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Marilynn Deane Mendell  
President  
WinSpin CIC, Inc.

"But if thought corrupts language, language can also corrupt thought." *George Orwell, 1984*

"Language exerts hidden power, like the moon on the tides." *Rita Mae Brown*

"Language is a virus from outer space"  
*William S. Burroughs*

"The greatest enemy of clear language is insincerity." *George Orwell*

"Music is a language that doesn't speak in particular words. It speaks in emotions, and if it's in the bones, it's in the bones." *Keith Richards, According to the Rolling Stones*

"If one believes that words are acts, as I do, then one must hold writers responsible for what their words do." *Ursula K. Le Guin, Dancing at the Edge of the World: Thoughts on Words, Women, Places*

"Broadly speaking, the short words are the best, and the old words best of all."  
*Winston S. Churchill, Never Give In!: The Best of Winston Churchill's Speeches*

"Language is the source of misunderstandings." *Antoine de Saint-Exupéry*



## Watch the Language

There's a common phrase that I hear a lot of today "Honestly, I think...." Stop saying that. Unless, you'd like people to believe you're being dishonest the rest of the time. Substitute honestly with frankly. Catching the word disease has been going on for ages. It used to be awesome, then like, and now-so. Using *so* at the start of every sentence, spoken or written as a habitual phrase drives people crazy. We incorporate these phrases into our daily speak because we're basically mimics. It's incredibly easy to pick up slang. After watching the Marvelous Mrs. Masiel, I found myself using a great deal of swear words. Then business magazines began using *disruptive* everywhere and that word found its way into my daily conversations. I'm fairly sure the politically correct police have sensitized most people in the business community about when NOT to tell dirty jokes, when to NOT allude to anything with a sexual nature, and when to remain neutral when it comes to race, religion, or politics. Still, there are subtle language devices that seep in without appearing to be harmful--at first. When addressing a room of men and women, "Guys, today..." really doesn't cut it for the women. To be fair, I've heard women refer to an audience as guys, and that still doesn't make it right. Then, we come across the use of universals--something most of you who know me have already heard my soapbox rendition on that subject. People instinctively recoil or suspect words such as always, never, must, and all. Don't give an opponent the chance to poke a hole in your argument because you picked a universal. And please stay clear of using the word *unique* as that falls into the same category...few things are unique -- keep a once a year place for that word.

If you're really really smart and talented will proper grammar matter? Maybe not if English is a second language or if you're the next Steve Jobs, however, knowing when to use *can I*, or *may I* will become a deal breaker if you're competing against someone who has learned the difference. When interviewing with or trying to pitch a project to a sophisticated firm, remember what you say reflects who you are. How you decide to use language can be learned and I'd advise buying *Elements of Style*. If you're lucky enough to have someone correct your grammar, pay attention, consider it a gift, and make the change.

Words may be grammatically correct and still cause a whole world of problems. Be careful before accusing, even in jest, and think long and hard about the repercussions. Unconscionable is a word that might creep into a conversation, but it's a serious word that falls into the same place as calling someone a liar. Labeling people with words can combine two ills: sarcasm and abuse. Starting out a conversation with, "Good morning Trouble," is not funny and it will either illicit an immediate irate response or it will get received and internalized--not to be forgotten or appreciated. Simply speaking there is no place in dialogues for sarcasm or offensive snarky comments--ever. They are hurtful. Communication is a form of conveyance -- the act of carrying thoughts from one place to another. In a caring situation, one tries to be kind in order to ... fill in the blank...get something, offer a suggestion, respond to a question. And language or a message can come from more than words. How you dress conveys a message. Another powerful form of language that often sets a tone for the words that follow is your body language. A wink when saying something that sounds sincere, crossed arms when trying to appear open, or tapping a pen when listening will be dead giveaways -- against your verbal actions or intentions. And what you *don't* say or *show* through a visual action becomes its own message. Ghosting or not responding in a timely fashion to calls or emails might mean you don't care, you're lazy, or you don't understand social norms and decorum. The same goes for unedited documents. Language like the images from my recent trip to Egypt stands the test of time. How you decide to best use it, is a conscious choice. Choose wisely.

