

Crystal's Weekly Newsletter

Exciting News!



I'm embracing the holiday season by hosting a **FREE** online raffle on my Facebook Business page and giving business owners the chance to win both a personalized FB ad (promoting their goods or services) and a \$50 VISA Gift Card every single week! Our next drawing will be held Thursday, December 9th.

[Click Here to Register](#)

Entrepreneur Spotlight

Today, our Entrepreneur Spotlight is on Bernard Arnault. As the chairman & CEO of the fashion conglomerate Louis Vitton (LVMH), Mr. Arnault leads the world's largest luxury-goods company. With a net worth of \$76 billion, he also happens to be Europe's richest person. Even though Arnault has become one of the world's richest and most successful entrepreneurs, he donates a large amount of his earnings to charities in Europe. For instance, he donated 200 million euros to help repair Notre Dame Cathedral following the fire in 2019.



Motivational Quote



"Would you like me to give you a formula for success? It's quite simple, really: **Double your rate of failure.**

You are thinking of failure as the enemy of success, but it isn't at all. You can be discouraged by failure or you can learn from it, so go ahead and make mistakes. Make all you can. Because remember, that's where you will find success."

-- Thomas J. Watson

Business Joke



Sam walks into his boss's office and says "Sir, I'll be straight with you, I know the economy isn't great, but I have over three companies after me, and I would like to respectfully ask for a raise."

After a few minutes of haggling the boss finally agrees to a 5% raise, and Sam happily gets up to leave.

"By the way," asks the boss, "Which three companies are after you?" Sam replied, "The electric company, water company, and phone company!"

Blog Post: Three Ways to Think Effectively



If I ask you to think about a computer, what do you do? You might repeat my question in your thoughts, or you might envision your own computer. Sophisticated visual thinkers take these thoughts a little bit further by visualizing how individual computer parts come together in three-dimensional space to make an operational device, and this is pretty darn impressive in my opinion. But what good is this impressive ability if someone doesn't know how to use it? That's why a person's intelligence doesn't mean much to me. Instead, a person that actively tries to identify complex problems and uses specific strategies to solve these problems provides much more value not only in the workplace but also in their daily communication with others.

Business owners are faced with complex problems every day, and I truly believe these entrepreneurs can overcome most of these challenges by simply using just a few thinking techniques. Today, I'm giving you 3 ways to think effectively because these methods have significantly helped entrepreneurs for decades, and I sincerely want you to become a more successful business owner.

Hope you enjoy!

Mind Mapping

Reasoning is a form of logic, and logic gets us from point A to point B. If you did well in Algebra, then you must be a good reasoner. Algebra comes naturally to a few people, but most of us stray away from any- and- all conversations about Math. Well, I have some good news! Your reasoning ability is not entirely dependent upon how competent you are in Algebra. Instead of separating numbers from letters and grouping common variables together to get an equation for a straight line or just something to satisfy your teacher, the ability to separate topics from subtopics and connect similar ideas/facts together is even more important because this skill can give you an equation for a high income and even a happy life.

The Technique:

Distinguishing topics from subtopics is paramount for mind mapping. A topic incorporates more information than a subtopic, and topics are located higher on the mind map. Make sure to brainstorm all the words you can think of that relate to your challenge and write them on a sheet of paper. Then, try to put these words into a hierarchy and connect the topics to subtopics by using straight lines. After your map is created, make sure to look for similarities/differences between your topics and subtopics.

For example:

If I'm working on a presentation and responsible for explaining why my product should be in stores across North America, I may think of the following words for my mind map: North America, United States, Mexico, Canada, Louisiana, Texas, New York....and all other states. In this scenario, North America becomes the first word on the map and my overall topic. Then, the U.S. becomes a subtopic of North America and each individual state becomes a subtopic of the U.S. Now, I'll try to draw connections and distinctions between these words.

Similarity: The western coasts of all three countries in North America border the Pacific Ocean.

Difference: The eastern coasts of Canada and the United States border the Atlantic Ocean; however, the eastern coast of Mexico borders the Gulf of Mexico.

The Pomodoro Technique- (developed by Francisco Cirillo)

Have you ever heard someone say, "time is relative", or, "time doesn't exist"? I'm sure we can all name a few people whose clocks tick a little bit slower than ours, but what about this comment about time not existing? Well, a few really smart physicists can make an argument refuting its existence, but so what? Pretty often, my business meetings don't run on my own personal clock, and everyone at these meetings are expected to arrive by a specific time. I also have time deadlines for customers, and missing these deadlines sometimes leads to less income for both me and my customer.

Managing time effectively is especially important in today's world due to the rise of technology and instant communication. Employers can contact you anytime with just a text or email, and your desire to climb up the company ladder may cause you to work around the clock. When a person puts more time into work, that person's performance increases. However, more work hours do not necessarily lead to better performance. Instead, everyone has a threshold at which more time leads to decreased performance. To make sure you produce consistent high-quality output, you must dedicate enough time to your work tasks but also step away to recharge. One of the best ways you can do this is by practicing the Pomodoro Technique, and this is one of the most effective time-management strategies out there.

The Technique:

Set a timer for 25 minutes and start the timer. For the next 25 minutes, the only thing you should be focusing on is a work task. That's it! Nothing else. After the timer goes off, set another timer for 5 minutes and start the timer. For the next 5 minutes, the only thing you should be focusing on is a fun task. Examples of fun tasks include browsing social media, calling a friend, eating a snack, watching a fun video, meditating, listening to music etc.

The Six Thinking Hats- (published by Edward de Bono)

Have you ever encountered a challenge and asked yourself, "Where do I start?" Many people ask themselves this question, but struggle to find an answer. After 10 years of seeking advice from successful entrepreneurs, self-help books, and countless business articles; I found an answer in a book titled: *The Six Thinking Hats*. The author proposes a fun way to deal with complex challenges and identifies six different dimensions of thinking. Each dimension requires us to look at a challenge from a different perspective, and the culmination of different perspectives allow us to better understand both the varying aspects of a presenting challenge and potential solutions.

The Technique:







Don't buy six different colored hats!

Instead, write the names of the following colors on a sheet of paper: White, Red, Black, Yellow, Green, Blue. Each color represents two things:

- 1) *A specific hat*
- 2) *A perspective.*

Once you have these written down, say a color out loud and set a timer for 10 minutes.

Then, start the timer and look at the image below to learn about your current hat’s perspective.

PROCESS	 Blue Hat - Process Thinking about thinking. What thinking is needed? Organizing the thinking. Planning for action.	CREATIVITY	 Green Hat - Creativity Ideas, alternatives, possibilities. Solutions to black hat problems.
FACTS	 White Hat - Facts Information and data. Neutral and objective. What do I know? What do I need to find out? How will I get the information I need?	BENEFITS	 Yellow Hat - Benefits Positives, plus points. Why an idea is useful. Logical reasons are given.
FEELINGS	 Red Hat - Feelings Intuition, hunches, gut instinct. My feelings right now. Feelings can change. No reasons are given.	CAUTIONS	 Black Hat - Cautions Difficulties, weaknesses, dangers. Spotting the risks. Logical reasons are given.

Make sure to think about your challenge from this viewpoint until the timer goes off and write down your thoughts. Then, follow this same procedure with every other hat. Once you approached your challenge from varying viewpoints, analyze your notes and consider what you wrote down before proposing any solutions.

Thank you for being a part of my network, and feel free to contact me anytime between 9am-5pm (Monday-Friday) if you have any questions about my services.

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