

# MONTHLY SOCIAL MEDIA



REMEMBER

1. Feel free to change the headline of the blog post so it sounds like you.
2. Also, write one or two sentences in your own voice to introduce the blog post.
3. Create a stock close for your blog posts with a call to action and your contact information.
4. If you promote your blog to Facebook or Twitter more than once, craft each promotion a little different to make each one unique.



## Don't Worry, Be Happy!

In 1988, Bobby McFerrin released the hit song, "Don't Worry, Be Happy!" It's a fun, happy-go-lucky song with a catchy beat. While there may be some wisdom in the lyrics of that song, the title seems a bit trite when you're in the thick of trouble fretting about the outcome.

Worry is rarely about the present. Does that surprise you? Even when we're wrestling with a challenge right now, it's not the current issues that dominate our thoughts but the feared outcome that we dread. With worry we're either anxious over an event in the past that we can no longer change; or we're fretting about something that might possibly happen in the future—maybe. Both forms of worry require a tremendous amount of energy yet accomplish absolutely nothing worthwhile.

Intellectually, we recognize the futility of worry. Yet, we all participate in it. I don't know anyone who's immune to worry. And there's no shortage of things about which we can worry! But I do think we can minimize worry and curb its effects. Let's look at some of the negative effects of worry.

### Worry...

- ❖ Preoccupies our mind like an unwanted tenant who won't leave
- ❖ Dominates our thoughts
- ❖ Distracts us from what counts

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The 5 Cs of Leadership → pg 09

The 21-Day Difference → pg 14

Why You Need a CMO → pg 23

- ❖ Requires a tremendous amount of energy
- ❖ Accomplishes nothing positive
- ❖ Focuses on the hypothetical
- ❖ Affects all we do
- ❖ Causes fear
- ❖ Immobilizes
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- ❖ Stunts creativity
- ❖ Spawns negativity
- ❖ Causes sleeplessness
- ❖ Compromises our immune system
- ❖ Promotes physical illness

Wow! All that is something to worry about! (Just kidding!)

In all seriousness, worry is not something to mess around with. When we feel its gloom begin to settle over us like a fog, it's time to take action!

In its essence, worry is simply an improper emotional response to what's going on in our lives. Author Alan Loy McGinnis described worry as, "The misuse of the imagination." A great way to do battle with worry is to replace it with other more appropriate and more positive responses to our situations.

## Five Positive Responses

- 1. Happiness and joy.** Happiness and joy dispel worry, anxiety, and fear. To be happy or joyful are primarily choices of one's will. Abraham Lincoln said, "Most people are about as happy as they make up their minds to be." I think what he meant was that our happiness or joy are a choice and often a matter of perspective.

Worry is usually a self-focused perspective. Helen Keller, who was born blind and deaf, had every reason to worry and fret. And yet she overcame tremendous odds and became a successful writer and motivational speaker. She wrote, "I had no shoes and I complained, until I met a man who had no feet." By changing our perspective on things, our happiness becomes a choice. We choose happiness and joy over worry.

**2. Peace of mind.** Peace of mind extinguishes the smoldering coals of worry. How do you cultivate peace of mind? By practicing those things that you know bring peace to your life. If you're a person of faith, pray and give your worries to God. Step away from your troubles and get out into nature. Go out and burn off some worry by running, hiking, biking, or some other exercise. Meet with a close friend for coffee and find out how they're doing. Enjoy their company. For others, a positive distraction, like engaging in a hobby or craft, may help usher in peace.

**3. Rest.** We often underestimate the value of sleep or simply resting from work. In the comedy *What About Bob?* Bob decides to take a "vacation" from his worries. While we poke fun at Bob's antics and nutty behavior, it is true that rest can give us a whole new perspective on life.

Get seven or more hours of sleep at night. Take at least one day per week in which you distance yourself from work to simply relax. Learn to read your own personal stress signals and take a break before you "break" under the weight of worry.

