

MIRROR, MIRROR ON THE WALL . . .

WHO'S THE PROBLEM, AFTER ALL?



7 Deadly
Creatures of

APPRECIATION
MARKETING®

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Be a Hero! Not a Creature!

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The Starting Lineup

The Sucker
The Whiner
The Puker
The Topper
The Peacock
The Vulture
Hal Atosis & Ginger Uytis
Tinkerbell
The Facebook Ass Clown





The 7 Deadly Creatures of Appreciation Marketing®

Since the publication of *Appreciation Marketing®; How to Achieve Greatness Through Gratitude* back in 2009, one of the most eyebrow-raising chapters has been that of the “Seven Deadly Creatures.” In that chapter, Curtis and I poke fun at the different “creatures” that all of us become as we interact with one another in a business environment.

These “7” creatures were originally concocted with a metaphoric tie to the Seven Deadly Sins, also known as the Capital Vices, which include wrath, greed, sloth, pride, lust, envy, and gluttony. Theologically, a deadly sin is believed to destroy the life of grace and charity within a person and thus creates the threat of eternal damnation.

The Seven Deadly Creatures symbolize a similar fate to those of us in business who dare cross the threshold of good taste and proper social graces. As we’ve spoken at conferences and workshops over the years, new creatures have evolved. We’ve decided to keep “7” in the title, but keep your eyes peeled for the growing list of Bonus Creatures!

“Man is a tame or civilized animal; never the less, he requires proper instruction and a fortunate nature, and then of all animals he becomes the most divine and most civilized; but if he be insufficiently or ill- educated he is the most savage of earthly creatures.” - Plato

Have you ever gone on an African safari? Have you camped at Yellowstone Park or anywhere in the great Northwest? Have you trekked the Amazon basin? Okay, me neither. Have you ever watched the Discovery Channel? If so, you'll remember your tour guide giving you a short-list of creatures that you must avoid confrontation with at all costs. This list includes things like lions and tigers and bears, anything poisonous, and of course any mother protecting her young.

There are certain creatures to avoid in business as well. You know who they are. And chances are good that you know all of them. Let me stress, that these are – in many cases – really good people. They're human beings with positive qualities and they absolutely deserve your appreciation.

It's okay to know them, and it's even okay to do business with them. The important thing, though - where your Appreciation Marketing Strategy is concerned - is that you don't become one of them!

If you do, your career – and your personal life - will be in grave danger.



The Sucker



There's an old poker aphorism that says, "If you can't spot the sucker at the table within ten minutes – it's you!" Well, we're not talking about that kind of "sucker" here.

Picture it. Your cell phone rings in your pocket, you scramble to grab it, and before answering you look down at the Caller ID number on the display. "Uggggh!" You let this one roll to voicemail. It's one of those Energy Suckers!

You know exactly who we're talking about! This person is such an energy sucker that just the sight of their phone number on the screen puts you in a negative state. Of course you don't answer it. And you might not even return this call. Certainly not right away.

Now the big question . . . drum roll please . . . how do people react when they look down at their phone and see your phone number? Are you a sucker?

Clearly it's a strong business tip to be an energy giver, not an energy sucker. Conversely, we all have people in our lives who we just love to see. People we just love to hear from. People we drop everything – no matter how important – to take their phone calls. You know who we mean.

It's important to acknowledge that energy suckers aren't necessarily bad people. They can be friends, valued business associates, valued customers, and yes, even family members. They might not even know that they're suckers! But, for whatever reason, the thought of interacting with them instantly throws your brain into shut down mode.

What do you suppose the reason is for this? How did these people become energy suckers? The answer is simple and it lies within the very question. Since all things and all people are made up of energy, and since what you give out is what you get back, the energy attached to you is simply a reflection of the type of person you are and work to become.

For example, there's a guy I know who sells insurance. I went to high school with him many years ago. We weren't really friends, but he had an "okay energy" attached to him and when I'd see him around it was always a friendly "hello" from both ends.



Since we don't run in the same circles, I only run into this guy maybe once every few years. And, invariably, every time I run into him and we do the small talk thing, I receive a phone call from him asking to quote my insurance. Now I love talking about insurance about as much as I love going to the dentist's office for major gum surgery. So naturally, when I see this individual, or he calls me, it sucks my energy to the very core. He isn't interested in me. He isn't interested in how I'm doing. He isn't interested in how he might be able to help me out. He's mainly interested in making some money.

