

Inspired Impressions! Ezine

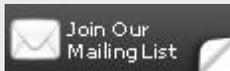
December 2012

Volume 24

As an inspirational speaker, captivating 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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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
- Upcoming opportunities to connect
- Interesting business news to share



Insights & Inspiration

KEY Concept

Purge the Pursuit of Perfection

In theory, striving for perfection should foster success and happiness. In reality, it rarely does. More often than not, perfectionism impedes success. For some, the desire to be perfect, or become perfect, or appear perfect, arises from a mistaken belief that super-high achievement is the best or only route to exemplify a successful life. For others, perfectionism results from a desire to win social approval by impressing others, avoiding criticism, or not being seen making mistakes.

Whatever its source and whatever its form, perfection is impossible. No matter how you define it, there's something you could change to make whatever it is even better. There is no perfect-no one is, and no one should expect you to be. Forget perfect.

But, as many know, the pursuit of perfection rarely disappears from the radar without a strong, committed effort. So how do you make significant changes in your life to leave the "perfectionistic" mentality behind? Here are some suggestions I find helpful:

- **Abandon the pretense of "perfectability."** None of us are perfect and no one ever will be-which is great, because we can simply stop pretending it's possible.

- **Heighten awareness to your thoughts and actions.** Notice when perfectionism is pulling at you before reacting negatively.
- **Learn to prioritize and focus.** Doing so will allow you to be excellent at what's important and good enough at everything else.
- **Set your own goals-realistic ones.** Look at your life and the direction you want it to take. Set goals that you want to achieve and realistically know you can attain with a fair amount of dedicated effort. Be careful that your goals aren't too easy; challenge creates the desire to stretch yourself, feeling a greater sense of pride when you accomplish what you set out to do.
- **Consider effort over outcome.** Realize the success you've achieved based on effort, which is within your control, versus outcome, which is often influenced by external factors and outside of your control.
- **Treat feedback as a gift.** When you are offered or given feedback, whether it is positive or constructive, listen attentively and take it for what it is-information that someone chose to share with you for some reason. Instead of dwelling on or worrying about it, validate the feedback with another person if necessary, and then choose either to make a change or let it go. Gaining another perspective, especially when the person's intent is genuine, can provide valuable guidance and direction.
- **View mistakes as necessary steps on the path to improvement--not as flaws.** With each step you take, continue to get better. Learn from what didn't work, and get that much closer to your goal.

Perfection is a fallacy of irrational thinking-the more we try to be perfect, the more disappointed we will be. Rather than shooting for perfection, aim for your finest, and you will rarely let yourself down. Put the abundance of time and effort into delivering your best, letting the misfires fall where they may. Instead, look in the mirror, and see a reflection glowing with an abundance of pride.

News to Share

This month has been super fun! Read below to share in my excitement!

- **[ACCEPTING PRE-ORDERS FOR NEW BOOK - *Tame the Turbulence: Avoid Losing It. Fly Through It.*](#) This new book is available for pre-sale at approximately 35% off the retail price! If you order this book online through my website by 12/21/12, you will only be charged \$11.75 instead of \$17.95! **[Click here to order a copy today!](#)****



Tame the Turbulence is officially being distributed worldwide! I am self-publishing it through my own publishing house, Lakeview Press, and have partnered with Ingram Wholesale Distribution, the largest wholesaler in the world to distribute this soft-cover book to online retailers, distributors, bookstores, etc. As a small publisher, I was able to go through Ingram's Lightning Source division to make it happen. The books will be made available on a "print-on-demand" basis, which all books today are when going through this distribution channel. Each distributor who orders books from Lightning Source/Ingram to make them available to online retailers and brick & mortar book stores have their own timelines, but it should start to make its way out

into the world in the next several months. Instead of waiting, pre-order your book today and receive a 35% discount off of retail!

- **eBooks for *Tame the Turbulence*, *The Perfect Pair of Jeans* & *Conscious Choices*.** I recently partnered with BookBaby to convert the files of all three of my books into an electronic e-reader format. *Tame the Turbulence* is already available on Amazon Kindle, with the following retailer's availability dates noted below. Both of my other books, *The Perfect Pair of Jeans* and *Conscious Choices*, will be available on Amazon Kindle by 12/19 with the other retailers several weeks beyond that. I've had numerous clients ask for this option, so now I will finally have it available for you!

Retailer Availability for online purchase

Amazon Kindle Now - [Click here to DOWNLOAD the ebook of *Tame the Turbulence*!](#)

Kobo 12/21

Baker & Taylor 12/21

Barnes&Noble 12/28

Gardner's 12/28

Sony 12/28

iBookstore 1/11/13

Copia Unknown

- **Public Training Classes - Jan, Feb & Mar 2013** - Three public training classes are scheduled for the first quarter of 2013 in Appleton, WI. You likely will hear more about them on the radio, as I am working with a local marketing firm to do radio broadcasting ads that will begin airing in January. I am offering a SPECIAL GIFT for early registration--a signed copy of one of my books. Simply register for any or all of the sessions at least two weeks in advance of the program date, and you will receive a complimentary book of your choice. [Click here to REGISTER or obtain additional info on PUBLIC Classes!](#)
 - Jan 22 - **Candid Conversations that Drive Results** - 8:30am-4:30pm - \$325
 - Feb 12 - **Embracing the Challenge of Change** - 8:30am-12pm - \$195
 - Mar 5 - **Engage & Inspire Your Workforce** - 8:30am-12pm - \$195
- **Speaking & Marketing Agent** - In late November I began a relationship with Advantage Media Group, where for one year I have a dedicated personal speaking and marketing agent who will focus on building the keynote speaking aspect of my business through targeted lead generation, media and public relations exposure, and securing speaking engagements. She has 15+ years in the marketing and PR industry, with contacts in the press outlets, meeting planner groups, speaking industry organizations/professionals, etc. So it is going to be a really fun & exciting new year too!
- **Moments of Motivation: Five Minibuk® Series** - On December 4 I completed shipping all of the pre-orders I received during the month of November. If you are still interested in ordering the five-book series that comes nestled in a clear case, you can click on the link below. They are available at the retail price of \$29.75. A picture of the five books can be viewed below under "Inspirational Products." [Click here to order the 5-book series!](#)

