

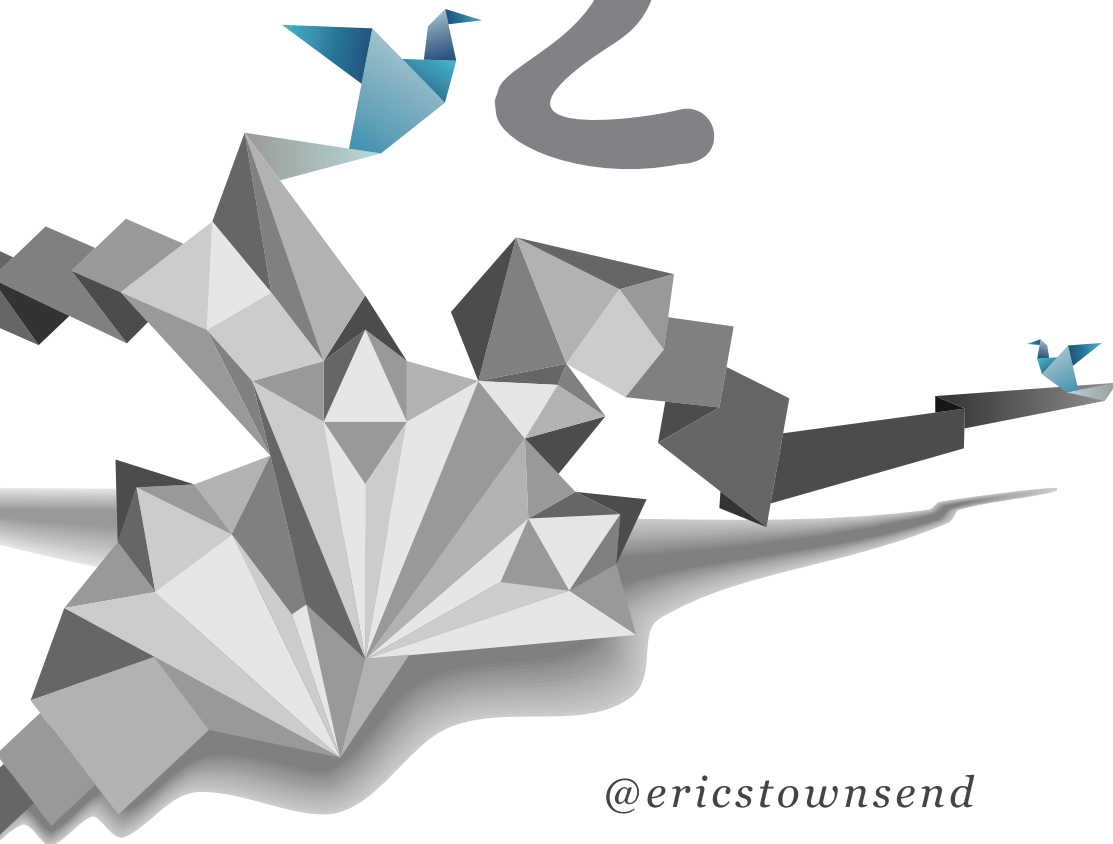
100  
HAIKU!

# bi3kü

A BIRD

IN MY HAND

# 2



@ericstownsend

**Bizkü Volume II — A BIRD IN MY HAND**

# ***Bizkü<sup>2</sup>*** **A BIRD IN MY HAND**

## **AUTHOR**

Eric S. Townsend

## **EDITOR**

Sue LaLumia

## **ARTWORK**

Selections from Istock & Wyllo

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We thank you for your interest in *Bizkü Volume II — A Bird in My Hand*, 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 one of the most important artists of the 20th Century.

Marcel Duchamp challenged the conventional.

He explored artistic processes and art marketing.

More than his writing, subversive actions set the tone.

Duchamp abandoned his art career and devoted his life to chess.

“A bird in the hand is better than two in a bush” is a saying that dates to medieval times.

The bird is a falcon. The two in a bush are its prey.

Its first citation in print can be found in *A Handbook of Proverbs* (1670) by John Ray.

## **PREFACE**

Inspired by the pivotal Duchamp work, *Fountain* (1907).

It was a urinal hung on an art gallery wall.

The original has been lost.

Duchamp once wrote —

*“The creative act is not performed by the artist alone; the spectator brings the work in contact with the external world by deciphering and interpreting its inner qualifications and thus adds his contribution to the creative act.”*

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

Get the latest *Bizkū* poetry here: [www.twitter.com/ericstownsend](http://www.twitter.com/ericstownsend).

# 201

Time to ditch dead weight.  
They don't feed your potential.  
Your *worst* is their best.

# 202

Build a relay team.  
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# 211

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# 212

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# 214

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# 217

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# 218

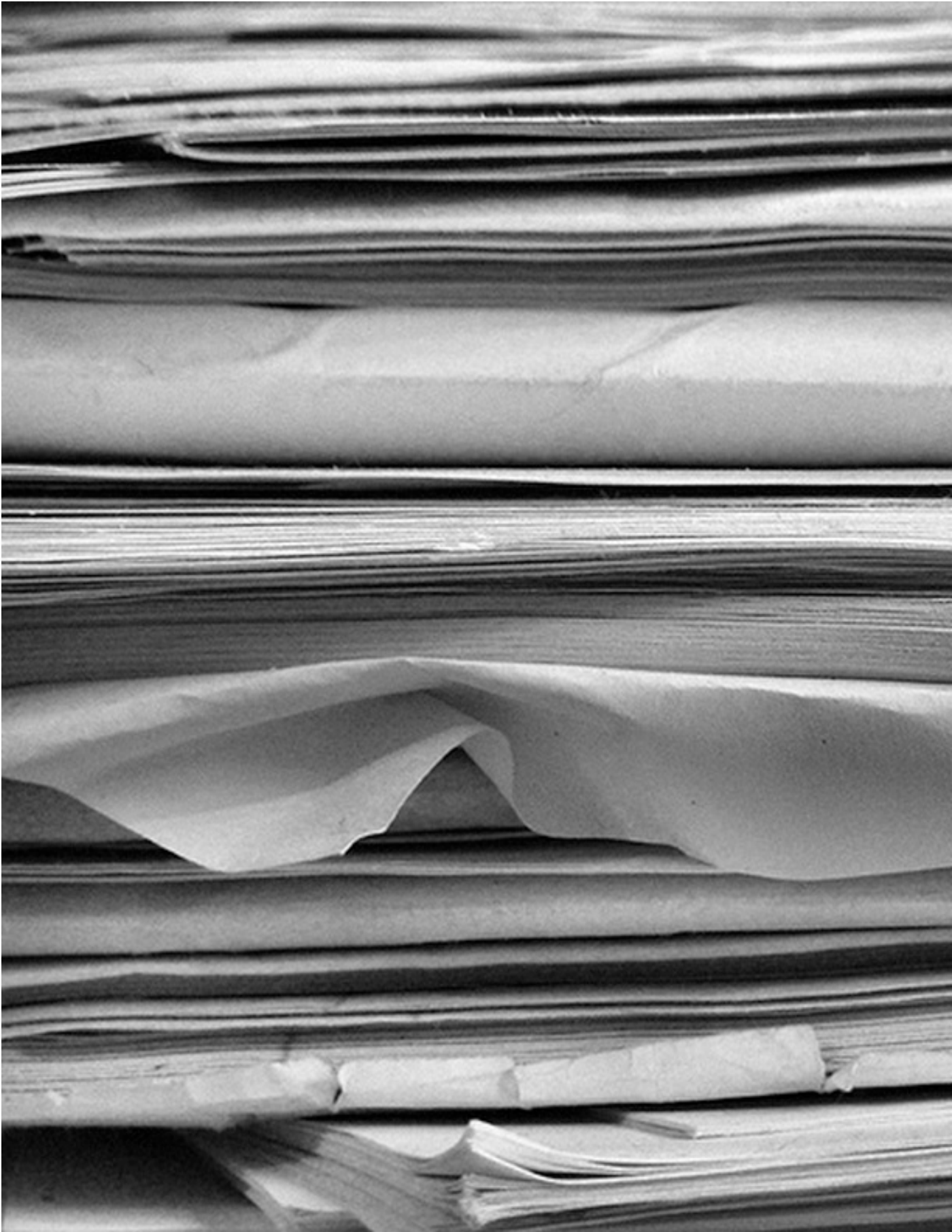
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# 225

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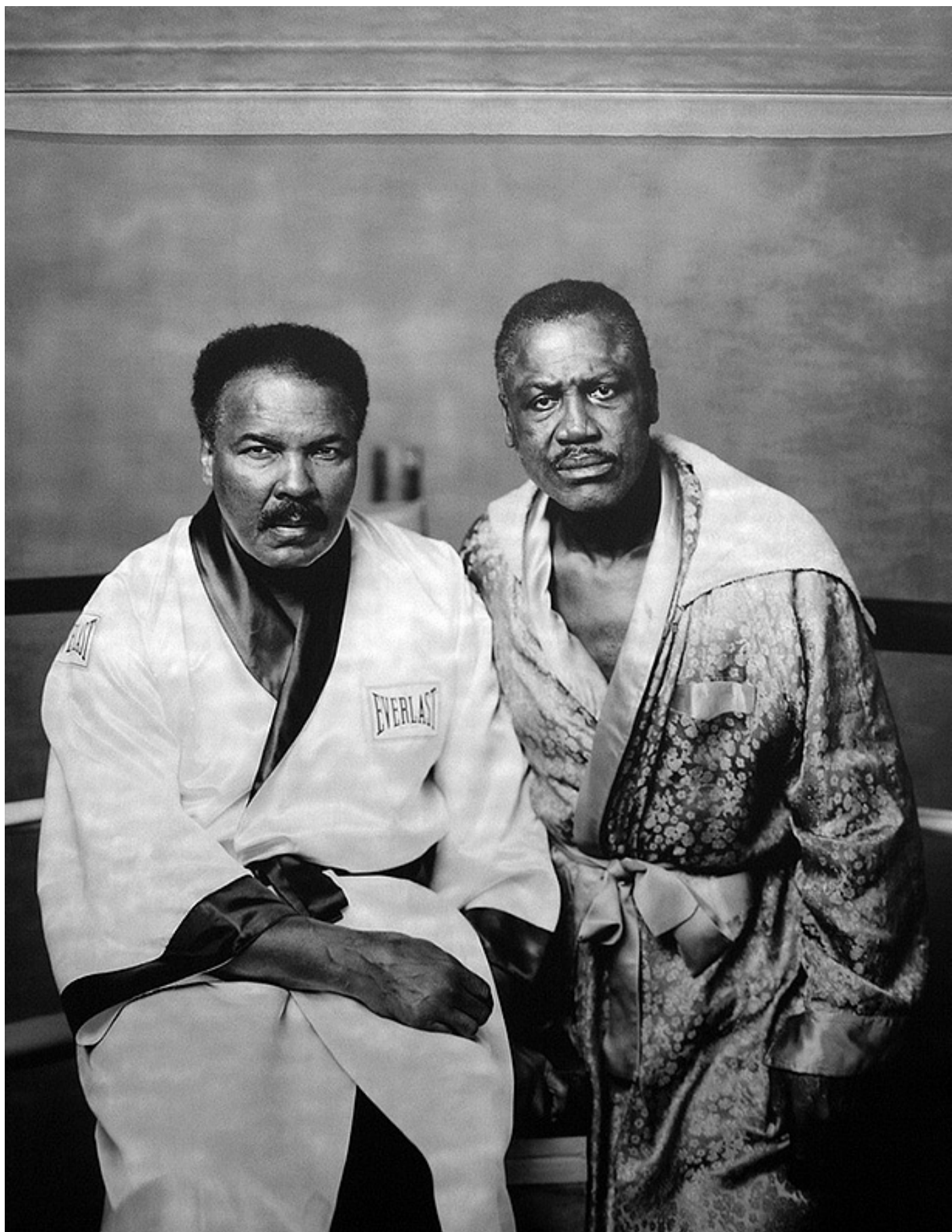
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# 236

