

# Monthly Musings

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## SMART PERSPECTIVE:

### Still Thankful, Even in 2021

The first thing we need to be thankful for is that 2021 is days away from being in the rearview mirror. While much of "normal" has returned with sports from pee wee to college and the pros, along with church and concert gatherings, we are now facing the Omicron variant of Covid that could be far-reaching.

It's been a painful time for many of us. I read a devotional message recently 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.*

The year 2021 has been the time that I took **Godwinks** more seriously. A Godwink is a moment or instance that on face value appears to be a coincidence or matter of luck. Only, once we review that event more critically, there is *no* way that luck could have anything to do with it. Consider:

- **Hurrying to an event for the sole reason of seeing a prospect you've been trying desperately to meet.** Unfortunately, traffic and weather cause you to be late. You may be slapping your steering wheel in frustration, and you rush into the venue only to find yourself sharing the elevator with... that very person, who also encountered traffic issues. Coincidence? Luck? Godwink? *You* decide!
- **You meet with a prospect to discuss a deal, only to find they are**



Remember that a person's name is the sweetest and...

Prepare to make yourself uncomfortable. Sit with different...

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interested in something much larger. I once met with someone who wanted a promotional partnership for a \$30,000 truck, and he was shocked when I helped him strike a \$300,000 sponsorship deal with **H-E-B Grocery** during the company's 100th anniversary.

In 2021, we have noticed more Godwinks – including friends re-entering our lives and new business originating from unimagined sources. You can count on this: The more that you LOOK FOR GODWINKS, the more you will see them. Otherwise, you're simply missing the blessings that God is sending your way.

*Rebecca and I, along with our puppy, Doc, and cat, Snowball, wish you a very safe and Merry Christmas!*

## SMART STRATEGY:

### Grow Your Influence

I had the privilege of speaking in the Empowering Business series for the **Cleburne Chamber of Commerce** last Thursday, with my topic: **Grow Your Influence.**

Through a series of stories of people – some from the Cleburne area and others in Waco, Fort Worth and beyond, I shared 21 principles about how to make yourself valuable, memorable, resourceful, and an unselfish giver.

A few of these included:

- **Become a skilled CONNECTOR**

by hearing and remembering names – calling someone by name is *one of the most impressive skills* anyone has. Dale Carnegie's famous statement was,



"Remember that a person's name is to that person, the sweetest and most important sound in any language."

- **Do the first favor** – When meeting someone new, ask them how you can help them. I will never forget the late Bill Hurlbut, a board member of the **HEB Chamber of Commerce** and an insurance agent. He introduced himself to new members and asked, "How can I help you? Who may I introduce you to?"

- **Give your time and resources with no ulterior motive, and then watch the many ways you are repaid and blessed.** This concept is from a book called "**The Go Giver**" – a book that I gave to

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every attendee at an HEB Chamber of Commerce luncheon a few years ago.

• **Volunteer and become respected.**

Volunteer in many ways, one of which is to offer to schedule speakers for your nonprofit or trade organization. Contacting speakers – particularly in-demand speakers – raises the value of your connections.

• **Prepare to make yourself uncomfortable.** – Sit with different people at social events so you expand your network, take the [Dale Carnegie Course](#), and get excited about speaking in public.

• **Stay in touch with your business acquaintances even when you don't "need" them** – My friend [Jim "Mattress Mack" McIngvale](#), owner of Gallery Furniture in Houston, has flown up to speak for two of my events in recent years. The first time, he asked to stop by a drug store so he could buy some Lifesavers candies. I asked if he wanted a roll of the candy, and he requested *five*. It's kind of a running joke between us, but last week I sent him **TWO 3-pound bags of Lifesavers**. And when he spoke for the [Northeast Leadership Forum](#) award luncheon three years ago, I spread Lifesavers on all the attendee tables.

**Call me for more details on growing your influence. This strategy really works!**



# SMART QUALITY:

## Tarrant County #1 in BBQ

Tastes change rapidly, and food innovations captivate lovers of barbeque. Or is it barbecue? Or is it BBQ? Or is it just Q?

Regardless, [Texas Monthly's Daniel Vaughn](#), the aficionado of this delicacy, has proclaimed the Fort Worth area as "numero uno" in the world of BBQ.

How fast are the tastes changing? Please consider that...

- Fort Worth's [Goldee's Barbecue](#) is #1
- Fort Worth boasts [Panther City BBQ](#) as #10
- Also in the top 50 are [Dayne's Craft Barbecue](#) in Fort Worth,



[Hurtado Barbecue](#) in Arlington, [Smoke-A-Holics BBQ](#) in Fort Worth, and [Zavala's Barbecue](#) in Grand Prairie

• [Heim Barbecue](#) captured the media's attention a few years ago with its craft meats and burnt ends – but now is not rated in the top 50

What does all this mean to you and your business?

1. **Innovation is all around us**, changing the game
2. **We can't stand still:** What was a top-10 BBQ a couple years ago is no longer in the top 50
3. **Reputation must be earned and re-earned** – consider that Lockhart, Texas, for years known as home of the Lone Star State's finest "Q" – did not have a single BBQ joint ranked in the top 50 or even honorable mention

As you close out 2021 and move into 2022, what changes are you making? Of course, it's easy for me to challenge you when I may be sitting still. But I'm not.

1. I've **re-branded my website** with Ronkot Designs
2. I'm in the process of **rebranding my LinkedIn presence** because LinkedIn is my preferred social media outlet
3. I'm **doing more public speaking** (subject to public health protocols) than in the past, realizing that while it's possible that nobody in that audience may engage my services, they may have a relative, friend or acquaintance that might see value in me

**If you not have started your 2022 strategic planning but you expect impressive results, we should talk. Please call me at 817-205-2334.**

# THE Tiebreaker

## Client Christmas Gifts

Now in my 16th 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 asking if they still remain on the list.

I reach out to each client and ask if they would like to modify their customized flavor – 35 different flavor mixes and 35 different clients. No two clients have the same exact taste.

**Doug's Dynamic 2022 Start**  
 Kick off the new year with El Dougo's favorite treat: Chocolate filled with M&Ms, Coconut & Pecans.



Consider these unique flavors:

- Creamy vanilla with waffle cone, swirls of caramel and fudge, and coconut slivers
- 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 2022. For most of us, this past year has been a true challenge and experiment. Vow now to make 2022 the year that 2021 could have been!**

