

February 2007

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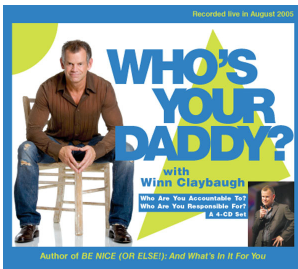
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WORD POWER

Hi Everyone,

I try to simplify things. For example, I've realized that sometimes I don't need to read an entire book or attend a full-day seminar to get myself back on track. Sometimes all I need is a word.

Just before New Year's, several people in my company challenged others to come up with a word that will represent their theme for the year. My word is gratitude. I love that word and I love having that theme and focus for my life, because I believe in the Law of Attraction: what you put out is what you get back. If I am more grateful for the gifts of life, abundance continues to flow my way.



Although some people might not think I believe in prayer, the reality is I pray all the time. I have only two prayers that I want to teach my godchildren to use many times each and every day, and they each boil down to just a few powerful words. The first is, "Please help," and the second prayer is, "Thank you, God." Again, very powerful words.

This issue is all about word power. What's your word? If you don't have one yet, I'd like to challenge you to find one and make it your mantra. You'll be amazed at the results.

Thanks for helping me live my fantasy of spreading this BE NICE message and giving nice people a voice.

XOXO, Winn

Winn Claybaugh's Be Nice (Or Else!) The Newsletter!

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Editor: Gail Fink

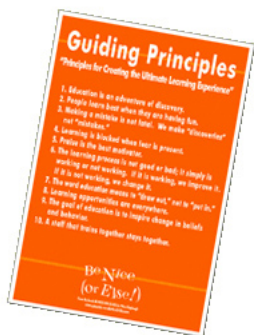
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BE NICE Story

Just before New Year's, I challenged everyone in my companies to come up with a word that will represent their theme for the year. Here are two of my favorite examples!

Dear Winn,

My word this year is *gratitude*. My most prized possessions in this world are my children, my wonderful family, and my career. I can honestly say that I am the luckiest woman in the world to have all that I have. I am grateful for the family and friends who have been such an important part in helping me to raise such wonderful kids. They have loved them and treated them as though they were their own. I truly believe that although people see me as a single parent, my kids have had something that most others do not have—my extended family and friends! I cannot express to them enough how grateful I am for their love and support. There are very few people in this world who can say they can go to work each day and do it with their best friends. I, fortunately, can do that! I appreciate their support, help, and pushing to make me better at what I do. I must include patience as well! They have helped make me a better employee and professional, and I am grateful. Each of them, whether we have been together for 23 years or maybe just a few months, are truly my friends and I love them dearly. There is no one in this world who could possibly have better friends!

Tova Stroman, Costa Mesa, CA

Dear Winn,

My word is *blessed*. To me, if I remember that I am blessed to wake up each day, to walk and breathe, to be able to love and be loved without limits, to know that I have friends, to be able to serve others, then I remember to be grateful for the things I have been entrusted and to not take them for granted.

John Turnage, Dallas, TX



Be Nice (Or Else!) *The Newsletter!*

If you enjoyed this month's audio message, you'll love our MASTERS Audio Club. For more information go to www.mastersaudioclub.com

And from the BeNiceOrElse.com Audio Archives: Brent Golden

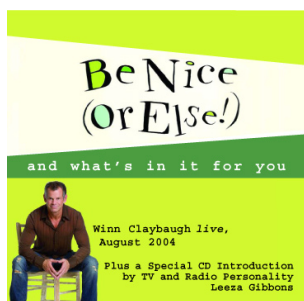
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Monthly Audio Message



A hairdresser, educator, life enhancement speaker, and image consultant, **Geno Stampora** knows what it takes to move a crowd or an individual toward success. As a keynote speaker, Geno has contributed to the success of numerous businesses, companies, governments, and associations all over the world, and his in-salon seminars and salon presentations are legendary. Both his book (*Success Dynamics*) and his bestselling audio series ("Adventures in Creative Hairdressing" and "Salon Success") prepare beauty professionals to be successful and communicate effectively.

Geno's work has appeared in fashion, beauty, management, and periodical magazines. He currently serves on the advisory board for *Nailpro* magazine and is the motivation director for *HairColor & Design* magazine.

I invite you to listen to Geno's motivating, entertaining, and inspiring MASTERS interview and learn how you can skyrocket your personal and business life to ever-higher levels of success.

Go to: www.beniceorelse.com/newsletter/audio/February2007.html

Quotes of the Month

"Kind words can be short and easy to speak, but their echoes are truly endless."

— **Mother Teresa**

"Words have the power to both destroy and heal. When words are both true and kind, they can change our world."

