know what is available and publicize it widely.

## **7. Do not forget to cater to the businessperson who is in your community not necessarily by choice.**

Business people often do not have time for slow or poor service. Find out what they want and then create a businessperson's special menu.

## **8. Remember that food safety is part of the culinary experience.**

Make sure kitchens are clean and that culinary staffs are as well. Remember that food poisoning can turn brilliant results into negative results. The solution is to stress the importance of food safety to anyone who handles food.





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# Gourmet Promotions ~ Taste Success!

## GOOGLE 'GOURMET PROMOTIONS'

and in approximately .38 seconds you will receive almost 3 million sites, try 'gourmet products' and less than 1 minute later you have over 23 million sites to check out! Without a great deal of thought, the take away is gourmet promotions must deliver brilliant results and people must LOVE gourmet products; otherwise they would not be so prevalent. Add to this the current blossoming of one new food oriented program after another on your television program guide, i.e. Top Chef Masters, Chopped, Cake Boss, Cupcake Wars, The Best Thing I Ever Ate, Cooking with ...etc., and it would seem that everyone in the country has developed an intense interest in either food or the culinary arts.

For the organization considering a promotional or incentive product, these numbers tend to confirm the premise that a gourmet product might be just right for your next marketing, branding, loyalty or motivational campaign. As a matter of fact, many companies could rename the holiday season, the food and beverage season! However, limiting the use of gourmet products to the holiday season is to overlook a potential winner at other times of the year. After all everyone eats all year long!

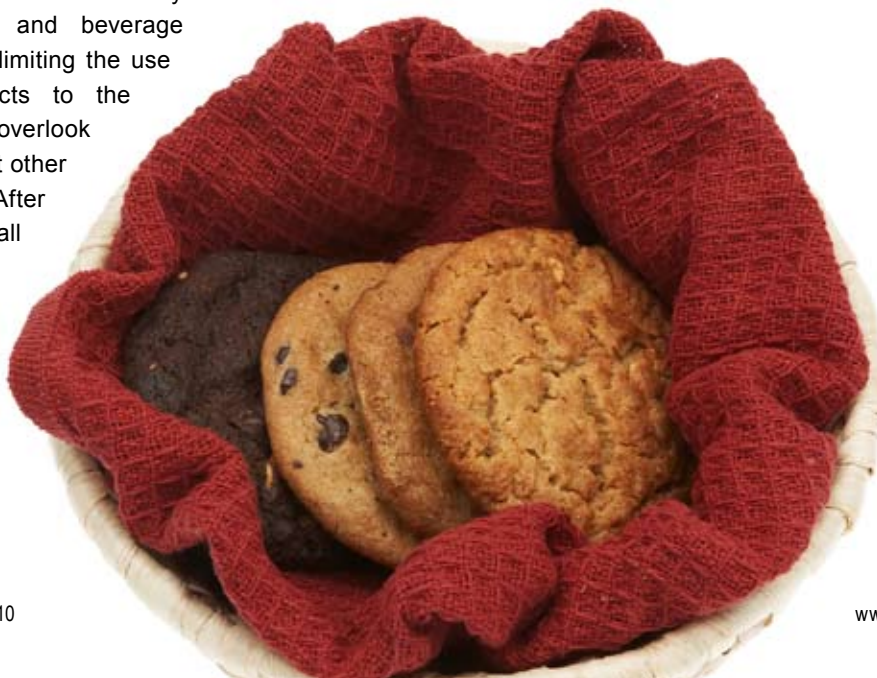
## POSSIBLE GOURMET PROMOTIONS MIGHT INCLUDE:

- Edible arrangements as a part of a real estate settlement thank you package - a gift that will certainly be appreciated while buyers are unpacking their kitchenware.
- The company picnic is the ideal place for gourmet door or other winner's prizes - unusual, hot or barbecue sauces in innovative packaging, games to guess and win unique cooking tools, or company logo'd chef's aprons, towels, etc. The possibilities are only limited by the imagination of your promotional products consultant.
- Employees of month would certainly enjoy a gift card to a local restaurant along with their certificate of appreciation. An elegant logo'd box of chocolates (big enough to be shared, of course!) or other food items could also sweeten the workplace.
- How about enrolling your best clients in a food, fruit, dessert,

etc. of the month club this holiday season, so they will think of your organization all year long?