Now let's be clear; in his mind he may have convinced himself that he's interested in helping me by reducing my insurance payments. But he's absolutely not in "giving" mode. He's in "getting" mode.

Incidentally, this guy's voice message is flashing on my machine right now. And I do not plan on returning the call.

To keep the examples alive, let's talk about your spouse. Is your spouse a giver or a sucker? When you see "Home" come up on your cell phone do you get the warm and fuzzies, or are you afraid to answer it? Is it bad news? Did you screw up? And, again, what type of energy comes through the other end of the telephone when you call your spouse? Hello! It's (at least) half your fault!

There's an international real estate company called Keller Williams. I've never listed or purchased a house through them but have many friends around the country who work for them. No matter what office I call, they answer the phone by saying, "It's a great day at Keller Williams! How may I direct your call?" I love that! I try to just call there and hang up whenever I'm having a bad day!

Every person you know and every person you see has one of three types of energy attached; just like an atom (footnote, I skipped science in high school). It's either positive, negative, or it's neutral. Remember the old Will Rogers quote? "You never get a second chance to make a first impression." That's because the person you meet forms an opinion and attaches the energy instantly. It could be your appearance, your scent, your voice, your actions, or your intentions.

Does it really matter how many phone calls you make in a day? We don't think so. All that really matters is what type of energy you've attached to the phone call and to yourself.

Don't be a sucker!

The Appreciator

Gives off Positive Energy

Take a few minutes here and make a list of three people who are energy suckers. It will take you ten seconds. Now, how about a list of energy givers? This is lots more fun.

Who are the people that you just love to hear from? Close your eyes for a minute. Think about sitting at your desk, or on your couch, and the phone rings. It's one of your energy givers. Relax and experience the emotions that come to mind right now. Isn't that awesome?

What would your business life be like if every time you made a phone call, the person on the other end experienced that same emotion? How about your personal life?

You have this power.

The Whiner

The Whiner is another creature that you never want to become, but we all know plenty of them. I often wonder if The Whiners even know that they are The Whiners?

I'm sure you don't need a detailed description here, other than to say that The Whiner is The Sucker on training wheels.

The Whiner is usually depressed. He usually has a story to tell about the flat tire on the freeway, the speeding ticket, the person who cut him off in traffic, the potholes in the road, the weather, the bad cell phone reception at his house, the neighbors, the people who are trying to take advantage of him, the government, the service at the restaurant, the food at the restaurant, the actual restaurant . . . I think you get the picture.

Not a lot of fun to be around, The Whiner. When you're in the market for whatever product or service he offers, you won't be calling The Whiner unless you just can't find anyone else.

Again, The Whiner is probably a nice person; a person who needs and deserves to love and be loved. In fact, you probably have (at least) one right in your very own family.

There's some great news for The Whiner, too. His condition is just a symptom of negative thinking. And it just so happens that "thinking" is the one and only thing we have control over in this world. So if diagnosed early enough, The Whiner can make the choice to stop complaining about all the taxes he's paying and just be happy that he won the lottery!



A very nice woman, who I run into frequently, once told me that she has a black cloud following her around. "I'm trying!" she would tell me. "But I have that black cloud! You know the old saying . . . anything that can go wrong will!"

Every time I see that woman she says, "I still have that black cloud over my head!"

Come on! Really? Stay the hell away from me, lady! I have a new shirt on!

Remember, the difference between a Whiner and a Winner is just one letter.

I really like that woman. But she won't be invited to my holiday party!

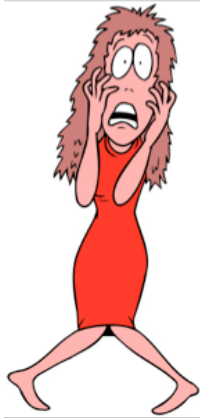
The Appreciator

Doesn't Whine and Complain

If this description fits you, congratulations for recognizing it! The good news is that you can make a few adjustments to go from a whiner to a winner. First, try to find a silver lining when something is bothering you. If you just can't, then keep it to yourself. It takes practice to become a good-finder.

It's important for you to know that when you complain about something, 80% of people don't care anyway. The other 20% are happy for you! The truth is that no matter what happens to you, somebody else out there has it a lot worse.

The Puker



You can walk into any Starbucks, sit down, close your eyes, and listen. The most prominent of the seven deadly creatures is definitely The Puker.

While The Puker is indigenous to any public meeting place worldwide, for some strange reason it can be found in Starbucks at any given time on any given day.