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# 237

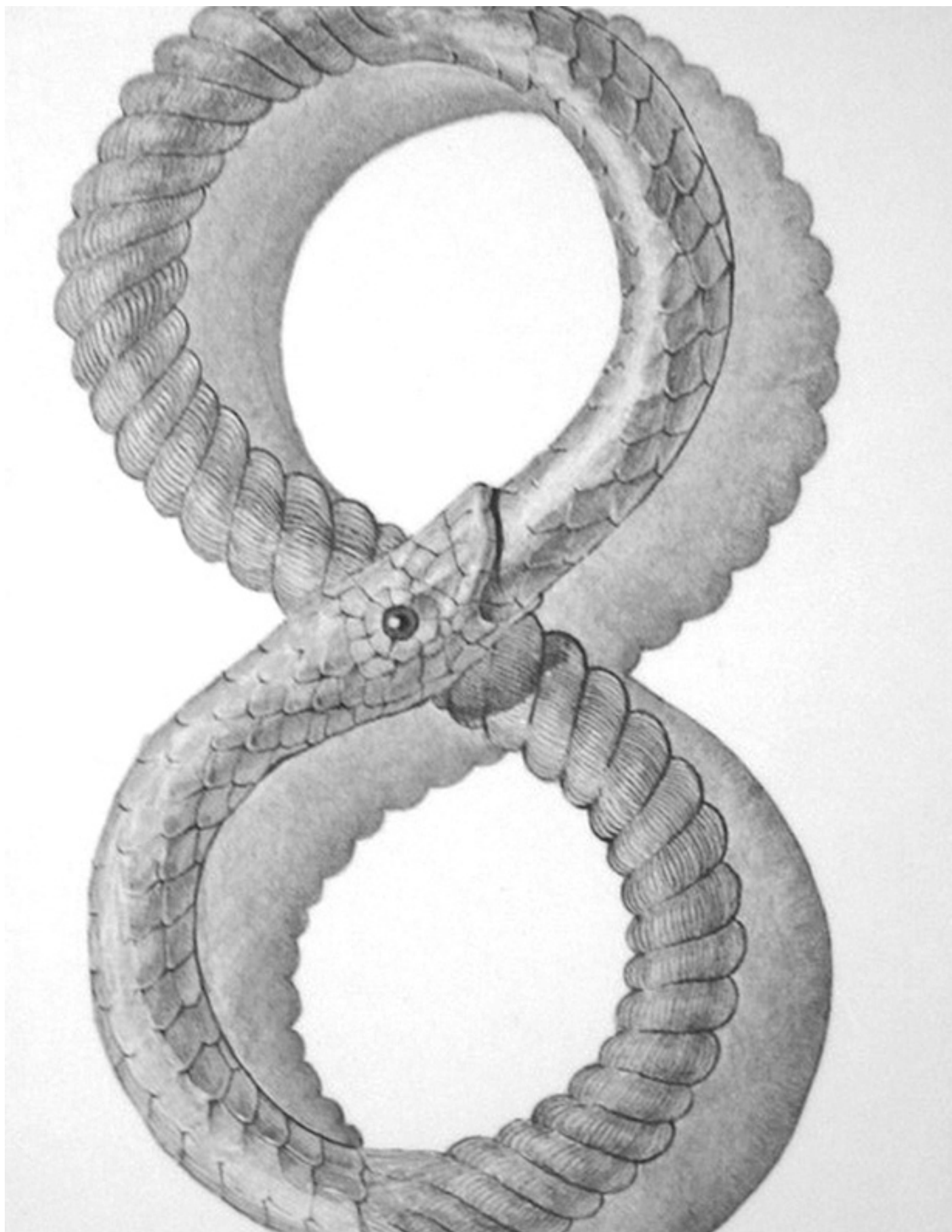
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238

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**239**

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# 241

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# 242

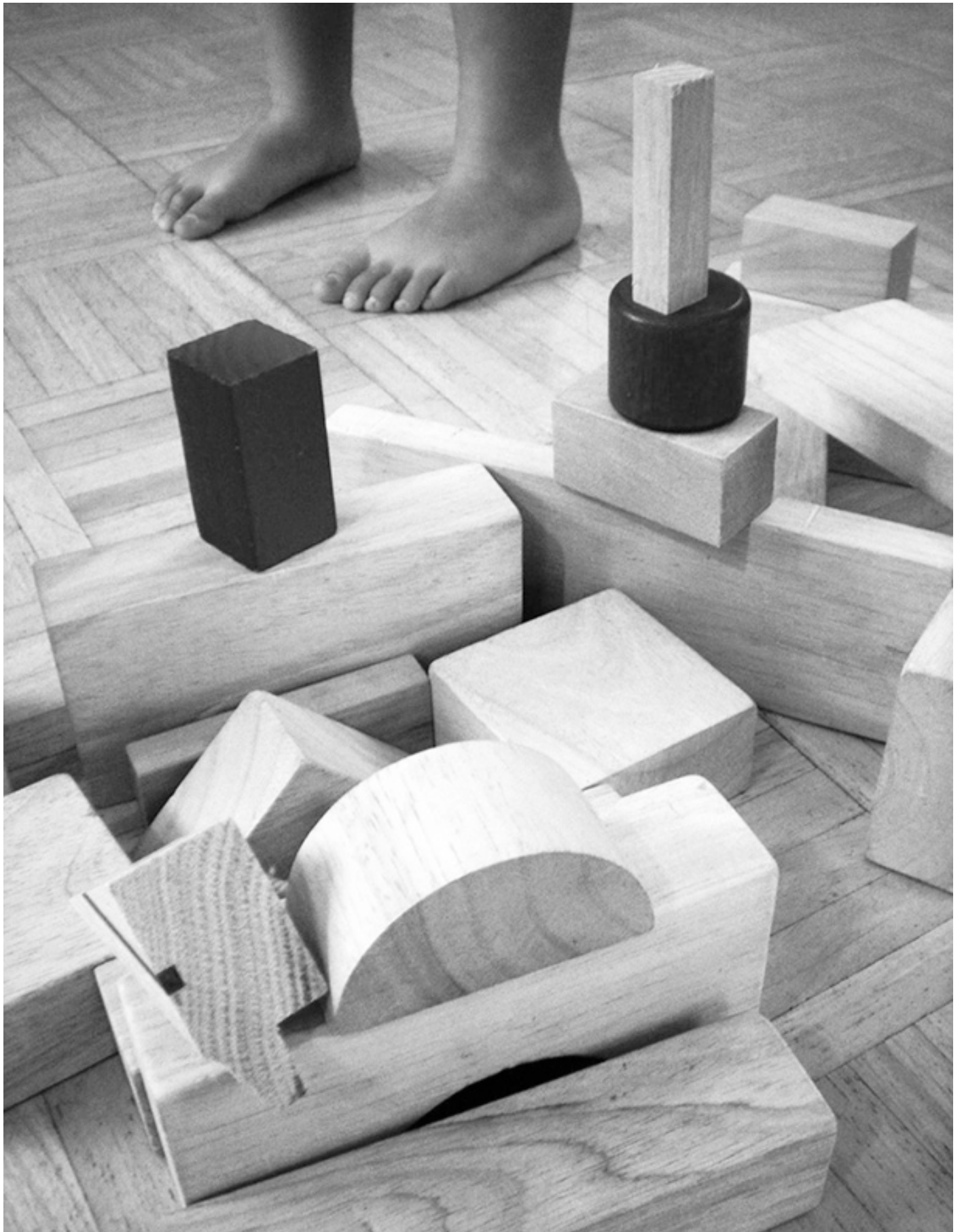
“Moneyball” teaches —  
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# 243

Adult babysit.

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**244**

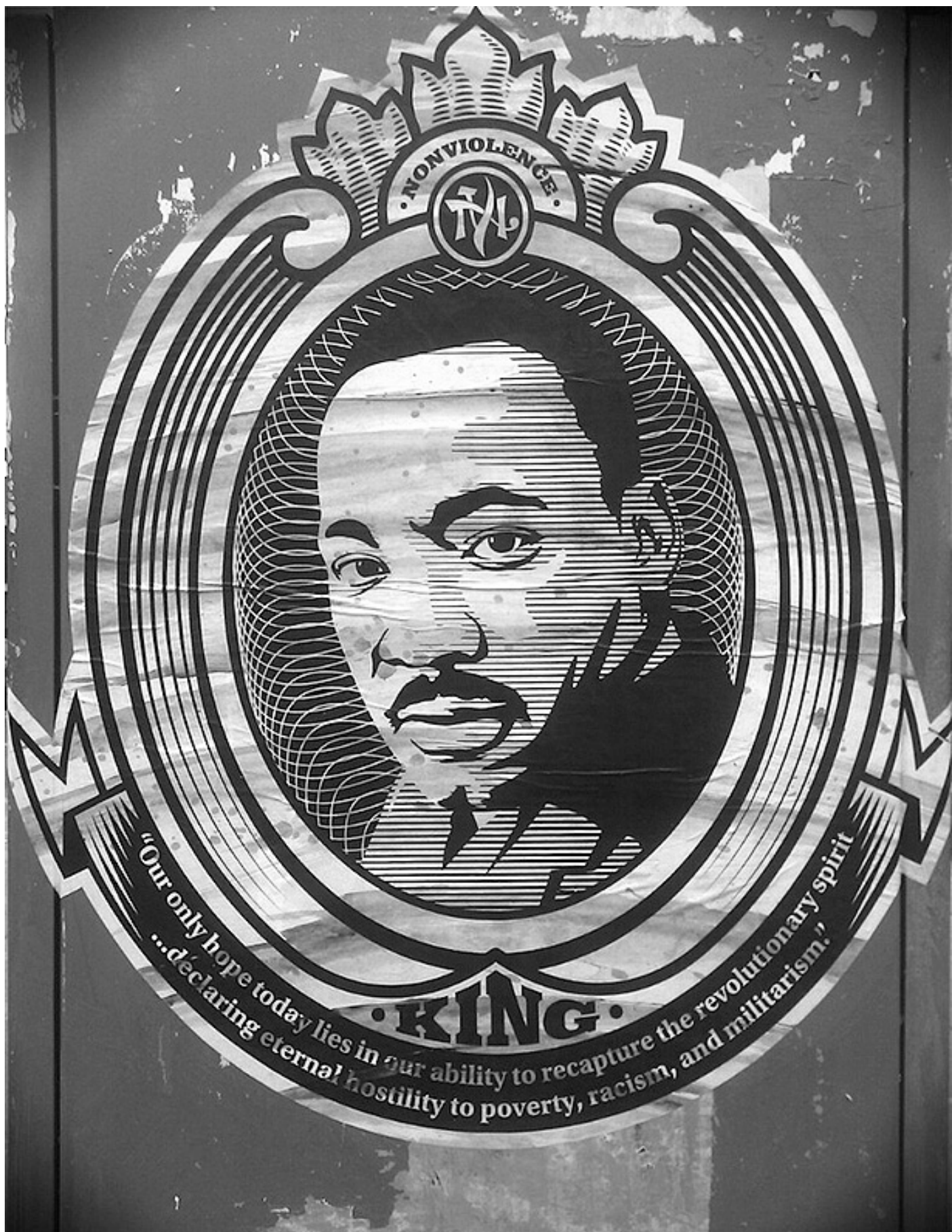
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The right races end in joy.  
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# 245

“Everything we see ...  
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Thank you, MLK.





NONVIOLENCE



"Our only hope today lies in our ability to recapture the revolutionary spirit  
...declaring eternal hostility to poverty, racism, and militarism."

