

# Little Miracles

Volume 1

A journey to financial freedom

By: Melvin Kaufmann

## Team Planet



I have unearthed The 21<sup>st</sup> Century Golden Rule: *Do more unto others than others do unto you.* When we add the words of the late Bishop Fulton J. Sheen, *detached receiving*, we are beginning to help others grow their businesses and their lives.

Bishop Sheen defined *detached receiving* as giving as soon as receiving.

As soon as you receive the *Little Miracles*, your first thought will be, “To whom shall I forward the *Little Miracles*?” **1)** Be sure to include those beyond your profession. **2)** Be sure to include your friends and relatives in other cities, other states, and other countries.

With 21<sup>st</sup> century electronics, you can make sure that the *Little Miracles* circle our planet for centuries.

Are you ready to touch the world?

*Mel Kaufmann*

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P.S. When you forward the *Little Miracles* you may want to write a note why they were chosen.

## Team Plant Options

### A Family Affair

Post one Little Miracle on the refrigerator door each week.

### A School Affair

Ask a teacher to post one Little Miracle each week.

### A Networking Affair

Forward the Little Miracles to all members of your club.

### A Reading Affair

Download each book into a three ring binder.

I dedicate my copyright in this book to the public. It may be freely copied and distributed in any form throughout the world as a gift.

*Mel Kaufmann*

# Definitions

The *Little Miracles* book

- A book with 100 Little Miracles.

A Little Miracle:

- Each is designed to build your business and build your life.

A Link is:

- A professional who has a similar Rolodex but markets a different product or service.

A Link does:

- A Link bonds with another professional to exchange information, ideas, and resources consistently and instantly.

A Link Relationship:

- A perfect circle of interchanging helpfulness.

The Clusters:

- The cobbling of seven Little Miracles (66, 68-74) which will determine who has Link potential.

Two definitions of an event:

1. An organized group of business people
2. When two or more people meet

# Little Miracles Volume 1

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# Miracle 1

## Be Early

I AM NOT TALKING ABOUT protocol. I am talking about making more money. I am talking about bottom-line profits. Most of us have been admonished from a toddler, “Don’t be late.” You have had many mentors. Several mentors come to mind. They are your mother, your father, your teachers, and your employer. No one has ever explained the financial advantages of being early. The *Little Miracles* will address the value of being early. Vince Lombardi, the late coach of the Green Bay Packers, shared a benevolent truth: “If you are ten minutes early, you are late.” My commandment is, unless you are thirty minutes early to events, you’re late. I have asked many people, “Why be early?” The answers I get are legion, “I get the best parking spot.” Or, “I get the best seat.” Or, “I get the biggest bagel.” These reasons do not add one more comma to your paycheck. Being late is a *monetary mistake*.

Be early, stay late

# Miracle 2

## Pick People

**A**N IMPORTANT REASON FOR BEING early is to pick and choose the *productive people* you need to meet. This is the same principle used in choosing the best parking spot, the best seat, or the biggest bagel. Only this time you are choosing professionals who can provide the biggest and best business opportunities for you. When you begin to use the *Little Miracles*, you begin to realize that preparation and planning are in order. You now enter an event with an agenda. You must become aware you are not talented enough to wing it. Only birds can do that. You have to supply scaffolding on which to hang all of your studied and honed networking skills. If there are one hundred people attending an event, you cannot meet them all in a 30-minute social time, so you have to pick and choose. The next question is, “How do you pick and choose?” Read on, dear friend.

Pick your people, pick your destiny

# Miracle

How do you pick and choose?

**T**HE QUESTION FOR LITTLE MIRACLE seekers is, “How do you pick and choose the person you need to meet?” The answer is to arrive at each event thirty minutes early, pay your dues, make out your name tag, register for the event, greet the registrar, greet the host, and greet the speaker. After you enter, stand fifteen feet from the entrance and face the door at a 45° angle, so you don’t look like a hungry financial vulture. Keep your eyes riveted on each person’s name tag. Do not judge people’s dress. Do not judge their hair style, their jewelry, or their bodily contours. Continually focus on their name tag. Look for the firm name, the person’s name, and the position of the stranger. Look at the picture, not the frame, because, if you become enamored by the frame, you will miss the financial picture.

Priceless picture, worthless frame

# Miracle

## Time-Wasters

**B**E AWARE OF THE TIME you waste. I will share four time-wasters. The first time-waster is standing in the registration line. The long line seems interminable. Standing in the registration line is a total waste because the person in front of you is from your office and that person is not only a time-waster but a hindrance. Your friend keeps you from meeting others. You don't meet the person behind you because you are involved with your friend. The second time-waster is checking in with the registrar. The third time-waster is waiting to pay your dues. The fourth time-waster is making out your name tag. The twenty minutes you take to register is a financial waste because you have not used your networking time wisely. You now enter the event twenty minutes late. These are squandered minutes and squandered money.

Squander time, squander money

# Miracle

## Lost Loot

**T**HE TEN MINUTES YOU LOST in the registration line, the four minutes checking in with the registrar, the three minutes paying dues, and the three minutes making out your name tag add up to twenty minutes of lost revenue. This is money that will never *tickle your till*. If a thief reached into your pocket and stole a \$1000 bill, you would be furious and you would probably call the FBI. But if you come late to an event and waste precious networking time, the result is the same as if a thief picked your pocket. This stolen loot is gone, never to return. Only this time you have stolen from yourself. Like the arrow shot from a bow, the *lost loot* will never return to your networking quiver. When you steal from yourself, you never complain because you are not aware the loot was stolen. Unaware people sully my psyche.

Lost loot is lost luxury

# Miracle

## The Resourceful Registrar

**T**HE REGISTRAR MUST BE MORE productive than just giving you your name tag, signing you in, and collecting your dues. Being thirty minutes early gives you the opportunity to get acquainted with the registrar. The registrar is an important cog in your financial sprocket. Treat the registrar as you would your best client because the registrar knows everyone you need to know. The registrar can introduce you to the sponsors of the event. The registrar can introduce you to the hosts and hostesses of the event. The registrar can introduce you to members you should know. The registrar is the person closest to the executive director of the association. The registrar can introduce you to the executive director. The registrar can introduce you to the speaker. The registrar is one of the most important people at each event you attend. The registrar becomes your unpaid sales person.

A registrar rings your register

# Miracle 7

## Greet the Executive Director

**G**REETING THE EXECUTIVE DIRECTOR IS transparently clear. If you embody this Little Miracle, you will no longer just have lint at the bottom of your pockets. You will have *wads of wealth* in your wallet. Think on this, the executive directors often advise the affluent in selecting a financial consultant, an accountant, a lawyer, an architect, a construction professional, an insurance agent, a physician, a dentist, and dozens of other service providers. The executive director is your Link to a myriad of wealthy executives and business owners. The key in your *quest for cash* is to have the executive director use you as a resource person for the association and their affluent members.

Go from oblivious to obvious



# Miracle 8

## Influence the Influential

**Y**OU DO NOT INFLUENCE THE influential by selling your services to the influential. With your unlimited talents, think of ways you can be of service to the executive director in his or her duties to the members of the association. If you are an accountant, volunteer your services to keep the association's books. If a lawyer, volunteer to be the association's legal counsel. Be a resource person, screen suppliers, help with the advertising, help with their public relations, help supply speakers for their monthly meetings, and volunteer to address one of the association meetings. The key to unlimited wealth is to earn the trust and confidence of the executive director. The director is now a conduit to each member of the association or organization. When you influence the influential, your income will rise like dough in a baker's oven.

**Become indispensable**

# Miracle

## The Learned Lecturer

**D**ON'T BE INTIMIDATED BY THE learned lecturer. When you are approaching the speaker, don't assume it's an imposition. Socrates said, "Question assumptions never before doubted." One of the financial advantages of being early is to meet and learn from the speaker before the presentation begins. You came to the event to gain knowledge. The speaker has knowledge. Therefore, go up to the speaker with alacrity. Remember: do not sell your wares. Do not talk about your product or service. Never enter an event without an agenda. Spend your precious minutes with the speaker by asking some questions. Have your speaker questions prepared and memorized. Ask the speaker some information-gathering questions. You will leave the event with more information than anyone who attended the event.

Intimidation needs permission

# 10 Miracle

## Powerful Professionals

**A**FTER THE PRESENTATION, WALK UP and stand by the *powerful professionals* standing by the speaker. The well-connected professionals gather around a prominent speaker. Many of these *powerful professionals* are Link possibilities. There will be a comma in the conversation. Be patient, extend your hand, introduce yourself, and ask some probing business questions about each professional's business. Again, be prepared and rehearsed. Gather a few business cards and your revenue journey has begun. Once begun, your revenue journey never ends. This Little Miracle opens new doors at the same old places.

Powerful professionals produce

# Miracle

## Tardy Tales

**B**EING LATE FOR EVENTS IS AN UNCONSCIOUS act. It is called unconscious incompetence. Most people are clueless. Everyone has their tardy tales. Everyone has an excuse for being late. Some people want to enlarge their ego. An enlarged ego shrivels the pocketbook. Excuses are legion. Some people mention traffic. Some mention a last-minute phone call. Others mention they are disorganized. Others mention poor planning. Some are reluctant to participate. These are reasons not truths. The next Little Miracle will peel the onion down to its financial core. Read the next Little Miracle with enthusiasm, insight, understanding, and respect.

Develop conscious competence

# 12 Miracle

## Low Priority

**T**HERE IS ONLY ONE REASON for being late to any event you are attending. The one reason for being late is low priority for the event. That is the primary reason for being tardy and I can prove it. If I were to offer you \$100,000 to enter the next event sixty minutes early, would you be late? Not on your life! You would have stayed at the event all night so you would not miss the deadline. I have good news! This is not like the gaming tables in Las Vegas because there is no risk. Every event you attend is filled with a multitude of business opportunities for you. Use the *Little Miracles* and you will accumulate over a million dollars of net worth over your life time. I would not give you one penny for your *tardy tales*.

Eliminate tardy from your tales

# 13 Miracle

## Classic Clumps

**I**F YOU ENTER AN EVENT and see nothing but *classic clumps* of professionals, you blew it! You were late. You have to take responsibility for your penury. This is another business reason for being early. Professionals do not enter in clumps. The entrance is too narrow. Professionals enter as animals boarding Noah's Ark. Business people usually enter two at a time. This is the time you greet the important people you came to meet. Be prepared! Have a few business questions ready. Executives who do not return your phone calls will talk to you as they enter an event. This is another powerful Little Miracle.

Clumps are circles of fear

# 14 Miracle

## What is Networking?

EVERYONE BELIEVES THEY NETWORK BUT NO one can define it. What you can't define you can't control. You can't enter your financial orbit with your Links unless you use the same economic launching pad. I found the definition of networking I use in a book by John Naisbitt. The title of the book is *Megatrends*. John discusses ten mega-trends – ten mighty trends that will transform business as we enter the 21st Century - and chapter eight is all about networking. Naisbitt peeled away the contours of networking with his definition. He defined networking as, “The exchange of ideas, information, and resources.” It is that simple. This very instant, put down this book and call or e-mail one Little Miracle to a friend. Now you are networking!

One idea can make your career

# Miracle

## Networking and Selling Don't Mix

**N**ETWORKING AND SELLING ARE LIKE oil and water. They are both vital for your financial engine, but keep them in separate containers. Some professionals equate networking with selling. This is a false assumption. I have often heard people say as they leave a luncheon, “Boy, am I a good networker! I got three new prospects.” That is not networking. That’s selling. Networking bonds a relationship. Selling inhibits a relationship. Selling creates a wall. Selling separates people. Unless you have taken the vow of poverty, stop selling at events. If you keep asking for the order, at the next event you attend, people you want to meet will avoid you as if you had a *virulent virus*. Gather information, not deals.

Networking makes selling obsolete



# Miracle

## Stop Networking

**S**TOP NETWORKING AT EVENTS. BEGIN pre-networking. Pre-networking is gathering information. Networking is the exchange of ideas, information, and resources. You do not have the luxury of time at an event to share information. I continually pre-network. Stop networking and begin gathering information. You have a thirty-minute window of opportunity when you attend an event. The social time from 11:30 until noon is your information-gathering opportunity. When you gather information, you uncover Links. When you uncover Links, you uncover money. Remember, linking creates multiple business opportunities. Selling inhibits a multitude of business opportunities. You will no longer have to troll for prospects.

**Stop gathering deals, gather Links**

# Miracle

## The Compliment of Cash

**W**HY CONTINUALLY ADD COMPLIMENTS TO each communication exchange? Because it works! It not only makes the other person feel better but it also makes your bank balance feel better. I will share an experience with you about how I made over \$80,000 by giving one compliment. In 1991 I gave a seminar in Los Angeles for a national CPA firm. The day after the seminar I called their marketing director. I thanked her for sponsoring the event. I also mentioned that without her I would not have had the opportunity. Before she hung up she said, "Send me another packet about your seminars. I will send it to our national marketing director in New York City." Within six months I was sitting across the desk from the national marketing director in New York City. I have been conducting seminars for PriceWaterhouseCoopers ever since. That was over fifteen years ago.

Cash in on a compliment

# Miracle

## The Questions of Yesterday

**M**OST PROFESSIONALS ASK YESTERDAY'S QUESTIONS. These questions go nowhere. Make a 180° paradigm shift in your conversations. Let me quote some yesterday's questions I continually hear "Did you watch the game last night?" "How's your golf game?" "How are the kids?" "How's the wife?" These questions form a financial cul de sac. You go around and around and end where you began. Nowhere! If you add up all the business you have missed in your life, you could be walking on the beach at Waikiki this afternoon. The following are three keys to unlocking profitable information: 1) Begin each conversation with a question. 2) Use prepared questions. 3) Apply intelligent listening. These three keys form a trilogy of opulence. If you do not change your yesterday questions, you will become stunted like a tree that has held onto its leaves too long.

Stop living in yesterday

# Miracle

## Conversation Control

**B**EGIN EVERY CONVERSATION WITH A question. When you begin any communication exchange with a question, you are in control of the conversation. You can control the information you need. If you want to know about the ball game last evening, ask a gaming question. If you want to know if that person is a possible Link, ask The Clusters (refer to the definition page). Never enter an event without a prepared game plan. If you wait until you shake the hand of a stranger to develop a communication plan, the network game is over before it begins. Remember; every network event begins with a question and ends with information. This Little Miracle may be hazardous to your indigence.

Ask, don't tell

# Miracle

## Know Who is Coming to Dinner

IT IS NO LONGER “GUESS who is coming to dinner.” It’s “Know who is coming to the event.” Let’s begin with why most professionals attend events and gain no financial edge. Most professionals attend events for five wrong reasons: 1) They are a member. 2) They like the speaker. 3) They were asked by a friend. 4) They were given a ticket. 5) They feel obligated. Eliminate these financial errors. If you are planning to attend for business development reasons, read on. If not, give your *Little Miracles* to a truth seeker. If these *Little Miracles* make financial sense, keep reading.

When hunting ducks, go to a pond

# 21 Miracle

## Prepare a Game Plan

**A** REASON FOR NOT GAINING a financial edge is because professionals don't prepare a game plan. I want to share a true story of the value of this Little Miracle. Over a quarter of a century ago, I wanted to present a networking seminar to Deloitte & Touche. For two years no one from Deloitte would return my phone calls. I was determined to crack the CPA industry. I prepared a game plan. I read in the Los Angeles Business Journal that Deloitte & Touche was sponsoring a seminar at the Beverly Hilton Hotel. I attended the seminar. I met the speaker because I was early (Little Miracle 1). He liked my concept of marketing. I conducted a seminar for Deloitte and the rest is history.

