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Uncommon Sense

Providing Clarity, Promoting Intelligence

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Issue: # 093

April 17, 2015

Greetings!

A hearty hello to you!

There is a key to holding the attention of your audience, and I give you some valuable food-for-thought in the Self-Development column, so please read it carefully.

Also, I call out the Left (what else is new) for the continuing bad faith they display. I illustrate their savagery and I also address the question of whether "truth" is a value of the Left. I hope you read through it.

Finally, I offer a few thoughts on the importance of birthdays.

We had about a 2000% increase in readership over the last few weeks. Hope we see the trend continue. (Feel free to repost this to your Facebook page, or Twitter feed -- or forward it on to a friend.)

OK, let's get started.

Ara Norwood



Self-Development

"In The Beginning"

The opening sentence of Vincent Bugliosi's book, *Helter Skelter*, reads as follows: "The story you are about to read will scare the hell out of you."

The opening sentence of Rick Warren's self-help book, *The Purpose-Driven Life*, reads as follows: "It's not about you."

Being a voracious reader, I have read many hundreds of books, perhaps more than a thousand. And yet, at first glance, I can only remember the opening sentence of two.

Why do I remember how those two, totally unrelated books, began?

I suspect it has to do with the fact that their opening sentences are strong, provocative, and jarring. The authors evidently gave much thought to how they would begin the books.

If you want to be memorable with your writings, your meetings, your marketing campaigns, your speeches, your training programs, or any other communicative endeavor, put a little

thought into your openings. What are the very first words that will be put forth? What can you begin with that will

make an impact, grab their attention, captivate their imagination? Even the Bible, perhaps the most epic publication in history, opens with the words, "In the beginning. . ."



A large part of great work is the result of careful thought being given to how you will begin -- your openings matter.

The Elephant in the Room

More on the Leftist Narrative

In just the past few weeks, we have been treated to a number of examples of Leftist values. One of the values held deeply by the Left is the value of winning at all costs.

The Left doesn't care to understand its opponents, nor does the Left dare debate their opponents.

Instead, the Left only thinks in terms of the utter destruction of their opponents, much like the Mullah's of

Iran think only of the utter annihilation of Israel.

Case in point, during the controversy surrounding the Indiana Law known as the Religious Freedom Restoration Act, which I wrote about in the previous issue of *Uncommon Sense*, a news reporter walked into a pizza parlor that he knew was owned by devout Christians. Approaching the woman behind the Memories Pizza counter (who turned out to be the owner's daughter), the reporter asked this young Christian woman if their Christian beliefs would permit them to cater pizza at a same-sex wedding reception.



While an odd question, given that I've never heard of a wedding reception serving pizza, the woman, in line with her religious beliefs, said they would not. Although they would not deny serving pizza to a gay person who came into their establishment (of course, they wouldn't even know a person's sexual orientation unless that person made a public spectacle of it) they could not agree to participate in, or go out of their way to support and service, a same-sex wedding. The reporter published the encounter in the newspaper and, predictably, all hell broke loose.

The gay rights activists, many of whom are themselves heterosexual, went absolutely berserk! In their mind, religious people must relinquish their deeply held religious beliefs and support gays in their various frolics. *Christians have no choice in the matter. And if they mistakenly think they do have choice in the matter, well, we'll show them! We'll call their phone 24/7 and harass them! We will issue death threats just like the Islamic terrorists do! We will behave like deranged lunatics until we succeed in*



shutting down their business.

Which is precisely what happened. (Of course, there is a remnant of decent-minded individuals still living among us, and when they heard of the insanity, they pitched in and sent donations to the restaurant owner, totaling well over \$842,000.)

So it is established that the Left loves homosexuality and hates - really loathes - religion.

But what about the value of truth? How does that sit with the Left. Well, here are some random examples that should answer that question:

- President Obama recently gave an interview with NPR, in which he admitted frankly that the Iran deal they are working on could result in a scenario in year 13, 14, or 15 from the signing of the deal, where Iran's capacity to enrich weapons-grade uranium would not be years or months, but actually "zero." This shocking admission, however, became "rewritten history" by State Department spokeswoman Marie Harf, who simply cannot and will not tell the truth. Ms. Harf, who is as far Left as is possible to be, claims that the President of the United States was "a little mixed up" in what he said and that what he actually meant was that Iran's timeline for producing a nuke in "zero" time would only be the case if we did not succeed in securing a deal. This is a blatant lie. [Click here](#) to see the video of the President's interview with NPR.



- The (former) Senate Majority Leader, Harry Reid, a liberal Democrat, during the 2012 Presidential campaign, stood on the Senate Floor and castigated Republican candidate Mitt Romney, claiming that

Romney had not paid taxes in ten years. This was a lie, and Reid knew it was a lie. But he said it anyway on the Senate Floor, where he knew he would be immune from prosecution of libel charges. What is so outlandish is his evident pride in having told the lie. in a recent [interview with CNN](#), Reid was asked if he had any regrets about having told such a colossal lie about Mitt Romney. Reid replied, "He didn't win, did he?"