One of the most frightening things about The Puker is that, unless they are conscious of the warning signs, any person can morph into one in a matter of seconds. Nobody is immune.

The Puker is that person who, in all their excitement about something (perhaps a product or a service or an opportunity), figuratively throws up all over somebody – thus scaring them off indefinitely.

For example: Quite by surprise, I bumped into an old friend at (yes, really) Starbucks and he stopped at my table. I had my laptop out and was checking my email while waiting for someone on a business appointment.

We spent a few minutes doing the small talk dance, and I made the mistake of asking what he was doing for work these days. His reply to the question came quickly, and without warning, and without pause!

“Oh I’m still working at GE, but I started a side-business dealing in all natural health and wellness products which are so important today because of the environment and the ozone and global warming and if that’s not important enough people are all becoming so overweight and unhealthy that they’re suffering diabetes and heart disease more than ever before and though people are always talking about getting back in shape and becoming healthier they go right out and hit the drive up window for that greasy fast food which does nothing but clog their arteries and make matters worse. . . . (longest sentence in history followed by his first actual breath). I just got started with XYZ company and we offer all these natural products that can only be found at the tops of trees in the deepest jungles of regions where no civilized human has ever gone before and these products reduce all the signs of aging and prevent all illness but the FDA won’t let us claim that even though it’s true and I (without taking that second breath yet, while reaching into his tote bag and pulling out a catalog the size of a telephone book - in one deft motion) can get you set up on any of these products and get you a special wholesale rate if you’re ready to become a member today for just forty-nine dollars. (Second breath, finally)! What’s more important to you between family, money, free time, church, and health? (Impressive, an actual question!) Well, if you think about it (not waiting for me to think about it) none of the first four matter without your health. Did you know that nobody on their death bed ever said ‘I wish I had spent more time at work’? The best news is that you can get started in just under a minute by going online and I notice that you’re actually online right now. Here, go to this website and let me show you how you can get started and take advantage of our online ordering system. Because I didn’t tell you that in addition to adding forty or fifty years to your life (yes, he really said that) you also have the ability to make money with this company in fact I know a lot of people who make over a million dollars a year and all they do is just what I’m doing right now only they’ve done it for longer.”



I was waiting for a short pause so I could blast him with a fire hose. I didn’t have the heart to tell him that I would rather sleep on the floor in a public restroom than do what he’s “doing right now . . .”

So I pulled the Emergency Escape Hatch. I asked him for his business card!

Believe it or not, I actually did send this guy a greeting card wishing him all the luck in the world in his new endeavor. I was hoping to find the words to tell him, in a tactful way, that success for him would be impossible unless he found a way to stop vomiting all over people!

Question: If that guy called me up and asked if I'd like to meet him for lunch (probably somewhere healthy) do you think I'd agree?

Answer: "NO FLIPPING WAY!!!!!"

While he is highly visible in any "recruiting" or "sales" situation, The Puker is most frequently seen in Network Marketing or Direct Selling circles. And it's The Puker who, more often than not, gives those companies a bad name.

The Appreciator

Curbs His Enthusiasm

The sad thing is, I've been The Puker before. And I'm fairly certain that you've been The Puker as well. I mean, really. You're in a conversation with somebody who would be a great client, or associate, and during that conversation they give you the perfect lead in! I mean, it's gift wrapped! They're begging you to make your sales pitch! Begging! Here's what you do from now on. Bring up the fact that you have something that they may be interested in. "Now's not the best time, but do you have a business card? Let's try to get together for a few minutes this week or next." When you get back to your office, you can send them an email or a greeting card saying it was nice to see them.

It's simple. Dangle it out there and pull it back. If they don't bite, they're probably not really interested. Like my grandfather used to say, "just kiss the girls that are leaning toward you!"

Remember, swallow hard. Hold it back. Don't do it! Whatever you do, don't become The Puker!

The Topper



Everybody knows this beast.

The Topper is that person who, no matter what the situation, has to one-up you. Whenever you accomplish a goal or elate over a special achievement, there's The Topper to tell you how he or she did it just a little bit better.

The Topper isn't necessarily a braggart, and isn't necessarily doing it to demean your achievement. The Topper is an insecure person who has to let everybody know of his significance.

In most cases The Topper was a big sports star in high school, or was the homecoming king or queen (normally in another state). He used to bench press 350 pounds or scored 100 points in one basketball game even before they had a three-point line. The Topper cured cancer and then turned down the CEO promotion at her company because she didn't want to relocate. Your new car is nice, but The Topper used to have the limited edition XYZ Supercar with the titanium engine, fully loaded. Now, of course, he rides a donkey to work.

