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## La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

September 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](#)

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



#### **LOOKING FOR INNOVATION - TRY THE WEB**

The worldwide web is still in its relative infancy. New businesses, technologies, and ideas are always emerging and adapting. It's a business playground with a low barrier of entry - after all - you don't have to be a Fortune 500 company to set up a web-based storefront and to start selling your product or service.

Therefore, the Internet has become a fertile breeding ground for innovative thinking. Some ideas fail, some websites simply add another

dimension to a traditional business, and some redefine an entire market or industry. There's a lesson to be learned for businesses - You need to come up with a multitude of ideas, some of which will inevitably fail - to generate enough that are worthwhile and successful.

This month's creativity tip is simply a suggestion. Take a minute to check out *Time* magazine's 2006 [50 Coolest Websites](#) list. The list includes a wide range of categories including news, travel, entertainment, shopping, and social networking.

Click on a few of the links in each category. Browse these websites with 2 questions in mind:

### Craig Cortello, The "Business Musician" & Music for Business Success



Read Craig's take on how exposure to music helps prepare us for success in the business world - Craig's discussion paper entitled *Correlating Music Education & Business Success*.

[Just click here](#)

### Quick Links...

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

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

**Join our mailing list!**

How has this website changed the business model for that industry and the customers they serve?

How can I apply or adapt that idea or line of thought to my business model, organization, or customer base?

To view *Time's 50 Coolest Websites* list, [click here](#).

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

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

### **WHAT SERVICE DO YOU REALLY PROVIDE?**

I recently attended a game of the New Orleans Zephyrs, our local minor league baseball team. The game was entertaining throughout. Giveaways, on-field races, musical chairs, contests, and songs, followed by fireworks, and kids running the bases.



The entire Zephyrs organization is successful because they understand that they are not simply in the baseball business - they're in the entertainment business! How else would you explain the fact that the Zephyrs lost 5-0 and we had a great time.

Think about what you really provide to your customers. A restaurant offers more than just food - it offers a relaxing evening away from home - a dining experience. A computer data backup service offers more than just information technology - it offers peace of mind. Financial planners don't just offer money management, they offer security.

Think not just about how you can improve your product or service. Consider what your customer really seeks from your firm, and enhance that experience. Focus on that aspect of your service to hone in on what's important.

Remember that it's 20% of the attributes of your company that constitutes 80% of the reason that your clients do business with your firm. Discover what that 20% is and accentuate those qualities to distinguish yourself in the market.

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

## **Thought of the month**

### **STAND THE TEST OF TIME**

I recently had the honor of visiting Independence Hall in Philadelphia. I was struck with a sense of awe at the awesome task that our nation's forefathers faced. A fragile nation and leaders with diverse ideas and interests sat down and forged ideas that have held the test of time and provided a framework for our freedom and prosperity.

Think about how your actions will be perceived 10, 20, 50, 100 or 200 years from now. Greatness is not measured in the magnitude of your words and actions, but rather in the nobility of them. Great achievers often reflect on the small words of encouragement and

the assistance from mentors, educators, and colleagues as life-changing events.

Before you speak or act, consider how your words and deeds will affect those around you, and how the ripple affect might play out decades and centuries from now.

[More Reading...](#)

### **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:

[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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