



You too can Swing for the Fences in your marketing and, in the way you live your life!

Raja C. Hireker

"Giving Busy, Frustrated And Time Challenged Consultants, Coaches, Elite Service Professionals & Business Entrepreneurs Marketing & Life Strategies That Dramatically Increase Profits and The Quality of Living."

Swinging For The Fences Newsletter

There really is HOT NEWS you can use to make your life SOAR!

Raja C Hireker 6 Runnymede Cr, London SW16 5UD
Tel/Fax: 44 (0) 208 764 1085 E-mail : RCHireker@Simple-Marketing-Solutions.Com
www.RajaHireker.com / www.Raja-Hireker.Blogspot.com

"Life just gets away from me... I really don't know where it all goes!"

Joe's a guy who works 16-18 hours day, running his own business, doing everything he can in his enterprise, and still says, "where's all the time gone?"

Sadly, Joe's a man who'll never ever get what it means to be master of his own ship. Everyday he's in his business, doing it, doing it, doing it working on the 'skill' or technical aspect, as well as having a major hand in everything else.

Joe doesn't have a business – the business HAS HIM!

The original intention; getting into a business that can give all the riches, rewards and lifestyle a person could want, has all but shattered most. The reality is different – very different to the original intention.

Most businesses consume the owner. It overwhelms them. In fact, many feel suffocation and a deep internal embarrassment in that what they thought of as being a great profitable venture, has done nothing more than given them a JOB. Problem being – this job is with them 24 hours a day!

Yet still, the chorus sings out, "*I don't know where all the time, money and life... goes!*"

Wherever you are in the life cycle of your business, take a little time to think out answers to the following vital questions. It'll help you see the path you're going, and... *what it'll look like in a few years time!*

- **What's really important to me in my life and how does this reflect in how I'm running my business or practice?**
- **What are the three things I know I should be doing that would increase my profits, as well as having a great family life?**
- **What could others be doing in my business or practice that would leave me free to focus on delivering what I do best?**
- **If I had a crystal ball to gaze into, how do I honestly see my life and my business unfolding over the next 1, 3, 5 years?**

If you commit to seeking out the true answers to the above, you'll soon experience a shift in the way you approach your business and family life. I'll also bet you'll never have that forlorn 'arms in the air' concern about 'life just gets away from me!'



THOUGHTS FOR THE MONTH

It's easy enough to be happy when life sails along like a smooth song, but the person worth while, is the person with a smile when everything goes dead wrong.

The Buddha

THOUGHTS FOR THE MOTHERS OF THE WORLD

It's easy to let slip the fact that recognizing the deeds, love and affection of one's mother, is somewhat forced and societally 'legislated' on their day of recognition MOTHERS DAY – 18th March.

Mother's, (most!) certainly do more a in year than to be simply rewarded on their 'official' day recognition. If you sincerely want to get more out of the relationship, do those celebratory motherly things when it's least expected.

Try it... you'll experience a level of closeness that you'll not find written in books of mere theory.

The Lighter Side of Living

Lottery Help From 'Above!'

It's Joe again. This time, he finds himself in dire trouble. His business starts to tank and he's surely heading for the BIG BUST. Joe's in serious financial trouble. Being desperate, he decides to pray for help.

"Oh Lord, please help me, I've lost my business and if I don't get some money, I'm going to lose my house as well, please let me win the lotto".

Lotto night arrived and somebody else won the prize

Joe again looked up and prayed...

"Oh Lord, please let me win the lotto! I've lost my business, my house and I'm going to lose my car as well".

Again, Lotto night came and went and Joe still had no luck.

Once again, he prayed...

"Oh, Lord, why have you forsaken me?? I've lost my business, my house and my car. My wife and children are starving. I don't often ask you for help and I have always been a good servant to you. PLEASE just let me win the lotto this one time so I can get my life back in order ..."

Suddenly there was a blinding flash of light as the heavens opened and Joe was confronted by the voice of the Lord himself:

"JOE, MEET ME HALF WAY ON THIS ONE ... BUY A TICKET!"