Thank you in advance for reading the rest of this newsletter.



ps: The response to thank you is you're welcome.

## WORKSHOPS AVAILABLE

Over the years I've conducted various workshops that run one and a half to three hours covering a multitude of topics. They're meant to be refreshers and /or basics. Classes are limited to 40 people at a time.

Please call or email me for more information and pricing. 540.207.4045 [mmendell@wincspincic.com](mailto:mmendell@wincspincic.com)

- Marketing 101
- Business Development 101
- Time Management
- Business Etiquette & Networking
- Strategic Planning 101

I'll be Speaking...

at

**AIA DesignDC**

Please Save the Date

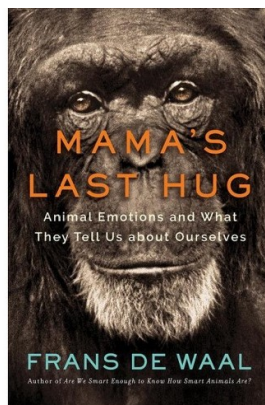
September 16, 2019 8:30-10:00am

**Time Management: The Invisible Factor**

Look forward to seeing you there!

Please remember the average person reads one book a year. It really doesn't take that much to improve your business acumen, your personal life, and the world - to read a few more.

[People who read books live longer](#)



Emotions: the universal language.

[The New York Times Review](#)

I was going to just send this out without a personal comment, but I realized something recently. My son James sent me *Mama's Last Hug*. Chris just visited and dropped off three books--Lee Child's latest and a few new John

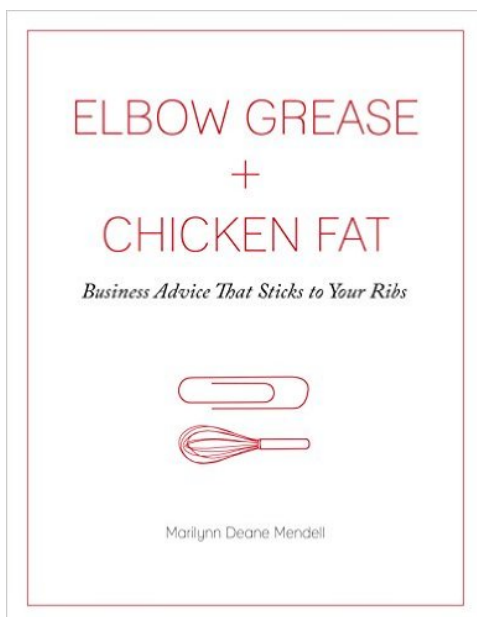
Sandford books. And finally, Michael brought me into the world of Neil Gaiman on a recent trip north listening to *Graveyard* on Audible. I feel like Doctor Strange Love unable to keep from lifting books to read instead of working.... I am one fortunate mother to have such amazing sons who also read and have diverse tastes. And who are incredibly generous and pay life forward.

### Recommended Reading.



### The Tails of Furry Logic *coming soon.....*

"If you want your children to be intelligent, read them fairy tales.  
If you want them to be more intelligent, read them more fairy tales." Albert Einstein



For those of you not familiar with my book I was once the best and largest off-premise caterer in Western New York. For years I have paired business acumen with my fabulous recipes to help cement business concepts for my clients and that teaching idea became the foundation for my book. The book conveys my story of how to achieve the American Dream; where anyone in this country can become whatever they want with hard work and a never-give-up attitude. Hence the title:

Please feel free to send me an email for a copy.  
[mmendell@wispincic.com](mailto:mmendell@wispincic.com)

[Elbow Grease + Chicken Fat](#)

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