The future belongs to the prepared

# Miracle

## Research Your Audience

**R**ESearch YOUR AUDIENCE. ANOTHER WRONG reason for not gaining a financial edge is because most professionals do no research. Before I attended the seminar given by Deloitte, I did my research. I discovered accountants loathe the word selling. They prefer *Practice development*. It does something to their endorphins. I arrived sixty minutes early. There was only one person in the auditorium; the speaker. A partner of the firm. He and I were the only people in the auditorium. He didn't have a chance because after a few minutes he asked what I did. I answered, "*Practice development*" and he was hooked. We had lunch and within ninety days I was asked to conduct a seminar for their firm at the Beverly Hilton Hotel in Beverly Hills, California. This is not the end of the saga. Read on and observe the cascading effect. As you read on another Little Miracle will be revealed.

Custer did not research his audience

# Miracle 23

## The Ripple Response

**T**HE PARTNER AT DELOITTE & Touche was so impressed with my seminar he contacted the AICPA in New York City and suggested I be a speaker at the next CPA convention in New Orleans. I was chosen. I received the highest rating of all the break-out speakers. I spoke to over three hundred CPAs and marketing directors. And more than twenty five years later I am still conducting seminars for CPA firms all across the United States and Canada. I have made \$110,000 over the years from CPA firms all because I was early once, a quarter of a century ago! That is more than a ripple effect, it is a waterfall. These *Little Miracles* will inspire you both professionally and personally.

The ripple response is relentless



# Miracle

## The Calendar of Cash

**P**ERUSE YOUR PERIODICALS. SEARCH FOR local business opportunities. Search for The Calendar of Events. This is a list of all the business events taking place in your community each week. The Calendar of Events includes the name of the speaker, the speaker's topic, the sponsor, the contact person, and their phone number. I have a marketing commandment. Attend one event every week for the rest of your career and use The Clusters (refer to the definition page) at each event and you will be on your path to independent wealth. Arthur Martinez, the former chairman of Sears, wrote, "There is no national law that says we have to have a recession."

Use the calendar for cash

# Miracle

## 25

### Who Will Attend?

**B**EFORE ATTENDING ANY EVENT, DETERMINE who will be attending whom you need to know. I want to share three options: 1) Call the office of the event sponsor and have them e-mail the reservation list to you. 2) If they are too busy, check their web. 3) If they are too busy, go to the sponsoring office and look over the list. This is not a privileged list, if you are considering attending. You will discover three key items on the reservation list: the professional's name, the firm name, and the phone number. At each event you attend you will discover at least two professionals you need to know. Trust this Little Miracle.

Why wait for Karma?

# Miracle

## Know Who to Know

**C**HECK THE REGISTRATION LIST. First, look over the list with a microscope and look for professionals with Link potential. Second, look for a group of professionals who are prospects. Check Links first and prospects second. Always think Links first. Of all the professionals on the list, determine which will make the best Links. Your competition will not go out of their way to get a reservation list. Your competitors will not think Link. Your competitors will not think prospect. Your competition will think friend. Your competition will think failure. A Link leverages your time and money exponentially.

Today determines your tomorrow

# Miracle 27

## Research

**A**FTER DECIDING WHICH EXECUTIVES YOU wish to meet, I give you ten research assignments: 1) Google 'em. 2) Learn the industry jargon. 3) Drop by the executive's office. 4) Pick up a brochure. 5) Pick up some collateral material. 6) Learn the name and position of the executive attending. 7) Learn the names and positions of other executives in upper management. 8) Obtain periodicals from their association office. 9) Carefully study all the material collected from the executive's office. 10) Ask others in your business community what they know about the firm, the executives, and upper management. You will be head and torso above your *complacent competition*. Unless your competitors have studied the *Little Miracles*, this method of research has never crossed their *business brain*.

Every audience is predictable

# Miracle 28

## Tithe to Your Links

**I**N THE ANCIENT SCROLLS, THE high priests asked for all to give 10% of their crops to the Temple. This was not a suggestion it was an edict. This giving was called a tithe. Farmers were doing so well when they tithed, after a decade it became voluntary. Tithe to your Links. Don't give money or crops to your Links, give 10% of your time. Six minutes out of each hour of each day text, e-mail, or call some productive information to your Links. If you have six Links, and they do the same for you, you are receiving six times more information than you are giving. All of us soon learn information has a way of turning into clients and clients into crisp new folding money. If your boss asks you to get back to work when you are tithing to your Links, just say, "Sorry, boss. I can't right now. I am too busy tithing."

Your tithing dice are always loaded

# Miracle

## 29

### Information is Power

**I**NFORMATION IS POWER. INFORMATION IS economic power. A paradigm shift is in order. Shift your paradigm 180°. Realize that information is more important than a client, a customer, or a prospect. Valuable information is multiple clients, customers, or prospects. A client is singular. Productive information is multiple business happenings. Your assignment is to search for information that will become a myriad of clients, customers, or prospects for you and for your Links. You will discover productive information in your local business journal, your local business periodicals, your business friends, and the local *pub proprietor*. Peter Drucker said,

“Money is information in action”

# Miracle

## Information is Not Power

**T**HIS LITTLE MIRACLE DOES NOT conflict with Little Miracle 29. After a Link seminar in New Orleans, a participant came up to the podium and said to me, “Information is not power. Applied information is power.” He was telling me that applied information becomes *prosperity power*. That made economic sense to me. An educator once stated, “For a person who won’t read and a person who can’t read, the result is the same. Neither learns.” So a person who has information and does not apply it is no different from a person who does not have information. Your assignment is not only to gather information but also apply it.

Ignorance is resistance to learning

# Miracle

## Beyond Applied

**A** PPLIED INFORMATION IS A COTTAGE in the country. Shared information is a mansion on the hill. Shared information is the beginning of a relationship. A relationship is the end of separation. Shared information completes the information circle of gathering and sharing. Information has ultimate revenue enhancement power, when it is applied and shared. Information that is not shared produces financial cholesterol. It clogs your financial arteries. Think of the linking process as petals of the same flower joined at the center. Develop six Links. When you share a business-bit with six professionals, you will receive six bits of information in return. If my mathematics is correct, that is a 600% return on your investment of time. Your ROI will beat the Dow every time.

Information has consequences



# Miracle

## The Financial Iceberg

**N**INETY PERCENT OF ALL THE information you need for success is beneath the surface. I call this information beneath the obvious. A multitude of business fortunes lie undetected beneath the frozen obvious. I was conducting a seminar in Chicago for the American Marketing Association (AMA). After the presentation a woman asked, “Are you aware that there are 1500 associations with their headquarters in the city of Chicago and they are all looking for speakers?” I got financial goose bumps. There were fifteen hundred associations looking for speakers. That is 1500 times more revenue opportunities than if she had commented, “Call me. I know someone who wants to attend your next seminar.” Information is the 90% of your financial iceberg. This is a prime example of information being more *professionally potent* than a referral and it is beneath the obvious.

Your future is beneath the obvious

# Miracle

## Never Sit by an Associate

**I**F YOU SIT BY AN associate or a friend, you are a loser. Strangers do not approach you because they feel they would be intruding on your *financial frivolity*. Never sit by someone from your office. They don't buy from you and they don't sell to you. You don't need their business card. Answer this question: "Why do you do it?" Your answer most likely is, "It's comfortable." My question to you is, "Do you want comfort or cash?" It is your decision. Sitting by a friend is not wrong. Sitting by a friend is not right. It just doesn't make any economic sense. This networking error is like a razor-sharp sword, it has two edges. Number one; you do not reach out to others. Number two; others will not reach out to you. Both of these sharp edges cut into your annual revenue. Now you have become a double-edged *Link loser*.

Eliminate your poverty parables

# Miracle

## The Baggage of Yesterday

**D**ON'T MAKE A HABIT OF sitting by a friend. Sitting by a friend is yesterday's baggage. Ernest Holmes wrote, "Never limit your view of life by past experiences." Do you want to be in bondage to a friend or a host to a stranger? A friend keeps you in shackles. A friend keeps you in financial prison. A friend keeps your tether too short. Then you will miss your financial goodies. Break the bond. Be incarcerated no more. Five years from now 50% of all your business will come from people you have yet to meet. A stranger opens the door to unlimited new business. Be financially free of the baggage of yesterday. Change the habit now because if you wait, two days from now, tomorrow will be yesterday.

Yesterday ended last night

# Miracle

## Don't Ignore That Stranger

**H**AVE YOU EVER SAT BY a stranger who was talking to their friend and you were totally ignored? How did this experience make you feel? One man in Portland, Oregon, said, "Being ignored makes me feel about one inch tall." When you ignore a stranger you are lowering their self-esteem. No one has the God-given right to lower another's self-esteem. If we have any right at all, it is to raise others' self-esteem. And guess what? When you raise others esteem, your self-esteem goes up along with theirs. Like water, self-esteem seeks its own level. A thought: any time you feel your self-esteem is low, take time to raise the self-esteem of the next person you meet. Your self-esteem will thank you.

Ignore no more forever

# Miracle

## Sit Between Two Strangers

SITTING BETWEEN TWO STRANGERS IS like Wrigley's gum: it doubles your business pleasure. It is not like Las Vegas because there is no gamble. You cannot lose. I don't want anyone to play a game where anyone loses. When you use the *Little Miracles* you leave everyone a winner! To multiply your opportunities, look at the firm name on each stranger's name tag before you sit down. Make sure each person you sit by is a financial opportunity for you. Sit between two strangers once a week for four weeks and you will discover at least two Links. This Little Miracle has promise.

Little Miracles are amazing

# Miracle

## Meet Both Strangers

**D**ON'T GET SO ENAMORED BY stranger number one that you forget to introduce yourself to stranger number two. With this error is a double edge loser. First; you will lower the self-esteem of the professional you ignored. Second; the person you ignored may have a Rolodex full of your future clients. You do not know the financial value of either stranger until you have used The Clusters (refer to the definition page) with both of them. Gather productive information from both strangers: then you can determine if one or both are business possibilities. Get their cards and call only if there is a Link opportunity. Miss no opportunity!

Eliminate stranger danger

# Miracle

## Stranger to Stranger

**T**HIS MAY BE MORE IMPORTANT to your future than Little Miracle 37, because helping others achieve their goals and dreams is vital to your career. You have to give beyond core service. Everyone gives core service. Zoroaster taught his fire worshipers over 3000 years ago, “Do unto others as you would have them do unto you.” Those who do not give will have a difficult time finding givers. Most marketers I know have forgotten the first part of The Golden Rule and only remember, “Do unto me.” If you are always asking for the order, you have taken a scissors to the rule that is golden and removed the first and most important part, “Do unto others.” Ray Kroc was quoted as saying, “The way to get rich is to help everyone around you get rich.” Zig Ziglar so simply said, “The way to get what you want is to help others get what they want.” Need I add another syllable?

Do unto others has legs

# Miracle

## Winning on Empty

**A**N EMPTY CHAIR HAS NO redeeming value. An empty chair does not answer questions. An empty chair does not ask questions. An empty chair does not have business cards. An empty chair does not purchase products. A commercial interior designer in New Orleans told me this story: “I came into an event and looked for a seat. I looked for the firm name on the name tags. I noticed a developer. I filled the empty chair beside him. We began a relationship. Within 90 days I had signed a \$175,000 contract to design the interior of his next commercial project.” Don’t allow any space between you and your dreams.

An empty chair is full of dreams



# Miracle

## Sit by Design

**A**LWAYS HAVE A GAME PLAN for every event you attend. Few people enter an event with a game plan. Stop doing as other do. Have a well-constructed design. Cut a new swath. Abraham Lincoln so brilliant stated, “A towering genius disdains a beaten path.” Know before you leave your office who will be your luncheon partner. Little Miracle 25 explains the method to use to determine your *breakfast buddy*. It is such a financial wasteland to sit by a person who can be of no financial value to you or your career. If you had eliminated all the time you wasted at business events sitting by unproductive people, you would be *relaxing on the Riviera*.

Seat control is money control

# Miracle

## Never Sit at an Empty Table

**W**HEN YOU SIT AT AN empty table, you have lost control of your luncheon partner because someone will soon come over to your table and ask you, “Is this seat taken?” You have no choice but to say, “No, won’t you join us?” This is like playing *Russian roulette* because if you find a relationship by sitting at an empty table, it is an accident. Turn the tables on the tables. Determine during the social time which professional you wish to sit by. Let that person sit first, then go to that person and ask “Is this seat taken?” That person will automatically say, “No, won’t you join us?” Now you are in control of your own financial destiny. Now you have at least ninety revenue enhancing minutes. And controlled minutes have a mysterious way of controlling your future.

Have more money moments

# Miracle

## Attend One Event a Week

**W**ALK THROUGH YOUR FEARS. FEAR is simply a learned response. It's a habit. If you have a bit of trepidation when meeting strangers, this Little Miracle will allay your fear of those unknown beings. Attend one event a week where you don't know anyone and don't take anyone. The people you meet are called "strangers." The principle reason for being fearful of meeting strangers is because most people are unprepared and unrehearsed. Rehearse The Clusters (refer to the definition page). The best remedy for fear is to *prepare and practice*. Practice and practice and practice some more. Shakespeare wrote over four hundred years ago, "Act the part and become it." Ralph Waldo Emerson stated in 1849, "Do the thing you fear and the death of fear is certain."

Fear nothing, understand everything

# Miracle 43

## The Sixty-Second Intro

**W**ITHIN SIXTY SECONDS AFTER ENTERING a meeting shake hands with a stranger. When you meet strangers, you are preparing for the future. The majority of your peers seek out a friend. They exchange a few pleasantries, gather some *gooey gossip*, and parrot yesterday's news. When the gavel comes down to begin the meeting, the only thing your peers have accomplished is to convert *meetings to musings*. They have failed to convert *meetings to money*. Your peers are clueless. I have a suggestion. Introduce yourself to a stranger within sixty seconds after you arrive at an event. Use The Clusters (refer to the definition page). Then follow by introducing the stranger to a friend. You have helped each person broaden their financial base and everyone wins! Repeat the process until the gavel hits the sounding board and continue this Little Miracle until you retire or expire.

Plan more stranger moments

# Miracle

## The Letterman Lunch

**I**N THE 1920S, ELMER LETTERMAN was an insurance salesman in New York City. He reserved a table for four at the Four Seasons Hotel five days a week. He would call a friend, client, or prospect and ask who they would like to meet. He would arrange a luncheon for no more than three guests. His plan was to help his friends, clients, and prospects develop contacts that would enhance their careers. He carried no brochure. He carried no rate book. He sold no insurance. If anyone asked him about insurance, his comment was always the same: “My partner will give you a call.” Because of this process, Elmer became a millionaire. With this Little Miracle you are frustrating tradition. Break down the prison walls of tradition.

Light another's candle

# Miracle

## Beyond Your Profession

**F**IND AN ORGANIZATION BEYOND YOUR profession and you will find prosperity. An empirical study shows that 31% of professionals belong to an organization beyond their profession. And only 50% of the 31% are in a productive organization or association. I call this *collective insanity*. That means that 84% of professionals either join no organization or are in an organization that is not producing financial results. If you are not a member of any civic organization, now is the time to select and join an organization or association. Many associations have offices in every city in America.

Follow the money, not the crowd

# Miracle

## The Careful Organization

**M**OST OF YOUR PEERS JOIN an organization because there is an opening, or a friend says an association needs you. These are not reasons for success. They are reasons for failure. Just because everyone is doing it does not make it prudent. Let me share four solutions: 1) Obtain a membership roster from several associations. Check to see if the members are professionals you want to rub shoulders with for the rest of your career. 2) Select six associations to visit before you decide to join. 3) Visit all six of your selections to discover which association has the most professionals who can enhance your career. 4) Join. The dues you pay are cost-effective marketing. You are also giving back to the community where you are making your fortune.

