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## La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

May 2006

### 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](#)

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### LA DOLCE VITA - Business Creativity Tip of the Month



#### **DOODLING: IT'S NOT JUST FOR KIDS ANYMORE**

Remember the kid in school who was always doodling in the margins of the notebook while the teacher was talking? You and your teacher thought they were a slacker - a child with a short attention span who wouldn't amount to anything. Well maybe that kid was smarter than you think.

The concept of mind-mapping has been gaining credibility in the business community as an effective methodology for facilitating brainstorming. It's a creativity

technique that uses a combination of pictures, words, and connecting lines that are representative of a person's thoughts, usually radiating from a central theme.

We tend to think in pictures. The next time you have to put together a presentation, speech, or report outline, try doodling a bit on the page. Kicking in the artistic synapses in your brain can help awaken the creativity in you. Worry less about structure or editing the material you're trying to compile at first and just get as many ideas on the page as you can.

For more on the topic of mind mapping, [click this link](#)

For more creativity ideas, visit our [website](#) and follow the "Creativity Resources" and "More Great Reading" links.

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

### FUZZY WIDGET SALES SOLUTIONS - Sales Tip of the

### Craig Cortello, The "Business Musician" at AllAboutJazz.com



Craig has been added to the lineup of contributing writers at AllAboutJazz.com, the most comprehensive jazz resource on the web. The site is a 3-time Jazz Journalists Association "Jazz Award" winner and has been recognized by TIME Magazine and the Wall Street Journal.

Remember - exposure to music and the arts makes us more successful in all of our endeavors!

[This month - Check out Craig's article on legendary jazz guitarist Joe Pass - click here](#)

### Quick Links...

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

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

**Month****RESPONSIVENESS TRUMPS EVERYTHING**

A client or prospective client calls in a panic, and you're in the middle of a call, a report, a meeting, etc. What do you do?

Only you know which priorities come first in your business. I can't tell you to walk out of the meeting with your largest client to take a phone call. Just remember, though, you don't have to solve the customer's problem right away - you just need to acknowledge it as soon as possible. When a customer leaves a message or a voice mail that's in regard to a pressing matter, the clock begins ticking. Their perception of you and your firm drops with each moment that passes before you get back to them.



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A call back to say, "I received your message, and as soon as I get back in the office/get through with this meeting/or have a chance to review your files, I'll get back to you," if it's done expeditiously, can really impress a customer.

The same theory applies to e-mail. Respond to an e-mail message by acknowledging that you received the info and will address the issue as soon as it is practical.

There's a saying that, "Clients don't care how much you know 'til they know how much you care." It's not about where you rank them on your priority list, it's about whether or not they "feel" that you share their concerns. If you don't seem to find their problems important, they'll find one of your competitors who does!

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

**Thought of the month**

Creativity can be enhanced by stoking the awareness fire in you. For instance, how many landmarks do you pass on the way to work everyday that you couldn't describe from memory. What's the color of the house around the corner? Did you see the nametag of the convenience store attendant where you stopped for gas and coffee? How many people were at the bus stop at the intersection where you stopped for the red light, and where do you suppose they were going based on their attire and their items that they were carrying? Get the picture (or did you not get the picture)?

Commit to observing 3 new things every day as you drive away from home. You'll find that you begin to train your mind to pick up new ideas in every facet of your life!

Craig Cortello

[Read on...](#)

**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.

Craig's Podcasts are available at multiple websites:

[Odeo.com](#)  
[Podzinger.com](#)  
[Craig's Blog/Podcast site](#)

Also, Apple iTunes subscribers can find Craig's Podcasts there. Search Podcasts for Craig Cortello or The Business Musician. See the [iTunes website](#) for subscription info.

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