
DIGEST

MAKING IT!

‘ELEVEN THINGS’

Excerpt from “Dumbing Down our Kids” by Charles Sykes

A list of eleven things you did not learn in school —directed at high school and college grads.

- ◆ Life is not fair - get used to it!
- ◆ The world won't care about your self-esteem. The world will expect you to accomplish something BEFORE you feel good about yourself.
- ◆ You will NOT make \$60,000 a year right out of high school. You won't be a vice-president with a car phone until you earn both.
- ◆ If you think your teacher is tough, wait till you get a boss.
- ◆ Flipping burgers is not beneath your dignity. Your Grandparents had a different word for burger flipping: they called it opportunity.
- ◆ If you mess up, it's not your parents' fault, so don't whine about your mistakes, learn from them.
- ◆ Before you were born, your parents weren't as boring as they are now. They got that way from paying your bills, cleaning your clothes and listening to you talk about how cool you thought you were. So before you save the rain forest from the parasites of your parent's generation, try delousing the closet in your own room.
- ◆ Your school may have done away with winners and losers, but life HAS NOT. In some schools, they have abolished failing grades and they'll give you as MANY TIMES as you want to get the right answer. This doesn't bear the slightest resemblance to ANYTHING in real life.
- ◆ Life is not divided into semesters. You don't get summers off and very few employers are interested in helping you FIND YOURSELF. Do that on your own time.
- ◆ Television is NOT real life. In real life people actually have to leave the coffee shop and go to jobs.
- ◆ Be nice to nerds. Chances are you'll end up working for one.

OLIVIA'S QUICK TIPS: ACHIEVING INSTANT RAPPORT

EXCERPTS FROM ASKOLIVIA.COM

OLIVIA FOX-COBANE IS A PAST GUEST ON MAKING IT!

- ◆ Synchronize your body language with theirs: subtly adopt the same postures, head tilts, facial expressions, and voice tone as they do. They will feel that you are “exactly like them.”
- ◆ Make them feel good about themselves: don't try to impress them— let them impress you, and they will love you for it.
- ◆ Listen to them intently; hang upon their every word as if it held the key to your happiness.
- ◆ Quit worrying about what you've just said, wish you hadn't said, or are going to say next. In the end, what people remember is not what was said, but how it felt to be talking to you.
- ◆ Increase eye-contact. Drink them in with your eyes: increased eye-contact will send a drug-like hormone called Phenyl ethylamine gushing through your veins and theirs, which will improve communication and liking.

GETTING PAST YOUR BUSINESS LAUNCH

BRAD SUGARS OFFERS TIPS TO HELP YOU KEEP YOUR NEW BUSINESS GROWING IN SIZE AND PROFIT.
(Excerpts From Entrepreneur.com)

- ♦ **Hire people who are better at the job than you are.** Put simply, great employees may cost you 20 to 30 percent more in wages, but they can be twice as productive as mediocre employees. Invest in good people.
- ♦ **Place high urgency in everything you do.** Always do everything you can today. Too many people treat their businesses as nine-to-five jobs. Never put something off until tomorrow if you can do it right now.
- ♦ **Get customers coming back.** The road to profitability is through repeat business. Your business grows when you add regular new customers on top of existing regular customers. Think of it this way: What if every customer you ever got stayed for life? How many regular buyers would you have?
- ♦ **Make decisions quickly.** New companies don't have the time or resources to stand still. General H. Norman Schwarzkopf once said to me, "When placed in command, take charge."
- ♦ **Deliver more than you promise.** If you tell a customer it'll be three days, deliver in two. If you think it'll be two hours, say three hours and surprise them. This is the best form of marketing ever.
- ♦ **Price yourself for profit.** Don't ever be the cheapest. You're the little guy; you don't have economies of scale. Big companies can make up in volume what they lack in margin. You can't.
- ♦ **Never spend a dollar you don't have to.** Too many new business owners go and buy the best stuff because they think image is important. Listen, when you get profitable, you can have a big mahogany desk. Right now, just get a desk.
- ♦ **Set a big vision.** *Start Small, Finish Big* should be the title of your book. Don't aim to be the best dog trainer in Montana--aim to be the best in the country. Remember, building a business is a 10-year plan, not a one-year plan.
- ♦ **Marketing is math.** Don't ever let an advertising sales rep teach you anything about marketing. Reps will say dumb things like, "Half your advertising works and half doesn't--and you'll never know which half." Rubbish. If an ad that costs \$100 makes you \$100 back in profit, it's a good ad.
- ♦ **Learn to sell.** There's nothing worse than a business owner who isn't willing to sell--or even learn to sell. No company makes money unless someone sells something, and you can't just rely on people you hire to do the selling for you. If you want to grow a profitable business, you've got to learn sales yourself.
- ♦ **It's simpler than you think.** Before most people even go into business, they work it up to be far more complex than it really is. Business is very simple: Sell at a profit and keep at it. Overcomplicating the process won't help anyone.