

Book of Sales

Saturday, February 15, 2014

New post-storm life begins.

What's new? I don't know yet.

Folk Dance Testimonial:

"I live in New Jersey. I am 76 years old. I started folk dancing 3 months ago and now I'm 27."

Molly Selfalter

New Leaf Journal

How to organize, print and publish New Leaf Journal?

Do it by subjects. Guitar Book. Leadership and Tour book, etc.?

Or is it better chronologically?

Do I take the juice and reality out of it by editing it down, sectionalizing it, Does removing the date and chronology satize it?

I think it does.

Maybe chronology is reality. It's about what I was thinking, feeling, doing on that date in history.

Thus, do it chronologically. But just make sure it is good, clean, clear writing.

Maybe there is no order to it. Maybe the chronology is the order!

Like a newspaper, and the archives; it is history. Articles scattered all over. The dates give it cement.

Break it up by year: NL 2004-6, NL 2006-9 etc.

JGI Mission Statement or Goal

Get everyone folk dancing!

Folk Dance tours are an attribute of folk dancing. Not vice versa. They are the reason you want to go on tour, to learn and deepen your knowledge of folk dancing, to see actual native people dancing, to give you more confidence when you dance, Understanding and knowledge of the culture, experiencing the folk dancing in the native country itself, while dancing with local people give you a deeper knowledge, understanding of the dance. Such knowledge and experience gives you more confidence when you dance. A folk dance tour to a foreign country, seeing the land of its origin, dancing with the locals, give you an in-depth, experiential knowledge of the dance, a knowledge you can only get by being there. And, in the learning, growing process, you become a better dancer.

Grow Folk Dancing, and Tours as an Aspect of Folk Dancing

Maybe I've been trying to grow the wrong thing. Instead of growing tours, grow folk dancing. . . and tours as an aspect of folk dancing.

Sunday, February 16, 2014

Editing Thought: Is my New Leaf Writing Useful to Others?

Blog or Facebook

Idea: Enter my edited New Leaf Journal in a blog or on Facebook. A good way go public way to think while I edit. Is this writing useful to others? A good question to ask myself as I edit.

New, Tasty Fruits

I resist and hate going back to technology, taking photos, re-learning how to use the internet, computers, smart phones, camera, you tube, facebook, social media, etc.

And how to start up a blog.

However, if I do, (really when I do), I'll be going back to it for and with a different reason. One concerning going public with my New Leaf. Adding photos,

(videos?), and who knows what else to it. Even using it in some strange way to promote my fours and folk dancing, and even through guitar, bookings, somehow and somewhere.

In other words, I'm re-entering, but on a different level. I wonder where this will all lead.

So, President's Day Weekend birthed new, tasty fruits:

1. New Leaf Journal is organizing chronologically
2. Getting everyone to folk dance is my mission. Tours an offshoot, an aspect of folk dancing, and thus "secondary."
3. Re-integrating technology and social media into the above new attitudes and forms.

Memorizing

The most surprised, bothersome, and annoying thing about memorizing anything, be it words, names, or whatever, is that I have to make an effort.

How strange. Why does making an effort annoy me?

Maybe it has to do with the innate nature of man (how I love using these politically incorrect words!), his conflict between keeping the peace and quiet of the status quo and taking the exciting, scary, energy-filled risk of moving ahead.

True Play

To make playing Alhambra a pleasant, luxuriant experience. And playing Leyenda, Alard, Bach Prelude Dm, and VL Prel No 4 as well.

To truly play: in the highest, most fun, imaginative and playful sense of the word. Isn't that always the goal?

Of guitar playing. . .and of life!

Monday, February 17, 2014

Dynamics and Expression: The New Pathway

Guitar: Alhambra and more.

I've gone fast and slow successfully, I've gone the middle and moderate successfully.

Perhaps my technique will never get any better. Perhaps now it is the best it can be, and the best it will ever be.

What then and what next? How can I grow and expand?

Dynamics and expression: The heart of guitar playing and all music making. Technique is always and has always been the gateway to dynamics, the doorway to expression.

Time to follow and practice dynamics and expression. Thank you Danny and your piano teachers. They are right, okay and good for me.

The D and E Approach

How to practice? Start right away. Today. Now. Combine strengthening my left hand practice (for Leyenda and Alard) with dynamics and expression. Play them with dynamics and expression. The D and E approach.

Guitar Resurrection

Beginning a New Practice Habit

This is certainly a total guitar graduation, a dynamic new approach, a new practice, a new beginning.

Beginning of a new practice habit.

Three New Habits

Three excellent new habits to begin.

1. Guitar dynamic and expression practice.
2. Word (and name) memorization practice. (Hebrew, Bulgarian, Greek, etc.)

More details on how to do this.

3. Yoga-gymno practice. Daily. To combine with running, gym, and dance. Start today. Aim to practice daily for three months.

Tuesday, February 18, 2014

Strengthening Guitar Left Hand

Guitar: Hard to believe but I have been avoided the unclear passages of Leyenda, Alard and Alhambra for (almost) my entire guitar-playing life.

They are unclear because of left hand problems.

Time to work on them and clear them up.

Every Day is Different

I want to create the right habit, the right groove in which to live my life.

Every day I try to find the best formula, the correct routine, and perfect schedule for life, and every day I have to invent (and reinvent) it because every day it turns out to be different.

Love Them All!

Reinventing Myself and my Attitudes

Maybe I'm digging in, turning back, reinventing, and will eventually (soon) return to my tours in a new way, with a love, thrill and excitement for them, a love of adventure and language and history and speaking to people in their language, an adventure reborn, exciting and fun. And I'll lose the old terrors born mostly of financial fears expressed through the desire and need to have large tours, fill them up and sell, sell, sell. That sell pressure which I always have hated.

Yes, I developed confidence and I can run a tour well. And I have more financial security (I even have a "second job," another "profession." namely stock market trading.) Thus, I'm in another transitional stage. And I'm learning how to reinvent my tours in total love fashion, love my tours, my adventures, my languages, my music and

folk dances, and my customers! Love them all! That's my new direction and goal!

What's may be new about tours? I'm studying my languages, and preparing for them. I'm now studying Hebrew and Bulgarian. But perhaps I should add all the others, at least touch them, throw them in. A bit of Turkish, Albanian, Greek and even Hungarian. And the others, too.

Go by families: Semitic (Hebrew. . . Arabic), Slavic (Bulgarian. . .Russian, Serbian,. Croatian, etc) Latin (Spanish, French, Italian, etc), Germanic(German, Norwegian, etc.) and Ural-Altai (Turkish, Hungarian, Finnish, etc.), and "other", Greek, Armenian, Albanian (Illyrian) languages.

Ireland for English. Poetry and more.

Why Tours? Why Return?

Why go back to any other these countries? Why to speak the language, of course! I had the right idea: to learn the history of the country to learn and practice its language. Only I was distracted by financial worries.

My first "Hungarian year" of complete Hungarian and Hungary study was the right model. (Also my year in France.)

Time to follow it again, but now, for many countries.

Wednesday, February 19, 2014

Nothing Happens in Business (and most of Life) without Sales

Sales Energize Me

Sales as a discipline and (lofty) art form.

Sales as a discipline to practice daily.

Action (in the material world): Nothing happens, in business and in most of life, without sales.

Sales examples:

Truth is, when I am teaching folk dancing, I am making a sale. I am selling the dance.

When I'm giving a concert, playing classical guitar, I'm selling my classical guitar playing.

When I'm leading a tour, with every move I make, every thought and action I take, I'm selling my tour.

What is a concert but a sales performance from the stage.

What is folk dancing teaching but a sales performance from the floor.

What is a reading but a sales performance of your book from the stage.

What is social director, but selling the program, schedule and activities that I'm running.

In fact, when I meet a person on the street and say hello, I am selling myself.

Or when I enthusiastically talk to someone about running, my trainer, the gym, a book I've read, or a philosophy I believe in. Sales in action. I'm selling my ideas. (Technicality: I'm not selling my thoughts because, like a seed in the ground, they remain in my head. Once they come out they are transformed into gone-public ideas.)

Sales are everywhere; I've been doing them all my life! Only I've never them sales of selling. And yet, that's exactly what they are!

And another plus: Sales energize me. (Why did I ever resist them? What was I ever thinking?)

Practicing guitar or studying languages alone in my room is not selling; it is preparation for sales.

I enjoy talking to people. It's playtime for me. I see talking to them as the banter and babble of play.

Talking to people is sales in action. Another example of how I enjoy sales and have been doing it all my life! And I'm good at it. Witness my social director job (and

life style).

When I play I serve others and give service to others. However, I hate the word service. It distracts me, focuses my mind on others and what I must do for them. It distracts me, pulls me out of my play mode, distracts me from my central play “purpose.”

