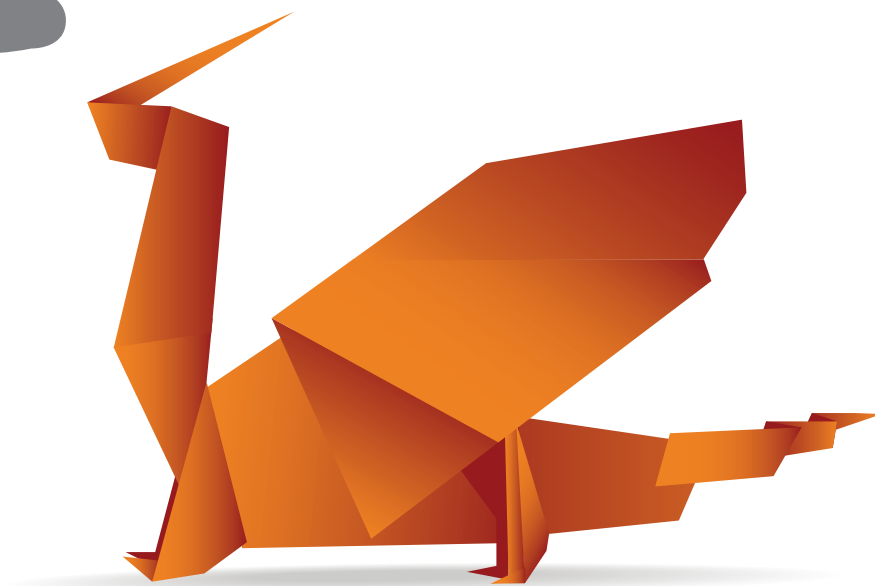


bizkü

DRAGONFIRE

FOR BUSINESS & LIFE



@ericstownsend



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ARTWORK

Selections from Istock & Wyllo

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We thank you for your interest in *Bizkü 40 (Volume I) — Dragonfire for Business & Life*, as well as our publisher Go Booklets. Our parent company, Glimpse Digital, provides full-spectrum marketing consultation and services to a select number of clients. That website is located in the footer.

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- *The Legend of Tabula Raisa*
- *150 Sharks (abridged from Sharking)*

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DEDICATION

This book is dedicated to five educators:

Patricia A. Rulli, my mother taught math;

James W. Townsend, my father taught Spanish;

Eloise Townsend, my stepmom taught visual arts;

Marilyn Friedman, who taught Gifted/Talented program;

Dr. Stephen Addiss, who taught Japanese poetry/culture.

Stephen — *I'll never forget the renga sessions at your home. I hope you'll never forget my musical rendition of a Japanese poem, Circle. It was fun to transform your classroom into a concert hall for four minutes.*

PREFACE

Inspired by the book *Taxi Driver Wisdom* (Risa Mickenberg, 1996).

To all of my old and new friends, thank you for harboring my whims.

The word *bizkü* is my creation. It's a twist on traditional haiku — the short-form Japanese poetry. Three lines. 5-7-5 syllable pattern. Each bizkü delivers a burst of inspiration.

Get the latest *bizkü* poetry here: www.twitter.com/ericstownsend.

