

Monthly Musings



courtesy of Fletcher Consulting

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SMART PERSPECTIVE:

Still Thankful, Even in 2020

The first thing we need to be thankful for is that 2020 is days away from being in the rearview mirror. It's been a painful time for many of us. I read a devotional message yesterday that reminds us that God works on His perfect timing – not OUR imperfect timing.

I love the paraphrase of **Romans 8:28:**

Sometimes when things are falling apart, they may actually be falling into place.

Many of us are keeping our sense of humor. I understand that the first two people in the Western world to take the Pfizer COVID vaccine outside a clinical trial were from Great Britain.

Nobody will ever remember the woman's name (she is Margaret Keenan, who turned 91 the following week) but the world will always recall the name of the first British man: William Shakespeare.

What a brilliant move – to invoke the name of one of the world's most popular authors. So, let the puns begin:

- If Ms. Keenan was Patient 1A, was Mr. Shakespeare "Patient 2B or not 2B"?
- Is this a case of "Much ado about nothing?"
- Let's stop these puns. Let's simply agree that "All's well that ends well!"

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SMART INNOVATION:

Pivots That Made 2020 Better

• **JPS Health Network's** supply chain system had worked well under normal circumstances but it was not robust enough to deal with a major pandemic. As a result, COVID forced JPS to pivot and create a new and improved supply chain that makes the network stronger and more efficient. CEO Robert Early shared in early November that, while none of us wanted to experience COVID, there have been some positive breakthroughs such as this.

• **McDonald's** decided that free publicity was valuable, so the Golden Arches opened their own [barber shop... in SWEDEN!](#) You can see from the adjacent photo that the traditional hair style in Sweden bears a very strong similarity to the golden arches. Said the marketing director

for McDonald's Sweden: "When we realized that people were wearing our Golden Arches, we had to act. We started the **M** Barber Shop not only to guard our Golden **M**, but also to claim it once and for all."

• **"TurDunkin"**
Thanksgiving turkey recipe stuffed with doughnut holes

made the November holiday even more special. Leave it to a couple innovative minds of students from **Massachusetts Institute of Technology** to change the world – or at least Thanksgiving. The recipe involved turkey, doughnut holes and sprinkles.

True to form, grinchers and Scrooges still say "Humbug" when any form of brightness occurs. Such was the case with the rumor that Netflix is giving everyone a free membership to encourage us to stay at home. It's a scam.

And no, Microsoft honcho Bill Gates is NOT giving away his fortune this Christmas, so save yourselves the time and trouble of trying to get your share.

A hairdo for those with exquisite taste.



John Fletcher is a recognized authority on the subject of effective communications.

He is available for speech-crafting, public speaking engagements and consulting on a project basis.

SMART REALIZATION:

What Caused COVID

I have finally reviewed all the major events of 2020 and developed a firm grasp on what has caused the dramatic damage to the world via the pandemic.

At first, I went along with the idea that the COVID-19 coronavirus had originated in Wuhan City, in China. It all made sense with all the developments taking place.

Then, I realized that something far more sinister was taking place – yes, **Enquiring Minds want to know**, so here is the real skinny on COVID. **This story is more earth-shattering than you can imagine, and you read it here first.**



It all began in Chicago, and not in 2020, but on June 14, 1919. To quote “American Pie” singer/songwriter Don McLean, June 14 was “the day the music died.” Actually, “the day the BURGER died.”

June 14, 1919 was the day that a bunch of Chicago-style gangsters messed with Texas: they bought controlling interest in...

Whataburger!

Enough Texana culture remained in place through the end of 1919 and then, slowly, that Chicago-style management messed with the finest hamburger made on a Texas grill. Whataburger became Chicago-ized!

No matter how Midwesterners try to become Texans, they don't have the chops to make it happen. We Texans don't need artisan-style hot ketchup; regular ketchup is just fine!

Now that I've blown the lid off the hottest news story, I'll settle down to share some insights on marketing, customer service, public relations and branding. In the meantime, just know that, indirectly, the revered Whataburger was an unsuspecting pawn in this event.

SMART TIMING:

Photo of the Year – Blue Angels

The photo of the year in the Fort Worth area is not chosen because I arranged it, but I'll take partial credit. Realizing that the **U.S. Navy Blue Angels** precision flight team would fly over the hospital districts of Dallas, Arlington and Fort Worth, I projected they might fly over my client, **Ciera Bank**, in downtown Fort Worth.

Ciera Bank CEO Charlie Powell had asked me to design



and install a banner that read, “**Thank you! Hospitals, Healthcare Providers & First Responders. Fort Worth Loves You!**”

The photo of the “Blues” over the banner went perfect with our print ad that read, “Honoring our Angels in Blue” that paid tribute to the blue-clad healthcare providers in our hospitals.

SMART PLAN:

The 2021 Pivot

This past year saw many of us pivot and change some of the products and services that we offer and next year will become the year of the even LARGER pivot.

Review your year-end performance and commit to how you will change your own business model in 2021. I'm already finalizing strategies with four new clients who are changing their approach for the coming year, plus existing clients who are making their own adjustments. Now is the time to strongly consider your approach to 2021.

Time to Pivot Your Business: Where Do You Begin?



Give yourself some time think over the Christmas holidays and call me at 817-205-2334. Let's turn the new year into your most successful ever!

THE Tiebreaker

Fantasy Ice Cream for Clients

Even in this COVID year, businesses are still buying gifts for their customers or clients. The quandary is always a matter of what to give and how well this year's gesture stacks up to the 2019 gift.

Now in my 15th year of delivering hand-crafted custom **Fantasy Ice Cream** to my clients, I remain confident that they appreciate my gift. My best proof is when clients reach out to me in July or August to ask if they are spending enough to remain on the list.

I reach out to each client and ask if they would like to modify their customized flavor – 28 different flavor mixes and 28 different clients. No two clients have the same exact taste.

Consider:

- Creamy vanilla with rainbow sprinkles, cookie dough and Oreo chunks
- Vanilla with Reese's Peanut Butter Cups, Kit Kat Bars and Chocolate Chips
- Vanilla Bean, Reese's Peanut Butter Cups and walnuts
- Sweet cream vanilla, chocolate almonds, macadamia nuts and strawberries

Now is the time to determine to be different in 2020. For most of us, this past year has been a true challenge and experiment. Vow now to make 2021 the year that 2020 could have been!

Doug's Dynamic 2021 Start
Kick off the new year with El Dougo's favorite treat: Chocolate filled with M&Ms, Coconut & Pecans.