Insights & Inspiration



Sheer Perseverance and Relentless Re-direction

I recently had a discussion with a teenager, one who will remain unknown, about his future. We talked about how important grades are in high school, as they pave the path to future opportunities...or lack thereof. I pride myself in being able to communicate and share a message in a way that another person can hear and receive. But why does it sometimes seem impossible to get our point across?

I coach workshop participants on this very process OFTEN. Yet when it is up close and personal, I knew I needed to look in the mirror and remind myself of those useful tips and techniques that I recommend on a regular basis to others.

So...I decided to pause. Get a good night sleep. Then with a fresh perspective, try to **first understand**, and then share my perspective.

As clients often determine, we are sometimes trying to push our own agenda that we aren't able to even hear, let alone listen, to the other person's challenges. It was exactly the same scenario for me. Once I realized the obstacles this teenager was facing, it was far easier to empathize and gain a greater understanding of the frustration and pressure this young adult was facing. I was then able to offer guidance and direction on strategies to consider.

But as the story goes...I am no different than any other parent. Today I hit a brick wall once again. My voice level started to rise so I decided to take a deep breath and realize tomorrow is yet again, another day. Parenthood...it is sheer perseverance and relentless re-direction. I know one thing for sure, if someone wrote a book about what to REALLY expect along the road of parenthood...not just when the baby is in the womb or the first year or two...he/she would be a millionaire! Take that idea and run with it. I clearly haven't mastered it yet; so if you have, consider yourself an expert and capitalize on it. After all, not many deserve greater recognition and praise than you!

****By the way, I have three teenagers, so I have still somewhat protected the innocent.*

Opportunities to Connect

If you want to connect when I'm in your area, just let me know!
Below is a list of upcoming engagements, scheduled in the next several months:

December 6 - "Engage & Inspire Your Workforce"

Appleton, WI

Wisconsin Association for Colleges and Employers (WI-ACE)

[Click here to view the conference program & register!](#)

December 11 - "Candid Conversations that Drive Results"

Appleton, WI

Private Client

December 13 - "Engage & Inspire Your Workforce"

Oshkosh, WI

Private Client

December 19 - "Conquer the Chaos: Stress Less Inside & Out"

Oshkosh, WI

Private Client

December 20 - "Proactive Personal Development"

Oshkosh, WI

Private Client

December 21 - "Clear, Concise & Confident Communication"

Oshkosh, WI

Private Client

January 10, 2013 - "Candid Conversations that Drive Results"

Oshkosh, WI

Private Client

January 15 - "Engage & Inspire Your Workforce"

Kimberly, WI - Liberty Hall

Fox Valley Chapter - Society for Human Resource Management

January 17 - "Emotional Intelligence" - *The Impact of Thoughts/Feelings in Workplace*

Oshkosh, WI

Private Client



January 22 - [PUBLIC WORKSHOP](#) - "Candid Conversations that Drive Results"

Appleton, WI - Country Inn & Suites by Carlson - [Click here for program description!](#)

Public Workshop - [Click here to Register!](#)

January 29 - "Conquer the Chaos: Stress Less Inside & Out"

Oshkosh, WI

Private Client

January 31 - "Candid Conversations that Drive Results"

Middleton, WI

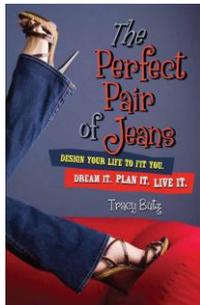
Private Client

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!

To purchase inspirational products - click here!

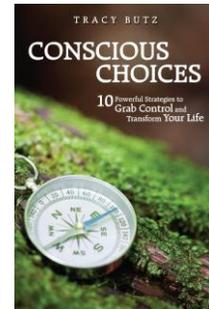
[For a description of these 3 books, click here!](#)



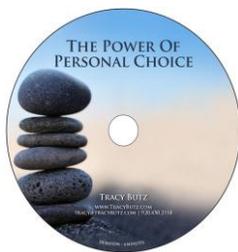
Hardcover Book!
***The Perfect Pair of Jeans:
Design Your Life to Fit You***
\$18.95



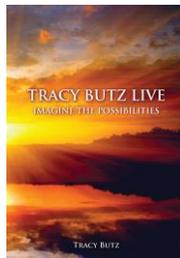
Minibuk!
***Monday's Motivational
Message***
(52 weeks of inspiration)
\$5.95



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



Inspirational Movie!
\$14.95
[To preview this movie, click here!](#)



Live Keynote:
"Imagine the Possibilities"
\$18.95



Moments of Motivation
5-Minibuk Series (pix below)
\$29.75



To shop for or purchase inspirational products, click here!

MORE Inspirational Products ~ Perfect gifts or tokens of appreciation!

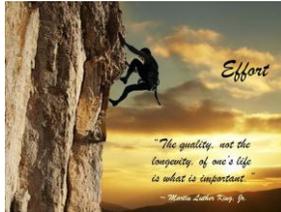
Inspirational Framed Prints

\$15.95 each

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



Hope



Effort



Empowerment

Helping you to create the life you want to live!

Tracy Butz

Think Impact Solutions

920.450.2118

Think Impact Solutions | PO Box 1414 | Appleton | WI | 54912