



The Art  
of  
The Handsell

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of  
The Handsell

by  
John Henry

*Winter 2019*

Dedicated to  
Doug Quinn  
proprietor  
Hudson Malone

*The Vatican of Saloons*

A working missal for the faithful  
Entrepreneur on the street

“Context Changes Text”

Emory Sekaquaptewa

## Preamble

### Nyack High School Parking Lot

*April 2017*

It was time to sit with my son Jackson’s high school guidance counselor. Talk about his upcoming senior year. Discuss Jack’s future. Big time stuff. My wife was to arrive separately and head off to work afterwards. We had an 8:15a appointment. I pulled into the hustle and bustle traffic circle of another new school day. Security directed me to an area where I could park. Picked an empty spot. It was 755a. I was early. So I stayed in the car. Turned on WBGO and checked my phone messages that accumulated overnight. Call me back for a big order please. Like that. One email alert from Chase about my low balance. Then a sudden bang to my right. I jolted...

To be continued....

All that I am I owe to the handsell.



## I.

What is the heart of The Art?

Heart chambers: Your action and your intent.

(while you hold back all attitude and comment)

Keep your potential energy centered.

Let your actions and intent kinetically flow freely.

*The ventricles:*

Show up,

Open stance

Open up

listen,

ask,

keep it personally pertinent,

Agree on something specific to be done

and who will do it, when

& why.

Then do it.

*The arteries:*

Look the person in the eye, shake hands.  
(Standing up. Elbow bent. Close to the body.)

Hug if you are lucky.

Make sure you grab a card or a contact snapshot.

Exit stage left.

Leave a memorable impression.

Take notes for the next chapter  
of your shared story...

The heart of the art is creating something out of nothing

*Repeat.*

Even with your closest.

*Pump.*

Daily, as you go.

*Flow*

Ichi go, ichi e

And with a deep well of courage  
to embrace the humble zero.



Keep it fresh. Keep it creative. Keep it flowing.

To and from the heart. Expose yourself.  
Show your vulnerabilities. In person.

Therein lies the art and the heart of this handsell business

## JOHN F. KENNEDY

*I look forward to an America which will reward achievement  
in the arts as we reward achievement in business.*



II.

Why?

To connect in person is the core of any relationship.

Without creating and nurturing that relationship,  
you have nothing.

Whether in business, in art or in life.

Social Media, Excel Sheets, online sales CRM platforms  
and machines have slashed, shredded and shrouded

The Art of the Handsell.

They should at best be precision tools to  
creatively connect and deepen relationships.  
To get to the heart of the matter. Do they?

How many hours a day do you spend staring into a screen alone?

You think so?

It's much more.

Trust me.

I have done it too.

We are all in sales, are we not?

How much of this time involves personal touches?

It's less than you think.

In the end all business is personal.

Human. It's us. The heart of the relationship!

This you can not deny.

Think of the handful of your best business relationships right now...

Sure, of course most, if not all are personal.

Why deny the core power equation of the handsell.

Why not tap into it?

Focus more on the core. The heart.

All heat and energy is lost as you go further from the fire.

As is the storytelling.

Get out there where there is heat.

Go search for arterial flow.

Forge your own story, one on one.

The art is to harness the power close to the heart.

Passion right there along with your skin in the game.

Action. Intent.

*So get out there.*

On the street. In person. Close to the fire.

Your heart all in.

Action and Purpose flowing

That's why.

Recycle this missal now if you want.

Mission complete.

Can't get enough handsell already?

Seriously?

Forge on then

Turn the page.

## Laying Rail:

The technology is available for you as a tool.

To get you *there*

If you keep it personal. In context.

But that is not what machines do.  
Or media does. Social or mainstream.

Do not let algorithms, screens, tech  
and media distractions whittle you down.

Glide the plane.

Make at least four out of five interactions personal.

One on One. Be there.

Otherwise, what is the there there,  
domo arigato, Mr Roboto?

The handsell is your living, breathing heart.

Make the power of the personal your locomotive train.

Master your tools.

Start and end with you, in person.

The real you.

