

200
HAIKU!

bi3kū

DRAGONFIRE

FOR BUSINESS & LIFE



@ericstownsend



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ARTWORK

Selections from Istock & Wyllo

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Publisher: Go Booklets of Fairfax, VA 22030. www.gobooklets.com.
Parent Company: Glimpse Digital. Distributed worldwide on Amazon.

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CONTENTS

DEDICATION

PREFACE

POEMS 1 THROUGH 200

POSTFACE

ADDITIONAL RESOURCES

We thank you for your interest in *Bizkü 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.

Here's the Go Booklets library:

- *Bizkü Volume I*
- *Bizkü Volume II*
- *Catch: Bond in Meaningful Ways (abridged)*
- *Catch: Because Telling Ain't Selling (complete primer)*
- *Command Parallels*
- *First World Maladies Volume I*
- *Lovely*
- *Orion Sagas*
- *Score Big*
- *Sharking*
- *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/ericstowndsend.

1

Count beans, eat beans, FULL —
a power lunch with myself.
Soon, I'll be sharing.

2

Talk, talk, then more TALK.
You *say* you're going big places,
while you crush Facebook.



Stop saying “genius.”
The mere fact that you get it
screams ubiquity.

4

Suits are for success.
Button up tight, act *tighter* —
lose the bid to me.



5

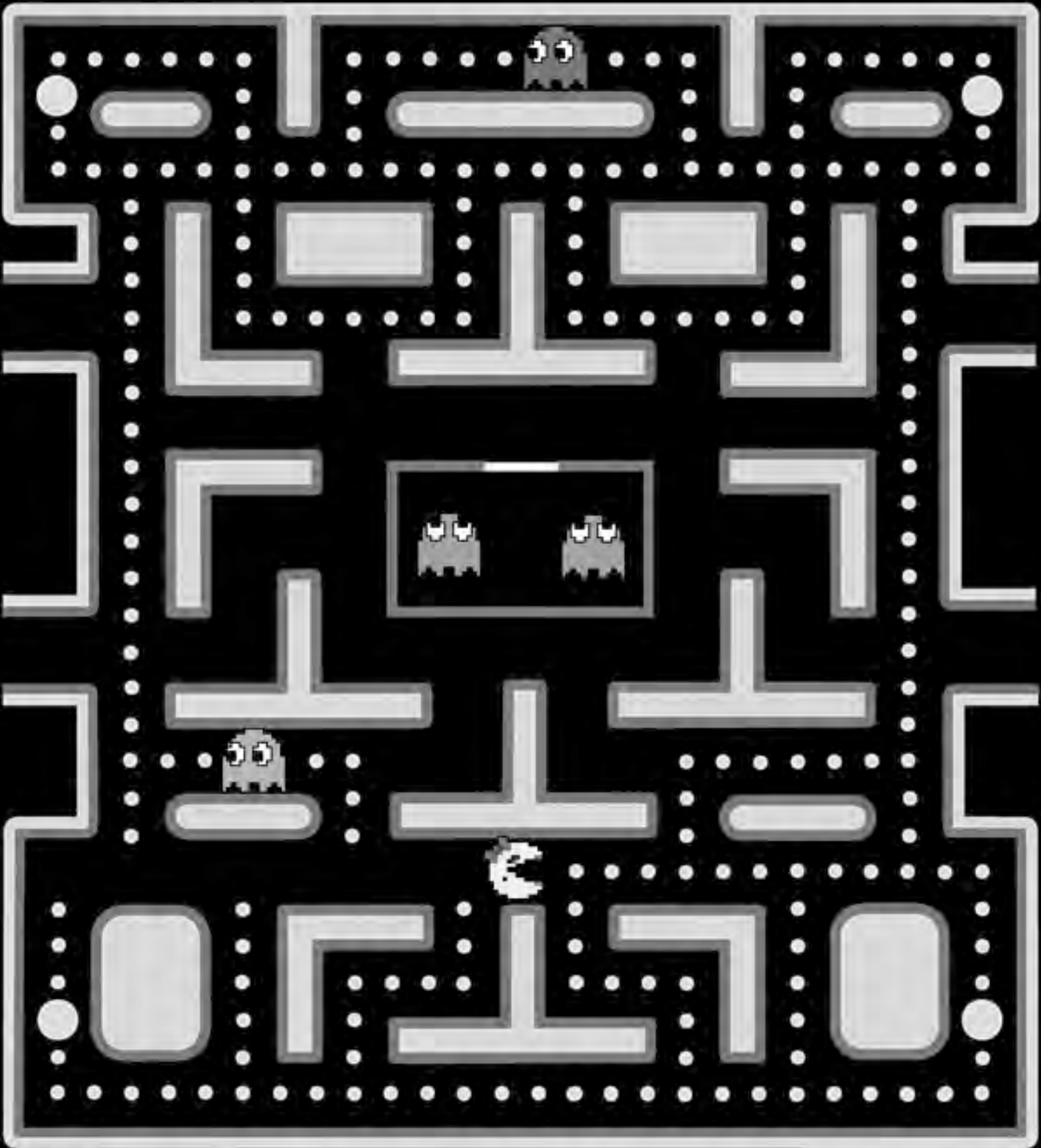
Live in the present.
Time is more than passing by —
it is **MOCKING** you.

