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Marilynn Deane Mendell  
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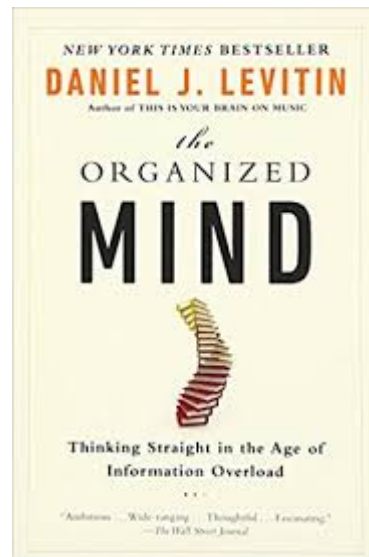
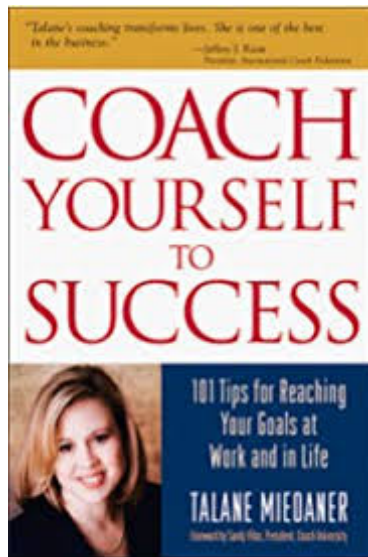


### **Hot and Spicy**

Bait and switch. A famous advertising trick really. Get them in the door and sell them something they never wanted. I'm hoping that tempting you with steamy headers and provocative movie titles might entice you to find time this summer to get organized, not pull a switch on your clients.



Because if your office looks like this, then you have a problem. A messy desk is a sign of genius or a creative mind, or a brilliant designer.... or a clean desk reflects an empty mind. You've heard those sayings before. I might suggest another way to think of how to see your office: perhaps by reading:



If there are stacks of mess covering every inch of surface in your office (or home), then it's time to get help. On soooo many levels. [Read this piece on habits of famous people.](#) There's a difference between procrastination and being unorganized. Clients that come to your office can't help but ask themselves if things ever get lost in a place that looks like a tornado just hit. I know it's good for business to look busy and a little mess can portray that feeling, granted, however, dirty coffee cups everywhere, stacks of samples all over floors, and personal sneakers by the zillions under desks, gives an impression of not being able to keep your head above water. Doors covered with fingerprints and reception desks littered with candies, cards, and leftovers from lunch will not say design.

I have a terrible memory, so I have to return car keys to the same place, sort my books by category, and make sure my emails get into folders and not lost forever in a litter of unanswered spam. I'd miss deadlines if folders for speaking engagements weren't clear where I have saved my submission, PowerPoint, and any directions from the event manager. I try really hard to fix something every day. It could be as simple as cleaning out a drawer to getting my emails organized. It's amazing how just doing one tiny cleanup can send a feeling of relief to the brain. Try it.

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

**I look forward to the following speaking engagements-hope to see some of you there.**

**NEOCON 2018**

**The Advanced Beginner Class on Social Media**

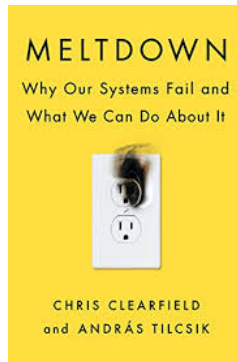
What You Need, How to Use It, and What Process Makes It Pay.

Wednesday June 13, 2018 8:00am

Get hands on lessons-detailed, every darn step on how to use Twitter, Instagram, Constant Contact, and LinkedIn to blow your firm's visibility and profits out of the water. Return to office armed with a phone filled with apps you know how to use and electronic action tools to prove ROI. See how utilizing these tools properly will justify spending time on social media platforms. You'll learn how to use these tools on your phones in real time, how they play with each other, why each one is important, and take away multiple reasons to implement them in your firm. Note: Anyone showing up for this, please try and download the apps before coming to class.

**AIA National 2018 NYC**

Gain fundamentals that showcase the importance of assembling and integrating a good outside consultant team to provide advice upfront to help influence informed decisions and prevent expensive mistakes. This seminar will provide essentials by experienced professionals to help you start or grow a successful enterprise. The session is filled with practical steps and important perspectives along with action points that prove invaluable when starting or expanding your business.



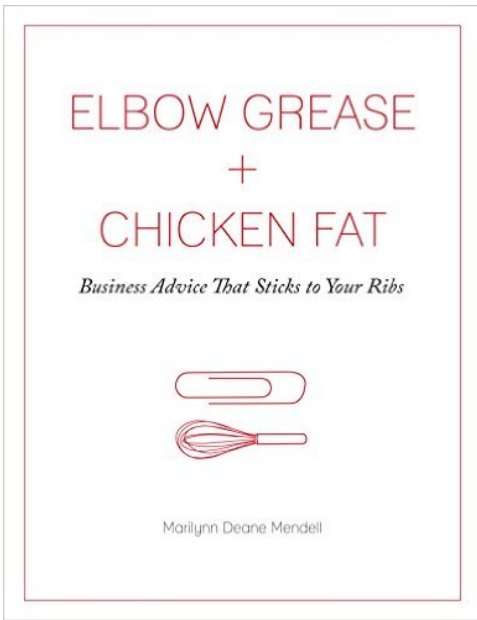
### **MeltDown....**

Here's a title staying with the theme. However, this book falls into the category of futurist's books. Not futuristic, although looking back at so much of what Jules Verne wrote and even movies like The Blob with Steve McQueen, perhaps we could think of those as futurists as well. I will continue to bring you books like this because they are important additions for a business to get ahead of their competition. At a recent conference, the presenters promoted the book The Experience Economy. Yawn. That was 20 years ago. Might have been helpful then, but by now most astute designers have caught on and they already incorporate an experience into their projects. Today we see apartment lobbies that look and feel like hotels and restaurants that present like a bistro in France. The trick to reading books that will help advance your business is to stay at the forefront of what's happening. Read Meltdown. We are in a complex world right now where systems can fail us. Naturally, none of my clients have this problem... I only see these things in companies who are on the brink of hiring me: all kinds of misplaced files or jumbled up information that nobody wants to take the time to clean out or rewrite. In keeping with getting organized this summer, read this book and find ways to improve the flow and simplify your office.

A list to pretend you're well read. If you truly are...you're never ever totally well read.

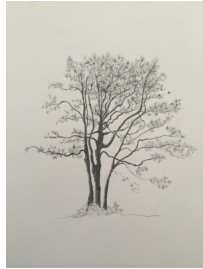
### **Recommended Reading**

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@winspincic.com](mailto:mmendell@winspincic.com)

I'm in the process of writing and illustrating four children's books.  
Here's another sneak peek....



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