

Tip and Quote of the Month by Michael Virardi

Issue #7 - May 2009

Dear Subscribers and Friends,

They say necessity is the mother of invention. Given the current economic climate, NOW looks like the perfect time to be inventive! Inventive in the sense of conceiving new ideas, searching for new solutions, identifying new markets, which in turn would prompt you to redesign your product to counter the business slump that has affected many of us.

Michalakis Leptos has done just that. With tourism not what it has been in past years, room occupancy in his hotels - like so many others across the island - was low and dropping. Instead of simply accepting the losses, Mr Leptos became inventive, took immediate action and converted various hotel facilities to accommodate the requirements of athletic tourism, to balance the reduced number of holidaymakers coming to Cyprus.

Some products, however, cannot be redesigned, but nevertheless can be reinvented! One way of doing that would be to place your product within the context of an enticing story. By selling a story that will appeal to a far broader market than your established market, you can indirectly generate new demand for your product. For a real life example and new application, read the Tip of the Month, and then... be creative! The results could be surprising, in the best possible way.

Michael Virardi
Inspiration Coach

Tip of the Month

Success Stories

Quote of the
Month

"Products, like people,

The beauty, charm and appeal of Paris and in particular the Louvre are beyond dispute. One would have thought that the 'City of Light' could not be more attractive in any way. And yet, Dan Brown's book, *The Da Vinci Code*, generated an unprecedented surge in tourism to Paris. It achieved what neither Paris nor the Louvre on their own managed to achieve. And that despite the fact that every reader knew full well that the story was fictitious, written for entertainment or, at best, to stimulate a debate. Certainly, it was not written as a piece of Public Relations (PR) for the French Tourist Office! And yet, it served it immensely.

The Cyprus Tourism Organization (CTO) could learn a lesson from this serendipity. It could perhaps be applied to our own island to a certain extent, even if not fully duplicated. A story, even a fictitious one, could enhance our ailing tourism beyond our expectations. In fact, one such story has just been published: *The Mistress of the Rock*. Written by Myron Edwards, and fed by the legend of Aphrodite, it tickles the readers' curiosity and stimulates their imagination. If properly promoted beyond our shores, who knows, it could draw an unforeseeable number of visitors to Cyprus; readers hoping to retrace the locations mentioned in the tale, or others hoping to experience even a fraction of the intense emotions that fill the pages of Edwards' book.

Obviously, not every businessman can write a novel to stimulate interest in his product. But enhancing your theme event or mail shot with a storyline, rather than being purely product related and promotional, could significantly increase its appeal. Think about it.

have personalities, and they can make or break them in the marketplace."

David Ogilvy

Forthcoming Events

28 May 2009

[Multiple Intelligences: The first 25 years in an increasingly Technological Age](#)

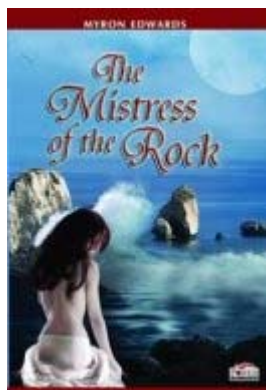
29 May 2009

[A day can have 30 hours if you love your people and value your time.](#)

30 May 2009

Michael speaking live at Phanos Epiphaniou Conference.

Recommended Reading



"The Mistress of the Rock"

By Myron Edwards

Contact Information



ask@michaelvirardi.com



www.michaelvirardi.com

When does fiction become fact? Answer: when people believe it.

This is the premise of 'The Mistress of the Rock', by Myron Edwards. It tells how one man's chance discovery changes not just his life, but an island as well; because as the story unfolds, much of the narrative is mirrored in real life and circumstances, posing questions and dilemmas not just for the leading characters, but for the reader as well.

The plot revolves around the central location of Aphrodite's Rock, a place of mystery and fascination for centuries. Whilst the events that unfold change an island, for Richard Cole and his Wife Julie, they challenge not just his morals and his sanity, but his very life, as myth and reality mix together, leading to a shattering climax of choice.

Myron Edwards spins a good tale, at the end of which he knits together a series of questions and answers that have far reaching consequences. But the definitive question is: Do you believe?

'The Mistress of the Rock' is available from Power Publishing Nicosia, or through most bookshops and kiosks across the island, as well as at www.amazonbooks.com. A Greek version will be out soon, with a major motion picture planned for 2010.

For more information:

www.themistressoftherock.com

**What do you think of this month's tip?
Email us your feedback and win a free,
autographed copy of 'The Mistress of the Rock'.
Five (5) free copies are available and will go to
the first five replies we receive.**

[Forward this email to a friend](#)

✉ **SafeUnsubscribe®**

This email was sent to ask@michaelvirardi.com by ask@michaelvirardi.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).