- Top sales associates could vie to win a week at a cooking school/ spa (these retreats/schools are turning up everywhere - even in unexpected places like Atlantic City). For those who like to grill rather than cook, a dramatic gas grill might be substituted.
- New employee loyalty might be enhanced by having gourmet meals delivered to their door their first week on the job, as they adjust to a new environment - an excellent loyalty builder for a company's new moms or dads too.

Whether it is a periodic morale builder like a company potluck with the provider of the favorite dish receiving a 'chef worthy' gift or chocolate business cards that leave a sweet taste, gourmet products and promotions should be a part of every savvy company's marketing, branding, loyalty and motivational strategies. ☺







*"I can gather a lot of different ideas in person and check on the quality of products. **Coming here spurs creativity...**you can learn how they have been used effectively."*

- Richard R., Director,  
Business Services, Illinois,  
2009 Attendee

# THE MOTIVATION SHOW

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\* Photo is a representative of the actual person interviewed.

# Bury the Status Quo to Fertilize New Idea Growth

**“COME ON, PEOPLE. THINK OUTSIDE THE BOX!”**

I'm sitting in a marketing seminar and have come to realize that the speaker is a moron. Simply telling people to think outside the box is no more effective than little league coaches who yell to the pitcher, “Throw strikes, Billy”, as though Billy is TRYING to throw outside the strike zone. There's a reason the kid is throwing balls. And what coaches say to batters is no better. The kid whiffs and the coach yells, “Keep your eye on the ball”, as though keeping his eye on the ball had never occurred to the kid. Point is, there is a reason the batter can't hit or the pitcher can't throw strikes. Catch phrases won't solve the problem. And it's the same in marketing. There's a reason people don't, won't or can't come up with new, better or brilliant ideas. In many cases, they simply don't know how. But instead of yelling stupid clichés, such as, “Think outside the box”, perhaps bosses, managers, supervisors — and certain public speakers — ought to focus on what those reasons are and work to resolve them.

Put another way: Stop telling people what to do if you can't tell them how to do it. In this article I'm going to share with you HOW to think outside the box.

In April, 2009, Inc. magazine ran an article about buzzwords and catch phrases and had this to say about “Thinking Outside The Box: “A cliché about not thinking in clichés.”

## NO TIME

Do you realize, we have never thought outside the box to develop a new phrase for thinking outside the box? As I ponder that I've developed an insight. I believe that what keeps many people from thinking OUTSIDE the box ... is a lack of thinking INSIDE the box. People are so busy facilitating the status quo that they never take time to just stop and think about what they're doing, why they're doing it and when they're doing it — the way they're doing it. Making time to think is a must.





Removing yourself from your normal work environment helps. As a Creative Director for a political marketing firm, we were having trouble coming up with new direct mail concepts. We were so focused on trying to write brochures and deal with office stuff, that we weren't doing any real thinking. So, with legal pads and pens we went to a bar where we could shoot pool, throw darts and play pinball while we brainstormed. We didn't have our computers, didn't have to answer the phone or constantly deal with office issues. We were able to stop doing and start thinking. Other ideas include taking a walk outside, sitting inside the mall or amusement park and letting your mind wander. Whatever you do, it's imperative that you break the cycle of doing, in order to allow time for thinking.

## FEAR

The biggest risk to thinking outside the box is "Epic Failure." Next comes ridicule, not being taken seriously and not getting immediate positive results for your effort. When trying a new idea, concept or approach — failure is an option. But you can mitigate the "failure frequency" by increasing the "thinking frequency." If given enough thought, you can develop solid reasoning for why a new idea or concept should be considered. Research and small-market testing of an idea or concept also helps a lot. Often, before sharing an idea or concept with a client, I'll run it by trusted associates, my family and friends to see what they think.

Bosses, managers and supervisors can help subordinates overcome fear by creating an environment where people feel safe throwing out new

ideas, making mistakes and failing. Part of the problem with this seminar is that the speaker did not create an environment where people felt safe to participate. There was no cohesiveness, no camaraderie.