What is sales but the art of your next interaction?

Use the available machines to get there.

Fully engaged and aware

To affect emotion. To prompt an in person interaction.

Not to suppress or squash it. Or Instagram it.

The technology itself is not the there there.

If technology does not set up the handsell,  
or reinforce its power, who wins:

John Henry or the big machine?

All business *is* personal; do not fool yourself.

When everything else is data or search driven it only makes the personal more powerful.

The personal handsell is more valuable and powerful now than ever. It is all you uniquely have to offer. It is all about how your work makes other people feel. Make your customer or partner feel good and compelled to spread the good word. Organic hand selling takes root and grows. This relationship strength and these feelings my friend are the power and the Art of the Handsell.

You got your pitch, back of napkin  
or matchbook backcover tight.

Right.

So spread the word, first hand, with passion.

Go get it.



Why? I do not lie.

As my name is John Henry.  
And you bought the book.



### III.

How

## MAYA ANGELOU

*I have learned that people will forget what you said,  
people will forget what you did,  
but people will never forget how you made them feel.*

Engage. Don't you just love that word?

One on one.

Sharing something special.

With your forever one and only  
(that has a familiar ring to it)  
More heart of the handsell.

**How now:**

Hit street. Find your trenches

Put it out there. Get rejected then.

Go where the love is. Go close to the fire

Trust your gut

Whittle and sharpen your pitch.

Three bullet points

If relationship doesn't seed and stick

Move on. Quick

Sales is an art in motion

Don't waste time on fallow soil

and in midst of negative folks.

Especially kin

Zero in on five relationships  
which will/already grow organically.

Nurture each.

Prune each.

Farm each.

Harvest each.

Whatever field you sow.

Treat each encounter as if it is unique.  
And this customer as the one and only.  
Kindly.

Start from zero, be the hero. Every day.  
Keeping the humility of the interaction intact means  
you keep the magic in and the resistance back.  
So go at it and get to it.

One at a time. Share the bounty. Repeat. Then once you have done the groundwork and mutually harvest the results, find five more. Six if you must, but don't get greedy starting to think in half dozens. Stick to your fingers at hand. Repeat the process. Now you are in the organic sales and brand building business. Prune as you go. It's natural. Stuff dies. Rejection is the ruling force. But so what? Prepare. Take notes. Show up. Strength in few. More on that in a later digit.

Deal as equals.

No bias.

No sex differentiation.

No power play.

No assumptions.

No jargon.

No color.

No creed.

Create a shared need.

Ask.

Bond.

Engage.

Compound your relationships.

May even lead to a golden ring.

We are all in sales, are we not?

A new age of resurging grass roots power is upon us

Personal connection and experience  
is at the core of life and of organic growth.

Call that art.

Call that business.

Call that what you may.

You call it

**TELLY SAVALAS**

*It's you and me, babe.*



## IV.

Location, Location, Location

Where do you feel most at home

Who are your people

What is your backyard

Where is your core

How do you tap into word of mouth network locally

Which next area do you make  
your second brandbuilding home

What can you do to cluster the strength  
of your relationships

Ask.

Are your building close to the core  
where the heat is greatest

Keep asking the right questions

Punctuate, as needed?

Trust your gut on where to be

Where is your heart. Your context.

Embrace it. Start pumping.

Work out from your core.

Your nucleus.

From your beating heart.

Use social media and touches to invite and embrace.

To bring into your backyard.

To share that same magic sense of place and context.

Sundance became Robert Redford's backyard.

Austin worked pretty good for Bert Beveridge

with his Tito's didn't it?

Just took him a decade or two

Oprah was the talk of Chicago.

Location is where you place your feet,  
sweat, heart and soul.

Repeat.

Work your backyard and in time create  
a few new backyards too.

Feel comfortable working your trenches

You can't spread those precious relationships  
too thin now can you?

Create your neighbor relationships.

Don't just inherit them.

