



December 2009

Nurture Institute

[www.nurtureinstitute.com](http://www.nurtureinstitute.com)

## Happy Holidays!

It's just after Thanksgiving and the holiday season is starting with gusto. For marketing, "It's the best of times and it's the worst of times." Best because many people count on marketing to make their business year and worst because marketing this time of year seems so "in your face". If done right this is the perfect time to nurture all your relationships. We do that at the Nurture Institute by making deposits in all our relationships, by giving something that is valuable without asking for anything in return except remembering us when the time is right for you.

Many of you may know our partner Jim Cecil, winner of the Sales Lead Management Association's "50 Most Influential People in Sales Lead Management for 2009" Award. Jim wrote an e-book entitled *101 Nurture Tips - A Cure for the Common Cold Call*. In his book and in his live speeches, Jim motivates us with timely and relevant quotations. As our holiday gift to you, we are giving you a gift of **Jim's e-book** and a compilation of our favorite "Cecil" quotes from the e-book for you to explore and enjoy.

Happy Holidays,  
Jim, Barbara, Jennifer, Jeff, and Eric

**"People remember people who remember people as people."**

~ Marshall Fields

**"When you need a friend, it's too late to make one."**

~ Mark Twain

**"When customers leave for greener pastures they usually give price as the reason, when in fact it's often simple neglect."**

~ John R. Graham



**"As ye sow, so shall ye reap!"**

~ Galatians



**"Either get good at planting in the spring or become very good at begging in the fall."**

~ Jim Rohn



**"A relationship is not something that you pursue; it's what happens to you when you are immersed in serving the dreams of your customer."**

~ Tom Peter

**"The nurtured seed produces the abundant harvest."**

~ Anon

**"Begin with the end in mind."**

~ Steven Covey

**"I am not my target market."**

~ Jim Cecil



**"My green thumb came only as a result of the mistakes I made while learning to see things from the plant's point of view."**

~ H. Fred Ale

**"While there may be 6 billion people on the planet, you probably only need to influence a few thousand at the most. But they must be influenced knowledgeably, respectfully, innovatively and persistently."**

~ Fredrick Tucker, Jr.

**"If you were charged in a court of law with pampering customers, is there enough evidence to convict you?"**

~Jim Cecil

**"Don't judge each day by the harvest you reap, but by the seeds you plant."**

~ Robert Louis Stevenson (1850-1894)



**"Outta sight is outta mind and outta mind is outta money, Honey."**

~ Mae West



**"They will give you their loyalty but first you must discover and communicate that you know and understand and will serve their needs."**

~ Lee Iacocca

**"A Relationship is always a multiple contact affair."**

~ Jim Cecil

**"Repetition is the mother of top-of-mind."**

~ David Ogilve



**"Customers, when given a choice of where they spend their money will invariably go back to a place where they were made to feel special."**

~ Marshall Fields



**"Kicking the tree has never been known to hasten ripening."**

~ Jim Cecil

### **Order our e-Book *101 Business Love Letters***

at [www.nurtureinstitute.com](http://www.nurtureinstitute.com) for an easy way to create your own personalized "thank you" notes to the people you care about most - your clients.

### **Show your clients how much you really care**

by sending your clients a custom copy of the Business Love Letters book branded with your name and logo...contact Eric at 888-948-1119 x27 [eric@nurtureinstitute.com](mailto:eric@nurtureinstitute.com) for more information and volume discounts.

### **Sign up Jim Cecil for your next meeting or conference!**

Listen to Jim as he motivates your group with his down home and engaging style!

**View a short sample** of Jim Cecil in action!

### **For more information or any questions, contact [Barbara Pfeiffer](#).**

The Nurture Institute is a full-service marketing agency dedicated to help you explore new and creative ways to connect with clients and prospects. Visit us today for more information on how Nurture can build your pipeline.