Have more planned happenings

# Miracle

## The Careful Event

**W**HEN I WAS IN MARKETING at a chamber of commerce in Los Angeles, the chamber had at least 17 events annually. These events were breakfasts, luncheons, dinners, golf tournaments, tennis tournaments, etc. I have four suggestions for attending productive events: 1) Make your decision by who is attending rather than which event you most enjoy. 2) Look at the reservation list. 3) Determine who will attend. If those attending a golf tournament are the professionals you need to spend more time with, polish your putter and go! 4) After the tournament, visit the 19<sup>th</sup> hole. The 19<sup>th</sup> hole may be where you hit the green.

Use the chamber for commerce



# Miracle

## Choose One Committee

**N**EVER JOIN A CIVIC ORGANIZATION without becoming involved. Involvement is where bonding begins and bonds are nurtured. If you are flipping pancakes next to the CEO of IBM at a homeless shelter, you will bond. It is inevitable. This means you must have an agenda. Know which committee members will be holding a pancake spatula. From the members attending, determine by whom you want to flip pancakes. When you are flipping and sweating, you are bonding. You are beginning a relationship. Remember, you are the architect of your own financial world. There is an immutable principle: when you give to the less fortunate, the Universe is always generous.

Choose a committee for cash

# Miracle

## The Careful Committee

**E**ACH COMMITTEE HAS DIFFERENT MEMBERS and different functions. Check two committees to join. The first committee is the membership committee. This is a powerful *money-making* committee. You not only learn of the new members before your competition, but you also meet dozens upon dozens of prospective members. Even if these prospective members don't join your association, you have met them! Because you met them, you will have the opportunity to use The Clusters (refer to the definition page) and you may discover a potential Link. The second committee is the fund-raiser committee. Think on this for a moment. Whom will you meet if you become a fund-raiser for an association? Wealthy patrons! If you want more affluence, become a fund-raiser. As a fund-raiser, executives who would not return your phone calls will talk to you. Again, be sure you use The Clusters.

When you serve, you are served

# 50 Miracle

## The Unlimited Potential

**T**HERE IS UNLIMITED POTENTIAL WITHIN your staff. I gave a marketing seminar to a small CPA firm in San Diego. They brought in all their staff. This included the secretaries, the receptionist, the administrator, the janitor, and the computer programmer. They invited everyone on their payroll. I taught each of the staff the *Little Miracles*. Then they all were sent to different functions in San Diego. Within a few months the receptionist was bringing in more business than the managing partner. I concluded that you do not have to have an accounting degree, a law degree, or be a graduate of an MBA program to develop new business. With the *Little Miracles* training, you will brand your community. However, this takes continual training, continual practice, and continual monitoring of your entire staff.

Branding is not just for cows

# 51 Miracle

## Organizations are Different

**I**F YOU WANT TO COVER your financial community like a blanket, each of your staff must attend a different organization or association event. When using The Clusters (refer to the definition page) your staff will return to your office with enough information to *bomb your business*. If each of your staff follows The Clusters week after week, month after month, and year after year, your competition will only see your contrail. No one can make a move in your community without your firm discovering this productive information first. When you are number one with productive information, you are number one with prosperity.

Sew a community quilt

# 52 Miracle

## The Puppy Prescription

**T**HE ADVICE I AM ABOUT to give cannot be learned in any MBA program in America. If you could only regain the love of a puppy you have buried deep within since childhood, you could not handle all the business. I have a *puppy prescription* for you. Enter a room wagging your tail with enthusiasm, excitement, and glee. Know no stranger. Give affection and attention to all. Have apt attention. Are nonjudgmental. Withhold no love. Love everyone unconditionally. Hold no grudges. Have total self-esteem. Do not accept being ignored. Always be happy. Never complain. Sue no one. Take no depositions. Be not concerned by the Dow Jones. Do not worry about a recession. Always be truthful and totally honest. Hold no resentments. Greet everyone as a friend. Then all work becomes *puppy play*.

This prescription has unlimited refills

# 53 Miracle

## The Entire Organization

**T**HE MARKETING DEPARTMENT IS NOT the entire organization but the entire organization must be the marketing department. I would print business cards for all your staff. Print cards for everyone from the janitor to the CEO. Eliminate no one. You never know who your janitor may know. The old adage is still relevant: “Everyone is only three people from the person you need to know.” Realize everyone on your staff knows someone who needs your product or service. I remember when I was in real estate in Seattle in the early ‘70s, I worked with the late President Nixon’s younger brother.

Everybody is somebody’s somebody

# 54 Miracle

## It's Who Listens

**I**T'S NOT WHO TALKS. It's who listens. When you decide to attend an event, determine the audience as well as the speaker. The speaker may be dull but the audience may be brilliant. The event may be filled with professionals you need to know. This takes some creative thinking. For example; if the Secretary of Labor was giving a lecture in your city tomorrow, should you take the time and money to attend? The audience would be labor leaders, firms that employ labor, professors from the surrounding universities, CEOs, owners of businesses, wealthy individuals, and the entire real estate industry. My question is, "Should you attend?" If any of these professionals are important cogs in your wheel of fortune, cancel everything and go!

**An audience is predictable**

# Miracle

## Shyness No More

**T**HERE ARE NO STRANGERS, ONLY friends we have not met. Think of a good friend. Are you shy and hesitant when you meet that friend now? At one time that friend was a stranger. Think of the next stranger you meet as a friend you have not met. Shyness no more forever! Shyness is self-imposed. It is important to know my definition of shy: "A person who is fearful of approaching a stranger." Shyness is a form of fear. One of the best ways of overcoming shyness is to just do it. "Come to the edge," He said. They said, "We are afraid." "Come to the edge." He said. They came. He pushed. They flew. Reach beyond your boundaries. Stretch beyond your limits.

You will fly!



# Miracle

## Greet Strangers as Friends

**G**REET STRANGERS AS FRIENDS. BEHAVIOR modification is in order. This may be a stretch. It is time we all add more stretch marks. Develop a new habit of greeting strangers with the same enthusiasm as you greet friends. With enthusiasm you will attract money as the honeysuckle attracts a bee. Think of your life as a movie. Project yourself on a screen with the same enthusiasm you now convey when meeting a stranger. Ask yourself this question, “Would you buy from you?” If the answer is “No,” add enthusiasm. The word enthusiasm is a fascinating word. Actually it is a combination of two words, from the Greek words En-theo. En means within. Theo means God. When you are expressing enthusiasm, you are expressing the God from within.

God within, you're not without

# Miracle

## Assuming is a Process

**A**SSUMING IS A PROCESS. SOCRATES over 400 years BC wrote, “Question assumptions never before doubted.” Question everything and everyone. When you continue to ask questions, you will live in the state of constant amazement. I quote from *The Celestine Prophecy* “Do not leave anyone until you know why you were brought together.” Assume everyone you meet has valuable information for you. Therefore, use The Clusters (refer to the definition page) everyone. It is better to ask questions than make an assumption. Question the janitor, the bag person at the supermarket, and the CEO of a Fortune 500 company. The secret of financial power is to be a constant inquisitor. When you gather productive information from everyone, a metamorphosis takes place. Like a caterpillar becoming a butterfly, information becomes green, rectangular strips of parchment.

Only assume a 2% mortgage

# Miracle

## Giving Creates a Void

**G**IVING CREATES A VOID THE Universe rushes in to fill. I learned this in high school physics. The experiment was to take a gallon can and suck all the air out of the container. It collapsed. I learned the reason. The Universe keeps pressing until the pressures are equal and then it rests. I concluded from this physics experiment that the Universe cannot tolerate inequities. When you give you will receive. You cannot change this immutable law of the Universe. The reverse is also true, when you receive the Universe requires you to give. When you don't give, you don't receive. The Universe is simple. In fact, you have no options. That's just the way God put the Universe together. You can't improve upon God's equation.

Create more voids in your life

# Miracle

## Love Your Links

**A** MIGHTY MYSTIC OVER 2000 years ago admonished his followers, “Love your neighbor as yourself.” I ask you to love your Links as yourself. Think of your Link’s success as an extension of your own. Let me give you my definition of love: “To assist another in fulfilling their dreams.” This applies to your children, to your wife, to your husband, to all your personal relationships, and to your professional relationships. This is almost an impossible assignment. If you care for your Links’ future as you care for your future, you will receive a continuous *business bounty*, pressed down, shaken together, and overflowing. This moves you from grade school to the grad school of networking. Regardless of where you spend your Maker’s love, it ends up in your pocket.

Include love in your job description

# Miracle

## Be a Dream-Maker

**I**T IS IMPOSSIBLE TO HELP others reach their dreams and their goals unless you know their dreams and their goals. The best way to learn your Links' dreams is to ask. Ask your Links, "What are some of the professional dreams you want to achieve in the next five years?" Don't accept "I want to travel." or "I want to retire." or "I want surf off the Barrier Reef." Discover if they want to expand their firm into other cities. Discover if they want to expand their products or services. Discover if there are any business people they would like to meet. Discover if they want to sell their business. Discover what they want to do after they retire. Then it is your task to do all you can to help them fulfill their goals and dreams. Think of your Links career as an extension of your own.

**Be a dream-maker, not a dream-taker**

# Miracle

## The Duke of Ellington

**M**Y DAUGHTER RACQUEL TOLD ME recently, “If you want to lead the orchestra turn your back on the crowd.” Duke Ellington was often spotted sitting on his suitcase in the back of a Pullman car writing his music. His musicians were sipping Scotch and playing poker. He became a legend. His musicians became intoxicated. The choice is yours. You can spend time with your associates sipping fermented barley or become a solitary giant in your industry. Stop doing what does not get you where you want to go. Socrates, over 2400 years ago so insightfully penned, “Break the crust of convention.” Socrates is telling us to break any habits we have that keep us tethered to the predictable and in the process we become a legend.

Becoming a legend is a choice

# Miracle

## Selective Giving

**Y**OU CANNOT GIVE TO ALL the business people in your community. You do not have the time, expertise, or the energy. Professional giving is unlike personal giving you have to be selective in your professional giving process. How do you determine which professionals to give to? Your decision is determined by the business questions you ask. Ask The Clusters (refer to the definition page). The answer to The Clusters determine which professionals have Link potential. After only four Link questions you will know who has the Link possibilities. Cement a relationship before you begin the selective giving process.

## Giving unites

# Miracle

## Communication is a Choice

**M**IRACLE 68 IS THE BEGINNING of your Link questions. You must not only memorize these Link questions before you leave your office, you must commit them to memory, embody them, and move them from your *mind to your molecules*. When you shake hands with a stranger, you must know the direction of the communication exchange. Communication is a choice. You either choose to ask business questions or talk trivia. It is up to you. If you don't talk business, you have lost the networking game before it begins. You have only one time at bat. Don't strike out! When you apply the four Link questions, you will hit at least one economic home run at each event.

Communication is not chance



# Miracle

## Prepare for Events

**T**HERE ARE SIX REQUIREMENTS TO complete five days before an event: 1) Know the information you need to gather. 2) Know who will be attending. 3) From those attending, determine which professionals you want to know. 4) Research the professionals and the firms you want to know. 5) Rehearse The Clusters (refer to the definition page). 6) Prepare a one-sentence answer to a question you may be asked about your firm. Then without hesitation quickly return to The Clusters. Stay focused. If you do not, soon the person you are talking to is in control of the conversation and your reason for attending is forgotten.

Preparation precedes prosperity

# Miracle

## The Clusters

**T**HE CLUSTERS (REFER TO THE definition page) are a combination of seven *Little Miracles* which are used to determine if the stranger is a Link possibility. The Clusters include a bridge question, four Link questions, and two conclusions. Link Conclusion (Little Miracle 72) is used when you want to meet the stranger again. Uneventful Conclusion (Little Miracle 73) is used when you do not wish to begin a relationship. The stranger may be a great person but not a great Link. Conclude the Uneventful Conclusion with care. Leave every stranger with the sincere feeling you were pleased to meet them. You may meet them on the way down. The Clusters process brings prosperity that is perpetual because Links are continually giving you business until the relationship ends. To read these *Little Miracles* is meaningless. To apply them is priceless.

Prosperity is a process

# Miracle

## The Bridge

**T**HE BRIDGE IS AN IMPORTANT segment of the *prosperity process*. The bridge is a connection between the handshake and the Link questions. The bridge must be well constructed. The bridge must contain one innocuous question that melts the ice, but do not lose focus on your mission of discovering Links. The bridge question must be disarming. This makes a smooth transition from the handshake to the Link questions. I have four bridge suggestions: 1) **“Hi, how are you this morning?”** 2) **“Have you heard the weather report?”** 3) **“It looks like you enjoy your work.”** 4) **“Do you live here or are you visiting?”** After one innocuous question, begin asking the four Link questions.

The bridge connects strangers

# Miracle

## Four and No More

**T**HE NEXT FOUR LITTLE MIRACLES will be devoted to Link questions. They will open new windows of opportunities. The Link questions will change the financial direction of your career forever! You must ask these critical questions of everyone. These questions will determine the Link possibility of everyone. These questions are Link questions, not prospect questions. Links are multiple. Prospects are singular. Be precise. Be concise. Be resolute. Be focused. This process requires a 180° shift in your communication paradigm. It may seem awkward at first, but also once mastered, you will find the questions not only become comfortable but also very, very profitable. You have arrived when meeting other professionals without the Link questions is the same as going golfing without your putter.

Four is more

# Miracle

## Link Question One

**L**INK QUESTION ONE WILL CATAPULT you from *penury to prosperity*. If the person has a name badge, ask, “**What does your company do?**” If the person has no name badge, ask, “**What kind of work do you do?**” This question is designed to assist you in your search for the elusive Link. Each of the four Link questions will not only help you determine if that professional is a Link, but will also eliminate those who are not. Many times the answer to this question will give you a Link clue. For example, if the answer to this question is, “My firm builds air conditioners for office buildings” you know that they interface with a multitude of disciplines including, architects, construction companies, developers, tenants of office buildings, and janitorial services. If your target market interfaces with these industries, you have a similar client base. I suggest a *Link lunch*.

Stop taking the vow of poverty

# Miracle

## Link Question Two

**L**INK QUESTION ONE CONTINUES THE process of discovering the ultimate business contact, a Link. If the person has a name badge, ask, “**What do you do for your company?**” If the person has no name badge, ask, “**What does your company do?**” This question continues the process of discovering the ultimate business contact, a Link. If the professional says, “I’m the CEO of Smith & Sons,” you know you are communicating with the supreme decision maker. A *Link lunch* is an imperative. If the answer to Link question two is, “I just started with my firm last week,” that person may have little clout. A luncheon chat could be a waste of time and money. However, if the person recently moved from a firm, the professional may have been a decision maker with their previous firm. You may need further querying. That person may have Link potential.

Condense time, expand money

# Miracle

## Link Question Three

**I**F LINK QUESTION ONE OR Link question two do not ferret out a Link possibility, this Little Miracle will. This question is a million dollars in a bottle, just waiting for you to pull the cork. Link question Three is, “**What is your target market?**” If your target market is similar to their target market and you are not in competition, you may have a Link. A great example is XEROX and AT&T. Both firms call on similar businesses but sell a different product. Firms which need a copier often need a new phone system. This is a perfect match. This could be a fabulous Link. When you develop six Links in six diverse industries, you are in financial Nirvana.

Stop being a prisoner of poverty

# Miracle

## Link Question Four

**T**HIS QUESTION IS NOT THE highest priority but is very effective in determining which professionals to target as Link possibilities. Link question four is, “**How long have you been with your firm?**” If they have been with their firm for thirty days, they may not have developed business contacts in their industry. However, a professional moving from one firm to another may possess Link possibilities. If they have been with their firm for twelve years, they most likely have a *multitude of merchants* in their Rolodex. Determine which professional is worth the price of a lunch. You buy. Do not commit the Link questions to memory, commit them to life!

