



ENGAGING. ENERGIZING.
TRANSFORMING.

Hi there,

May 2014

Here's my problem: There aren't enough people reading my blog.

Here's the solution: You.

Every month I devote hours to gathering the best content from around the web, telling inspiring stories, interviewing amazing experts and business rockstars, and sharing the hottest marketing and customer service trends. And this content needs to reach more people.

Here's how you can help: If you haven't already, [sign up for my blog](#) to get all of that crazy-awesome content delivered to your inbox twice a week. If you know people who just can't get enough **inspiration, insights, and sneak-peaks into brilliant and innovative minds** I meet on the road, then share it with them as well.

It's that simple.

Want to take it for a test drive before diving in? Check out my #1 post of the year below.

In Praise of Fussiness

[Subscribe to my blog via email!](#)

Hot off the Blog



Here are the [9 Things Shoe Shiners Know About Business That the Airlines Don't](#).



Does your attitude matter? It does if you want to answer "yes" to [Are You My Next MVP?](#)



What does it look like when one of a company's core values is being "fussy"?

It looks like **Vera Bradley**.

Launched over 30 years ago by two women with \$500 and a dream of building a women's luggage and handbag company, Vera Bradley is known for its high-quality, beautifully patterned, and **carefully-quilted bags**.

Having spoken to Vera Bradley on three different occasions and having toured the world headquarters and factory, I've come to appreciate what incorporating **"fussiness"** really means.

It means that when my wife and I arrived at our hotel, there was a **giant care package** filled with Vera Bradley products on our bed.

When we arrived at Vera Bradley's world headquarters, there was a sign on the door, **personally welcoming us**, and a red carpet spread out for us to walk on as we entered. The red carpet was not only so we felt like honored guests — it was intended to notify every employee that **VIPs were arriving** and to be prepared to treat them with great hospitality.

When we were seated for a meal at their headquarters, we dined off the **finest china** and silver.

When we met a group of Vera Bradley ladies at a conference, their clothes were selected by a designer prior to the event to coordinate with their Vera Bradley purses.

Google

Google Search I'm Feeling Lucky

Find out [Why this Restaurant Google-Stalks Their Customers, and You Should Too.](#)

FREE

"FREE" can be a powerful motivator. But [Are You a Victim of FREE?](#)



Ice cream cones after baseball games and late-night French fries make for great memories, but here's [What You Can Learn About Branding from Your McDonald's Memories.](#)



The EVP and General Manager of one Las Vegas' finest hotels knows a thing or two about [How to Create Excellence Every Day.](#)

PEOPLE ONLY BRING UP YOUR PAST WHEN THEY ARE INTIMIDATED BY YOUR PRESENT.

KUSHANDWIZDOM

When we toured the factory, we observed that as every new shift of seamstresses entered the workroom to begin sewing, they first circled up for **10 minutes to stretch and warm-up** their hands and shoulders to prevent Carpal Tunnel Syndrome.

From the way Vera Bradley **treats its guests** to the way it **treats its factory workers**, it exhibits fussiness — making sure that both have an experience that has been carefully thought-over and planned out.

Fussiness can also be seen in every bag that Vera Bradley produces, and every team member, no matter their experience level, is **encouraged to speak up** whenever anything appears not to be up to standard. Every detail is meticulously gone over, and if there is one stitch out of place or one small patch where the color dyes have bled, the bag is not set out for sale.

If customers know the product they're purchasing has been **endlessly "fussed over"** before making it to the shelf, they know they are purchasing a superior product.

Are you this fussy about your products and services? Are you careful with the small details — the welcome signs and red carpets — that take your brand from a decent one to an exceptional one?

Be fussy, and your customers will notice. Every detail — every minuscule stitch — matters in the long run.

Do you know any fussy people? Share this message with them.

I'm in this business to help people, and one of the ways I'm working to do that is by giving you great content that is applicable to your real life, so **subscribe to [my blog](#) today!**

There are people in this world that just want to suck the life out of us. This is [How to Identify Poisonous People](#).



Do you know the [7 Success Tips that Every McDonald's Worker Knows](#)?

Living The Dream
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