

# James Butler's Newsletter #11

Amuse, Inform and Inspire

July 2003

**Dear All,**

So, after an issue dedicated to Abba songs, where is there to go? Have I peaked (or hit rock bottom) too soon? Last month's newsletter certainly generated a lot of discussion amongst all of you, and I have been contemplating who my next musical inspiration should be - Steps, Motorhead or The Wurzels? This month the newsletter looks different and is delivered differently, but hopefully continues to amuse, inform and inspire. As ever, I welcome your feedback.

## *New Look for the Newsletter*

Longstanding subscribers, and the more observant new subscribers, will hopefully have noticed the step up in technology for this month's newsletter. I am now using a subscription package called Constant Contact - allowing you as a subscriber to manage your subscription information easily and securely, and saving me from entering all your details by hand.

Constant Contact also provides newsletter templates - this is the one that appealed most to me and I would be interested to hear your reactions to it. The new technology is part of me living up to what I coach others on, and using systems to make my business painless. Whilst the process has meant some time investment, I can see the future savings as my subscriber numbers grow.

One other benefit of using Constant Contact is it allows me to include pictures without creating huge files which take ages to download. These do require you to be online when you read them however. If you log off to read e-mails and just get a little red cross, either log on again, or be thankful you missed seeing what I look like!

Another development in the last month is the use of an online diary, allowing my clients to book times with me online. Fellow coach Nicola Cairncross gave me the tip off, and whilst it is early days I am excited by the opportunities it offers. All of this is linked to the launch of my website (see article below).

[Find out more about Constant Contact...](#)



*One Small Step for Man, one giant leap for all of us.*

### **In this issue**

- [New Look for the Newsletter](#)
- [One Small Step for Man, one giant leap for all of us.](#)
- [So what is your next step?](#)
- [Painless Business.com goes online!](#)
- [Inspiration and Humour](#)
- [Final Words](#)
- [James Butler becomes Painless Business](#)



Here in the UK the sun is shining and we have a few days to the end of the school year. That can only mean one thing - the school sports day. Assuming that most subscribers are over the age of 16, the only chance any of us will get to enter now will be the 'parent's race', that annual chance to humiliate your offspring by stumbling your way to last, while trying not to drop the egg from the spoon, or the beanbag from the nose.

So where is the coaching metaphor in this, James? Good question! As we mentally prepare for the Parent's (or Guardian's as it would be nowadays) Race, which do you think is the hardest step? The last one, as the finishing tape approaches and you know your goal is achieved, another year over; or the first one, as you start off equal and have all the mind games of beating little Johnny Bottomley's mum because she cut you up in her people mover last night?

Like in the school fun run, in life the first step is often the hardest, but most important. The journey of a thousand miles begins with a single step - and once we make that step, we're off and on our way! (If your school fun run is 1,000 miles, I advise speaking with the school governors about the sadistic gym teacher). That first step is where we need most support, most courage and most determination.

Before we make that step, we have nothing to fear - we can't be considered a failure if we haven't tried, we can't trip over after five yards if we just watch from the sidelines. But also we can't get the satisfaction of taking part, the encouragement of doing better than before, or the adulation of our children, their friends and the entire athletics world when we set the new record for the Little Snoring Village School 50m Dash Whilst Balancing a Bean Bag On Your Nose. (If London wins the Olympic bid for 2012, this will be an event, mark my words).

### *So what is your next step?*

An interesting discussion about getting started and taking steps, but how does this relate to you? What can you do to begin your journey of a thousand miles?

1. What is the one thing you would want to change in your life, if you could only start taking action? (eg tidy desk, being smoke-free, getting home to bath the baby after work, doubling profit, doing a job you love). Write this down.
2. What has stopped you dealing with this until now? (you weren't ready, you had other projects, you were scared of failure, you were unsure of how to do it). Write the reasons down.
3. If that big jump were broken down to just one step (just one little foot in front of the other!), could you make the step if not the leap? Write down what first step you could take.
4. What support do you need to take that step? (encouragement from a loved one, some specific training, a coach, accountability with someone). Write down the support you need, and how you can get it.
5. When can you take that step?