I must serve myself first. It’s the artistic way of thinking. This versus the business way which asks where is the need and what service can I give to fill it.

Mine is the Way of Imagination, the “fun-and-play-first” method. From out of that creative cauldron, service is naturally molded.

Sales is so naturally a part of me.

Why have I never seen that?

Well, I see it now. And it only took 60 years!

Resistance to Sales

Maybe my resistance to sales does not come from my parents but is rather something I invented to protect my inner, sensitive artistic core. I surrounded myself with this intellectual snobbish wall to protect myself from criticism and rejection of the outside world. I feared this criticism would destroy my core.

But now my confidence has increased. I now believe in my inner core; I am free to accept entry into the outside world and the call of sales.

Thursday, February 20, 2014

Sales Mode Life Style

I’ve been on vacation long enough. Time to return to my only work: Sales.

And, evidently, one sells everything at once. Starting with tours. But moving then through and to folk dancing, my books, and more.

It's a sales mode life style. Sales are toujours.

Folk Dance Tours

Regarding tour and folk dance sales: You sell them one person (customer) at a time.

Now I tie tours to folk dancing and vice versa. They are a team. T and FD. TFD or FDT (Folk Dance Tours.) Note new name.

Guitar teaching: Parenthetically, if I added two more students and I could make a living. But I'm not ready yet.

I want to and need to. Indeed, I am fundamentally transforming my self concept of sales.

Sales and gone public self are the same.

Does this mean I should give a selling concert, do a selling reading, teach a selling folk dance/tour class? Maybe. Never mind maybe. It's a yes!

Every time I do one of the above, in subtle, quiet, mysterious, dramatic, or knock-'em-over-the-head ways, I'm going out to sell.

And when I practice folk dance or guitar in my living room, I'm preparing them for sales.

What about languages, writing, reading, and studies in general? What about running, gym, and yoga? All my miracle schedule activities. How and where do they fit in?

There is no business without sales.

Are there such things a business miracles? If yes, how do sales relate to miracles? And vice versa.

Well, every time I make a sale, every time someone registers for a tour (or even comes to a folk dance class), I feel like it as a miracle. In the sense of "I'm saved" and

"They love and respect me."

So indeed, there is that miracle feeling. I feel it especially in tour registrations. But now tours are tied, connected, related to, part of folk dancing. So the miracle feeling is now (has always been?) subtly connected to folk dancing. And vice versa.

Same when someone buys one of my books.

Thus, could it be that my tours, folk dancing, and books are connected. Well, why not and yes.

Sales Triad

My Tours, Folk Dancing, and Books are Connected

Indeed, there exists a sales triad. Just because my books do not sell does not mean they are not part of my sales self. Indeed, my tours, folk dancing, and books are all connected.

So why not try selling all three at once.

Sell all three at once. Hmm, what an idea.

Wow, Again: Selling my Renaissance Self

Does this mean adding guitar and exercise, too?

This would mean selling my renaissance self.

Is guitar practice now a public event (a sales event)?

Is exercise a public event?

Is this too much? Or am I on to something?

Exercise: I could talk about it and present it to people as a good thing to do.

Thus, it would become a "public" or "sales event." Wow, again. This is getting exciting.

Well, why not? After all, sales energize me.

Note: When I said "sales energize me," I immediately got tired. Is this "real fatigue" or my form of "expressing" resistance to a flood of energy? Another wow question.

What about language, history, and studies in general? Again, I could talk about them. Thus would bring them public and become “sales events.”

Indeed, this is all about presenting and selling the renaissance self. Too exciting, indeed. I must get up and run around the room! (Running wild on the lawn. There’s my child-like, infant vision expression of excitement.)

Indeed, my shut-down fatigue is the resistance to, the wall against wild excitement and running wild on the lawn.

I could also call it resistance to my social director excited sales self.

I’ve always kept these wonderful private pursuits, these miracle schedule events private and secret, away from others, hidden from the public. I wonder why?

Maybe I feared they would smash them down, kill their joy, kill my joy, a kill joy. They would laugh, scorn, ridicule, and try to humiliate me for having and living in the child-like land of wonder. Secretly, I’ve always known this is a wonderful place to live, a beautiful place to be; I’ve also know it is the secret of my deep inner confidence, the inner knowledge that “I’ve got it.” I know the place of Extreme Beauty. I’ve been there and experienced it. I know it exists. And I’m one of the few who do. (The elite artists few live in this land.) I’ve been there.

But I’m older, more experienced, and confident now. Why not now go public with it? Why not present or in my new modern parlance, “sell” the innocent, child-like renaissance self?

I’m ready.

Indeed, I am presenting my whole self to the public.

That’s what sales is all about.

(Is it really? Sales books say sales are about service. Is presenting my whole self to the public about service? Or self service? Or both?

Does self service also serve others? Probably. It’s a two way street, a both situation.

Stock Market and Sales

Both stocks and sales are very emotional.

I feel the same thing when a stock goes up or down, as I do when a person registers for a tour (or one shows up at folk dance class.)

When I make a sale (someone registers for a tour), I feel saved, "They love and respect me." and "God loves me."

When I do not make a sale (no one registers), I feel abandoned, unloved and unwanted. I am cast into the pit of poverty, financial ruin, and terror. God no longer loves me.

When a stock goes up, I feel saved, "They love and respect me." and "God loves me."

When a stock goes down, I feel abandoned, unloved and unwanted. I am cast into the pit of poverty, financial ruin, and terror. God no longer loves me.

Thus are stocks and sales very emotional.

Positive and Negative Approach to Travel

There are two approaches to travel: positive and negative.

The positive approach says (claims): Life is a dream. Travel is a dream. Staying home is a nightmare (dream.) Therefore, of all dreams, the travel dream is the best!

The negative approach says: Life is a headache. Travel is a headache. Staying home is a headache. (In fact) Life is a headache.

But of all headaches, the headache of travel is the best!

Friday, February 21, 2014

A Sale a Day Keeps the Doctor Away

Just like I study every morning, play guitar every day, and exercise, so I should sell. Make the attempt to sell every day. Make it part of my discipline, routine and life.

And remember: Practicing guitar, studying languages, or other alone pursuits

are really preparation for sales.

Thus, think sales. Make them part of every day.

(Try to) make a sale day.

A sale a day keeps the doctor away.

My Mantra

Remember my mantra: Sales energize me.

The process and thoughts of sales are wholesome, good, healing and healthy for me. On all levels.

Sales, the thought of sales, and the practice of sales wake my sleeping energies. Sales energize me.

FB

The WOW factor!

I love Ceili dancing and the Irish jig, too! You can't beat a lively 3/8th time. Excitement fills my heart as I anticipate to leading our Irish tour this summer. We'll all click our heels dancing with the locals at WOW Celtic festivals!

Classic Guitar and Sales

As I'm playing, I'm thinking: How is this piece good for them? How is this phrase, or these notes helping them? Does it bring anything to their hearts and minds? What affect does this scale, chord progression, high note, or whatever, have on them?

Note: I'm thinking about the audience; I'm putting my mind in their hearts, thinking on and through them, Very much the way I think when I lead a tour. (This must be the sales way of thinking, and of playing the guitar.)

Selling the Alhambra

Selling the Alhambra. Interesting. Thinking of them, the audience: I'll have

nothing to do with the treble. (Tremolo notes are dropped right and left.) Sales are all in the bass.

Saturday, February 22, 2014

Think of Sales

Think of sales when I study languages.

Think of sales when I'm running, doing calliyoga, gym.

Think of sales while reading history.

Think of sales while writing (my journal or other)

Obviously, think of sales while playing guitar, folk dancing, or tours.

And above, in all sales, think of the WOW aspect.

Stock Market and Trading as Vacation

Now I understand the importance of stock market trading: It is not as useless as I thought. Rather, the stock market and trading stocks is an intense form of vacation.

Last-Minute Darien Folk Dance Cancellation

Due to last minute bad weather, I canceled my Friday night folk dance class last minute. I emailed everyone. But did not phone call them. Thus, some were missed (Rayhan and another couple) and showed up for class. They were angry, hurt, and put out. Indeed, it was partly my fault. (I did not call.)

I hurt someone. It ruined my day.

What did I learn? Next time there is a last minute cancelling email everyone and call them!

How to Connect Language to Sales

Think: Talking or reading to someone in that language.

Come on down to folk dancing. Meet the new-you on the dance floor!

New Leaf as a Collection of Prose Poems

Seeing my New Leaf as a a collection of prose-poem will edit it slowly, carefully, and lovingly.

Sunday, February 23, 2014

Selling my Songs

Can I sing with the audience in mind, too?

Can I sell my songs?

Indeed, that would be a good new approach.