## UNCOMFORTABLE BREAKING HABIT/ROUTINE

In order to get outside the box you must get outside your comfort zone. Insight comes from new realizations. But you can't see the world differently if you always look at it from the same

### Reasons People Don't Think Outside The Box

- 1) No Time
- 2) Fear of Failure
- 3) Uncomfortable Breaking Routine or Habit
- 4) Lost the Ability to Question

perspective. In order to change your thoughts, you must often change your actions. To become more innovative you must break your current "status quo." How do you do that? You start small, because your goal is to overcome the fear that keeps you from taking a risk. As Bill Murray learned in the movie, "What About Bob?" it's about taking baby steps.

Take a different route to work. Leave for work 15 minutes early and see what you notice that's different. Try eating with the opposite hand. Begin brushing your teeth on the opposite side than you normally do. Put the other leg in your pants first.

Work your way up to including an outlandish idea along with your safe ones at a client presentation or staff meeting. The safe ones will allow you to try the outlandish one.

Once you begin to see the world around you in a different light, you'll start to think of things and about things in ways you never did before.

## LOST ABILITY TO QUESTION

Remember that little kid you once were who asked "WHY" all the time? Be that little kid again. Question systems and processes. Why are you doing what you're doing, the way you're doing it, when you're doing it? Here again, it's important to realize that often, we're so caught up in facilitating the status quo and "getting things done" that we don't take time to question.

Realize too, that the ability to question can be encouraged or stifled by the attitude of management. If you encourage respectful questioning of ideas, processes and policies within a safe environment then you're helping to breed creative thinking. If your style is "My way or the highway" then you'll get in-bred results.

Finally, I recommend reading, "A Whack On The Side of the Head" by Roger von Oech. It's an excellent, entertaining course in creative/innovative thinking.

Back to the seminar. The guy on stage is yammering on about "getting some synergy going" in order to "achieve a new, dynamic thought-matrix." If only he could tell us HOW to do that. ☹️

# Gift Cards...

## Now the Reward of Preference!

### WITH THE ECONOMIC

recovery still in progress incentive houses have found that the gift card is the answer to many issues facing corporations as it relates to performance rewards. This is true for many reasons. First while corporations have cut back on budgets including performance and recognition programs, the gift card fits in nicely because it can be issued in any amount from as little as \$5 to \$5,000. Next when a gift card is issued to a recipient the burden of the reward fulfillment process is lifted from the shoulders of the incentive house and/or the corporation because the recipient selects the gift he or she wants and goes shopping for it either in store or online. If for some reason the award winner is not satisfied, the responsibility of returning it is on them and not the incentive house or the corporation.

Gift cards also offer these preferential amenities. They are memorable and are not confused with compensation. They can be branded and personalized plus they can be either issued in plastic or online via email and are easily tracked. In a 2008 survey administered by Incentive Magazine they reported that 80% of those who responded said that they use gift cards in their corporate incentive programs

Among other factors that make gift cards more preferable is the ability to personalize them. According to a study conducted in 2009 by Zoomerang of the 800 respondents, 85% expressed interest in personalized cards that could be sent via email. CashStar an industry leading digital gifting and incentive company that provides robust and secure gift card solutions to major brands has determined that while the vast majority of gift cards have traditionally been of the plastic type, there is a now a shift in the gift-card industry toward paperless gift cards for two reasons. First it is much easier and less expensive to deliver an online email card and, second, more retailers are offering improved online gift card redemption experiences.

Gift cards have taken on a whole new meaning for businesses who use them to recognize and motivate employees, as sales incentives, recruit, promote workplace safety and as a customer loyalty vehicle. As a matter of fact, The Incentive Federation in a study that covered merchandise and travel incentives users found that gift cards have become the number one award of choice for sales incentives. Here are some impressive numbers from the study: 78% of respondents offer incentives for sales people, 57% for resellers 77% for consumers and 67% for employees. Now if the 80% theory holds true that corporate users use gift

cards in their incentive programs the numbers could be overwhelming with some studies showing estimated spending by both businesses and consumers at \$400 billion. But what is more important to the retailer according to a study by Taylor Nelson Sofres Intersearch, is that 61% of gift card recipients spend more than the original value of the card.

