

Monthly Musings



courtesy of Fletcher Consulting PR

P.O. Box 1191
Arlington, TX 76004
(817) 205-2334 • Fax (817) 796-2087
Email: john@thefletcher.org

Get **Linked in** with John at:
www.linkedin.com/in/johnfletcherpr
Read John's blog on
www.thefletcher.org

VOL. 13-10 • OCTOBER 2021

SMART STATEMENT:

Amazon to Go Bankrupt?

"I predict one day, Amazon will fail."

That quote was not from some stock shark attempting to drive down the price of Amazon shares. That speaker was none other than... **Amazon founder, Jeff Bezos.**

The quote was made in April 2019, TWO YEARS AGO.

Inquiring minds must ask: "How could the world's retail behemoth – the trendsetter – fail?"

Retail expert Doug Stephens told Entrepreneur.com that there are at least four reasons:

1. Amazon is following in Walmart's footsteps – After succeeding by creating a different way to buy, Amazon is likely to see another platform arise that will take its current model to another level. Walmart is a juggernaut in on-site retail, but has yet to fully leverage its strengths to maximize its online presence,

2. Amazon offers efficiency, but no true shopping experience –

Customers want the full shopping experience, from getting out of the house and touching the products to comparing options side-by-side and seeing new things in person. Amazon is addressing this somewhat by offering delivery venues, but customers still lack the see-it, touch-it experience. In this way, Amazon has limitations and is, therefore, vulnerable.

3. The focus on customer service will be lost –

With founder Jeff Bezos stepping back to play with Blue Origin and other priorities, new leaders are more likely to concentrate on the bottom line at the expense of customer satisfaction. Without Bezos, Amazon is likely to innovate less, and innovation has been its hallmark. Stephens reports that the energy that drove improvement and innovation is likely to shift to maintaining the organizational structure.

4. The rumored toxic work environment could lead to valuable team members moving to friendlier and more welcoming delivery platforms. Talent travels to where it has freedom, feels appreciated,

**Los Angeles Dodgers:
Opening with a closer,
closing with an opener**

**Walmart chartered a grain
cargo ship and stuffed it
with toys, sent it...**

**A Maryland restaurant
created "bumper tables"
— surround customers by
inner tube...**



and has the resources and space to flourish.

Lesson learned: Building a better mouse trap is always quite a noteworthy achievement. However, maintaining the enthusiasm and spirit of innovation once achieving success can lead to stagnation and drifting away from the original principles and work environment that were contributing factors to that success.

SMART SOLUTIONS: Creative Solutions Everywhere

How did you shift your business model during the early days of the pandemic? Did you innovate or were you in one of the fortunate industries that blossomed simply because circumstance created a new level of demand?

Or did your business struggle and even fail?

Check out these inspirational examples and then ask yourself how they could motivate you:

• **Los Angeles Dodgers** baseball team: [Opening with a closer, closing with an opener](#). In their series-deciding playoff game against their archrival **San Francisco Giants**, Dodgers general manager Dave Roberts chose to have his normal closing pitcher, Corey Knebel, start the game. He reasoned that this move would force the Giants to change their starting line-up, and it did. And nursing a 2-1 lead going into the ninth inning, Roberts called Max Scherzer – one of the elite pitchers in all of baseball – to get nail down the closing three outs. By switching around his assets, Dave Roberts earned the pivotal win that advanced the Dodgers to the next round of the playoffs.

• [Msn.com reports](#) that Walmart chartered a grain cargo ship,

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.



stuffed it with toys and consumer goods and sent it from the overcrowded Los Angeles port to a nearby cargo dock and unloading there.

- Taking a page from Walmart's book, **Home Depot** chartered its own shipping vessel loaded with Halloween and Christmas decorations to San Diego. **Target**, **Costco**, **Ikea**, and **Dollar Tree** have followed suit in the ship chartering trend.
- Insider.com shares that a Maryland restaurant – **Fish Tails** – has purchased inner tubes that feature the customer surrounded by a portable table that is encircled by an inner tube. The concept is called "[bumper tables](#)" and customers are able to move about freely while remaining socially distant.
- [Blooploop](#) reports that budget supermarket, **Lidl**, created an app that reveals a quieter time to shop for its customers in Ireland. The app responds to queries by telling customers whether now or later is a Quieter/Average/Busier time to visit.

What are you doing with your own version of opening-with-a-closer/closing-with-an-opener?

SMART INNOVATION: Iwanttomowyourlawn.com

We should all be inspired by **Brian Schwartz** of Wayne, New Jersey. The former VP of a New York digital advertising agency lost his job due to the Covid-19 crisis.

According to [Fox News](#), while actively searching for a new job, he decided to serve others in his downtime. As a digital marketer, it was no challenge for him to create a website and launch a new venture: a free lawn-mowing service called Iwanttomowyourlawn.com.

He offered to mow the lawns of seniors and veterans, with his operations center being his family Jeep. "I just want to do good," Schwartz said. "It feels good, it feels right, following my heart."

Feeling good about yourself is one thing but putting food on the table with a wife and newborn at home was a challenge – until he recognized the Godwink right in front of him.

Today, Brian's inspired mission of service has led to a new career with www.Iwanttomowyourlawn.com registered as a 501 (c)(3) nonprofit.

His new enterprise has received over 300 media mentions on

radio, TV, print and digital media throughout the United States and internationally, and he initially expanded his footprint to additional areas of northern New Jersey, as well as parts of New York, and Chicago.

Today, the program offers free mowing services in 36 states. His website lists each state, participating communities, and even the first name of each of the volunteer mowers.

Brian has expanded his nonpaid customer base by adding cancer victims and anyone with disabilities. He has created a model that features volunteer mowers, and he has earned the support of sponsors to help finance his vision for serving others.

THE Tiebreaker

Free Furniture if Astros Win World Series

There is NO greater Houston Astros fan than my friend, Jim "Mattress Mack" McIngvale, owner of Gallery Furniture's three Houston locations.

Any customer who spends at least \$3,000 on a Tempur-Pedic, Sealy, or Stearns & Foster mattress/box spring and/or adjustable base will receive a **full refund** if the Astros win the World Series.

Mack placed \$3.6 million in wagers back in July that will earn him over \$36 million if the team wins.

Ever the showman, he bought tickets for 55 nuns to attend the first game on Tuesday night at Minute Maid Park. The Astros were 2-0 in the playoffs when Mack brings nuns from the **Dominican Sisters of Mary Immaculate Province** to a game.

The Houston Chronicle wrote that Sister Mary Catherine was a particularly big hit at last Friday's American League Championship Series against Boston, when she was picked to throw out the ceremonial first pitch.

Forget where you may stand on wagering and realize that Mattress Mack is the consummate promoter and enthusiast for his home team.

I've said and written this before and I'll repeat here now: **I**

don't see how ANYBODY in

Houston could EVER consider buying furniture from any store other than Gallery Furniture!

