



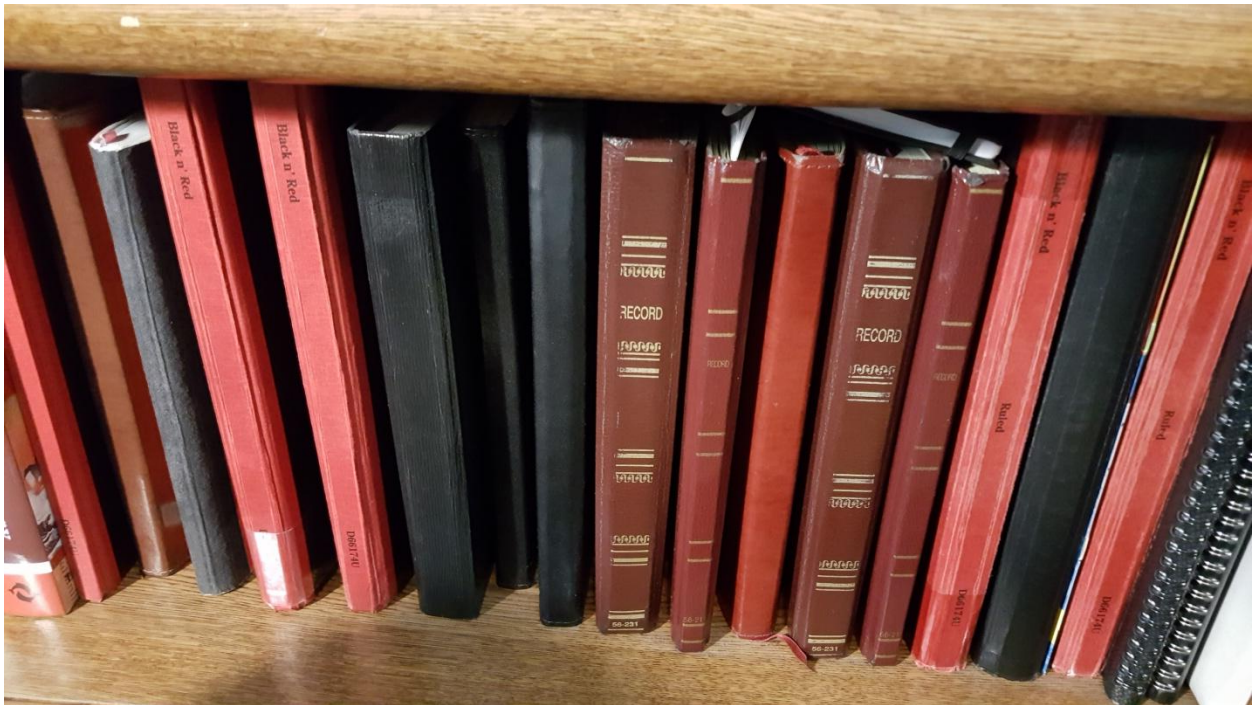
MONDAY MOTIVATOR

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PROFESSIONAL SPEAKER FOR MANAGEMENT, SALES, CRM

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Welcome to edition 32 of The Monday Motivator. This publication is my way of saying THANKS to all the business leaders I've met in the many network events and trade shows where we all come together to meet each other and find a common ground for business. In this edition we take a look at using a journal for both personal and professional use.



Who keeps journals? People who want to preserve their experiences, express their feelings or think their way through problems, opportunities, plans, etc. My personal journaling experience goes back to 1980. In those days I used a typewriter and later a personal computer but always had a book of some sort to jot down thoughts, ideas, experiences or observations. The collection of journals in the image above is a part of my personal journal library that spans about ten years.



In this document we're going to focus on the possibilities of using a journal along with some tips based on what I've learned from decades of doing this. To start with you'll need to decide how you plan to make your notes.

If you plan to use a computer with a word processor you may do so because it's fast and neat. But some say that it's easy to go back and change some thought or observation you once had and thus change the original entry. For some this might be a good way to clean up one's thoughts with the idea that someone may see them someday. We would not want family, for example, to know how we really felt about Aunt Betty on that day of the baby shower for the cousin who showed up late for her own party. It sort of defeats the purpose of your journal in the first place.