5

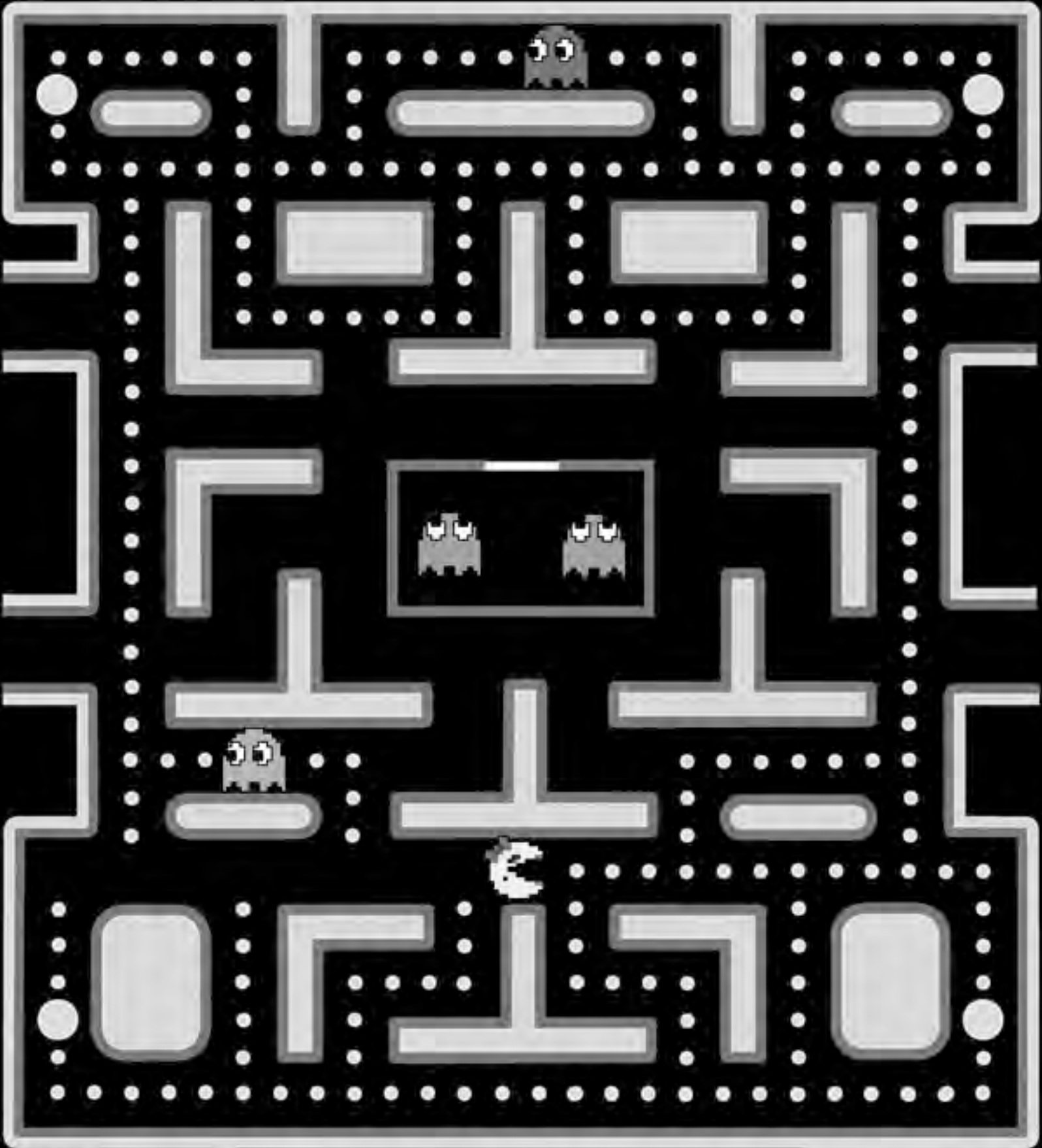
Live in the present.
Time is more than passing by —
it is MOCKING you.

6

Ms. Pacman teaches —
hard to reach the highest score
with ghosts chasing you.

1UP

120



10

Such lengthy money,
and your Lexus *is* divine —
but what of your mind?

16

Tackling a problem,
laying face down at its feet —
inviting hurdles.

21

Saying no *is* tough,
but saying yes mishandled —
true disappointment.

23

Someone stopped traffic.
Wasn't by waving a stick —
by lending an ear.



34

Is your ship's captain
strapping you to a Frisbee?
Ready to wobble?

35

The more she says it,
the less comfort I receive.
The truth is shared once.

37

Glass is half empty.
Resources are ALWAYS scarce.
Require less than full.



39

Cutting to the chase —
slice carelessly on your way,
and the chase is off.

44

The best thoughts spark fast,
like the universe was born —
something from nothing.



51

If the thrill is gone,
then maybe your view's askew.
Life's vast — look again.



52

Why connect the dots,
when they're scattered everywhere?
Ask why they're dancing.

54

You go somewhere new.
You expect the ground to shift —
just the zip changes.

61

The bloom's off the rose.
“One touch magic” never lasts.
Sustain investments.



62

Stock market *feelings*:
confidence, values, guesses,
tough guys on fluff tilt.

68

We're a flesh culture,
neglecting what's subsurface —
lipstick on a corpse.

69

Positivity —
not just yes and join the crowd.
sometimes *no*, and why.



71

Pieces everywhere.
Few unite what's disparate.
Treasure those who do.

80

Splinters in his butt —
that cowboy talks of big steer,
but wrestles chickens!



81

Job security.
Tell your boss you're house hunting —
no better feeler.

84

Kitchens sell houses —
lesson in smart investment.
Don't *hit where you eat!

93

Wow — all those emails!
You thought I sat on my hands?
Comfort with crickets.

97

Dial room temp to cold.
Moves activity to hot.
Trick learned from show biz.

104

Sad, little coaster!
No, NOT your coffee cup raft —
your fear of life's bumps.

106

Long meetings by phone.
Doesn't put much in writing.
Dangerous client.

107

Tomorrow promise
doesn't earn today discount.
Favors should be earned.

115

Embracing chaos
teaches calm, cool, collected.
Stake where others quake.

127

A true team player
is not a coffee fetch pet.
She's the next leader.

129

Keep reinventing.
To get fat and hit recline —
first train to flatline.

132

Choosing uncharted.
Roughing it, scrapes, *getting lost* —
the trail blazer's work.

137

The tip of the tongue —
where the top brands take footing
but hope to tumble.

142

Consumed by the grind,
relationships forgotten —
NOT a job well done.