The Topper is harmless, really. He's kind of like pigeons outside McDonald's. He's not a threat other than the fact he's just so darned annoying. And therein lays the threat. If you are The Topper, stop it! You will struggle in your efforts to attract people towards your business, your product, your service, or yourself.

A friend recently invited me over to see "his new toys". He was excited about his new home theater system. He told me about his new 52-inch plasma television set, his new Blu-ray disc player, and his new surround sound. The gleam in his eye was like a kid on Christmas.

"I'd love to come over and see it," I told him, all the while swallowing hard not to tell him that I just purchased a 65-inch plasma TV with the Blu-ray and the surround sound system. "It sounds awesome!"

Later in the conversation he asked me about my TV. “Oh I just have one of those old clunkers,” I told him.

On another occasion, I was invited in to a board room talk at the beachfront office of a very well-to-do wealth specialist. He was holding court with a group of about eight financial planners and suddenly broke into a story.

As he began to tell the story, as if he had lived it himself, I soon realized that he was telling a story from a book I had read. It was actually an amazing story and he began to tell it wrong. Instead of blowing his cover, I white-knuckled the arms of the chair until he was finished. Then, I raised my eyebrows and leaned slightly toward him. “Wow! Did that really happen?” I asked in astonishment. “That’s amazing!” The others in the room agreed.

I could have let this guy know that I had read that book too. I could have exposed the fact that it really didn’t happen to him. And I could have told the story much much better. But what would I have accomplished? We were all better served because I let him keep it.

The Appreciator

Lifts Other People Up

Lift other people up. When somebody tells you a story during a conversation (or especially if you’re overhearing a conversation with somebody else) just let them bask in their moment, their own glow. Even if you can one-up them, what’s the point? It won’t make them, or anyone else in the room, think more positively of you. They probably won’t believe you anyway. It’s okay to let other people shine.

In fact, it’s an art.

The Peacock



Narcissus is the boy in the Greek myth who, while leaning forward to drink from a pool in the forest, saw his own reflection and fell madly in love with himself.

To his credit, I guess, he didn't know it was him!

In Appreciation Marketing, this such creature is known as The Peacock. He struts around with his chin in the air, displaying his colorful plumage (maybe its elaborate jewelry or fancy cloths) and the air about him just screams "EVERYBODY LOOK AT ME!" The Peacock is the person who thinks the whole world revolves around him (or her).

In the field of psychology, excessive narcissism is recognized as a severe personality dysfunction or personality disorder. The term narcissistic denotes vanity, conceit, egotism or simple selfishness. It is sometimes used to denote elitism or an indifference to the plight of others.

Again, we all know this creature. He has a severe case of "I" disease. I am the top producer in this area. I am number one in my office. I am this. I am that. Back in high

school, they called this bragging. It's crucial that you avoid being labeled as The Peacock. Believe me, it doesn't look good on you. Yes, people are talking when you walk by. But they're not saying what you think.

I have an old friend who was a sales agent at a company I used to work for. He and I became friends as we grew our respective businesses into Europe. The foundation of our friendship was built on mutual respect. We continually spent long hours "comparing notes" and learning from one another.

We parted ways in business, but remained friends. He calls me about once a year to check in. During our phone calls, which are always short, he proceeds to tell me how much money he's making, what kind of car he's driving, what kind of house he's living in, and how much he stands to be making a year from now. He's always looking for another leader, and tells me I would be perfect for the job. He then makes a bunch of promises (all money related) on what will happen if I join him in his new venture.

Never once does he ask about my family, or my personal life.

Never once does he bring up mutual friends or attempt to reminisce about the old days.

Instead, he eventually gets around to asking how I'm doing in hope that I'll say "not so good." When I tell him that I'm doing phenomenally well, and although I'm super happy for him and all the success he's enjoying, I'm not personally interested in working with him . . . he suddenly has to get going.

The phone call has been the same five years in a row, and it won't change this year either. This friend is the classic example of The Peacock. He just doesn't get it.

The Peacock is an advanced case of The Topper. We classified The Topper in the "harmless but annoying" category (like those pigeons). The Peacock is the more flagrant version, maybe like the bull dog with the big spiked collar. "Look at me, everybody! I'm the big dog!"

It's important to point out that The Peacock isn't guilty only by the words he uses.