Facts...

to Make You Giggle

- Topless saleswomen are legal in Liverpool, England, but only in tropical fish stores.
- **The original name of Bank of America was Bank of Italy.**
- Ninety percent of New York City cabbies are immigrants who have recently arrived.
- **Former enemies, America and Russia now have a great deal in common - they both lead the world in locking people up.**
- The first owner of the Marlboro Company died of lung cancer.
- **The highest publicly reported amount of money paid for a domain name is \$7.5 million! Paid for business.com.**
- Winston Churchill was born in a ladies' room during a dance.
- **A single individual, Dr. Lieven P. Van Neste, owns over 200,000 domain names!**
- More Monopoly money is printed yearly than real money throughout the world.
- **Sweden is the largest spender on ketchup**

FAMOUS MARCH BIRTHDAYS

1. Ivan Lendl 1960
2. Sharon Stone 1958
3. Bruce Willis 1955
4. Elton John 1947
5. Sly Stallone 1944
6. Neil Sedaka 1939
7. William Shatner 1931
8. Nat King Cole 1919
9. David Niven 1910

YOUR HOROSCOPE

ARIES: If you are looking for more options, there are three ways to find them. First, you could create them. Second, examine your circumstances and recognize them. Third, wait and watch for opportunities.

TAURUS: You're good at staying the course and controlling your feelings. It could be better to develop emotional flexibility and the ability to accept and express how you really feel about things.

GEMINI: The stars are urging you to take a closer look at your nocturnal adventures. Dreams that seem unrelated to your life could be your subconscious mind giving you clues and solutions to problems.

CANCER: An important relationship at work, sometimes just one important relationship could determine the direction of your future on the job. Being a productive member of the team is basic.

LEO: The full moon on March 3 brings a new opportunity for romance with that special someone. If you get into the mood, you will get a favorable response. Get ready for some kisses.

VIRGO: Don't ignore your obsession with travel ideas. Those continuing thoughts could be your mind's way of begging for a break from your work-a-day world. Just planning a trip will help. Then go.

LIBRA: If you've been feeling the blahs, take heart. Your energy and stamina will be high by the third week of March. Do whatever you can to get to there without old tasks hanging over you.

SCORPIO: March ushers in a time when being gentle with others will bring the best outcomes. If your mind is stuck too often on very serious thoughts, get humorous. Watch a comedy on TV. Laugh a lot.

SAGITTARIUS: It's OK to hear the gossip around the water cooler, but don't take it seriously. The great things they predict could be far in the future. The bad things they predict probably won't happen.

CAPRICORN: If you still hear "Jingle Bells" when you open your monthly bills, it's time to take action. Your financial situation is tight, but it's nothing that can't be handled by a month or two of serious planning.

AQUARIUS: Stop and take a deep breath. Realize that a long and difficult project will be worth effort in the end. So get to the end! Commandeer some help, if possible, and say no to requests for your time.

PISCES: It could be now or never. You know you can no longer put off taking care of your health or serious conditions could develop. You know the drill: Exercise, eat right, get enough rest, and get a checkup.

Marketing & Life Strategy Corner

MARKETING GOLD SECTION

(I've invested hundreds and hundreds of hours, spent tens of thousands of pounds, flew thousands of miles, gone through dozens and dozens of books, manuals, periodicals on this very material – you really should be taking notes like your business life depended on it (and, it does) and be putting this section into action... immediately!)

There's one marketing strategy that trumps all others when it comes to gaining credibility, gaining new customers & clients, staying in regular communication with existing and past customers... and... making you a pile of dough.

And that strategy is the simple **Client and Customer newsletter**. Now, whether it's an online newsletter, or a hard copy *through the post one*, it makes a difference.

However, I won't say too much about that just now apart from **if you're incorporating them both into your marketing and practice building**, then you're onto a sure fire winner.