Folk Dance Folklore

Collected and Created by Jim Gold

Folk Dancing and Running

on the Greek Island of Macrophobia

In the Aegean, just south of mainland Greece, there is a tiny island named called Macrophobia. Natives on this island fear anything large (Therefore the name: Macro Large, phobia (fear).

They also fear anything fast Thus and alternate name: Grigo-???phobia or Argophilos.

All dancers on the island take small steps. Thus Kalamtianos Micros and Poli Argo Hasapicos are their only island dances.

Once a year the Great Running Festival "Marathonikos" is held on Mount ????. People run the 26 miles up the mountain.

It is a great honor to be invited to participate in this race. All participants must be eighty or more years old to participate. Thus inhabitants practice all their lives to

participate in the honor of this race.

Their practice is called Micro Running. They take tiny steps for hours and very slowly, too. Based on biblical precepts the philosophy of the race is : the last shall be first. Thus all winners are losers, and vice versa

For more information, visit the Makrophobia website at www.jimgold.com Of email Dmitri Chrisos at jimgold@jimgold.com

Geography of Macrophobia.

History of Macrophobia

Folk Customs of Macrophobia

Dances of Macrophobia

Running (Micro-Running) in Makrophobia.

Tourism in Makrophobia.

Monday, February 24, 2014

Know your "Customer"

Know your customer. An interesting direction.

Know your customer. Now why would I want to do that?

As an artist and egotist, wouldn't I want them to know me? After all, am not I, not the customer, the important one? Are not my ideas, directions, and concepts the very reason people register for my tours, weekends, and classes? (How did weekends get in there?)

Isn't it all about me?

And yet, I'm also an entrepreneur and in business. Doesn't business and entrepreneurship lean in the direction of "them?"

Of course, on the larger level, it's about "both." Me and them, producer and customer. On the largest level, it's an "us" world.

So be it.

Where does that leave me? Where does knowing my customer fit in? Is it really

important? And, if yes, how do I do it?

It is true that I hate the “pound them over the head” sales method.

It’s also true that I like and am really interested in people. I don’t even mind taking the time out to “get to know” them. And indeed, people are customers and vice versa. True, the word “customer” is a bit stiff, mechanical, inhuman and partly turns people into commodities. Well, maybe that’s why I’ve never liked the word customer. I don’t call my followers customers. I call them dancers or travelers.

Maybe I should drop the word customer. Well, that’s a start.

Still, this doesn’t answer the question of why I should bother getting to know them?

Let’s talk about sales. That’s what I’m really asking about. What is the best way to attract new clients, customers, travelers, dancers, or whatever I want to call them?

Basically, using what I consider to be the artistic/ egotistic approach, I’ve always thought that if they really knew me, they couldn’t resist joining my events. Also, if they really knew how great the events I created were, they couldn’t resist joining them. Thus knowing my customers would have little-to=nothing to do with it.

Is that true? Maybe.

This way of thinking means that knowing my customers is nice, pleasant, but basically, a waste of time.

Am I right? Maybe.

Taking a small step beyond this way of thinking, I’d say that knowing my customers can’t hurt. But unless they have a deep desire for my product or service, they are not going to register no matter how well I know them.

Thus, basically and bottom line, knowing their deepest desires is important. Knowing what’s in their heart and dreams is important.

Now there’s a good reason to know them! Perhaps it’s the only good reason to know them. But it’s good enough.

To know their hearts and dreams. I like that. I embrace that direction.

The next question, of course, is: Do their hearts and dreams embrace dance and travel? If yes, I need to take the exploration pathway into their souls.

Thus my artistic approach to sales would be to explore my customers (travelers, dancers, customers, whatever) hearts and dreams.

Not bad for a morning of sales meditation.

“An aorta in hand is worth two in a bus.”

Ancient Irish saying

Subject title:

Tour of Ireland ! Read and dance with the Book of Kells in Dublin this summer! And more!

IRELAND!



Attached to your heart, mind, and this document.

Would you love to step into the Trinity College Library and **read the Book of Kells in the original?**

Are your dreams filled with visions of **Irish country roads, Serbian kolos or Norwegian fjords?**

Does your heart embrace such an adventure?

Does your aorta yearn to dance with live Bulgarians at the great **Koprivshitsa Folk Festival in Bulgaria?**

Does your ventricle reach for cliff monasteries of Meteora in Greece or the **mountains of Albania?**

These are good questions to ask your therapist.

If your therapist can't answer them, call me.

I'd love to discuss your vision of the world and your dreams to remake it.

Best of dancing,

Jim

Tuesday, February 25, 2014

The Danger in Sales

Sales can be dangerous. Focusing on the needs and desires of others can pull me away from my artistic/egotistic, joy-jumping center. All starts within me. Sharing and selling to others begins beyond the cauldron. It is post-creation and second.

As a child, I saw myself sitting at my desk in my attic room, a lamp to my right shining the light of truth on the book I was reading. The book contained the secrets of the universe. This is my primary vision, the place and center where all creativity began.

Questions of Purpose: Why Bother?

Why am I so down today? What have I lost?

Speaking to Carol raised the "Why bother?" question.

Carol's mother died, her boy friend left her, she has no children, feels all alone, has nothing to live for, and hinted at suicide. Definitely a downer. I felt quite terrible after speaking to her. Her situation raised the famous "Why bother?" question.

"Life is transient. Nothing is really worth doing. Why bother?" This lack-of-

purpose question depresses me. It distracts me from any purpose I create. I raises doubts: Is anything I do really worthwhile? Do I have a meaningful purpose?

Such questions can never be fully answered. Why do I raise them? Perhaps by doing so, I am subtly returning myself to my old neighborhood, my past childhood home of repressed energies.

Is there such a thing as a negative question? Pursuing the "Why bother?" question leads to negative thoughts. Hmm, interesting.

Is the "Why bother?" question raised because my psyche, in the face of transience, is subtly trying to push a wet blanket of energy repression over my face and diminish my run-wild-on-the-lawn self? Hmmm and wow.

Are there such things as negative questions? Maybe.

What's the best way to handle the "Why bother?"

The question is a trap. Like any deep hole in the ground, best to avoid it. Some questions are good to forget, avoid and run away from. "Why bother?" is one of them.

Instead, find a burning desire, a passion, and jump into it! Get involved in the present. Folk dance! You'll immediately forget about transience and be in touch with the eternal. With each two-step. "Why bother?" will drift further away in a cloud of forgetfulness.

The Oblivion of Forgetfulness Waltz is a beautiful dance.

Wednesday, February 26, 2014

Master New Leaf: How to do it differently, so it is not a burden, and so I can use the edited new versions in the present. Perhaps put on a blog, FB or other.

Thursday, February 27, 2014

Strange, I feel vaguely nauseated this morning; and note, my lower back still hurts.

Could it be because I've partially lost my way again, given up my artistic vision

in favor of business, sales, and dealing with the details of pushing my tours? I've temporarily forgotten who I am. I've lost sight of my artistic center which is the source of my inspiration and strength.

What does this mean? Return to the arts. Drink again from the well of creativity, imagination, wildness, and mad shoe freedom.

Sudden Spring Growth Spurt

Dizzy with Growth

My nausea and lower back pain may originate in a sudden spring growth spurt! Suddenly, I see the next three years in front of me. I'm expanding in all directions. Creative, artistic, business, sales, tours, even the gaida (witness my St. Patrick's day gaida booking). All seem equal in importance. They are blending together in an expansive, all-inclusive vision, a sudden growth spurt.

It feels vaguely out of control, as if I'm going in many (all) directions. I'm being pulled right and left, forward and back; I'm dizzy with growth.

And I can't put the genie back in the bottle.

It's the overwhelmed feeling again. But now I feel more balanced and in control. It's not as terrifying and crushing as it used to be. I'll handle it.

The Final Tour Sales Touch

Tour sales wise: I think I've done just about everything I can do with my list.

What's left? The final touch. Slowly and thoughtfully go through my email list from A to Z. (Know my email list.)

Pick out certain good potential travelers and either email them, call them. . . or both.

Friday, February 28, 2014

New start, New Leaf.

Never Cancel, Always Postpone:

Tour Postponement Idea

Look how great this idea worked out for Poland last year! We waited, postponed for four years and ended up with 34 people!

Thus postpone Norway, Poland or other to next year.

Offer clients:

1. Refund of their deposit.
2. Hold their deposit until next year's 2015 tour
3. A \$200 reduction to join another 2014 tour

Fears of Old Age, Middle Age, and Young Age

Fear versus Love: Love Conquers All

There are always fears sneaking in to annoy you,(bother, and haunt you.)

There are fears of old age, middle, and young age. young age. Some old age fears are: Slipping backwards, getting physically weaker, becoming irrelevant and incompetent, being forgotten, and death itself. (Many of these fears belong to middle and young age, too.)

