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La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

January 2007

Greetings!

Welcome to the monthly newsletter of La Dolce Vita Enterprises - lessons in business creativity, innovation, sales, & life. For previous issues of this monthly newsletter, [click here](#)

Feel free to provide feedback or to share your stories on these topics of interest with us.

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LA DOLCE VITA - Business Creativity Tip of the Month



CREATIVITY - (LEISURE) TIME IS OF THE ESSENCE

Look at most of the innovations in our world in the last 30 years. By and large, they revolve around three factors in people's lives - convenience, time, and luxury. The internet has exploded primarily because it puts all of the information and activities that we'd previously have to go to the bank, the library, or the mall to have access to. The i-pod offers thousands of songs in a pocket-sized device - songs that would have previously required access to hundreds of CD's (or albums). The price we pay for gizmos

such as high definition TV, Tivo, mobile devices, car DVD's, and jacuzzi bathtubs are all ways to enhance the enjoyment level of our free time.

If you can help people maximize their leisure time to the greatest extent possible, or simply to enhance it by providing creature comforts and "pampering," your services will be in demand.

Ask your clients what really eats up their time, what tasks they find tedious, and what activities if they were able to take them off their plate would bring the greatest sense of relief. You might be willing to take on that work yourself or subcontract that work to another firm or professional. Maybe it's just a matter of giving a referral or researching process improvements for your client.

Craig Cortello, The "Business Musician" - Recent Music Articles



Craig's article profiling Covington, LA jazz guitarist Hank Mackie was featured this month in *Inside Northside* magazine. You can pick up copies in the Covington, Mandeville, Slidell, and Hammond areas, or to read the online version, [click here](#).

The Saturday morning cartoon features known as *Schoolhouse Rock*, designed to help children with their studies by offering lessons set to music, were the brainchild of jazz pianist and songwriter Bob Dorough and many of his colleagues. To read Craig's profile of Bob at AllAboutJazz.com, [click here](#).

Quick Links...

[Innovation & Creativity \(La Dolce Vita Website\)](#)

[Selling Professional Services](#)

Think about your client's business not just in terms of where it is today, but in terms of where it's going and what services they'll need when they get there.

[\(Fuzzy Widget Sales Solutions\)](#)

Also, find out what they'd be doing if they had more time to devote to their life's passions. If you know what they're striving for in outsourcing the work, it will give you a better sense of the value that your services bring to the client.

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FUZZY WIDGET SALES SOLUTIONS - Sales Tip of the Month

SALES = ENTHUSIASM = PRIDE

We always tend to focus on our service or product from an external perspective when selling. We provide a mission statement, a vision, and core values to our employees and tell them to go forth and spread the word.

Sometimes internal aspects of your organization can be equally as compelling as selling tools. In other words your employees might speak with greater passion and enthusiasm about your flexible work schedule, annual bonuses, child care assistance program, or community service than they do your mission.



It's great for your employees to know and understand your mission or vision. Everyone in an organization needs to be on the same page to achieve a cohesive team. But it's equally as important that they simply find some aspects of your organization in which they feel a passionate sense of pride. They will spread the positive message as they interact with their friends, relatives, and communities.

And if you treat your employees with respect, potential clients are likely to assume that you'll treat them similarly as a customer.

[Go to Craig's Fuzzy Widget Website...](#)

Thought of the month



P.R. LESSONS FROM THE SAINTS!

Often professional athletes wear out their welcome in a community as soon as they falter professionally because they haven't taken the time and effort to build goodwill in the community. This year New Orleans Saints football players Reggie Bush, Drew Brees, Deuce McAllister, Joe Horn, and many others went out into a fractured Gulf Coast community and offered supplies, donations, and words of encouragement long before they suited up for Training Camp.

There's a valuable business lesson here. When you take on a new client or start a new job, everyone knows you've passed some sort of qualifications screening. Take time to understand the people in the organization before "wowing" them with your talents. The time spent in that regard will pay dividends when there are bumps in the road. While the success of the Saints has energized the New Orleans community, this group of athletes doesn't have to win a Super Bowl to win our hearts.

Athletes with great character always seem to outperform competitors of equal and sometimes greater ability. As the father of a 9-yr. old boy who attended his first Saints football game this season and idolizes these players, I can assure you that I am as proud of their off the field accomplishments as I am of their very impressive football ones.

GO SAINTS!

Craig Cortello

Additional Resources

Listen to audio versions of Craig's lessons in business creativity, innovation, sales, and life online or download to your i-pod or PC in .mp3 format.

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