Condense time, expand money



# Miracle 72

## Link Conclusion

**T**HIS CONCLUDES THE CLUSTERS ONE. This is the conclusion you use when you want to see the person again. When you find a potential Link, don't say, "I want to come over to your office and tell you about a new product line we are introducing." That is *financial foolishness*. You are selling. Begin by giving. Make a 180° paradigm shift in your communication exchange and say, **"May I have your card? I will give you a call tomorrow. Let's have a cup of coffee and see if we can help each other develop some new business. It was a pleasure to meet you."** and move on. A Wells Fargo Senior Vice President shared this gem in one of his lectures: "We are not in the transaction business. We are in the relationship business."

Receiving is the fruit of a seed

# Miracle 73

## Uneventful Conclusion

**T**HIS CONCLUDES THE CLUSTERS TWO. This is the conclusion you use when a person does not represent a business opportunity. Some conversations need a conclusion sooner than others. If the conversation is going nowhere and keeps going around and around like a merry-go-round and ends where you began, terminate it quickly! I give you four suggestions to terminate a conversation: 1) **“I have enjoyed meeting you. I know you have other people you would like to meet and I have others I would like to meet. I’m looking forward to seeing you again.”** 2) “Where are the hors d’oeuvres?” 3) Introduce the person you are terminating to another and make a graceful exit. 4) “Where is the restroom?” I have discovered termination number one to be the most effective. End the communication exchange within five minutes and begin another. This Little Miracle is better than winning the lottery.

A conclusion can be a beginning

# 74 Miracle

## Second-Tier Questions

**A**DD THESE FOUR QUESTIONS TO make sure you are choosing the best professional for a Link: 1) “How long has your firm been in business?” 2) “How many employees does your firm have?” 3) “How many offices?” 4) “Is your firm looking to expand?” Before you leave your office for an event, write down all these questions. I have a trilogy to follow. Endorse the questions. Embody the questions. Execute the questions. Because networking takes time, you must plant in the spring if you want a harvest in the fall. If you don’t plant in the spring, you will beg in the fall.

Begging is for paupers

# Miracle

## 75

### Avoidance Questions

**A**VOID QUESTIONS WHERE YOU LOSE control. If you control the questions, you control the answers. Avoid the George Burns question. He would begin each performance with, “Gracie, how’s your brother?” The Gracie monologue would continue for twenty two minutes. I have four avoidance questions: 1) “How’s your golf game?” 2) “Where are you going on your vacation?” 3) “How is the family?” 4) “What do you think of the Dodgers?” These questions will take up all of the thirty minutes of the social time. For the meeting to begin, the gavel will come down on the sounding board and also come down on your career.. You have created a problem: Do I keep their card or toss it?

Purify the process

# Miracle

## Meetings to Money

**T**HERE ARE SIX REQUIREMENTS THAT will convert *meetings to money*:

- 1) Read the *Little Miracles*
- 2) Learn the *Little Miracles*
- 3) Apply the *Little Miracles*
- 4) Own the *Little Miracles*
- 5) Share the *Little Miracles*
- 6) Teach the *Little Miracles*

These *Little Miracles* can only enter a mind that is not filled to capacity with archaic marketing concept. Without using these six requirements, you will never transport the *Little Miracles* from your *mind to your molecules*. Make *Little Miracles* a part of your *marketing metric*. When you do, you will convert *contacts to cash*.

You learn what you teach

# Miracle

## Strictly Social

**W**HEN I WAS THE MARKETING Director of the Wilshire Chamber of Commerce in Los Angeles, I attended all the social events. I asked a realtor at a chamber mixer, “May I have your business card?” He gave me a puzzled look and responded, “I didn’t bring any cards. I thought the mixer was strictly social.” Stop justifying your failures. According to the latest research, at least 14% of all the people attending every social event are fertile soil for your *business bounty*. Why walk in the opposite direction of your dreams? You can’t turn east to see the sunset. Don’t allow the sun to set on your financial goals and dreams. Don’t let the sun set on your stacks and stacks of *luscious lucre*. You are beginning the journey of transforming idle chatter and chance encounters into multiple business opportunities.

Success is intentional

# Miracle

## Everyone is a Peer

**I**T IS IMPORTANT TO REMEMBER when you are networking that everyone has to be perceived as a peer. Unless you check your ego at the door, your future goes out the window. Rip off your corporate badge of ego and treat everyone as an equal. A business baron or a busboy, a CEO or a secretary, a judge or a janitor are all equal. It makes no difference. Information is the key. Information levels the playing field. A secretary with her finger on the hold button knows more than any CEO will ever disclose. Sandra Young gave us such valuable insight when she wrote, "Secretaries efforts touch so many people that it gives them insight and knowledge of the company that other people I narrower functions do not see." You cannot see eye to eye when you are looking down your nose at another.

You choose, ego or economics

# Miracle

## The Five-Minute Waltz

**I** EQUATE DISCOVERING LINKS WITH dancing around an event. Spend no more than five minutes with each stranger you meet. Then waltz on to the next professional. Be careful, do not become as a tornado through a Kansas cornfield. Be as smooth as a politician at a fundraiser. With practice you become subtle, smooth, succinct, and successful. At the end of three hundred seconds, no matter what, move on. Use The Clusters (refer to the definition page) and you will know if that professional is a possible Link, a prospect, a new friend, a resource person, or without financial value. After five minutes, waltz on.

Follow the music when you waltz



# Miracle

## Financial Fraud

**I**F YOU TAKE MORE THAN five minutes with anyone at a social time, you are committing *financial fraud*. You are stealing from yourself. This is typical flat-earth thinking. There are many reasons professionals spend too many minutes with each person. None has validity. They are not reasons, they are excuses. Business men and women spend twenty minutes with one professional because of any one of the three following excuses: 1) Many people allow others to monopolize the conversation. 2) Some want to begin a rapport. 3) Most have no agenda. Unless you move from stranger to stranger every five minutes during the social time, you will miss at least one stranger who has a bulging Rolodex full of your prospects waiting just for you. Why keep wasting your financial life?

If time be money, conserve it

# Miracle

## Your Alimentary Canal

**I**BELIEVE GOD GAVE US guts. Not just for assimilating food, but to assist us in allaying our fears. Madame Curie wrote, “There is nothing to be feared, only understood.” William Shakespeare scribed, “Act the part and you become it.” Ralph Waldo Emerson so eloquently stated, “Assume a virtue though you have it not.” Helen Keller wrote, “Life is a bold adventure or it is nothing at all.” The late Bear Bryant, a brilliant football coach, told his new tailback, “When you cross the goal line act as if you have been there one hundred times before.” If life never offered challenges, how would you ever discover guts? When you have entered one hundred events, shaken one thousand hands, and used The Clusters (refer to the definition page) at least a thousand times, your alimentary canal will have purged your fears.

Fear is a habit

# Miracle

## Bonanza or Bust?

**A**RE YOU WASTING VALUABLE TIME at each event? At each event you have one hundred and twenty minutes to harvest your financial hay. You have a thirty-minute social time, a thirty-minute lunch time, and a sixty-minute speaker time. The one hundred and twenty minutes you have at each event can be a *bonanza or a bust*. If you add a thirty-minute drive to the event, a thirty-minute drive back to your office, and you are careless with your *Little Miracles*, you have wasted three hours. It is your choice to win or to lose. The coin is on your thumb. Flip it with prudence.

You don't waste time, you lose it

# Miracle

## Your Financial Cup

**A**S A CHILD YOU ENTER this Universe with an empty cup. As a child your mind is unencumbered. It fills up quickly. As you become an adult, your cup of knowledge is so full of obsolete data that little new and productive information can enter your financial cup. Empty your marketing cup! You have to remove old, hardened, and antiquated marketing concepts to increase your market share. Peter Drucker preached, “Ancient marketing concepts linger on long after their productive life.” Empty your brain of all your archaic marketing habits. When you replace your 19th century marketing habits with *Little Miracles* your cup will runneth over with currency.

A full cup receiveth nothing

# 84 Miracle

## A Room Full of Whos?

ONE HUNDRED PERCENT OF ALL professionals who have not studied the *Little Miracles* do not know the answer to this question. I answer this question with a question: “If you had a magic wand and had only one wish, which professionals would you want at the next meeting you attend?” One hundred percent would answer with alacrity, “Those who would buy my product or service.” That is prospecting. Continue to peel the bulb. Make a 180° shift in your *marketing mind*. Would you rather have a room full of professionals who would buy from you or a room full of professionals who have a Rolodex full of people who would buy from you? You have no options. The answer is transparently clear.

Food for a day or feast for a life

# Miracle

## Defer Your Rapport

**W**HEN DOES RAPPORT BEGIN? RAPPORT certainly does not begin at an event. I am not against building rapport. I recommend you defer it. Think on this: if there are one hundred attending an event, during the thirty-minute social time you cannot begin one hundred rapports. It is impossible to develop even one rapport at an event. Rapport takes time. You do not have the luxury of time at an event. You only have thirty minutes of social time. It is not rapport time. It is screening time. You develop rapport with people the same way you eat grapes, one at a time. Use The Clusters (refer to the definition page) and you will select at least one professional with whom to have a *Link lunch*.

Rapport begins at lunch

# Miracle

## The Link Legend

**Y**OU BECOME A LINK LEGEND when you make developing Links your number one priority. If this is your commitment, it is necessary for you to perceive the economic importance of the *Little Miracles*. Listen to Michael Korda, Editor-in-Chief of Simon and Schuster: Establish a network. If you are over forty and haven't friends who rely on you and to whom you can turn, you are in trouble. These are colleagues for whom you do favors, whose projects you support, whose problems you listen to, and they do the same for you. A network is not something you can establish overnight. It takes decades of nurturing. In business you need lots of people, spread out in the right places, whom you can depend on because they can depend on you."

Becoming a legend is a process

# Miracle

## The Watering Hole

**E**VERYONE HAS A PROFESSIONAL THEY need to meet. Some executives will not return your phone calls. Everyone you need to meet has a favorite watering hole. Search for the events they frequent. I have four suggestions:

- 1) Charities they patronize
- 2) Associations where they are members
- 3) After-hours social affairs
- 4) Their favorite attitude adjustment pub

All these suggestions are reservoirs of business. This Little Miracle collapses the time between the *search and the sale*.

Quench your financial thirst



# Miracle

## Begin Each Appointment with a Gift

**N**OTHING IS MORE PRODUCTIVE THAN beginning each appointment with a gift. I have always been taught in sales courses to ask for five referrals on every sales call. No relationship begins by getting. You may get five referrals, but that is all. Go beyond referrals. Give an idea that will improve the person's cash flow. Give a book that will increase their revenue. The *Little Miracles* will do just fine. I suggest you have the gift professionally wrapped. The person receiving the gift will be impressed. The wrap elevates you to a zone above your competitors. There are three financial advantages when you begin each appointment with a gift: 1) A professional will open their Rolodex sooner. 2) A professional will open their pocketbook quicker. 3) A client will remain a client longer. This Little Miracle will make you wealthy beyond your wildest imaginings.

Receiving is the offspring of giving

# Miracle

## Marketing Time vs. Client Time

**T**HINK OF MARKETING TIME AS more important than client time. Clients have a way of disappearing. Clients leave you for many reasons. They leave because firms merge. They leave because clients transfer. They leave because clients are terminated. They leave because clients retire. They leave because clients expire. US News and World report has a chart on why clients leave.

- 1% die
- 4% move away
- 5% other friends
- 9% competition
- 14% poor service
- 68% staff indifference

Look at your client list of five years ago. Look at your client list today. Was there any attrition? It is not what you are going through but what you are going to. Go to the *Little Miracles*.

The solution is in the problem

# Miracle

## Outlaw iPods

**T**HE IPOD SHOULD BE OUTLAWED. Walking is a time to listen to the instructions from God. When you are listening to noise, God cannot get through. When you are listening to noise, God gets a busy signal. When you are listening to noise, God's gifts for you are given to another. Noise interferes with your good. Noise is defined by Fillmore as "The dying vibration of a spent force." Noise is garbage. You don't have to be in the sanitation business to know garbage. Think on this: if Moses had been using an iPod, would he have parted the sea? Would Jesus have recorded the Beatitudes? Would the Wright Brothers have conquered flight? Would Newton have discovered gravity? What great good are you denying yourself and others when you use a iPod?

It is your choice, God or garbage

# Miracle

## Spring Training

**B**EFORE THE LOS ANGELES DODGERS begin their regular season, they used to head to Vero Beach, Florida, for six weeks of spring training. *Business and baseball* are similar. You have to spend a few weeks in spring training. You must practice with people who have no impact on your career. To develop new habits you must practice six weeks before you greet an important executive. Practice The Clusters (refer to the definition page) with your wife, husband, children, uncles, aunts, grandpa, grandma, waitress, waiter, shoeshine person, bellman, busboy, and the grocery bag person. Practice with anything that moves or breathes. Your skills must move from first nature to second nature.

Second nature is discipline

# Miracle

## The Rhino Response

**S**TOP CHARGING PAST BUSINESS OPPORTUNITIES. You are not a rhinoceros. Stop charging past strangers to greet a friend. Be aware of all the strangers around you. If they have a name tag, look at the firm name. Do you need a contact in that industry? If you do, extend your hand and ask The Clusters (refer to the definition page). Within sixty seconds you will know if a stranger has Link potential. Even though this professional may be a good Link, move on within five minute because one of the next five professionals you meet may have one hundred or more of your future clients in their Rolodex. Now, think beyond meetings. Stop using the *rhino response* (charging past business opportunities) in elevators, hallways, parking lots, ATM machines, and stores of all sizes. Many of these people in these places have great economic potential. Miss them at your own fiscal peril.

Stop living in a zoo

# Miracle

## Talk to Anyone

**T**ALK TO ANYONE WHO IS not a felon. In other words, talk to everyone, everywhere, all the time. I have developed Links from professionals I met in corridors, elevators, restrooms, restaurants, markets, sports bars, churches, synagogues, Kiwanis, Chambers of Commerce, American Heart, American Lung, American Diabetes, Red Cross, United Way, and on and on and on. Make the following commitment now: “I will talk to everyone, everywhere, all the time until the Dead Sea becomes alive.”

**Stop treating everyone as a felon**

# Miracle

## The Restroom Affair

**S**PEAK TO PEOPLE IN RESTROOMS. Most people disagree. Many people assume this is a solitary experience. Most assumptions are wrong. Here is an illustration to prove my concept. A quote from a Beverly Hills intellectual property attorney: “I greeted a person in the restroom whom I had often seen on the same floor of my office building. I had never spoken to him before. Because of your seminar, I spoke to him. We talked. I found he was an ophthalmologist and an inventor. We exchanged business cards. The next day he called me. He is now a client of mine.” A restroom can be a positive experience.

**Comfort stations are profit stations**

# Miracle

## Your Million-Dollar Rolodex

**B**EGIN AT THE END. THE end result of any transaction is in your Rolodex. Thumb through your million-dollar Rolodex. What is the profession of each of your clients? Record each profession. Go back three to five years. Prioritize your clients' professions by percentages. Here is an example:

1. Commercial Realtors.....46%
2. New businesses.....18%
3. Insurance Brokers.....16%
4. Small Businesses.....12%
5. Senior Citizens.....8%

Now you have your target market, commercial realtors. Begin to visit organizations and associations whose members are commercial realtors or better yet, visit meetings which are populated with professionals who have a Rolodex full of commercial realtors.