KING

246

Analytical.  
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# 247

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# 248

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# 249

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Time to slow your roll.

# 250

Change opens *new doors*.  
Put me through changes? Unhinged.  
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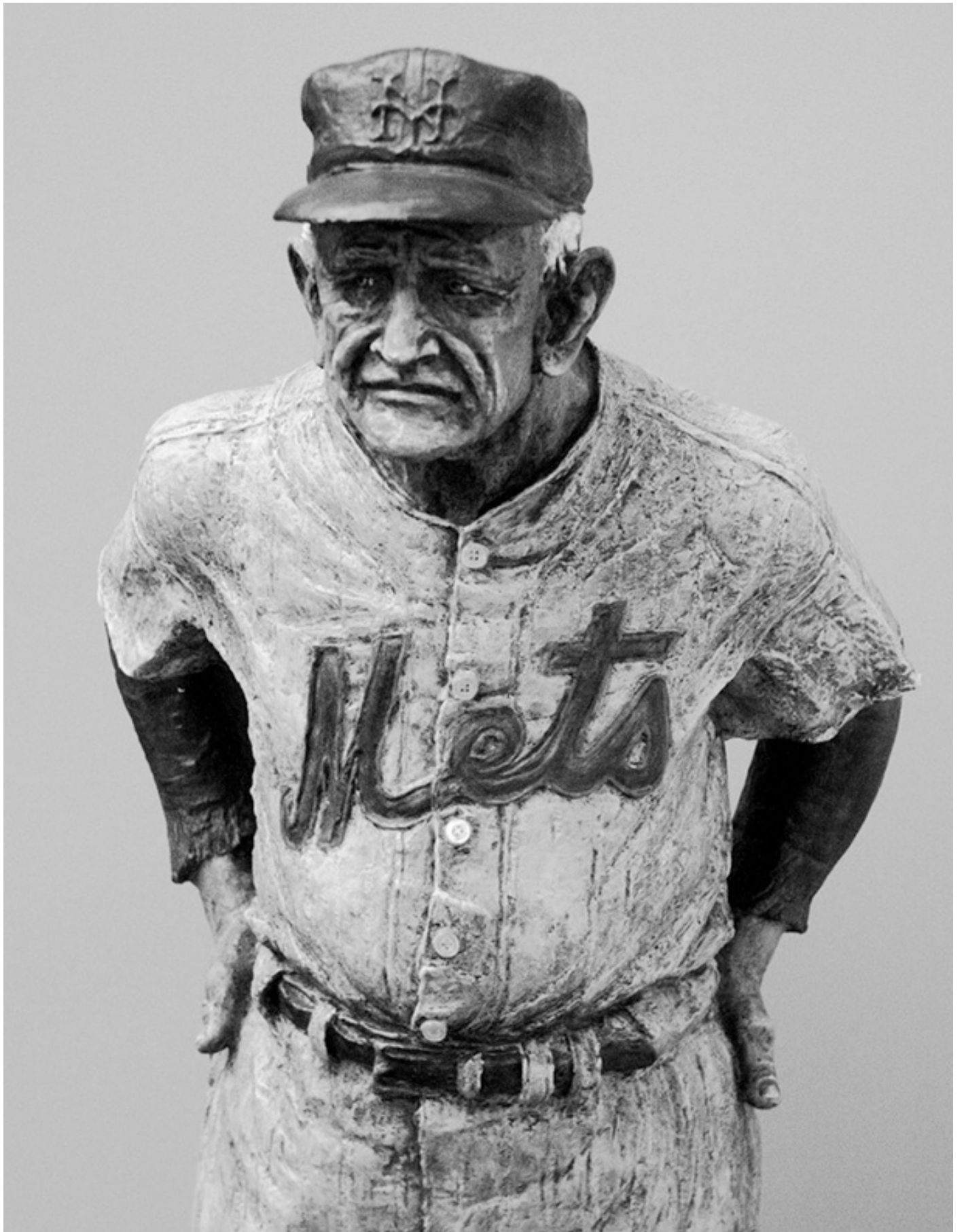
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# 256

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# 268

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— Carl Gustav Rogers

# 273

Exposing the cracks —  
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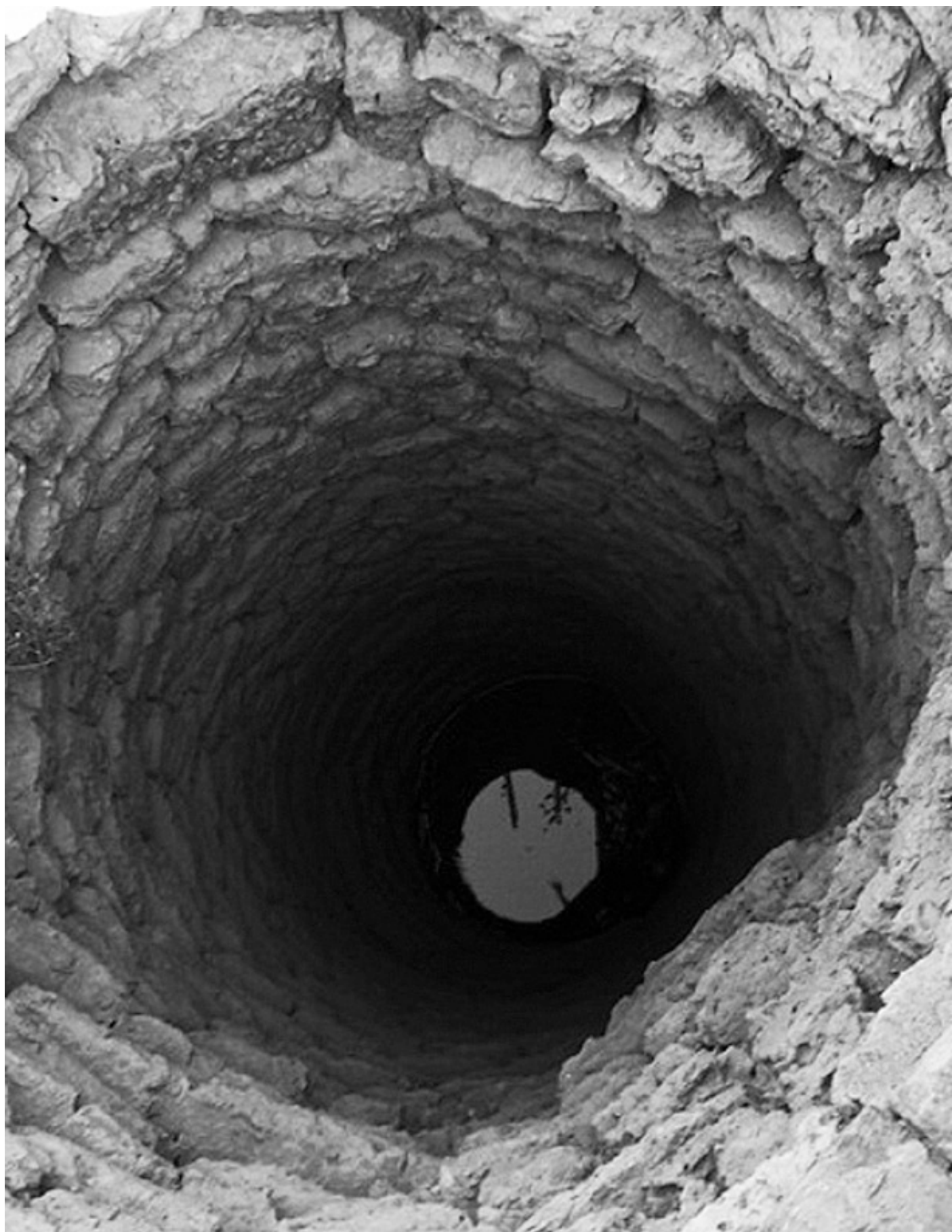


# 274

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# 277

Graze at your own risk.  
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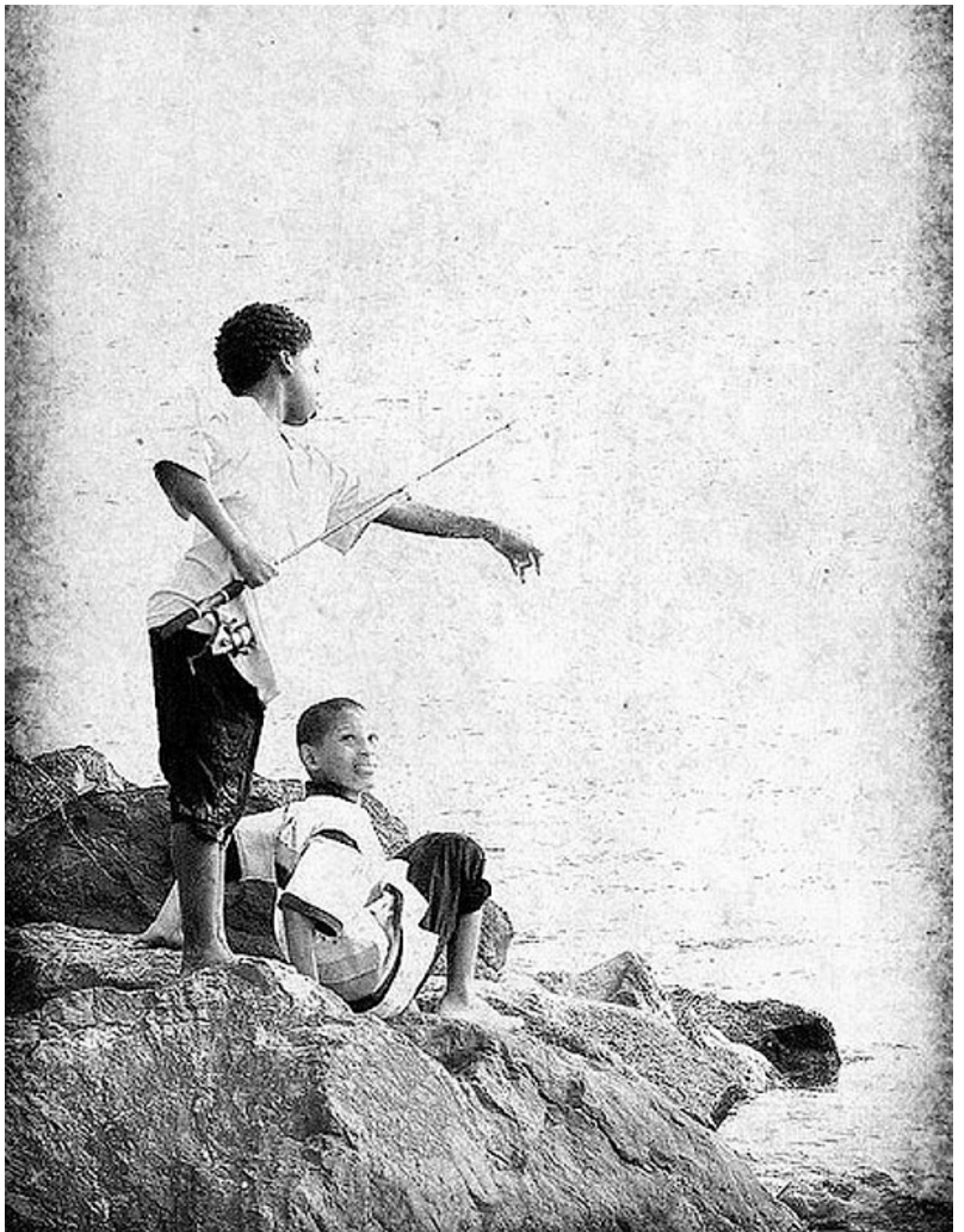


# 278

Wildfire lesson —  
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# 279

Teach someone to fish?  
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Feed more than his mouth.

