

YOUR WORK THE KEY!

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I saw forty percent going out the window! “That’s the cost of doing business,” everyone would say, some with a pious attitude. Then I saw the solution, a solution to capture all forty (40%) percent. If I could do that it would mean 67 percent increase in revenues!

They all laughed at me. Said I was crazy, that it was impossible. “If that is so great then someone else has already thought of it!” Then they would laugh. It was a struggle between the laughers and the naysayers as who could cut the deepest at my expense.

Ever been laughed at, told what you wanted to do was impossible? The laughers and naysayers are not a pretty picture. When I completed my business plan in great detail and announced that I not only was leaving but I was moving out of town in order to establish this very business where I **COULD** save that 40 percent, they were shocked. In fact, each laugher asked with a serious look, and each naysayer asked with a bright supporting smile, “May I have a piece of the action?” As if they had earned it with their support!

I figured that if I could be laughed at and be told what I wanted to do was impossible **AND** still hold my head high and march forward, somehow I would succeed. Maybe for some folks it is clear sailing and easy, but for those that told me it would be easy, well, they were nuts!

Being laughed at is a broad term with a whole lot of other meanings fed into it. I moved my family to the West coast to start a new business. It was a great concept but it took me two years and nine months in a great new neighborhood before I could get a solid start. The neighbors were wonderful, kind, always inviting us to dinners, events and coming to our house.

One by one each neighbor came over when he saw me outside, kicked a few pebbles, hands in his pockets. It seemed to always be the same way, a little awkward, eyes down, trying to find the right words. Finally he’d look up. Here it came; the hand on the shoulder routine and the message was always the same. Each one truly meant well, “Scott, you’ve got a great family. Maybe it’s time you stopped chasing this dream and get a job. I know of...” and then each would suggest an opening where they worked. Man, I loved them for their concern.

One day I nearly caved in. I sat down with my wife and unloaded about all the guys and what each had said. “Vern is a supervisor for Frito-Lay. He goes to work from 9:00 and is at home by 5:00. Every weekend is free and he has two weeks paid vacation each year. He makes good money and has no stress. Look at us. We don’t even have any health insurance! Maybe I should take him up on his offer.” I looked over into her big brown cow eyes and realized that I was just saying words. Oh you silver tongued devil, you.

I straightened my back and said, “Would feel better if we had a life like Vern and Bonnie?”

Her expression changed to medium shock, “Good Lord, No! You’ve got to be kidding. How boring would that be?”

After all these years and all these enterprises I have found **ONE** thing that **DOES** stand out: If you had a wife like mine you couldn’t help but succeed!!

Just as an aside, you can be an Entrepreneur, succeed and NOT lose your family. Two years after good ole Vern shared his thoughts with me, Bonnie ran off with a childhood sweetheart, Vern lost his job to downsizing, his oldest daughter hit the streets on drugs and one of his sons finally came out of the closet. No judgments there, but poor Vern. No, I wouldn't trade places with him for all the outsourcing in China!

We had just enough money to pay for the U-Haul trucks that we drove ourselves, across four states. I had \$237 left over to start a new company and no prospects that I knew in this new land. But don't ever tell me I can't do it!

I've been laughed at and told what I wanted to do could not be done. I've had checks from major investors bounce which would cause the complete collapse of the company. I've had our entire holdings ripped out from under us and the criminal that did the ripping issued series of false statements to ruin my reputation. I've started over so many times I've lost count. I've had companies become global in reach, nationwide in reputation and Wall Street darlings.

When it was all said and done, it was never said and done! There was one truth that I took away from it all: No matter what, you **CAN** do it!

That is my mission in life, to foster, encourage and sustain the SPIRIT of the Entrepreneur! One of the main ways I can do that is simply to share everything that I can. In every life there comes the occasional cloud of doubt or hesitation. Whenever that moment arrives and threatens to overtake your heart, shake your head and do your work. Do your work that you have outlined for the day! In that very work will emerge the genius that you created before the snake of fear slipped in. Do your work! Nothing happens without forethought!

Think about this:

You had a valid forethought that you planned to take action on today, (today's work-tasks). It is a mathematical formula: Forethought (Plan) + Work (Action) = Result (Success).

Today your "present" thoughts are clouded with fear, depression, apathy, whatever the "natural" human emotion. Note that it is a "present thought" but for an hour from now it will be "forethought!" (because it was 'back then.')

That means that you are **CHANGING YOUR FORMULA!!** [IF you take out "work" it now reads: Plan + Doubt = Planned Doubt!] Then tomorrow your "forethought" for that day will have been the seeds of doubt that you caved into today!!

Whenever the clouds of doubt, fear or worry seem to overtake you, do your work. Do your work! For if you do your work, soon the clouds will part and the genius will emerge so full of life, that such a short while ago was planning your "work" today! Do your work.

When they laughed, booed or gave me kind counsel to save me, I did my work.

— Hail Entrepreneur!