Spin your Rolodex for revenue



# Miracle

## The Miracle Mile

**A**N ANCIENT MYSTIC, OVER TWENTY centuries ago, taught his followers to go the second mile. In the days of the Roman Empire soldiers could require the peasants to carry their packs one mile. The Christians would carry a soldier's pack two miles. Because of the Christians' passion for their faith, many Roman soldiers were converted to Christianity. Carry the burdens of your clients, your customers, your prospects, your business friends, and your Links an extra mile. You will have more business than your *till can tolerate*. Going the second mile is a *pragmatic principle*. Harvey Mackay goes the second mile. Harvey inked the following, "We have to spend as much time promoting our customers' products as we do our own."

Your second mile has no Sig-Alerts

# Miracle

## The Backup Process

**B**EFORE YOU LEAVE YOUR OFFICE for an event, have a backup. Have a second professional as an alternate whom you would like to meet. If priority number one does not show or has someone sitting on both sides or has brought a guest, move to your backup. This is priority number two. This allows you to sit by someone of financial importance in your *quest for cash*. For financial safety, add priority number three. Do not leave your financial destiny to chance. Your life is not a movie. You cannot rewind an event and begin from the beginning. Never leave any event with an empty purse.

**Backup your backup**

# Miracle

## Unbearable Mediocrity

**M**EDIOCRITY IS SELF-INFLICTED. MEDIOCRITY IS self-imposed. Mediocrity is a habit. Don't become an indentured servant to a habit. Mediocrity is the result of *flabby focus*. Are you getting frustrated watching the financial parade pass you by? I disagree with Will Rogers. Will advised us, "Someone has to sit on the curb and applaud as the parade goes by." Don't let that someone be you! Would you rather be a spectator or a participant? Would you rather be sitting in the bleachers or playing on the field? Would you rather have lunchmeat or lobster? Would you rather have a VW or a BMW? Would you rather have a Suzuki or a Seville? When the pain of mediocrity becomes unbearable, you will begin to apply the *Little Miracles*.

Mediocre people worry me

# Miracle

## Sever the Umbilical Cord

**M**OST PROFESSIONALS WALK AROUND EACH event with a friend. An invisible umbilical cord keeps them from separating. They walk together. They talk together. They laugh together. They sit together. They go to the restroom together. They leave together. And they go through Chapter 11 together. If you are always with a friend, you meet no one. You gather neither business nor information when shackled to a friend. Unless you loosen the restraint, the curtain will come down on your mediocre career. Stop following your peers. Most peers defer to peers. Most peers are uninformed. Most peers are mediocre. When you sever the umbilical cord to your friend you will experience both fear and thrill. The fear of being alone at an event, the thrill of meeting new people, and the thrill of meeting new money.

Cut the cord of conformity

# 100 Miracle

## God Has No Grandchildren

**W**OW! THIS MEANS NO ONE is closer to God than you. God wants to give you the keys to the Kingdom. The Universe is ready to give you all you ever asked for. All you ever desired. Don't pray for more things. Pray for a larger capacity. Ask your Maker for a larger container to hold all the lavish, inexhaustible goodies God has for you. We are all equally close to the abundant, copious, and unlimited wealth of the Universe. I see nothing but good in the Kingdom. Your keys to the Kingdom are not lost, just mislaid.

God never changes the locks

# Little Miracles

Volume 2

A journey to financial freedom

By: Melvin Kaufmann

I dedicate my copyright in this book to the public. It may be freely copied and distributed in any form throughout the world as a gift.

*Mel Kaufmann*

# Definitions

The *Little Miracles* book

- A book with 100 Little Miracles.

A Little Miracle:

- Each is designed to build your business and build your life.

A Link is:

- A professional who has a similar Rolodex but markets a different product or service.

A Link does:

- A Link bonds with another professional to exchange information, ideas, and resources consistently and instantly.

A Link Relationship:

- A perfect circle of interchanging helpfulness.

The Clusters:

- The cobbling of seven Little Miracles (66, 68-74) which will determine who has Link potential.

Two definitions of an event:

1. An organized group of business people
2. When two or more people meet



# Little Miracles Volume 2

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# Miracle

## A SIX-PAK

**A** SIX-PAK IS A GROUP of business people who meet weekly to help each other grow their businesses by studying and applying the *Little Miracles*. The PAK philosophy is: As you become immersed in the PAK, the first question that enters your mind when gathering information is, “Which members of the PAK would benefit from knowing this information?” Each weekly PAK meeting is sixty minutes. The group will study one Little Miracle per week. All members are to apply the studied Little Miracle at every possible opportunity during the week. At the next meeting each member will share their successes and challenges they had with applying the Little Miracle. All members will help solve each member’s challenge and applaud their successes.

**Make others first a habit**

# Miracle

## My Mother

**M**Y MOTHER WAS AN 18TH century renaissance woman, even though she was born in the year 1894. I don't know about your mother, but I know a lot about my mother, Leta Olive Routh Kaufmann. She was old-fashioned but practiced the 21st Century Golden Rule. It was in her genes and it was in her jeans. For her it was just a way of life. She always gave more than she received. She knew nothing else. That was her jollies. Mother never expected anything in return. She was a peasant woman living on a small farm in Brush Prairie, Washington. She had minimal education from books but a master's degree in life. When friends dropped by, she would not allow them to leave without going to the garden and picking some tomatoes, some carrots, some beans, some corn, and always a cantaloupe when in season. For some mysterious reason, everyone was her friend. If each of us would apply Mother Kaufmann's philosophy of life with everyone, how would it change our destiny?

Design your destiny

# 103 Miracle

## The Chicken or The Egg?

IT IS NOT THE CHICKEN or the egg. It is the chicken *rather than* the egg. I grew up on a small chicken farm in Brush Prairie, Washington. I became so weary of gathering thousands of eggs. Gathering eggs is too labor-intensive. Maybe the genesis of *The Little Miracles* began way down on the farm. As I got well into my marketing career, I began to realize that it is more productive to have a chicken than an egg. If I dropped an egg, it was broken and could not be sold. If I nurtured a chicken, we would have another egg tomorrow and tomorrow and tomorrow. I morphed this concept from *coop to commerce*. I decided if I would focus on a professional who had a basket full of financial eggs, my business destiny would be assured. I began to discover professionals who have a Rolodex full of my future clients. An egg is one client. A chicken is multiple and continual clients.

I began to farm the city

# Miracle

Kevin Johnson

**K**EVIN JOHNSON, A FORMER GUARD of the Phoenix Suns, was asked by a sportscaster, “Why don’t you party with your teammates?” His response was quick and decisive: “It doesn’t get me where I want to go.” Why on earth do people do things that take them in the opposite direction of their dreams and goals? Why look west and look for the sunrise? What impediments do you have that hinder your financial growth? What latent potential do you need to liberate? Is there a ball in your life—such as football, basketball, baseball, soccer ball, golf ball, or having a ball—that takes up too much of your time? Is shyness part of your baggage? Is procrastination? Is it Heineken, Chardonnay, gossip, politics, *American Idol*, or other reality shows? Because Kevin Johnson focused his time wisely, he is now mayor of Sacramento, California. He got where he wanted to go. Have you?

Why be a party pauper?



# Miracle

## Give to Gather

A MULTIMILLIONAIRE WHO WAS CRUISING the Mediterranean on his yacht was asked by Robin Leach, the creator of the award-winning television series, *Lifestyles of the Rich and Famous*, “What is the key to your wealth?” His response, without hesitation, was, “I learned it from my grandfather. He taught me you have to give to gather.” The wealth you gather is only limited by the amount you are willing to give. If you don’t give, you don’t gather. If you don’t plant in the spring, you will beg in the fall. When you don’t give, you live in a vacuum; all the financial air has been sucked out of your career. And nothing happens in a vacuum. In the end, what you keep is what you give away. These *Little Miracles* must be internalized. They must move from your head to your heart to your hands.

What isn’t given is lost forever

# Miracle

## A Packed Elevator

**W**HEN YOU ARE PACKED IN an elevator like sardines in an aluminum can, this is not the time to remove the lid and sell your wares. Everyone is having their space invaded. A trapped elevator person can't tolerate any further invasion of their turf. They are very apprehensive. Those who are introverted spend all their time looking up at the numbers, unwilling to make eye contact with anyone. Allay their fears. Just say "Hello." If there is a response, ask a prepared, innocuous question, such as, "How is your day going?" Or, "Have you heard the weather report?" And conclude with, "Have an awesome day!" Save your marketing fodder for another day. They will appear again.

Another day shall dawn

# Miracle

## Awe and Wonder

I ENTERED THIS WORLD IN awe and wonder and trepidation. I remember entering the first grade with awe and wonder and trepidation. I entered junior high with awe and wonder and trepidation. I began algebra with awe and wonder and trepidation. I entered high school with awe and wonder and trepidation. The same with college, with a career, with marriage, with beginning a family, and with purchasing a home. Now at 90 I still have awe and wonder, but trepidation has turned to gratitude. I will leave this round ball with awe and wonder and gratitude.

My gratitude runneth over

# Miracle

## The Hello Walk

**W**HEN I WAS AT WASHINGTON State in the early '40s, there was a tradition. Between the dorms was a walk. The tradition was, whoever you met on that walk you were to say "Hello" to everyone you met. I can remember looking forward to that walk every morning. It made my day. I have a suggestion for you: When you are within *sixty inches* of anyone you meet, make eye contact, have a smile, and say hello with enthusiasm! I have good news for you. This kindness will not only improve your day but will improve your pay. When you are friendly to others, others will be friendly to you. And those who are friendly to you will be friendly to your wares. You cannot negotiate it, you cannot legislate it, you cannot ignore it, and you cannot deny it. Your assignment is to accept it. It is an immutable law of the Universe.

*Add Hello to your future*

# 109 Miracle

## Stand Alone

**P**ASCAL WROTE, “ALL HUMANITY’S PROBLEMS stem from man’s inability to sit quietly in a room alone.” It is time you cut the umbilical cord with your friends. Enter events alone. Meet strangers alone. Seek your Links alone. Once you master being a solitary networker, you will enter an event alone but you will not be lonely. You will be entering a very, very prosperous new financial universe. When you first sever your invisible umbilical cord from your intimate friends, your anxiety will surface in bunches as grapes in the vineyard. It is similar to the great trepidation one feels jumping into a frigid mountain stream in winter. We have all been there. Endure and persist through the next thirty days of discomfort. Walk through your fears. Don’t give up on the 21st day, or on the 29th day. Hang on alone for one more event, one more hour, one more day, one more stranger, and one more sweaty palm. Before long your financial burdens will be lifted as an untethered helium balloon.

**Alone and lonely are not synonymous**

# 110 Miracle

## The Kingdom of a Kid

**A**N ANCIENT MYSTIC OVER FORTY lifetimes ago, said, “Except ye become as a little child you shall not enter the Kingdom of Heaven.” I say, “Except you become as a little child, you shall not enter the kingdom of networking.” What do little children do that we could emulate as we enter the world of trade? 1) Little children ask a lot of questions. 2) Little children ask another child with alacrity, “What’s your name?” 3) Little children are extremely confident. 4) Little children will often say with confidence, when complimented, “I know it.” 5) Little children don’t wait for a formal introduction before speaking. 6) Little children seldom take ‘No’ for an answer. 7) Little children tell the unvarnished truth. 8) Little souls eagerly give a hug and a kiss. I am sure you can add many more qualities of little children that would make each of us a more productive adult.

**Stop ignoring your inner kid**

# Miracle

## The Unaware Client

**D**ON'T ASK CLIENTS WHAT THEY want. Don't ask your clients what they need. They know what they want, but they know not what they need. If you ask your clients what they want, you have lowered yourself to the same level as your competition. You need not educate your clients about their wants. They know their wants. Educate them about their needs. With a great deal of creative thinking, you will discover a client's needs. When you give your clients what they need, you become a creative marketer and your *financial fruits* will be *lavish and lush*. With this Little Miracle, your indigence will fall from your financial life as a leaf falls when it no longer has need for the tree.

Think needs, not wants

# 112 Miracle

## A Connector

**M**AKE CONNECTING OTHERS A PHILOSOPHY OF LIFE. You can volunteer everywhere without being asked. Be an unobtrusive but helpful host at every opportunity. If you are talking to a stranger and you see someone who is standing alone as if on a deserted business island, discreetly invite that person into your dyad and form a triad. Introduce yourself to the stranger and then introduce the stranger to the person you are talking to. Now leave the triad and wander around and find a person who is not being invited into a cluster of business friends. Form a new triad. You will not be forgotten for this gesture of friendship. Even more than being friendly and gracious, you have expanded another's comfort zone and expanded yours, as well. When you elevate the self-worth of another, you elevate your own self-worth. It is as sure as a liquid seeking its own level.

You are an uninvited winner



# Miracle

## Discover your Genius—Part 1

**Y**OU ARE A GENIUS! THERE is a warning label on your genius: Do not shout it from the rooftops. Let others discover your genius by your accomplishments. Accomplishments speak louder than words and are more believable. Genius is not a word we hear often. We seem to believe it is reserved for a chosen few. Not so. Ralph Waldo Emerson was prophetic when he wrote, “We are all born genius but most of us never realize it.” I believe there are four fundamentals to unleash our genius.

1) *We must believe we were born genius.* This may be the most difficult requirement of all. Buckminster Fuller awakened us when he stated, “We are born genius but life de-geniuses us.” We have had many de-geniusing mentors. If an innocent child would exclaim, “I am genius!” the nearest parent would quickly say, “Who do you think you are, Einstein?” Who knows? He or she may be. If not an Einstein; maybe a terrific teacher, an ingenious engineer, or a crafty carpenter. Reinforce the beliefs of a child and they become a genius. Read on, my dear genius.

# Miracle

## Discover your Genius—Part 2

- 2) *Discover your genius.* Joseph Campbell explained it so insightfully when he penned, “Follow your bliss.” Find what gives you the greatest bliss and follow it. Be not attached to the outcome, just follow your bliss. Let your bliss lead you. Your financial independence will follow.
- 3) *We have to hone it to own it.* Our genius does not enter this world in full bud. It takes years of practice. Ignacy Jan Paderewski shared his genius this way: “I practiced from dawn to exhaustion.” Thomas Edison was more direct when he explained his genius: “Success is 10% inspiration and 90% perspiration.” And Vince Lombardi: “A discipline is developed by continual practice.
- 4) *We must share it.* An unshared genius atrophies. When one solitary genius is unshackled, the Heavens rejoice! Answer your call to greatness. Albert Einstein so brilliantly wrote, “Genius is common sense taken to an uncommon degree.”

Don't deprive others of your genius.

# 115 Miracle

## A Command Performance

**W**HEN GIVING THE LITTLE MIRACLES book as a gift, make it a command performance. Place a personal note on the inside page. When you give the *Little Miracles* book, be sure it is beautifully wrapped with a ribbon and a bow. The dynamics of giving a wrapped gift makes a 180 degree paradigm shift in any relationship. With a wrapped gift, a rapport begins before words are exchanged. A wrapped gift immediately triggers an emotion of great expectancy. The *Little Miracles* book is a perfect gift for clients, prospects, friends, and relatives. In fact, it is a perfect gift for anyone whose future you deeply care about. The *Little Miracles* book is a gift which will be valuable to the recipient for the rest of their life. If you give gifts to special friends and relatives for the holidays and birthdays and think *Little Miracles*, it will have a more positive and lasting effect than a fifth of Jack Daniel's.