Where *you* feel *you* should be is  
where *your* art of the handsell takes root

A place where gut, heart, soul and art all align

## ED HENRY

*We gotta go where the fishies are, Johnny*



## V.

### 10 Tools.

- Best waterproof shoes you can afford
- Sharpened pencil or a retractable pen
- Bound paper notebook
- Business cards  
(always carry a one inch stack)
- Custom Stationery - Thank you notes  
(recycled paper preferred)
- Phone with Evernote and backup recharger pack
- Mouthwash
- Dark Colored Traveler's Backpack  
with Rainguard poncho
- Refillable water bottle+refillable snack pack
- Sunglasses and sunscreen
- Homework. Yup, it doesn't fit in your bag  
maybe it is the most useful tool of all

And your most versatile but intangible inside tools:

Your sharpened Bartop story pitch  
(elevators are too confining)

The Element of Surprise

A Smile

Sparse, lean and green

Open yourself up at every encounter and

Like a surgeon

Leave no extra incision marks, nor papercuts

## SUN TZU

*A contest with the numerous is like a contest with the few.*

*It is a matter of masterful positioning.*



## VI.

Process over product

(the playbook)

Face time is king

Focus is queen

Talk less. Listen more

No one gets in trouble for what they don't say

Have your tools ready. Always

Go at it early in day for best foot forward

Be the only folks there. Even in a crowded room

Own the space. Together

Open your stance

Stay on balls of your feet

Let it roll

Stay sharp and proceed clean

Take notes on street, immediately  
after a personal encounter, while fresh

Work in bursts. Cluster your areas on  
the ground to best use your time.

Followup followup followup

Followup builds your sales family.

Sonny played the Williamsburg Bridge daily for two years.

A bit about handselling fit-ness:

The street trains all.

There is no flab over time on the street

So damn the desk. Get out there.

Look around.

Fresh air cures all

The jazz of the handsell.

Tight. What feels right.

There is no greater working high. Yes

The street trains all.

After these two years his eyes were clear as water

Rollins became his bridge.

The bridge he mastered.

Focus.

Feel the breeze.

Fully exposed.

It is.

And it's all achievable.

On the street.

Damn the cubicle.

And the corner office.

Think of the apple.

The core is where the energy is.

The reproduction.

The seeds.

Stay close to the core. Always.

The organic process. Your guide. Your bridge.

**LOIS MANN & HENRY GLOVER**

*It ain't the meat, it's the motion*



Creation and Flow of Time

*Your most precious resource*

Time is the H2O of your work. Your constant.

The shared measure. Keep it flowing.

Start early in day or lose lots of /ki/daily.

Assess the farm pen early

What is alive, what stinks, what is ailing?

Pick your battles.

Pick your turf. What few will deliver

Put your hands palms out. Fingers splayed. Count

What ten touches will you make today?

Which two are most important.

Build day around those precious two

Budget time not dime.

Make your time. Don't react to others' time. Or gossip.

Gossip always brings you down, never powers you up.

Bond over action at hand not chatter's demands

Start early. In day, week, month, season and year

Then go out, plant and harvest.

And turn the goddamn phone off for periods at a time

Keep focus on *your* live stock

Not others' random desk bound needs  
coming at you technologically

The time will come to deal with those interruptions,  
or not at all.

The chaff will wane.

Work clean. Live green. Leave clean.

Fresh ideas and solutions will flow.

**LENNON-McCARTNEY**

*The love you take is equal to the love you make*

*This is How We Do it:*

Work in bursts. Three hours. Three days. Three deals.

Recursively revisit. Make three your magic number

Start and end on successes and deep touches.

Day. Week. Month. Season. Year.

Song, Podcasts and interviews transport you  
to another place, time and mind as you go.

Deliciously so.

Music can do same.

A favorite handful of mine:

Astral Weeks by Van Morrison

The Awakening by Ahmad Jamal Trio

Ave Maria Gregorian Chants

Back to Black by Amy Winehouse

Beatles For Sale

Resurrection by Brian Vander Ark

Here's the Thing interview with Barbra Streisand

High, Low And In Between bt Townes Van Zandt

The Four Seasons by Antonio Vivaldi

Snow White & The Seven Dwarfs,  
Original Disney Movie Soundtrack

## Day

Rise. Sweat. Shine

Create, write, play, throw on the wheel.