**4. Contentment.** Often, we find ourselves worrying about things that ultimately don't matter. I'm talking about peripheral niceties. A while ago, I spoke with two men who owned sailboats. One looked refreshed and relaxed for having spent the weekend sailing on a beautiful body of water. The other expressed great relief for having sold his sailboat that weekend because it had become a ball-and-chain around his life.

Contentment looks different for each person, but essentially it means stripping the banal and life-sucking elements out of your life and simplifying. What can you cut out of your routine right now that would make life simpler and help you be content?

**5. Hope.** An ancient Proverb says, "Hope deferred makes the heart sick." Worry, left to grow and fester, can devolve into depression. And "depression is the inability to construct in your mind a hopeful future." We all need hope. We long for a brighter future. We live for a better day. We work to see positive results.

Viktor Frankl survived a Nazi death camp during WWII. Later he wrote a book entitled, *Man's Search for Meaning*. In that little book, he explains, "Those who have a 'why' to live, can bear with almost any 'how'." The "why to live" of which he speaks is hope. When we have hope, we can endure almost anything.

Put your hope in something transcendent; something really worth hoping for and pursue it with all you've got!

Worry is a debilitating, self-destructive behavior. To ward off worry, replace it with healthy, productive mindsets like those above.

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**"Worry never robs tomorrow of its sorrow,  
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## Facebook Post

### Don't Worry, Be Happy!

No one is immune from worry and there's no shortage of things to worry about. But worry is a very self-destructive behavior. Don't give into it! Instead, practice these alternate mindsets. Read the rest of the article...

**Enhanced Facebook Post:** Worrying about something offers absolutely no redeeming value. Instead, it sucks the life out of us and prevents us from taking the very actions that would overcome the problem about which we are worrying. Read the rest of the article...



## Twitter Tweet

### Don't Worry, Be Happy!

If you really want something to worry about, worry about the destructive consequences of worry! [blog post]

**Enhanced Twitter Post:** To ward off worry, replace it with healthy, productive mindsets. [blog post]



## LinkedIn Update

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## Video Script

**A. Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Don't Worry, Be Happy!

**B. Content (revise to fit your speaking style):** **Don't Worry, Be Happy!**

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## Following are Five Positive Responses

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### C. Your close

If you'd like to read more relevant and informative articles, check out my blog at [www.....](http://www.....)



Blog Post

## The 5 Cs of Leadership

Leaders never stop learning. True leaders are always eager to improve themselves and everything they do. If there's a way to increase our leadership quotient and lead others better, we're in!

From time to time, a great book appears in the marketplace that makes sense and speaks to the needs of leaders. Andy Stanley's book, *The Next Generation Leader* offers some great gems for leaders. His book is a short, practical book on the essentials of leadership that any leader can gain from. This week's blog contains a very condensed version of that book.

I'm not sure whether the 5 Cs of Leadership are simply profound, or profoundly simple! But they provide a fresh look at leadership that I hope you find as worthwhile as I did.

### The 5 Cs of Leadership:

- 1. Competence.** The core essential of this characteristic is to focus only on those things in which you are competent. One of the greatest pitfalls of leadership is to allow ourselves to get drawn into things outside our areas of competency. Many make the mistake of thinking that a good leader should be good at everything. "Devoting a little of yourself to everything means committing a great deal of yourself to nothing." – Andy Stanley

Figure out quickly what your "A" competencies are and excel at those. If in doubt, ask others what you excel at. Then do what only you can do, and delegate everything else. You're still responsible for those delegated competencies, but you don't have to be the one to carry them out.

This reveals one leadership competency that is universal. Every leader must be able to rally others around them and move them collectively toward a vision. A leader cannot possibly do everything him/herself. We need others. This means raising up other leaders as well. Leaders attract and develop other leaders. This is a core competency of leadership.

**2. Courage.** One of the chief ways that leaders exhibit courage is by challenging the status quo. Leaders love progress and progress only occurs when we challenge what is currently accepted. And when we challenge the status quo, there's always resistance!

