



PACIFIC MOTOR SERVICE

PROFESSIONAL SERVICE PROVIDED WITH INTEGRITY SINCE 1947

550 East Franklin Street
Monterey, CA 93940 831-375-9571



Kevin & Sue Anne Donohoe

There's no way Kevin's clients will mistake this publication as junk mail.

The US Post Office has determined that in 3/4 of American homes women are overwhelmingly responsible for responding to marketing offers. Almost 100% of the mail brought in daily and 77% is sorted immediately by the woman of the house.

Auto Insights© comes into the house and is recognized by your client. This another positive, top-of-mind reinforcement for your shop

WE SERVICE HYBRIDS & MAINTAIN NEW CAR WARRANTIES

Here is your monthly copy of **AUTO INSIGHTS**© from Kevin & the Team at Pacific Motor Service

Did You Pass the Mommy Test? Page 6

Would You Like to Make More Money? Page 7

Children's Thoughts on Moms Page 2

How to Survive Self-Doubt Page 3

Look inside for answers and other spectacular money-saving offers

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AUTO INSIGHTS



May 2009

A Free Monthly Newsletter For Our Community at
550 E. Franklin St., Monterey 93940 831-375-9571

Pacific Motor Service

May 2009 Holidays and Events

- Creative Beginnings Month
- Family Wellness Month
- Get Caught Reading Month
- Gifts from the Garden Month
- National Good Car-Keeping Month
- National Hamburger Month
- National Meditation Month
- National Military Appreciation Month
- National Physical Fitness and Sports Month
- National Smile Month ☺
- National Vinegar Month
- Women's Health Care Month

- 1 May Day
- 3 Garden Meditation Day
- 3-9 National Family Week
- 3-9 National Hug Holiday Week
- 3-9 Teacher Appreciation Week
- 6 Babe Ruth's First Major League Home Run
- 7 National Day of Prayer
- 9 Letter Carrier's "Stamp Out Hunger" Food Drive
- 10 Mother's Day
- 10-16 Reading is Fun Week
- 11 1st Class Postage raised to 44 cents
- 12 Limerick Day
- 17 Armed Forces Day
- 20 Turn Inside Out Day
- 25 Memorial Day
- 27 Scribble National Spelling Bee Finals
- 31 What You Think Upon Grows Day

This "coupon" is here to personalize and "endear" you to your client. Guys don't say much about it, but the women think it's funny and clever. For Easter I added ears and whiskers, and for St. Patrick's day I added a leprechaun hat and pipe. Make it fun because: people like fun people and ... people trust people they like.

The Magnificent Month of May

This month's publication of Auto Insights is all about moms, military, money, meatloaf, motivation and much, much more. (I was going to say a multitude of meaningful musings, but managed to maintain a modicum of modulation.)

And that, my astute and attentive reader, is called an alliteration. (It's also called bad writing.) Those of you who paid attention in English class already knew that. Those of you who didn't know, probably had a lot more fun in school and went to parties every Friday night. Whatever the case may be, May is the month not only to recognize and honor moms, May 3-9 is also Teacher Appreciation Week. You know the bumper sticker, "If You Can Read This, Thank a Teacher." If that teacher happens to be a mom, as well, she deserves a double dose of admiration and respect!

May is also a month to honor those who have died while fighting to preserve the freedom we sometimes take for granted. On May 25, Memorial Day, take a moment and pay tribute to all the brave men and women who serve in the military. Even better, send a "goody package" to a soldier (how-to article on page 7) and put a smile on their face. (Did I mention that May is also National Smile Month?)

And since May is also National Family Month, how about a special night where everyone—kids, mom, dad, aunt, uncle, grandparents—all get together and help assemble goody boxes? The ball rolling and soon everyone is having fun, not to mention the importance of setting a good example. You will always remember.

But don't stop there! May is the annual Letter Carrier's "Stamp Out Hunger" Food Drive. This year, this is the largest, one-day food drive in the nation and helps feed the more than 35 million people in need. *continued page 2, Month of May*

May You Have a Great Month and Here's \$10 to help.

Mom's Meatloaf

Moms and meatloaf are all about comfort. This incredibly easy recipe is a bit different from the "traditional," but it's just as down-home as it is delicious.

