



Smarter Every Day Magazine

Vol 1 Issue 1

Table of Contents

More Than One Chance.....	4
Zap Out of the Blue.....	8
Dealing with Failure.....	14
Play or Murder.....	17
It's a Two-Headed Alligator, Stupid!.....	21

Jimmy Smart

Letter from the Editor

I have found that life gets better when I get better. With that said, it is my pleasure and honor to welcome you to the first issue of the Smarter Every Day Magazine. This monthly e-zine has been a work in progress for some time and now that the time has finally come I am more than happy to deliver to you a high quality, no cost magazine that is filled with tips and help for you to continue in your journey of self growth.

The authors contributing to this magazine are some of the top professional speakers and consultants who help people succeed in business, find happiness in their personal lives and help people reach their goals.

Starting today, and continuing on in the months to come, I hope you use these informational, self starting articles to become the person you truly are meant to be.

You are one day closer to a better you!

Jimmy Smart

Donna Satchell

More Than One Chance

I've never quite believed one chance is all I get.

- Anne Tyler -

The above quote is one of the most hope-filled statements I have ever heard.

Unfortunately, many people feel just the opposite. They believe that you either get only one chance or a limited number of chances at what you want in life. And that is far from true.

There are many examples of people who have demonstrated the truth of Tyler's quote with Michael Jordan being one of the most famous. As many of us already know, during high school, Jordan was not selected for the varsity basketball team. However, instead of getting upset with the coach or angry with himself, he spent the following summer relentlessly practicing and preparing for another opportunity. He realized he just might get another chance. His hard work paid off when he secured a spot on the team the

following fall. From there, Jordan went on to become one of the true superstars in the NBA.

We must remember, as Tyler's quote indicates, we get many chances in life. We can come back from a defeat, from a rejection, and from things not going the way we planned. The key is not giving up. Instead, consider doing one or more of the following:

- Working harder
- Being more focused
- Getting help or advice
- Expanding your knowledge - taking classes, reading books, etc.
- Associating with friends, family and/or business colleagues who will encourage you
- Getting a coach or mentor
- Being open to changing your approach if what you are doing is not working

The above list is not an exhaustive one, but rather, it includes some of the actions you can consider when planning your personal comeback.

Believing we only have one chance can also keep people from even attempting to move forward on their goals and dreams. They do not pursue a new relationship, apply for their dream job, go after the promotion they deserve, or start a business in their field of interest. They put off what they want to do until it is the "perfect time," because they don't want to blow their "one chance."

Many people wait until they have all the money they believe is needed, all the education they think is required, or all the experience they feel is necessary. They become endless "waiters and watchers" in life for fear of making a mistake. Don't let this happen to you. If you have a goal or dream, move forward on it. You may need to get some help or assistance, as well as more education, experience, etc. along the way. However, you can get started right now with whatever knowledge and resources you have. Don't let the thought that you only have one chance prevent you from taking action, even if it is just one small step.

Finally, let us not perpetuate the myth of "only one chance" when speaking with or about others. I get extremely frustrated and upset when I hear people remark how individuals have "really messed up their lives". This comment is usually said in a way that indicates

these people can never move past their mistakes, as if their entire lives will be defined by their past blunders. Instead of being so short-sighted, let us be a beacon of hope and encouragement when others are disheartened or downcast by misfortunes or mistakes. Instead of criticizing their errors, you can suggest that they try one or more of the seven actions outlined above. Instead of making disparaging comments, tell them "I don't believe one chance is all you get ... why don't you give it another shot?" That may be all they need to begin again. And that could lead to them taking steps which can eventually result in their success.

About the Author

Donna Satchell of STARR Consulting & Training is a achievement & business speaker, success skills trainer, author, and the creator of the Just Get Serious® programs that inform, motivate and propel people into action towards greater success. She provides seminars on customer service, teamwork, time management, public speaking. She also delivers exciting motivational speeches which inspire individuals to live more rewarding, fulfilling and successful lives. Visit www.JustGetSerious.com for information about programs/products and to view videos of Donna's speeches.

Robert Alan Black, Ph.D.

Zap Out of the Blue

"I was taking a shower when the idea came to me!"

"I was just waking up when the idea came to me!"

"I was jogging when the idea came to me!"

"I was drinking my 9th cup of coffee when the idea came to me!"

Have any of these happened to you?