6

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

1UP

120



7

Micromanage me!
Everything you touch, *wilts*.
What's more magical?

8

From pauper to king —
can't grasp from "MTV Cribs."
NOT about money.

9

Cougarlife.com
must be the top dating site.
Through failure, we grow.



10

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

11

Facebook brand scandal —
don't exploit others' info:
wait, that got US here.

12

Quit trying for cool.
Those who ARE cool get annoyed.
Be a better nerd.



DRAPE

DRAPE

13

On validation —
hall of fame or half of game?
Play to win your way!

14

The world CAN be changed —
by dwelling upon the past.
History repeats.

15

On player-hating —
wishing ill will on others
returns to hurt you.

16

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

17

Solving one problem
creates others to address.
I am never bored.

18

Gallantly streaming?
The only ramparts being watched
are Facebook pot shots.

19

Wisdom before speed.
Stretch your mind before the race.
Envision the win.

20

On tunnel vision —
where challengers stay in lanes,
no need to fear them.

21

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

22

It doesn't take much
to do the little things well —
like shout THANK YOU here!

23

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



24

The wee small hours —
Frank Sinatra had it wrong.
Chase dreams, not the girl.



25

Some like to create,
while others like to consume.
Need more of former.

26

Drain the wishing well.
Shred the lottery tickets.
Solve people's problems.

**Sign
your**

**lottery
ticket.**

Make it yours.

27

No luck is needed.
Be available, willing.
Don't sell yourself short.

28

Love all in your life.
Work, play, people — one cycle.
In balance or out?



29

Why count followers?
All you're tweeting is puff chest.
No value in that.

30

Yes, it's dark down there.
I'm diving deep for answers.
No risk of drowning.

31

It's *just* a flesh wound.
Watching “Taken” reminds me —
the answers are there.

32

Don't share your concerns
in the “Life is Good” circle —
tagged Debbie Downer.

33

Call me on your phone.
Emails and texts are flat chat.
Communicate **MORE.**

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.

36

She blanks the pink blank.
Place any words behind she —
NOW it's newsworthy?

37

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



38

Stands to benefit —
right place, *right* time, *right* talent.
Plan to be present.

39

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

40

American boredom —
experiences abound,
get busy living.

41

The horizon shelf —
treasure for forward thinking.
Let's make a beeline!



42

Flexibility —
offer to those who earn it.
Don't just backpedal.

43

Guard goes up — *no thanks*.
Man doesn't walk on the lot,
lest he wants to buy.

44

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



45

“It’s a win-win sitch.”
If you need to sell **THAT HARD**,
then maybe it’s not.

46

Don't cross certain lines —
like saying Yogi can't catch.
Respect the legends.



GRANDSTAN



LARRY "YOGI" BERRA

47

Creativity —
more doesn't always mean MORE.
Where's my noise filter?

48

Critical feedback —
hold off on the lip service,
offer something real.



49

I'm not enemy.
I'm like your very bestie —
sharing what they won't.

50

Forge that momentum.
Transform your thought processes.
Stop accepting less.

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.

53

Wise man says nothing.
Peers into the pretender —
who *laughs*, feels naked.

54

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

55

For me, rapido.
For her, it's no rapido —
because she is mean.

56

Pop, the “it factor” —
better than a cash duffle.
The REAL currency.

57

Ahead in the count —
baseball sweet spot and sales dream.
They must pitch to you.

58

Selection, *choices* —
NOT your way or the highway.
Ease the pressure. Sell.

59

A friend is “helping” —
at no charge, in his spare time,
while your time’s wasted.

60

Are you wandering?
Stop. Look up. **THE UNIVERSE.**
Don't waste time down here.

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.

63

Those around you SUCK?
Take two steps. *Lose them.*
Fix you. Don't extend the ill.

64

Prince's "When Doves Cry" —
uncommon, risky, timeless.
Dare to innovate.

65

Double gun salutes.
Hit home runs — but don't act out.
The pitcher plunks you!