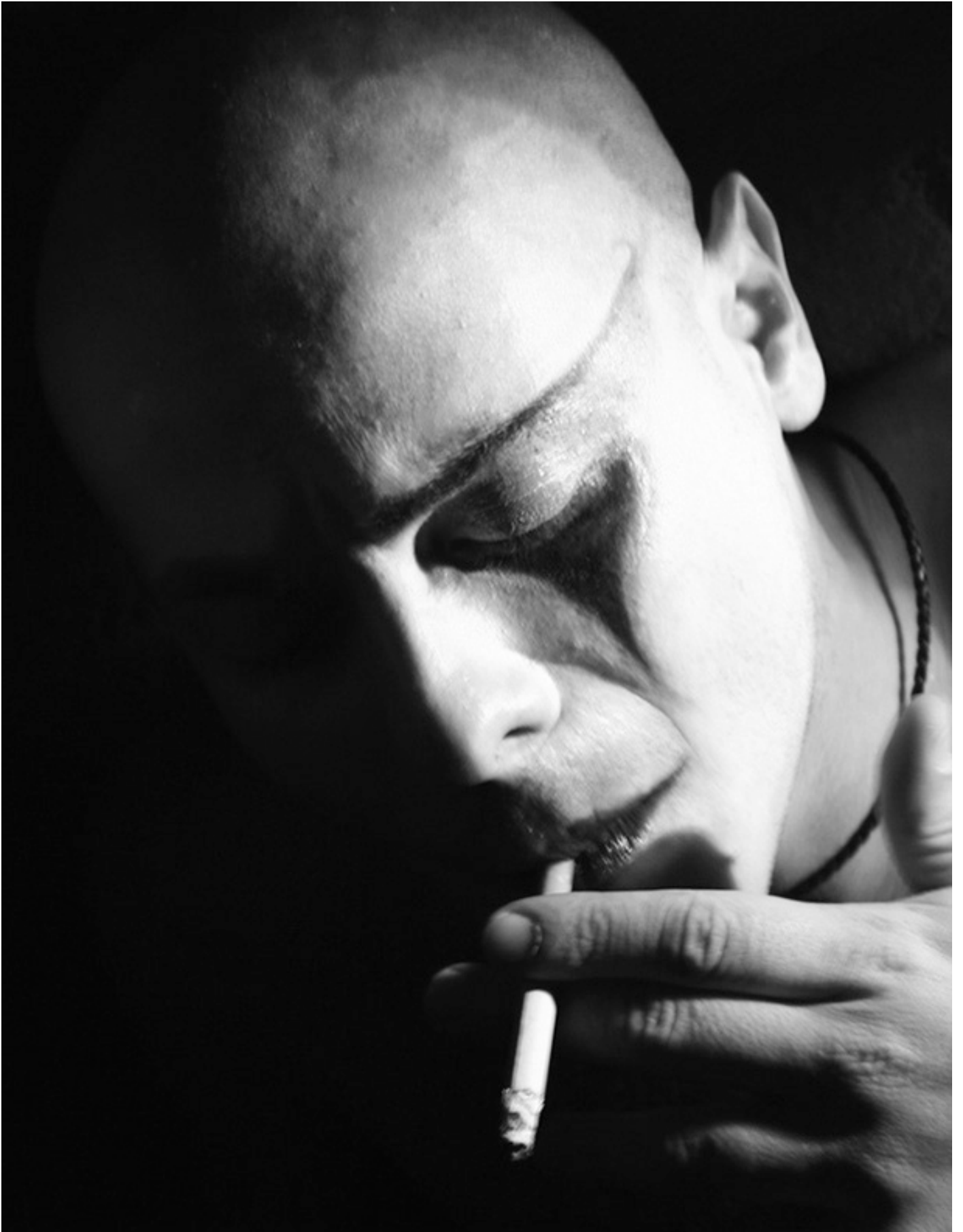


# 280

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# 281

City air should choke —  
where people mass, peddle's crass.  
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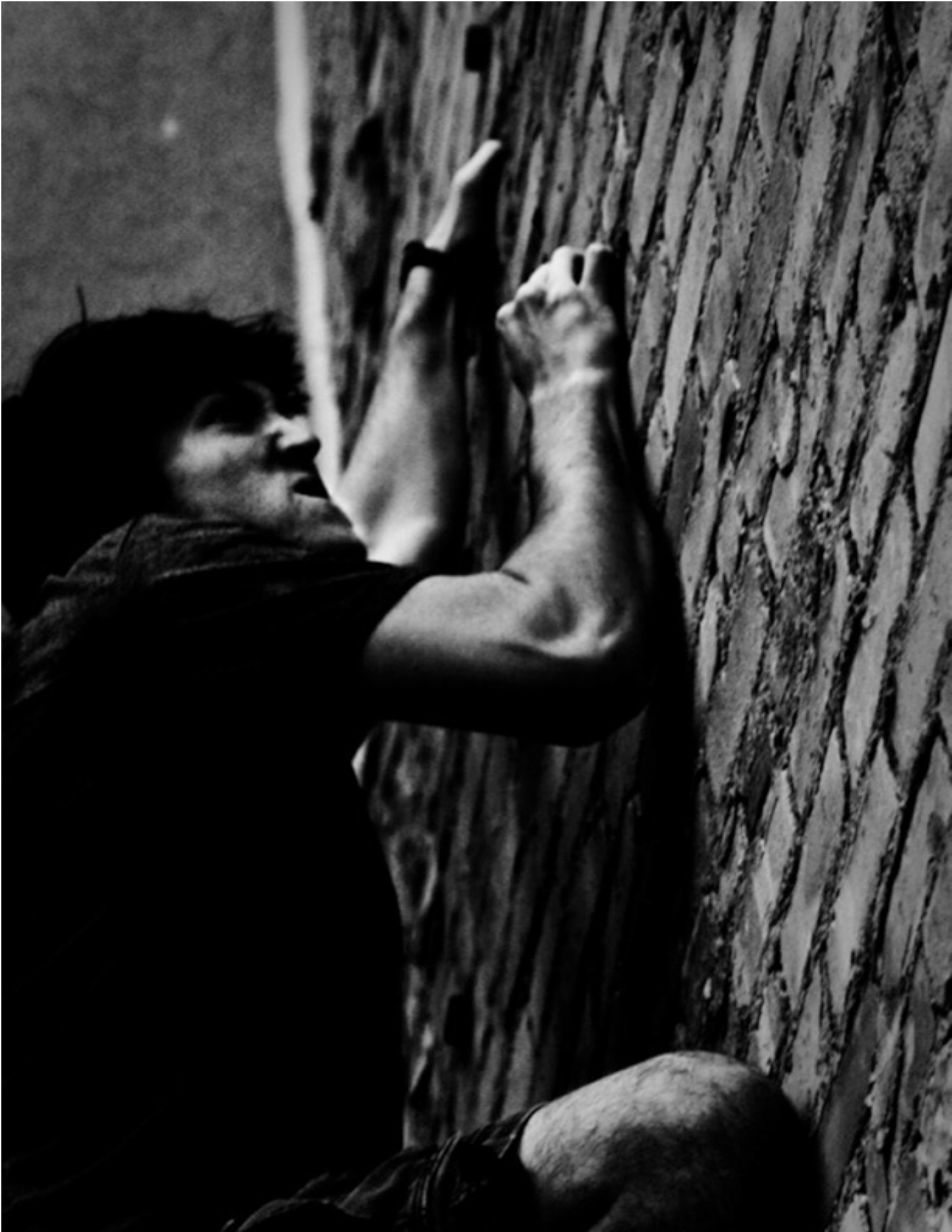
# 282

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**283**

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# 290

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Dare to burn hotter.



# 291

Know where bread's buttered.  
Trust and respect your talents.  
Keep them countering.

# 292

How catchers shape change.  
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Ask him what he saw.

# 293

The longview victor  
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# 294

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Ask what others see.



# 295

Help me to help you.  
Ask this when engagement stops.  
We > I.

# 296

“Must do something” itch.  
Don’t scratch with sniffs or chatter.  
Take honest action.

# 297

Being selective.  
Don't offer at every pitch.  
Swing from your sweet spot.

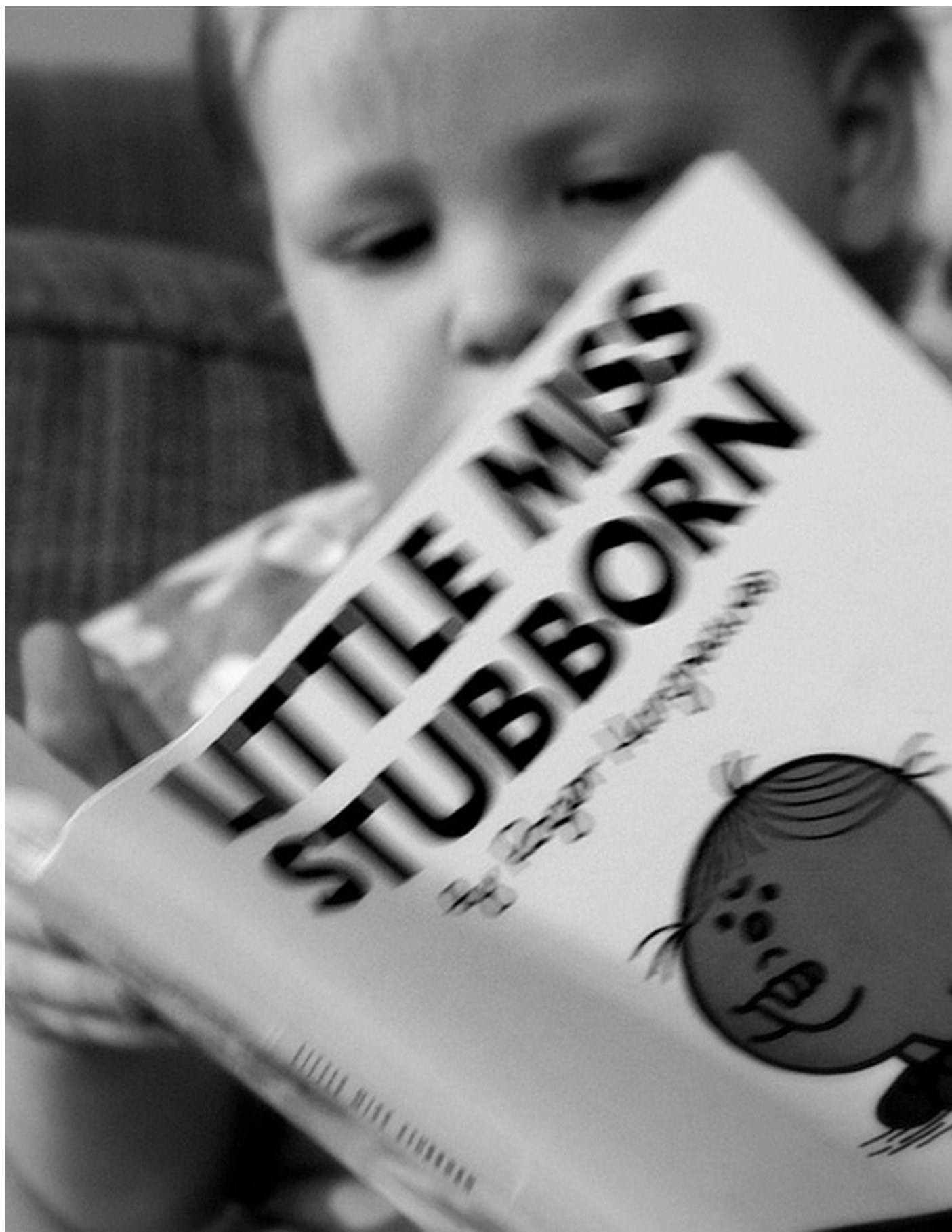


# 298

That urge to complain —  
pause, breathe, weigh good vs. bad,  
be patient with change.

# 299

Uncompromising —  
high standards or just stubborn?  
Only one earns praise.



