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ENGAGING. ENERGIZING.  
**TRANSFORMING.**

Hi there,

April 2014

What do you think of it?

April Fools! Did I get you?

I hope I made you laugh. Happy April Fool's Day!

Truth be told, we love pranks, and we love to share and talk about the best ones with our friends.

Think about it this way: some of the best viral videos are epic pranks or hoaxes, something so bizarre, funny, or fascinating that we have to share them.

For instance, a year ago Google introduced [Google Nose](#) in which users can search scents and sniff them straight from their browsers.

Why do we love pranks? Because they are:

- Well-produced and believable
- Shocking and seemingly almost too good to be true
- Conversation starters
- Share-worthy, because people want to be associated with them

Google does an excellent job creating pranks. Last year, Google also created a fake world-wide treasure hunt through [Treasure Mode](#) on Google Maps.

But why does a successful company like Google invest time and resources into producing these hoaxes?

*"The people who do their own stunts are fully human. They are the people who are curious about the world around them and adventurous when it comes to trying things that are outside of their comfort zone. They run headfirst toward life."*

- Curtis Zimmerman



Google introduces "Google Nose."

I believe it's because it reinforces their brand by showing that they are a loose, fun-loving company. Google is committed to play, and it doesn't want to be viewed as a big, boring corporation. By entertaining and engaging, they draw their customers to them.

When's the last time you invested in having fun and engaged others by doing something out of the ordinary?

#### Today:

- **Engage and entertain.** Share a funny video with the people around. Here are a few: the [Popinator](#), [YouTube is down until 2023](#), and the [Slip and Fly](#).

#### This week:

- **Remember to share.** When you find something great, give it away. Sharing things that are valuable and engaging will draw people to you.

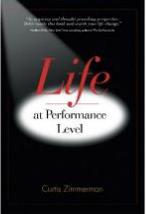
#### This month:

- **Go play.** No one wants to be boring. Take a cue from Google and do something fun that's not a part of your regular routine. Check out this [fun video](#) I made for my kids.

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*Living The Dream  
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