66

Investing your time,
but calling it “*just* a job” —
GNP is gross!

67

Don't hurl the putter!
Keep your cool for performance.
Higher scores, more fans.

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.



70

Cynics v. skeptics —
latter engages your voice,
former seeks echoes.

71

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

72

Thrilled about Rapture!
Goodbye to entitlement,
theoretically.

73

Selective hearing.
Don't skip past certain moments.
Form a complete read.

74

Qualify your leads.
Don't be quick to talk business.
Gauge *seriousness*.

75

Taking a meeting —
always need an agenda,
or get FAR less done.

76

One size can't fit all.
Some don't accept loose-fitting.
Think precise, *tailored*.



77

Jump-starting the sale —
Get them talking, build off that,
create momentum.

78

Intellect-haters!
Sorry, but this ain't high school —
the nerds bully here.

79

Just your opinion.
Cool — then let me IGNORE it.
I'm on a mission.

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.

82

Patience — *pay science*.
If you *wait* to spend, less gained.
It's cause and effect.

83

*If it's meant to be —
easy for THAT to fall short.
Cover all bases!*

84

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

85

Innovation kills!
Elevate your product line,
chasers kept honest.



86

Teacher and student —
the learning must flow both ways,
or both fall behind.

87

On Edison time.
Creatives require less sleep —
fueled by what comes next.



88

Network and net worth:
former can bolster latter,
with the right choices.

89

Bad luck is still luck.
It's all in your perspective.
Grow from life's setbacks.



90

Fear not the shake-up!
Saying what they want to hear —
that ain't leadership.

91

Happy accidents —
when planning doesn't produce,
chance finds the willing.

92

Some talents innate.
Can't learn everything from books.
Authors on hustle.

93

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

94

Look for parallels.
Some think in straight lines only.
Help them see your points.



95

Lesson from Japan.
Wedding ring sales are way up.
Joy from tragedy.

96

Shush your ideas.
Others may have deeper bank.
Grand theft at Starbucks!

97

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

98

Pleasure principle —
thinking you need it all NOW.
Breathe, *prioritize*.

99

American brats —
everyone made a winner.
Through failure, comes strength.

100

Know where you stand, folks.
Southern charm leaves you guessing —
smiles, guile, and snake bile!



101

A bullet dodger
can say no in a heartbeat.
Doesn't copy/paste.

102

That *sounds* like a plan —
not quite the same as “you’re on!”
Grasp the nuances.

103

Giving up something:
shifting time to something MORE,
or just new sinkholes?

104

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

105

Partner with purpose.
Don't lock horns — *embrace* experts.
See what can be learned.

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.

108

Her favorite crutch —
purse puppets with lower bids.
Pumps chumps up like champs.

109

Doing less with more —
the great American flub.
Stubborn on learning.

110

Pro golfer, newsboy.
Same hat, different outlooks —
unless you're Tiger.

111

A great customer —
tough, fair, honest, sharp, active,
quick to yes NOT best.

112

Playing to your strengths —
position well, strike when right,
trust advantages.



113

Healthcare bills by mail.
Price coyness, surprises, yay!
Ration your pain meds.

114

Doesn't like questions.
Baked? Can't trust? Snob? Dislikes you,
or lacks the answers?

115

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

116

Respect? Paramount.
You'll catch more flies with honey
than with vinegar.



117

Wink to tradition.
Saddle up for drinks, WATCH OUT!
Brands on hangover.

118

If you're gonna lean,
choose forward. Engage, inspire.
Leaning back is tired.

119

Vocabulary —
one person's stumble-upon,
another's crack pipe.

120

Protecting treasure?
It's not just cash — *ideas*.
If you don't, who will?

121

Thank God it's Monday!
So many fronts to advance,
not enough soldiers.



122

Never a bad day —
just new challenges to meet.
We're stronger for them.

123

Choose low fat projects.
Switch to sugar-free feedback.
Boost your mental health.

124

Brushing aside facts —
where *beliefs* reframe findings,
clouded minds prevail.

125

Acts as own critic?
Displays concern for others?
Signs of the gifted.

126

Learn from vocalists.
Choose the wrong song, disconnect.
Taste must pair with voice.

127

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

128

It is what it is.
Are we giving all we can?
Bet we can shape more!

129

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

130

Simple pie advice —
place fingers in select few,
duck when one's coming!

131

Customer who's WRONG —
wants expert to lower bar,
deaf to best practice.

132

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

133

The freedom to roam
starts with anchoring, groundwork,
the *right* investments.

134

Principle issues?
Be swift, direct, and careful.
Don't *minimize* — learn.