Have you been walking, jogging, showering, dreaming, driving when "Zap! Out of the Blue" came an idea, a solution, a hint of an idea?

Most of us have these things happen to us. Some of us pay attention to them and some of us turn them into solutions that often lead to great success and possibly fame. Yet the greatest percentage of us say "ho hum another strange idea" and let them go.

There are many theories about why these happen...

a. our muse(es) give them to us

b. God gives them to us

c. our sub-conscious gives them to us after we have consciously worked very hard on a problem and finally have let it go.

Are you taking advantage of your "*Zaps From Out of the Blue*"? Do you write them down immediately? Do you put them into action immediately or reprioritize and set them into your plans for that day or soon?

If you aren't, why aren't you?

If you are how are you capturing them?

Do you write them down on anything that is handy: a piece of paper, an index card, a Post-It™ note, the shower stall glass, the mirror? Do you then plan for when you will do something about them?

These are your sub-conscious creative mind helping you. Let it help you while you work with it.

First for the next 7 to 14 days take 15 minutes each day to think about what are your

"Zaps!" Write them down. Examine them to see if there is a pattern, a specific time, any specific conditions. Are you always relaxed? Are you working on other things unrelated to the problem the ideas come for at the time? Are you practicing any ritual or habit...yoga, walking, exercising, drinking coffee, sipping on a glass of wine?

The answers to these questions very well may give you clues for how to deliberately cause more "Zaps!" to happen for and to you.

Second, develop a system(s) or method(s) for recording the "Zap!" ideas when they happen. Make sure you have the necessary tools and resources to collect the ideas.

Third, take a few moments when they happen to jot down one to 3 to 5 steps of how you will take the idea(s) further towards solutions. Perhaps you might take a moment to think about the resources you will need. Or you might take a moment or two to visualize or imagine yourself doing the idea and look for the resources you will need including the people.

Fourth, DO IT!!!

An example of using this plan happened the morning I wrote this article. I was practicing

one of my morning rituals/habits reviewing over-night email messages, downloading overflow from my server's computer to mine while I am reading from a book on creativity.

This morning I was reading Paul Plsek's new Creativity, Innovation and Quality published by ASQ while my computer was downloading files. One phrase "Zap!"-ed from the page "Zap from the Blue" at me. I had just been reading a message from the editor of CIA, Andy van Gundy, who was asking about an article for the February issue.

The "Zap!" jumped right at me. Here was the idea that sparked this short article. I wrote down a Post-It note to use later. Took a couple moments to think when I would use it and when I would write the article.

I chose to push things aside because I was leaving to go out of town for a few days to work with a client and probably wouldn't be able to get to it for a few days. I immediately started writing down my thoughts into an email message to Andy. I got it about 3/4's done when I hit a bad combination of keys and disconnected myself from my internet server.....and lost everything I had written.

I then quickly made a couple notes about what I had already written and decided I

would do it later after I got a few things that had to be done during the next two hours and could not be done at any other time.

In other words, writing this article was an example of practicing what I am "preaching". Learn how you get your "Zaps!". Capture them. Then use them.

The result? You'll be using much more of your creativeness and working much less. Best wishes for a creative month.

About the Author

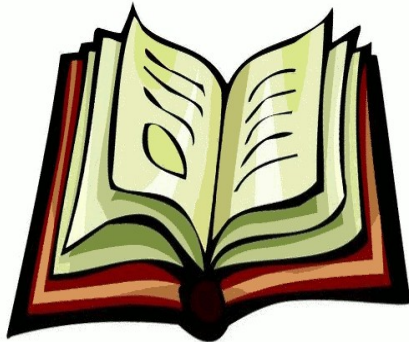
Alan Black S.P.R.E.A.D.s Cre8ng and Creative Thinking throughout entire organizations from their front doors to their executive floors. He works around the world through consulting, speeches, workshops, training programs, books, articles and his website to help as many people as possible tap into and develop their greatest gift -their creativity. Please visit Alan's website www.cre8ng.com.

Challenge your visual skills today by visiting the following website focused on visual Logic Puzzles: www.brainden.com/logic-puzzles.htm

Find happiness in your personal life and reach your goals.

Smarter Every Day Bookstore

You have access to a wealth of information at special,
low online prices!



www.smartereveryday.com/bookstore

Billy Arcement

Dealing with Failure

It's impossible for one to go through life and not experience some type of failure. No matter where you fall on the *failure scale*, there are positive results that can be put into motion to overcome these setbacks. Here are four positive ideas to help you better handle future failures that may enter your life.