It's in his actions, his expressions, his gestures, and the way he treats other people that make you just want to walk up and punch him in the face! The Peacock is usually glancing around the room during your conversation with him.

Back in my early days of playing baseball, I overheard one of the veterans on my team talking to one of the outspoken players who was always telling everybody how great he was. He said, "If you really are something special, you won't need to tell people. They'll figure it out on their own. And if they don't, other people will tell them for you." That statement stuck with me forever.

The Appreciator

Is Humble

Nobody wants to sit down with you and hear about how great and successful you are. It's okay to talk about your victories and tell your success stories. Just do it with humility. There's a fine line between arrogance and confidence. If you're confident, people will be drawn towards you. If you're arrogant they'll run the other way.

Learn to shift the focus from yourself to others. Try, instead, to find out about them and how great they are.

Make a practice of lifting up other people all day long. Tell people they look nice. Tell people what qualities about them you admire. Tell people you appreciate them.



The Vulture

It's difficult to pick The Vulture out of a crowd without eavesdropping on other peoples' conversations. In fact, although their population is expansive and they are indigenous to all climates and geographical areas, you usually don't spot The Vulture until you're sitting down with him.

You see, from ground level, The Vulture can look like a beautiful bird. They're sometimes mistaken for the majestic eagles and hawks of the world. But once you get right up close, The Vulture can be appalling, even hideous! And by then it's too late.

The Vulture is an aggressive bird of prey who arranges an appointment or a meeting with you under false pretenses. Normally, The Vulture is appearing interested in your goods or services or personality, but is clearly there to "turn the tables."

My friend Tony was recently contacted by a woman who lives out of state nearly three hours away by car. This woman called him on the phone and explained how she had heard wonderful things about him. She admired how he worked with people and had been able to build a strong professional network through appreciation. She wanted to



meet with him, learn his secrets, and hear about his business. Tony agreed.

This woman made the long drive and when the two of them sat down, at a coffee shop, she unfurled her big nasty vulture wings! And it wasn't pretty. Turns out, she was a sales rep for an international sales company and was only interested in recruiting Tony to come and work for her. While she was genuinely interested in Tony's personality, his network, and his leadership ability she was only interested in it for her own personal gain. Tony could only laugh (since he wasn't the one who made the drive)! This woman actually talked to Tony for over two hours and never once asked him about himself or his business.

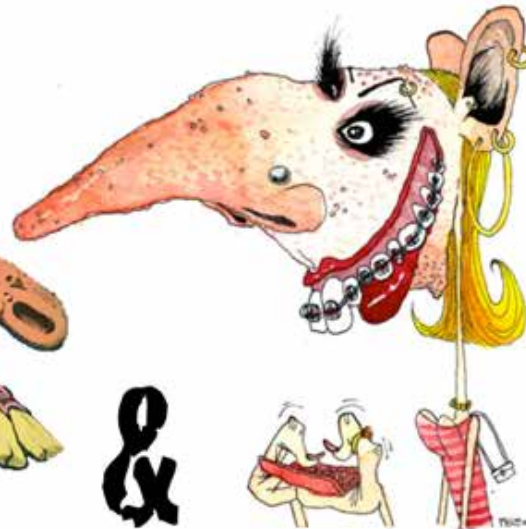
Beware The Vulture!

The Appreciator

Is Genuine and Patient

Just don't do this!! Think of yourself in a boat out on a lake. It's early in the morning and you're fishing. You see a school of fish right below the boat so you take your hook, you stand up in the boat, and you SLAM the hook down into the water in the spot where the fish are. What happens to the fish? Do you catch them all? Do you catch any? Actually chances are the fish are long gone before the hook breaks the surface. And guess what? They're not coming back! Cast your line out there, sit back, and reel it back in. Not to compare people to fish . . . but you can be sure that you won't see any people schooling up anywhere near The Vulture.

Hal Atosis



& Ginger Vytis

To be politically correct here, Hal Atosis also has a female friend named Ginger Vytis. The moniker calls to mind that person whose breath could melt the skin right off of your face – again, you know them – Hal and Ginger aren't just the creatures with the bad breath. They're the creatures with the bad breath, the cat fur on their coats, the sloppy clothes, the messy hair, hmm maybe even some B.O. And if the offensive appearance isn't bad enough, Hal and Ginger also get right up into your personal space.

In addition to poor hygiene, Hal and Ginger have poor social skills, no manners, and aren't respectful of others.