When people ask me about how I came to be using a newsletter, I told them what I'll share with you now in this segment. I personally read and subscribe to a number of free and paid for newsletters, but didn't get the 'bug' or have the sense or sensibility to start my own publication. It was only when I attended a private mastermind, roundtable marketing meeting did it strike me as something I'd been missing out on. As it is, I love writing, but, somehow, I thought it all too difficult to put together.

Now, not only do I write this full blown monthly newsletter, I send out a weekly 'Swinging for the Fences' marketing and life strategy e-Missile, blog writing, as well as contributing to many other third party publications.

What I will tell you that as well as being fun to write, easy to *now* put together, the discipline and habit of *'doing it'* has its own magic and marvel. If you haven't started your own newsletter after reading this, *I think you should shoot yourself in the foot!*

A marketing newsletter isn't merely a few pages of information put together, or a ton of electrons gathered in one place then shot at a mere click of a button.

A marketing newsletter, or any promotional brochure or document for that matter, if done well... acts as a fully fledged asset in your business.

Thinking of it like that -- how many profitable **'marketing assets'** have you got working in your business?

(please contact me if you're looking for assistance in creating your own newsletters or marketing documents. Thank you)

Using Other People's Quotes to Help Fuel Your Life

"I have a dream"... Martin Luther King Jr

"Glass, china and reputation are easily cracked and never well mended" Benjamin Franklin

"Try not to become a man of success, but a man of value" Albert Einstein

There are certain words, phrases, sentences that somehow have all the emotionally loaded ingredients packed in them. And, when fired, sends an intensely prompt message that hits you in all the right places. Those very places causing us to act and behave *differently*.

The quotation on the front page of this newsletter - attributed to the Buddha - **"It's easy enough to be happy when life sails along like a smooth song, but the person worth while, is a person with a smile, when everything goes dead wrong..."**

... is a quotation I try to fuse into my life. It's the governor of all my values and beliefs. You see, tragedy, disappointment, frustration, distress... is all part of life. What matters most is how we, you and I, deal with it all. For discomfort in many of its forms, will strike. Whether today, tomorrow, next week, next month... *it'll strike*.

Will we be ready for it all? No. I don't think so. But, we can all become aware; we can all anticipate certain developments in our own lives. But, **practicing keeping a balanced mind when things strike**, is fundamental to moving *through* the tragedies of life.

However, there's very little help for the person who knows their life is in utter shambles, where, day after day they continually perform and behave in ways that add to the woe. They've *knowingly and willingly* cooperated to live a life of imbalance and chaos.

And, when we are confronted with those distressing aspects of life, the main thing to absorb is **that this too, will pass**. Am I saying that it will permanently be removed from the psyche of our minds? No. Am I saying that we should forget what has happened? No. What I am saying that all of life is impermanent. What caused us great agitation and pain last month, may not be so problematic and deep, *today*.

Are there any quotes that help fuel your life, today? Are there any areas of your life you feel aren't working fully, and, where a powerful quote or phrase could help?

Book Corner Food for the Head You Really Ought to Be Devouring

"There's A Customer Born Every Minute" –

By Joe Vitale

What's on your bookshelf this month? What are you investing your mind in... in order to help you *grow, develop, expand?*

If you're looking to help your business or practice develop and expand, I'd suggest you pick up a copy of *"There's a Customer Born Every Minute"*. It's a fabulous account of circus showman and promoter, **PT Barnum**.

Barnum was much more than a showman; he was a dedicated businessman and entrepreneur with a razor sharp mind. Barnum had a genius for making money and the book is littered with those delightful tactics which Barnum also used in his career as a newspaperman, politician, businessman and showman.

I'll tell you that this book is far more entertaining and practical than your typical business and marketing book. It's packed with wisdom and delves inside one of the most entertaining characters on the business landscape.

Throw away your newspapers for a month and read and devour this publication instead. Not only will you be much smarter in the head, you'll soon get more jingle in your pocket and will feel like being the *super showman* for your entrepreneurial venture.

Amazon.co.uk will probably stock it.

Website Alert!