135

Develop your goods —
strong, practical, appealing.
Less talk and more sales.

136

Build reputations.
Marketing will open doors.
Approval seals deals.

137

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

138

Rust upon the blade —
never dull or lose your edge.
Keep moving, don't stop.

139

Game mastery, luck —
Yogi Berra's greatest gifts.
13 World Titles.

140

Worlds collide often.
Learn where your choices are shared.
Tread lightly at first.

141

Emptying the tank —
pitchers expend all to win.
How hard do you work?



142

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

143

Ever play guitar?
Skin toughens, notes harmonize.
Some friction *is good*.

144

The “Big Bad Wolf” pitch —
huffing, puffing, pounding doors.
Punchlist for failure!



145

Infrastructure-geeked?
Grow demand, then boost supply.
Safer of two routes.

146

Consumer baggage.
Don't ask newbies for clean slates —
get to know the dirt.

147

Finding common ground:
share passions, what makes you tick.
Guarded is thwarted.

148

Dial up benefits —
the difference you will make.
Push for crystal clear.

149

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



150

Hands-on, NOT *hands in*.
Don't treat people like puppets —
that only serves you.



151

Jerking of the chain?
We're not on "Headbanger's Ball."
Lay off the metal.

152

Put that coffee **DOWN!**
Reserve rewards for results —
NOT for attendance.

153

Pay for critiquing.
“Peeps” won’t offer much value —
smoke-blowing and pats.

154

Doing *just enough* —
more luck than success planning.
How can you sit back?

155

Stress must roll off you.
More it sticks, less your command.
Stand taller, produce!

156

Wearing others' shoes?
Time to walk *with perspective*.
Trampling's for toddlers!

157

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

158

Calling others dumb —
unaware of your dullness.
Pin tail on donkey!



DONKEY PARTY GAME Rules for Playing

Detach the reins with the numbered tabs. Cut out the tabs and attach a pin or piece of thread to the short end of each tab. Fasten the donkey to a string hanging in a doorway or against the wall.

Give one tab to each player. Each player must remember the number in the tab given him. Without each player in turn, and without about arms or legs. Then the player must step forward and attach the tab to the tail above the player handles. The player must use only one hand. Other players follow in the same way.

The player touching the tail releases the proper piece in the center of the first piece. Really good is for the one who touches the tail without any.

159

Likes to wreck herself —
less through drugs and alcohol,
more through abused ears!

160

Pounding the pavement —
doesn't sound appealing, right?
Imagine *you're sailing*.



161

Distance between points —
best to provide the straight line.
Hassles speak volumes.

162

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

163

Interest in deaths
outweighs passion for what's next?
Consumers gone WRONG.

164

Goods aren't all good.
Look beyond today's purchase
to where that trend leads.

165

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



166

Recommendations —
the source and support matter.
Prep for skeptical.