- The radical Leftists at Rolling Stone magazine tell a massive lie, violating every journalistic standard possible, to falsely accuse a fraternity at the University of Virginia of the crime of



gang rape, and no one at Rolling Stone is held accountable. They all kept their jobs. They are all still working. It doesn't matter that the story was a lie, because, as one Leftist news source claimed, "Well, despite its flaws, it raised awareness of sexual assault on our college campuses."

Truth doesn't matter to the Left. The narrative does.

And that, my friends, is the latest elephant in the room.

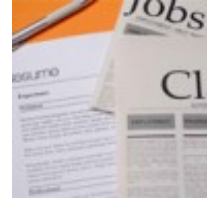
Shameless Plug

Résumé Guide

You may be gainfully employed, you may be unemployed, or you may (knowingly or unknowingly) be heading for a layoff. Having an impressive résumé can set you apart from the competition and position you for your next job.

Don't wait for the crisis. Get ahead of the game by whipping your résumé into shape now!

If you are in need of a quantum improvement of your résumé, you will benefit from my eBook, *Crafting a Winning Résumé*, which you can order by [clicking here](#).



Your résumé is your marketing brochure, and you do not get a second chance to make a first impression. Make an investment in yourself!

* * * * *

"I could not have gotten my first job without your expertise. Thank you so much! I learned that I had to reword and improve my resume in order to be taken seriously in the workforce. I had been given tips from my professors in Health Science and other professionals but your advice was just what I needed. It took weeks of frustration waiting for interview calls when I happened to stumble across your website and discovered that I needed help. Your publication enlightened me with your knowledge on the wording and format needed to attract an employer. Furthermore, your booklet helped me recognize certain skills and work experience that I would have never considered important until you got me thinking about it. Thanks for a great product!" R. Johnson, Valencia, California

From Ara's Journal

On Birthdays

As today is the birthday of someone very important to me, I am drawn to reflect upon the significance of birthdays.



They are the one holiday where it really is all about you - your birth, your life, your very being.

Not everyone is happy to have their birthday each year. I suppose having another birthday is a reminder of the aging process, or that we are closer to our last day than we were, or that we still haven't accomplished what we had hoped. I understand those impressions, at least to a point.

But I do not share them.

To me, birthdays are wonderful - whether my own, or that of others I care about.

When it comes to the birthdays of other people, I am thrilled at the chance to reach out to them in some way and let them know that they mean something to me, that they have made a difference in my life, that they are a blessing. It gives me great pleasure to pick up the phone and call them to extend my greetings to them, or to send a card, or to drop off a gift, or to meet with them for a meal in their honor. It's important that we reach out to those we care about on their birthdays to commemorate who they are and what they mean to us. Doing so makes the world a somewhat better place.

As for my own birthday, I always feel a certain, unmistakable warmth each year. Perhaps it is due to my sense of gratitude to God for allowing me another life on this planet, to experience all that mortality has to offer. I think feeling glad on my birthday is a healthy thing, not a sign of conceit or arrogance. I generally avoid informing others of my birthday, but prefer instead to gratefully receive any well-wishes that come my way. I remember a couple of years ago on my birthday, I was with my best friend, MS, for a good part of the day. Although my best friend, he was evidently oblivious to the fact that it was my birthday, nor did I see a need to tell him (which only

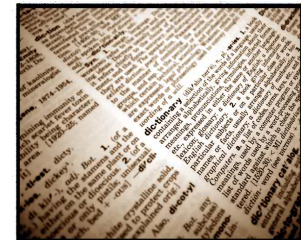
would have made him feel bad that he had forgotten.) And I wasn't the least bit hurt that he had forgotten. Just being in his presence was a gift, as he is such a good and generous man - just not cognizant of people's birthdays.

I truly hope the special person in my life whose birthday it is today has had a splendid time of it. She deserves it. She is golden in every way and a source of good to all who know her. And that really is something to celebrate!

The World of Words

Stymied

Building Your Power of Expression



Stymied, v. past tense

Pronunciation: 'stīmēd

Meaning: To be stymied is to be prevented in some way, or to be hindered in making any progress in something. Its origins were in the game of golf, where it referred to a situation of one opponent's ball being in the way of another opponent's ball. Being stymied is a frustrating, aggravating experience.

Usage:

- *This wrong-headed policy has had the unintended consequence of rendering our team stymied and unproductive.*
- *The moment I got out of the elevator, I realized I had left my ID badge back upstairs in my car, and thus I was stymied, as I needed the badge at that early hour to go back up to the third floor where my car was. The elevator wouldn't go back up without it.*
- *The online system indicated her User Name was already associated with a different password, and asked her to "click here", which she did, but then she got an error message indicating that it couldn't help her as that User Name was not in the system. She was stymied, as it was now a classic Catch 22 situation.*

New subscribers, the Special Report "11 Ways to Beat the Odds" should have been sent out to you already. 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