They might be friends of yours. Maybe even good friends. But they're not the people you'd invite to a dinner party or an important business function. You might be able to put up with Hal or Ginger on a one-on-one basis, but you definitely go out of your way to keep them away from your friends. Hal and Ginger will struggle to be successful in a business that deals with other people. They're better suited to be toll booth operators in Antarctica. Be very careful that this section doesn't describe you.

“Mirror, mirror, on the wall; who’s the problem after all?”

The mirror never lies.

I recently sat on an airplane (for four hours) next to a charming man who was a dog show judge. It was a fascinating topic to me, for no discernable reason, but this guy was very chatty so I killed a few hours learning about how that whole dog show business works. And while I listened intently to this gentleman, it was difficult for me to look at him because he had hairs protruding a full few inches from his nose! I was waiting to see a monkey swinging from this guy’s nostril hairs!

“Doesn’t he see that when he’s brushing his teeth?” I thought. I just wanted to grab them and yank em out!

By the way, the lady on my right had bright red lipstick on her teeth. Seriously.

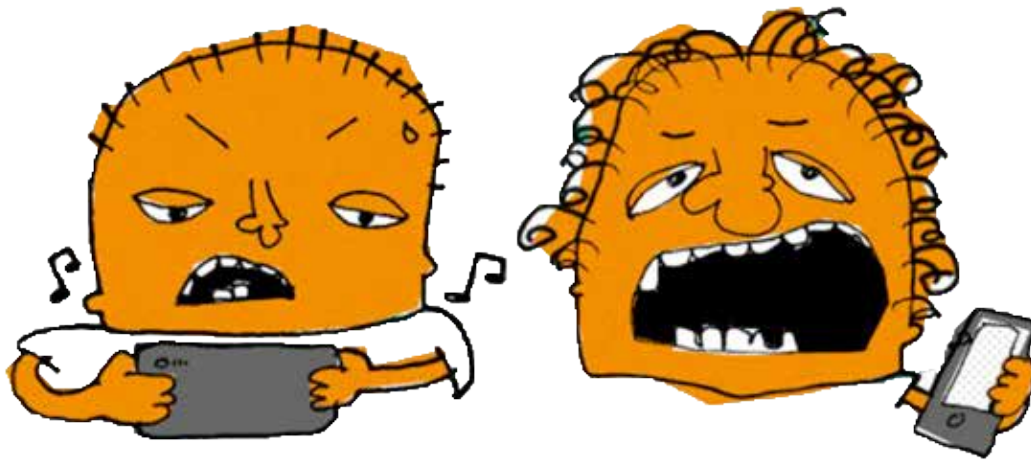
The Appreciator

Is Appealing, Not Appalling

Simple question; would you do business with you?

Personal hygiene is a part of your likeability factor, and is important especially when making a first impression. Take a look at yourself and ask if you are physically pleasing to be around. We’re not talking about having plastic surgery or becoming a pinup model, we’re talking about being professional and clean. You don’t have to become something you’re not, just get better. And, while Mr. Halitosis was just a metaphor, breath mints and deodorant spray are a networker’s best friend.

Tinkerbell



Okay, let's set the scene. You're engaged! Congratulations! Your fiancé spent the last three days calling everyone in the phonebook and now comes the moment of truth. Dinner with the parents!

You aren't sure if your future in-laws are thrilled with the whole thing, but they invite you to dinner at their house and it's all you can do to stop your underarms from sweating a watermelon-sized stain on your new shirt.

Your mother-in-law-to-be greets you at the front door with a huge smile and a big hug. Your father-in-law is another story. He's sitting in the living room, within full sight of the front door you're entering, and he's answering an email on his cell phone.

Finally he gets up and offers his congratulations, glancing down at his palm two or three times to be sure the email was sent.

During dinner, daddy dearest is not a part of the conversation. Oh, he asks questions, but never breaks eye contact with his (not so) smart phone so pays little attention to your answers. He excuses himself from the dinner table on three separate occasions, apologizing, because his "Another One Bites the Dust" ring tone is blaring in his pocket.

All throughout the night, this man reads his text messages, returns his text messages (always apologizing because "this one's really important") and even checks out his Farmville Updates on Facebook.

OK, he doesn't play Farmville.

But you leave that dinner thinking that the father of your future spouse is rude, boring, and doesn't care at all about your impending marriage or you for that matter.

Sounds like an extreme case, but social psychologists call this the "Fear of Missing Out" Syndrome. People with FOMOS think that something is going to happen on Facebook that threatens national security. They have to be "plugged in" at all times . . . just in case the President of the United States calls.