You know the daily inner deal.

Sweat is a divine cleanse. Bring it.

As a shower after is a great meditation. Sing in it.

Fires up the clay of your day. Sets its own priorities.

Keep phone away until you are ready to refuel.

Never, ever check the money. Or your bank account.

Time for tallying is later after a first success or two.

Look at your left hand. That lil devil.

What five touches are most important today.

Dig right in. That's what text is for.

Or write a letter for post if you must.

Stay ahead of your day.

Stay in the zone.

Time makes some hay.

Work those bursts.

Three hours at a time seems about right.

Recharge for twenty minutes.

Get a snack. Check your phone. Take a walk.

That is when you best synthesize what's in play.

Play your own schedule's music.

Not the interruptions

All that's jazz.

Always end the day on a handsell success.

Even if it is just a definite appointment.

Never go home on a down note.

Work three solid hours.

Work six.

Hell, work ten if it is working.

You'll know when to...

Work it

Keep tempo upbeat. Next. Not defeat.

Leave it all out on the street

## Wednesday

Surprise bank. Bank surprise

Random touches and reach outs

Read for work. Roll the die. Toss it up. Clean the slate.

Walk five or even ten miles. Rewrite the script.  
Or scrap it.

Daydream, damn it.

Or take the day. Hit the fields. Doctor's do it.

Rx: You can too. Never idle. Devil's delight

Today, mind the gap. Put away the map.  
Make wrong right

## Week's end

Turn it all off for 24 hours.

Leave a day of rest.

It's biblical.

See what stands the test of time. Away.

Read the tea leaves, read the Bible, read the clouds.

Better yet let them read you.

Call your own weekend day  
and your week's end your own.

Walk away, Renee

## Fortnight

Handsell for the cycle.

Touch all your keys?

Apply gentle pressure on next steps together.

As personal as can be.

You want to be there or make it feel like you are

Family.

Followup proactively. As in showing up.

Make this next coming fortnight a fun one.

With at least a few more surprises.

## Month

Who are your dozen or so business family now,  
old and new?

What do they need? Feed their need.

Be an asset. Not a begging ass.

Nurture. Train them how to train you.

Or train in vain. Make your feelings mutual.

Assess mid month.

Damn those end of month powerpoint reports.

Useless.

New moon, new tune.

Sling it, bring it, sing it

**JERRY GARCIA**

*The Wheel is turning and you can't slow down*

## Season

Cycle back. Recurse without recourse.

Three months per season.

We're family now. What do they need?

Needs bleed. But, never the needy

Beginning middle and end.

Make your handsell family work  
and work the handsell, family.

Dig deeper into a special project, vessel, brand,  
film, vehicle, production push *each* season.

With your closest new family.

Keep it relevant, keep it reasonable, keep it in season.

Take a five day respite each quarter turn in the year.

Season your handsell.

I love those first few glorious days and weeks  
of real spring when you can handsell til midnight.

Or later even. But we digress.

## Year

Drip the delicious sweats of  
street labor all summer long.

Color your fall.

Be a resource. A flowing spring.

Not a needy nudge or an annoyance.

Be mutual cash cows. Moo. Cream. Half & Half.

You both decide.

Touch all in January. Thank them.

Let the holidays pass.

Give the most in January when most  
all need most to get through.

Work the year when the year works best.

Reassess.

Resolutions are for losers.

Winners resolve daily

## Decade

You now have created your handsell legacy.

Damn. Look at you.

Congrats. Now what to do? Yup.

Start anew.

Time is but a next burst of creative energy.

Take no offense.

Your best defense is your handsell family.

Time your most precious commodity.

And family always beats the clock.

## STEVE MILLER

*Time keeps on slipping, slipping, slipping*

*Into the future*

## THOMAS EDISON

*Our greatest weakness lies in giving up.*

*The most certain way to succeed  
is always to try just one more time*



## VIII.

The Formula

There is no form-u-la. No Approved Solution.

Not ready to accept that?

ok

By The Numbers

Let us Start with 100.