## 6. How will you reward yourself when you have started?

My own coach, Lerae Frisby in Canada, has helped me take my own steps this week, and I can vouch that it does bring momentum, and the fear of the other side is nearly always less once you're there - and who knows the grass might just be greener!

Over 200 people currently subscribe to this newsletter, and I know some of you forward it on to others (thanks!). If everyone who reads this newsletter took the one step they identified above, how much positive change could that create in the world? So, my request to all of you is to find the one thing you can do this week, and then get started. It would also be great if you could e-mail me using the link below to keep me posted. Perhaps we can have an update section next month!

[E-mail me to say you started](#) »



### *Painless Business.com goes online!*



One of the steps in my journey finally came to fruition this week, with the debut of my website, [www.painlessbusiness.com](http://www.painlessbusiness.com). The name comes from my business coaching services, including the 12-week coaching programme on getting more success with less pain, but the site also covers my personal coaching business too.

Please do visit the site, and provide any feedback you think I would find useful. I have enjoyed putting together all the content (there is more still to go on, so keep checking back!). The intention of the site is to act as my online brochure, as well providing means for clients to contact me and book their sessions.

Of course, all elements of the system have been tested, but the real test will be from it being used widely, so to encourage traffic through the site, I am offering a 10% discount on the first month's coaching for any newsletter reader who arranges a complimentary session or any coaching through the site before 31 August. The complimentary sessions are, as the name suggests, free - so why not see whether coaching could work for you (perhaps we can talk about the little step you are going to take this week).

[View the website](#) »



### *Inspiration and Humour*

If you look round my new website, you will see almost every page now has an inspirational quote, all of which speak to me in some way and I hope do something for you. So coming up with some more for the newsletter has needed more thought than normal, but these may appeal:

"If at first you do succeed, try to hide your astonishment." LA Times

"Success is the ability to go from one failure to another with no loss of enthusiasm. "  
Sir Winston Churchill

"The children of Israel wandered around the desert for 40 years. Even in biblical times, men wouldn't ask for directions" Anon

I celebrate my wedding anniversary this week, and this joke appealed to me..

While enjoying a game of dominoes in the local pub, two elderly brothers were discussing how things used to be in the "good old days."

Eventually the conversation moved on to their spouses. One brother turned to the other and asked, "Roy, aren't you and Jane celebrating your 50th wedding anniversary soon?"

"Yup, we sure are," Roy replied. "Well, are you going do anything special to celebrate?" asked the brother.

Roy pondered this for a moment, then replied, "For our 25th anniversary, I took her to Barcelona. For our 50th, I'm thinking about going down there again to pick her up."



### *Final Words*

I hope you have enjoyed the new format for the newsletter, I hope you like the website, I hope you find a step you can take to start change in your life this week, and I hope my wife will forgive me for the last joke. Have a great month.

Warmest Regards

James Butler

[Contact us today!](#) »



### *James Butler becomes Painless Business*

For those of you who don't remember subscribing to a newsletter from Painless Business, technically you didn't. Painless Business is my new trading name and I will be moving over to this new identity in the coming weeks. My service is still the same, just the name and e-mail address has changed!

My old e-mail will continue to function, but I will be sending messages from it less and less. Sorry for any inconvenience this causes during the transition.

Also, this e-mail is designed to be viewed in HTML. If your e-mail only accepts Plain Text, I apologise for some odd letters that might appear in the text. Hopefully, most subscribers will be able to use HTML.

### *Quick Links...*

- [Register Now](#)
- [More About James Butler](#)
- [Last Month's Newsletter](#)
- [The Painless Business 12-Week Programme](#)

email: [james@painlessbusiness.com](mailto:james@painlessbusiness.com)

voice: +44 1491 659073

web: <http://www.painlessbusiness.com>