

Your Done-For-You Postcard Newsletter is Personalized for You in 3 Places

WE DO ALL THE WORK FOR YOU! THE WRITING! THE DESIGN! THE LAYOUT!

Your Done-For-You NewsCard Works Hard Month after Month to Build Better Client Relationships, Create Credibility, Build Trust and Bring You More Clients

#1

Your Personalization goes right on the front in the flag. Put your name, website, or phone here...

Personalized on the front...

Wealth, Health, Success and Happiness
Great Life!

Brought to you by...
Your Name Goes Here, Your Title Here

5 Ways to Cultivate Patience

Our world goes fast! Information is available on demand, and we're used to everything happening



Full Color Photos and Art enhance the appeal of your newsletter.

instantly. Many of us have grown so used to getting everything on demand that it's hard to wait. For those times that you simply have to wait, you might consider building your reserves of patience – this type of self-improvement exercise can have quite a pay off over time. If you've

wondering what you can do to be a more patient person, read on.

■ **Remember That Setbacks are Temporary.** Whether you're stuck in a waiting room, delayed in an airport, or in a holding pattern at the DMV, your situation is likely temporary. Instead of dwelling on how miserable you are or how the delay is affecting your schedule, take the time to remind yourself that you're in a temporary situation.

■ **Re-evaluate Your Expectations.** We live in a world of instant gratification. Video on demand, instant messaging, and high speed internet – we're used to

Every issue contains easy-to-read client-focused articles.

information being available instantly. When you feel yourself getting impatient at having to wait, stop for a minute and evaluate your expectations. Are they reasonable? Or are you expecting instant results when that's not really a possibility?

■ **Practice Mindfulness.** You can call it meditation, or you can simply think of it as counting to ten so you don't lose your cool. Either way, stopping to think about your state of mind and really think about how you feel can help you to stay patient. When you feel yourself getting impatient, stop and spend a few minutes breathing deeply – you may be surprised at how much it really helps.

■ **Put Yourself in Their Shoes.** The waitress at your favorite diner, the barista at the coffee shop, and the receptionist at the chiropractor's office all have something in common – they're only human. When someone else's error makes you late, take a moment to think about how awful they probably feel about the situation. It may make it a little easier to bite back

your hostile remark and say something pleasant instead.

■ **Find a "Waiting" Activity.** If you frequently find yourself waiting, it might be wise to reserve a special activity for these dull moments. Instead of fuming in frustration, you could be reading a new novel, learning to knit, or listening to those podcasts that you never have time for. Find an activity that you can reserve just for delayed moments, and you'll likely end up being a more patient person. *

Take a Break

Give yourself permission to take a ten minute break and de-stress. Make a cup of tea or coffee, pick out a piece of relaxing music, and prop your feet up. The project you've been working on will still be there in ten minutes, and if you stop now for a break, your mind will be sharper and you'll be a more effective worker.

OCTOBER 2011

Optional Date on Every Issue... Or Not!

Discover how a Done-for-You NewsCard will grow your business at...

martymarsh.com/newscards

We've retained the best, most professional writers we could find to produce top-notch client-focused articles that will draw your prospects in. They'll appreciate your thoughtfulness and remember you when time to hire you.

...and personalized in 2 prominent places on the back...

#2

Taking Action on What You Read

While it's always good to learn new information, it can be far too easy to get overwhelmed by the sheer volume of it. Self help material, seminars, courses about growing your business – it all adds up fast! Before you know it, you've got tons of new knowledge, but are still stuck in the same place. What happened? If you really want to change your life and grow your business, it's absolutely essential that you take action on what you read and what you learn.

First, don't wait until you feel like action, because you likely never feel like it. Action is easier to read and learn about than action without ever actually doing anything you've learned. Instead, take small and consistent steps to move towards your goals – whether you feel like it or not. You also can't wait until conditions are perfect. You'll never have the per-

fect schedule, the perfect childcare arrangements, or the right amount of time or money. Instead, learn to work with what you have. Spend 15 minutes working towards a goal, set aside \$10 to buy a domain name – multiple small steps will get you where you need to be.

If you find that you have trouble taking action, try taking a small physical step towards your goal. For example, if you'd like to write a novel, but frequently struggle with writers' block, you could try setting a kitchen timer for 15 minutes and focusing on writing anything for that time – your novel, stream of consciousness journaling, doodling, a grocery list. Eventually, the simple but consistent act of sitting down to write each day will help you move towards your goals.

When it comes down to it, information isn't the key to your success. Taking action on the information that you've learned is. There's only so much reading you can do before you *have* to begin to physically take action on what you've learned – action really is crucial to your long term success. *

"Patience is the companion of wisdom."
— St. Augustine —

Your clients and prospects alike will appreciate receiving your NewsCard every month and you don't have to do anything but reap the profits!



YOUR NAME HERE

Your business slogan or tagline or advertising message goes in this space right here.
Your Phone: 123-456-7890
Your website: BestCoachintheWorld.com
1234 Your Street
Yourcity, State 12345

Your Personalization with your photo goes here with all of your contact info!



Free Introductory Coaching Session

Call 123-456-7890 or visit my website
TheBestCoachintheWorld.com
to schedule your Free Introductory Coaching Session

Any Personalized Ad, Offer, Commentary, or other information you want goes here... where it will be seen every time!

#3

We make sure that all of your newsletters are postal service compliant. You simply address them, put on a stamp and drop them in the nearest mailbox... or let us do it all for you!



martymarsh

STAY-IN-TOUCH MARKETING

Discover how a Done-for-You NewsCard will grow your business at...

martymarsh.com/newscards

Every article is written with YOUR target audience in mind!