— **Buddha**

"Whatever words we utter should be chosen with care for people will hear them and be influenced by them for good or ill."

— **Buddha**

"The language we use to communicate with one another is like a knife. In the hands of a careful and skilled surgeon, a knife can work to do great good. But in the hands of a careless or ignorant person, a knife can cause great harm. Exactly as it is with our words."

— **Unknown**

Be Nice (Or Else!) *The Newsletter!*

We'd love to hear your comments, suggestions, and stories! Send them to editor@beniceorelse.com



"A famous swami once told me years ago that someone who's nice always gains . . . Winn Claybaugh is a remarkable guy and one of the best motivational speakers in the country. In this terrific work, he brings you easy-to-use concepts that could bring interesting rewards."
— **Larry King**, from the foreword of *Be Nice (Or Else!)*

People Profile



Dr. Masaru Emoto studied international relations at Yokohama Municipal University. He received his doctor of alternative medicine degree from the Open International University for Alternative Medicine in India. The pioneering Japanese researcher was one of fourteen scientists interviewed in the movie *What the Bleep Do We Know?*

Dr. Emoto is known for his use of high-speed photography to demonstrate the effects of negative and positive thoughts on the formation of crystals in water. He showed that frozen water crystals changed when specific thoughts were directed toward them. In his online diary (www.masaru-emoto.net) he writes, "Each word has its own particular vibration, and therefore its own particular energy. Thus, 'Thank you' will create a beautifully balanced water crystal but 'You Fool' will not."



Dr. Emoto's photographs can be seen in his books, *Messages from Water, Vols. I, II, and III* (over one million sold internationally in twenty languages); *The Hidden Messages in Water* (over 500,000 copies in print in eleven languages); *The True Power of Water*; and *The Secret Life of Water*.

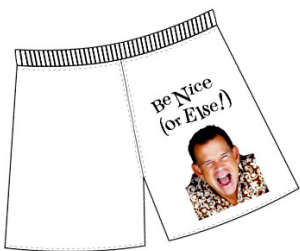
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Corporate Corner

The Awesome Power of Words

By **Geno Stampora**

Speaker, coach, and image consultant

At seminars all over the world, people often ask, "If there was one place to begin, where would that be?" My response is always the same: Learn to articulate your message. Use the best words you can find. Never forget that you are your conversation.

Effective communicators have better jobs and relationships, make more money, and lead a better grade of life. People base their decisions about you and your company on the conversations they have with you. They listen to what you say and how you say it. With more words you can create a dialogue that leads you to success. You can describe what you think, be more interesting, hold people's attention longer, and be remembered.

Here are a few key ideas to help you become a great communicator.

- 1. Think before you speak.** Think about how your words will be received. Is there a better way to say it?
- 2. Don't use too many words.** We all have short attention spans and are easily distracted. Practice being clear and concise.
- 3. Learn some words of power.** Words like awesome, mighty, healthy, sexy, vibrant, exciting, youthful, energized, professional, and beauty are great professional words to add to your palate.
- 4. Don't use words just to impress someone.** Be careful not to overdo it. The point is to be understood. It's not what you say or think that matters, it's what people hear and understand.

Guard your words carefully. Don't let things just spill out of your mouth. Learn, remember, and use new words. Use the dictionary or get a word-a-day calendar. Most of all, look to those you admire in life. How do they talk? What words do they use?

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Do Something!

Choose a word for the year. It can describe who you already are or who you would like to become. Take your time and really think about it, then make your word your mantra and your theme.

Once you've chosen your word, try one or all of these ideas for making it part of your life:

- 1. Add the word to your e-mail signature,** along with a one-sentence statement about what it means to you.
- 2. Write a short description of your word** and what you're doing with it. Send it to your family, friends, and coworkers and invite them to do the same. Lord knows there are plenty of "chain" e-mails out there. Here's one that could truly make a difference!
- 3. Create a dream board.** Find your word in newspapers and magazines, in as many styles, shapes, and sizes as possible. Cut it out, put it on a large poster board, and add some images that support the word. Hang your dream board in a place where you can see it every day.
- 4. Print it onto a T-shirt.**

Beauty school owner Michael Galvin has taken this assignment to heart. "My word is *believe*," Michael says. "This word has been in my life for the past 24 years. I feel that many people, to get to the next level in life, need to believe in themselves and believe that anything is possible." Michael's e-mail signature reads, "Believe in the Magic of Your Dreams," and he had "Believe" engraved on a bracelet that he always wears. He even designed T-shirts for the students at his schools. "When I see two or three hundred future professionals walking around with 'Believe' shirts on their backs, it makes my heart sing," he says. "Whatever your word may be, find a word and live by it. That will take you to the next level, inside and out."

