

## Inspired Impressions! Ezine

February 2012

Volume 17

As an inspirational and captivating keynote speaker, author and successful entrepreneur, Tracy Butz engages individuals and organizations, empowering them with innovative concepts and tools to become architects of their own lives.

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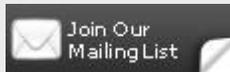
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### Welcome!

Welcome to Inspired Impressions!  
It's an informational monthly Ezine,  
with each issue designed for you, including:

- Personal insights and inspiration
- Relevant and timely information about one key concept
- Upcoming opportunities to connect
- Interesting business news to share



### Insights & Inspiration

#### The Magic Pill

So many people I talk with are searching for that magic pill to give them more energy, vitality, and zest for life. Why can't we pop a pill to cure this ill?

I don't believe in magic pills or special ointments. Instead, I have one solution that has helped me in all facets of my life. Sleep. Eight hours of sleep for many adults seems like a luxury, although, that is not enough sleep for me to be my best. My body and mind need nine or ten hours of quality sleep to feel rejuvenated, energized, and poised to stand tall...even though I measure just shy of 5'3".



### Key Concept



#### Is it Better to be Book Smart or Heart Smart?

We all likely realize that our intellectual intelligence (IQ) is how academically smart we are; it's about being "book smart." These intellectual abilities range from memorizing, to problem-solving, to spelling words, to doing mathematical calculations, all of which are easily measured on written tests and slapped as grades on report cards. Ultimately, these intellectual abilities can dictate which college will accept us and which career paths we're advised to follow.

Interestingly, when it comes to happiness and success in life, the evidence shows that emotional intelligence matters just as much as intellectual ability, if not more so. Emotional intelligence helps us build strong relationships, succeed at work, and achieve our goals both professionally and

personally. We all know people who are academically brilliant and yet are socially inept and unsuccessful. What they are missing is emotional intelligence.

Emotional intelligence (EQ) is a different type of intelligence. It's about being "heart smart." Emotional intelligence is the ability to identify, use, understand, and manage your emotions in positive and constructive ways. It's about recognizing your own emotional state and the emotional states of others.

Emotional intelligence is not learned in the standard intellectual way; it must be learned and understood on an emotional level-experiencing and practicing them in our everyday lives. We can't simply read about it or master it through memorization. In order to learn about it in a way that produces change, we need to engage the emotional parts of the brain in ways that connect us to others. This kind of learning is based on what we see, hear, and feel in the following four core areas:

1. **Self-awareness** - The ability to recognize your own emotions and how they affect your thoughts and behavior, know your strengths and weaknesses, and have self-confidence.
2. **Self-management** - The ability to control impulsive feelings and behaviors, manage your emotions in healthy ways, take initiative, follow through on commitments, and adapt to changing circumstances.
3. **Social awareness** - The ability to understand the emotions, needs, and concerns of other people, pick up on emotional cues, feel comfortable socially, and recognize the power dynamics in a group or organization.
4. **Relationship management** - The ability to develop and maintain good relationships, communicate clearly, inspire and influence others, work well in a team, and manage conflict.

So how do we raise our emotional intelligence? In addition to becoming more aware of our individual levels of the four abilities noted above, learning to first recognize and then manage our emotions is important. Learning to gauge how we feel and making good decisions on how we express those feelings, is vital. Then as we become more cognizant and aware of our own nonverbal communication which certainly impacts how we are perceived, we need to work diligently on resolving conflicts in our lives quickly, before they become damaging, ugly and uncontrollable.

It may sound a bit overwhelming at first. But we all can change and raise our emotional intelligence if we commit to doing so. Learning how to correctly identify, use, understand, and manage our emotions in positive and constructive ways can be very powerful. You can literally change your life for the better. Choose to enhance your relationships and achieve greater success in your life through exercising your heart...which fortunately doesn't require once ounce of sweat to bead.

## News to Share

**Time to Print More Books!** My first book entitled, "*Conscious Choices: 10 Powerful Strategies to Grab Control & Transform Your Life*" is currently in it's second printing production! There has been such great interest in it, that I have sold all but 50 copies of the initial order. Keep those orders coming and consider also purchasing a copy of one of my other books and/or motivational products as well.

**New Keynote Presentation Available on DVD this Wednesday, February 29!** "Imagine the Possibilities" is an inspiring keynote message, I am no longer presenting, now *only available on DVD* for \$18.95.