# 300

Drop it like it's hot —  
Snoop Dogg credo, sales kindling.  
*Fire* sales, not dire sales.



# 301

Money on the wood  
keeps the business understood.  
Hushed wallets confuse.



# 302

Book the best early  
or lower expectations —  
proceed or recede?

# 303

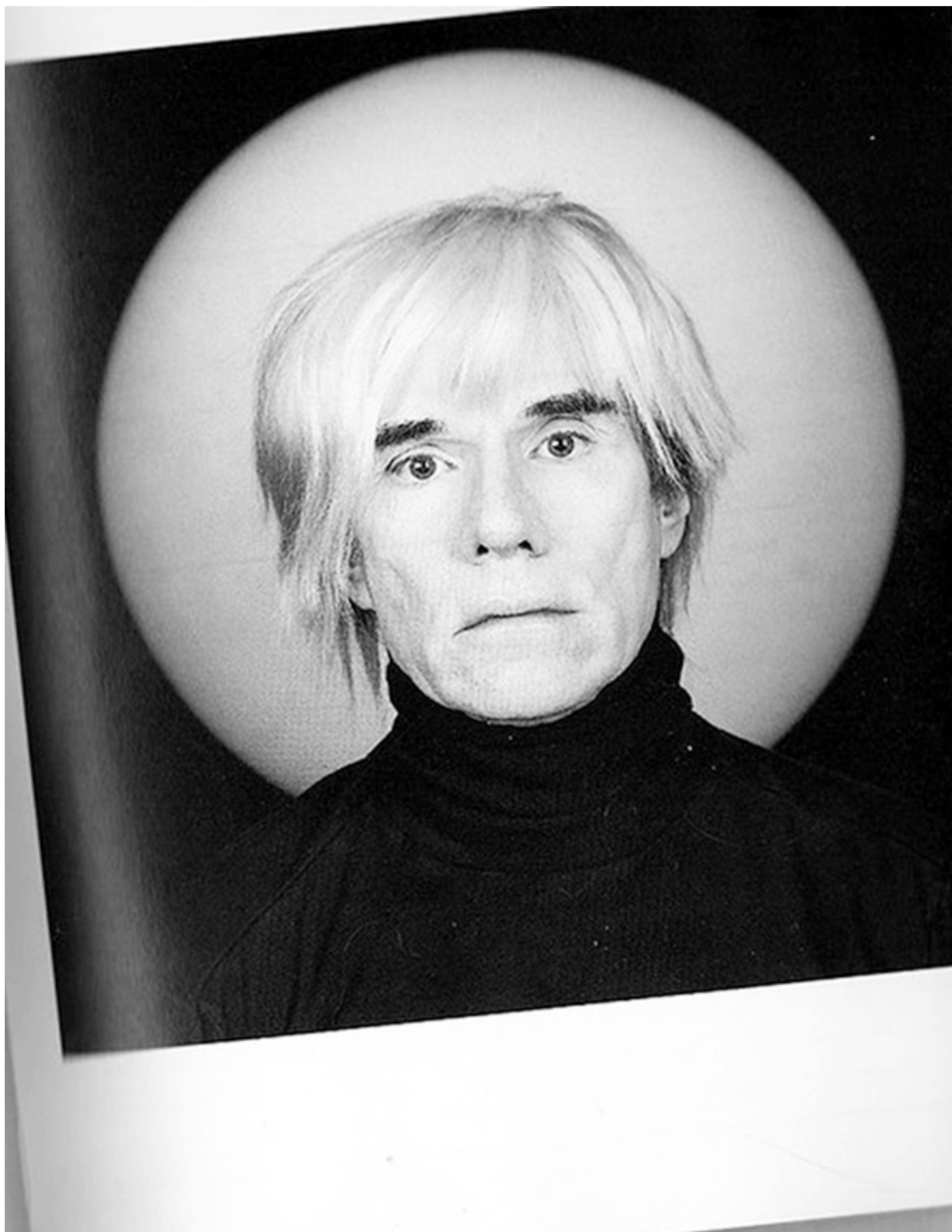
Everybody lies.  
Safest bet in trying times.  
Pressure triggers flight.

# 304

What Matt Kemp's drinking.  
I'll take a case to go, please.  
An MVP scorned.

# 305

The fussing factor —  
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from art to *treasure*.



# 306

Insular mindsets.  
Island getaways daily.  
Ships get tossed, beached, wrecked.



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Life's not background noise.



**308**

Substantially booked.  
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Follow that demand.

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Reward or shush cash?  
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# 311

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pawning the future.



# 312

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# 313

Pragmatic approach —  
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Fresh ingredients —  
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# 315

OK, President.  
Are you also janitor?  
Small business prop-ups.

# 316

Precious collector.  
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Breathe, renew, rebound.

**317**

Win against all odds!  
Concentrate fire on leader!  
Ackbar battle cries.



# 318

Winning on the road —  
at ease amidst home team pomp.  
Breathe, watch, *laugh*, compete.

# 319

Workflow's absolute.  
Your time is either money  
or being wasted.



# 320

Quick to containers?  
Pause, note the facets, file that.  
Leverage the complex.

# 321

Foolish know it all —  
the day you stopped listening,  
your decline began.

# 322

*Almost* victory.  
Failure ensures scarcity,  
reveals winning paths.

# 323

There's lamb in lambast.  
Trace the tough talk to its source.  
Still want to listen?



# 324

*Deep* (objectively) —  
dives, seeks patterns, shuns constructs,  
connects dispartes.

# 325

Making adjustments —  
fooled first at-bat, stroked next swing.  
Rebound from mistakes.

# 326

Risky, misinformed.  
Some don't weigh success factors.  
They scare easily.



# 327

“Safe” is a *construct*.  
Your choices are best guesses.  
Remain alert. Act fast.



# 328

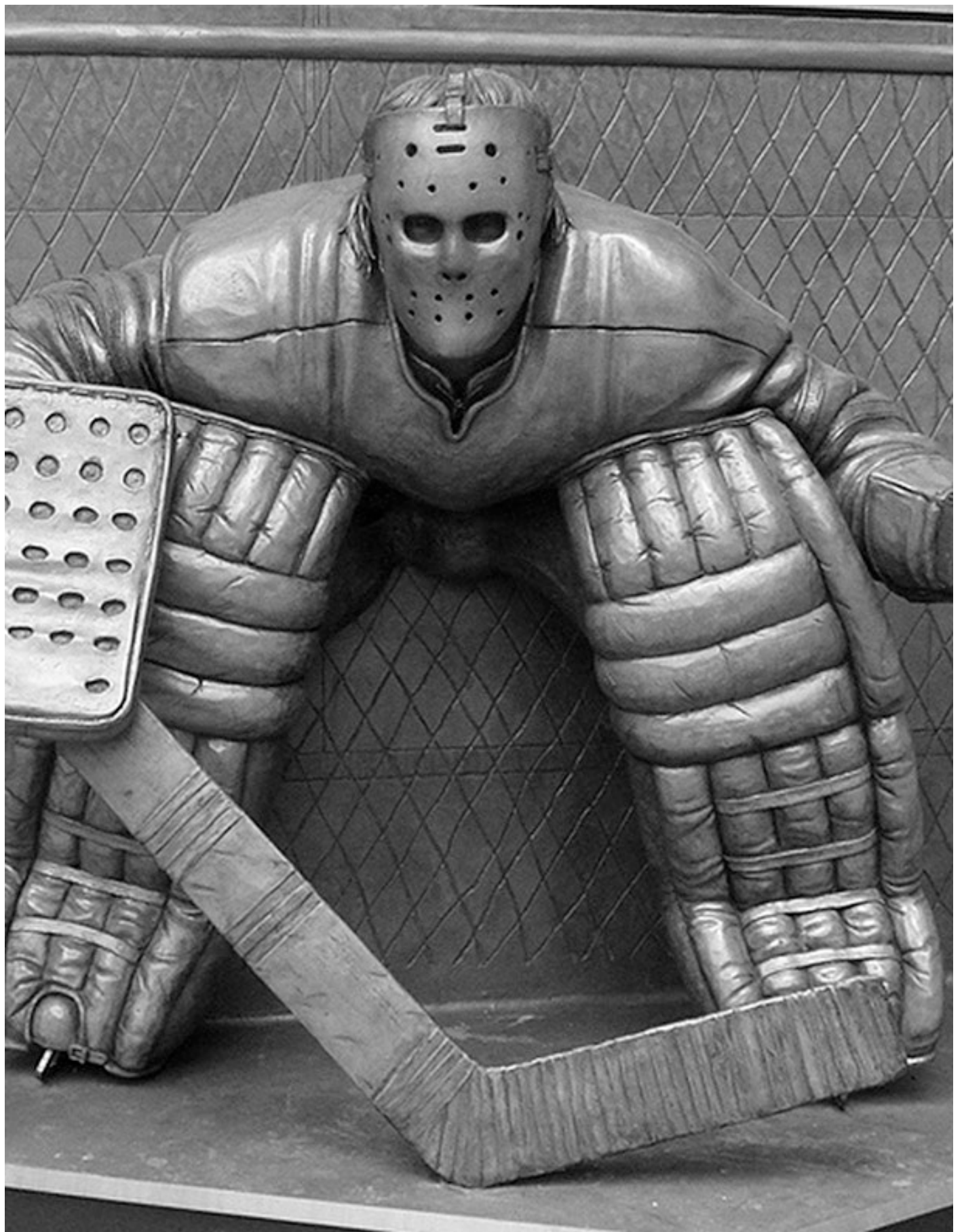
Many ways to score —  
the more fluid your attack,  
the more you expose.

# 329

Shy with promotions —  
sporadic, cautious, nice nice.  
Equates to silence.

# 330

Forcing the action.  
Those on their heels *fear* pressure.  
Hasten their mistakes.



# 331

Those “break even” schemes —  
no surplus produced, no wealth.  
Why exert to hurt?

**332**

A live underdog —  
more bite than bark, game ready,  
working smart and hard.



**333**

Message board antics —  
where nameless betas are propped  
to chip at alphas.



He tried to hand me a lemon.

# 334

Can't ignore Zipf's Law —  
the market loves a winner.  
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# 335

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(so do those you hire).

**336**

Want better talent?  
Be their top destination.  
Start with your appeal.

# 337

Compete *covertly*.  
Don't alert them to your plans.  
Strike decisively.

**338**

Techno-panicking!  
Great minds don't crash with gadgets.  
Less distraction? Good.



# 339

Strength of dance partner —  
Fred Astaire or Fred Flintstone?  
Fit dictates results.