1 pound ground turkey or beef. (lean is fine, but extra lean beef or ground turkey breast will tend to be dry)

5.5 ounce can of V-8 juice to pour over top)

1 egg, slightly beaten

½ cup rolled oats

½ - ¾ tsp. garlic salt

1 tbsp dried, minced onion

2 tsp dried parsley

Pepper to taste

Combine all ingredients in mixing bowl, (remember to leave out enough V-8 it pour over top) drop mixture into 13x9 inch casserole dish, form into loaf, then pour extra V-8 juice on top. Bake in 350 degree oven for approximately 45-50 minutes. (Turkey does not brown like beef, so it will be a lighter color even when it's done cooking.)

Serves 4

Kevin gained a fleet Account from a recipe!

One of his clients passed her copy on to a friend. The friend was so impressed that an auto repair shop could be this professional and progressive, she called Kevin for a fleet service proposal.

continued from page 1, Month of May

million people--13 million of them children--who face hunger every day. Mark the date on your calendar, gather up a few non-perishable food items, drop them in a box or plastic shopping bag and leave it on or by the mailbox on Saturday, May 9--or you can take your donation to a local post office. Postal workers collect, sort and deliver the food to local shelters and food banks. They don't expect a thank you, but in your donation bag, why not include a note of gratitude to your mail carrier?

Like I said, May is a magnificent month. I challenge you to make it extra special. For yourself, and at least one other person. If everyone did the same, think of the possibilities! Give us a call or drop us an e-mail or note and tell us what you did to make someone's life a little better, or brighter.

And while you're at it, don't forget to smile!

From the Mouths of Babes...

Why did God give you your mother and not some other Mom?

1. God knew she likes me a lot more than other people's moms like me.

What kind of little girl was your Mom?

1. My Mom has always been my Mom and none of that other stuff.

2. I don't know because I wasn't there, but my guess would be pretty bossy.

3. They say she used to be nice.

Why did your Mom marry your dad?

1. She got too old to do anything else with him.

2. My grandma says that Mom didn't have her thinking cap on.

Who's the boss at your house?

1. Mom doesn't want to be boss, but she has to because dad's such a goof ball.

2. Mom. You can tell by room inspection. She sees the stuff under the bed.

3. I guess Mom is, but only because she has a lot more to do than dad.

What's the difference between moms and dads?

1. Moms work at work and work at home, dads just go to work at work.

2. Moms know how to talk to teachers without scaring them.

3. Moms have magic, they make you feel better without medicine.

What does your Mom do in her spare time?

1. Mothers don't do spare time.

2. To hear her tell it, she pays bills all day long.

What would it take to make your Mom perfect?

1. On the inside she's already perfect. Outside, I think some kind of plastic surgery.

2. Diet. You know, her hair. I'd diet, maybe blue.

If you could change one thing about your Mom, what would it be?

1. She has this weird thing about me keeping my room clean. I'd get rid of that.

2. I'd make my Mom smarter. Then she would know it was my sister who did it and not me.

3. I would like for her to get rid of those invisible eyes on her back.

5 Tips To Make More Money

Are your paychecks getting smaller? Your bills bigger? Whatever your situation, there are several things you can do to help increase income.

1. **Ebay.** Clean out your closets, all that "stuff" you've been storing for years. Tools, garden decor, anything vintage, autographed sports, movie memorabilia. Ask yourself, "Do I really need this?" If you don't know your way around the auction sites, ask a friend for help. It's easy and can be fun.

2. **Consignment Stores.** For those vintage items you inherited from your grandma or auntie, stop by a few of the antique stores in your area and get a sense of the item's value. With a little luck, the store owner will put your things on their shelves. If an item sells, the store owner keeps a percentage and the rest is cash in your pocket. If the consignment idea doesn't work out, wait for a sunny weekend and...

3. **Yard sale.** Avid yard sale fanatics love a deal, so price items a little high and negotiate down. Do a little research on how to run a successful yard sale, such as getting your neighbors to participate and how to best word an ad.