To find a provider of gift cards for incentives one only needs to seek out an incentive company, sales promotion and advertising agencies or promotional product distributors for advice and planning on the use of the gift card. There is also an industry group known as The Incentive Gift Card Council that is dedicated to educate the motivation industry and end users on the use and benefits of gift cards. Their website is [www.usegiftcards.org](http://www.usegiftcards.org).

The gift card industry is expected to grow particularly for sales incentives for dealers and direct sales people. Based on all of the information that is available today there is no doubt that the appetite of the consumer for gift cards as an incentive reward is very powerful and thus driving gift cards as a preference. Incentive houses and corporations have accepted this fact and have made the gift card the reward of preference! 🎁

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**It's Easy To Draw Immediate Attention For Your Business Now!**

# MEET THE MANUFACTURER **KB** INNOVATIVE PRODUCTS™

**IN TODAY'S** economic marketplace it is a testament to quality for a company to be celebrating its sixtieth anniversary. When that company is employee owned and its products are made in the USA it also stands as a testament to the American Dream. In a sign of the forward thinking that helps company's stand the test of time, West Coast Corporation, known in the promotional products industry as Key-Bak for many years has chosen to rename its promotional products division, KB Innovative Products. Brilliant Results recently had the opportunity to obtain the answers to "Why?"

**BR:** Can you give our readers some background information about your company as a whole?

**KB:** KB Innovative Products is the promotional products brand of West Coast Corporation. We are an employee owned company located in Ontario, California, about 40 miles west of Los Angeles. Our employee owners take pride in our products and the service we provide. Our quality and customer service is unmatched!

The company that became West Coast Corporation was founded by Russ Lummis more than 60 years ago. Mr. Lummis' story is one of American ingenuity and entrepreneurial spirit. As a railroad conductor Mr. Lummis saw the need for railroad switchmen

to have a safer way to carry their keys. Dangling key chains could catch as they mounted and dismounted moving rail cars to attend to their duties.

In response to this need Mr. Lummis invented the original KEY-BAK® self retracting key reel. It was an instant success, first in the railroad industry and then in any industry where keys are part of the job. The product and industry Mr. Lummis started in his garage in Pasadena, California has become internationally recognized.

During the early years West Coast Corporation focused on the locksmith

and hardware markets; markets where keys and key accessories are sold. In the mid 1970's international markets were opened where our unique, quality USA made products became popular in many different parts of the world.

Today we continue to do business with some of the same customers, both internationally and here in the States, which we've had for decades. As the company and our capabilities grew our products found diverse markets such as for industrial tool restraints and OEM products for mail sorting machines and hose retractors in surgical suites.



BOAKE PAUGH  
KEYBAK PRESIDENT



In the 1990's building security changed with the introduction of affordable computers and a need for better security. This in turn led to the proliferation of identification badge security systems. Now the key for a building may not be a key at all, but an identification badge swiped through a card reader. As with keys there was a need to keep the ID badge handy for use and secure from loss with the added requirement that it be visible for identification. We responded with the introduction of the first ID badge reel, the MINI-BAK®, and later with the Retract-A-Badge. These products launched our company into the promotional product industry.

**BR:** Why did you decide to change the name of your company?

**KB:** Our company was branded after our first product; KEY-BAK. This wasn't really an issue in the markets we first served; key accessories for the locksmith and hardware markets. We continued with this brand in the promotional product market to capitalize on our existing brand identity but without thought on how we would move forward in that market.

Last year we came to the conclusion that we needed to differentiate the two divisions of our company, but it's not easy to give up years of history and start with something new. Using the KEY-BAK brand in both the promotional product and the locksmith/hardware markets wasn't well thought through. Domain names for websites and email addresses were a clue that we had made a strategic error. A website for locksmiths and hardware market is much different than a website for the promotional product market. Later came the realization that the KEY-BAK brand puts a pre-conceived notion in our customer's mind about our product offering; with "key" in the name there is the thought that it must have something to do with key accessories.

Most important for us was to give our promotional product division a unique identity. The market is different, the needs are different and how we approach it is different. The new brand will help us serve the promotional product market better.