(1) Understand that to fail does not make you a failure. A failure is but a temporary inconvenience in the path of life. Put failures in perspective and don't cast a dark shadow over your life because of a small obstacle. Life is made up of many years. Failures are only a heart beat by comparison.

(2) Learn from your failures; then forget them. Dwelling forever on your mistakes will not change what was. All we can do is commit ourselves to avoid

repeating the mistake. Forgive and forget is good advice. Life is not a boxing match. You don't have to walk away with scars and bruises to show you've lived.

(3) *You are never a failure as long as you keep on trying.* Persistence has a way of neutralizing obstacles and diminishing the impact of failures. Never give up and failures will become history. There is nothing in your life you cannot overcome if you persist long enough.

(4) *Failure is never final unless you let it.* Our attitude is the single most important factor for effectively dealing with failures. Remind yourself that recovery is always potentially possible. Giving up is for losers. Make adjustments and move on. Life is too valuable to give up enjoying it.

Plan your life. You are in control of your daily actions so why not make them actions that get the results you want. Work your plan. Nothing happens unless we act. Once you've thought through and developed your plans, begin to act on each step in their proper priority. When faced with obstacles, view them as opportunities to grow and attack them

with the mindset that they can be overcome. Don't let an obstacle cause you to move into perpetual inertia. Forgive yourself by refusing to play the blame game. It serves no purpose other than to add needless mental burdens that can slow down your progress. Use tenacity to bulldoze obstacles and always remember that tomorrow is another day when you can begin anew. Learn your lessons well. Happy failures!

About the Author

Billy Arcement is a professional speaker/author, MEd—The Leadership Strategist, shares his messages on common sense leadership and personal development with business, government and education leaders. He authored *Searching For Success*, now internationally published. His newest book, *Journeying on Holy Ground*, provides insightful guidance for establishing priorities on life's journey. His website, www.SearchingForSuccess.com provides information about his services.

Bonnie Snyder

Play or Murder

Is there a connection between play and murder? There really is one; you'll find the answer as you finish reading this article.

After another training session in Matrix Energetics (Matrixenergetics.com) where everything is considered "play" – including playing while taking in consideration conditions such as cancer and other serious ailments many people suffer from – I understood even more clearly the power of play. (During a Matrix Session they didn't take "the condition" lightly, but the session was structured in a light and playful manner yielding amazing results.) When your focus is light-hearted and even fun, your focus is shifted away from the problem and more "space" is created for healing. As I follow the path of how fun makes life easier, I want to share it with you. It's a simple way to make a change in your life without having to "work" at it. My deepest desire is to support you in increasing your ability to have a life you would choose, to be happier, have life be less

chaotic and more peaceful. And, play and fun is a great place to start. (Don't forget you'll be healthier and more productive when you play). My clients have really experienced how *The Fun Factor* plays into productivity. It has led me in a direction of finding more supporting evidence on the benefits of play and fun.

My Fun – What's Yours?

Here in Florida hula hooping seems to be an up and coming new sport. Even though it may take some effort, there are great benefits from playing with a hula hoop. Who thought whirling your hips in odd directions and sometimes looking incredibly silly could increase your memory, your mood, your biceps and your core? And, it's fun! A bit of a workout, but fun!!! I always feel energized afterward. Why is this fun to me? I love my purple and gold adult hula hoop. It reminds me of the fun I had as a child. I was good at it then. It makes me happy. I laugh. Believe it or not, creative ideas pop into my head about all kinds of things during and after I hoop. I feel good about taking care of my body. I actually think it's a joke on me. I'm exercising but it's fun. An oxymoron for sure for me.

For those of you who may be a "type-A personality", keep reading. Playing and or fooling

around will activate creativity and passion, transferring literally to other aspects of your life including work, how you relate to your friends, family and your marriage. According to the American Medical Association, “When you take a vacation from work — even a four-day weekend — you are more inventive, productive and healthier (fewer sick days) when you return,” says Stuart Brown, MD, a researcher for [The National Institute for Play](#). Yes, there really is one! A pioneer in research on play, Brown says, “Humor, games, roughhousing, flirtation and fantasy are more than just fun. Plenty of play in childhood makes for happy, smart adults — and keeping it up can make us smarter at any age”.

