

This lady was referred to me by EIF12-15-18: Sue Painter, www.ConfidentMarketer.com Notice her opt-in! <https://confidentmarketer.com/about/about-sue/> Ellen, this 1st pg is Sue Painter's article w NO pictures, then mine w/ The other night Bill and I went with 70 other of our neighbors on the Sarasota Christmas Lights Trolley. (Well, there were so many of us we had 2 trolleys.) This is a Sarasota tradition that goes back for over 40 years, with neighborhoods vying to be placed on the trolley tour route. The tradition is that if a house or neighborhood gets included in the trolley tour, and it's truly an over-the-top winner, the trolley conductor gives the house a "two bell ring" of the trolley's bell. Believe it or not, this is a BIG DEAL. The "two bell ring" houses are written up and published everywhere on social media. The house owners hang outside (thank God it's Florida) and wait every night for the trolley to come by. They wave, hand out hot chocolate and candy, and wait for the riders to yell "Merry Christmas" so that they can yell "Merry Christmas" back. If this doesn't get you in the holiday spirit, nothing will!

Our trolley conductor happened to be the President of Sarasota Trolley, and he's been leading these tours for 30 years. People write to him begging for their house to be included. As we drove around the neighborhoods the other night, he told us many stories about the neighborhoods and the houses.

- One woman and her husband were a "two bell ring" house for 28 years and then the husband died. For 4 years the house was completely dark over the holidays. The woman wrote the trolley President and said, "I am just so down, I see you going by but I sit inside and cry." But guess what? He got a call from the woman in July, and she said, "I realized I need to live again, please come by in December and see if you will put me back on the Trolley Tour." And so the other night we were taken to her house again. She was out on the front porch yelling "thank you for coming back to me." She started crying when he gave her the two bell ring.
- We heard 3 stories of neighborhoods that used to be "two bell rings" and when one particular property owner moved away, the neighborhood went dark. I sat on the trolley and thought "don't ever think what one person does is not important." Even the trolley driver said, "In every one of these neighborhoods, there's one person who is the spark. When that person leaves, usually the neighborhood goes dark."
- One neighborhood puts up these amazing tall arches over the roads, lit up with lights, and cars and the trolleys drive through the "tunnel" of lighted up arches that go on for blocks and blocks. We were told, "When a new neighbor moves in, they are greeted by a team of neighbors showing up at their door with a 20 foot long piece of white PVC pipe. They are told, 'This is your arch for the neighborhood Christmas lights. We provide the pipe, you provide the lights and pay the electric bill.'" Ha! What a great way to include everyone and get the new neighbors to know everyone.

I'm in love with the trolley tour and these stories because they showcase the kind of neighborliness and community spirit that we need in order to thrive. And even more important, these stories are a testament to the power of only one. Only one person can literally light the world. Only one person (you) can bring joy and transform someone's life or business with the work you do. Only one person, no matter if you feel small and insignificant, can and does have a great impact. We. All. Do.

The decision that we make through our actions or our lack of action is whether we will be a light that gets a 2 bell ring, or a dark house that life passes by. Only one. We are only one, and we are powerful beyond measure.

By the way, [even if you need to give up your current business](#), what you change to can have great impact. Failure doesn't mean lack of impact unless it shuts you down. More about that [here](#).

Do you want to go deep and consider how your "only one" will count next year? Check out [Barb Brown's special 13 Holy Nights](#). Super helpful and powerful. She's sharing a tradition I didn't even know existed.

Never forget the power of only one. That would be you, my friend.
To your sweet and unique success,