**BR:** How did you develop your new name?

**KB:** It was an internal company effort that took quite a lot of time and effort. We wanted to keep a reference to our history so we used the initials "K" and "B" for KEY-BAK and innovation has been part of our company since the company was started. It was equally important that internet domain names were available too. Since our promotional product sales are mostly within the domestic market it wasn't as important for us to check the name extensively in different languages, something that you need to do if you plan on selling internationally.

**BR:** Can you describe how you are re-branding the company to reflect your new name?

**KB:** We are in the process of doing that now although slowly and with a deliberate timeline. We want our customers to understand that we are the same company manufacturing quality products in the USA with the same fantastic service. Initially nothing has changed except our name. It's important we avoid any perception that the company has been sold or reorganized especially coming out of these tough economic times.

Going forward, however, we will be making changes so we can better serve our customers. Business, especially the promotional products business, is changing incredibly fast and we need to be able to anticipate that. The locksmith and hardware business that is centered around security products is more conservative and doesn't change as fast. This is another reason it's important for us to differentiate between the two divisions of our company with our new branding.

We are working on a new website and going through our product mix to make sure we are responding to our customers' needs. We anticipate several new products coming out at the beginning of the year and there is a lot of excitement internally about the prospects of our new brand. The next several months we will be working to bring that same excitement to our customers.

**BR:** Thank you for taking the time to answer our questions and continuing to provide the quality products that Key-Bak has been known for in the promotional products industry. 🙏



Russ Lummis invented the self-retracting key reel and started the company in his garage in Pasadena, California.

# A Promotional Product Edible Combination Success Story

**Client:**  
Office Movers – A Kane Company

## Objective:

As part of their new corporate wellness program, the company wanted to stress the importance of healthy nutrition to its employees. Along with literature, discount membership at a local health club and coupons for use at community health food stores, employees were presented with a mug to promote better meal habits.

## Solution:

The Soup Mug Soupreme was selected for its tie-in to the theme of well being. The company logo was featured on both sides to reinforce their corporate identity. A packet of instant oatmeal was placed inside the gift box along with the mug, lid and spoon. A card from the company president was also included, urging employees to 'start the day off the healthy way'.

Soup Mug Soupremes were presented to employees upon completion of their personal 'Goal Chart'...detailing their plans to 'build a healthier me'. These consisted of 5 goals they hoped to achieve within the year.

## Results:

Within just 3 months, nearly 30% of the employees met their 'healthy me goals'. The soup mug was seen in the office and warehouse throughout the day and was a constant reminder of the program.

The response to the soup mug by employees was so positive that the company is planning to use it as a client gift this holiday season... should be a nice re-order for the distributor. ☺

This case study was provided by VISIONUSA> For more information visit [www.vision1usa.com](http://www.vision1usa.com) or email [jcannici@vision1us.com](mailto:jcannici@vision1us.com).





# The Power of Appearance

exhibit

BY: BARRY SISKIND

**I RECENTLY READ** a news article about an attractive woman who worked at Citibank. The story stated that she was dismissed because the clothes she wore were too provocative and not appropriate to the financial industry image... She fired back with a gender-discrimination suit saying she couldn't help the way she looks. The case will probably go on for years.

The issue that this raises is what is the appropriate dress for people who work on the front line engaged in face-to-face marketing and selling to customers?

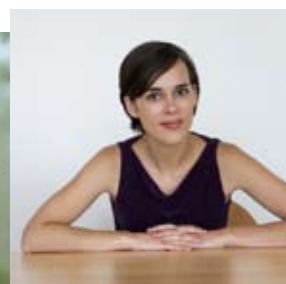
Years ago the answer was simple. People who met customers should look professional; men in ties and women in dresses. One need look no further than the popular television show *Mad Men* to see how people dressed in the 60's. But all that has changed. The definition of professional dress has changed. In the 80's and 90's the CEO's of dot-com companies in the Silicon Valley, went barefoot, in jeans and tee shirts. Then someone invented dress-down Fridays where regardless of the industry people took one day each work week to look like dot-com executives.

