

Turbo Leadership Systems

The **TURBO** Charger

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Issue 677

To our clients and friends

February 13, 2018

DIY Valentine

Valentine's Day is tomorrow!

"Christie, office manager for an aggregate and paving company in Bend, Oregon, told session six of the Leadership Development Lab...

"I spend a lot of time picking out the perfect cards for birthdays, anniversaries, and of course Valentine's Day. I realized that the message I typically have written in every card, no matter the occasion, is always about the same: 'Thank you for being such a great husband and father (or mother, daughter, etc.). I love you with all of my heart. Love, Christie.'"

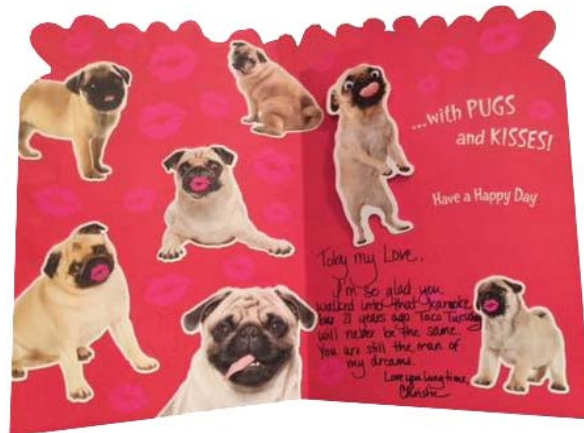
"This year I decided to make my message as personal and perfect as the card. I took care in choosing each card so the people I love would know how important they are to me, just how I feel. I wanted to be sure in writing my note I was applying Leadership Principle #1 - Become Genuinely Interested and #4 Provide Acknowledgement in a way that those I love know that I am sincere. It's easier than I thought it would be and my message means more to those I love and care for than the words of poets printed on the copyrighted cards."

"Below are three easy steps to follow in writing a great message in a birthday, anniversary, or Valentine's day card:

Step #1 - Sweet Name Use that person's nickname or petname (Example: Toby, My love)

Step #2 - Share a Memory Share a memory in 2-3 sentences that express how you feel when you think of them. (Example: I'm so glad that you walked into that karaoke bar 21 years ago. Taco Tuesdays have never been the same. You're still the man of my dreams.)

Step #3 - Affectionate Closing Close with an affectionate expression and sign your name. (Example: Love you forever and ever, Christie)



"The lesson I learned from my experience this year is writing special personalized notes in all of my Valentine's cards doesn't have to be difficult or take a long time. My extra effort makes my message special, uplifting, and sincere and it really is meaningful for those I love."

"The action I call you to take is to follow these three easy steps to writing a great personalized message in the valentines you write to friends and family this year."

"The benefit you will gain is the confidence that comes from knowing those you love feel special and your words came straight from your heart."



Larry W. Dennis
President
Turbo Leadership
Systems

Don't overlook
the importance
of personalizing
your Valentine's
Day message
this year



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