People, organizations and processes seek stability. But stability defies change. The leader may not be the first one to see a better way, but he or she is the first to step out in front to lead the way. That takes guts, and it establishes the leader. Also, courage is not the absence of fear, but the resolve to act despite one's fears.

Fear can cripple and keeps most people from taking action. The leader knows that progress requires risk, and risk takes courage. Risk may also mean failure, but the leader fears inactivity even more than they fear failure.

**3. Clarity.** Because the leader is always pressing into new territory, uncertainty is an ever-present reality. Jim Kouzes, in *The Leadership Challenge*, explains, "Uncertainty creates the necessary condition for leadership." Therefore, the more uncertainty exists, the greater the need for leadership. And the greater the responsibility you assume as a leader, the more uncertainty you will have to manage.

Dr. Martin Luther King, Jr. had a dream. He was able to give clarity to that dream in such a way that he rallied millions behind him. As leaders, it is vital that we are crystal clear about our vision, mission and expectations of others.

People will follow a leader even when the leader is wrong. But they will not follow a leader who is unclear.

**4. Coaching.** Andy Stanley's own words are so powerful on this point that I'll simply quote him. "You will never maximize your potential in any area without coaching. It is impossible. You may be good. You may even be better than everyone else. But without outside input you will never be as good as you could be. We all do better when somebody is watching and evaluating." (p. 104)

You can go farther and faster with someone coaching you than you can on your own. Also, an effective coach does not need to possess more or better skills than the person they are coaching. When we limit ourselves to self-evaluation, we simply compare ourselves with where we've been or against others. But a coach evaluates our skills based on our *potential* and that is something entirely different.

A good coach doesn't tell the leader what to do but draws answers out of the leader that the leader would not otherwise come to. The bottom line is, find a good coach.

**5. Character.** While it is possible to lead without character, no leader without character is worth following. Character is the moral foundation that makes a leader worthy of followers. Even though we led into this discussion with *competency*, competency without character can be used for evil and nefarious purposes.

Compromise is the killer of character. Someone with integrity will do what's right even when it hurts. Every leader's character will be tested at some time or another and probably more than once. Be aware that your competency may be able to take you places beyond what your character can sustain. So, character is something you must forge into the metal of your being before that test comes.

As a fellow leader, I encourage you to continue to develop and cling to these 5 Cs of leadership. In fact, which one of the five Cs needs the most immediate attention in your life? What will you do to follow-through?

## Facebook Post

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## Twitter Tweet

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- 2. Courage.** One of the chief ways that leaders exhibit courage is by challenging the status quo. Leaders love progress and progress only occurs when we challenge what is currently accepted. And when we challenge the status quo, there's always resistance!

People, organizations and processes seek stability. But stability defies change. The leader may not be the first one to see a better way, but he or she is the first to step out in front to lead the way. That takes guts, and it establishes the leader. Also, courage is not the absence of fear, but the resolve to act despite one's fears.

Fear can cripple and keeps most people from taking action. The leader knows that progress requires risk, and risk takes courage. Risk may also mean failure, but the leader fears inactivity even more than they fear failure.

- 3. Clarity.** Because the leader is always pressing into new territory, uncertainty is an ever-present reality. Jim Kouzes, in *The Leadership Challenge*, explains, "Uncertainty creates the necessary condition for leadership." Therefore, the more uncertainty exists, the greater the need for leadership. And the greater the responsibility you assume as a leader, the more uncertainty you will have to manage.

Dr. Martin Luther King, Jr. had a dream. He was able to give clarity to that dream in such a way that he rallied millions behind him. As leaders, it is vital that we are crystal clear about our vision, mission and expectations of others.

People will follow a leader even when the leader is wrong. But they will not follow a leader who is unclear.