Now when I attend a face to face marketing event I never know what I will see. Some people are over dressed and don't seem to fit into the industry they represent, while others opt for personal comfort in their choice of wardrobe.

In the 60's psychologist Albert Mehrabian wrote an interesting thesis titled "Communication without Words." Mehrabian studied thousands of

workers and found that 55% of their customers' perception of these people - whether they liked them or trusted them - was passed on through their non-verbal; the way they looked, their body language and how they dressed. Mehrabian's work is just as relevant today as it was a half century ago.

The dilemma companies face at face to face marketing events is a definition of what is professional and



therefore appropriate for their staff to wear. I think there are two answers to this:

1. Dress professionally which means wearing what would be considered appropriate to wear to a client meeting from Monday to Thursday.

2. Everyone dresses the same which gives the company and its representatives an opportunity to stand out at the event they are participating in.

If they choose the latter then there are some considerations in the selection of theme clothing:

a) Look at the wide variety of theme clothing available to expand your choices beyond tee-shirts and sweat shirts. This can include jackets, arm bands, neck ties, hats, scarves etc.

b) Choose a color and theme that complements your display. This gives the appearance that your choice of clothes has been intentional and that your staff are part of the display.

c) Don't print logos and messages that are so small someone has to be literally be standing in front of you to read it. Whether in the display or walking around your staff now becomes a walking billboard.

d) Choose clothes that are gender and physique neutral; you don't want to make people uncomfortable with your choices.

e) Make it mandatory that all front line staff look the same.

f) Choose good quality.

g) Adjust your choices to the culture and country where you are exhibiting. In some areas of the world a more formal dress code may be the norm.

h) Let your staff keep the clothes after the event. If they take the clothes home and wear them on the weekend, it displays a sense of personal pride in their company.

Now the choice is yours. You can define professionalism measured against what you would normally wear to attend a client meeting or create a look that compliments your display and marketing message. ☺



# A personal Touch

**PEOPLE LIKE TO** get something for free. Why, I ask you, when someone hands you something that is kind of surprising, do you kick up your heels a little inside your subconscious because it is your lucky day? All the traffic lights are green, for a brief moment every star in the sky lines up for YOU for a change and you bask in the glow a bit? Pigeons miss your windshield while your car finds the perfect parking space. Someone compliments you on how nice you look today in random fashion. Yes, the world just seems a better place for some reason and you're mentally doing what my grandkids and I call our "Snoopy dance" in your head, grinning all the way.

My much-better-half and business partner, Gaye Kruger, has been the 'go-to' person for many of the video marketing departments in Hollywood for many years because she is relied upon to (1) come up with unique premium and gift item ideas that no one else has thought of and (2) hit a budget even when there is very little the studios can spend on the promotion. Often times, we would be given the impossible task of helping them figure out how to get you, the consumer, to go into a video store or a discount department store and buy a movie that had tanked at the box office. How did we do it? By researching everything from here to Sunday and figuring out a unique

premium/gift item and packaging that would be quite interesting to you and your family, then getting our supplier partners to help us make it all happen. The result was that you would walk into Wal-Mart and your kid would go nuts because if you bought the video in question, you could also get the very unique toy that was movie-related and only available through this limited offer. (Or, in the parlance of this industry, we got you to buy the gift and get the video for free.) Our studio client was ecstatic because they were recouping at least some of the money they spent in making a bad movie. Your child was over the moon, too, because he/she got to take something extra home that was



unexpected. We all love it when that happens.

This issue talks, Brilliantly, about Business Gifts. The Holiday Season is coming and it is time to plan for that now, not later. The economy is still weak, the oil in the Gulf is still coming ashore, two wars and all sorts of challenges are right in front of our face on a daily basis. So, why would we spend time talking about Client Gifts, Incentives, Premiums and the like as good ideas for you? Because the one constant in this is that your customer still loves getting something unexpected and, if you know what you are doing, you can capture more market-share right now while your competitors continue to think they'll wait until later to spend more on marketing and promoting their businesses.

Don't wait for better economic times. Come up with ways to figure

out how to reward your clients with Business Gifts, especially in the face of tough times, because they won't expect it. When you give someone a Reward of this type, it speaks to how important that client is to your company. All sorts of good vibes are implied with this simple gesture and there will never, ever be a reason not to gift a company that is providing you business.

