

WHAT'S IN IT FOR YOU?

By Donna Deos

Typically when I talk to you I tell stories and cover a specific subject that I often help people with. I use recurring themes that I notice in my discussions with others. I figure if many people have already brought it up to me, there must be lots of others who could benefit from the information too!

The one that I keep seeing and hearing lately is that no matter what you are talking about, people need to know what is in it for them. How do they benefit from something?

I am told over and over again that people can be marginally polite and listen to someone else, but ultimately, if you aren't speaking to them about something they can relate to or easily see the benefit of, then they tune out and move on.

It's not that people are selfish or uncaring; they are simply way too busy these days to have the attention span to pay attention to things that don't fit into their immediate situation. Someday, down the road, when they are in the similar situation, they will come looking for your help and for you to listen to them because they remember you trying to talk to them about it when it was important to you. That is just how things work these days (unfortunately).

So, how does hiring someone like me benefit you? A.K.A. What's in it for you to pay for my expertise? [Am I really worth it, in other words...]

Okay, well, first off, I actually do listen to you. I do care what you have to say and what your issues are because I am here to help you. You hire me to help you figure things out and get to the desired goal quicker. So to do that, I listen to what you want and I ask questions so I truly understand. After all, if I don't know where you want to get to, how can I possibly help get you there?!

Second, I provide you with tangible things you can and should be doing. So, you get direction/guidance. In this same action you also receive things you CAN control. Most of what we face in crisis management and caring for our loved ones is outside of our control. We spend most of our time reacting to new information and feel very out of control, very reactionary.

I help you find things you can control among the uncontrollable.



Plus, I lead you down the right path for now and give you a head's up on what you can expect to likely be coming next.

Third, I save you time and fourth, I save you money. How do I do this? Well, I know what you can expect. I can get you the results you want faster, which saves you both time and money, because I know the players and the angles of the situations. I know this because the fifth thing you get is my real world knowledge and advice from having lived what you are now facing. This is not my first rodeo. I'm not making it up as I go along. I have been there and done that and I know what worked and what did not.

Here's an example: for me personally, when I need work done on my car or home, I don't even try to handle it myself. Why? Because I have very few skills in this area. I have learned the hard way that trying to do things yourself that others have mastered just to save money usually ends up costing you more time and money in the long run and you get an inferior product than if you simply paid a professional to do it in the first place! I'm sure you can all think of examples of this in your own lives. You know you can...

Sixth, you have a partner on your journey. You are not alone in this. I will walk the walk with you, hold your hand, and help you have the conversations with others that you are afraid of and so on. Sometimes it's easier for me to say the hard things with you or ask the tough questions for you.

People react differently to me asking them because I don't have the comfortable familial relationship with them that you do so all of that button pushing and reacting that you may receive typically doesn't

get directed to me (that's not to say it never does...but you understand). I help you find other ways to communicate with each other too.

Sometimes it takes the stranger in the room, the counselor, to ask the questions that make people see things in a different light, to see another's point of view or to think of things they hadn't yet considered.

Seven, you are not reinventing the wheel by trying to figure it all out yourself. Refer to one through six if you need examples.

And eighth, you get what is most important over all ~ Peace of

Mind! Having all of the previous gifts above on your side you are free to be you more. Free to feel better and to know that things will go as good as they can and that you have a team behind you to help with that.

If you're looking for the easier way through all of this, I'm your girl! I look forward to speaking with you!

All my best,

Donna

Dan Freeman Receives NHFGC "Community Star Award"



Dan Freeman (l), Joyce Kimball (r)

Dan Freeman was presented with the New Hampshire Federation of Garden Club's (NHFGC) "Community Star Award" at the Bow Garden Club's June 12th membership meeting.

Making the presentation was Joyce Kimball, Bow Garden Club Awards Chairman and newly installed NHFGC President.

Freeman is the Grounds Keeper for the Town of Bow and was nominated for this award by the club for his continuing assistance and support in regard to their planting projects and civic beautification efforts on behalf of the Town.

The organization's Community Star is awarded,

"if merited, only once annually per district to an individual, non-profit organization or business at the community/club level to recognize a particular person, organization, etc. that has made a contribution of time and/or materials that have directly benefited their community in the previous year."

The Bow Garden Club is a member of NHFGC District II which also includes the Goffstown, Hooksett, Manchester and Opechee Garden Clubs.

Photo courtesy of Joyce Kimball.

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