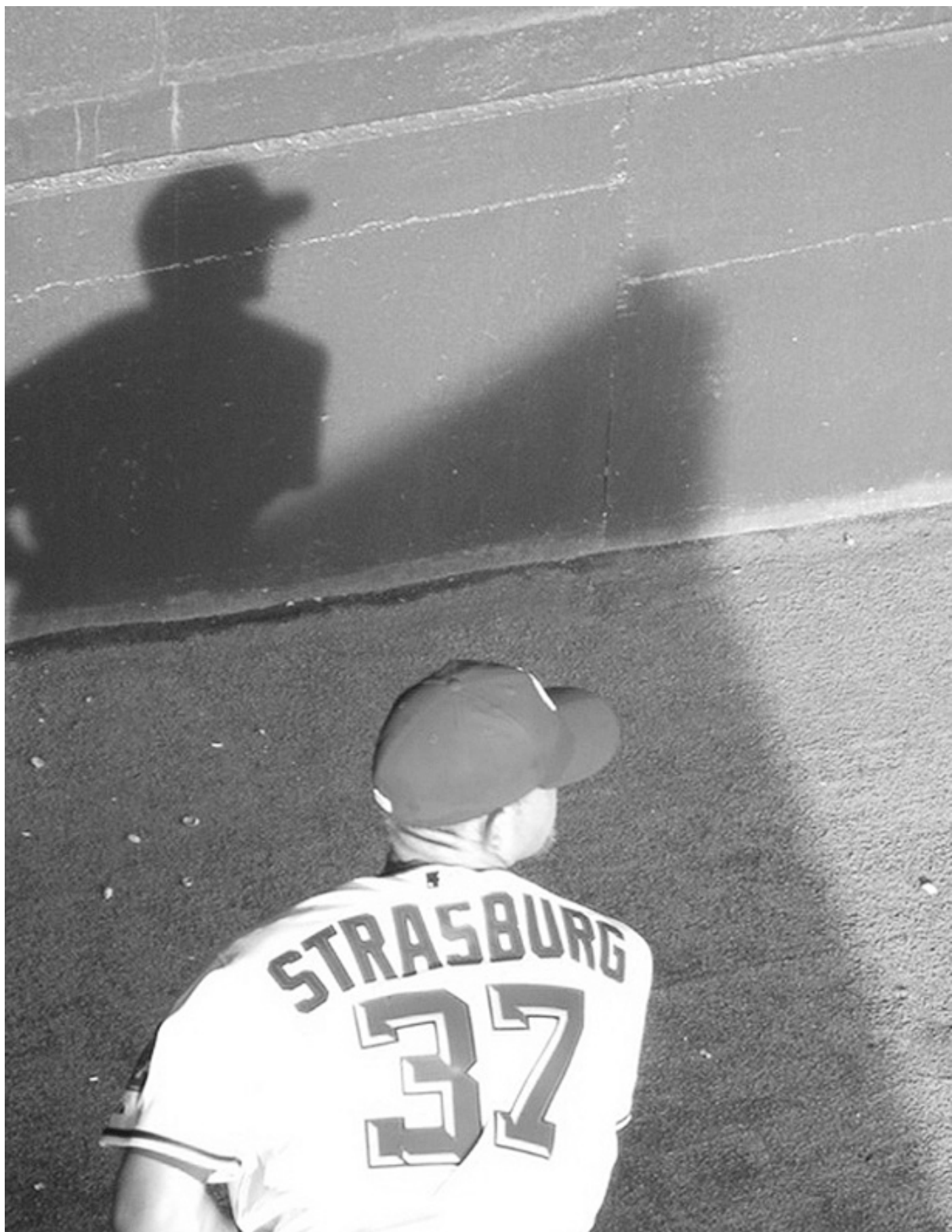


# 340

Let go or be dragged.  
Continuance above all.  
Quit to win anew.

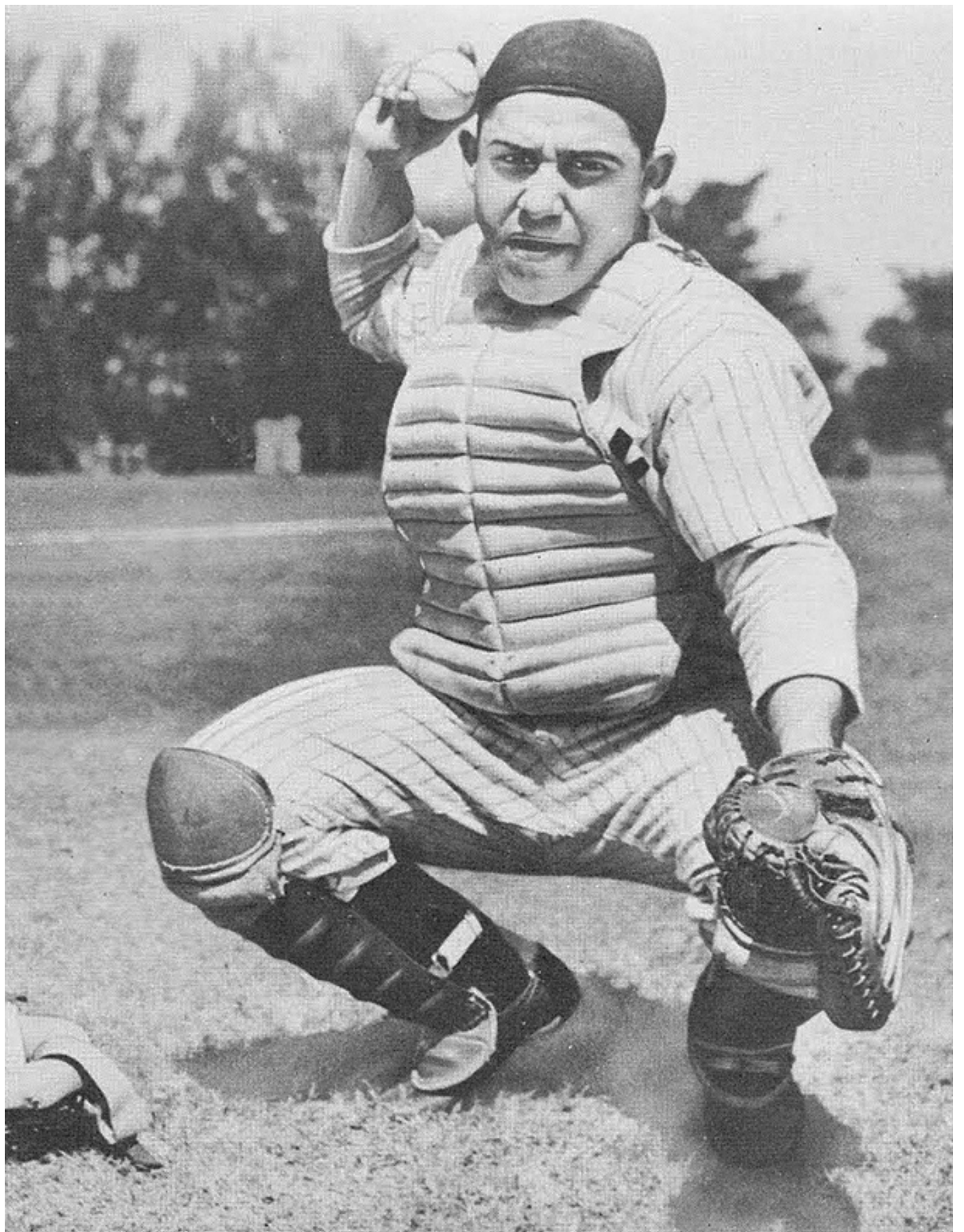
**341**

Mothballing Strasburg.  
Screw 80-year playoff drought.  
Screw carpe diem.



# 342

Make the right mistakes.  
Observe a lot by watching.  
Thanks, Yogi Berra.



343

Dynamite goes BOOM!  
Subtle strokes lost on many.  
Don't shy from fuses.



# 344

Two speeds: steady, quick.  
Decelerate with caution.  
Life whistles past you.



# 345

Lean on your best pitch.  
Don't get beat with lesser stuff —  
the closer's mindset.



# 346

“Undecided” vote.  
Battlegrounds are unconvinced.  
Insult with caution.

# 347

That freedom carrot —  
liberty, justice for all.  
You mean all like you.



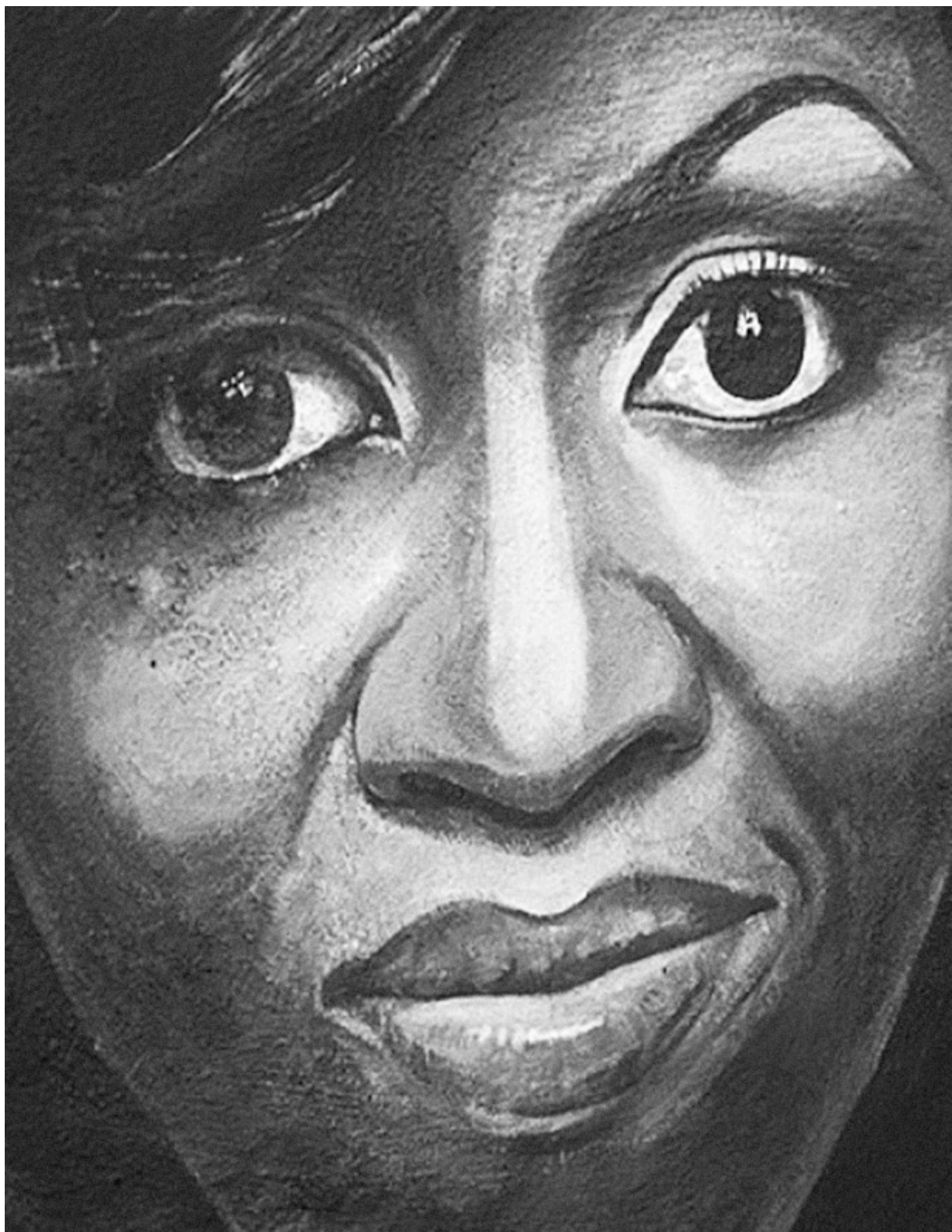
# 348

It's not what you say.  
Instead, it's *what people hear*.  
Frank Luntz has it right.



**349**

The difference you make —  
impact the lives of others.  
Thank you, First Lady.



# 350

Less ough means more yay!  
Baby talk for baby steps.  
Reduce what annoys.

# 351

Need to cleanse myself  
of myself to be myself.  
Might could take scrubbing.

# 352

Business compassing —  
there's leading and following  
(only two readings).



# 353

Perpetual crowns.  
Pinnacle is reached by few.  
Start your climb today.