What should the gift be? Well, it should be in proportion to the value of that client without it looking like you are overspending on them. Bring in your Promotional Marketing specialist and get 50 ideas on the table Monday morning. They're itchin' to show you what you can do, so turn them loose, for crying out loud. Then ask your people their honest opinion of what it is your company should be doing with this. You can also create A, B, C gift categories so that the A's are

the few companies that you spend more on, the B's a little less and the C's are the ones you will spend the least on as individual companies, but consider the C's your bread and butter accounts, the B's you want to eventually move to A's and your A's as your best accounts that you want to ensure stay your customers. Be sure to track whom received what because next year you will want to switch up the Gifts to reflect something different but just as valuable and important.

Whichever Gifts you choose to use, please don't forget the worker bees that are rarely recognized. Do something for them because they are the ones whom, in the heat of having to choose your company over an encroaching competitor who is knocking on their door, will keep it Personal. Good idea. ®

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# e-miscommunication

**WITH E-MAIL, TEXTING,** Twitter, BBM, social networking sites, and all the other forms that modern technology has created for communication—and miscommunication—there are bound to be texts, tweets, and touch screens that have lead to the end of friendships, to broken hearts, and even to job losses.

It seems that we have little tolerance (or is it understanding) of how these seemingly innocuous blips of information can be taken out of context and offend the recipient.

If it is caught immediately and appropriate apologies are made sooner rather than later, both people should be able to shake hands (or bump iPhones) and move forward. Unfortunately, when a remark triggers someone's unhealed emotions, it can create a short circuit that will make him or her shortsighted. Pain is felt, and a retort is locked on target and fired. When a direct hit is made, a relationship that was positive and promising can unintentionally dissolve quicker than an Altoid.

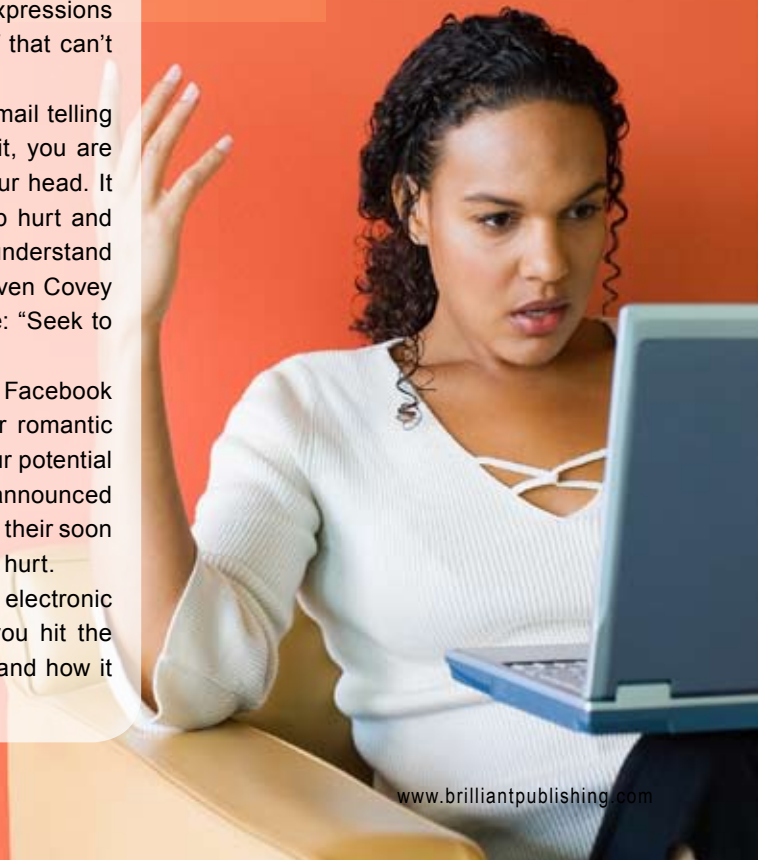
We also need to understand that these electronic methods of communication are not the best, as they don't convey true emotions, your idea of cute may not be the other party's, and sometimes we just don't get one another. Once an error takes place, it's a bit like defusing a bomb. Anything can happen, and it usually isn't very pretty.