**4. Coaching.** Andy Stanley's own words are so powerful on this point that I'll simply quote him. "You will never maximize your potential in any area without coaching. It is impossible. You may be good. You may even be better than everyone else. But without outside input you will never be as good as you could be. We all do better when somebody is watching and evaluating." (p. 104)

You can go farther and faster with someone coaching you than you can on your own. Also, an effective coach does not need to possess more or better skills than the person they are coaching. When we limit ourselves to self-evaluation, we simply compare ourselves with where we've been or against others. But a coach evaluates our skills based on *our potential* and that is something entirely different.

A good coach doesn't tell the leader what to do but draws answers out of the leader that the leader would not otherwise come to. The bottom line is, find a good coach.

**5. Character.** While it is possible to lead without character, no leader without character is worth following. Character is the moral foundation that makes a leader worthy of followers. Even though we led into this discussion with *competency*, competency without character can be used for evil and nefarious purposes.

Compromise is the killer of character. Someone with integrity will do what's right even when it hurts. Every leader's character will be tested at some time or another and probably more than once. Be aware that your competency may be able to take you places beyond what your character can sustain. So, character is something you must forge into the metal of your being before that test comes.

As a fellow leader, I encourage you to continue to develop and cling to these 5 Cs of leadership. In fact, which one of the five Cs needs the most immediate attention in your life? What will you do to follow-through?

### C. Your close

If you'd like to read more relevant and informative articles, check out my blog at [www.....](http://www.....)



Blog Post

## The 21-Day Difference

Stephen Covey wrote, "Sow a thought, reap an action; sow an action, reap a habit; sow a habit, reap a character; sow a character, reap a destiny."

It's true, our destiny is largely the sum of our thoughts, actions, habits and character. Each of those builds into the next. Our thoughts produce actions; our actions result in habits; and our habits build our character.

The day we stop trying to better ourselves is the day we start dying. I want to continue to grow in my character for as long as I have breath. And I know that my character will largely determine my destiny.

If you stop to think about it, Covey's quote is quite profound. To illustrate what I mean, start at the end and work backwards in his equation. If someone were to tell you to establish your destiny, it becomes clear very quickly that you need a process and steps in order to make that happen.

The same is true for character-building. If someone challenges you to improve your character, you might ask, "OK, how do I do that? What do I do to improve my character? What is my strategy for doing so?" Covey gives us the answer. It's in our habits: the way we conduct ourselves, our daily routines, the values we live by, and the vices we choose to avoid. And of course, we build our habits through our thoughts and actions.

While building a destiny or even our character may seem vague or out-of-reach, our thoughts, actions and habits are quite accessible. We choose to control or yield to our thoughts and actions each day. We consciously determine to either break or build new habits. These three elements are much more concrete than character or destiny. Without the help of thoughts, actions and habits, we probably wouldn't know how to proceed with building our character or destiny.

Experts tell us that it takes about 21 days to turn a new practice into a habit. And of course, thoughts and actions go into establishing that new habit or breaking an old one.

## Why Break an Old Habit?

There may be many reasons for wanting to break an old habit. An old habit may be a routine that's negative, counter-productive, or destructive. Perhaps we didn't consciously choose that habit but slipped into it:

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- ❖ Eating poorly
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That list isn't intended to make you feel guilty, but those items are common habits that many people seek to change. And we often minimize their impact on our lives. For instance, let's say you're on your way to an important meeting with a client and on your way there, you have a tense altercation with the driver in another vehicle. You are so angry with that driver's actions and attitudes that the event has you flustered and distracted. You arrive at the coffee shop to meet your client and you can't get the road-rage out of your head.

We don't simply turn off those emotions and go into our meeting as though nothing happened. Our thoughts, actions and habits in one aspect of our life impact other areas of our life as well.

## Why Establish New Habits?

We establish new habits through our thoughts and actions for our physical, emotional, psychological, relational, and spiritual well-being. And, as Covey points out, because habits help form our character.

If you're an entrepreneur with a product or service to sell, you know that people do business with those they know, like and trust. That speaks of character, and your character is built on your everyday thoughts, actions and habits.