4. **Handmade Items.** What's your hobby? Knitting, designing jewelry, cooking, woodworking? Turn your passion into income. One woman who made beautiful baby blankets gave one as a gift at a shower and came away with three orders. Countless companies have started this way: Mrs. Fields, Juicy Couture, Cheesecake Factory, just to name a few. Have business cards made, carry a photo album of your wares and if you can, keep a few samples in your car.

5. **Services.** What skills do you possess? A good handyman is always in demand. Maybe you're great with computers, or you plan great parties. House cleaning, yard clean up, house and pet sitting, running errands or organizing closets. People are so busy these days they are willing to pay someone for help.

There are no limits to mention the ad imagination, be creative those dollars add up

As with all the articles, these are well-written and focus on the woman reader. If it's worth the time to send it, it should be worth the time to read it. Generally, guys don't relate the way women do

A Gift of Gratitude: Make a Soldier

Smile

We all lead busy, hectic lives, but if you could slow down for just a little while, you could brighten the day of a service man or woman far from home. These special individuals willingly stepped forward and took an oath to defend OUR freedom. They are true Americans, living in difficult, often dangerous conditions. They are sons and daughters, fathers and mothers. Take the time to say thank you and send a package—not later, or tomorrow or next week—now.

Step One: A List of the Most Requested Items:

Beef jerky (no pork—it's forbidden)

Baby wipes or moist towelettes

Toiletries: Razors, razor blades, shaving cream, soap, deodorant, toothbrushes and paste

Candy (M&M's are okay, but avoid chocolate)

Snacks (individually wrapped cookies or cakes, granola bars, Pringles)

Games, books,

Toothbrushes and paste, breath mints

Pre-paid phone cards

Batteries

Air fresheners

These are just a few. Check out different web sites if you'd like a more detailed list.

Step Two: Boxing up the Goodies

You can get "flat rate boxes" in two sizes from the post office and they cost less than \$9 to ship regardless of weight. You can also go to www.usps.com and order the boxes—they will be delivered to your door at no charge. Pad your items well—rolls of toilet paper work great and will be greatly appreciated by the recipient. Don't put in anything valuable or fragile.

Step Three: Customs Form

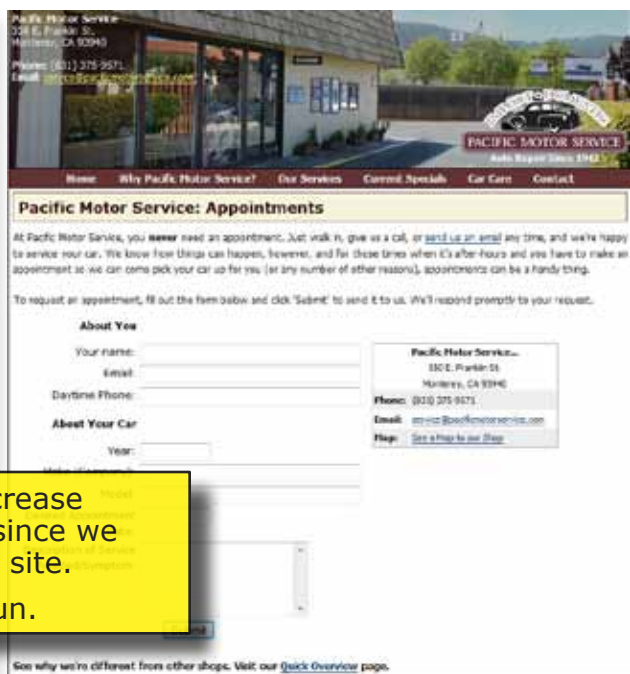
Packages going overseas need a customs form filled out. You can get them ahead of time, also from www.usps.com, or your post office, or just fill them out when you take your package to be mailed.

Picture the pleasure on a young soldier's face as he or she opens your package. See their smile as they pull each item out, their laughter at the silly game or book inside. Let gratitude in their chest. Know that it's a kind thing. More than you can imagine, you've made a difference in another person's life.



Whistler's Mother by Author Unknown
Before taking a road trip
To visit her son,
Whistler's mother makes an online appointment
At PacificMotorService.com.

There has been an increase in Kevin's web traffic since we started promoting the site. But, once again, it's fun.



It's easy!

Referrals and testimonials are in every issue. Referrals are actually indirect testimonials and establish credibility and trust.