A performance worthy of Broadway

# Miracle

## Your Thermometer

**Y**OUR SELF-IMAGE IS LIKE A thermometer—it goes up and it comes down. I remember learning in Physics 101 that a liquid always seeks its own level, no matter what you believe. The same is true with your self-esteem. If you raise the self-esteem of another, your self-esteem rises to the same level. Isn't that amazing! What a great gift from the Universal Force. God always seems to have it right. So I conclude, if you find yourself with low self-esteem during your day, stop what you are doing immediately. Take time out of your busy schedule and raise the self-esteem of another. It matters not who. This will raise your self-esteem and you are now ready to solve the next challenge life presents to you with dispatch. Mahatma Gandhi, the greatest of humanitarians proclaimed, "To find yourself is to lose your self in the service of others."

Elevate esteem and elevate worth

# 117 Miracle

## The Age Gap

**O**FTEN WHEN YOU ARE ATTENDING events, you will find the decision-maker would make a perfect Link but is much too old and established to be one of your Links. All is not lost. Ask the decision-maker if they have a young man or woman with about the same level of experience and expertise as you who may want to develop some new business. Explain you are interested in developing a business relationship with someone from his or her company. Ask the decision-maker who they would recommend; someone who is on their way to the top. Set up a time when you can drop by the decision-maker's office and have the decision-maker introduce you. Bring a wrapped *Little Miracles* book as a gift. Set up a luncheon date. No opportunity is lost to a creative thinker.

**Lost opportunities never return**

# 118 Miracle

## Above and Beyond—Part 1

**D**AVID CARISEO WOULD GO TO the water department every morning. He would look at its records to find out who just moved into Boca Raton, Florida, who was starting a business, who was buying a home, and so forth. Then he would visit these newcomers. Ever since I wrote about Mr. Cariseo, many people have been going to their water departments, but many of them forgot the major ingredient. David was so very successful, not only because he identified the wealthy prospects who were moving into the community but because he also had a very important message. It was the network message. He wasn't only going to the water department and getting their names, but it was also what he said to these people. He asked, "What do you need?" In other words--what was the message? Mr. Cariseo is a financial consultant. He did not ask: Do you need a financial consultant? That is dull—dull—dull and me—me—me.

# Miracle

## Above and Beyond—Part 2

**H**A VE EMPATHY FOR THE PROSPECT'S goals. "What do you need?" "Do you need an accountant, since you've moved here from Chicago?" "Do you need a lawyer, since you've moved here?" "Do you need a landscape architect for your lawn?" "Do you need a roofer?" "Do you need an interior designer?" "Do you need a physician?" "Do you need a dentist?"—and on and on. What is the key to the Cariseo system? He acted as a word-of-mouth publicist for important opinion leaders in his community. And remember that he started from ground zero. He would call lawyers. He would call roofers. He would call physicians and ask, "Would you find it presumptuous of me if I mentioned your name to the affluent individuals moving into Boca Raton and the business owners who are opening businesses here?"

# 120 Miracle

## Above and Beyond—Part 3

**T**HEY DON'T FIND IT PRESUMPTUOUS. They wanted to know where this guy has been hiding for the last twenty years. He's the first person ever to come to them and say, "Look, first I'm going to do a favor for you, then maybe you'll do a favor for me." That's extraordinary! He's a publicist. He's a networker. He's promoting clients and prospects before they buy from him...

By Dr. Tom Stanley



# 121 Miracle

## Be a Movie Mogul

**P**ROJECT YOUR BUSINESS LIFE UPON a movie screen. Observe yourself as an unbiased third party. Look at your skills. Look at your habits. Look at your tics. Which obsolete skills, habits, and tics should be left on the cutting-room floor? You cannot alter the picture projected on the screen. An eraser will not; a gallon of white-out will not; a roller full of Sherman Williams' will not; a new screen will not; a new projector will not. The change has to take place on the film in your internal projector. When you change the film in your internal projector, you alter the picture on the screen. Be wary of what goes into your internal film. Take full responsibility what you print on your internal screen because the effect will be evident.

**A screen hides no blemishes**

# 122 Miracle

## A Conversation

**E**VERY CONVERSATION HAS A BEGINNING and every conversation has an ending. Some conversations are long and some are short. Some are interesting and some are boring. I have retired from active seminars. However, I do remember some thoughts I have garnered over the years. The one that came to mind this morning was, begin every conversation with a question and end the conversation with a compliment. If you begin with a question, you are always learning. If you begin with a statement, you are always ignorant. When you are wrapped up in yourself, you make a very small package. When meeting a stranger, always begin by using The Clusters. Many of us have little difficulty beginning a conversation with a question but have difficulty ending with a compliment. Each conclusion of The Clusters ends with a compliment. If you end each conversation with a compliment, you have a friend. If you end a conversation without a compliment, the other person remains an acquaintance.

Make more friends

# 123 Miracle

## Be a Community Encyclopedia

**B**E AN INSATIABLE GATHERER OF community information. Know more about your community than anyone, including your competition. Be an outstanding resource person for your Links, your clients, your prospects, your friends, your associates, and your relatives. Stop gathering inane gossip. Collect productive information to share instantly. Be  $E^2$ . Be encyclopedia squared about what is going on in your community. But being an encyclopedia squared is of no value unless you use it and share it instantly. Be a business radio station, collecting valuable business information and beaming it instantly to everyone in your business world whom you care deeply about. When you share productive information instantly, you will not be able to calibrate your financial future. It has no margins.

No information left behind

# Miracle

## The Numbers Game

**M**GM GRAND IS NOT THE only gaming institution in America. Networking is also a gaming experience. Networking is a numbers game. When I was in commercial real estate in Seattle in the late '70s, I was told that I had to have several transactions going simultaneously. The statement I heard from my sales manager was, "If you are going to be successful in real estate, you have to have lots of balls in the air at the same time. One of them is bound to hit the hole." The same principle applies to meeting strangers. Some strangers will be Links. Some strangers will be clients. Some strangers will be customers. Some strangers will be friends. Some strangers will be resource persons, and some strangers will be worthless.

More is better

# 125 Miracle

## Financial Freedom

**F**INANCIAL FREEDOM IS GOING THE second mile. When you go the first mile, you are a slave. When you go the second mile, you are free. When going the first mile, you are doing what you are told. You are a slave. When you go the second mile, you are doing what you want to do. You are free! When you go the second mile, life takes on a new meaning and new energy. You will have more happiness, more happenings, more opportunities, more friends, and more euphoric feelings that never quit. If you want to find true bliss, true success, and true prosperity, you will go the second mile by being of loving service to others. You will go beyond core service. You will anticipate the needs of others. You will do more than is written on the signed contract. This is your journey to *financial freedom!*

You can be free!

# Miracle

## A Seven-Day Mental Diet

**D**EVELOP A SEVEN-DAY DIET OF putting others first. *Day one:* allow drivers to cut in front of you on the freeway with love. *Day two:* give a compliment to everyone you meet. *Day three:* begin each appointment with a gift. *Day four:* raise the self-esteem of another. *Day five:* notice others doing something right and acknowledge them. *Day six:* the sixty-inch experience. Have eye contact, smile, and say “Hello” to everyone within five feet. *Day seven:* a day for rest and reflection. Reflect on which changes you observed. Which changes will you keep? Which changes will you delete? What other changes are you willing to make? Are you ready to tear down yesterday?

How about a lifetime mental diet?

# 127 Miracle

## An Exit Strategy

**H**AVE YOU GOTTEN CAUGHT IN a circumstance where you have difficulty extricating yourself? Is there a time when you wish you could leave a person or a clump but feel obligated to remain? I have a solution for you. I suggest you prepare a quick getaway strategy. An exit strategy to remove yourself from time-wasters. Begin preparing an exit strategy for each situation. Stop following your habit of yesterday. And stop following your peers to nowhere. Louis Pasteur so brilliantly wrote, “Chance favors a prepared mind.” Each situation requires a different strategy. Be sure you are always truthful. Here are a few suggestions

- 1) “I have enjoyed our conversation but I have a pressing issue I must take care of.”
- 2) “I am so glad we met. Let’s talk again at another time. I have to be home by three.”
- 3) “This is a bad time. Can we talk again later?”

If you have not prepared an exit strategy, return to your office, find a pen and a pad, and prepare a few more exit strategies.

How much are you willing to lose?

# 128 Miracle

I<sup>2</sup>

**L**ET'S TALK INSTANT INFORMATION (I<sup>2</sup>). Twenty years ago I tried to develop an instant messaging system. It did not work because the technology of my Palm Pilot was not advanced enough to send email consistently. Now that we have the technology, it is time for instant messaging. Since information has a short shelf life, instant texting is essential. If you and your Links text instantly, your competition will think you have insider information. Now another challenge exposes itself. You first have to know what information each of your Links wants and needs; to do that, you will have to have an informational luncheon to share our business wants and needs. You must know as much about your Link's business as you do about your own.

**Instant information is incalculable**



# Miracle

## Think Link

**W**HEN YOU MEET ANY STRANGER, think Link. Every time you meet a person and begin gathering valuable business information, visualize the word Link tattooed above their brow. Don't think prospect. Don't think client. Don't think customer. Don't think tall, dark, or handsome. Don't think cute. Don't think thin and buxom. Think Link! If you think Link every time you meet anyone, you will never be without coin. The *Little Miracles* book does not state that everyone you meet will be a *business bonanza* because some will not. You must choose wisely. Be aware and wary. If everyone were a Link, success would be unencumbered and too easy. You would become complacent and careless. As Tom Peters wrote in his latest book, titled *Wow*, "Success breeds failure."

Let success breed success

# Miracle

## An American Tragedy

**E**DWARDS DEMING, THE FATHER OF Total Quality Management, reminded us, “The greatest tragedy in America is not to use the capabilities of its people.” What a sage bit of wisdom. Marketing is too important to leave to the marketing department. New business must come from the custodian, the secretary, the receptionist, the human resources person, the computer programmer, the administrator, and all the support staff. Bob Wund, the former General Manager of Turner Construction Company in Los Angeles, told me, “New business is too important to leave to the marketing department. We need to get our entire staff involved.” It is a tragedy not to use the marketing skills of your staff. Your receptionist may be your next Link.

Terminate a tragedy

# 131 Miracle

## Adjust or Perish

**D**AVE WINFIELD IS IN THE Baseball Hall of Fame in Cooperstown, New York. He had over 3000 hits in his 21 years in the majors. Dave's observation was, "Players who don't adjust are dinosaurs. There's so much scouting now that pitchers change their approach from series to series, and game to game. Kids who come to the majors thinking they can hit the same way as they always have are in for a rude awakening. I'm probably in my fourth generation of hitting styles." Unless you continually adjust and change your approach to marketing, you will perish and be as extinct as a dinosaur. Why do we attempt to fly with the tiny wings of a sparrow when the mighty power of an eagle are available?

**Dinosaurs didn't adjust their swing**

# Miracle

## Ignoring Ike

**T**HE PRACTICE OF MEDICINE BEGAN with observation. Astronomy began with observation. The practice of linking began with observation. Observation is like a muscle. The more you use it, the more acute it becomes. Observe which business people are attending events. Observe where they sit. Observe which professions produce the best and brightest relationships. Observe where the affluent gather. I was the marketing representative at the Wilshire Chamber of Commerce in Los Angeles. My associate Ike and I attended a monthly luncheon. I met three business owners who were not members of the chamber. Ike responded, "I didn't see anyone who wasn't a member." Don't be an Ignoring Ike. Become aware. Don't be unaware. Ignoring is for the uninformed.

**Don't be an ignoring indigent**

# Miracle

## The Scale

**A**FISH IS NOT THE ONLY living creature that has scales. When thinking of your Links career as an extension of your own, use a scale. If you have a painter as a Link and you are talking to a contractor, ask, “On a scale from one to ten how do you rate your painter?” If the answer is less than a ten, say, “I have a painter who is a ten. May I have my painter give you a call?” If the answer is yes, and it most likely will be, hang up the phone and call your painter. Give the painter the contractor’s name and number. Now you have a trilogy of good deeds. You have helped your painter, you have helped your contractor, and you have helped yourself. You have hit another three-pointer from behind the arc.

The trilogy of giving

# 134 Miracle

## Six Points of Marketing

I HAVE HEARD MANY TIMES, “The marketing department is not the entire organization, but the entire organization must be the marketing department.” If you buy this concept, then you must employ the next six points of business management. 1) Train everyone in your company in the *Little Miracles*. 2) Measure conformance before performance. Make sure they conform to the principles of *Little Miracles*. 3) Have each staff member join a different civic organization. 4) The entire staff must be monitored. 5) Design a system of recording all gathered information. 6) Rewards and recognition are to be given in front of their peers. If you do not monitor these six points of business management, there will be no monetary rewards for your company. It will be like putting your finger in a pail of water and when you remove your finger, there is no evidence that you were there.

Six steps to success

# 135 Miracle

## Get to the Point

UPPER MANAGEMENT FROM A CPA firm did not stop with a few hours of *Little Miracles* training. In the San Diego sunshine, their marketing director developed a point system of rewards. The staff was rewarded for conformance as well as performance. If a secretary attended a chamber mixer, he or she received one point. For each business card collected, he or she received two points. If a luncheon was set up with a prospect and a partner, the secretary received three points. If the prospect was converted to a client, the secretary received five points. At the end of each quarter, the firm had a rewards banquet. Rewards were given to all those who accumulated points, even if they only received one point. No one was left out. Upper management soon discovered that the custodian was bringing in more business than the managing partner.

No MBA degree required

# Miracle

## Weekly Attendance

I RECOMMEND THAT EACH OF YOUR staff attend one association event each and every week of the year, year after year, decade after decade. Why wait thirty days between visits? Don't be partially successful. Be 100% successful. Make sure all your staff do not attend the same event.. This gives added exposure for your firm. Now you are branding your community. Events include network breakfasts, luncheons, dinners, golf tournaments, tennis tournaments, fund raisers, and installation dinners. If your staff meets a diverse group of strangers weekly, their time is highly leveraged and business multiplies exponentially. Success takes preparation. Prepare by having a weekly staff meeting and studying the *Little Miracles*. Your competition does not prepare for success. They prepare for mediocrity. Aren't you glad?

Success is a conscious happening



# 137 Miracle

## A Monitoring System

**Y**OU ARE ABOUT TO MAKE a major decision. A decision that will change the value of the stock in your firm forever! A comprehensive monitoring system for all your staff must be in place before you begin *Little Miracles* training. There must be a calendar to show the events each staff member is attending weekly. After attending an event, each of your staff must report to the marketing director to review the collected cards and gathered information. The marketing director will ask these three questions: 1) Did they meet six strangers at an event? 2) Did they apply The Clusters? 3) Did they record some business information on the back of each business card they gathered? If the answers to these three questions are negative, your staff stayed at the hors d'oeuvres table too long. *That which is not measured does not improve.* Monitoring your entire staff on a consistent basis will add several commas to your ledger.

A monitoring system is designed

# Miracle

## The \$3,000 Event

**I** MET CLIFF NEFF AT A networking presentation in Colton, California, in 1992. He came to my seminar to learn and I left as his student. Cliff told me he receives an average of \$3,000 from each event he attends. He does not hustle or sell. This does not mean he leaves each event with three thousand dollars in his billfold. He makes friends and over the lifetime of each relationship he averaged \$3,000. You will notice that was from just one event. Cliff created his future. The late Dr. Drucker reminds us, “The best way to predict the future is to create it.” If you used Cliff’s approach to marketing and attended one event each week for a year, you will have made over \$150,000. And he did all this without an iPod, iPad or a cell phone.

**Electronics not included**

# 139 Miracle

## Information Management (IM)

**A**LL THE INFORMATION COLLECTED BY your staff from the events they attend must be recorded. Some of this information will be financially relevant to staff members beyond the person who gathered it. Staff members must be alerted to check their computers daily for information gathered. The entire staff will be required to share valuable information with their clients and prospects. Information gathered but unused is a waste of time and money. IM is a studied process. If this process is monitored and managed, your firm will have its own in-house business journal. Your firm will know what is happening in the community before it becomes commonplace in the market place.

**Managed information is bankable**

# 140 Miracle

## The Jack Hammer

**M**ARK TWAIN WITH WRY WISDOM said, “We should take our brain out and jump on it because it gets all caked-up and we don’t think anymore.” I say take the lid off your mind and use a jack hammer to break loose all the obsolete, non-relevant, unproductive ideas, and all the marketing concepts that no longer work for you. Enter the 21<sup>st</sup> century a clean, pristine, empty vessel. Don’t hammer so violently that all you have left is brain soup. The Universe cannot add new ideas, strategies, and information when your mind is full of dust-covered marketing concepts. A full cup receives nothing. Take time every ninety days to take your brain out and jump on it and examine it. Eliminate what is not working. Only return that which is productive. Let no useless social condition remain in your brain.

Only an empty vessel can be filled

# 141 Miracle

## Link Before the Need

**L**INK BEFORE THE NEED. Once you need a relationship, it is too late to Link. I think of linking as a business marriage. You do a lot of courting before the ceremony. The late President Kennedy's father reminded John before he entered Harvard, "Keep all the names and addresses of everyone you meet at Harvard so when you run for president you will have clout all across America." That was eighteen years after he graduated from Harvard. How many people do you know who are thinking ahead twenty years? How many people did you know in the year 1990 whom you have forgotten today? Many would have made a potent Link. For most people, Monday morning is long-range planning.

**Success is a twenty-year plan**

# 142 Miracle

## The Prosperity Walk

**D**ON'T WAIT UNTIL YOU ARE inside the auditorium before you begin speaking to strangers. Begin your *prosperity walk* in the parking lot as soon as you slam the door of your Mercedes. Make the trek into the event a prosperity walk. Meet several strangers before you reach the automatic doors that open for you. To the person exiting the car next to you, say, "Are you going to the networking breakfast?" If they are, introduce yourself and begin The Clusters. Get their card if they are a business opportunity and say, "I will give you a call tomorrow. I would like to know more about you and your company." If they are not going to your breakfast, ask, "Which event are you attending?" Begin the same procedure. Begin The Clusters, get their card if a business opportunity, and give them a call tomorrow. Continue this process until you close the door of your car and head back to your office.

**Networking has no boundaries**

# 143 Miracle

## Spaces of Opportunity

**L**OOK FOR SPACES OF OPPORTUNITY. Every event has spaces of opportunity for you. These spaces are no accidents. This is a planned happening. The space is a *seed of success*. The Universe continually creates opportunities for you, but you have to be aware of them. Survey the room. Many professionals have saved a seat just for you. Most professionals are unaware they are sitting by an empty chair with your name on it. This space creates a business opportunity for you. These are spaces of opportunity. Be aware of other people's unawareness. Others' unawareness has created opportunities for you. Be grateful. Be aware. Be ready to fill your space of opportunity. Be thankful that someone was kind enough to leave an empty chair for you.

An empty chair fills your till

# 144 Miracle

## The Fold

**O**NCE A PAPER IS FOLDED, it is almost impossible to alter the crease. A path well traveled is difficult to change. Science has proven how habits are developed. Neurons dig a physical groove in the brain when we repeat a process over and over again. Similar to the fold in your daily chronicle. Soon the neurons automatically follow that groove. In order to change each old, well-worn, obsolete habit, you have to redirect each single neuron to dig a new path. Neurons dig slowly, deliberately, and painfully. If you will endure the pain of birthing a habit, you will experience the birth of freedom.

**Habits bind you to your past**



# Miracle

## Be at the Controls

**E**VERY PILOT IS IN CONTROL of his plane. You be at the control of your life. 1) Control with events to attend. 2) Control when to arrive. 3) Control where to stand. 4) Control whom to meet. 5) Control what questions to ask. 6) Control a short and succinct answer to any question you are asked. 7) Control how long to linger. 8) Control when to sit. 9) Control where to sit. 10) Control by whom you sit. 11) Control whom to meet at your table. 12) Control when to exit. 13) Control to return or not to return. 14) Control whom to call. 15) Control how soon to call. 16) Control with whom you lunch. 17) Control with whom to Link. 18) Control who is a prospect. 19) Control which cards to keep. 20) Control which cards to shred. 21) Control what information to apply. 22) Control which information to share.

Be in control of your ledger

# Miracle

## Natural is Irrelevant

**G**EORGE BRETT WAS NOT A natural hitter, but he was obsessed with the art of hitting. Charley Lau, the genius who co-wrote the book *The Art of Hitting .300*, dismantled Brett's swing and systematically glued it back together, piece by piece. The result: George Brett is the only man in baseball history to hold the American League batting title in three separate decades. Brett often admits, "Without Charlie, I would have never escaped the minors." Most business people are not natural networkers and are not natural at building powerful business relationships. Without some coaching, many business men and women will remain in the minor leagues of networking. No matter how good or bad you are at the skill of marketing, you can improve with a marketing coach.

Have a Lau in your life

# Miracle

## Choosing Concerns

**Y**OU HAVE MANY CHOOSING EVENTS concerns. If you analyze how most business people decide which events to attend, you would discover *five* major errors in their decision-making method at choosing an event if their purpose is to develop more business. 1) They attend because someone invites them. 2) They attend because someone gave them a free ticket. 3) They attend because they want to hear the speaker. 4) They attend because they want to hear the topic. 5) They attend because they want a free lunch. All these decisions are excellent and I recommend them, but they do not add one comma to your financial statement. If your need is for more cash, attend events because the audience has a multitude of business opportunities for you.

Audiences have personalities

# 148 Miracle

## Practice and Practice Again

**J**IM PAXTON, OF THE CHICAGO Bulls, won the 1993 NBA national championship title on a three-pointer with only 3.9 seconds left in the game. The final score was 99 to 98. Paxton said, "I have practiced that shot a hundred thousand times in my life, beginning in the back yard of my home as a kid." In *Million Dollar Baby*, Morgan Freeman urged Hilary Swank, "Practice and practice and practice your skills until you begin to believe you were born with them." Barbara Bradford, author of *Woman of Substance*, writes from six in the morning until six in the evening seven days a week. When Pablo Casals was 85 he would practice five hours a day. He said he wanted to get better. If you practice the *Little Miracles* thousands of times, they will become your slave.

Hone to own

# 149 Miracle

## Down Time

**A**DD ALL THE HOURS YOU spend at financially worthless meetings and events. A 30-minute social time; a 30-minute food time; a 60-minute speaker time; a 60-minute travel time. A luncheon begins at 11:30 a.m. and ends at 1:30 p.m. If my calculator is not failing me, that amounts to two hours. Now add your travel time to and from each event and the total time is approximately three hours. What is your time worth? My mother was a very insightful woman. She told me time is money. If that is true, you wasted three hours of cash. Instead of wasting your time at a worthless event, take that worthless event time and spend it with a Link, a client, a customer, a prospect, or go to the beach and study a few more *Little Miracles*. Eliminate your down time.

**Down time is dumb time**

# 150 Miracle

## The Ultimate Awareness

**T**HE LATE MARK McCORMACK, WHO wrote *What They Don't Teach You at Harvard Business School*, has a great story to share. He wrote, "Never play golf with a man with a deep tan, squinty eyes, and a one iron in his bag. He will beat you every time." I classify this as the ultimate awareness. Thomas Alva Edison wrote, "The brain absorbs only one thousandth of what the eye perceives." Your ear hears about 1700 bits of information daily. Most hear but few listen. When you add focused observation to your marketing quiver, you will achieve ultimate awareness and ultimate prosperity. You will be aware of business opportunities never before evident. You will see the pearl while it is still in the oyster.

The unaware frustrate me

# 151 Miracle

## Other People's Experiences (OPE)

**R**ELATIONSHIPS ARE BUILT ON OTHER people's experiences. The secret of a successful business career is sharing experiences with other skilled business people. Share experiences with everyone in your address book whom you deem has productive knowledge and transferable experiences. Have others share the experiences they gather with you. This means that, as soon as you hear, read, or see any information which is important for others, instantly share the experience. Begin sharing experiences with people who are willing to share their experiences with you. Let's circle the globe with other people's experiences.

**Stop reinventing something round**

# Miracle

## Toxic Relationships

**S**OME RELATIONSHIPS YOU HAVE HELD onto, both personal and professional, are toxic, virulent, and often lethal.. Toxic relationships sap your God-given energy and leave little energy to propel your financial vehicle. Purge all toxic relationships instantly. Wait not one moment longer. Terminate your toxic relationships before they terminate you. That which is not productive is toxic. Toxic relationships corrode the soul. Toxic friendships extinguish the creative flame in your life. When you eliminate your toxic relationships you will have enough energy to light a fire under your productive relationships. Then you will light up your life and light up the world.

**Terminate the toxic**



# Miracle

## The Link Side Effects

**B**E VERY CAREFUL. WITH LINKING, you will have fifteen lingering side effects.

- 1) You will feel better.
- 2) Your depression is relieved.
- 3) Your physical pain disappears.
- 4) Your emotional pain disappears.
- 5) Your financial pain disappears.
- 6) You will have more energy.
- 7) You will have more friends.
- 8) You will gather more information.
- 9) You will have more ideas.
- 10) You will have more vacations.
- 11) You will have more joy.
- 12) You will have more fun.
- 13) You will do less work.
- 14) You will have more accounts receivable.
- 15) You will live longer.

No side effects with these effects

# Miracle

## Relationships are Fragile

**R**ELATIONSHIPS ARE AS FRAGILE AS a silicon chip and can disappear and leave an economic hole in your ledger. Disney's late president, Frank Wells, developed a strong business relationship with a top executive at Warner Bros., the late Steven Ross, who was the Chairman of Time-Warner. When Ross died, Frank Wells' only relationship at Time-Warner disappeared. I recommend you have two relationships with powerful people at companies and businesses that are important to your economic stability and growth. Then if one contact person leaves your financial universe, you do not have a large black hole in your financial future.

**All relationships are terminal**

# Miracle

## Cliff Neff Again

**C**LIFF NEFF WAS ONE IN a trillion. I met Cliff when I gave a presentation in Colton, California, in the year 1984. Never before or since have I witnessed such a networking wizard. I learned more from Cliff than he learned from me. The first principle of networking that he shared with me was, “No one leaves my office with a problem.” If someone had a flat, he called his tire dealer and had them bring over a new tire. If someone needed a printer, he ordered one for them. If someone was not happy with their banker, he set up a luncheon with his banker. He was more than a software company owner, he was a resource dynamo. As Cliff said, “No one leaves my office with a problem.” Months later I called Cliff and asked, “How is your networking doing?” He said, “I quit.” I asked him why. His comment was, “I just expanded and I don’t want to do it again.”

Doing for others leaves tracks

# Miracle

## Don't Look for Dollars

**D**ON'T GIVE WITH DOLLAR SIGNS in your eyes. Dr Norman Vincent Peale told this story in one of his sermons at the Marble Collegiate Church in New York. A business man who came to his office said his business was failing and he did not know what to do. Dr. Peale reached in his desk drawer and pulled out a pair of glasses with silver dollars in place of the lenses. Dr. Peale asked him, "What do you see?" The business man said, "Nothing, Dr. Peale asked, "Why?" The business man answered. "The dollars are in the way." Stop living with dollars in front of you eyes.

Dollars are financial blindness

# Miracle

## Hasty Promises

**P**ROMISES REQUIRE COMMITMENTS. Don't be too hasty to promise. Don't be too hasty to commit. Take your time before you say yes. If you say yes too quickly, you may be stuck with an imperfect decision. When you approach a fork in your life where you are not happy with the promise you have made or the commitment you have made, you have three choices. 1) You can keep the commitment and resent it. 2) You can break the commitment without telling anyone and be known as undependable. 3) You may eliminate this fork by using a knife to excise your hasty decision by saying to the person who accepted your decision, "I committed too quickly." Be sure you tell the truth and tell it without delay.

Every choice has a effect

# Miracle 158

## Why Sit by an Associate?

**O**NE OF THE QUALITIES OF a successful person is that they “why” everything. Make a habit of always asking, “Why?” Also ask yourself why you do what you do? A person who knows how will always have a job. A person who asks “Why?” will be the leader. Ask yourself, “Why do I always sit by a friend?” There are no sane reasons to sit with a friend if you are attending for profit. There are no good reasons, only bad excuses. The excuse you give is disguised as a reason. The excuses are legion: fear, comfort, habit, unaware, unprepared, thoughtless, clueless, guilty, a follower, or a remedial thinker. Shred all your excuses. Excuses are for failures. This is your life. So burn your candle brightly! Eliminate all that keeps you from your opulence. You and you alone are the director of your financial destiny.

**Excuses are for failures**

# Miracle

## The Coke Guy

**I**F YOU MEET THE COKE guy at a chamber mixer, realize that that person delivers Coke to a multitude of retail stores in your community. If you use The Clusters, you will know early on if his or her address book matches yours. If there is a match, ask, “Who is the regional manager?” “Do you have his or her name?” “Do you have his or her phone number?” “What is his or her secretary’s name?” Now you have moved from blue collar networker to white collar linker in sixty seconds. The Coke guy makes a great Link. But his boss knows dozens of Coke guys. Another thought should cross your cortex. Could any of his customers be your next Link or next client? Keep peeling the financial tuber. An onion has many layers.

**Link a coke!**

# Miracle

## Talk to Strangers

**T**ALK TO STRANGERS. TALKING TO strangers is not hazardous to your health or your wealth. It is not hazardous to your bank account either. Talking to strangers is a constructive and profitable habit. Break the habit of isolation. Talk to strangers everywhere, any place, every time, and all the time. Talk to strangers all day and every day. Talking to strangers is a mental decision. Be not a stranger to yourself. Begin first by talking to yourself. Say to yourself, "I will walk up to at least one stranger each day and introduce myself, and exchange business cards, while using The Clusters." Next week make a commitment to talk to two strangers each day. Expand your comfort zone by talking to five strangers each day. Continue until you greet strangers at every opportunity. Your trepidation about meeting strangers will dissipate. You will discover that talking to strangers will be more stimulating than talking to your friends because you will learn information your friends do not have.

Eliminate stranger danger



# Miracle

## Musical Chairs—Part 1

**W**HEN YOU ARE AT AN all-day meeting or training, move at each break and look for an empty chair by a person you have yet to meet. Do this process at every break, including lunch. Don't sit with your buddies unless your till overflows with cash. You will add at least eight new business strangers from an all-day seminar. Multiply this by every event, every seminar, every meeting, and every convention for the rest of your career. You will meet thousands of powerful people before the sun sets on your yacht off the coast of New Zealand. You have nothing to lose but money. J. Paul Getty was overheard saying, "A billion here and a billion there, it all adds up."

# Miracle

## Musical Chairs—Part 2

**W**HEN YOU ARE ATTENDING A seminar and you change chairs at each break, you will be assured of meeting a large number of strangers, because often a person will approach you and say, “I am sorry but this is my seat!” Immediately apologize and say, “I am sorry. I did not know this was your chair. By the way, I see you work for The Seeley Corporation. What do you do for the company?” Now you have begun a seamless transition to finish The Clusters. That person will be happy because he or she got their seat back. You will be happy because you met another stranger. And possibly added one more Link or client to your Rolodex. They are happy. You are happy. Everyone is happy. Why not leave everyone happy?

**Musical chairs is a happy game**

# Miracle

## The Call of the Links

**T**O MAIL OR NOT TO mail is a question that needs intelligent consideration. But for the others you met last evening, determine which business people you may want to begin a Link relationship with and call the next morning. Don't text or email. That is too impersonal. I call this the *twenty-four-hour principle*. Your competition will send a note that will be delivered in two or three days. Your competition will never call. Trust me—while you are on the phone with your potential Links or prospects, your competitors will be at Starbucks with their sugar-filled lattes, chatting with their friends. You will be light years beyond your competitors. Why be commonly needy when you can be uncommonly wealthy?