We have all said things we regret to those we care for, and if it happens rarely, then we need to learn to apologize, take it in stride, and move on. My suggestion is that you get together face to face, or at least iChat or Skype, so you can see each other's expressions and have a conversation looking into each other's eyes. If that can't happen, then a phone call is the next best option.

If the other person refuses to communicate, write an e-mail telling the story from your point of view. Even if you don't send it, you are getting it straight in your mind and also getting it out of your head. It will at the very least let you release some of your pent-up hurt and help you understand yourself, which will better allow you to understand the person with whom you had the miscommunication. Steven Covey said it best in *The Seven Habits of Highly Effective People*: "Seek to understand before being understood."

There are people who live their lives by FBO (that's Facebook official). This is the way communication is moving: if your romantic status changes and you don't announce it on Facebook, your potential new partner could feel slighted. Some people have even announced their plans to divorce on social networking sites before telling their soon to be ex's. This is real stuff, folks, and it's causing too much hurt.

We need to start being more aware of how our electronic communications are received. Think to yourself (before you hit the send button) about how the other person would take this, and how it will make you feel. 🌐





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"It isn't so much what's on the table that matters, as what's on the chairs."

~ W.S. GILBERT

"Want to learn to eat a lot? Here it is: Eat a little. That way, you will be around long enough to eat a lot."

~ ANTHONY ROBBINS

"The one way to get thin is to re-establish a purpose in life."

~ CYRIL CONNOLLY

## Food Trivia ~

1. Traditional Italian pesto is made from basil, olive oil and which nut?

- a. walnut
- b. pine nut
- c. almond

2. What are scotch eggs?

- a. eggs laid by Scotch hens
- b. eggs covered in sausage meat and breadcrumbs
- c. eggs fried with haggis

3. Why was the Animal Crackers box designed with a string handle?

- a. It was easier for children to hold
- b. At the time plastic was too rigid
- c. So they could be hung from Christmas trees

4. Which is the only food which melts at body temperature?

- a. chocolate
- b. butter
- c. lard

5. How many flowers are in the design stamped on each side of an Oreo cookie?

- a. 4 each with 4 petals
- b. 8 each with 6 petals
- c. 12 each with 4 petals

6. How did pound cake get its name?

- a. From the one-pound quantities of the key ingredients
- b. From the one-pound weight of each cake
- c. From pounding the dough to release air bubbles

7. What is the English dish, toad in the hole?

- a. frogs legs wrapped in ham
- b. sausages in batter pudding
- c. stuffed mushrooms

8. What kind of smoked fish is a kipper?

- a. salmon
- b. haddock
- c. herring

9. What is the resulting flavor when chocolate is added to coffee?

- a. cocoa
- b. mocha
- c. latte

10. What is the major vitamin found in brown rice?

- a. vitamin C
- b. vitamin D
- c. vitamin B

11. What is a falafel?

- a. potato pancake
- b. chickpea fritter
- c. Middle-eastern vegetable

12. Which fish is known as the king of fish?

- a. salmon
- b. tuna
- c. Dover sole

13. Where is the best place to keep tomatoes?

- a. in the fridge
- b. at room temperature
- c. under your bed

14. What is the more common name nowadays for Toll House Cookies?

- a. chocolate chip cookies
- b. spice cookies
- c. peanut butter cookies

15. What elaborate confection was inspired by St. Bride's Church in London?

- a. Croque-en-Bouche
- b. Bombe
- c. Tiered Wedding Cake

Editor's Note:

Quotes Courtesy of: <http://www.famous-quotes.com>  
Food Trivia Questions Inspired By: <http://www.diva-girl-parties-and-stuff.com/food-trivia.html> and [http://www.triviacountry.com/12\\_Food\\_Trivia.htm](http://www.triviacountry.com/12_Food_Trivia.htm)

Answers: 1. b / 2. b / 3. c / 4. a / 5. c / 6. a / 7. b / 8. c / 9. b / 10. c / 11. b / 12. a / 13. b / 14. a / 15. c



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