

JANUARY 2025

## Rebecca, Doc the Puppy, Snowball the Kitty, and I welcome you to 2025!

How well have you launched into the new year thus far? I have continued abstaining from broccoli, cauliflower, eggplant, and other gross-sounding veggies, but I am still faithful to my Twinkies, Ding Dongs, and Snowballs. Oh yes... and my Fantasy Ice Creams!

I want to share the compelling stories I've heard and the insights I've gained from each.

### My 2025 Focus: Being Legendary

What makes a company or a person legendary? To quote my good friends, [T. Scott Gross](#) and **Michael Hoffman**, renowned authors of **Positively Outrageous Service**, you stand out when you do things that:

1. Are **out of proportion to the circumstances**
2. Are **random and unexpected**
3. **Invite your customers to play** with you

In committing to becoming legendary, I want to add another element: **Be intentional!** While being **kind or grateful** with an occasional small gesture is impressive, it's even more inspirational when your gesture is intentional. Being intentional means it reflects who you are—your very essence.

The French call it your "**raison d'être**" or "**Reason to be.**"  
Your kindness flows from within.



When a company supports its community, when an individual serves on a nonprofit or chamber of commerce board or supports a nonprofit, that is intentional. **These partnerships become part of your personal and corporate brand.**

Others respect you more because of your legendary kindness, generosity, and gratitude. They trust you, and they want to do business with you.

Rebecca and I invite you to become even more **Legendary** this year by revealing **your raison d'être** in a way that inspires others and helps you recognize the mission God has given you on this planet.

# LEGENDARY

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## Speaking of Legendary: Fort Worth Stock Show & Rodeo

**Disclaimer: I have no financial interest in this event, but I admire the elements that make it legendary in North Texas and its reputation throughout North America.**

The legend begins with the magnificent baritone voice of my friend **Bob Tallman**, the Hall-of-Fame Rodeo Announcer who thrills the crowd with his play-by-play of the rodeo performances.

I can't list all of the legendary elements of this event, but let's recognize that the committee and staff add elements each year to elevate the experience further. Please consider:

- **Better acoustics** than ANY rodeo performance in the United States thanks to my friends at **Electro Acoustics** – sound quality that led Bob Tallman to call **Dickies Arena “Bass Hall on Dirt”** because of its distinct sound clarity
- **Specially-themed performances:** Best of the West Ranch Rodeo, Best of Mexico, Cowboys of Color, Bulls Night Out Extreme Bull Riding, and the Texas Champions Challenge
- Kids' rodeo activities with **Mutton Bustin'** and the **Calf Scramble**
- **The Junior Livestock Show auction** of animals raised by 4-H and FFA students that saw last year's champion steer sell for \$340,000 (Thank you, Higginbotham, the buyer!)
- Special buyer groups that include **Women Steering Business, Ladies on the Lamb**, and **The Stock Show Syndicate**
- The **carnival midway** with rides such as the Mega Drop, Kamikaze, and the Cliffhanger
- **Live performances** that feature country music legend **Clint Black** last Thursday and comedian **Jim Gaffigan** this Thursday-Saturday
- **The incredible shopping experience** inside the exhibit hall filled with vendors

My question for you: **What are YOU doing to elevate your customer experience in 2025 that will lead you to be called... Legendary?**

**FORT WORTH**  
**STOCK SHOW**  
**& RODEO**  
*est. 1896*  
THIS THING IS LEGENDARY®

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## Speaking of Legendary:

Mark your calendar for Monday afternoon, February 17: America's "Court Jesters" – **the Harlem Globetrotters** – will perform at Dickies Arena at 2:00 p.m. And don't complain about it being a workday or school day because that Monday is **Presidents Day**.

I experienced the pure joy of being the Globetrotters' media promotions partner in 1998-99. I coordinated the media partnerships from San Antonio and Austin to Waco, Killeen, Fort Worth, Dallas, Denton, and Abilene. The guys even taught me to spin the basketball on my finger!

### Here's what the 'Trotters taught me, and what we all need to apply to our own businesses:

- It doesn't matter how your day is going – when you walk onto that court, **it's showtime** – and every parent and child is expecting the experience of a lifetime
- Even if you do the same routine day after day – as the **Globetrotters do** – each **performance** is **THE VERY FIRST TIME** for a large number of attendees
- Finally, **it's all about the show** – the explosion of energy and the raucous crowd that goes wild throughout the game

I'm reminded of the time I shared with one of my clients the success of a presentation I made to a new client. His response: "I'm happy for your success, and since I am your largest client, I want to **SEE THE SHOW!**"

I realized we were putting our best efforts into earning new clients and were occasionally not giving our ultimate efforts to our best client. How convicting – he **DESERVED** to "see the show!"