We call this creature Tinkerbelle, because he or she is always "tinkering" with the cell phone, playing Temple Run, looking at pictures, answering text messages, or Tweeting with Buggs Bunny.

It's hard to believe that there was actually a time when we didn't have the ability to check this stuff.

Oh, it's not funny! And it's not easy. That phone buzzes in your pocket and suddenly its all you can think about. Who is it? What is it? Is it important? WHAT AM I MISSING?!!!!

A good friend of mine once said, "be present when you're with somebody." And in today's crazy information age, Tinkerbelle is the most difficult creature to overcome.

Turn it OFF! Think about the impression you get of somebody who is texting or checking messages during a conversation with you.

I recently went on a trip where I could not get internet access on my laptop for two weeks! My wireless card didn't work and despite my 45-minute calls to that company's customer service department, the best they could do is offer me a new device at one of their local stores. I had no ability to get to one of those stores and I was still using a flip phone at that time so I had no internet capability whatsoever.

So, with all my strength, I stayed offline for two weeks and actually had to pay attention to my family! There's a thought!

The crazy thing is, when I got home all my messages were still in my inbox. My business hadn't crumbled, my house didn't burn down, and nobody kidnapped my dog from the kennel. Life, somehow, went on.



If I can do it for a two-week vacation, surely you can do it for a freaking hour!

Not only is it rude to tinker, but it can be dangerous and potentially life threatening. Think about it. We're so conditioned to "answer the beep" that we're able to stop whatever we're doing and attend to it. Well, the more we do it, the more habit forming it becomes. The next thing you know, you're texting while driving your vehicle. You know what? Let's not even go there.

Put your phone away! It sucks talking to Tinkerbell.

The Appreciator

Is Present When He's Present

So many people are so attached to their wireless devices these days that it has become commonplace to check them incessantly – so much so that it almost doesn't seem like you're being rude when you do it yourself. But it IS rude. With the obvious exception of an emergency at home or a time-sensitive business deal, you don't need to tinker with your toys when you're with other people.

And even though people will continue to do it whenever they're with you, now you know that you're on another level.

Facebook Ass Clown

You wake up, roll out of bed, get your coffee and power up your computer.

You used to check email first, but you get so much spam these days that Facebook seems the safest place to play.

Your Facebook inbox is flooded with messages and the good news is, they're all from people you actually know!

After all, you "friended" them.

After replying to what you deemed important, you notice that you have some friend requests from a few people you haven't seen in years!

"That's crazy," you mutter, shaking your head, as you click on their profiles to see what they've been up to.

Smiling the whole time, you click through their photos and instantly relive old memories, before "accepting" them and shooting them out a "what have you been up to all these years" message.

You're amazed at how social media has made it so easy to reconnect with people from your past.

Next, you go to the home page.

Let's see what all my friends are up to.

"Oh, how cool," you think, as you click on the pictures of Rich's trip to Italy. "He does so many cool things. Someday . . ."

Will's on the golf course again. And Justin's out on his boat. Do those guys ever work?



Dana has a new car. Oh, and look at Jason and Kristin's kids! How adorable. They're growing up so fast.

"I really have to make an effort to get back together with them all," you make a mental note.

Oh no. Wait. Say it aint' so. It isn't. It is. The Facebook Ass Clown!

And not just one. It's a whole circus!

Your personal space has been infiltrated!

Johnny is trying to advertise savings in electricity.

Roger is being a bully with his political views.

Rachel is posting grotesque before-and-after photos selling weight loss shakes.

Tim is selling insurance.

Linda has a video talking about the "greatest home business in the history of the world."

Holy Crap! Lon Hopper is doing something else?!

You've been recording your favorite TV shows so you can blow past the commercials and now they're being forced down your throat by your own "friends!"

Should I "unfriend" them? Will they know? Will they be offended? Will they like me anymore?

So you just ignore it. But you can't. It happens every day.

And every day your personal image of that person gets lesser and lesser.

If they ever get around to calling you . . . you're pretty sure what they want. That call goes to voicemail.

We're living in a society that is changing so rapidly because of all the new technology. Social media sites like Facebook, LinkedIn, and Twitter are actual words in the dictionary. If you're not a part of it, it's as odd as not having a color TV or a microwave.



And while there are courses you can take and strategies to learn as far as “social media marketing” is concerned, there are very few places where you can get info on the undeniable “no-no’s.”