(However, like the fear of death, there is nothing you can do about it.)

Is it worth paying attention to these fears?

No.

How to rid yourself of their noxious influence?

How do you get them to dry up, release their empty dusty carcasses into the wind, fly away, fall off the cliff. . . and vanish?

The best method is starvation. Don't feed the buggers. Let them starve by denying them any attention! Then move right past them by diving into the passionate, burning desire of your choice. Now! Immediately!

Love conquers all. Get involved in something you love.

Saturday, March 1, 2014

What is my ideal day?

It starts off with study and music. The has lots more music, running/yoga/gym, writing, and dance.

Monday, March 3, 2014

I definitely needs some new goals, to start over.

How and where?

I need another fresh new challenge. Stocks, tours, etc. No matter how I try to bring them back to their original naive, fresh starting state, somehow it doesn't work. I'm in another place. "Been there, done that."

So what now?

It's either another level or another place?

Maybe both another level and another place.

Wednesday, March 5, 2014

Purposeless Pains

Building an Organization

I know I need to be imbued with a new sense of purpose. I can feel it in the purposeless aches of my body. Namely, lower back and legs. I somehow "know" the are "purposeless" pains. Once I find a direction they will vanish, or rather, they will become unnoticeable or "besides the point."

So, can I find a new purpose, a new direction?

First, let's knock off the old ones.

1. Stock market and trading: through the new advent of patience and the practice of "No!" day trading and the stock market itself is fading into the distance. It's still something to watch, but it's passion, purpose, direction, and prime importance as a

money maker is fading away.

2. Guitar, gaida, writing, study, and even exercise: All still be bounced along. But no strong, dynamic sense of new purpose in any of them. (It would be a good idea to find one, but at least for today, that is parenthetical. Plus, I believe once I find new business purpose, goals and directions in the miracle schedule fields, will emerge.

Thus, I am looking for purpose in the business field. And the business is namely the tour business. So let's start looking:

1. I am opening new markets, developing new "products" or rather services. How? By opening up new tours and tour routes, namely opening up new countries. Cuba is the first. New Orleans, too. And Romania? South America and China may also be on the horizon. This, especially if I go back to my original role as explorer of new countries. Then I pass the new country and its folk tour on to other leaders.

2. An idea of lots of small tours led by others. Thus I increase my tour repertoire (country offerings).

3. Find a marketing person to work with or hire.

4. Staff:

a. My tour leaders: Lee, Richard, Tineke, Joe, Adam, and perhaps others in the future.

b. Barry W, marketing person, others. How and where do they fit in?

A good parenthetical question to ask is: Why does my back suddenly hurt? I'm just not used to it anymore. I also believe it is a signal. The signal started about a week ago. It says something about what is going on in my mind. Well, what is going on in my mind?

Could the artist in me be fading? And this in favor of the business person in me? And this is the tour business.

I hate to give up my artistic self. I hate to see it fade away into lack of importance. But truth is, as usual, it makes no money, I'm not pushing it into the public, it's "only for private use" and thus, because of all this, it is "less important."

It's importance lies in the fact that its good for my psyche and psychology. Is that a good reason to be important? Maybe. In any case, for now, it's on the side. And, maybe it will come back, once my tours and business purpose is in stronger place.

But for now, my next phase seems to be in the question: How to build an organization?

Growing pains: Mostly in my lower back, but stiffness, too. I've been through this before. Although I don't like to jump the gun, it feels like growing pains: my body is stretching, changing, growing to fit my new mind (the how to build an organization mind set.)

Thursday, March 6, 2014

Become a Super Salesman

They seems to start with the letter "s."

Maybe it is time to replace stocks and salesman, and upgrade salesman to super saleman!

Maybe it is time. Make my personal goal: Become a super salesman!

What is a super salesman? How do I become one?

The psychology of stocks and my trading is that I'll be rich (and thus psychologically secure) through the luck of the trade, in other words, by depending on others and outside factors.

The psychology of salesman is that I'll make money (and thus be psychologically secure) through my own efforts. Little luck is involved; mostly I'll be depending on myself, my skills and psychological, psychic, and people dealing (dealing with people) powers.

Stocks and the stock market trading is more outer oriented. Sales, salesmanship, on the other hand, is inner oriented.

The desire to become a super salesmanship simply means I want to get better at

this skill.

The appearance of this desire highlights an and inner development in my career. A transformation and metamorphosis is at hand. (I like big words, too.)

Super Salesman

Sales: salesman, super salesman: This kind of desire makes me very independent and strong. It goes right to my heart and center core strength. I wonder why I've resisted it for so long.

(Was this what the ache in my back and legs was all about? A psychological Sarnoian signal and prelude to this development?)

If I am and become a super salesman: My super salesman desire and psychology will flow into everything else I do: Teaching folk dancing, guitar playing, book sales, tour leading, even gaida, running, miracle schedule activities, etc.

Definitely, an advanced, powerful, and new self image.

(Note: I got up from my desk after writing this; the pains in my lower back and legs have disappeared!)

Replacing Stocks

I am replacing focus on stock sales (day trading, even swing trading) with focus on sales, salesmanship, and super salesman. Stocks will dribble into the background and become a minor part of my existence. Big shift, change, indeed!

Super Salesman IS Running Wild on the Lawn

How does super salesman relate to running wild on the lawn?

How does the desire to become a super salesman relate to my childhood (and lifetime) desire to run wild on the lawn?

Is super salesman really running wild on the lawn in public?

The transition is complete. And it only took 77 years!

(My 77 birthday is coming up in two months. Super Salesman is my greatest birthday present!)

The confidence of inner world (violin and music) power completed and translated into the outside, gone public world.

Super salesman is the gone public form of running wild on the lawn.

Yes, super salesman is running wild on the lawn.

Twisting to Escape my Destiny

The question is: How can I become so strong at such an advanced age? Is it legal? Is it right? Am I not supposed to be decaying, fading out, becoming weaker with each year, moving ever closer to the grave?

Is it right that a senior citizen become stronger? Doesn't this go against nature, against the established order of things? It is really hubris and self-delusion to think I'm getting stronger?

Or am I just making excuses, trying to twist out of my destiny, looking for a ways to escape from this extraordinary development and miracle of self-discovery?

Probably the latter.

Another Wow Realization

In fact, I'd say that my many years of stock market escapades were an attempt to deny and escape from my own strength.

In this sense, sales, and all words related to sales, represent my inner strength. Also a way of escaping from and denying my own sales and social director talents, and God-given gifts.

Perhaps that's why I found sales so distasteful and even disgusting. That's the way I felt about my own inner strength. (What would Ma say? Well, I'm beyond blaming things on Ma, but can't deny a visit from a relic of the past, an old neighborhood acquaintance coming up to say hello.)

Sold all my trading stocks today.

End of an era.

Beginning of a new era.

Friday, March 7, 2014

Bonds.

Mackay 66

“How to become a super salesman?” That’s my question.

(Is this a goal, a worthy goal? But what else do I have to do?)

The Mackay 66 is a sales method. It’s the know your customer, then use and manipulate your customer approach. It’s so corny, self-serving and manipulative.

Does it work? Probably.

Could I do it without feeling manipulative, insincere, bad about myself? I hate the idea of manipulating people; I’d like to be sincere and straight forward in my approach. (Manipulative is something my mother would do. There I go again, blaming it on Ma. Let’s drop this approach.)

Could I use some of the Mackay 66 ideas, follow them, and do it with pride?

And yet, becoming a super salesman is the only idea I have left. Somehow it is beckoning to me as the next growth and self-development step.

(Start by calling my customers. Use parts of Mackay 66.)

Saturday, March 8, 2014

Conquering the Blues

A pallet of goodly Gaelic-colored sounds, fused into an Irish jig or reel, can easily conquer the blues (downs.)

Thus you ask: How to fight and conquer depression where it be clinical, cynical,

cyclical, or bi-cyclical. (or even tri-cyclical.)

First, realize that a depression is (merely) a temporary hole in the ground. Then realize that these blues are masking, hiding, suffocating, and thus denying (by “protecting” the old miserable, downer self), your vital energies, your inner, powerful, heroic, fighting self.

First, look for the rebel and fighter within (you). Then find something hard to do, perhaps some difficult to study, or a herculean task, something difficult, but not impossible (also an impossible dream is also a worthy pursuit). Then use your rebel energies to fight to conquer it.

Living Between Lost and Found

The balance between lost and found is a delicate one.

You can go so deeply into a life situation (a guitar piece, folk dance, novel, run, other) that you get lost.

Walking the tightrope between lost and found is a constant challenge and endless quest.

Sunday, March 9, 2014

Possible New Approach to Performing or Dr. Zany Goes Public

“Bagpipes and Blarney” as a prototype for future shows.