Pow. Bam. Wow, you are there, Ma'm.

Max. Headroom.

In the clouds

Congrats

Go to Disneyland. Damn

Nah, nah, slow down

that aint right.

Better yet

let's start with the humble 0

Better yet

I'll give you 20.

So give me 20.

Get down and knock out

20 pushups right now,

will you please?

Elbows ninety degrees.

Earn that 20.

I will too.

Love that pump

You look good when you push it.

Start your day already with that regular fresh 20min:

writing, drawing, exercising outside,  
whittling, making love, composing.

Maybe on all fours

Leave yourself some extra time  
for that early morning creative ecstasy.

Get your calculator ready.

Now onto the numbers.

Rise up. Let's get ready to scribble.

## FORMULA ONE

Pump(x)=Xtc

## FORMULA TWO

Exit velocity

1/2

$v = \frac{F}{m}$

esc m

M=mass

G=gravitational constant

R=radius

1/2=square root

SI units (metric)

## FORMULA THREE

Newton's Second Law  $F=ma$

Force equals mass times acceleration

Gather moss rolling stone and keep rockin'

Notations: (a sleeve of Fig Newtons in your pack will increase your street work exponentially when you sense the hankies)

## FORMULA FOUR

$E=mc^2$

No mystery. No handsell. No energy.

Stay close to the light.

No need to speed.

## FORMULA FIVE

Murphy's Law (1942)

If anything can go wrong, it just did.

Move on. Just don't let it happen next time.

Ok, ok, two times.

## FORMULA SIX

Peter Principle

In a hierarchy, every employee tends to rise to his level of incompetence (gender intentional)

No going back to corporate. Amen

## FORMULA SEVEN

$0(x)=0$

A zero kills. Kill with zero. Don't be killed

## FORMULA EIGHT

0+x=infinity

Ichi go. Ichie e

One time. One meeting

## FORMULA NINE

$$FV = P (1 + r / n)^{Yn}$$

P is the starting principal, r is the annual interest rate, Y is the number of years invested, and n is the number of compounding periods per year. FV- the future value, meaning the amount the principal grows to after Y years.

Lay the right handsell foundation down daily.  
Its future value is confounding and compounding.

As we speak. High FVer

Alas, drop eight out of the formulas above if you like.

But Formula ten is the one that keeps you handselling right place, right time, in the right mind..

Be with “the vital few, not the trivial many.”  
(Dr Joseph Juran)

## FORMULA TEN

The 80/20 rule

Eighty percent of your output results grow  
from twenty percent of your input.

Pareto Principle/Richard Koch

## FOOTNOTES

That's where the factual equation stuff seems to really live and breathe, isn't it? Here we go.

- i. Be the steady Eddy. Dilettantes, frivolity, fits and starts ruins lives, fortunes and hearts
- ii. Newton's First Law: if you don't get off your ass and do something, it won't happen. ( $W=tf$ )
- iii. Be a street Einstein. Street Smarts trumps all. Wait...
- iv. Nothing trumps the power of a pint with a partner.  
The Sanchez-Murphy Family Corollary
- vi. Zero out the cubicle and corner office life.  
Let them eat cake. It's a Murphy quagmire
- vii. Let's all start at the beginning. It's a very good place to start. Together. On your own terms, please
- viii. When not in isolation, zero carries the most potential energy ( $Pe$ )
- ix. Relationships are your truly exponential returns
- x. Quantum power ( $Qp$ ) comes from continually spawning 20%-ers from the 80% Mass
  - Stay close to the fire, aka: combustion.
  - Be the spontaneous combustion. Perpetually

## JEAN PAUL SATRE

*Hell is other people*

## CHARLES BUKOWSKI

*What matters most is how well you walk through the fire*



## IX.

Tips Gleaned From a Few Decades on the Street  
(and in milling this missal)

Listening never gets you in trouble.

It does open the door to your next best handsell though.

I don't sense a lot of listening going on online.

You? It's a bit too exponentially chippy and quippy.

Nowhere does text illuminate text  
than when you are there, actively listening.

Be there. Listen

Ask good questions

Quality over Quantity

Open ended

Then shut the fuck up.