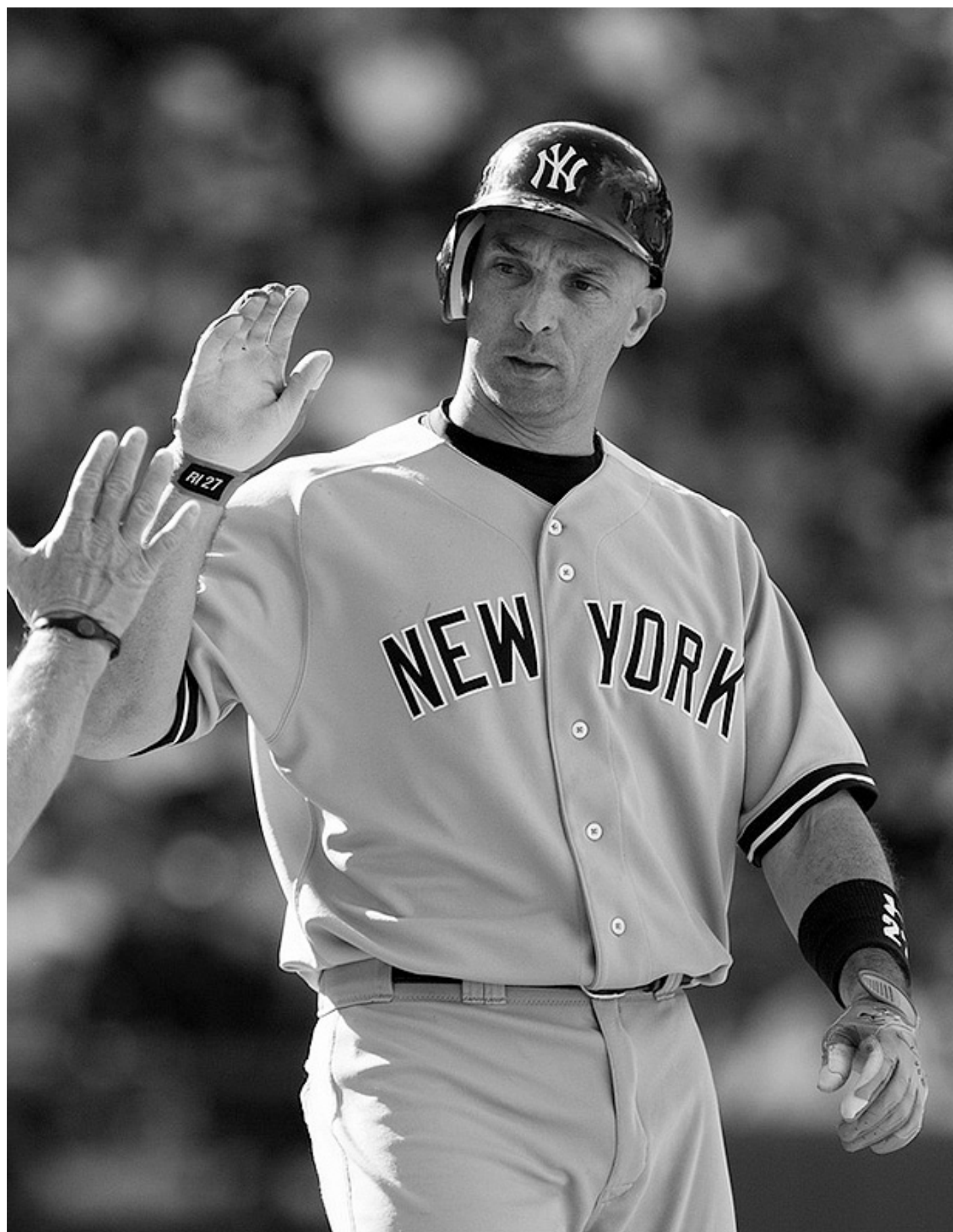
# 354

Poll accuracy.  
Implausible. Game's corrupt.  
All outcomes are rigged.



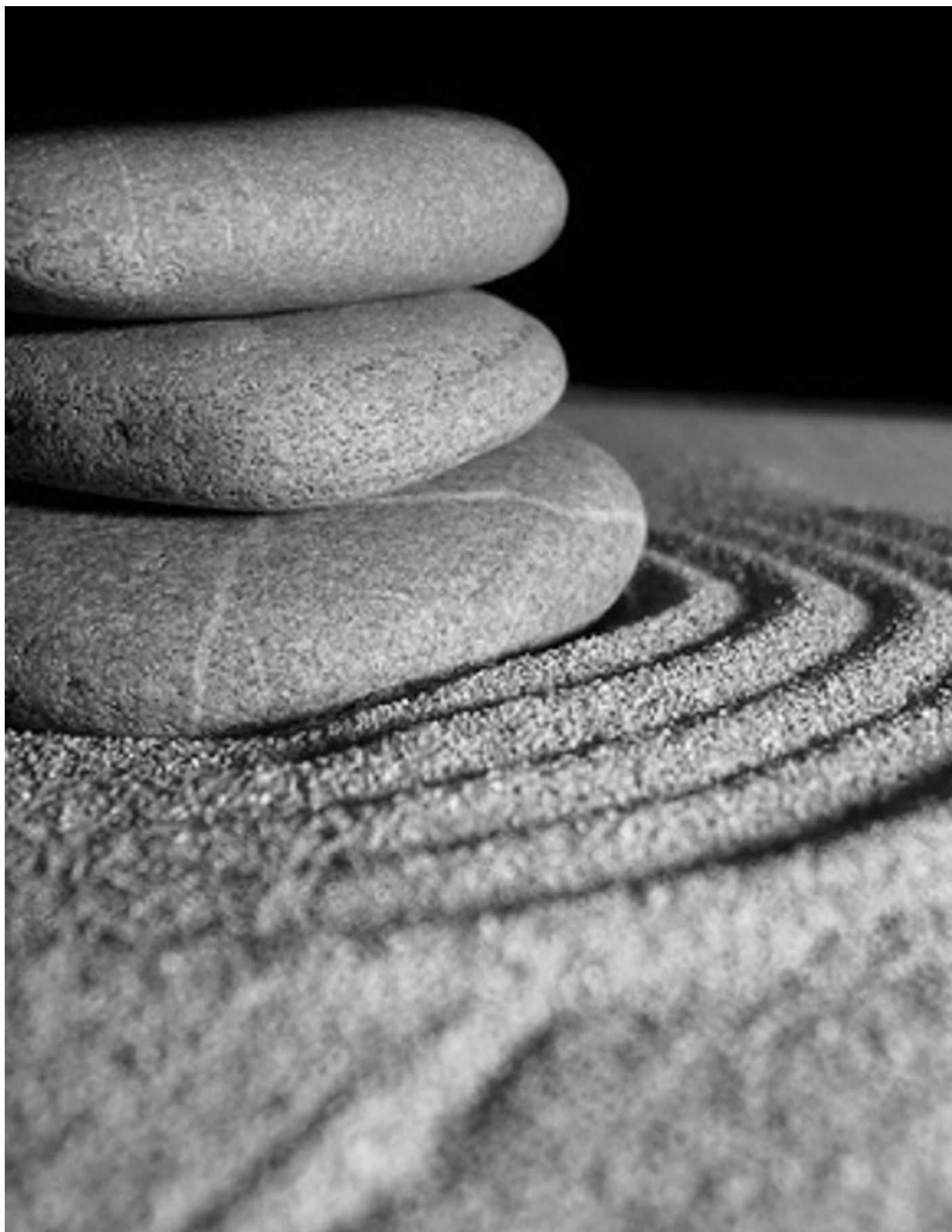
# 355

Be ready when called —  
simple approach in tough spots.  
Ibanez knows clutch.



# 356

Fine-toothed combs through sand —  
chasing shadows, turning stones.  
Winter approaches.



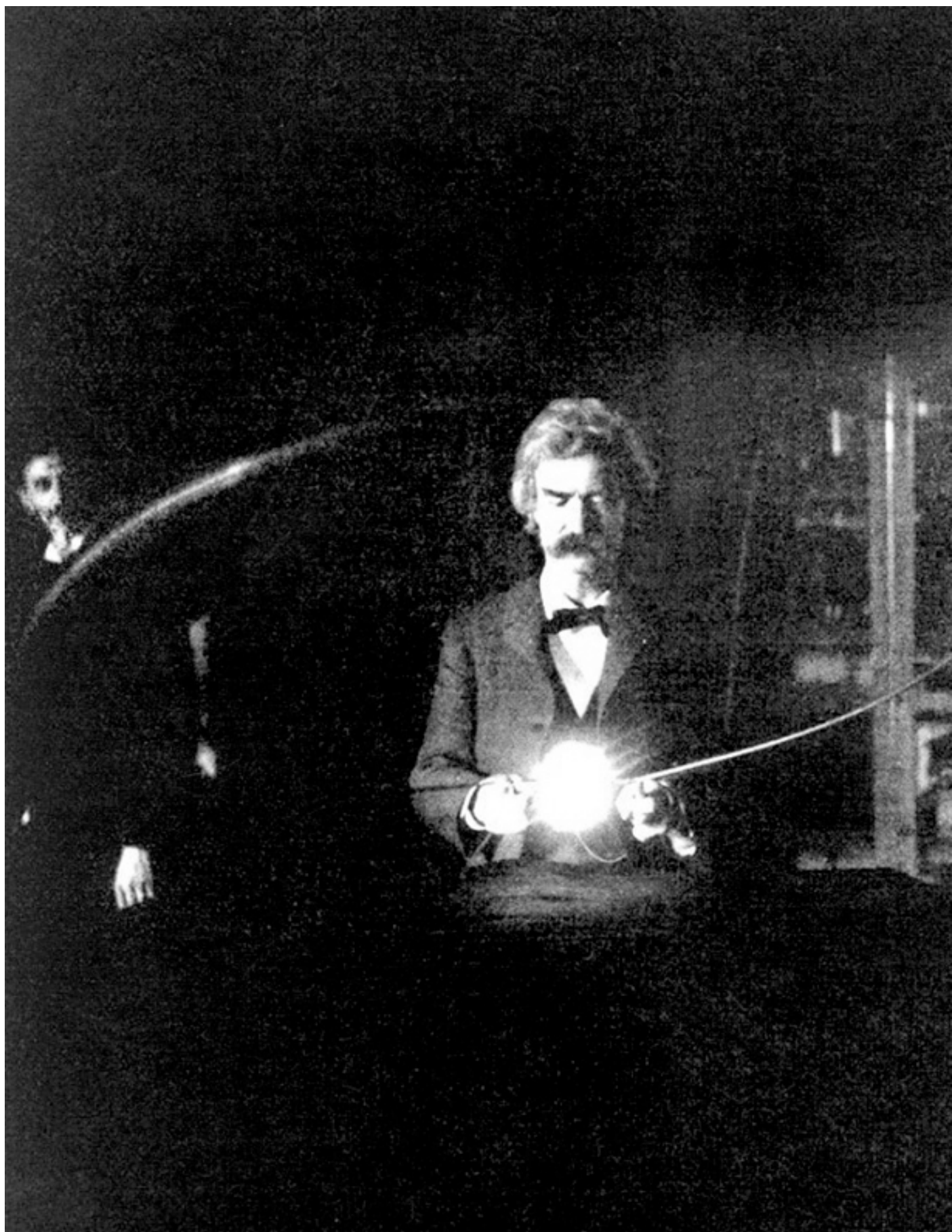
# 357

“Nothing gets me down.”  
More than Van Halen lyric —  
your progress mantra.



# 358

A purpose-filled life  
is poison to small people.  
Mark Twain knew haters.





# 359

You need not seek love.  
Pinpoint *inner barriers*.  
Thanks, J. A. Rumi.

# 360

The darkest tempest  
ends in brighter, calmer days.  
Welcome stark contrasts.

# 361

Thought evolution:  
not the same as flip-flopping —  
advanced *listening*.

# 362

“Whatever it takes.”  
How many truly mean this?  
My guess? Very few.

# 363

First, move to correct.  
Excuses under duress  
will diminish you.



# 364

Dissect familiar —  
familia + *liar*.  
Words and their spellings!

# 365

Negative campaigns.  
They just don't work anymore.  
Time to resonate.



# 366

“Like, OMG, like...”  
Um, the messenger matters.  
I’ve stopped listening.



# 367

Trashed to crashed cycle —  
sleep for the self-defeated  
(not all that restful).