167

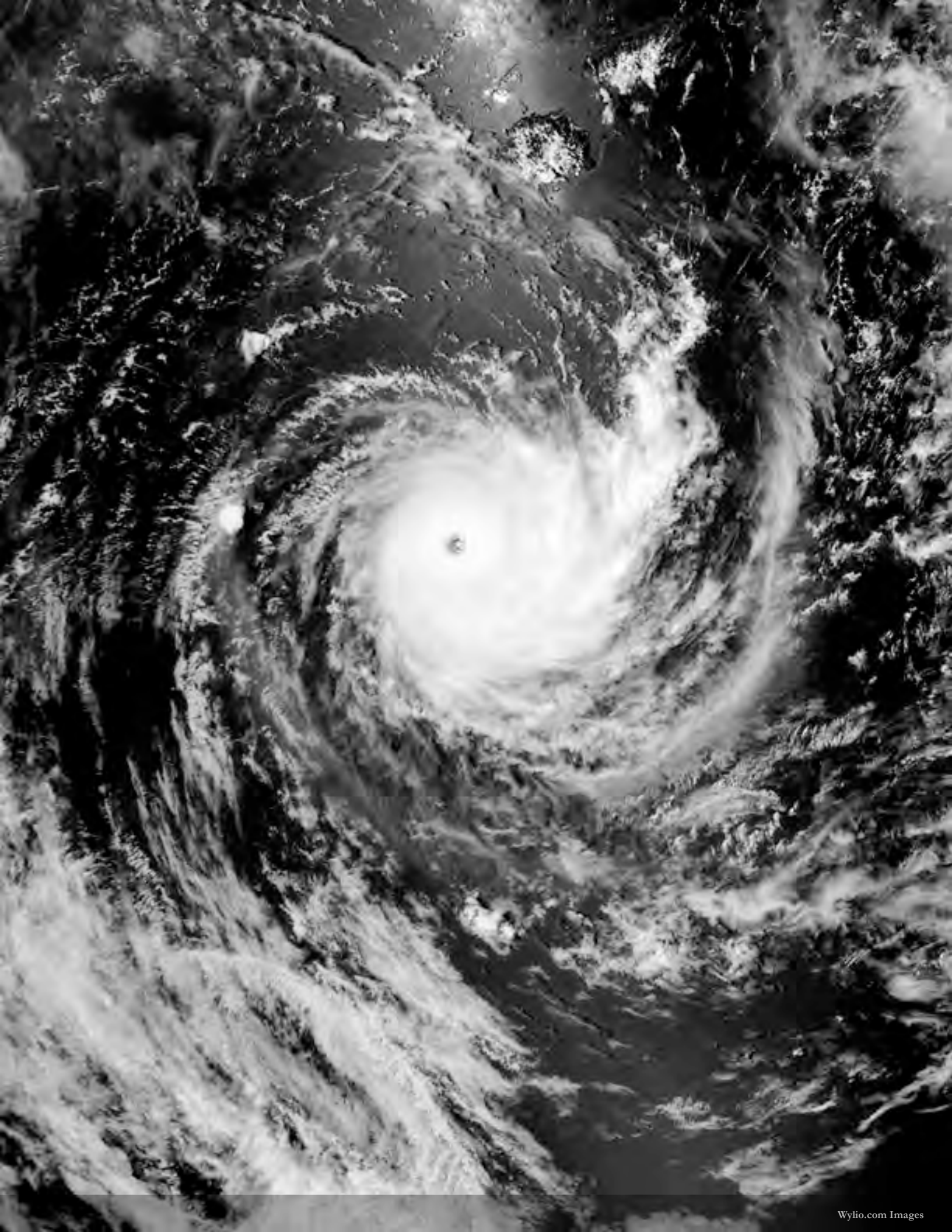
Your impact drives price.
Time booked at rates *limits you*.
Create what's precious.

168

Reaching compromise —
the rarest destination
is found through *retreat*.

169

The seas are raging.
Small fish are bait or returned.
Big game builds legend.



170

Protect those on board.
Pros take a hard line on time —
no pay, no parlay.

171

Éminence grise *grease*.
Elder opines lubricate,
protect your engine.

172

Harbor the hustled.
Avoid mistakes others make.
Secure the high road.

173

Birds of paradise.
What's their approach with suitors?
Be bold, stage a show!



174

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

175

In desperate times,
be the one who's most *at ease* —
conducive to hope.

176

Who's watching your front?
Your best defense *is offense* —
foresight before fear.

177

That testy pride scale.
Invest next to nothing — hack.
Flash a heap — haughty.

178

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

179

The unthinkable, bold steps.
Virgin paths. Staunch tests.
Determination.

180

Swing for the fences.
Singles barely raise eyebrows.
You need highlight reel.



181

Stretch before you sell.
Walk through likely objections.
Find patience, *listen*.

182

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

183

Lots of pre-game talk.
Nearly silent in conflict.
Nerves are creeping in.

184

Games within the game —
Situating, weighing, planning, reacting,
force the action. Win!

185

Choose sources wisely —
informed, objective, steady.
Strengthen your advice.

186

Build and they will come —
not until roads lead to you.
Seek, connect, *compete*.

187

Quick “know it all” test.
Still learns from peers? Takes advice?
If yes, then no fit.

188

Has “The Midas Touch” —
means that fortune could soon change.
How is it wielded?

189

Push beyond comfort.
Add mass to your thought process
by weighing options.

190

Death of a salesman.
Sad, when it's "need any help?"
followed by NO HELP.

191

Looking v. seeing —
Latter takes measure, insight.
Don't just *observe life*.

192

Flight of bumble lips.
Wandering words, emo tilt,
CHILL — steady the ship.

193

Word is bond (again) —
the more challenging the times,
the tighter the ties.

194

Expertise is mass:
force and acceleration —
not idle chatter.



195

Specificity —
the stuff of great exchanges.
Get MORE done, quickly!

196

To stand tall or fall:
less to do with feet and legs —
more about backbone.

197

Dear carpet bombers —
pitch the room, sell nothing, DUH!
No one *feels special*.

198

Dressing for success?
If your mind's wearing flip flops,
don't expect the sale.



199

A veteran move:
savvy that locks down results —
NOT sourced by newbies.

200

Ask the back story.
Parallels can surprise you —
learn first from *what's been*.

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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