

Monthly Musings



courtesy of Fletcher Consulting PR

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SMART GESTURES:

Show Thanks/Gratitude

Thanksgiving is behind us – Ok, ok...so some of those pounds are both in front of us **AND** behind us, but what did we learn during this holiday?

- **Were you thankful enough to spend your money with local retailers on Small Business Saturday?** If not, please make a strong effort to help keep your local retailers in business
- **Were you thankful and considerate enough to serve others** rather than be served first?
- **Were you thankful enough to help prepare** at least some part of the meal?
- **And most important:** Were you thankful enough to send me something sweet to eat?

If you performed at least two of these gestures – and don't worry about the fourth one – then you helped someone ELSE have something to be thankful for!

The first year of our pandemic – 2020 – caught all of us by surprise.

I vowed in 2020 that I would survive, and prepared myself to thrive in 2021...

I discovered the book, "When God Winks at You"



SMART SAVVY APPROACH:

Positivity and GODWINKS!

The first year of our pandemic – 2020 – caught all of us by surprise. Some were fortunate to conduct business in sectors that prospered, while others saw their business decline, or even close.

I vowed in 2020 that I would survive, and prepared myself to thrive in 2021, and I'd like to share how I made it.

No, this is not a weight-loss commercial, but it is something that turned a lot of things around for me. As I shared it with friends and acquaintances, many of them began to understand as well.

I discovered the book, "When God Winks at You", According to the author, SQUIRE RUSHNELL (No, that is NOT a typo. He spells his first name with the first two letters capitalized!).

A "Godwink" is a moment or situation that you and I tend to dismiss as simply coincidence or luck, but it's really from divine origin. It's a small gift from God.

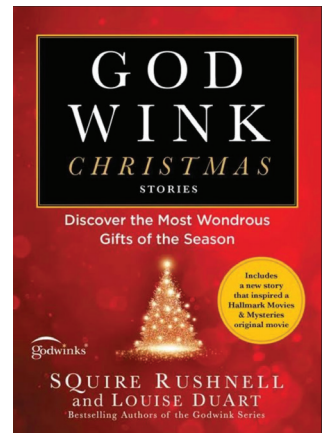
This book describes real life examples of moments with probabilities that are so astronomically **unhappen-able** (that's my word that I just invented!) that it's difficult to call them luck or coincidence.

Some readers will have already stopped reading this segment, but you're in for a blessing if you continue on.

You see, I bought 10 COPIES of "Godwink Christmas Stories" and I am giving them away to the first nine (I held one for Rebecca) readers who email and tell me what a Godwink is.

Disclosure: I have no financial interest in these books, but I do have a personal interest in you and your current outlook on life. These books are my gift to you; I want nothing in return.

I do recommend that if you want to give presents that can improve a life and be long-lasting, then shop at www.godwinks.com for some of these books. They are easy reads (remember the old "One Minute Manager" books that captivated you? And you finished in an hour or two!).



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.

I like to place a handwritten note inside each book that I give away that reads: *This book will help you recognize how God winks at you through others... and how He, in turn, winks at OTHERS through YOU!*

Once I began earnestly looking for the Godwinks surrounding me, I was amazed at the number of Godwinks that I immediately recognized. I compare this awareness to the "Hidden Mickey" concept at Walt Disney World.

I read in a Disney travel book that Disney employees have placed Mickey Mouse images throughout the property, but you won't see them unless you pay close attention to look for the Hidden Mickeys.

It's the same with Godwinks. Once you start looking for them, you will begin to recognize God's little gifts everywhere!

And one more thing as long as we're discussing Godwinks. Every morning, I send out a morning devotional entitled, **Run with Endurance** at 5:00 a.m. The concept belongs to my friend Dave South, who any Texas A&M graduate will recognize as "the voice of the Texas Aggies" for 25 years until he retired three years ago.

I share what Dave sends to me, then add some other devotional musings and email out each morning. It's an easy two to three-minute read that starts your day off with some positivity.

[Click here](#) to send me your email address and I'll gladly to add you to the morning **Run with Endurance** devotional list. It's a free subscription with a money-back guarantee.

Speaking of daily devotions, the Southlake Chamber of Commerce hosts a [monthly prayer breakfast](#) on the first Thursday of each month. The next one will be this Thursday, December 2, from 8:00 to 9:00 a.m. at Feedstore BBQ in Southlake. Please reach out to me directly for details at 817-205-2334.

And keep looking for all those Godwinks!

SMART SEASONAL ADS: What Stands Out

The most brilliant advertisers know when to make you laugh and when to tug at your heart. Here are my four favorite commercials for this fall/winter:

I enjoy the **Baker Mayfield** commercials because they extend the **Progressive Insurance** brand from being initially known for its car insurance to now focus on the home (homeowner's policy). Baker's home field is FirstEnergy Stadium, which doesn't make as much sense as if it had been Progressive Field – which is the baseball field for the Cleveland ~~Indians~~... er, Cleveland Guardians. What a shame that they missed that opportunity, but Baker is indeed a clever spokesman and promoter.

Each of these commercials offers multiple touches of good-natured humor.

And my very favorite Christmas commercials are for **Kohl's Department Stores** because they aim for the heart. The first one focuses on Christmas memories and gives a nod to the 1990 "Home Alone" movie.

The second shows a family at Christmastime with grandmother sitting on the sofa when the little boy – around 10 years old – motions for his grandfather to play a record. The song, **"With Love from Me to You"**, is an old **Beatles** tune that would play way too fast. This touching version by **Dolly Parton** makes you want to wipe a tear away from your eye.

The Dolly Parton song makes me want to buy something from Kohl's – and I'm not even a Kohl's customer.

- Kohl's Department Store's **"25 Days of Christmas"** [campaign](#) featuring "Home Alone"

- Kohl's Department Store **"With Love from Me to You"** featuring a young boy giving his elderly grandmother the gift of a sweet Christmas dance together

- Baker Mayfield commercials at the stadium

- [Baker Mayfield gets a bad call](#)

- [Baker Mayfield hires a house-sitter](#)



THE Tiebreaker What to be Known For

It's a funny thing about reputations – each of us has one, even if it's not the reputation that we'd choose to have.

Oddly enough, we may have one overriding reputation and several sub-reputations. Please consider the plight of the golden arches... what we know as McDonald's:

- **Revered golden fries:** Even though recent tests reveal that Wendy's fries – with their sea salt topping – are more popular

- **Value proposition:** Home of the \$1 drinks – where giving up some profit margin attracts loyal customers to increase their number of visits and spend more money on other items such as fries and burgers

- **Reliability proposition:** The standing joke on late night TV is about the breakdown of McDonald's [McFlurry](#) ice cream machines. The reliability factor has become such an issue that the Federal Trade Commission is looking into the matter.

- **LTO (Limited-Time Offer):** The McRib Sandwich is a customer favorite, and the McRib is currently in season, driving more customer engagement.



Consider the present status of your brand. While you may have some areas that need to be addressed, how would your customers rate you today?