# 368

Reference the veil.  
Rewatched *Quantum of Solace*.  
Quick way to catch thieves.

# 369

Forget finish lines.  
Don't look over your shoulder.  
Keep running forward.

# 370

Art's never finished.  
It's frequently abandoned.  
Thanks, Leonardo.



# 371

Bigfoot sighting shows —  
hairy bipeds, grunting sounds,  
then there are the apes!





**372**

Your anchor or sail —  
losing which stresses you more?  
The journey, questioned.

**373**

Basic climate string —  
Greenland bakes, England freezes.  
Currents are shifting.

# 374

Learn best “on the job.”  
Longest, thickest cukes go first.  
Size matters, stockboy.



# 375

False encouragement.  
She invests more, *needlessly*.  
Pleasantries gone wrong!

# 376

Playing in leaf beds.  
Simple joys needn't leave us.  
Forever autumn.

# 377

Note that keeps hunting —  
whether it's song or business,  
don't sound *too* polished.



# 378

“Life of Pi” lesson —  
keep legendeering simple  
(quick to grasp and share).



**379**

Conditions for nerves —  
inexperienced people,  
no leader in sight.

# 380

The art of leaving —  
*unceremoniously,*  
or announced but brief?



**381**

Typo survival —  
mistakes endure shrewd edits  
to mock creators!

GINSENG

EXTRACT



# 382

How to enjoy tweets —  
follow wisely, *follow less*.  
Each voice gets air time.



# 383

Provide great product.  
Ensure what value you can.  
Show why it's special.

384

December countdowns.  
Why not highlight what's ahead?  
Toys for *adult* tots.

**385**

Unconventional.  
Common sense, *common results*.  
You deserve better.

# 386

Upgrade your hangouts.  
Mind the things you advertise.  
Attract with purpose.



# 387

Business creative —  
not just artsy-fartsy time.  
Smart plans, deals, growth, hires....

**388**

Risk-averse with time  
(our most limited resource).  
Weed out distractions!

# 389

Dissecting wo-men.  
Woo? Woe? They're old world controls.  
Language, ceilings, pay....



**390**

“Kid in candy store” —  
a sharp, coachable mindset.  
Primed for success soon.



# 391

Pretend business, yay!  
Word docs, classes, “we’re gonna....”  
Time to fail, then win.

# 392

Sarcasm flareups.  
When the nerve's struck, nothing soothes  
(like willing targets).

393

Cure delete finger!  
Welcome what the outside sees —  
what stings also *brings*.



**394**

Meeting overkill.  
No agenda? Don't commit.  
Hot air, lost time, fired?

# 395

“Bozo explosion” —  
Steve Jobs on alpha hire dearth.  
Betas tab betas.



# 396

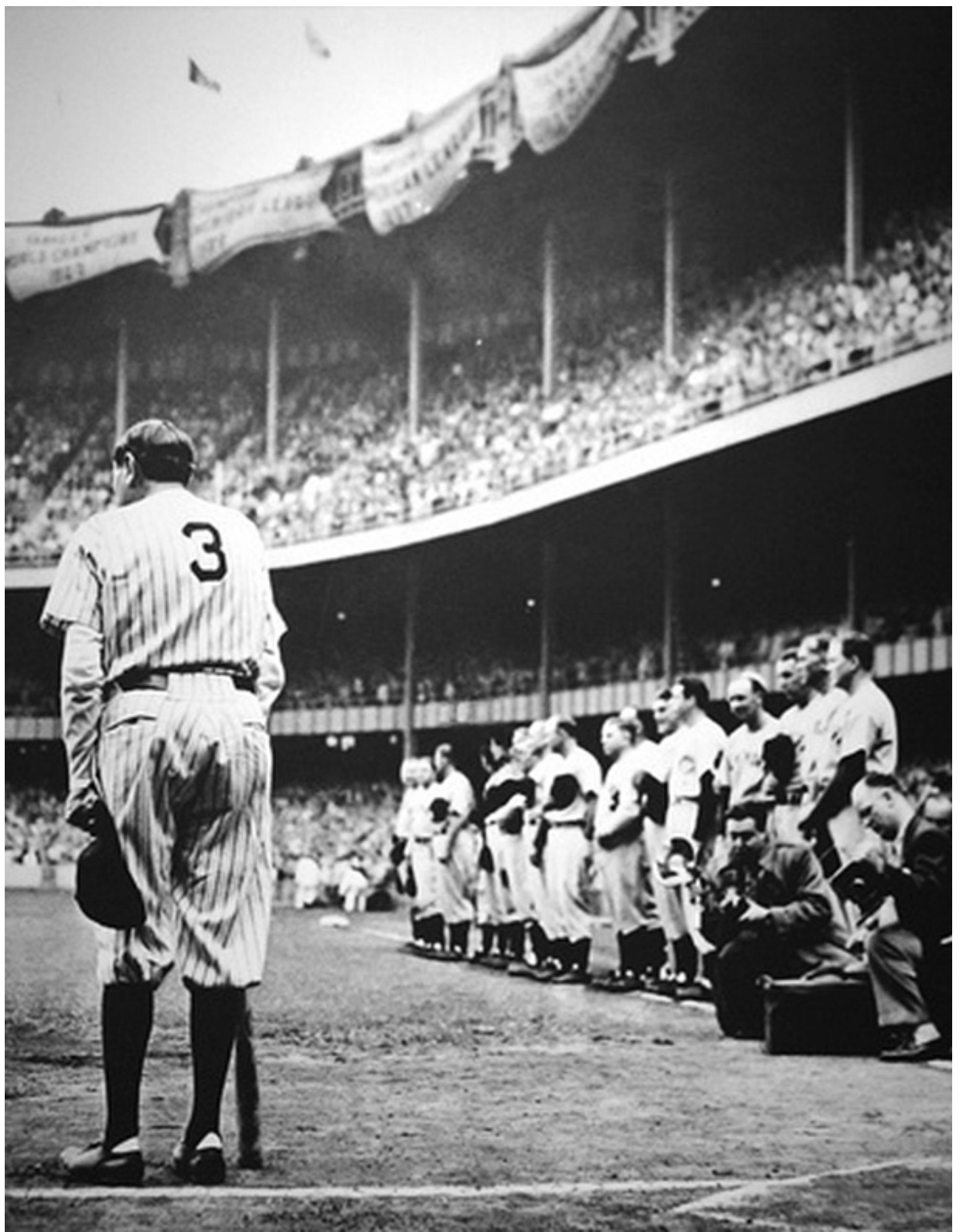
Day of the Unseen —  
the horror of clarity  
ditched for placation!

# 397

Taking your sweet time —  
no one owes you wait and see,  
may get wait and *wait*.

**398**

Yesterday's home runs  
don't cinch today's victory.  
Thank you, Bambino.



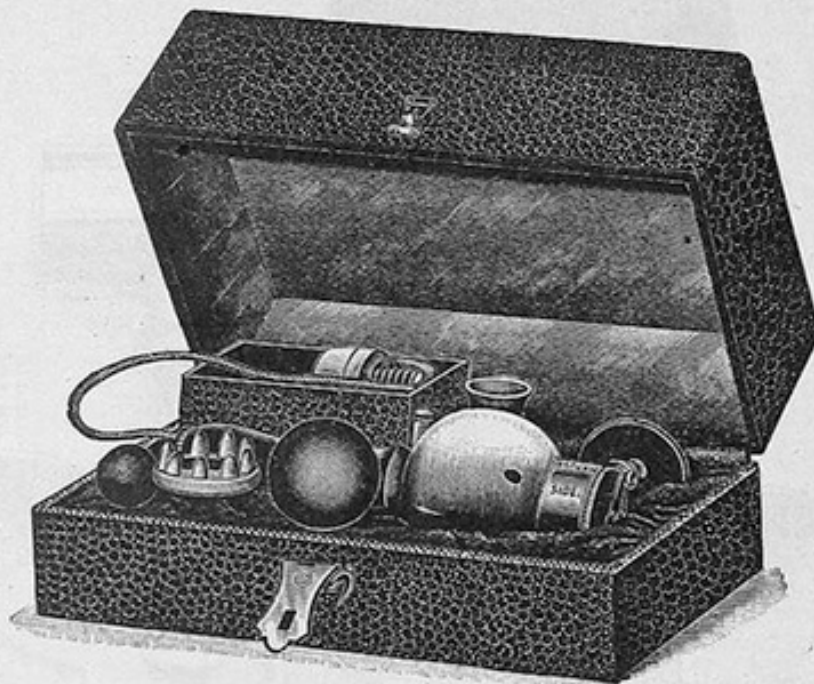
**399**

Best bad idea.  
Not all creative sparks love —  
some just *solves problems*.

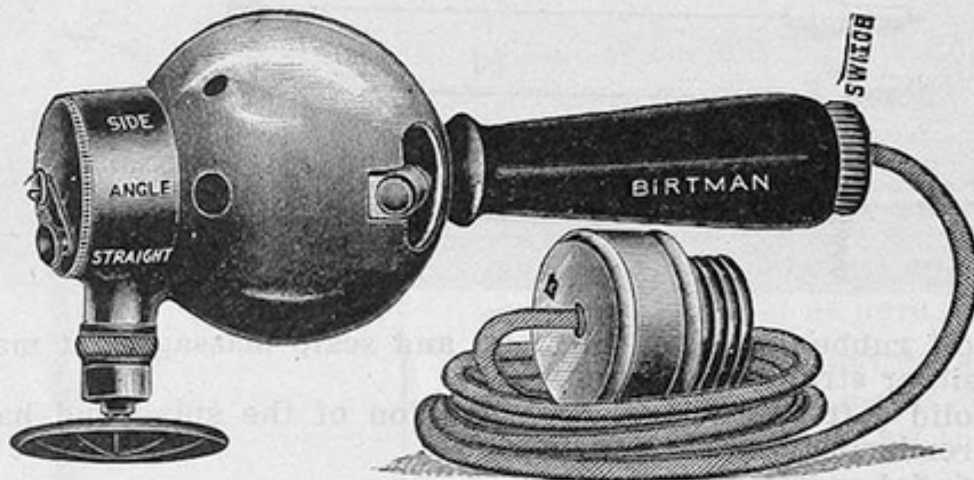
# 400

New school vibrator —  
your mindset most needs that buzz.  
Shake, *but stay awake.*

## The International Electric Hand Vibrator



The illustrated vibrator gives a complete range of vibrator stimulation. It is firmly constructed, neat in design, light in weight and effective in service. The handle is 3 inches in diameter,  $7\frac{3}{4}$  inches long and weighs only  $2\frac{1}{4}$  pounds. You can obtain from it the lateral and percussion stroke as well as the angular stroke. All adjustments can be made while holding the handle in the same position.



Cord and plug are attached so that it can be connected to any circuit. Switch for turning the current on and off is conveniently arranged in the handle. No vibration of the operator's hand. It is only necessary to hold the instrument with one hand, even though the deepest vibration is intended.

## POSTFACE

Ah, the convention gains momentum...

Again, 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 habits and brands who specifically were hunted by the bird in my hand — dead weight, placaters, scientists, Facebook, Lance Armstrong, Jane, sniffers, worker bees, absentee owners, passing the blame, sitting on the fence, clinging to the status quo, sour pusses, parrots, deal websites, “break even” schemes, Washington Nationals ownership, far right wingers, small people, girl talk, the self-defeated, Bigfoot sighting shows, doubting climate change, pleasantries, typos, December countdowns, distractions, the good ole’ boys club, pretend business, delete finger, meeting without an agenda — 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/ericstowsend](http://www.twitter.com/ericstowsend).

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 #smallbiz #marketing #mktg #branding #shopping #sales #design #art.



## **ADDITIONAL RESOURCES**

**Follow me on Twitter for the latest bizkü:**

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

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

**Bizkü Volume II — A BIRD IN MY HAND**

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