What people, so many times, fail to realize is that your Facebook profile (and anything else you post on the internet, for that matter) are public information. Anyone can get online at any time of the day or night and take a look at your own personal billboard. Because of that, people feel that they should be a walking advertisement for whatever business they’re in or some product or service that they offer.

The problem is, that Facebook is a “SOCIAL” forum. It’s a place where you invite your “FRIENDS” to interact with you. There are forums for advertising, but your Facebook page isn’t one of them.

If you want a sure-fire way to alienate yourself from 50% of your friends, then you should post your political viewpoints! During the last election, Facebook was flooded with mean and nasty rants about the presidential candidates. When somebody posts a political opinion, though, they get feedback. They get lots of people agreeing with them. The thing they miss, though, is that the other 3,000 people who are reading it HATE you now. What’s the point?

And if you want to alienate 50% of what’s left, just talk about your religious beliefs. Countries go to war and kill each other over religion. Don’t get yourself killed!

The truth is, you can use your Facebook page to do whatever you want. After all it’s yours! But next time you’re about to make a post, instead of doing it behind the shield of your computer screen, imagine if you were standing in front of a room full of your friends. If you wouldn’t scream it out there – then don’t write it.

You wouldn’t want to be pegged as The Facebook Ass Clown!

The Appreciator

Doesn't Alienate His Friends on Facebook

Face it, your friends joined you on Facebook to stay in touch and share fun things. Don't assault them with advertising and try to solicit them. They'll "unfriend" you for it!

If you want to be a magnetic person, BE INTERESTING on Facebook. Post pictures of your family and friends. Recall fun times. Talk about where you are, or where you've been. Share interesting videos, quotes, pictures, and news items that have resonate with you.

Here's an interesting idea. If you want to share your business with a friend of yours . . . CALL THEM. There's a time and a place for everything!

Full Disclosure

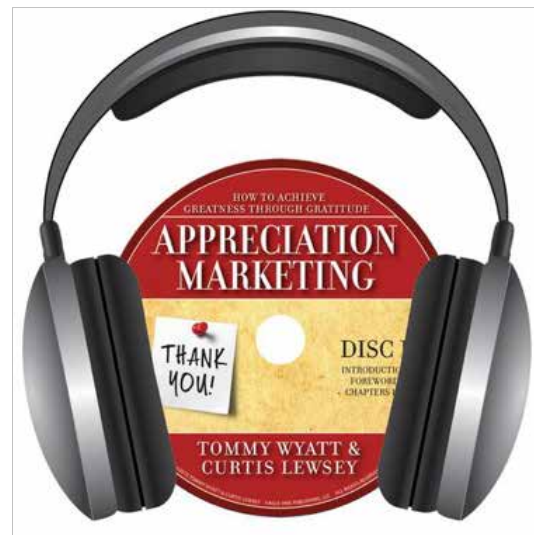
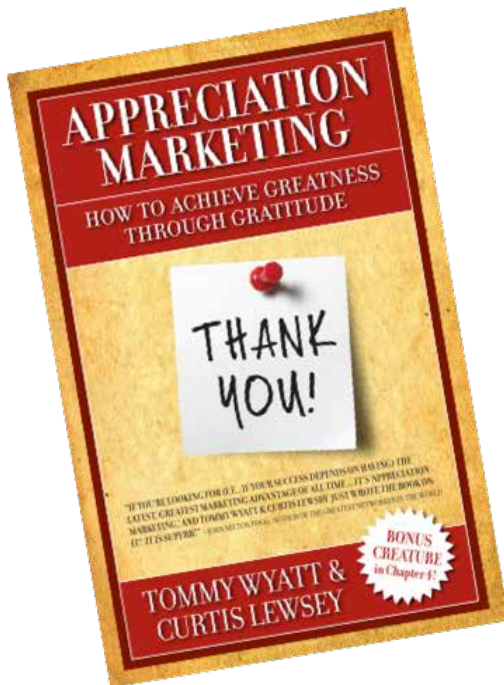
We poked a little bit (okay, a LOT) of fun in this book, but let me reiterate that we have personally been some of these creatures in our lifetimes. In fact, I'm sure – at one time or another – we've been every single one! Personal development is an integral part of everyone's evolution and this chapter is just a simple reminder that you must always be looking for ways to improve.

Remember: people go to war and lay down their lives for your right to be any one of these "creatures."

But they probably wouldn't choose to associate with you.

if You Like The Creatures. Get the Full Scoop!

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