## The 21-Day Difference

It takes about 21 days to break an old habit and establish a new one. By starting a new habit, we invariably break an old one. We're setting out to change our behavior. We want to establish good habits so they become part of us. We don't have to think about performing something that's a habit. It becomes part of who we are, which explains why habits are so crucial to building character.

### Here are a few tips for breaking and establishing a new habit:

- 1. Take baby steps.** While the comedy, *What About Bob?* made fun of "baby-stepping," the concept is sound. Another way to put it, "Don't bite off too much." For instance, if you have not been jogging and want to start, don't go out and run five miles your first day. Start with a distance and pace that won't put you in traction for the next two weeks! We are often so intent on starting a new habit that we overdo it, fail, and end up abandoning the new practice.
- 2. Replace a bad habit with a good one.** Habits are hard to break. But many find that replacing an old one with a new one makes it easier all the way around. For example, if you wanted to watch less TV and read more books, replace your TV time with reading time. Be sure to replace an old habit with a new one that you really desire. Trying to establish a new habit that you don't care for or aren't committed to just to get rid of an old habit probably won't work.
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## Facebook Post

### The 21-Day Difference

Why do we establish new habits? We establish new habits for our physical, emotional, psychological, relational, and spiritual well-being. Read the rest of the article...

**Enhanced Facebook Post:** If someone challenges you to improve your character, you might ask, "OK, how do I do that? What do I do to improve my character? What is my strategy for doing so?" Covey gives us the answer. It's in our habits: the way we conduct ourselves, our daily routines, the values we live by, and the vices we choose to avoid. Read the rest of the article...

## Twitter Tweet

### The 21-Day Difference

The day we stop trying to better ourselves is the day we start dying. [blog post]

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## LinkedIn Update

### The 21-Day Difference

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**A. Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: The 21-Day Difference.

**B. Content (revise to fit your speaking style):** **The 21-Day Difference**

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- 2. Replace a bad habit with a good one.** Habits are hard to break. But many find that replacing an old one with a new one makes it easier all the way around. For example, if you wanted to watch less TV and read more books, replace your TV time with reading time. Be sure to replace an old habit with a new one that you really desire. Trying to establish a new habit that you don't care for or aren't committed to just to get rid of an old habit probably won't work.
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**C. Your Standard Close:** Until next time this is...



**Email Blast** (or auto responder)

## Subject: The 21-Day Difference

### A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

### B. Content (revise to fit your writing style): **The 21-Day Difference**

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### C. Your close

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## Why You Need a CMO

Okay, you've heard of a CEO, a COO, a CFO, a CIO, but what is a CMO? Well, you might think a CMO is a Chief Marketing Officer, but that's not what I mean. I'll get to that in a moment.

First, consider this: we entrepreneurs are a unique breed. We love changing the status quo. We're visionary. We like to change things up. Our heads are filled with ideas—so many ideas that we can't possibly implement them all.

Some of our ideas are edgy. Some are wild. Some are even outlandish! Some are unique—like nobody has thought of this before. Some offer a new twist on an old concept that is simply brilliant. Some will be amazingly successful and some will bomb. But that's part of the thrill and draw of being an entrepreneur.

We entrepreneurs are true pioneers. We're inventive. We boldly, and sometimes even irreverently, challenge what has been. To a great extent, these are all desirable traits of an entrepreneur. But they can also get us into trouble. Consider the following business blunders:

- ❖ **The Pontiac Aztek is considered one of the ugliest American cars ever built. The Globe and Mail magazine states, "The Aztek's ugliness titles are both numerous and unfortunate. If you set out to build a car that violated every principle of aesthetics, you would find it hard to beat the Aztek."**
- ❖ **In 1985, Coke announced it was changing its recipe and introduced New Coke. It bombed!**
- ❖ **A used car salesman decided to open a used car lot calling it "Grand Theft Auto." Who would buy a car from a car lot with that name? Nobody! It closed shortly after it opened.**
- ❖ **A family of electricians decided to use their family name as their business name, usually not a bad strategy, unless your name is Worst. That's right, Worst Electric. Their slogan, "Expect the best from worst!"**
- ❖ **A new church startup decided to take over the Hooter's restaurant that closed. The name of the church? Uplift!**

