



Time To Help Everyone

The holiday season is all in the air, obviously, but what does that really mean?

Definitions are nearly endless, depending on who is doing the talking, giving the opinion, personal feelings.

True reason for the season is celebration of the birth of Jesus Christ declared savior of all for eternity life everlasting.



Sadly yet so accurately that sentence turns many people off. They don't believe it, deny such possibility and absolutely will do nothing in the actual spiritual aspects of Christmas.

The one and only undisputable fact of the celebration occasion planned, talked about, and with nearly everybody involved is "commercialization."

It's anticipated and authenticated prosperity for businesses in the name of giving presents. Offensive to nonbelievers the practice is symbolic of the bestowment of gifts by three wise men to the infant Jesus.

Be that whatever the attitude this is truly the time for generosity to others.

If desiring to give a gift especially selected for a certain one, that's fine, great.

When making a financial donation to a heartfelt cause, effort should be of benefit and will give undeniable personal satisfaction.

Incomprehensible seemingly response to the toy drive in this media business let alone the large number of others nationwide.

Close semblance is the shoebox missions for underprivileged around the world.

Hopefully, all of this most admirable bigheartedness gets into the right hands, is put to good use and is appreciated.

There are many always hungry, without shelter and needing clothing. They are far outnumbered by the affluent those who have everything and more than they need despite always wanting extra.

Regardless of personal philosophies about all of the vast annual hype of today, tomorrow and weeks' past, let's help somebody now.

What else is there in life other than health, happiness and eternity than doing for each other, sincerely? That's way more than dipping into the billfold.

This is actually very easy, quite simple, yet more uncommon all of the time.

Why not try to make life better for another? Talk to more and different people, even strangers on the street.

With few exceptions people like to talk and for others to know about themselves.

Ask how their life truly is? Then listen, look them right square in the eye, be interested, and be concerned if there's that need.

Then, comment, offer thoughts, even suggestions, perhaps points for guidance if sought in the least form.

Make a telephone call to an acquaintance of long ago, or a neighbor living alone, perhaps one in assisted care of sorts.

Everybody just loves to get mail in the box, write a note, and send a card. It'll make a day and a memory never ceasing.

Give an inexpensive token gift, perhaps something homemade, unique, and personal. Cinnamon rolls, a box of candy, pie out of the oven.

Smile at the next person seen. Shake hands with a passerby. Open the door for the one in front. Step aside for another.

Always say "Please" and "Thank you," most meaningfully and truthfully.

Be nice. Be kind for everyone is fighting a hard battle.

Kindness has a positive domino effect growing and spreading around the world.

Now, this genuinely, heartfelt personal desire to help all in expanding their business patronage in the year ahead.

"Nothing is ever bought or sold without some degree of emotion involved. Radio is personal making it a strong and effective medium for triggering emotion," according to generous business entrepreneur Dale Carnegie.



Friend, co-worker, Team W director Dan Lindquist said: "People don't respond to an ad. They respond to the need for something and act based on information shared in their minds."

"Persuasive information gathered from advertising and marketing impressions over time gives them confidence in purchase decisions they make."

Excited and looking forward to assisting everyone with effective efficient marketing through investing for increased patronage and returns in 2019.

Merry Christmas

Padre Says:

"Those who are happiest are those who do the most for others."



Listen to what Paul Harvey has to say about advertising.

[CLICK HERE](#)

Frank J. Buchman

Marketing Consultant

Direct: 785-228-7259 Cell: 785-499-3063

E-mail: frank.buchman@wibwradio.com

Website: www.frankjbuchman.com

PO Box 1818

1210 SW Executive Drive, Topeka, Kansas 66615