1. I love the Blarney, humor, and off-the-wall aspect of putting the whole show together! (This has never happened before!) It is Dr. Zany going public.

2. Should I actually write down lines for B and B? Plan the program? What about spontaneity, on-the-spot creation, and seizing the moment? The “write it down and speak it up” approach.

On the other hand, writing it down and even practicing my lines, is a totally new approach to performing. Seeing every move and step as a studied and practiced art

form. Then, of course, after all this practice, I can still seize the moment.

Nevertheless, is this “new” approach right for me? I don’t know yet.

I could also add my gaida to my guitar show. Thus the new show would be:

“Gaida, Guitar, and Blarney: the Celtic Connection.”

“Guitar, Gaida (Bagpipes), Blarney, and the Celtic Connection”

“Gaida, Guitar, Bulgarian Blarney, and the Celtic/Slavic Connection.”

Blarney: Stretching the truth (by adding mucho charm to the mix), or diminishing the falsehood (adding charm to the mix).

Absolutely Loving It! What a Victory that would be!

Imaging doing and putting together a show that I look forward to, one that I absolutely love and enjoy doing.

What a life victory that would be! Total acceptance and going public of Dr, Zany and my Zany self.

What role does the gaida play in releasing the freedom and zany, mad shoe aspects of my character? What a question!

Gaida (humor) created total release; folk singing especially leading group folk sing created secondary release. Classic guitar, or course, created absolutely no release. Mostly hindrance. (Flamencan guitar, less so. It may relate distantly to a slight release through folk guitar and folk music.)

Writing, New Leaf style and more is, of course, it a (private) release. Zany writing, Handfuls of Air, off-the-wall writing is a total release.

Directionally, what does all this knowledge and self-understanding mean for and to me? Will I now be going in a new direction? Stay tuned to find out.

Question: Could I now start playing classical guitar with the zany, mad shoe

aspect in mind. Could I play it in Dr Zany style? (Similar to Victor Borge: his model come to life.)

How would Dr. Zany play? Indeed, Dr. Zany is me. Should I go public playing classical guitar in his name? Wow.

New Goal: Play Guitar like my Characters

All my characters have started in humor and off-the-wall craziness. I love it! I love them! Why not aim to ply classical guitar like Jimenez del Oro, in the total Dr. Zany style? (With mad shoe pepper.)

What is an off-the-wall approach to guitar playing? How would I play Alhambra off-the-wall? Or Leyenda and Back Prelude in Dm, for that matter?

What a new, interesting and wonderful guitar playing goal. It would no longer be "classical" (total stiffness) guitar. It would be Zany guitar (with a classic touch?)

I need a new word for classic (guitar) or classical (guitar). Maybe drop it altogether.

Drop the name classic guitar or classical guitar. Invent a new name. A la Blarney guitar. Maybe Zany guitar. Using the zano-pluck guitar method.

My show would start off with footstool humor, and move from there.

How to Play Zany Guitar Playing Style

A Totally New Approach

What is Zany guitar playing style?

I'm about to discover it and find out.

1. It has nothing to do with traditional classical guitar playing or interpretation of classical guitar pieces.

2. Slow and fast have no meaning in the Zany style.

3. The pieces themselves have no meaning. They are only the foundation upon

which to “take off” in or Zany interpretations and Zany interpretive style.

4. It is Koprivshitsa festival influenced, freedom style “gaided” guitar playing. Playing under the warm nourishing beams of the gaided light.

5. Super slow guitar playing would be funny, laced with humor. (Have humor in it. Good Humor ice cream in it.)

6. Remove the word “classical.” It has no meaning. Replace it with Zany.

Growing Older

What does “growing older” mean?

Growing older means coming out from behind the rocks.

Growing older is the process of gaining courage to be and express your true self.

Monday, March 10, 2014

Villa Lobos Prelude Number 4: You actually discover something new in the piece by playing it slowly, thoughtfully and easily in the Zany style.

Notice how “Zany” and “thoughtful” go together. Thus, even while off-the-wall it is filled with thoughts and ideas. In other words, it is worthy and good. (In my moral/ethical scheme, thoughtless is bad, thoughtful is good.)

On the negative, slow is ponderous. On the positive, slow is thoughtful.

Hmmm.



The Divine Comedy Zany Style

The Fun in Fun-ny

Maybe part of Zany playing style is that I will always be inferior, and that is what so funny. That's what's so Zany.

And part of me enjoys being inferior. It makes me laugh (at myself). It pushes me off-the-wall and makes for the human/divine comedy.

My everlasting attempt to play Alhambra is funny. My everlasting, Sisyphean attempt to play it right, it's pathos and humor, makes it fun and thus fun-ny.

Can I see my Alhambra (which stands for my entire guitar playing) as the fun in fun-ny, the Zany aspect? That's a good Zany way to go. A good Zany sign.

Take my guitar playing less seriously, even as it is serious. Just like my gaida playing. A serious un-serious player, just as I am an un-serious serious player.

The Zany method is simply a way of embracing and putting some divine comedy into my life.

Play it, go through it, laugh at and with it, mistakes and all. Mistakes are the food for Zany thought, and the funny part.

Basically then, I want to be more like my characters. They are models of what I want to become.

They may even be samples of upcoming me, models of my future self.

To live in the imperfection is what the divine comedy is all about. Thriving in it is even better!

The divine comedy is: To live, and thrive, in the imperfection.

Tuesday, March 11, 2014

Using Aches and Pains for Mental Stimulation

I feel like paying attention to my morning knee and ankle aches (from the folk dancing last night) but I know it's not worth the effort. Actually, I'm using the aches to stimulate my brain! Interesting, focusing on my aches and pains wakes me up, stimulates my mind, which would otherwise remain sleepy in its "morning wake-up mode".

Using aches and pains for mental stimulation. Interesting indeed.

Wednesday, March 12, 2014

One Stop Shopping Chez Gold

"Hevra" JGI: One stop shopping at my house.

When you come to me, you can buy, purchase, get involved with, varied business activities.

What does JGI, namely me, offer? Let's list what exists and what may, in the future exist:

We have business sources of revenue and "other" or miscellaneous sources of revenue.

Business sources of revenue:

1. Tours
2. Folk dance classes

3. Guitar lessons

4. Sources to resurrect:

- a. Weekends
- b. Concerts
- c. CD, DVD and book sales
- d. Clubs dates

“Other” sources of revenue:

- a. Investments (stocks, dividends)

Different months call for different focuses.

1. All year: Folk dance classes and guitar lessons.

2. January to March/ April: Tour sales

3. December-January: Stocks, investments

4. Other: New/old businesses to resurrect:

- a. Weekends, concerts, CD/DVD/book sales.

5. Other

a. New idea: As a business consultant: “invest” in Danny Botkin newsletter etc.

Thursday, March 13, 2014

Amazing that this year, tour-wise, it’s not working out as I hoped and even planned. I expected an “overwhelming year” with mucho registrants. Instead it’s a slow year, even a down year, with few registrants.

Last year we had Poland as the big surprise, with mucho folks and revenues (35). BMG (18) and Albania (23) both drew smaller than hoped. But okay. With the advent of Poland I went over the top with lots of ideas and hopes for the future.

This year there is no Poland, Norway is at the bottom. True we have Greece and Albania working out. Basically, then this year we’re about 20G lower than last year.

What to do, if anything.

1. Mop up this year. By April 15, most money's will have gone out, and, except for Balkan Splendor, it's "over."

2. Well, hope and aim for next year. With Cuba, Bulgaria Festival, Poland, and even Albania, it could be better.

3. What to do with the next few months? New directions and changes. What?

a. Develop my new coterie of businesses, the all-shopping JGI mart.

b. Start planning and booking for 2015!

c. Cuba, Albania, and Bulgaria are in the works. Only Eastern Turkey is not finished. Also Italy as a "new venture." 2015 could be a rich year. Plan, prepare, and promote 2015!

d. How about my "other" businesses? Can I work to expand folk dancing, guitar/gaida performances (with this goes books sales), weekends, and club dates.

Other?

e. Develop new skills:

1. Improve my video, photo, language, other.

I could be now starting to think in two-year plans. Putting my brain into 2015, planning ahead for all events. Start the publicity campaign now! Hmm. I like that. It gives me hope and pushes me into the future.

Plan, prepare, and promote 2015!

Why was I depressed when I woke up this morning? Because this year the registration is small and I see the sales year ending by April. I felt down because I saw no future.

But now, thinking, planning, and preparing to promote 2015, I once again see a future! And I feel energized again.

Planning for the future is a most powerful energizing force. Gold-plated goal creation.

Under this new, future-oriented shining light, where does folk dance expansion,

and guitar/gaida performing come in? (Not to mention books sales, weekends, club dates, and skill development like improving video, photo, language, and other?)