If you plan to use a book (my personal recommendation) then you have many to choose from. My personal favorite is a book available in office supply stores and online called a Black and Red. What I like about this book is the size. The pages measure 8.5 inches wide and are 11.75 inches high. This allows me to add photos, clippings from newspapers or magazines or

other items that would be too big for smaller notebooks. I have used many different types of notebooks over the years but the larger Black and Red brand has become my favorite. My best recommendation is to use a notebook that is bound. Loose pages are not the best medium in my experience as the pages tend to get disorganized or lost over time. One thing I like about the Black and Red is that they include pages in the front and back of the book that illustrate the USA and its time zones as well as big city subway maps and other useful information.

If you plan to use a voice recorder such as your phone or a digital voice recorder device I feel you lose the ability to add other elements of your experience to the entry. Just having voice as a medium, for me at least, is quite limiting. It can be done with the idea of transcribing your thoughts at some point in the future, but for most of us time is used for more pressing matters.

To use your new journal plan to make entries when you are not distracted; perhaps in the morning, when you are having your first cup of coffee or tea and when your thoughts are clear and experiences fresh. Here are a few tips on how to use your journal effectively:

1. Make it personal. Your journal is for you, not others, so you can be yourself and jot down what is important to you.
2. You don't have to have a degree in composition to use a journal. I make mine a part scrap book, part planner, part



record of people, places, events, etc. I even use double sticky tape to add in special event cards from friends or family along with photos when I want to recall the people or places I was part of.

3. Jot, print, draw, illustrate, or practice your cursive style of writing. You're the only one likely to see it so remove any restrictions and just have fun with it. Consider to do lists, packing lists or budgets.
4. At the start of any entry write down the day, date, and where you are. You can then write as you feel. What happened yesterday or today? Who was there? What was the outcome? What are the plans and next steps? What do you want to accomplish and when? Who will be involved? Any special days can be written about as well.

Want more tips for HOW to keep journals? Start here for some great insight to this time honored tradition.

<http://www.creative-writing-now.com/what-is-a-journal.html>

Looking over my own journals from years past here are a few of the key issues that were worth writing about:

- Meetings for business – what was discussed, who was there.
- Family or friend gatherings with details about the experience.
- Special events that were newsworthy – usually accompanied with clippings from newspapers or magazines.
- The passing of a friend or family member. While sad at the time, it helped me cope with the loss and express my feelings in a way that became more relevant over time. I would even say it was a good support tool for my psychological balance.
- Budgets, time planning, trips or vacation experiences and even ideas for the next big thing!
- Mostly a lot of personal feelings about the passing of time, experiences accumulated with good friends and family members. These writings gave me a way to express what I was feeling but not require me to talk about it.



CASE DISMISSED!

I'll share a story that was a bit serious at the time but later brought smiles to my face. A few years back a total stranger knocked at my door. I opened it to see a couple standing there asking if I was Will Robertson. Without any feeling of concern I said I was. I was then handed an

envelope whereupon they turned and walked away without another word. I opened the envelope and discovered I had been served a summons to appear in court.

It seems that there was a woman involved in a car accident some months prior. Apparently the plaintiff was not able to speak English and was told that the person who hit her was a person with my name. Her attorney simply looked for a guy named Will Robertson and thus showed up at my door with his client. The documents I was given gave the day and time of the accident. Since I knew I was not involved in this accident I checked my journals to see what I *was* doing on that day and time. It turns out I was in another city and a copy of my airline boarding pass was taped onto the page that was part of my journal entry about the trip.

When I showed up at the local courthouse I was asked by the judge if I understood the complaint against me. I simply replied that I could not have been the person who hit her because I was not even in town and could prove it. The judge asked to see my journal then asked the plaintiff's attorney what he had to say about this. He replied that I was driving a Jaguar sedan and that my name was the one given to the officer at the scene. When the judge asked for my reply I explained that I had never owned or driven a Jaguar in my life and with that the case was dismissed.



What I recall more than anything else was not just the admittance of my journal to the court, it was the total look of surprise and disappointment on the face of the attorney who went to all this trouble to bring me into the court and in the process, had allowed the statute of limitations to run out which left him no time to find the REAL Jag driver who allegedly hit his client. He was THAT certain he had found the culprit so he just let the clock run only to find that he had made a mistake.

In summary, keeping a journal is a bit of a lifestyle but one I would not give up now that I have decades of such books that tell the story of my life. I highly recommend it.

Until next time I'm Will Robertson, Professional Speaker sending you good wishes for great management, customer service and sales excellence!

For booking Mr. Robertson as a speaker or trainer for a local, regional or national event, call 1-800-242-1900 or E Mail prospeaker@cox.net www.willrobertson.us