## Why You Need a CMO

I could go on and on, but I'm sure you've seen those kinds of business blunders as well, because there's no shortage of them in this world. We might wonder, how does a company as large and well-staffed as General Motors design a car that epitomizes ugly? Or with its millions (billions?) of loyal fans, what made Coke think they could change its recipe? And how in the world did that church not make the connection between its name and the former occupants of its building? Come on people!

That's precisely why every business owner needs a CMO, a Chief Mocking Officer. Yes, you read that right. Every business owner requires someone: a confidant, a spouse, a friend who can be the "voice of reason" in their life. The CMO need not be a paid position, in fact, usually the CMO is not on the payroll.

The CMO is that person in our life who is unafraid to laugh in our face when we pose a ridiculous idea. The CMO has the uncanny ability to shine the light of reality on our bonehead ideas. Without restraint or mercy, the CMO will call us out on stupidity, foolishness, tastelessness, and any other issue to which we've been blinded by our self-assumed brilliance.

## Qualifications of a Great CMO

- 1. Someone you trust.** Your CMO must be someone whose counsel you trust. You may not always agree with them, but you trust their wisdom and forthrightness enough to endure and take their mockery to heart.
- 2. A gifted mocker.** Don't make the mistake of thinking that some wise, old sage qualifies as your CMO. We may appreciate that sage. We may listen intently to what they have to say. But the wise sage lacks the mockery factor that zings in and stings your sensibilities. When the CMO laughs in your face and begins mocking and taunting you for your hair-brained idea, they've got your attention! Suddenly you see your idea for what it is, something only brash mockery can reveal.
- 3. Obnoxiously outspoken.** Under normal circumstances, this is not a trait we would value in someone. But with the CMO it's vital. The CMO must be predisposed to get in your face without hesitation and unmercifully expose how stupid your idea is.
- 4. Culturally and socially savvy.** The CMO isn't merely a jester or clown. They don't mock for the pleasure of it. (Well, maybe a little.) They have some expertise and experience. They can sense what will or won't work in the marketplace. They simply offer their sound advice in a form that will get your attention – barefaced mockery.
- 5. Funny.** For all their blatant obnoxiousness, the CMO has the weird ability to make you laugh. Their humor is like No-vocain. The blunt mockery they dish out is cunningly devised to make you laugh, making it much easier to endure their tongue lashings as they belittle you and your idea.

So, if you don't currently have a CMO, I urge you to find one ASAP. Believe me, you need this person in your life. For your part, you have to be tough-skinned and humble to subject yourself to your CMO's mockery. You must have the self-confidence to expose your ideas to your CMO. And you have to be willing to laugh at your mistakes and laugh with your CMO. (He's laughing with you, not at you. Well, maybe he's laughing at you too!)



## Facebook Post

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## Twitter Tweet

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## LinkedIn Update

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**A. Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Why You Need a CMO.

**B. Content (revise to fit your speaking style): Why You Need a CMO**

Okay, you've heard of a CEO, a COO, a CFO, a CIO, but what is a CMO? Well, you might think a CMO is a Chief Marketing Officer, but that's not what I mean. I'll get to that in a moment.

First, consider this: we entrepreneurs are a unique breed. We love changing the status quo. We're visionary. We like to change things up. Our heads are filled with ideas—so many ideas that we can't possibly implement them all.

Some of our ideas are edgy. Some are wild. Some are even outlandish! Some are unique—like nobody has thought of this before. Some offer a new twist on an old concept that is simply brilliant. Some will be amazingly successful and some will bomb. But that's part of the thrill and draw of being an entrepreneur.