Cliquey=Icky=Sticky.

Don't act dicky. Avoid the in crowd. And their hot air.  
Handsall circles around their own precious in circles.  
They won't notice

Yes or no?

The No has the real power.  
Let's take a close look:

No

Yes.

No is a 33% leaner word.

That means it has at least 66% more potential energy.

Use that energy. But make your no's polite please.

Taking or giving.

And positive. No abbreviations nor jargon.

Seed that no.

Over time a worthy no blooms into an earned yes.

If meant to be.

Practice.

Expect 8 out of 10 no's incoming. On a good day.

Make that work for you too, in turn, outgoing.

Deliver your no's softly,  
not like roundhouse right hook blow.

A no without attitude may be a future yes in drag

Yin & Yang

Red vs Blue

See & Saw

Next.

Never underestimate the powers of giving fresh baked goods and coffee.

Anytime

Give

Surprise

Set up your schedule for others' success

It is always 1st person plural time.

Work within their most productive sweetspots as best you can

Make that ours

That's why I learned you always have to be on the balls of your feet.

When in *the zone*, don't exit

Ride it to the end.

Aloha. Mahalo

Create time. Don't succumb to it.

Yup. I learned to "Slow the clock down."

Nothing does it better than a shared story

Story is king. When you share the same stories,  
then you are true handsell family

When you are face to face, you best slow down the clock  
(go fishing, share a drink, a walk or a game)

Timeless.

The art of the handsell is tennis more than golf  
Deal with balls in play. Back and forth. Tennis.

Though nothing against a good round on the links.

May it play as five hours of sincere  
walking truths, belly laughs and repartee

Pros procrastinate.

While best committed on their feet.

It happens.

Then they double down to create when it is game time.

The heart of the handsell art is creation.

The improv

And you can't hurry love. Or the handsell.

Make procrastination work for you

Leave every day as you started.

With exit velocity on the balls of your feet.

Embrace that big fat zero. Must tell.

In your down time as you recharge with friends, family, food, fun and your own body & soul

We are all us.

No such thing as them or you guys.

Never underestimate the power of a  
sincere please and a thank you.

Or a simple I am sorry, why and this is  
what I will do better next time.

Attitude without gratitude is Grrrr

Gratitude without attitude is Greaat.

(a thank you and an apology to Tony the Tiger)

## A few notes on Dollars and Sense

You are going to have to work a few jobs.

Until you give up your day job.

Which you must. Be all in.

Why did you even buy this missal?

Let your own power equation, your fire, your personal exit velocity get you through. Soon enough you will never look back. Won't have to worry about numbers then.

As it should be. You earned it. Expect a six month to a year overlap. But your heart, your passion and your creativity will guide you through any initial handsell hell.

And family friction.

Through hell and high water.

Then you earn the time and the right to give back.

That is the greatest art, time and life power multiple.

Compound relationships. Compound giving.

Giving back. Now that's money.

Individuals working together get it collectively done.

When your life gets of whack and stuck in a rut. Butt out.

Practice a little

Life chiropractic. Sleep out under  
the stars to bring back the flow

Look at your hands. Count the digits. Nice work.

Now don't gloat. Snap your fingers and get back to it.

Head back to your farm...

This four letter word, I learned,  
is a handseller's most precious:

Next.

Trust your core and your Art.  
Your next handsell.

You really need another quick ten?  
Please. Ok. One more time. Just for you.  
A few more grains of all I have culled daily on the street:

**a.**

it's all about personal touches

I delivered Maker's Mark m&m cookies  
I baked in a 5 degree cold snap, by bicycle.

In little wax bags with glass mini bottles of Maker's.

And people still talk about it.

**b.**

Work the Bs and Cs

Catch the rising talent and stick together.

What is often overlooked is the “farm system” approach.

Catching talent as they rise is the  
best 80/20 cauldron because the talent  
and relationships are being forged as we speak.

Don't just shoot blindly for the spreadsheet top 20%.