Thanks for the compliment & thanks for the referral

Being from out of town, I called Kevin looking to service my vehicle. He was very helpful, honest and unbiased on helping me locate the proper repair shop. Brian P—excerpt from Yelp
Brian P was referred by Chuck Drake

We are a drug-free workplace.

We think that's an important consideration when someone trusts us with their family's cars.



Clients of the Month

Brigitta (Gitta) and Stephanie Wray. Gitta is a breath of fresh

air and her daughter Stephanie Thank your raving fans publicly. Increase referrals and reinforce the theme of community and friends.

always look forward to a visit from Gitta and Stephanie; they are sweet people whom I'm honored to call my friends.

Used Cars

If you're thinking about buying or selling a used car, call us first.

For all practical purposes, the best used cars are the ones we service and occasionally one of our clients is selling their car. However, if you locate something on your own, call us to do a pre-purchase inspection

before you buy it. If you decide to sell your car, call us in touch with a prospective buyer or place a notice for your car here in the newsletter. In that way you won't have strangers coming to your house. Either way, we can help.

Don't forget, we can wash your car without water!



Call for details

You aren't required to go back to a dealer for service or maintenance on your new or used car. We are factory-authorized to perform the required maintenance while your car is covered by ANY warranty. Save yourself the aggravation of the dealer chaos. We can even deliver the car for warranty repairs, if any are needed.

Win A \$20 Starbucks Gift Certificate

Every month includes a Readers Quiz. It causes your phone to ring and an opportunity to sell an appointment. This quiz is reinforcing the new car warranty theme.

Here's this month's question: Do you have to return to a dealer for service while your car is under warranty?

- a) No b) Heck No c) Absolutely not d) All of the above

Here's a clue: The answer is on page 3.

Call us at 831-375-9571 with your answer. Last month, Coleen Sullivan knew Alfred Butts invented "Scrabble."

Kevin's Korner:

The Capitol

I'm a fortunate man indeed.

Last month I was invited to attend a meeting with industry leaders in Sacramento. Sacramento is the center of the legislative universe when it comes to getting things done. I met with our industry legislative affairs director, the President of CARQUEST auto parts, and different strategies to connect you to your clients in a personal way. It makes you a part of their life. This monthly letter is a powerful component of Auto Insights© strategy.

Currently, California only licenses SMOG shop owners and the SMOG technicians. Licenses are not required by the State for anyone working in automotive repair shops, franchised dealers, tire stores or "big box" shops such as Sears. In a nutshell, anyone with \$250.00 and a drivers license can open a automotive service center in California and hire whoever they choose. Pretty scary stuff if you ask me.

I'm on a mission to raise industry standards and provide better automotive service to the motoring public. You can help too by contacting the Chief of the Bureau of Automotive Repair let her know this is an important issue that needs immediate attention. The phone number is 800-952-5210.

Until next month...
Kevin

This announcement ties back to previous articles promoting the Green Certified status of the shop.

This is another reminder that Pacific Motor Service is a professional business that is concerned for his community's environment - subtly.

THE MOMMY TEST

I was out walking with my 4 year old daughter. She picked up something off the ground and started to put it in her mouth. I took the item away from her and I asked her not to do that.

"Why?" my daughter asked.

"Because it's been laying outside, you don't know where it's been, it's dirty and probably has germs" I replied.

At this point, my daughter looked at me with total admiration and asked, "Wow! How do you know all this stuff?"

"Uh...", I was thinking quickly, "All moms know this stuff. It's on the Mommy Test. You have to know it, or they don't let you be a Mommy."

We walked along in silence for 2 or 3 minutes, but she was evidently pondering this new information.

"OH...I get it!" she beamed, "So if you don't pass the test you have to be the daddy."

"Exactly" I replied back with a big smile on my face and joy in my heart...

continued from page 3, Self-doubt

TURN OFF THE CRITIC

When you hear that voice whispering in your ear—you know the one I mean—the voice that says, “You aren’t smart enough, young enough, experienced enough.” It’s the dragon’s voice. The dragon knows you so well, your doubts, your worries, your insecurities. It delights in spewing negative thoughts. When you listen, when you begin to believe the lies, the dragon grows stronger. This is the time to focus on your strengths. Focus on what you have accomplished, what you do well. Know in your heart that this is the truth.

BE KIND TO YOURSELF

Treat yourself as you would a friend. When you experience a disappointment, resist the urge to beat yourself up. Instead, ask yourself if you could have done anything different. You can’t change the past, but you can learn from it. Take responsibility, learn from every experience, the good and the bad, then move on. Regret, resentment, anger and guilt are useless, non-productive emotions. You can not change the past, so learn to be present in the moment.

Auto Insights© is so well read, especially by women, because it's written by professional authors. People enjoy reading it!

This article was submitted by Barbara McCauley, an award-winning author whose novels have appeared on USA Today and Borders Best Seller Lists.

You've Got to Move It, Move it, Move It

Hey, you! Yeah, that's right, I'm talking to you. It's May already, the weather is warming up, flowers are blooming—GET OFF THAT COUCH! If you're not already on a walking schedule, then start now! Human beings are meant to move, and let's face it, the more we move, the better we feel. The health benefits of walking 30 minutes, 3 times a week are amazing. This simple routine reduces risk of death from all natural causes by 55%. If walking is not for you, then find an exercise you enjoy, such as swimming, dancing, pilates or yoga. Whatever works for you--just get moving!

We're making a statement your client might not have thought about and we're adding an element of doubt about all your competitors.

You can say "I have integrity" in a forum that is creating your "brand".

We are a drug-free workplace.

We think that's an important consideration when someone trusts us with their family's cars.



Facing the Dragon of Self-Doubt: A Guide to Survival

Part Five of a Twelve-Part Series, *Making 2009 Your Best Year Ever!*

A young warrior sits upon an aging, shaky steed. Our hero, ordinary in stature, holds a shield in one hand, a burned spear in the other. He stares upward, his gaze steady. Towering twenty feet above is a dragon; smoke curls from its flared nostrils. Its claws are long and sharp, its eyes yellow and narrowed. Still, our warrior holds his ground.

The painting is titled, "It Takes Courage." The artist is Don Maitz. The first time I saw this amazing work of art, it resonated deeply with me. I felt myself sitting on that nervous steed, staring up at that dragon who represented my daily challenges and self-doubt. I bought the poster and keep it in my office. Every day, it reminds, and inspires me, whatever the odds may be, to face my dragons.

We all have dragons of self-doubt. Some are bigger than others, or more frightening, but they exist. We can deny them, run from them, or, like our young warrior, face them. I won't tell you it's easy, but I will impart a few thoughts to help.

KNOW THAT EVERYONE HAS SELF-DOUBT

You are definitely not alone. Everyone has varying degrees of self-doubt. Accept this as a natural part of being a thoughtful human being.

FEEL THE FEAR

The bottom line of self-doubt is really about fear. (I talked about fear in a previous article) Ask yourself what's worrying you? Is it failure? Rejection? Appearing foolish? Picture yourself on the starting line of a hurdle race, each hurdle is labeled with a self-doubt. BANG! Run—no thinking, just run. See yourself leaping smoothly over each hurdle. Feel the victory course through your veins.



continued on page 6, Self-doubt

Flower Power

Haviland-Jones led a research team at Rutgers University to study the scientific power of flowers. Here's what they found:

- They create delight and happiness.
- Increase enjoyment and life satisfaction.
- Make you smile instantly.
- Improve your mood and help chase away the blues.

On the Subject of Flowers...

The top five most popular flowers are:

1. Roses
2. Daisies
3. Tulips
4. Lilies



Did we really need scientists to tell us that? This month, consumers face lights up and down. If the economy is rebounding, like many are saying, you will lose 10% of your clients to new car sales within the next 15 months.

You must inform your clients BEFORE they buy a new car. Otherwise you will lose them to the new car dealer, and you won't know it until your car count starts to tank.

How else, other than a publication like this, will you protect yourself from the dealer stealing your clients?

Don't Open Your Hood to Strangers

You aren't required to go back to a dealer for service or maintenance on your new or used car. We are factory authorized to perform the required maintenance while your car is covered by ANY warranty. Save yourself the aggravation of the dealer chaos and typically higher prices.