

Inspired Impressions! Ezine

April 2013

Volume 27

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.

In This Issue

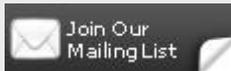
Key Concept

Insights & Inspiration

Opportunities to Connect

News to Share

Inspirational Products



Quick Links

[Monday's Motivational Message](#)

[Butz's Blog](#)

[Linkedin](#)

[Facebook](#)

[Popular Keynote Messages!](#)

[Workshops](#)

[Live Video-clip of Tracy](#)

[Inspirational Gifts](#)

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
- Interesting business news to share
- Upcoming opportunities to connect



Insights & Inspiration



Never, Ever Give Up

We all face obstacles. Many of us are facing them today. I do believe, deep in my heart, that we all endure significant hurdles to make us stronger, more resilient, better than we were the day before. The easy aspects of life are just that...easy, with no real learning involved. It is the heart-wrenching struggles, the unbelievable odds, the impossible feats that show our character and courage. Stand up to your fears, obstacles, and brick walls, as you are worth it.



Motivational Video - Never Give Up

Key Concept



"The Platinum Edge Difference--Do You Have it?"

When I say the words, "Disney, Zappos, Amazon or Ritz Carlton," what comes to mind?" Platinum Service, I hope. What about when I say, "DMV or TSA?" Less than stellar service, perhaps. Whether the stigmas are true or not, perception is reality. A poor reputation is tough to overcome! In fact, here are some reasons why customers leave.

1%	Die
2%	Move
5%	Other interest
9%	Competitive reasons
14%	Product dissatisfaction
68%	Service interaction

Creating a positive, memorable service experience, one that causes your customers to keep coming back...that is the competitive edge we are looking for in business today. But how do we do this? How can we create a Platinum Edge difference, one where we influence customers to want to do business with us again? Here are **six key strategies** to provide Platinum Service-service that is mindful, meaningful and memorable.

1. Be Aware of Barriers to Listening. Remove distractions the best you can, like disconnecting the email ding and pop-up window; avoid over-booking yourself and allow adequate time to complete tasks; stop thinking you can multi-task...none of us can do that well. [Click Here to Continue Reading!](#)

Opportunities to Connect

Please get in touch with me if you want to connect when I'm in your area or if you're interested in a similar program for your organization.

April 2

Platinum Service: Mindful, Meaningful & Memorable
Berlin, WI
Private Client

April 11

Platinum Service: Mindful, Meaningful & Memorable
Berlin, WI
Private Client

April 16

Candid Conversations that Drive Results
Menomonee, WI
Private Client

April 17

Candid Conversations that Drive Results
Janesville, WI
Blackhawk HR Association's Annual Seminar
[Click here for more information and to register!](#)



April 23

Be the Architect for Your Life: Dream it. Plan it. Live it. - Keynote

Clear, Concise & Confident Communication - Workshop

West Bend, WI

Private Client

April 24

Engage & Inspire Your Workforce

Wausau, WI

Wausau Chamber of Commerce

[Click here for more information and to register!](#)

April 25

Inspiring Engagement: The Link to a High Performing Organization

Warrens, WI

Western Central SHRM Spring Conference (*Society for Human Resource Management*)

[Click here for more information!](#)

April 30

Embracing the Challenge of Change (AM Session)

Candid Conversations that Drive Results (PM Session)

Madison, WI

WI Business Analyst Development Day (WI BADD)

[Click here for more information and to register!](#)

News to Share

NEW KEYNOTE Message!

With the recent launch of my newest book noted below, I am now offering a new inspirational keynote message entitled, "Tame the Turbulence: Avoid Losing It. Fly Through It." that nicely aligns with it.

Overview: In this hectic and chaotic world, we are constantly facing turbulent circumstances and feeling out of control, with stress considered by many experts, to be the number one health problem today. The undeniable daily demands on our time and attention can leave us feeling over-committed and overwhelmed. Instead, choose to become the pilot in your life and Tame the Turbulence! Tracy's practical applications will help you to live a more productive, balanced and meaningful life--one with less stress and greater success. You will walk away inspired to make positive, long-lasting changes, with enhanced insight, optimism and confidence.

[Click here to see all three keynote descriptions!](#)

NEW BOOK - Tame the Turbulence: Avoid Losing It. Fly Through It.



Chapter 1: Undress Your Stress
Chapter 2: Lighten the Load
Chapter 3: Forget Perfect
Chapter 4: Treat the Disease to Please
Chapter 5: Sleep Baby Sleep
Chapter 6: Workout Your Worry
Chapter 7: Make it a Fundae!
Chapter 8: Poise Over Pressure
Chapter 9: Reflections Become Reality
Chapter 10: Plan, Persevere and Prosper

[Click here to purchase this book for \\$17.95!](#)

eBooks for Tame the Turbulence, The Perfect Pair of Jeans & Conscious Choices.

My two top-selling books plus my new release are now available in an ebook format. Simply search by title or my name from any of the e-reader retailer's below and you'll be able to download them, each retailing for \$9.95. (*Online Retailers:* Amazon Kindle, Kobo, Baker & Taylor, Barnes & Noble, Gardner's, Sony, and iBookstore.)

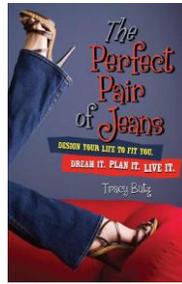
Inspirational Products ~ Perfect gifts or tokens of appreciation!

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!

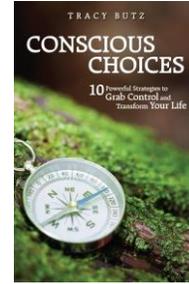
To purchase inspirational products - click here!



NEW! Tame the Turbulence
\$17.95



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

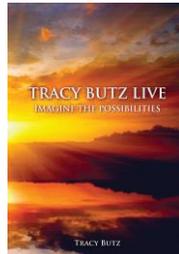


Conscious Choices
\$16.95



Inspirational 4-min. Movie!
\$14.95

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



**Live Keynote:
"Imagine the Possibilities"**
\$18.95



**Monday's Motivational
Message (Minibuk®)**
\$5.95

Moments of Motivation
Five Minibuk® Series (*pix below*)
\$29.75



To shop for and purchase inspirational products, click here!

Tracy Butz
Think Impact Solutions
920.450.2118