The more you work the handsell and build your  
sales fitness the more ready you will be when  
you run into a heavy hitter happenstance at the  
entrance to Fenway Park or on line at a Chik-fil-A

**c.**

Be a Fish outta water. See the odd couplet  
Surprise, disarm and delight  
Don't be needy and annoying and trite

**d.**

There is no defense in handsell.  
Always put it out there.  
Hire a lawyer for your best defense when you get big  
If you Get defensive, get out.  
You aint handselling.  
Please don't take offense.

**e.**

Execute, don't analyze.  
just get it done.  
or die.

Worse yet, go have to back to the cubicle.  
#nevermore

**f.**

Folks ain't always shinin pretty  
So stick with your own Positive People.  
Dirty Dozen be they may  
Psst, a free life tip: f is better for followups.  
The positive f word

gee

hay

**i.**

aint no I in handsell  
it's all oui

**j.**

John Henry lays rail and rages against the machine.  
Daily. You can too  
Put it all out there, please  
will you?

## DOUG QUINN

*Stand tall. Choose sides.*

*Stick together*



X.

## HANDSELL HALL OF FAME

Bert “Tito” Beveridge

Kim Jordan of New Belgium Brewing

Sam Calagione of Dogfish Head

Barry and Seth of Honest Tea

Ben & Jerry

Gary Erickson of Clif Bar

Mike Repole of Vitamin Water

Sara Blakely of Spanx

Bill Samuels, Jr of Maker’s Mark

Kathleen King of Tate’s Bakery

Alexandria Ocasio-Cortez

Johnny Appleseed

They have each and all done God's work  
on the streets early on to build their brands.

The best still do.

I have reached out to them for some insights which will  
be shared in future editions of Art of the Handsell

Reach out to them please too.  
And do a little research on the handsell mastery

Be personable

Be accountable

Be there

Create

The art

The handsell

## GARY VAYNERCHUK

Just f@ckin' show up

## ROGERS & HAMMERSTEIN

*Let's all start at the beginning. It's a very good place to start.*

Amble

Postscript.

Back to Nyack High School Parking lot...

The bang on my passenger side window was so strong, I expected the glass shards to start flying my way. Put my hands to my head to protect. Then. All clear. I suddenly looked up. A high school student stood there. On balls of his feet. Pointed to his school badge. Then pointed down to the ground. Pointed at me. I got it. This was his parking spot. I started to roll down the window. He was already gone. I wanted to explain and apologize that the parking lot security guard directed me over here to any free spot in the corner. Maybe he was having a bad day. Maybe this had been happening to him every day. God damn parent visits. Maybe he was late for his first period test. Maybe his mom just kicked him out of his house for his pot she found in the basement tackle box. Or pills. Maybe his girlfriend just texted him it's over. There was no personal exchange between him and me. No beginning, middle and end. No handshake. No getting to know each other. No frame of reference. Just bang, bam, no time for you, man. Scram. I parked in another spot. The far corner this time. Went into school, met the guidance counselor with my wife and talked about my son's future beyond high school. I wondered if Jack would do the same, if and when he drove to school next year. I prayed that I had taught him something. Each encounter, each moment (ichi go, ichi e). Take it all in. Ask questions. Open up. Look someone in the eye. Saddle emotions. Take it all in stride. A handsell is a terrible thing to waste. Even when money is not even an object. I do not know why I still think about this interlude today. But I do. And it still makes me sad every time, too. You?

## I thank you:

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Kieran Brew	Carol Fuerstein
Vittorio DeSica	John Chapman
Vinny Brooks	and the rest of you humping through the rejections. Out handselling on the street. Creatin somethin outta nuthin'
Lydia Esslinger	
Brian Rogers	
James Cagney	

Hope you enjoyed this field prayer book.  
It's all yours now.  
Please spread the word.  
Suggestions, comments and inspirations welcome.  
Track me down out here on the streets.  
I will buy you a beer. A tea. Or a coffee. A smoothie.  
Your call



John Henry  
the Treehouse on Hudson  
Nyack, NY 10960-1948 USA

No mystery, no privacy  
no relationship, no handsell  
-John Henry



alternate treehouse

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Action:

