

Sample *Today's Living*® magazine front

TODAY'S LIVING®

For Client Name

From
BLOOM
to ZOOM:
What Plants Can
Teach Us



RECIPE 
DO Eat the *Daisies*

PLUS —
Seeking Renewal in Home
Design, Personal Potential
and Making a Difference



Agent Name
Title
Business Phone
Cell Phone
Email
Tagline
Website





Inside THIS ISSUE

4. Decorating With Nature's Color Palette

6. Unearthing Your Potential

8. Sowing Seeds of Kindness
Makes a World of Difference

10. **FROM BLOOM TO ZOOM**
5 Lessons Plants Can Teach Us

16. Featured Recipe:
DO Eat the Daisies

18. Finding Beauty Where You Are



DECORATING WITH *Nature's Color Palette*


Whether they come from the earth, sky or water, nature's colors calm the spirit.

Picture green leaves fluttering in the breeze, yellow sunlight glistening on a calm lake, and deep blue waves cresting on the ocean. You can easily soak up these colorful pleasures when you're outdoors. But how do you bring this natural feeling of serenity inside your home?

If buying a new house with an atrium or an indoor waterfall isn't an option, you can mimic nature's colors in your selections of paint, furniture and flooring.

These familiar hues put our eyes at ease because we've known them forever. They evoke colors we've seen on the prairie, in the forest and on the water. This natural palette is simultaneously contemporary and timeless, which means rooms styled in earthy, organic shades won't feel dated anytime soon.

This year, look for warm neutrals and rich earth tones like mushroom, forest green, creamy white, and chocolate brown trending in interior design. Folks are also turning to moodier shades that evoke nocturnal tranquility. Dark hues can transform a nondescript sitting area into a cozy den. Modern wood paneling can warm your decor nicely. (Really, wood paneling is trending now.) Consider dark wood furniture, but keep it comfy. Adding a luxurious chocolate velvet throw can be just the right touch.



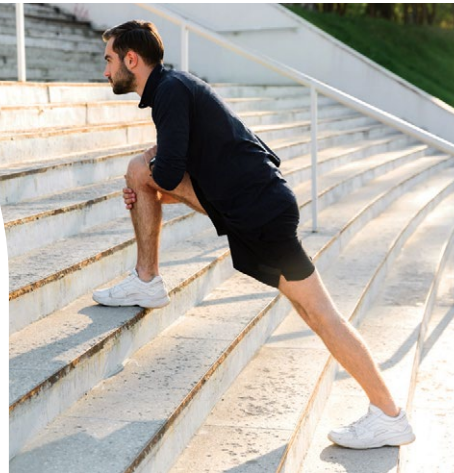
“There is something *infinitely healing* in the repeated refrains of nature — the assurance that dawn comes after night, and spring after winter.”

— Rachel Carson



Unearthing YOUR POTENTIAL

The rewards of unearthing your potential to leverage a fulfilling life are boundless, so dig deep and reap! Here are some steps to get you started on your path to personal possibilities.



Explore Your Skills and Strengths

Embrace what you're naturally good at and continue to develop those skills throughout your life.

Set Clear Goals

Give yourself achievable and realistic goals so you can track your progress and celebrate your successes along the way.

Learn at Your Own Pace

Understanding personal growth — whether through formal education, on-the-job training or personal development programs — is a lifelong journey.

Seek Constructive Feedback

Seek advice from others so you can view yourself from a different perspective and identify areas for improvement.

Surround Yourself With Positivity

Connect with people who support and encourage you. Stay away from negative pressures that can hold you back.

Think Big

Take that chance on your dreams and be confident in your abilities. You never know until you try.

Practice Self-Care

Be mindful of your physical and mental well-being. Get enough sleep, exercise regularly, eat a healthy diet, and engage in activities that bring you joy and peace.

Unearthing your potential is a journey of uncovering your unique abilities, passions and strengths. Focusing on what you're passionate about allows you to channel your energy into something productive and meaningful.

So, step out with confidence and pride.

You're worth it!



Sowing Seeds of Kindness *Makes a World of Difference*

“A single act of kindness throws out roots in all directions, and the roots spring up and make new trees. *The greatest work that kindness does to others is that it makes them kind themselves.*”
— Amelia Earhart



One act. That's all it takes.

One gesture and, pretty soon, the seeds of kindness you planted are thriving all around you. It can be as simple as complimenting a coworker, encouraging children to respect their environment, or serving as a mentor. Acts of kindness don't have to be grand. They only have to be genuine.

So why should you be the one who does the work of spreading kindness? Because it's really not work at all. Rather, it's an investment in self. It boosts mental well-being, fosters a sense of belonging and reminds us that we matter. Essentially, when we do something that makes someone else feel better, it's personally rewarding too.

Expressing your connection to others through goodwill also puts down roots that grow connected communities. Your thoughtful and charitable acts reassure others they're being looked out for and appreciated. Consequently, they feel more secure about their place in the world and will be more likely to pay that forward through their own generosity. It truly is a continuous cycle of life.

Creating a more compassionate community starts right in your own backyard. Your selfless actions will undoubtedly have a ripple effect on those around you. Before you know it, the roots of kindness you've cultivated will have reached farther, wider and deeper into the hearts of the people you've touched.



FROM BLOOM TO ZOOM

5 Lessons Plants Can Teach Us



A flower in bloom marks the pinnacle of a complex life cycle. You can almost hear the flower saying,

“Hey, check me out! Do you realize all the work that went into getting me here?”

In our lives, graduations and weddings are like blooming events. Our customs and traditions honor these moments as the milestones they are. But what about the growth and transformation that took place day by day, beneath the surface of our lives, to get us to those momentous occasions?

They're often lost in the frenzy of daily life. Unrecognized beneath piles of work, schedules and checklists.

Occasionally, it's good to stand back and examine how far we've come. After all, we weren't just placed into our current roles as parents, professionals or somebody's best friend. Instead, we started out much like a seed in the soil. When conditions were right, we grew and thrived.

Throughout the stages of our lives, we learned about sharing, compromise, disappointment, and perseverance. It's easy to forget how much wisdom we've gained along the way. But think about trials you've overcome. Browse through your old journals or even old calendars. You'll find the things that consumed you with worry back then wouldn't even register on your radar today. This subtle growth deserves celebration as much as the milestones.

Plants don't need memory prompts or any other introspection. They go with nature's flow and live in each moment. Maybe they could teach us a thing or two about life.



Let us be *grateful* to the people who make us happy; they are the *charming* gardeners who make our souls blossom.

— Marcel Proust



1 Say Thank You to a Neighbor

Individual plants are a small part of an elegant, complex ecosystem. They cannot exist without rain, pollinators, healthy microbes, and sunlight.

We feel more connected when we recognize what makes our lives possible. From the nurturing of family, teachers and mentors to those who work tirelessly to build and lead our communities, we have many to thank for the progress we've made. The more we recognize and appreciate our support system, the more we understand how vital they are to our well-being.

2 Make *Bloomin' Time* To Learn Patience

Trees and flowers bloom when it's their time and not a minute before. Once planted, a seed must germinate and take root before its shoots break through the soil to greet the sun.

Nature sets the timeline, yet we humans rebel. Sometimes we want to turn back the clock, and sometimes we wish to fast-forward through life's biggest challenges. But we can be more present in life when we choose to be at peace with nature's timing.



Nature does not hurry, yet everything is accomplished.

— Lao Tzu

3 Bloom in Enriched Soil

The lushest plants grow in healthy soil. We're no different. We blossom when we eat nutritious food, drink enough water, spend time outdoors, and socialize with people we care about.

When we reduce or eliminate negativity and pile on the good stuff, we flourish. Here are a few ways to keep your interpersonal environment healthy and nutrient-rich.

- Spend time doing activities you've always loved or wanted to try.
- Commit to staying connected with loved ones.
- Keep your home and work spaces clean and clutter-free.
- Set up a regular dinner date or movie night with friends and family.
- Create a playlist of your favorite songs to enjoy while driving, exercising or relaxing.

“A calm and modest life brings more happiness than the pursuit of success combined with constant restlessness.”

— Albert Einstein

4 Clear Away the Busyness in Your Life

It's understandable when a novice gardener overplants a garden bed. Sometimes we don't realize how much space plants need under the ground to spread roots.

Similarly, we try to pack too much into our daily schedules. We set too many goals and take on too many responsibilities at work and at home. Opt to focus on what you value most and let yourself

grow deep instead of wide. Set aside open space for yourself. Be intentional when choosing what you do and who's in your life. Leave time for stillness.

Check in with yourself regularly. Are you nurturing your favorite things and relationships? Do you feel drained after reading about certain subjects or talking to specific people? Adjust your schedule accordingly.

“Surround yourself only with people who are going to *take you higher.*”

— Oprah Winfrey

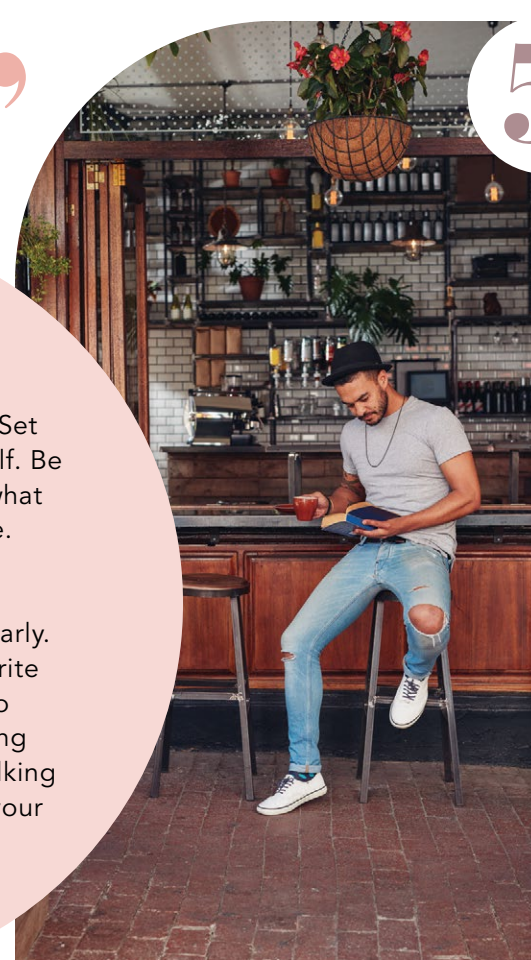
5 Nip Negativity in the Bud

A meticulous gardener who notices something wrong with a bud will cut it off immediately. This prevents the problem from spreading and redirects precious resources to the healthy buds.

Likewise, when we're zooming through our days, we may not be aware that we've picked up a few bad habits. As soon as we notice these things growing wild, we're better off nipping them in the bud — allowing more room to grow our healthy habits and feed our positive interests.

“Positive thinking will let you do everything better than negative thinking will.”

— Zig Ziglar



"Please Don't Eat the Daisies"

was written by author Jean Kerr in the late 1950s. Her humorous accounts based on raising her own six children in the heyday of suburbia inspired this best-selling book, followed by a movie, then a TV sitcom. The title refers to a time when the author tells her kids not to mess up the dining room table, which has been set for an evening dinner party. Unfortunately, she forgot to tell her youngest son not to eat the daisies in the centerpiece.



But that was then, and this is now —



Strawberry-Daisy Salad With Strawberry Vinaigrette

Ingredients

1 head Bibb lettuce
8 fresh strawberries, sliced into quarters
1 yellow bell pepper, cut into long wedges
Strawberry vinaigrette (see recipe below)
1 pkg. edible flowers

Optional Toppings

Almond slivers Chopped walnuts
Sesame seeds Golden raisins

Directions

In a large salad bowl, lightly toss lettuce leaves, strawberries, peppers, and strawberry vinaigrette. Season with salt and pepper to taste. Sprinkle optional toppings if desired. Choose edible flowers and arrange on top. Serve immediately.

DO Eat the DAISIES

Edible organic flowers, including daisies, are sold in pre-packaged varieties and colors. Available at farmer's markets and specialty grocers, some other popular flowers are violets, marigolds, pansies, dandelions, orchids, snapdragons, and zucchini blossoms.

Strawberry Vinaigrette

Ingredients

$\frac{3}{8}$ cup chopped strawberries
3 Tbsp. apple cider vinegar
2 Tbsp. honey
2 Tbsp. fresh lime juice
1 tsp. lime zest
 $\frac{1}{4}$ tsp. salt
 $\frac{1}{3}$ cup olive oil

Directions

Place all ingredients, except oil, in a small food processor and pulse until strawberries are completely mashed. Pause and scrape sides often. Once combined, with food processor running, slowly pour in olive oil until dressing is mixed and thickened.





FINDING BEAUTY *Where You Are*

You don't have to visit the Grand Canyon or Niagara Falls to find extraordinary beauty.

Look around and listen. Train your senses to seek the subtle delights of your surroundings. See that kid practicing layups on the driveway? Sneakers scuff the ground as the basketball makes rhythmic contact with the pavement. Then, whoosh!

Tune in to the rush of a creek after a downpour. Watch as your neighborhood is bathed in silvery light under a full moon. Inhale the scent of honeysuckle.

“Many eyes go through the meadow,
but few *see the flowers in it.*”
— Ralph Waldo Emerson

It's easy to create this kind of sensory experience in your home, too. With a few simple touches here and there, you can surround yourself with the sights, sounds and scents you find enjoyable. Keep fresh-cut flowers in a clear vase, light scented candles or diffuse a favorite essential oil. Dance or relax to your favorite music played through thoughtfully arranged speakers.

