

October
2006

Personal *connections*



Skunk Odor Remover Recipe

1 cup water 1/2 cup
baking soda 1 tsp
liquid dishwasher
soap.

Mix well. When
ready to use, mix in
1 qt 3 percent
hydrogen peroxide.

Work the solution
into dog's coat.
Keep solution out
of dog's face and
eyes. Rinse well
with clear water.
This solution has
no shelf life.



The personal approach

It's always personal when it comes to relationships, and this newsletter is no different. Inside you'll find a short clip about what's going on in my life and/or business along with a brief tip or two on Personal Relationship Marketing. I hope you find this newsletter informative, entertaining and useful. Bob Kille – [Acuspect Home Inspections](#)

Company's Coming!

This past week, ah heck, this past month Gayle has been driving me nuts to prepare the house for her Son's family visit to the ranch. Most of you guys out there know what I'm talking about, they're not due here for another month! Things however have been slowly taking shape including the mandatory steam cleaning of the family room couches. "Ranch Security" performed by our dog Roxy detected an intruder the other night and loudly encouraged him to leave. Unfortunately, the only

way to turn off ranch security is to let her in. Being a tad groggy I failed to notice the skunk stench wafting my way, and went back to a fools dream.

A Rude Awakening

With a bit more passion than I'm used to, the morning came bellowing to the fore with my name being shouted in a tone not all that unknown. A tone unlike any other, kept in reserve, just for special occasions. Seems Roxy wasn't satisfied with just one couch, she tried them all on for size wearing her newly scented Pepe la Pew cologne.

Apparently my fain'd concern wasn't well received. Seems its true, most people can tell when your lying, or was that a fib?

In The Dog House

Never having performed a de-ionization of a "Thiols" compound, aka Pepe's aroma of love. I preformed the ritual tomato juice bath, twice, much to my dismay. After a bit of research and another trip to the store for hydrogen peroxide, some fresh air crept back in. Here's a short article on the science behind Pepe's aroma of love. [Skunk Science](#)

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Human Nature

When you consider that it's the people with whom you surround yourself that you turn to for love, support, encouragement, validation, ideas, advice, conversation, and the like

. . . it becomes clear that they matter a great deal to your success.

If the people in **your** life are not doing those things for you, you might want to start thinking about getting new people in your life.

Want to Make an Impact as a Connector?

- Be confident.
- Be courteous.
- Be energetic.
- Be friendly.
- Be funny.
- Be grateful.
- Be honest.
- Be interested.
- Be knowledgeable.
- Be of service.
- Be on time.
- Be of value.
- Be YOURSELF.

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Essential Tips To Help You Succeed

We want your business to be just as successful as you do.

Innovation

Ten years ago no one had ever heard of Jiffy Lube. Today, the full service station is an anomaly instead of the norm. Things are changing fast and you need to stay informed and change your methods of operation to include the new technologies.

The internet has got to be the most inovative technology with possibly the biggest impact on the future of all businesses.

Better late than sorry, get up to date with a website overhaul including search engine optimization and Google adwords campaigns.

Your time will be more favorably spent here than cold calling for months on end.

Stagnation

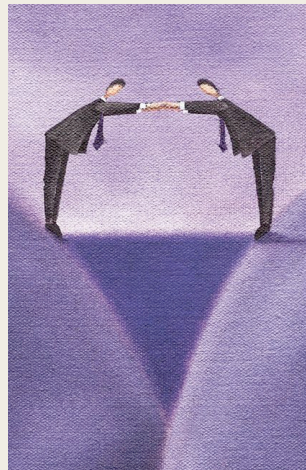
Resisting the changes that drive all of us to seek out more information may mean that you are missing the dance. Show up, grab an internet partner or two.

A helping hand for your business

Personal Relationship Marketing is all about making connections. Connections can be made on more than one level and take differnent forms. Each month this section will contain a commentary on connecting to form personal bonding relationships.

Touch Points

By using personalized or handwritten note/cards you can create a lasting effect on a clients perception of you. Not only have you elevated their day by showing you care about them, but have also shown that you're the type of person whose on top of things. You'll get a reputation as a person who always takes time out to help a friend. This aspect of caring is what's so important as no one will care about you, until they know you care about them.



start comparing experiences. You not only want your name to come up, but come up with an advocates voice. A heart felt deep seated feeling, that you were the best realtor bar none, and that you always seemed to be there for them. This type of recommendation can only come from a person who feels that

they have received more than they gave.

Walking Testimonials

Creating that advocate client increases your sphere of influence to wherever he or she may travel. Having that heart felt recommendation going out whenever the subject of real estate comes up among their contacts cannot be bought. This type of testimonial, and it's the only type you really want, has to be seeded into the client by way of personal experience with you. The experience of elevation in some small genuine form. That's what Touch Points do if done correctly. And correctly doesn't come fast or cheap. Take a moment during your next conversation with a client and find a way to give them that little lift. Follow through and reap what you sow.