Good question. Take them one at a time. Bounce them along as a background and sideline and see what happens.

My big question and challenge now is: How to promote, advertise and market next year's tours?

I'd like to find a professional marketer to work with. To share and knock out ideas. Well, do I really need someone? Or are Dee and Deborah enough? How about Susan Barker? Other?

Who do I know who has skills in the area?

New Markets

My main search now is to find new markets:

1. Folk Dance world
2. Other

Financial and Intellectual Entertainment

See my other fields as in the realm of "financial and intellectual entertainment."

Financial Entertainment: Expand folk dancing, guitar/gaida performances, books sales, club dates, stocks.

Intellectual entertainment: Develop new skills: Improve my video, photo, language, other.

Saturday, March 15, 2014

Self-Disgust: Hurrah!

Disgusted with myself. And that's a good rebirth sign!

The melancholy of spring is ending; energy is rising.

Monday, March 17, 2014

Left knee rising: Resistance to folk dancing.

Next level of elevation: Seeing my folk dance class as a social group.

Glorious Alhambra Moment

For a glorious moment, my Alhambra-playing guitar dreams burst true!

The gaida-connected frees me.

Titles for Jim Gold Folk Dancing

Jim Gold presents:

Folk Dances: The Golden Calve: Folk Dance Classes, Teaching

(Moses and the) Golden Calve Dancing

Golden Calve Folk Dancing,

Dances of the Golden Calve:

Jim Gold Choreos: Dances of the Golden Calve

Titles for Jim Gold Show

Jim Gold presents:

The Golden Chord

Corn Flakes to Gold Flakes

All that Glitters

All that Glitters is Beyond Gold

Beyond Gold

Gold Flakes Beyond Gold

The Gold Standard

Titles for Jim Gold Writings

Jim Gold presents:

Golden Tales

Webs of Gold

Phoenix Floating: Gold Among the Ashes

Tuesday, March 18, 2014

Alhambra Fun

The Alhambra fun is in the right index.

Power is in the right hand fingers, too.

The Right Hand Finger Release

I wonder if, in the past, I have always held back in my right hand fingers.

I am releasing my right hand fingers, letting them run wild on the lawn!

Release comes with release of my Jim Gold Show.

Wednesday, March 19, 2014

Land of Peace of Power

With the release of my right hand fingers, there is a new strength, "loudness," and power in my playing.

Quantity upon quantity, I have added and added until, with the gaida/gold burst, have made a qualitative leap to a totally new place.

Guitar-wise, performing-wise, and perhaps in other-wise, I'm in a totally new place, a new land of peace and power.

One thing I must say about this new power is that it's rather scary.

But I've been through this scary before, but now I'm jumping in it, gobbling it up, and moving past it. As I say, my new place is a land of peace and power. And that means, among other things, (no longer avoiding or shying away from it, but rather,) making my peace with power.

This new looseness and freedom creates power and perhaps even equals power. Along with making my peace with it. It started with gaida, moved to guitar, but

perhaps will move to folk dancing and all other aspects of my self, my life, and my vision of myself and life. (Some the word "self" doesn't fit into this. It is more "self-less" and "ego-less."

I am in the place of peace and power, peace with power. And perhaps there is no (or less) ego self in that place.

Thursday, March 20, 2014

Jim Gold presents: The Gold Jim Show

(The Jim Gold Show)

Post-Monday Gaida St. Paddy's day performance: I'm swimming in a sea of total peace, ease, and power. Yes, it's a feeling of total fulfillment.

And yes, I even see a way of playing classical guitar comfortably in front of an audience.

How?

By playing classical guitar somewhere in the middle of the program. There's a place where it falls naturally, easily, effortlessly into the program. Somewhere after the beginning, Maybe after 15 minutes or so. I'll know where to put it, when it happens. But it can and will happen. Easily, naturally, effortlessly. I can see it now.

Opening my show: First comes some kind of opening patter, then a group song, maybe Oh Suzannah Around the World (or something similar.) Follow this maybe with another song or two, then gaida, questions from the audience, more songs, and then, somewhere, classical guitar. All this, the entire program, is laced with serendipitous patter, stories, and off-the-cuff, off-the-wall remarks.

Introduce classical guitar with foot stool bit. Humor.

Victor Borge comes to Jim Gold through classical guitar. I can even talk about classical guitar, its history, background, how I learned to play (which brings up my own background, and I talk about myself, my history, etc. This opens up many venues of talking.

Thus I can talk about the gaida, classical guitar, guitar, history, myself, etc. combining humor and knowledge.

A talk program with humor, knowledge and instruments all added, thrown in, mixed together.

More Titles

The Jim Gold Show

Jim Gold Smorgasbord

Jim Gold presents: The Golden Smorgasbord

The Golden Smorgasbord (led by) with Jim Gold

Jim Gold presents: A Gold Smorgasbord. . . Gold Smorgasbord

JG presents: Fishing in the Gold Ocean

JG presents: Gold Ocean Fishing

Such a program could easily run an hour, even 1½ hours.

Throw everything in. Throw everything I know and do in. Even a dance. What fun!

What a shock. Maybe I don't want my tour business to get bigger. Maybe it is the right size now, and totally manageable by me alone. I don't need salesmen, saleswomen, secretaries, and fulfillment people. Now, at this size, I can do all the orders myself. And if it ever grows, well, even with eight tours, I can still handle it all myself.

So my tours business is, presently, the “right size.” And I’ll keep adding new destinations, “new products and service.” for my own entertainment.

So what is there to do?

Perhaps this newly revealed situation, combined with my newly acquired Jim Gold Show, is why I’m feeling so fulfilled, power-filled. and peaceful.

Playing Classical Guitar in the Middle of the Program

Playing classical guitar in the middle: I can forget it in the middle, or stop it in the middle, and everything is just fine!

Witness my playing of the Bach Bourree in Bm. Why and when did I play it? When I “just felt like it.”

And I knocked it off; hardly an effort, effortlessly.

Folk Dance Teaching as a Show

Folk Dance Teaching as (part of) the Jim Gold Show

Maybe I should, can, and will start to see folk dance teaching as part of my show. Folk dance teaching (and leading) as a show. As the Jim Gold Show. As part of, an aspect, one of the aspects of the Jim Gold Show.

It’s all the Jim Gold Show. My life is the Jim Gold Show. Hmmmm on that one. It’s a show presented bi-weekly and sometimes, with Darien, presented 3x per week.

But it is a show, the JG Show.

A totally new way of looking at my teaching.

Would tours also be (part of) the JG Show? Maybe.

What an expanded, expansive view!

All the parts are coming together in one grand JG Show!
Would this mean more talking during folk dance teaching?
Maybe.

Friday, March 21, 2014

It's got to be clear.

Saturday, March 22, 2014

There are so many colors, variations, twists, and meanings within each Hebrew word.

Ron Grimm just died. So sad. I feel terrible and frightened for Dorothy. And, it reminds me, once again, of mortality, transience and endings.

Death: The thing we don't want to think about; the thing that terrifies all of us.

Ron's earthly journey and purpose have ended. Why? From a Higher point of view, he accomplished what he needed to accomplish (this time around). But he'll be back to do some more, and accomplish (fulfill) his next task.

Sunday, March 23, 2014

Performing (Performances) as Fun, Entertainment and Relaxation

Spread Fun into Everything I do

Why my resistance to giving house concerts?

The negatives reasons:

1. I am not in it for the money. (Although I may make a pittance (\$50, \$100, even \$150 or \$200. Well, \$200 would be nice.), nevertheless, I make just about the same at a club date. And I, for some strange reason, would do a club date.

2. I am not afraid of performing. I'm beginning to like it.

3. Size of audience. Well, really, if there is little to no money involved, what's the difference? There is no difference.

4. It is not to sell books, or tours, or folk dance classes, or anything. Performing must be (must become) a good-in-itself.)

The positive reasons:

The only reason I can see for performing, for giving performances, is because they are (would be) fun. They give me pleasure. Performing and performances are (would become) a form of entertainment and relaxation for me.

Wow, now there's a good reason (and frankly, the only reason) to perform!

Writing

Performing (House concerts) and writing:

Where does writing fit in? Maybe nowhere. It is another good-in-itself.

Sales

Performing (House concerts) and sales:

Sales are parenthetical but important. I'd bring a "table of goods" to offer those who want to buy. It would consist of my books, CDs, and fliers.

Fun: A New Place, a New Neighborhood

Fun in performing and in general, running wild on the lawn in public, is indeed a new place, a new neighborhood.

Learning to live in it is my new "goal."

Doing house concerts and others is (may be) the first step.

Of course, part of fun is making some money and sales.

Okay, so I can't find any reason not to do house concerts (or other performances.) The negative has been distilled.

But now, can I energize myself and find a positive reason to do them? Well, not yet. Ponder a bit longer.

