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La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

April 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



EXPLORATION IN THE EYES OF BILL GATES AND ELLIS MARSALIS

Here are 2 great lessons on creativity from leaders in the world of technology and music education:

Bill Gates - Exploration

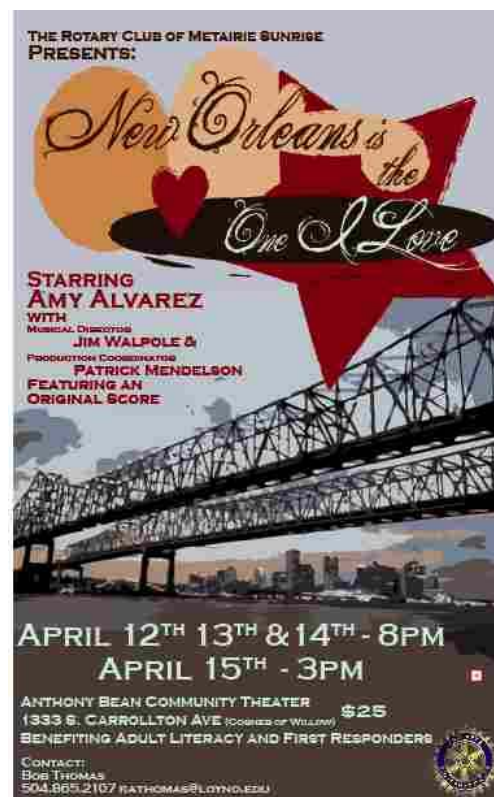
I recently came across an interview of Bill Gates from the National Museum of American History of the Smithsonian. He spoke of the importance of finding an activity of interest and enthusiasm outside of the school curriculum.

"Self-exploration is great, because you develop a sense of self-confidence and an identity of 'Hey, I know this pretty well. I know this better than the teachers. Let me try and see if I can understand at the next level. Maybe I'm pretty good at this stuff.' And particularly with the computer where if your program is wrong, you know you try it and if it doesn't work and then you fix it and try it again. It is kind of a feedback loop.

I certainly think that having some dimension, when you're young, that you feel a mastery of, versus the other people around you is a very positive thing...computers, timewise, for many years was a key center of excitement."

So how do you find (or help children find) that special activity that they find enthusiastically interesting? Read on...

THANKS: The Music Video & The Show *New Orleans is the One I Love*, and the Marsalis Family



So many people to thank this month First - the Metairie Sunrise Rotary Club for featuring my original song *New Orleans is the One I Love* in our very successful cabaret show of the same name earlier this month. The four performances raised more than \$9,000 for Hurricane first responders and for adult literacy. In particular, the show was the vision of Charlie Bosworth, a wonderfully talented and creative guy.

Also worth noting were the efforts of Director and Production coordinator Patrick Mendelson, musical director Jim Walpole, and featured performer and 3- time Big Easy award winner Amy Alvarez, all of whom demonstrated a level of professionalism and dedication that made all the difference.

Ellis Marsalis - Parenting Creativity

In [my recent interview with Ellis Marsalis for Where Y'at magazine](#), I tried to uncover the essence of how a parent provides such guidance and direction without being overbearing. "I think what needs to occur is the encouragement, the support, and the exposure," said Marsalis. He also warned against trying drive your children to pursue an endeavor that might be more the aspiration of the parent than the child. "Being a professional musician is difficult enough without trying to make somebody do that."

My conclusion:

Expose yourself and your children to as much history, science, social activities, art, and life as you can, and something will connect in a life-changing way.

[Go to the La Dolce Vita Website...](#)

FUZZY WIDGET SALES SOLUTIONS - Sales Tip of the Month

PUTTING THE FUN IN SALES

I had the opportunity to conduct a 2-day sales training seminar for 14 young consultants/engineers recently. Engineers are typically given a bad rap when it comes to other people's perception of their aptitude for developing selling skills. If you assume anyone or any group is not cut out for selling, then it more or less becomes a self-fulfilling prophecy - young people are impressionable, and it's amazing how they can rise to the occasion when managers provide encouragement and convey confidence in their ability to succeed.



We used role play, music, and teamwork to take the fear out of selling and to allow them to enjoy the experience. Perhaps most importantly, we explained that it's absolutely acceptable to stumble through mock presentations and sales calls in front of their peers. In fact, the purpose of the training was to make those mistakes in a safe atmosphere with co-workers so that they'd be better prepared for real world situations.

Negative pre-disposition to any endeavor, including sales, will sabotage the learning effort. Creating an atmosphere of encouragement and support will go a long way toward removing those barriers of negativity, self-doubt, and apprehension.

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

THOUGHT OF THE MONTH

THE CRITIC OR THE COURAGEOUS

I've expressed my sentiments before regarding the importance of following your dreams. So many people would rather stand on the sidelines and criticize the efforts of others than demonstrate the courage to take on any worthy endeavor themselves.

I came across this excerpt from a speech by Teddy Roosevelt recently that articulates those sentiments better than I ever could, and I thought that I would share those words with you this month:

THE MAN IN THE ARENA (by Theodore Roosevelt)

Also, thanks to [Dig Enterprises](#) for putting together New Orleans film footage complete with scenes of the French Quarter for a music video of the song. It can be viewed on [youtube](#), or at [my creativity website](#). Thanks also to the fabulous Ms. Romy Kaye.

Finally, my thanks to Ellis Marsalis and his son Jason for taking time to allow me to interview them for the cover story of the [May 2007 Jazz Fest issue of Where Y'at magazine](#), profiling Ellis, the father of the first family of New Orleans jazz. The magazine can be found at various locations around New Orleans or online at [WhereYat.net](#)

Quick Links...

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

[Selling Professional Services \(Fuzzy Widget Sales Solutions\)](#)

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"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming;

but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat."

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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La Dolce Vita Enterprises, LLC | 1301 Edenborn Av. | Metairie | LA | 70001