

Jim'sJournal.net - Your Home News

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Looking Back & Looking Forward

Dear Friend,

I am so excited to reveal this month's newsletter, which includes a short article entitled Looking Back on Lockdown. While COVID-19 certainly isn't a thing of the past, it is notable that we are in a position where we can look back and begin to learn from our experiences. There is something telling about our days beginning to cool down just as we all begin to cool down from the initial heat of the pandemic. I am so grateful for fall.

As you flip through this month's newsletter, you might feel change approaching, from temperatures gently dropping out of the summer heat to installing new practices as our world heals from the pandemic. If you're ready to buy or sell and make a lifestyle transition—whether you're rethinking your outdoor space or selling your property in favor of a different space entirely— I hope you'll include me in the conversation. I'd love to connect with you on what comes next!

Jim Urban

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What Goes Around Comes Around

One day a young teacher was driving alone, wondering how he was going to afford supplies for his classroom, when he saw an elderly lady stranded on the side of the road with a flat tire.

He pulled his sputtering old truck in front of her sedan and suggested: *"Why don't you wait in the car where it's warm while I change this tire for you? By the way, my name is Bryan Anderson."*

Bryan's shirt was smudged with grease and his knuckles were scraped by the time he changed her flat tire, but he refused to take any payment from the lady. He asked instead that she give assistance to the next person who looked like they might need it.

After waiting to make sure she drove off safely, Bryan left as well.

The lady turned off at a small coffee shop a few miles down the road to take the chill off before she made the last leg of her trip home. There, she noticed the waitress with a sweet smile was pregnant.

She paid for her coffee with a hundred dollar bill and while the waitress went to get change, the lady slipped out the door, but wrote a note on the napkin: "No change necessary, just do something for another person who needs it." Under the napkin were four more \$100 bills.

That night when the waitress got home from work, her husband was already sleeping so she tucked the cash into his work bag with a note "For school supplies". She climbed into bed and whispered: *"I love you, Bryan"* before falling asleep.

Fun Day Monday August

What was the first video game played in space?

B. Tetris

Congratulations to Gary & Carole Messick who won a \$25 donation to a charity of their choice.

Find Your "Big Idea"

The legendary David Ogilvie was a pioneer of the advertising industry. One reason for his success and influence was his ability to create what he called "the Big Idea"—a memorable concept that he could wrap an ad around, or on which he could base an entire advertising campaign. Here's how he developed Big Ideas—and how you can, too.

- **Step 1.** Analyze your data and look for the single element that best expresses what you want to say. What one idea do you want people to remember?
- **Step 2.** Take that idea and boil it down to a statement of 10 words or less, using lively, action-oriented language.
- **Step 3.** Build your presentation—whether it's an ad, a speech, or a persuasive email—around your big idea.

Teach Yourself to Learn

Creative minds are always learning. Brain coach Jim Kwik, who has worked with millionaire entrepreneur Elon Musk, shared three of his top learning tips on the *Make It* website.

- **Get rid of your ANTs:** Automatic Negative Thoughts telling you that you can't learn something new - you're too old, you're not smart enough, it'll be too hard, and so forth. Teach yourself to talk back to your ANTs. If you catch yourself thinking, "I can't learn that," tell yourself, "Yes, I can learn that." Expand your mind to fit what's possible, Kwik says.
- **Feed your brain:** The food you eat can help your brain stay fit and flexible. Avocados, for example, provide monounsaturated fat, which can maintain a healthy blood flow. Blueberries can help protect your brain from oxidative stress, caused by an imbalance of free radicals and antioxidants in your body, and reduce the effects of brain aging.
- **Read:** Reading promotes learning. Expose yourself to different ideas by reading a wide variety of books and articles. Set a goal: just 10 minutes a day for a start, then go from there.

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In the search engine type in the type of business you are looking for to see the list of businesses jim refers to his family, friends & clients.



Dear Me:

Do you feel like you're not really making any progress on your goals as our world recovers from the pandemic?

Try this: Write a letter to yourself. In the letter, envision what you would like to accomplish in one year's time. Let your mind create the situation as if it has already happened. Make sure you write about where you are in relation to the dreams you have for yourself.

Seal the letter, and give it to someone you trust completely. Ask that person to mail the letter back to you after at least a month has gone by. Many people who try this exercise find that they are actually making steady progress toward their goals.

Looking Back on Lockdown

Sheltering at home was tough on everyone, but some people used it as an opportunity to grow their creative skills. *The Financial Times* website reports on three cases:

The Entrepreneur

Balvinder Powar, a Madrid-based leadership trainer and entrepreneur, focused on new projects during his confinement in Spain. They included helping business school students in Madrid develop ways of producing food.