Direction, goal, attitude, life style: Spread fun into everything I do.

Conclusion

Well then, if fun is my bottom line, and performing is (will be) a form of relaxation and entertaining myself, what's the big deal about giving house concerts? Or any concerts, for that matter? I really can't find any.

Then what is stopping me? Truly, nothing. Perhaps I just need time to absorb and get over the shock of this discovery.

House Concert/Performance: Questions and Answer Portion

Questions and answers would be an important part of a house concert or performance. Dealing with them is fun and spontaneous. Plus it is another form of audience participation which, along with group singing, is mucho fun.

Next would be a House Concert program (which would include Q and A.)

Group Song Program

Of course, there is another idea of having a ne House Concert program: An Evening (Program) of Group Singing! That would, of course, include Barry. There would be lots for him to do on the drum, melodica, etc. Plus it would be "different" for me.

How about that: A new version of the Jim Gold Show. It is a totally new direction that needs a new name, a new title:

New titles for Group Song Program:

Sing Along with Jim

Jim Along with Sing

Jim Gold Singalong

An Evening of Vocal Stretching, Reach for the Burp,
Vocal Stretching (and Retching and Gargling) with Jim
Gargle with Jim

Monday, March 24, 2014

Feeling kind of lost this morning. My Santa Fe family has lots of troubles. Also a disorienting week of success.

Both trouble me equally, but for different reasons.

I'd like to do something to change this. What can I do about these two situations?

I can make a family commitment: Call David, Zack, and Zane once a week until the crisis passes. Will I do such a thing? Will I make such a commitment? I'm not sure. But it is something I can do. A calling on the phone action I can take.

As for the disorientation from my week of success, that is something I want and will do something about because I can do no other. Mostly, I'll think about it, cogitate. Perhaps I simply need to glory in it a bit more. Like all glory, soon the shine will start to fade. Then I'll move on to something else.

Thus, for my disorienting glory. I simply need to cogitate, mediate, dwell, and wait around.

Bernice said my euphoria and disorientation is a way of avoiding a commitment and my next step.

I agreed immediately. (What a therapist she is!)

Here is the result:

House Concert: Yes!

Where? Barry or April

1. Barry: I'd play with him; We'd plan a program and practice a bit.

2. April: She knows the Monday nighters

How? How and whom to invite?

What? What to play. What is the program?

House Concert as R and D

Can I afford to spend so much time thinking about a non-paying House Concert job?

On the one hand, job-wise, it might lead to something, a new form of performing income. Thus it would be an R and D project.

On the other hand, part of its charm and newness is that, while still an R and D project, it would lead to nothing, no income at all. . .but to free (self) entertainment, enjoyment, fun and pleasure.

Making Progress: Give a Series of 3 Concerts:

1. Barry, April, Senior Center
2. Prepare a program: (include readings, and more.)

Since my show this Monday, I'm on fire, can't stop. My energy is bursting in all, confused-but-happy directions.

Tuesday, March 25, 2014

The Jim Gold Show is driving me nuts. Too intense. Time to pull back, give it a rest, cogitate, meditate, drop it into my unconscious for awhile to let it cook. I need a short break. Do something else.

And yet, I love this stuff!

I wonder if my fear of performing, my performance anxiety, is because

performing, playing in front of others, is just too exciting. There is too much running wild on the lawn. And the existence of others in front of me, the public, only intensifies it, intensifies it to a degree I cannot stand. Witness kabbala and the destructive energies off too much joy. The vessels may burst from too much heat. The body and brain cannot take it, or rather, must be prepared to take it, to stand it.

The potential for self-destruction from performers energy is high.

Is that why I've held back so long? Is that why I withheld commitment? Was my fear really one of myself? Joy can go so far it will destroy you. Was my mother's stopping me from running wild on the lawn a stoppage of safety. I was just too young and not ready for the responsibility of joy. Meaning, I must have the stability and control to "stabilize" and maintain my joy, keep it in perspective, not let it control me, and run me over the cliff. (Witness Oaxaca and my desire to fly by walking off the porch. Very dangerous. Hizaharou: beware. The Hebrew connection between danger and brilliant light.

But now I am older, more mature. I can take joy. I can both contain and maintain it. Maybe that's why my Jim Gold Show is suddenly appearing.

If all this is true, what a self-revelation! And the powerful affects and effects of joy.

Wild exuberance is good. . .for a short time. But it can also drive you crazy. A fire gives wonderful heat, but, if too intense or too close, can also burn.

Maybe my performing fear was a (somewhat twisted, uniquely warped) form of survival mode kicking in.

I just reinterpreted 40 years of performing anxiety.

It's not the audience I'm afraid of. It's me!

It's not the audience I was afraid of. It was me. Note the present past tense. I'm in a new place, a new neighborhood.

Positive Affect/Effects of Holding Back

Living in the Mature Land of Both

This means that my holding back for years has had a very positive effect. It has trained me to both hold back and release, to contain my running wild on the lawn even while I run wild on the lawn. It has trained my mind to release my exuberance while I contain it, hold it back. It has enabled me to be in two places at once. These are wonderful mental skills to have.

Witness running a tour, leading a folk dance class, even doing a JG Show. (And of course, all the past performances I gave.) In all of these, I both expressed exuberance while holding in back (containing it.) That's what made all these forms of the Jim Gold Show work (The expanded Jim Gold Show equals: Tours, weekends, fd classes, namely, everything I did professionally.)

Perhaps that is what maturity means.

Respect for Restraint

Yes, I like wild exuberance; it definitely has its place.

But I also have a new respect for restraint. . . especially my own!

Wednesday, March 26, 2014

Fresh Vision Needed

After a ten-day high, with it's ebullient, ecstasy, euphoria followed by a disorientation and dizzy energy burst, now follows the inevitable crash.

Two people cancelled Ireland lowering my numbers. Of course, you always have to expect a 10% cancellation, and now that the balance dues are due, the cancellations are starting. I look at the number of folks on the Ireland tour: Disappointing. (Even Balkan Splendor is smaller than I hoped, but it's still a bit early for that one.)

Since Ireland is small, I will probably have to teach folk dancing on the trip. Annoying, and extra hard work, but it may be interesting, too. (I might even enjoy it.) We'll see.

In any case, Ireland, and my summer tours, are just about done. I'm in money collecting now.

I am definitely down and disappointed by the numbers. Also, my total mind has been infinitely, even manically, absorbed in both gaida show, Jim Gold Show, and tour sales. I'd even say, I've been obsessed. Obsessed and blinded.

Obviously, I need a break; more important, I need a fresh vision.

I definitely need a fresh vision. I'm sick and tired of everything, of putting so much energy into fruitless (tour sales and potential JGS pursuits.) I'm drained, empty, out of gas, in the old ways.

Ireland: Know When to Give Up and Move On

We're down to 14 persons on Ireland. No question I'll have to teach folk dancing on the trip.

I'm totally discouraged, and disgusted with this registration. Practically back to square one. Fuck 'em and fuck it!

What should I do? What approach should I use? Is it better to give up or fight?

Well, at this late point in the Ireland game, fighting appears to be useless. As they said in the TV Profit adventure, sometimes you have a losing investment, and in this case, it's better to back out with a small loss, than stay in and lose even more money. The wisdom thing is to know when to back out; to know when to quit. Hope for luck in the next investment.

Well, that's where I stand in the Ireland tour. My wiser and experienced self says, the sales for this tour are over. Better to "cut my losses" (losses in time and energy), and move on to something else. Better to back out now. Yes, I'm disappointed, mad, depressed, and frustrated. But rather than stay disappointed, mad, depressed, and frustrated – and, in this way, give my Ireland tour even more time and energy – better to give it up and move on.

My method: I'll cry, scream, rage, kick the wall a few times, empty my emotional brain, get the anger and poison out of my system, and move on.

Cut my Losses

The lesson for the Ireland tour, and perhaps at this "late" tour time summer sales is: How and when to cut my losses in time and energy?

Well, the time is now, and the when is now.

Ireland, and summer tours, are in mop-up mode. Collect the money, add minor details, and then. . . move on.

My next question is: How and where to move on?

I can start thinking about 2015 and even 2016. But it's still too early to plan them.

An ending has occurred.

The tour sales "year" is over. The market is speaking to me. It is saying, "That's the end of this market."

What else and what now to do? That is my question.

What to Promote Next?

Evidently, I like to promote things. It energizes me.

What to promote next?

1. Folk dancing classes
2. Books
3. Jim Gold Show, other
4. Licensing my tours. Expanding the market. A qualitatively different approach. Call presidents of a few major companies, OAT, Roads Scholar, etc.

Other activities:

1. Back to writing
2. Video my new choreos

Thursday, March 27, 2014

High level of self-disgust here. (Means I'm coming back.)