Many have asked about my website. Two bits of news: **ONE:** It's up and running on www.RajaHireker.com

TWO: Various pages and links will be added by end March/1st week April.

Do take a look

“WAIT... There’s More on The Back Page!”

Making And Keeping Promises; Your Only *True* Path to Successful Living

Have you ever made a promise, and broke it? On the other hand, have you ever made a promise, and... KEPT IT? In both instances, *how you did you feel?*

Let me tell you, when you make and keep promises, you feel simply *great* about yourself, *don’t you?* And, when you break promises... what happens?

The fact of the matter is that because we constantly make and then, don’t fulfill on those promises... there doesn’t seem to be any *outwardly* distress.

I mean, if we say we’re going to create those marketing documents, or follow up on those prospective clients, or deliver that promotional speech to the group, or create that newsletter we’ve talked about for a while now... *and we don’t do it*, nothing much happens.

There’s not going to be headline news splashed across the papers. There’s not going to be any fines slapped or hefty penalties imposed. There’s not going to be any abandonment of any sort. Again, nothing really much happens *Or does it?*

If we were to take a trip inside ourselves, we’ll probably see a lot of bodily structures, organs, fluids, water, and the like. What we won’t see, is our self image. Our identity. Our beliefs about ourselves.

Imagine then, that our confidence, our self image, our beliefs everything we hold true about ourselves, *is mirrored by a magnificent sculpture*. And, the quality, condition, lustre, sheen and magnificence of the structure, is based on our promises made to ourselves.

When we make and keep promises, our structure becomes even more magnificent, even more attractive, and even more beautiful. And, when we break even the most seemingly little of promises – *like doing 20 sit ups in the morning, reading that book, waking up half an hour early* – our structure slowly gets chipped away, our seemingly bright outlook, our confidence in ourselves, the beliefs that guided us... slowly but surely, *ebbs* away.

What do you think would be the effect of one, ten, FIFTY weeks of this? Do you think the magnificent structure would be a little, shall we say, less magnificent? And what about years and years of this slow chipping and eroding, *what then?*

Well, when life starts on this pattern, and... if left un-interrupted, you’re looking at a life of chaos. However, the **true path to successful living** comes when making and keeping promises, happens as a matter of regularity. If life’s not that smooth for you yet, **make and keep more promises!**

How ‘LUCKY’ Are You When it Comes to Making it Good in Your Life and Business?

What’s it got to do with St Patrick’s Day *Luck ‘o the Irish?*
Read on...

You ever avoided walking under a ladder; got rid of anything to do with the number 13; got on a winning streak in anything and put it down to something you *wore, said or believed?*

I can’t remember if I did, though, when I think of it all, this type of belief in ‘luck’ is pretty harmless. And, looking further a field, superstition, luck, beliefs, has played a major role in every society, and culture since the year dot.

Though, saying that, there’s a **dangerous belief structure** about ‘luck’ many have adopted. And, this belief has done more to cause a frozen attitude and mindset than most other things.

When seeing a wealthy, happy, successful person, there’s a tendency to look at their wealth, influence, power and assign them the ‘lucky’ label. That somehow, by workings other than *persistence, knowledge, industry, curiosity, practical application...* they’ve ‘struck lucky’.

And, in turn, this *thinking* prevents one from ever moving forward with any sort of meaningful conviction. They’re constantly looking for that **single bit of luck** that’ll make it all worthwhile. That big LOTTERY event.

How influenced are *you* by similar St Patrick’s Day’s symbol of luck, the shamrock? **Are you waiting, wishing, hoping, praying for good things to happen in your life? Do you live a life of superstition and mystical happenings, or, will you take the proactive angle to create your own ‘luck’ and make things work?**

Will you walk under ladders, cross black cats, rejoice on the 13th of each month in order to create the life, profits, happiness and excitement in your life?

March’s Closing Thoughts

Your life ultimately, depends on how you choose to live it. Choose wisely, as every consequent step, depends on the previous ones. Live happily; live profitably. **RCH**

