

## **GhostNet Periodical - 12th Edition - 1-19-2004**

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" We Live In The Neighborhood..."

Terrell Griffin REALTORS® Presents Big Canoe

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Are you looking for a retirement community, a weekend get-a-way, a permanent home or a home site on which to build your dream home in a gated community with 24 hour security, 27 holes of golf, a fully equipped fitness center with indoor heated pool, a church and planned activities? Come see Big Canoe! Some come for a weekend and stay for a lifetime.

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2004: Time to start a winning tradition!

With the recent formation of GhostNet Racing, we look forward to starting a winning tradition in 2004. An alliance formed between AP Plumbing Service, an associate sponsor of the GhostNet sponsored Ford Mustang, and GhostNet, Inc. brought forth the idea to donate a percentage of race winnings to local charities in the Pickens County area. It is just another way GhostNet is trying to help our hometown.

Please stop by and support our team! Our next showing will be at the Jasper Family Steakhouse in Jasper on Friday, Jan. 30 where we will have giveaways for Jasper Steakhouse Gift Certificates and another chance for a free ride in the car!

Special thanks go to the Cherokee County Fire Department for this Photo Opportunity!

The GhostNet Racing Team appeared at Dos Margaritas by the Super WalMart in Canton last Friday night.

We are proud to announce Tony Yamarino as the winner of the "Ride of a Lifetime" Sweepstakes!

Congratulations from GhostNet!

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Kel's Point of View

Happy New Year!

Everybody's even! Double zeroes! Time to review last year's results and set sales goals for a record-breaking new year! Go get 'em tiger!

There's a new book out about the eight habits of super successful people and Anthony Robbins has a new 15-CD course for sale at bookstores all over America! While you're at it you can start the Atkins' Diet alternating it with Subway sandwiches and beat yourself

up by calling Dr. Phil and Dr. Laura and being put on hold on your cell phone at seventy cents a minute plus the @#\$% roaming charges.

You want to BE SOMEBODY don't you?!?!?!?

For years and years I heard this stuff and BOUGHT INTO IT. A six-figure income LOSER...that was ME. I'd win trips and go places that were really neat and sit with other winners at banquet tables in large rooms eating prime rib. All dressed up in tuxes and after-five cocktail dresses remembering the chewing out last week about why sales production was down...and now sitting here being honored for hitting some goal six months ago. There I was, an honoree, feeling miserable that two other people at my table alone had out-sold me. And that SPECIAL trip and banquet with all the trimmings usually was at a resort hotel that catered to people who made seven and eight figure incomes and flew in on their own private jets instead of in coach...eating peanuts and trying not to spill the coke that was served in a plastic cup.

Cynical? You bet!

Let's try something different this year. As Ted Knight on the Mary Tyler Moore show so ably demonstrated, it's not what you do it's your attitude about doing it. Instead of setting a goal of sales and income numbers try setting a goal of how many people to help each day. If you truly believe in your product or service then presenting it or performing it for other people is actually helping them. If you can't see what you do as helping folks because you don't really believe in what you're doing maybe you ought to consider doing something else. Ow, that hurts!

I have pretty much always felt that there was some value in what I was doing to make a buck or two, from selling watches at a jewelry store one summer to life-guarding to teaching; so the transfer from selling to helping wasn't too much of a stretch.

It's absolutely amazing the difference in attitude! No longer a sales machine clicking off numbers; but a person truly involved with people and solving their problems. Instead of selling quarter-inch drill bits...selling quarter-inch holes. Instead of selling heaters...selling warmth on cold winter days. Instead of selling insurance...selling money when it's most needed to fulfill dreams. Now that's something I can feel good about!

The other amazing thing is that in helping more people, you actually help yourself! Self-perception is greater; desire is higher and...dang if income ain't bigger too! Incentives from winning trips and getting plaques are now the icing on the cake instead of the cake. Success is now measurable on a daily basis instead of a quarterly one.

There are a couple of bonuses to add to the pot if your goal is to truly help others by using your profession. Your desire to be better at what you do will cause you to study and learn more about your product, your competition and your customers. Increased knowledge will make you much more comfortable talking to people with bigger needs

and deeper pockets to fill those bigger needs. Dealing with “bigger need,” “deeper-pocket” customers on a regular basis will increase your income, your life-style, your confidence and your reputation. And more, all these things will open doors for you to become a better, more involved person in your community...a role-model, mentor, contributor and an influence on others to do the same.

Now add one more thing. Adopt the idea to do just a little better each day. It is said that football is a game of inches. If the best you have ever done in your profession could be described as getting to the ten-yard line but never scoring a touchdown; at 12 inches to a foot, 3 feet to a yard then by just going one inch farther each day...you'll score in just 360 days! It is also said that the first touchdown, the first homerun, the first million dollars are the hardest. One year of “just a little better each day” will make all the difference! A pattern will be set, touchdowns, homeruns, money, more people helped, communities made better...Whew!

Finally, and most important, remember that we are not just one-dimensional beings. We are physical, mental, emotional, spiritual beings with needs to be successful in many areas. We need to set aside time and energy to relax, to play, to study. We need to invest time and energy in our families, our friends, our neighbors and ourselves and in the “Greater Power” that guides our spirits.

According to the “Greater Power” that I serve...”If you have done it unto the least of these, you have done it also unto me.” Ultimately what goal would be more desirous to attain than the words, “Well done, my good and faithful servant?”

Now go out and have a good day and a great 2004 and, if it isn't great...go out and make it great!”

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New Client Announcement!

GhostNet welcomes our newest Web Design/Hosting/Networking Clients:

- IAM Group, Inc. - Web Development
- SS Graphics - Network Services