The Research

Dr. Stuart Brown’s research “shows play is not just joyful and energizing — it’s deeply involved with human development and intelligence.” I was thrilled to hear his suggestion to “explore backwards and go to the most clear, joyful image you have” in your life and remember playing, whether it’s an activity or toy, and *feel* the emotion. The next step is to think: how can you relate or connect with that emotion to your life now? The emotion is what you are looking for, that’s the link and the power of play.

Why, why, why play? You will find yourself with a pure and wonderful sense of wellbeing.

Playing can lead you to your passions and the next step in your life. I know what you are thinking: play, sure, sure, sure. But, the bottom line is *you'll like your life more*. Brown says the opposite of play is *not work, it's "depression."*

By the way, Stuart found after looking at murderers' profiles that they were "play deprived." More research is pointing to a child's development being enhanced or curtailed by the opportunities to play or not.

Enjoy some guilt-free playing—you will enjoy your life more.

About the Author

Bonnie Snyder, Ed.S., CPC is an Energy Alignment, Life Balance Coach and graduate of the Authentic Happiness Coaching program.

She was trained as an Educational Psychologist with an M.S. in Education and Ed.S in School Psychology. In her counseling practice she found the number one problem for her clients was stress. Bonnie discovered that reducing the stress response in the body opened the door to release what was keeping her clients stuck. Visit

www.serenitypathways.com for the first and only Online Spa, where you can destress in 10 minutes or less.

Hal Coleman

It's a Two-Headed Alligator, Stupid!

P.T Barnum gets credit for lots of profound statements and sayings. Whether or not he actually said them all is doubtful, but who cares? He was certainly a colorful gentleman and he had a great amount of wisdom, especially when it came to separating folks from their hard-earned money.

One of my favorite quotes from Mr. Barnum is this one:

"Nobody ever went broke underestimating the stupidity of people."

I don't know whether he said it or not....but somebody did. What I DO know is this..... I believe it, especially when it comes to consumers. Now, before you take offense to that statement let me qualify it by saying that I AM A CONSUMER myself. Yep. When it comes to buying things, I AM JUST AS STUPID AS THE NEXT GUY!

As a consumer, I can't see things as they actually are. I have to wait for some advertisement or salesperson to TELL ME or SHOW ME. And I believe it, hook, line and sinker. Why...because I don't trust myself. I trust the experts. After all, that's their job....to protect me and tell me what I need to make my life better and easier.

As a consumer, I can't just be TOLD. I have to be SOLD. If a product is truly remarkable and actually WOULD change my life for the good, I can't be expected to see it for myself. Nope. I will see what I WANT to see, and that picture might be totally different from the reality of ownership of the product. I am nothing more or less that a blind, stupid consumer.

As a consumer, I don't know what YOU know about your product. I don't have YOUR knowledge and background. Nor do I want it. I haven't been trained in your products use or consumption. Nor do I care. To be honest, I just don't have the time. I've got bigger fish to fry, so I rely on you, the salesperson, to SELL me what I need. And over and over again, I obediently open up my heart, my mind, and my WALLET and welcome you inside to do just that.

So, as just another member of the great unwashed, I am begging you....**DON'T TELL**

ME....SELL ME. After all, it is your product. SELL it to me. Don't wait around for me to buy it, because I probably won't. I am programmed that way. But if you can SELL it to me, I will BUY it. Whether or not I need it has absolutely nothing to do with it whatsoever most of the time. It is beside the point. But don't expect me to figure it out all by myself. I can't see the value. I can't see the advantage. I can't determine the benefit. I am simply one more stupid consumer and I am programmed to behave that way.

P.T. Barnum would be the first to tell you, "You can't just put a two-headed alligator in a jar and expect folks to look at it and figure out what it is. You have to put a sign on it that reads, 'Two-Headed Alligator!'" Then, and only then, will you hear someone say, "Look Billy Bob....It's a Two-Headed Alligator!"

About the Author

Hal Coleman is a successful entrepreneur, businessman and entertainer. He graduated from The University of Georgia in 1974 with a degree in Entomology. He has owned and operated 8 different businesses over the past 35 years, including a pest control company, which he grew from a "one-man-with-a-spray can" operation into a million dollar business using his straight forward, step-by-step approach to network relationship marketing in his community.

www.thenetworkingninja.com