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Uncommon Sense

Providing Clarity, Promoting Intelligence

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Issue: # 013

October 14, 2011

Greetings!

About twenty-six years ago I was invited to deliver a series of seminars to full time missionaries of my Church in Baton Rouge, Louisiana. I was also slated to deliver a keynote speech to a chapter of the National Speakers Association in New Orleans. This was the same week that Hurricane Elena came to town in the late summer of 1985. It was a scary moment, as I had to cut my speech short and all of us had to evacuate the area. (Over the course of my career, I've had several standing ovations, and quite a few sitting ovations, but that was the first time I'd ever received a running ovation!)

Another thing that was intimidating to me was the presence of Michael LeBoeuf in the audience for the National Speakers Association speech. LeBoeuf is the author of what was a very popular book, [The Greatest Management Principle in the World](#), which I had read (and recommend you read.) The gist of his greatest principle is: "That which gets rewarded gets done."

Which leads me to a contest I wish to involve all of you in. I want all of you to **forward this eZine** to as many people as you think would benefit from subscribing. Taking my cue from LeBoeuf, I am going to offer 3 prizes to the top three subscribers who forward this issue of *Uncommon Sense* to the greatest number of individuals. Simply scroll to the very bottom of this issue of *Uncommon Sense* and click on the **Forward email** button. You'll have to fill out several fields and you can enter up to 7 people's names and email addresses at a time. Then, after sending it out to those 7, repeat the process as often as you choose. (Make sure you enter your name and email address as they appear in this database.)

The First Prize winner will receive **four movie tickets**. The Second Prize winner will receive **two movie tickets**. And the Third Prize winner will receive **one movie ticket**.

The contest will end precisely at **Midnight on Friday October 21st, 2011**. I will know the exact number of forwards each of you executes and will announce the winners by name in our next issue of *Uncommon Sense*.

OK, let's get started!

Warm regards,

Ara Norwood



Tools You Can Use

There are a lot of great online tools out there, and as a college professor who teaches students how to launch and run internet-based businesses (as well as an entrepreneur who uses such tools in my own businesses) I am often asked about the tools I use. There are many that I turn to for different situations. Here is one I'd recommend you use if you are not already:



Google Alerts.

Now, if you already have some expertise with Google Alerts, you can skip this article. Otherwise, read on.

Let me describe Google Alerts.

Google Alerts is an online tool that enables the internet to send, directly to your email, news and information that surfaces on the net. It's great when you wish to follow the development of a news story, or if you are simply looking for information. I'll give you a few examples of how it could be used.

Imagine you want to monitor a developing story. Let's say it's the Occupy Wall Street movement.

Once you are online, go to www.google.com/alerts

This will take you to the Google Alerts main page.

Just to the left of a blue "Preview Results" button is a field in which you would type in whatever it is you wish to get results for. In this example, you would type in the words "Occupy Wall Street".

Below that you'll see four other drop down menus. The first one is labeled "Type". If you click on the drop down arrow, you will see that you can select the "source-type" for the alert you are interested in. Choices include "everything," "news," "blogs," "video," or "discussions." You are to select one of those options. Most of the time I select "everything."

The second drop down menu allows you to select how often you receive the Google Alert in question. There are currently three options: "As-it-happens," "Once a day," or "Once a week." When I'm following a news story or event that will have a specific shelf life, I usually select once a day. If the Google Alert is a topic that I wish to pursue long-term, I go with once a week.

The third drop down menu allows you to determine the volume of data you will be alerted to, with a choice of "Only the best results," or "All results." Unless you are attempting to do some very serious scrutiny of any and all online appearances of the topic in question, you probably will do fine with "Only the best results."

Finally, the fourth drop down menu is where you enter your email address where you want the Google Alerts to be sent. Enter your email address, then click the red "Create Alert" button and you're good to go. Well, almost. You'll have to go to your email's in-box and click on the link that Google Alerts will send to you to verify this is a legitimate request. And you can cancel a Google Alert at any time, as each Google Alert has a link at the bottom of the page enabling you to cancel with the click of a mouse.

Now, I will describe several ways you should consider using Google Alerts:

- News stories you wish to follow (as in the example

above.)

- People you wish to follow (whether they are famous or not.)
- Competitors you wish to keep tabs on.
- Organizations you wish to keep tabs on.
- Information or subject matter you wish to become familiar with (example: I have one for "Non-linear Dynamics," a subject I know only a little about but I wish to learn a great deal more about.)
- Yourself. (If you have any sort of presence on the web or in the news, you'll want to set up a Google Alert for your own name. I have done so for myself and have been able to keep abreast of whenever my name comes up, such as when friends or foes write about me, when my work gets published on the internet (with or without my permission), and on one occasion I discovered I won a cake decorating contest in a little community located in the Colorado mountains - turned out there is another "Ara Norwood" out there, and she is an 8-year old girl!
- Also, get creative. I speak professionally on the subject of leadership, so I have a Google Alert for "leadership." Much of the stuff I get is useless. But sometimes I find out about a leadership conference being planned at some university or public institution where they are booking speakers. All of a sudden I find I have some good leads to market my services to.

Use Google Alerts to keep up with things. You'll be glad you did.