How to restart my new self and it's direction.

1. Cut stocks back to small focus level. (Cut my losses). How? Lower my positions in many small stocks, and even eliminate a few. Get it down to about 3G. This will free my focus.

The Artist-Salesman or Salesman-Artist

This is the Book of Sales. My tour sales period has just about ended. I'm at a loss. I also feel rather depressed that so few have registered for Ireland (and also the Balkans). Here's an important personal revelation: Maybe sales are more important to my psyche and personality than I ever realized.

Up to now, I've always "resisted" them, feeling I have to, am forced, to do them in order to survive. (Well, that is true.) But I've also thought that if I ever made enough money, I would and could be "free of the need to sell" (and thus free to pursue my art.)

Well, that state is (just about) here. And I'm still disoriented, low, down, uncentered, depressed, a bit lost.

Yes, I have to study, practice, and do my art. But evidently, a strong part of my personality also needs sales. Evidently, I need a cause to promote. And that cause is me. Through the services I provide or sell. I feel effective, powerful and meaningful when people buy; and ineffective, weak, and meaningless when no one buys. This leaves me with nothing "meaningful" to do. (Sure I can still study and practice. But without the thought of someone eventually buying something, without the thought of my audience appreciating me (and my art), I drift into the lowland of meaninglessness.

Thus, secretly, and not so secretly, I'm always aiming for the audience. Or, in sales language, aiming for my customer to buy from me.

Thus, I must be a born salesman. Or, in artistic terms, a born performer. It's concert artistry on stage selling my tours.

Audience and customers are really the same thing.

I want and need them. Without their future or present participation, I am empty.

So maybe I should study sales.

Maybe if I like, need, want, must sell, because I want, need, and even love to sell, then maybe it doesn't matter what I sell. Whether it be high priced-high profit items, or low priced, low-profit items. The idea, want, need and love is to sell.

Therefore, I can sell folk dance classes, DVDs books, club dates, Jim Gold Show bookings, that is low-priced, low-profit items, just as well. The time for selling high-priced, high-profit services, that is, tours, is over. But I can just as easily shift my selling desires to low-priced, low-profit products and services like folk dance classes, club dates, DVDs, books, and Jim Gold Show bookings.

That's plenty and that's enough: Thus my annual sales products and services are: tours (that period is over, lasts about three months), folk dance classes, DVDs, club dates, my books, and Jim Gold Shows.

House concerts could/should be all about sales. A sales table with books, DVDs, fliers, etc. Price of admission: Must buy (purchase a book, DVD, fd class, tour, whatever.)

Add language aspect to JGS (Jim Gold Show)

And the truth is, everything sells and/or promotions everything else, one thing sells and/or promotes another.

Thursday, April 3, 2014

Overuse, Tired, Reevaluation

Some kind of sad ending and strange transformation is taking place. I've lost interest in my art forms, my fiction writing, guitar playing, and even folk dancing.

I've maintained interest in Hebrew, exercise, and, of course, tours. In fact, I've

recommitted myself to exercise and Hebrew. I'm adopting Israel as my second country. and I'm becoming a Hebrew person. By intensely living, breathing, and reading Hebrew every day, I want to master Hebrew. (

As for exercise, I've overdone it. Overuse syndrome. That's why my legs ache so much and I'm so tired.

Reevaluation: Breaking into exercise again, my overuse may be killing folk dance love.

Lost interest in writing fiction and guitar playing. We'll see where this goes.

Sharing my Talents

Exercise/folk dancing go together! Exercise/art form.

Is this be a good reason/rationalization to teach on the Ireland tour? Will teaching make me too tired? Or will it re-invigorate me? Part of sharing my talents with people.

Terror Legs

Could I have scared, nay terrified, myself with my overuse? Probably. It brings back childhood memories of "You'll get sick if you over do it, etc." Meaning you're incompetent, weak, can't make it on your own, etc. Stop, hold back your energies, don't release your innate and inherent powers. You'll die, or get very sick, if you do. All kinds of childhood memories return.

See them all in my legs.

What is the psychological meaning of my legs? Yes, my living is made with them. I earn my living with, by, and through my legs. Which are attached to my brain.

Thus fears of death and destruction are felt in my legs. And overuse brings it out.

Folk dance: I have to dance. Tours: I have to walk—and now, in the Ireland tour, folk dance, too! (I think this realization is at the root of my terror-legs.)

How to handle this? Awareness. Know thyself.

Maybe I'm searching around for something to do, either something totally new(I can't think of anything), or some totally new way of looking at the old things I do.

A new way of looking at folk dancing, etc.

Friday, April 4, 2014

That's Why I'm Sick

Bordering on disease. Am I slipping into arrogance? Do I experience "giving up my art forms," especially writing my off-the-wall fiction, as arrogance? Is that why I'm on the border of disease? Is that why I'm feeling sick?

Am I sick? Is giving up my art forms sick? Does doing so make me sick? I think so.

I was put on earth to help people through my art forms. How can I help anyone, including myself, if I give them up? Truth is, I can't.

I need a break and a new mode of life. Something is wrong, but I don't quite know what. It has something to do with:

a. Too much" focus on tours.

b. "Giving up" my art forms, namely writing (fiction), music, and even choreos. Not enough, really no focus on them, the spiritual guts of my life. I've "given up" the spiritual guts of my life to concentrate on tours. This is totally sick, the wrong way, and disgusting. But nevertheless, I've done it. Truly, I have lost my way. I know it intellectually, but I feel vaguely helpless to do anything about it. I'm being steered, pushed, obsessed, driven by an "outside force" in total tour direction. Blinders are on. My art forms have been driven into the dust.

Intellectually, I know I should recover them. But somehow, I can't. And I sense, that is why I'm now sick. My "punishment" for giving up my spiritual home. Yet I feel helpless to change.

My is God doing this to me? What lesson is He trying to teach me? Does it have to do, once again, with the importance of diving into these non-paying spiritual forms? I sense yes. But how can I give up the money, security, and control of my material being for “mere” spiritual sustenance? On the other hand, without spirit, everything dies. And I am dying, too. First my spirit went, now my body is going with it. That’s why I’m sick.

Grab the Rolling Rock

Grab Crazy! The Only Way Out

I have three months of “vacation” coming up.

Ideally, what would I do on vacation? Let Mashugi roll.

I have to give up my money, tours, stocks, control, and grab the rolling rock.

Grab crazy. It’s the only way out.

Not only writing. It may mean guitar and choreo, too.

Combining Art and Sales: How to Sell my Art Forms

Here’s a good question: Since I am in sales mode, and I discovered that I like sales – they energize me, nay I can even say I love the results of sales (when someone registers or buys one of my books,) I hit the roof with happiness.

I’m tired of “creating art only for myself.” I need, among other things, an energy push.

Perhaps its time to focus my sales happiness on my art forms. Combining art and sales. Namely, selling my books, guitar playing (concerts), and choreos.

Could this be the “new direction” I’m looking for?

How to sell my art? How to sell my books, guitar playing, choreos, and more?

Indeed, this might give me a strong (stronger) reason to play guitar, write books, and choreo dances.

Confirmation of the Ebullient Pop

I am in a different place, and I do like sales.

It's not only about the money anymore. (Money is the measure of a customer's interest. So obviously, I need to make some money. But, although always nice, making lots of money is not as vital. Some will do.)

Rather it's about liking the positive energy and ebullient pop that a sale generates.

Selling my Artistic Soul for a Profit!

Selling my artistic soul for a profit!

I like it. It's about time.

(I'm sick and tired of giving it away for nothing.)

Yes, it's about time I sold my artistic soul for a profit!

The anger from years of soul rejection creeping in. Now it has come to the fore and overtaken me.

Yes, start fighting back! Sell my artistic soul for a profit! I love it! And it's about time.

Will this anger fuel the energy to fight for my soul, and express it by selling my art forms for a profit? Yes!

I can feel myself starting to boil already. Definitely on target. (Will its heat burn away my sickness? We'll see.)

Saturday, April 5, 2014

What new directions could I go it?

Guitar. Deeper. Relaxed bar, etc.

Sunday, April 6, 2014

A great sadness has come over me. As usual, I don't know why.

I'd say it's the end of this New Leaf.

Wednesday, April 23, 2014

Take the Folk Dance Cure

Is life a headache? Are you depressed? Do your bones and muscles hurt? Are you lost, purposeless, down in the dumps? Family relationships down, friends unfriendly?

Do you suffer. . .from many and every thing?

Then take the folk dance cure! Enter the Land of Positive vibrations. Come dance with us!

The add the travel cure to your folk dance cure! Double action, double whammy, double pleasure! Research (by the Bergen Country Department of Curative Choreography) show that this one-two punch, and dynamic duo cure combo will increase your vitality and happiness well over 200%.