149

Watch for pretenders —
glass-jaw experts who lack punch.
Ask for fight record.



157

Social currency —
are you broke or trending up?
Mind your friend culture.

162

Banana won't peel?
Could be the fruit *isn't ripe*.
May never mature.

165

Big koi, tiny pond —
sheltered from risk or danger,
can't survive in wild.



174

Jabs set up knockouts,
or they're nervous energy.
It's fight or *flight* time.

178

Don't feed the slackers.
They lack bite, they love their bars.
Leave them to their zoo!

182

Honesty shopping.
Buffered kind works like ice cream.
Soothes now, bloats later.

POSTFACE

Is there such a convention?

I thought it best to avoid a long preface. Browse the collection first, then hit the next level.

This book reminds us that limits are rarely limiting. 140 characters on Twitter seems like a universe to me — *infinite*.

Whether you poke fun at Twitter and mobile reading, or you actively make something of the mediums, the phenomena show that digital marketplaces are evolving quickly. The world is shrinking extremely fast. Americans are still very much in the ingenuity game.

This book is also a vote for brevity. This comes to you from an ADHD kid. Trim the fat. Focus. Challenge. Cut through the matrix.

To those brands who specifically were dogged by dragonfire — Facebook, MTV, Christina Aguilera, the late Frank Sinatra, Life is Good, Frisbee, America, Joba Chamberlain, Wall Street, the GNP, Happy Gilmore, the Rapture, Tiger Woods, and the Big Bad Wolf — sorry, this is pop art. There's no such thing as bad publicity.

Big ups to Nicole Radziwill for putting the *ü* on the brand. *Bizkü* were first tweeted at www.twitter.com/ericstownsend.

I chose not to include the original hashtags (eg. #business). When you include a hashtag inside a tweet you publish, the tweet is sent to a worldwide feed where opted-in readers are following the specific subject matter. It's easily one of the top direct marketing channels on the planet, though many don't likely think of it in this manner — and it's completely free. The hashtags I favor include #business #marketing #branding #shopping #sales #design.

I don't obsess over the number of Twitter followers I have. My base of followers evolves organically, via hashtags. None of the tweets that were "favorited" @ericstownsend have been highlighted as such in this book. A favorite is a form of third-party endorsement that gains favor from Google for its associated website. In the case of my Twitter profile, it's linked to www.glimpse.digital — my marketing firm website.

ADDITIONAL RESOURCES

Follow me on Twitter for the latest bizkü:

<http://www.twitter.com/ericstownsend>

Wikipedia offers this topic on haiku poetry:

<http://en.wikipedia.org/wiki/Haiku>

Some of the greatest haiku poems ever written:

<http://www.toyomasu.com/haiku>

<http://examples.yourdictionary.com/examples-of-haiku-poems.html>

<http://www.poetrysoup.com/poems/Haiku>

Tips for writing your own haiku:

<http://russbaleson.hubpages.com/hub/The-Sound-of-Water---Over-200-of-the-best-Haiku>

Why not try your hand at haiku? Below are some guidelines.

- Like with all great artforms, rules can be broken — given purpose and reason.
- Haiku poems consist of 5, 7, 5 syllables in three lines.
- Line one and two should be different images.
- Line three brings the two images together.
- A haiku often contains a kigo, a seasonal reference. For example, cherry blossoms indicate spring. The season word isn't always that obvious.
- Try to write a haiku only about what actually happens to you.
- Write when you have been deeply moved.
- Keep it honest, simple, clear and modest.
- Try not to explain, as it should need no explanation.
- Try not to express feelings in words — let the concrete action speak for itself.

A wall where haiku are contributed:

<http://www.haiku.com>

Purchase titles on Amazon from my inspiration, Dr. Stephen Addiss:

http://www.amazon.com/s/ref=nb_sb_noss_1?url=search-alias%3Daps&field-keywords=stephen+addiss

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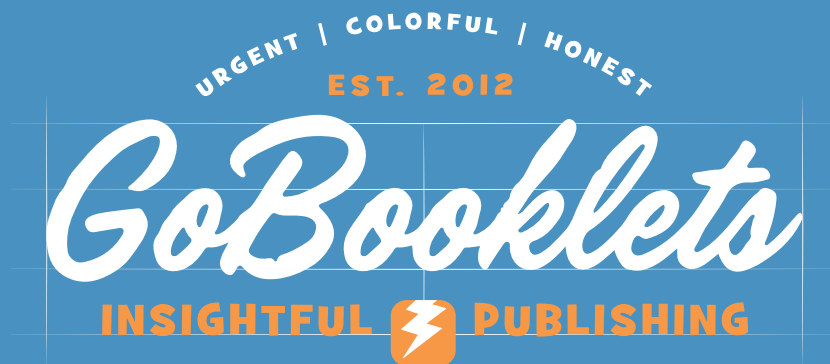
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