The Professor

Paul Freemont of Imperial College London led a team of scientists to raise \$150,000 from the Dementia Research Institute for COVID-19 testing. The effort, which would usually take months, was completed in just three weeks.

Free Reports!

- ☒ How Sellers Price Their Homes
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- ☒ Five Big Mistakes Home Sellers Make
- ☒ How To Buy A House With Little (Or No) Money Down

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The Cellist

Liz Hanks, a cellist in the United Kingdom, saw her European concert series dry up as the COVID-19 outbreak shut down borders. She switched to teaching music online and recording new music at her home in Sheffield, South Yorkshire, and she also founded a project for other musicians to perform their own music.

There are many people who didn't do much besides keep up with life and catch up on some movies, and that's fine! Everyone responded differently to the pandemic. The question is: what are *you* going to do?

Feeding the Masses

Shelter in place orders meant most of us couldn't get to the grocery store on a regular basis. Predictably, that created a boom in online grocery sales, according to the *Supermarket News* website. In 2019, online grocery shopping grew by 22%.

The Coresight Research U.S. Online Grocery Survey 2020 polled 1,152 consumers; 52% said they had purchased groceries online in the past 12 months. That's the first time more than half of consumers had done so, and more than double the number from two years ago.

Mike's Luck

A secret agent was sent to a small town in Ireland to pick up sensitive information from an agent named Mike. His instructions were to walk around the town using a code phrase until he met his fellow agent. He found himself on a desolate country road and finally ran into a farmer.

"Hello," said the agent. "I'm looking for a man called Mike."

"Well you're in luck," said the farmer. "The butcher is called Mike, the baker is named Mike, and in fact, my name is Mike."

"A-ha," thought the agent, "maybe this is my man." So he whispered the secret code: "The sun is shining, the grass is growing, and the cows are ready for milking."

"Oh," said the farmer, "you're looking for Mike the spy. He lives next door."

Starting Fresh

Switching to a new career in the midst of recovering from a crisis like the coronavirus outbreak can seem like a daunting task. However, many organizations that were forced to downsize early in the crisis will be looking for skilled professionals as the situation improves. Here's some advice from the *Inverse* website on establishing a fresh new career:

- **Audit yourself:** Conduct a SWOT analysis on yourself. Identify your Strengths, Weaknesses, Opportunities, and Threats. Look at your core competencies and zero in on skills that you can transfer to a new role. Consider going back to school to fill in the gaps.
- **Look for meaningful work.** Identify the kind of work you find fulfilling and satisfying. Look for work that will provide opportunities you don't have in your current role. Figure out what you enjoy doing so you can seek work that fits both your personal and professional needs.
- **Become an expert.** Pick a subject that matches your skills and educate yourself. Read up on the industry, its leaders, its opportunities, and its challenges. Because you're starting out fresh, this is your chance to define yourself and show your passion for change.

Keep Pushing Forward

It may take some time for the economy to snap back from the ravages of the pandemic, but we still have to focus on professional development, even when budgets are still tight. The *Gallup* website offers some suggestions:

- ✓ **Build relationships.** Establishing trust with your co-workers is the best way to encourage everyone you work with to share what they know with each other. True strength— at work and elsewhere— comes with confidence.
- ✓ **Coach and be coachable.** Focus on developing employees' strengths, setting goals, sharing expectations, and encouraging them to learn and grow. At the same time, be open to advice from superiors or those who have been in the business longer than you.
- ✓ **Lead from wherever you are.** Don't hunker down and wait for things to return to normal. Set challenging goals for your organization and work with employees on what they need to learn to achieve your objectives.
- ✓ **Inspire others.** Keep spirits high by encouraging people to learn and grow, and praising them when they do. Share a positive vision of success and recognize those who succeed.
- ✓ **Think critically.** Question the conventional wisdom about your organization and industry. Seek out new information to apply different solutions to everyday problems.
- ✓ **Communicate.** Let employees know what's happening in your organization. This points them toward what they should be learning and doing to help you succeed.
- ✓ **Hold people accountable.** As you set goals and challenges for growth and development, hold yourself and others accountable for results. This shows you're serious and helps you and others hit their targets.





Smart Advice for You and the People You Care About

When You Have a Thought about Living in a New Home



The 5 Biggest
Mistakes
Home Sellers
Make



Making the
Move Easy on
Kids



How to Stop
Wasting
Money on Rent



How Home
Sellers Price
Their Homes



How to Sell
Your Home for
the Most
Money



The 5 Biggest
Mistakes
Home Buyers
Make

**Avoid Buyer's Remorse and Seller's Regret –
Get All Six Reports FREE!**

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I'm here to guide, lead and protect you and the
people you care about.

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