So, we prepared a complete presentation for our largest client, treating him as if he were brand new and making him feel every bit as special as he deserved to feel.

**We should all remember that we tend to take our longest-term clients for granted, and sometimes, we need to "Give them the show" to keep our relationship fresh and energized.**

**We need to talk if you need help energizing a client relationship that may have gone stale. Please call us at 817-205-2334.**



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## More Legends... Thin Mints Alert! Girl Scout Cookies on Sale NOW

Mid-January is one of my favorite times of the year. And it's not because of the NFL playoffs or college basketball season. Now through March 2, **it's Thin Mint time!**

On every weekend trip to the grocery store or hardware store, I find Girl Scouts showcasing their beaming smiles as they practice salesmanship by selling Girl Scout cookies. [Check out the locations and times](#) where Girl Scouts are selling. These Scouts rotate in three-hour shifts and sell flavors that include:

- **Thin Mints** – my [favorite!](#)
- **Caramel deLites** (also known as **Samoas**) – my second favorite
- **Peanut Butter Patties** (also known as **Tagalongs**)
- **Lemonades**
- **S'Mores**

**Fletch's Take:** The **Thin Mints** sell out first, so don't tarry until the final weekend, or you will be... mint-less. [Oh no!](#)

Please check out my photo from the frigid Sunday, January 19, in front of the Dairy Queen in Pantego (southwest Arlington). These intrepid young ladies and their mothers braved the cold, so I made a point to buy my Thin Mints and Samoas from them.



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## These are a few of my Favorite Things: Memorable, Legendary Christmas TV Ads

The grand master of all Christmas advertisers, [Coca-Cola](#), took a bold step with its [reimagined 1995 "Holidays are Coming" concept](#). The dazzling commercial was produced using generative AI, which created discord within the creative community by replacing their roles in production with technology.

And pull out a Kleenex to watch [this emotional four-minute masterpiece from Disney](#). [The soundtrack leads into "Part of My World" from "The Little Mermaid."](#)

[And Teleflora gives us a warm tug on the heart](#) with this lonely boy missing his father.

**Fletch's Take:** The most memorable commercials tend to tell a story and connect with the brand along the way. Walt Disney said it best: **"Emotions trump everything!"**



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## Tiebreaker: Four Words Make You a Legendary Leader

Last year, [Inc. Magazine reported](#) that four words can elevate the respect and reactions you receive as a leader. The article shared that this would improve your relationships and make everyone working around you happier and more productive.

Well, these are words that humble you and express gratitude. I get it—the first part about humbling yourself may be a challenge but consider how much happier and more productive you and everyone in your office—and those working from home—will be.

**Adam Grant** and **Francesca Gino** conducted a research project to evaluate simple expressions of appreciation and praise. Their first observation was that merely saying “thanks” or “thank you” is not enough.

The four magic words are: **I am very grateful.**

- **I am very grateful** for your hard work
- **I am very grateful** for your positivity
- **I am very grateful** for how you mentor others

**Fletch's Take:** I agree with their findings that when people in positions of authority – the leaders – humble themselves and express sincere gratitude, they earn respect and loyalty. They didn't give promotions or raises; all they did was express heartfelt appreciation.

**How brilliant!**



I Am  
Very  
Grateful

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## Savannah Bananas Learn from Their Mistakes

Kudos to **Jesse Cole**, owner of the **Savannah Bananas**, for owning up to the team's mistakes. Please consider if you've made some mistakes similar to these:

- First load of t-shirts: **Misspelled the team's name: Bannanas**
- First home game with all-you-can-eat food: **Logistics issues led to a two-hour delay of the food**
- **The ticket system conked out** for their first game
- **The TV transmission went out** on their first nationally broadcast ESPN game

Jesse said, "In most everything we have tried, we have failed. Most people give up after they fail, but we try so much that we're not scared of what they call a failure."

[Please watch Jesse's video and ask yourself how you respond to failures - and how you learn from failures...](#)

I call them **PROPPORTUNITIES** - Problems that become **OPPORTUNITIES!**

Please email me with some of your stories!

**Happy 2025!**