### Imagine the Possibilities

Who do you want to be? What do you want to do? What lies ahead in the next chapter of your life? In this inspiring keynote message, Tracy Butz will share creative and empowering ideas to help you create the life you want to live. Discover insightful strategies based on three of life's fundamental truths:

1. What you believe is what you achieve
2. How you react defines your path
3. You can do anything, just not everything

Imagine the possibilities that stand before you. They are endless, undefined, and within your reach.

**A New Video!** I am so excited to share my new video with you entitled, "Be the Architect for Your Life: Dream it, Plan it, Live it! It was taped on November 7 at the Women Entrepreneurs' Speaker Series in Waukesha, WI, by an amazing videographer, Brandon Mueller of Shoot. Edit. Deliver. This was the second time I have connected with this womens group and just like last time, it was super fun & engaging. Here is a link to preview the six-minute *reel* of inspiration:



Tracy Butz - Women's Audience

## Opportunities to Connect

If you want to connect when I'm in your area, just let me know!  
Below is a list of confirmed upcoming engagements.

### March 1, 2012 - Private Client

Keynote - "Be the Architect for Your Life: Dream it, Plan it, Live it!"

(AM & PM presentations)

Oshkosh, WI

### March 5, 2012 - Private Client

Keynote - "Be the Architect for Your Life: Dream it, Plan it, Live it!"

(AM & PM presentations)

Oshkosh, WI

### March 15, 2012 - Private Client

"Candid Conversations that Drive Results"

Boulder, CO

### March 21, 2012 - Mid-Day Women's Alliance

Keynote - "Be the Architect for Your Life: Dream it, Plan it, Live it!"

Appleton, WI

### March 27, 2012 - Private Client

"Conquer the Chaos! Stress Less Inside & Out"

(AM & PM sessions)

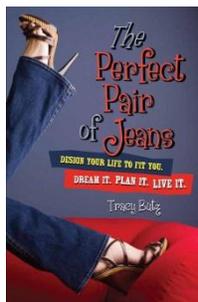
Oshkosh, WI



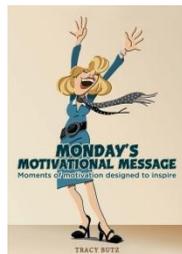
## Inspirational Products ~ Perfect gifts or tokens of appreciation!

These inspirational products make perfect gifts or represent a special way to express appreciation to an individual or team. Say 'thank you' or recognize someone today!

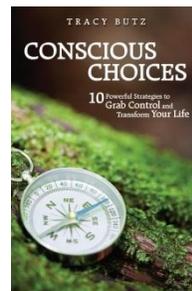
[For a description of these 3 books, click here!](#)



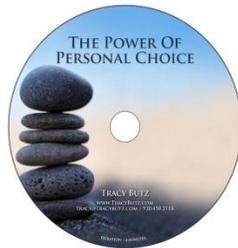
NEW Hardcover Book!  
**The Perfect Pair of Jeans:  
Design Your Life to Fit You**  
\$18.95



NEW Minibuk!  
**Monday's Motivational  
Message**  
(52 weeks of inspiration)  
\$5.95



First Book!  
**Conscious Choices:  
10 Powerful Strategies to  
Grab Control & Transform  
Your Life**  
\$16.95



**NEW Inspirational Movie!**

**\$14.95**

[To preview this movie, click here!](#)

A short inspirational movie that reinforces the importance of our choices and how they affect our lives. Filled with inspirational quotes and beautiful images accompanied by an uplifting melody, relax and enjoy this motivational experience (4 min).

**MORE Inspirational Products ~ Perfect gifts or tokens of appreciation!**

**Inspirational Framed Prints**

**\$15.95 each**

[To see a detailed description of each print, click here!](#)



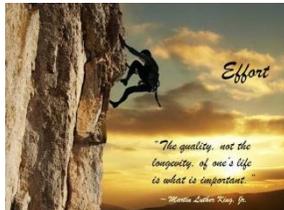
*Results*



*Impact*



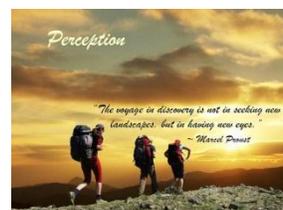
*Hope*



*Effort*



*Empowerment*



*Perception*

**Helping you to create the life you want to live!**

**Tracy Butz**  
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