Explore ways to see things around your house as if for the first time. Place a lamp in an unexpected corner. Repurpose a wicker basket to hold bath and shower supplies. Accessorize with plants and other touches of nature to create an inviting gathering space for friends and family.

Changing your perspective is also a great way to build the habit of noticing beauty in your own home. Rearrange or repurpose your furnishings, then view the room from a different angle to reveal surprising shapes and shadows.

**With fresh eyes and ears,
there's no limit to how
much beauty you can find
*right here, right now.***



Sample *Today's Living*® magazine back

Dear Client Name,

A life in bloom is a life filled with opportunity. In this season, we're especially reminded of new beginnings and budding potential. Welcoming personal growth, refreshing our homes with nature's palette and spreading seeds of kindness along the way — our good fortune is alive and thriving.

In this issue, we celebrate nature and its lasting impact on ourselves, our families and our friends.



Thank you for your business and your trust. Until we work together again, the referrals of your family and friends are always appreciated.

Sincerely,

Agent Name



Company Name
Address
City, ST ZIP

CLIENT NAME
ADDRESS
CITY, ST ZIP



PRSR STD
U.S. POSTAGE
PAID
THE PERSONAL
MARKETING CO.

SAMPLE

THE *Personal* MARKETING CO.

tpmco.com
800.458.8245

© TPMC This material is for information only and not intended to be used in place of professional advice. Any trademarks used here are the property of their respective owners. TPMC expressly disclaims liability for any product or service mentioned in this magazine. If your property is currently for sale, this is not a solicitation. Equal Housing Opportunity.

Thank You mailing postcard front

Client Name

THANK
you for your business!



Agent Name

Title
Bus Phone
Cell Phone
Email
Additional Info
Additional Info

Website



Thank You mailing postcard back



Agent Name

Title
Bus Phone
Cell Phone
Email
Additional Info
Additional Info

Website



Company Name
Address
City, ST ZIP

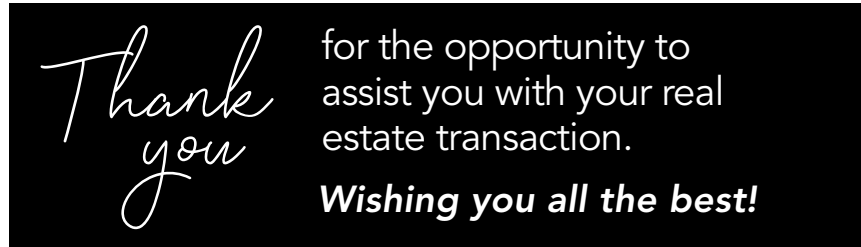
PRSR STD
U.S. Postage
PAID
TAG
66201



Real estate is not just a business. It's also a **pleasure** to help clients achieve their real estate dreams.

True professionals work hard to become a **lifetime resource** for their clients.

The **referral** of your family and friends is the highest compliment you can give.



CLIENT NAME
ADDRESS
CITY, ST ZIP



If your property is currently listed for sale or lease, this is not intended as a solicitation of that listing.
©TPMCO

Sample Home-Topic postcard front

Client Name

I've learned that
HOMIE
isn't a place, *it's a feeling.*

– Cecelia Ahern



Agent Name

Title
Bus Phone
Cell Phone
Email
Additional Info
Additional Info

Website



Sample Home-Topic postcard back



Agent Name

Title
Bus Phone
Cell Phone
Email
Additional Info
Additional Info
Website

Company Name
Address
City, St ZIP

PRSR STD
U.S. Postage
PAID
TAG
66201



Perhaps you know a first-time buyer, a family who's outgrowing their current home, or someone looking to downsize who could benefit from **real estate expertise**. Referrals to your family and friends are always welcome. Of course, if your own housing needs change, please **reach out**.



CLIENT NAME
ADDRESS
CITY, ST ZIP



If your property is currently listed for sale or lease, this is not intended as a solicitation of that listing.
©TPMCO



Sample Home-Topic postcard front

Client Name

The ultimate luxury
is *being able to relax*
and enjoy your

HOMIE

– Jeff Lincoln



Agent Name

Title
Bus Phone
Cell Phone
Email
Additional Info
Additional Info

Website



Sample Home-Topic postcard front

Client Name

Where we love is
HOMIE

– home that our feet may
leave, but not our hearts.

– *Oliver Wendell Holmes, Sr.*



Agent Name

Title
Bus Phone
Cell Phone
Email
Additional Info
Additional Info

Website

