

# You're The One Newsletter

**GUARD YOUR INTEGRITY!**

**Issue 7 Vol 3: March 2012**

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**Dear Karen,**

## What's New With Karen

Welcome to March 2012. During February, I became acutely aware of how much I admire integrity. In fact, as I write this, I have just left the Cinema after watching George Clooney in *The Descendants*. I feel quietened and still. The movie, and particularly George Clooney's character, has left me pondering how integrity is perhaps one of the most profound qualities a person can possess. I thought long and hard during February about how important, especially in the face of adversity or challenging times, of the importance of guarding one's integrity, walking the walk, and not just talking the talk. So, this month I dedicate this newsletter to anyone who is choosing their own path of integrity as the compass for their life. It is said the person who stares back at you in the mirror is the only person one really needs to please. So, step into integrity and love who you are being in the world! Warmest Regards Karen

## Mojo Tip: Integrity-The No Compromise Zone!

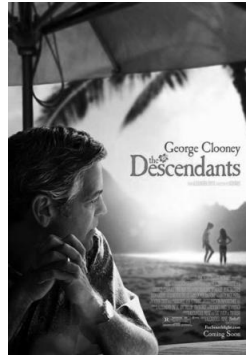


### George Clooney - Man of Integrity

The third step on the path to your momentous Mojo mindset for 2012 is to honor your principles by walking the path of integrity. People with Mojo will not compromise their integrity for anything. Integrity is the blueprint from which s/he lives their life. Integrity is a quality that reflects a position of being sound or whole and it denotes an acceptance of one's innate goodness and virtue. The person with Mojo is always the person standing, when others desert you, or when others have given up on you. They live life from a higher purpose of contribution to the world and being a wonderful role model. They firstly live by being honest with themselves - so they can look at the person in the mirror and like the reflection they see back. They express their opinions and are truthful to themselves and others. Because of their credibility and honesty they inspire trust in others, which adds security and depth to their relationships. They are honest and direct in their interactions and adhere to their ethics. They are peaceful, confident, guilt free and have a clear conscience. They feel worthy and are gentle with themselves, with the ripple

effect of increasing their own confidence and self esteem - because they are acting with power and positivity. Go Forth with an Ethical Life!

### Life Coach Tool: Integrity - A Child's & A Poet's View!



#### George Clooney & A Study on Integrity - The Descendants

I heard a recent saying from an 11year old child asked what integrity was and they answered "Integrity is thinking for yourself and staying away from temptation." Out of the mouth of babes, there is truth! This month, I will leave you with a poem to ponder. This poem, 'if', is a true study in how to apply integrity to your way of life. Ponder this poem, reflect and hang it somewhere where you can see it daily and allow it to integrate with you!

#### 'If'

If you can keep your head when all about you  
Are losing theirs and blaming it on you,  
If you can trust yourself when all men doubt you,  
But make allowance for their doubting too;  
If you can wait and not be tired by waiting,  
Or being lied about, don't deal in lies,  
Or being hated, don't give way to hating,  
And yet don't look too good, nor talk too wise:  
If you can dream - and not make dreams your master,  
If you can think - and not make thoughts your aim;  
If you can meet with Triumph and Disaster  
And treat those two impostors just the same;  
If you can bear to hear the truth you've spoken  
Twisted by knaves to make a trap for fools,  
Or watch the things you gave your life to, broken,  
And stoop and build 'em up with worn-out tools:  
If you can make one heap of all your winnings  
And risk it all on one turn of pitch-and-toss,  
And lose, and start again at your beginnings  
And never breathe a word about your loss;  
If you can force your heart and nerve and sinew  
To serve your turn long after they are gone,  
And so hold on when there is nothing in you  
Except the Will which says to them: "Hold on!"  
If you can talk with crowds and keep your virtue,  
Or walk with kings - nor lose the common touch,  
If neither foes nor loving friends can hurt you,  
If all men count with you, but none too much;

If you can fill the unforgiving minute  
With sixty seconds' worth of distance run,  
Yours is the Earth and everything that's in it,  
And - which is more - you'll be a Man, my son!

Rudyard Kipling (1865-1936)

### **Be Inspired Article: 10 Questions with Bob Lyon!**



#### **Who Is The Real Bob**

I have marketed in 27 unrelated fields, digging out the marrow of marketing success in each industry. I often fuse techniques from several unrelated industries into powerful marketing hybrids. I believe I'm the only person in the country who does what I do. I'm not really a business coach though I occasionally do personal and telephone coaching. Rather I'm a business and marketing strategist who often gets paid a percentage of the increased profits I produce. I want to be known as the man who taught business owners how to leverage the marketing dollars they're already spending, by making every ad, commercial or sales call many times more effective.

#### **Which five words best describe you?**

Analytical. Decisive. Persistent. Caring. Fair.

#### **What was your first job and what path have you taken since then?**

Started work as a motor mechanic apprentice before moving into parts and service management and later a senior role with one of the big 3 motor manufacturers.

#### **What's your proudest achievement?**

Taking my own business from a mere \$58,000 to \$2.5 million within 5-6 years. (That`s about \$6 million in today's figures).

#### **What's been your best decision?**

Teaching others to do the same.

#### **Who inspires you?**

There are many great marketers and copy writers I admire both in Australia and overseas, Jay Abraham, Dan Kennedy, Clayton Makepeace, Garry Halbert, Brett McFall, Pete Godfrey just to name a few.

#### **What are you passionate about?**

Changing the businesses philosophy from ME to YOU.

#### **What's the best lesson you've learnt?**

Giving the customer everything they want and you`ll get everything

you want.

**Which person, living or dead, would you most like to meet?**

I've been fortunate enough to meet many of the people I admire but I'd like to spend more time with Jay Abraham.

**What dream do you still want to fulfil?**

A profitable way to impart my marketing perspective and experience without working so hard.

**What are you reading?**

I have over 700 books and manuals in my library however some my favourites are: The Richest Man in Babylon, The 80/20 Principle, The 7 Habits of Highly Effective People and anything written by Jay Abraham or Dan Kennedy.

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**Daily Hint: Watch a Dream Image on Screen**

Thank you! Your Daily Hint this month is, to amp up your integrity in your life! Examine if you are acting out of integrity in any area, if not, forgive yourself, and then plan the changes you will make to get your life back into alignment and live from a foundation of honesty, ethics, and dignity. I would recommend to watch the film, 'The Descendants' because it is a great story about integrity!

*I am so looking forward to more of your feedback, suggestions, or what you would like to see in this newsletter! I'm delighted to introduce you to Bob Lyon, a great business leader who inspires others to put the focus back on to the customer - and changing the business focus from me to you (a great lesson overall in life). May March be one where you live with integrity at the forefront of your mind. Love Karen x*

*"Integrity is the essence of everything successful."  
Richard Buckminster Fuller*

*"One of the truest tests of integrity is its blunt refusal to be compromised."  
Chinua Achebe*

Sincerely,

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## Free One Month Subscription

As a special offer for the month of March, Bob Lyon of Better Business Report is offering YOU one month's FREE subscription to his "Better Business Reports" Mentoring Program. Bob can be contacted on 0438 830 973 or at: [yaruca@bigpond.com](mailto:yaruca@bigpond.com) using the subject heading YTO Offer.

**Offer Expires: 31st March 2012**

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