

From: Russell Shippee <rshippee@lighthousepartnersllc.com>
Subject: **Newsletter - NO -6-19-08**
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To: rshippee@lighthousepartnersllc.com
Reply-To: rshippee@lighthousepartnersllc.com



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Russell, Chris, and Cameron Shippee

Father's Day on the boat 2008

Quotes

"If one advances confidently in the direction of one's dreams, and endeavors to live the life which one has imagined, one will meet with a success unexpected in common hours."

Henry David Thoreau

"Remember not only to say the right thing in the right place, but far more difficult still, to leave unsaid the wrong thing at the tempting moment."

Benjamin Franklin

"Change your thoughts and you change your world."

Norman Vincent Peale

Dear Russell,

Sure, I hope you missed me last week and were anxious to open this letter.

I had a number of people call or write telling me they missed the letter. Several never received the letter of 6-5 telling them we were changing to every other week so they were most concerned.

While I also missed you, I was able to work on other projects as well as have some time for a more balanced life and sailing. Should you not do the same for yourself?

Thanks for feedback. The good news is that it was along the lines expected. I will continue to provide what empowers you. Keep the feedback coming.

I was asked for some case histories of those I have helped, guided, and empowered. Due to confidentiality I have not done that. What I have done is used the letter to express to you what I have expressed to clients and, as a result, have reinforced the message for clients.

Yes, many times I am speaking to all of you at the same time as well as one person in particular. When I said 'charge what you are worth' it was for someone who needed that message. It was not for my CPA about to bill me!

**What is your dream?
When will you make it real?
What is holding you back?
When would you start if you had 6 months to live?**

I met a couple living their dream of living on a boat and traveling. Does it make you wonder? If they can do it can't you?

As I said in a previous letter, everyday should be Mother's Day. The same goes for Father's Day. Every day is an opportunity to reach out and touch someone.

NO is a wonderful word. Read about it below and use it to help do what YOU want and need to do.

No, I am not going to just tell you what next week is. You need to guess. It is the BIG C word. What is the C word that holds you back? What is the C word that limits you? What is the C word you wish you had? What is the C word you have but are not aware of it?

Be the BEST You Can Be,

Russell R Shippee

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Helping You, Motivating You, Encouraging You, to Be the BEST You Can Be

NO

No is one of the biggest, most powerful words you can use and others can use to bring out the real you.

No can bring you great success and it can also be your downfall depending on how you use it.

To grow, develop, and accomplish your goals you need to say NO to:

- wasting time
- doing unproductive work
- wasting money
- friends that detract from what you want to accomplish
- television (shows that do not add any value or teach)
- doing something that can better be done by someone else
- doing something that does not support your goals

Too often we spend time on the unimportant. We allow ourselves to be controlled by others and their needs and desires. To serve others we need to first serve ourselves. Only in serving ourselves first can we then best serve others.

We should have goals and objectives. These should be our focus and where we should spend the majority of our time. Others will do other things. First is to make time for our goals and objectives. Then, with our free time, we can do other things.

What if you are asked to serve on a committee in your community? Should you do it? Unfortunately, yes is the easiest answer. The problem is that people say yes without always considering the costs involved. Yes takes a lot of time and energy. You may also take needed time away from items that are critical for you and your family. The yes must be balanced with your own needs.

First should be serving yourself, your purpose, and your family. If saying yes to something else prevents you from doing what is most important to you then you should consider saying no. While no is not easy to say and may create some tension, it may also be the right decision for you and your family.

So, no can be the right answer. No can leave you the time and space to do what you need to do. While we are here to serve others we can only serve others after serving ourselves first. Without serving ourselves we cannot serve others.

No may well be the word that allows you to do what is most important for you and your family. Say no where it fits. Others say no when appropriate. You can say no.

What happens when someone says no to you?

For many, one of the biggest lessons is when they are told no when applying to college or for a job. No longer are they protected by their parents. Each person must stand the test of judgment on what they have or have not accomplished or learned. Is it a cruel world? Or, is it the wonderful world?

Being told no is good for all of us. Used positively, we can use it to make ourselves better, to focus, and to accomplish that which we are capable of. To hear a no is to hear we need to do something. That something is not to retreat and give up. No, the no is a call to action, a call to be the best we can be. The no is to motivate us.

Being told no is a favor to us and makes us stronger. Do not get upset with the messenger and do not try to justify. Focus on doing what you need to do to get to yes.

Years ago my daughter was wait listed at the college of her choice. She just knew they made a mistake and she should have been accepted. So, she drove six hours and presented herself to the admissions department without an appointment. She expressed her concern and her case of why they should have accepted her. I am not privy to what was said but I know the admissions department called her high school, admitted they made a mistake, and she was accepted.

No also means tell me more. In sales the sale starts when the customer

says no. No is also said when people do not understand and it is your job to express yourself to get to yes.

No is a very powerful pair of letters. Use no to your advantage.

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