

# James Butler's Newsletter #92

Amuse, Inform and Inspire

April 2010

This month I was chatting with someone about what makes an effective newsletter (ideas gladly received) and one of the things that we discussed was bringing out the personality of the author. I have found that very effective (even with my personality) over the years – it helps readers to connect with the writer.

That may be the case, but this month I don't want you to read too much into the choice of inspiration for this month's issue. Please don't go away thinking I am a proponent of Girl Power or any religious faith. It just reflects the bafflingly wide and eclectic mix of influences that serve to sculpt my personality. See what you make of what emerges!

## *I'll Tell You What I Want*

There are many reasons why I wistfully recall the halcyon days of 1993. I was a happy student, yet to be tied down in marriage or a job, I had hair (yes, I did once) and was happy for Manchester United to win their first title in decades, knowing Liverpool would soon return to dominance. Oh, and in 1993, we'd never heard of the Spice Girls.

And then in 1994, I got married (to a United supporter of all things), United won the Double, and Wannabe burst onto our airwaves, serving no obvious useful purpose until now, when it provides the theme for this newsletter.

Recent issues have covered the value of planning, and the importance of sharing that plan with others and being accountable. If you do know what you want from your life, your work, your business or your relationship, I advocate following the Spice's example and telling people what you want, what you really, really want (zigzag ha).

If you don't tell people what you want, how can they help you, how can they seek to support you, how can they provide what it is that you want?

I was inspired to write the newsletter on this topic by a client I am working with at the moment. They have the opportunity to ask for a significant payback on their efforts over a period of time for their employer, that would realise a lifetime ambition and set them up for retirement. Yet they seem reluctant to articulate it, even to me. They almost seem scared of naming what it is they want, in case it frightens away the opportunity. They have their reasons, but it seems a shame. If they don't tell their employer what they really, really want, they won't get it.

**What do you really, really want?**

**In what way can you articulate that to those you need to tell?**

**Who do you need to tell, to help you get it?**

Note: Wearing a Union Jack mini-dress like Ginger Spice may not create the best moment. I could probably pull it off with my figure, but it's not for everybody.

## *Ask And It Will Be Given Unto You*

From Girl Power to a Greater Power. According to my extensive research (two minutes on Wikipedia), "Ask and it shall be given unto you", or a phrase to that effect, appears in both Luke's and Matthew's Gospels (Luke 11:9 and Matthew 7:7 for those who read their Scripture). Which suggests they were both present to witness it being uttered, or one copied the other's homework.

The client I mentioned above will miss their opportunity unless they tell their employer

what they want. Her chances are getting it are greater if she actually asks for it.

Many of our alternative therapy clients want to increase the number of referrals they receive. This is perfect Tell Me What You Want/Ask And It Shall Be Given territory.

Many people in normal jobs have no concept of how a small business relies on new custom all the time to survive. This is why it is important to TELL them that this is an important way of growing business, and that you really appreciate referrals. For some people, telling them is enough to start the thought process in their mind that will end in sending you referrals.

But some people need more, you have to actually ASK these people. You need to say "I want your help to help more people with my service – please tell anyone you think would benefit."

In my own life, exactly twenty years ago I wanted to date this beautiful woman I knew, and the only way that was going to happen was if I asked. So I did, which leads me to another topic: Handling Rejection. It may be hard to believe when you see my good looks now, but my dating strategy in 1990 was based on the Everest door-step strategy. Ask enough times and eventually some mug will say yes.

Of course, the woman I am referring to said yes, eventually, and she has made me the luckiest man ever since. (Yes, she reads this).

**Who do you need to ask, in order that what you want can be given unto you?**

**What, specifically, do you need to ask for?**

**When will you be asking?**

## *Painless Business News*

We have had a flurry of bookings for the **Balancing Baby and Business Workshop** on 10 May in London, but we have a handful of places left – look at our sister website for more details (<http://www.championcoaching.co.uk/workshops.php>).

If you are a mother and business owner, and you find yourself distracted from work, feeling guilty when you're at your desk or struggling with blurred roles and boundaries, this workshop will be ideal. Lead by Celia and Vicky (two experienced coaches who have combined working with motherhood and are prepared to say it didn't always work) the workshop is designed to help you with insights, tips and tactics that you can apply the very next day.

If you can get childcare for Monday 10<sup>th</sup> May, you'd be daft to miss it.

## *Book Review*

I am lucky enough to have a good friend who grew up in the former USSR. Some of you may recall talking to Irina when she used to answer my phones. Her accent is just one of her many endearing qualities. She was always in my mind as I read *Russia* by Jonathan Dimbleby. As you may have guessed from the title, it is a book about Russia – in fact a travelogue as Dimbleby crosses this vast country from Murmansk to Vladivostock. I found the book fascinating – as he explores Russian history from Genghis Khan to Vladimir Putin – with an awful lot in between. If you have any interest in modern history, or any fears over what the 21<sup>st</sup> Century power blocks for world politics will be, it is a must-read.

## *Painless Puns*

This month, I shall start with a quote that may raise a smile with those therapists who have ever tried to get referrals from their local GP:

*Don't spend time beating on a wall, hoping to transform it into a door.*

Dr Laura Schlesinger

For those who think the way forward only looks like a wall:

*People only see what they are prepared to see.*

Ralph Waldo Emerson

And for those who like the truly obscure:

*Do not use a hatchet to remove a fly from your friend's forehead.*

Chinese Proverb

I keep reading that, and still respond with "What?"

Two medical stories to raise a smile (thanks Nigel):

*A man comes into casualty and yells "My wife's going to have her baby in the cab". The medic grabs his stuff, rushes out to the cab, lifts the lady's dress and begins to take off her underwear. Suddenly, he notices that there are several cabs - and he is in the wrong one.*

*At the beginning of a shift, I placed a stethoscope on an elderly and slightly deaf female patient's chest. 'Big breaths,' I instructed. "Yes, they used to be" replied the patient.*

And a special feature this month – a prize to the first reader drawn out of the hat who can tell me what the following famous people have in common (according to my source): Christopher Marlowe, Josef Stalin, Hans Christian Andersen and Louis Braille.

## *Final Words*

I hope that you will now consider what you really, really want, and who you need to ask in order to get it. I'd be delighted to hear any stories that emerge as a result! While we're on the subject, I really, really want 50 new subscribers this month, so if you know anyone who might like to read this newsletter, I'm asking you now to forward on this email and recommend it. Thank you.

And as I have typed, I have resisted dozens of whimsical tangents based on amongst others, the Liver Birds, the God Delusion, The Secret and stories of my courting. Be very grateful I stayed reasonably on topic!

Warmest regards

James Butler

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