We entrepreneurs are true pioneers. We're inventive. We boldly, and sometimes even irreverently, challenge what has been. To a great extent, these are all desirable traits of an entrepreneur. But they can also get us into trouble. Consider the following business blunders:

- ❖ **The Pontiac Aztek is considered one of the ugliest American cars ever built. The Globe and Mail magazine states, "The Aztek's ugliness titles are both numerous and unfortunate. If you set out to build a car that violated every principle of aesthetics, you would find it hard to beat the Aztek."**
- ❖ **In 1985, Coke announced it was changing its recipe and introduced New Coke. It bombed!**
- ❖ **A used car salesman decided to open a used car lot calling it "Grand Theft Auto." Who would buy a car from a car lot with that name? Nobody! It closed shortly after it opened.**
- ❖ **A family of electricians decided to use their family name as their business name, usually not a bad strategy, unless your name is Worst. That's right, Worst Electric. Their slogan, "Expect the best from worst!"**
- ❖ **A new church startup decided to take over the Hooter's restaurant that closed. The name of the church? Uplift!**

## Why You Need a CMO

I could go on and on, but I'm sure you've seen those kinds of business blunders as well, because there's no shortage of them in this world. We might wonder, how does a company as large and well-staffed as General Motors design a car that epitomizes ugly? Or with its millions (billions?) of loyal fans, what made Coke think they could change its recipe? And how in the world did that church not make the connection between its name and the former occupants of its building? Come on people!

That's precisely why every business owner needs a CMO, a Chief Mocking Officer. Yes, you read that right. Every business owner requires someone: a confidant, a spouse, a friend who can be the "voice of reason" in their life. The CMO need not be a paid position, in fact, usually the CMO is not on the payroll.

The CMO is that person in our life who is unafraid to laugh in our face when we pose a ridiculous idea. The CMO has the uncanny ability to shine the light of reality on our bonehead ideas. Without restraint or mercy, the CMO will call us out on stupidity, foolishness, tastelessness, and any other issue to which we've been blinded by our self-assumed brilliance.

## Qualifications of a Great CMO

- 1. Someone you trust.** Your CMO must be someone whose counsel you trust. You may not always agree with them, but you trust their wisdom and forthrightness enough to endure and take their mockery to heart.
- 2. A gifted mocker.** Don't make the mistake of thinking that some wise, old sage qualifies as your CMO. We may appreciate that sage. We may listen intently to what they have to say. But the wise sage lacks the mockery factor that zings in and stings your sensibilities. When the CMO laughs in your face and begins mocking and taunting you for your hair-brained idea, they've got your attention! Suddenly you see your idea for what it is, something only brash mockery can reveal.
- 3. Obnoxiously outspoken.** Under normal circumstances, this is not a trait we would value in someone. But with the CMO it's vital. The CMO must be predisposed to get in your face without hesitation and unmercifully expose how stupid your idea is.
- 4. Culturally and socially savvy.** The CMO isn't merely a jester or clown. They don't mock for the pleasure of it. (Well, maybe a little.) They have some expertise and experience. They can sense what will or won't work in the marketplace. They simply offer their sound advice in a form that will get your attention – barefaced mockery.
- 5. Funny.** For all their blatant obnoxiousness, the CMO has the weird ability to make you laugh. Their humor is like Novocain. The blunt mockery they dish out is cunningly devised to make you laugh, making it much easier to endure their tongue lashings as they belittle you and your idea.

So, if you don't currently have a CMO, I urge you to find one ASAP. Believe me, you need this person in your life. For your part, you have to be tough-skinned and humble to subject yourself to your CMO's mockery. You must have the self-confidence to expose your ideas to your CMO. And you have to be willing to laugh at your mistakes and laugh with your CMO. (He's laughing with you, not at you. Well, maybe he's laughing at you too!)

**C. Your Standard Close:** Until next time this is....



## Subject: Why You Need a CMO

### A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

### B. Content (revise to fit your writing style): **Why You Need a CMO**

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### C. Your close

If you'd like to read more relevant and informative articles, check out my blog at [www.....](http://www.....)