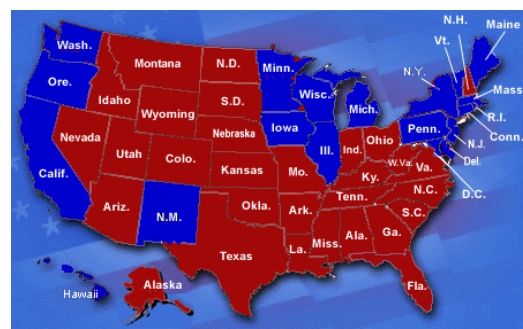
Political Rivalries

I guess it's the American Way. Political rivalries are alive and well in the United States.

At this moment, we see two activist groups at work who cherish very different sets of values. Although I belong to neither of them I would like to paint a picture of both of them in this article.

We have the Tea Party movement. They claim to stand for fiscal responsibility, limited government, and free markets.

Their governing philosophy reads, in part, as follows:



Tea Party Patriots, Inc. as an organization believes in . . . Fiscal Responsibility, Constitutionally Limited Government, and Free Markets. Tea Party Patriots, Inc. is a non-partisan grassroots organization of individuals united by our core values derived from the Declaration of Independence, the Constitution of the United States of America, the Bill Of Rights as explained in the Federalist Papers. . . We hold that the United States is a republic conceived by its architects as a nation whose people were granted "unalienable rights" by our Creator. Chiefly among these are the rights to "life, liberty and the pursuit of happiness." The Tea Party Patriots stand with our founders, as heirs to the republic, to claim our rights and duties which preserve their legacy and our own.

Then we have the Occupy Wall Street movement. While I don't find a coherent statement of philosophy from them, I did find a Bakers Dozen list of "demands" they have made. While I won't take the time to reprint all of them, I think several of them are noteworthy, such as these:

- Demand #3: Guaranteed living wage income regardless of employment.
- Demand #4: Free college education.
- Demand #9: Open borders migration. Anyone can travel anywhere to work and live.
- Demand #11: Immediate across-the-board debt forgiveness for all. Debt forgiveness of sovereign debt, commercial loans, home mortgages, home equity loans, credit card debt, student loans and personal loans now! All debt must be stricken from the "Books". . . And I don't mean debt that is in default, I mean all debt on the entire planet period.

I don't think I need to provide much commentary on these two opposing world-views. I will say, however, that it does not surprise me which group obtains permits to march, and which does not; which group brings Porta-Potties with them and which, instead, defecates on police cars, or vandalizes the public restrooms of nearby eateries; which cleans up after itself and which leaves large quantities of

litter; which does not openly smoke pot and which does; which has women who remain dressed in public and which has women who dance topless in public, etc.

Alexander Hamilton and Thomas Jefferson were political rivals, as were Abraham Lincoln and Stephen Douglas, as were Ronald Reagan and Tip O'Neill. But I bet none of these political giants could have ever imagined an America that now has the sort of rivalries it does.

We live in interesting times, indeed.

If you want to see some comparative photos of the Tea Party Movement along side those of the Occupy Wall Street movement, [click here](#).

Shamless Plug: Norwood to Address CSUN Frat

I have just been booked to give a major address on personal success strategies to the Beta Alpha Psi Fraternity at Cal State Northridge. The speech is scheduled for the morning of November 12th and will take place on the CSUN campus. I could probably get permission to open a few free seats to some of you, so if you're interested, contact me at ara@aranorwood.com. The First-Come, First-Served rule applies.



From Ara's Journal

Nothing fails like success.

That bit of pop-psychology does strike me as true -- at least much of the time. The head of Net-Flix posted a note on the company's blog a few weeks back, attributing the heat his firm was taking after deciding to separate their DVD-by-mail business from their online streaming business to "an arrogance acquired from our own success." Net-Flix was set to lose over 650,000 customers as a result. (The company has recently reversed that decision, and is keeping the two businesses together after all.)



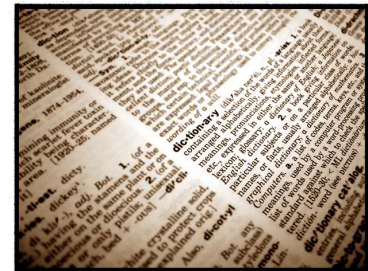
I just finished reading a fascinating account of the Lewis & Clark expedition of the early 19th century. Meriwether Lewis returned to civilization after being gone almost 3 years and soon became one of the most notable men in American society, ranking with such luminaries as his mentor, President Thomas Jefferson. Yet he allowed all the balls and the parties and the toasts in his honor to go to his head, resulting in his turning to alcohol and drugs, which in turn resulted in a rash of poor decisions, compromised health, and an inability to take the necessary actions to get his journals published. He committed suicide three years after the Lewis & Clark expedition ended.

I am struck by the fact that whatever our success in this life, we can never afford to rest on our laurels.

It ain't over till it's over. . .

The World of Words

Building Your Power of Expression



Sanguine, adj.

Pronunciation: 'sa ng win

Meaning: Cheerfully confident; hopeful; optimistic; animated; spirited; buoyant; enthusiastic

Usage:

- *I would not describe his personality as sanguine, as a better word to describe his persona would be "morose."*
- *I am more than content about how he is working out as a consultant; I remain quite sanguine about his performance.*
- *You can almost predict she will take a more sanguine view of the situation going forward.*

Subscribers, the Special Report "11 Ways to Beat the Odds" is now complete and has been sent out. If you have not received it, please communicate that to me via email (ara@aranorwood.com).

For more information on my work, follow me on Twitter ("Ara

Norwood"), or on Facebook (keyword "Leadership Development Systems") or via my website: www.aranorwood.com

Sincerely,

Ara Norwood
Leadership Development Systems