



DECEMBER 22-26, 2008


## IDEAS


Giving a book and writing a note to the recipient inside the front cover gives you a chance to share why you chose the book you did, and it adds another layer of meaning to the gift. I have done that for years and I always receive a nice thank you note. Here are some Classics to use. These financial and life guides have proven to be effective and a great asset to your clients:


 **The Ultimate Gift and The Ultimate Life** by Jim Stovall. Inspiring tales about gratitude and finding purpose in life.


 **The Last Lecture** by Randy Pausch. A dying man's inspirational legacy for his children.


 **Don't Sweat the Small Stuff About Money** by Richard Carlson. Financial advice born from happiness truisms.


 **The Little Book That Builds Wealth** by Pat Dorsey. An investment approach-based on finding competitive advantages.


 **The Millionaire Next Door** by Dr. Thomas J. Stanley. A study of what makes the wealthy so successful.


 **Think and Grow Rich** by Napoleon Hill. The classic must-have guide to success.

 **Secrets of the Millionaire Mind** by T. Harv Eker. The author makes the case that we all have an "ingrained money blueprint."

 **How to Win Friends and Influence People** by Dale Carnegie. Tried-and-true networking tips.

 **The Art of Worldly Wisdom** by Baltasar Gracián. Three hundred wise aphorisms from a 17th-century Jesuit that are just as relevant today.

 **The New Psycho-Cybernetics** by Maxwell Maltz, MD. Another motivational classic. Learn how your own internal guidance system is poised to help you succeed.

 **The Secret** by Rhonda Byrne. An impressively packaged gathering of the greatest motivational ideas of the past several centuries.

Let WRP pay for your next vacation! We'll pay you up to \$2,500 for a referral that joins WRP. I'll throw in another \$500 if that rep has GDC over \$50,000.0 That is \$3,000 for your next vacation. Snow is coming, get out your snow blowers and shovels. If you don't take the vacation, use the money to pay for snow removal or that big screen to watch the Chicago Bears win the Super Bowl!

Many of you are juggling a number of balls in the air during this time of the year. We are busy holding our clients hands through some of the toughest times I have ever seen in the business. We are trying to comfort all of our clients, friends and families that are struggling through the tough economic times this country is currently facing. I have six good friends who are unemployed: 3 were VP's, 2 were plant managers and the other was a 20 year veteran. All of them are searching for answers...it's brutal. Most of you are probably struggling, like me, with what to do or give to the people less fortunate than you. What type of gifts, cards or activities to use to say thanks to all of your good clients, friends and families.

Over the years I have known reps to use resources like **Give.org** or **Charity Navigator** to find an appropriate charity, and don't forget about businesses who donate portions of their profits to philanthropic causes: **Dancing Deer Baking Company**, and **Gimmee Jimmy** cookies are two examples. Buying gifts from these organizations can scratch your clients' philanthropic itch while still giving them a nice treat. Instead of the same old, same old gift, I know a rep who donates in his clients' names to **Heifer International**, a nonprofit organization whose goal is to help end world hunger and poverty through self-reliance & sustainability. A new advisor I know, with a limited budget, found something different to do for his high-net-worth clients: He sponsors a child each year from either **Save the Children** or the **Christian Children's Fund** in honor of clients. **The Audubon Society**, **Salvation Army**, and **United Way** are other well-established options. There are local chapters of **Altrusa International**, a service and literacy nonprofit near many of you who sells and delivers red poinsettias. The cost, delivered, is \$13 per plant. Clients love these. Look around your area for similar fundraising efforts: [www.altrusa.com](http://www.altrusa.com). Even small things, when done by hand, can provide a real wow-factor. One rep has a mother and wife who makes soap or candles, all of which are really easy to make and very inexpensive, but look great. He said "the clients are impressed that you took the time to make them. It's tough if you have a thousand clients, but for those you really treasure, it makes a huge difference. We package some candles, soap and/or homemade cookies and actually take them to the client's house. Talk about brownie points!" Candle Wic is a candle supplies company, if you want to try your hand at candle-making: [www.candlewic.com/](http://www.candlewic.com/).

I know a rep who likes also likes to help clients prepare for the unexpected. Last year she gave her clients wind-up **emergency radios**: [www.amazon.com/Eton-FR200-Grundig-Emergency-Radio/dp/B000083CUA](http://www.amazon.com/Eton-FR200-Grundig-Emergency-Radio/dp/B000083CUA). She found them for less than \$50 at a chain store and bought them all. She said they were a huge hit. Other ideas include:

**Swiss Memory USB**: [www.thinkgeek.com/gadgets/tools/6b3b/zoom/](http://www.thinkgeek.com/gadgets/tools/6b3b/zoom/)

**Swiss Army Golf Tool**: [www.amazon.com/exec/obidos/tg/detail/-/B00006OALS/104-3451552-7078304?v=glance](http://www.amazon.com/exec/obidos/tg/detail/-/B00006OALS/104-3451552-7078304?v=glance)

**Maglites**: [www.lazerdesigns.com/imprintedmagliteflashlights.html](http://www.lazerdesigns.com/imprintedmagliteflashlights.html)

**Leatherman multi-tools**: [www.lazerdesigns.com/Merchant2/merchant.mvc?Screen=CTGY&Category\\_Code=LEATHERMAN](http://www.lazerdesigns.com/Merchant2/merchant.mvc?Screen=CTGY&Category_Code=LEATHERMAN).

Don't discount franchises, either. A rep I know went to a local **Baskets and Beyond** to get personalized gift baskets sent. He said his clients love the thought and the ideas. You really don't have to confine yourself to your own town, either. One rep I know lives out in Arizona but she sends her clients bags of coffee from Milwaukee based **Stone Creek Coffee**: <http://sccv3.stonecreekcoffee.com/>. They have high quality coffee for a reasonable price and will print the labels from your artwork (or theirs) in four color. So even if a gift is not from your locale, you can choose something with a local touch!

Over the years, I think the nice thing about doing this stuff is that people are touched when you think about them. Little things can help a person dealing with depression, loneliness, illness or unbelievable odds. Keep the season of giving open all year. Do something nice for someone, try it today.

## CELEBRATING 32 YEARS OF EXCELLENCE



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TIP OF THE WEEK is meant to be a useful tool for you. If you have an idea that has worked for you, pass it along, and if you find this is not helpful, send me an email and I will delete you from our mailing list. I look forward to hearing from you.