**Leaders call, followers text**

# Miracle

## A Better Way

**J**UST A FEW MEANINGFUL WORDS shared with your friends can trigger new ideas that could revolutionize their craft, industry, or profession as well as yours. Information has a way of atrophying if it remains in your brain. The following is a fabulous concept I want to share. The author of *The Next Millionaires*, an economist, Paul Zane Pilzer, with great truth says, “When changes occurs, there almost always is a better way of doing something that creates economic opportunities and you can be the first in your industry or in your location to implement the better method.” I recommend you get up at least an hour before your family, find a quiet spot, and begin to listen to your Maker. Empty your cup of knowledge so new ideas, concepts, and theories have a place in your brain. Have a pen, a pad, and a purpose to discover a better way.

A better way is better

# Miracle

## A Road Less Traveled

**R**OBERT FROST IN THE YEAR 1946 painted a beautiful verbal picture when he penned, “Two roads diverged in a wood, and I, I took the one less traveled by. And that has made all the difference.” In 1968 Dick Fosbury did just that. He was a contestant in the high jump in the Summer Olympics in Mexico City. Dick tried a different technique. He took four or five bounding strides and lifted himself off the ground and then in mid-air, he did something no Olympic athlete had ever done since the beginning of the Olympics in 776 B.C. He turned his back to the bar, and this small, frail athlete from the University of Oregon set an Olympic record with a leap of seven feet, four and one-half inches. His “Fosbury Flop” became the new standard of excellence.

What is your new flop?

# Miracle

## Avoid the Time-Takers

**N**ETWORKING AND DRIVING ARE TWO parallel disciplines; they both require a person to be on the defensive. Stop bumping into financial obstacles. Avoid the time-takers. Avoid the story-teller. Avoid the time-wasters as if they have a *perilous plague*. These time-takers sap your energy and give you financial anemia. There are a multitude of professional time-takers. And they are professional time-takers because they have had a lot of practice. Be watching for them out of the corner of your eye. With a dab of awareness and a pinch of practice you will avoid them. As a time-taker approaches, make a 45° turn and find a time-maker. If you do this before they are within ten feet, you will avoid an embarrassing encounter. If your friends drive like they network, take a cab.

Be a defensive networker

# Miracle

## Excellence

**E**XCELLENCE IS NOT AN EVENT or a chance happening, it is a lifetime discipline. In the 2010 Super Bowl, the coach of the New Orleans Saints, Sean Payton, broke all traditions by deciding to try an on-side kick at the beginning of the second half. It caught the Indianapolis Colts so by surprise that they never recovered. The New Orleans Saints won the Super Bowl. This on-side kick was practiced for years. *Vince Lombardi*: “A discipline is achieved by hours of practice.” *Mel Kaufmann*: “Performance is achieved by conforming to the principles of the process.” *Robert Frost*: “Life is a ton of disciplines.” *Abraham Lincoln* wrote, “I disdain a beaten path.” *Ted Levitt* penned, “The future belongs to those who see possibilities before they become obvious.”

Practice excellence

# Miracle

## The Alaskan Rain Forest

**I**F YOU WERE TO WALK through the Alaskan rain forest you would see giant trees so lush they form a canopy overhead. The strong Alaskan winds cannot topple these giant trees. But these trees have a problem. The soil is only two and a half feet deep. The roots grow down and hit the granite, then the roots spread out in all directions and intertwine with the roots of the surrounding trees and form such a bond that the Alaskan hurricane winds cannot topple them. This is the type of bonding that is expected of everyone who joins a PAK. When each PAK member forms this tight bond, no member's journey to financial freedom can be toppled.

**Intertwined PAKs are invincible**



# Miracle

## Baggage—Part 1

**A**RE YOU LISTENING? I AM reminded of the man who had a lot of problems. He put them all in a large gunny sack, slung it over his shoulder, and headed for his psychiatrist. He put the sack down by the couch, lay back, and told the psychiatrist his sad story about all his burdens. The psychiatrist was kind enough to listen and brilliant enough to solve them. The man told his psychiatrist that he was so relieved and felt so much better. As he was about to leave, he picked up his gunny sack full of problems, heaved it over his shoulder, paid the psychiatrist for his acumen, and left. Is this the saga of your life?

# 170 Miracle

## Baggage—Part 2

**I** SEE SO MANY PROFESSIONALS come to my seminars and leave with the financial problems they brought with them. I have seen golfers take a lesson from a golf pro, go out on the course, and use the same swing they came with. I see corpulent people leave Jenny Craig and head for McDonald's for a Big Mac, fries, and a Diet Coke. Why take instruction of any kind, if you put all your bad habits in a gunny sack, throw them over your shoulder, and go back to yesterday. The sun never rises on yesterday. Yesterday ended last night. I read, "Yesterday is a foreign land. They do things differently over there." Are you listening or are you just hearing? Hearing is innate. Listening is learned. Please listen.

**Baggage is for the Sky Cap**

# 171 Miracle

## Be a Reporter

**B**E A REPORTER. BE NOT an anchor. A reporter asks prepared, succinct, and well-thought-out questions. The television anchor is a person who reports the gathered news. The anchor is a parrot., regurgitating information that they are fed. Don't be a perennial parrot, always mouthing the words of others. Gather your own information. Gather productive information. Begin gathering information from everyone you meet for the rest of your life. Gathered information can either be applied or denied. You cannot gather too much information. You cannot know too much about others you contact. You cannot know too much about what is going on in your community. You cannot know too much about your Links. It is impossible to share what you don't know. No criminal robs an empty bank. You cannot share un-gathered information, any more than you can un-mix a martini.

Be information<sup>2</sup>

# Miracle

## A Shriveled Zone—Part 1

**T**HE COMFORT ZONE OF A newborn child is as large as the universe. Before the kid leaves the delivery room, their zone of comfort begins to shrivel. The first shrivel is a slap on the bottom by the attending physician. That is their first “no.” They soon realize a slap means they did something wrong. The world is abundant beyond measure. Why do we negate the universal abundance by using a teaspoon when we could use a bucket? Fifteen years ago in Ventura, California, a psychiatrist attended one of my seminars. He said parents say twenty-five no’s to one yes to their children. Is it any wonder that little children think in little teaspoons? As an adult, with this continual negative reinforcement, teaspoons become eyedroppers. Think on this: when we think as an eyedropper, the only thing we create is penury. We wonder why children stop asking questions and stop being creative. Their zone of abundance becomes a zone of fear. Children begin to have a fear of being rejected again and again.

# 173 Miracle

## A Shriveled Zone—Part 2

**C**HILDREN HAVE MANY ZONE-SHRIVELING MENTORS. They are called Mom, Dad, Grandma, Grandpa, teachers, professors, and all people of authority. Another inhibitor to their comfort zone is a parent who answers for a child. When the kid is asked a question and a parent answers for them, soon someone asks them a question and they won't answer. They wait for Mom or Dad to answer. I am sure their little mind begins to believe they are not smart enough to answer any question. A parent becomes a crutch a child leans on. When they mature and attend events, they have a difficult time communicating with others. When children leave the nest, their comfort zone may have withered so much that they get their comfort by sitting by a friend.

Shrivel no zone

# 174 Miracle

## Listen to the End

I AM NOT A PSYCHIATRIST. I am an independent thinker and sometimes an independent listener. I was listening to Larry King interview a child psychologist. Larry asked, "What is the greatest advice you can give to a parent?" She said without hesitation, "Listen to the end of the sentence." Most parents begin scolding before the child finishes the first sentence. Here is another problem. When a child is asked a question and does not answer, the parent will automatically say, "She (or he) is shy." That child is getting attention for being shy. The next time someone asks the same child a question and she does not answer, the parent again will say, "She (or he) is shy." Now the kid begins to realize he or she is getting more attention by being shy than by answering. When the child becomes an adult, he or she will be afraid to speak.

Shyness is taught

# 175 Miracle

## Tutoring

**T**ERRY COLE-WHITTAKER, THE AUTHOR OF *What You Think of Me is None of My Business*, says, “A child comes into this world and looks for an opening. If outgoing is taken, the child takes shy. If bright is taken, they think dumb.” A parent is seldom aware of this happening. They excuse it by saying, “Every kid is different.” Parents should be required to have a Masters Degree in parenting. Another quality of a great parent is continual and instant compliments. My daughter, who is an associate professor at Georgia State, was at one time an elementary school teacher in Seattle. When I was in school, my teacher would mark *ten wrong* in red. Dr. Jodi Kaufmann marked *twenty right* in red, and said, “We will have to work on the other ten.” When I send Jodi a paper I want her to look over, she e-mails back, “It is beautiful, dad, but I have one suggestion.” I hope these sentences are meaningful to you.

My daughter is my mentor

# Miracle

## Two Cups

**I**T IS IMPOSSIBLE TO DRINK from an empty cup and it is impossible to add to a full cup. There are two types of cups that lack intelligence; an empty cup and full cup. One has no intelligence and the other has obsolete intelligence left over from yesterday. The secret of success is to continually remove from your cup all irrelevant, archaic, and obsolete knowledge and replace it with tomorrow's innovations. Dr. Peter Drucker was so brilliant when he wrote, "We feed yesterday's obsolete theories and starve tomorrow's innovative ideas." Stand guard at the door of your mind.

Which cup is yours?



# 1777 Miracle

## The Universe is Agreeable

**T**HE UNIVERSE IS ALWAYS AGREEABLE. The Universe has a way of being on your team. If you have a positive expectation, you will miss no opportunity. The Universe always says yes. If you say, “I can’t succeed,” the Universe agrees and says, “Yes, you can’t succeed.” If you say, “I will overcome,” again the Universe agrees. The Universe says, “Yes, you will overcome.” The decision is in your court. Serve well. The ball bounces true. With positive expectation, you will enjoy *perpetual profits*. As Albert Einstein said many times, “Your conclusions determine the outcome of the experiment.” Therefore, if your conclusion is *perpetual profits*, prosperity happens perpetually. If your conclusion is to develop Links, you will recognize Links everywhere, anywhere, any time, and all the time.

Perpetual profits is a residue

# Miracle

## An Eye for an Eye

**A**N EYE FOR AN EYE and a tooth for a tooth is an ancient aphorism. If we accept this statement, soon there will be no eyes to see the truth, and no teeth to chew our financial food. There is a high cost of taking an eye or a tooth. It lowers another's self-esteem. When we lower another's self-esteem, we lower our own. No one has the God-given right to lower another's esteem. If we have any right at all, it is to raise the esteem of others. Like any liquid, self-esteem seeks its own level. Experience an esteem transformation. As you raise another's self-esteem, observe your own self-esteem rising. If you have a low self-esteem problem, look around and find someone doing something right. Compliment them. Bask in their glow! You will no longer have a self-esteem problem.

Leave everyone with eyes and teeth

# Miracle

## Anticipate—Part 1

**A**NTICIPATE A NEED. GO THROUGH all of life looking for those in need. Every living thing you encounter has a need. Make it your mission to discover the needs of other beings. With some, the need is just a kind word. For another, the need may be a gentle touch. For some, the need is for a friendly smile. Another's need may be for appreciation. For others, a new friend. For another, it may be a business relationship. For another, it may be a client. For still another, it may be a new marketing concept. Once you find the need of another, fill it. No need left behind. For some reason, when you fill the need of another, you no longer have a hole in your soul.

# Miracle

## Anticipate—Part 2

**A**NTICIPATE A NEED. GO THROUGH all of life looking for a being in need. For one it may be to share a cup of soup or a crust of bread. For another, it may be to share their sorrow. For another, it may to share their joy. For another it may to hear the words, “Let go of the oars of worry, anxiety, and depression. Let a higher power paddle your canoe.” For another, it could be to encourage another from swimming upstream against the flow of life. For a special few, it is to hold their hand. For another, it may be to hear you say “I love you” seventy times a day. I saw a cartoon with a wife asking her husband if he loved her. He tersely answered, “I told you once that I love you. If I change my mind, I will let you know.” Once is not enough. Seventy times seven is not.

Let no need go unfilled

# 181 Miracle

## Who Are We?

**A**RE WE CRUEL? ARE WE insensitive? Are we indifferent? Are we uninformed? Or are we just unaware? We continually want to attack hate with hate. We continually want to administer punishment to those who have punished others. Will we ever learn? It is time we walk out of our history. It seems to me we have missed what a great teacher taught centuries ago, "Love your neighbor as yourself." I have yet to hear any great spiritual leader exclaim, "Hate your neighbor." I have yet to hear a great healer say, "Punish your neighbor." Let me tell you a story I heard last Sunday evening. A couple who lived in Los Angeles would go to the ghetto and work with the little children. The couple brought their two-year old twins. She would feed and cuddle them in her lap before putting them down to play. One little ghetto child said to the woman, "Would you hold me?" A child who is never held or cuddled may well find his or her way on a straight line to the penitentiary. Does this little child need love or punishment?

Do we cuddle or crucify?

# Miracle

## The Disappearing Act

**C**LIENTS, CUSTOMERS, AND LINKS HAVE a way of disappearing and you must replace them. Don't wait until you lose a client, customer, or Link to begin the next relationship. A senior partner of a large CPA firm in Chicago mentioned to me their firm has to replace 20% of their clients every five years, and so will you! Dig the well before you are thirsty. Once you are thirsty, it is too late to buy a shovel. Continue the process of attending more and more events. If you refer to the definition page you will discover that the second definition of an event is any time two or more people meet. This could be in an ATM line, a theater line, a Starbucks line, or a waiting line at the airport. Continue the process of greeting more strangers. Continue the process of developing more and more new business opportunities by meeting more and more strangers. The more people you meet the more business you will have. Continue this process until the Sahara is dusted with snow.

**Meeting strangers is a process**

# Miracle

## Your Hang Time

**I**N FOOTBALL, A PUNT MUST hang in the autumn sky for at least 4.6 seconds for success. In Linking, a 4.6-minute hang time is more than enough for your success. Many disagree with me. Many want to develop an immediate rapport. My answer is this: How can you begin to develop rapport or a relationship in only five minutes? My answer is, you can't and shouldn't. Entertain this thought: If you meet five professionals in an evening, can you expect five relationships or expect rapport with five people? It is impossible to expect even one relationship or one person's rapport. If you find someone with whom you would like to create rapport, have lunch. That is rapport time. At an event, determine which of these strangers have Link possibilities. For those who qualify, call tomorrow (*the 24-hour principle*) and set up a luncheon. If you discover more than one Link possibility from each event, you are fortunate.

Tomorrow is rapport time

# Miracle

## Gossip

**G**OSSIP SHOULD BE AGAINST THE law because gossip is a felony. It is a felony that cannot be prosecuted. Gossip is a felony because it steals the character and integrity of another. We think of a felony as something stolen that has form. Stealing can be invisible. Stealing the character of another can be more damaging to a person than stealing their purse. Money can be replaced. Character often cannot. Gossip is insidious. It keeps spreading like a virus and as it spreads it gets up steam and increases its dimension. Instead of gossip, let's build the character of others. We have no God-given right to tear down the character of others. Our God-given right is to build up others' character. My mother did not have a high school diploma, but my mother was right when she said, "Unless you have something good to say about someone, don't say anything."

Look for others doing good



# Miracle

## The Irrelevant

**T**HIS LITTLE MIRACLE IS SO important because many beginners have not made the 180° paradigm shift from prospecting to Linking. Whether your Links ever use your product or service is irrelevant. The secret is, does this Link have a Rolodex full of business people who could use your product or service? Yesterday is like a senior executive who always thinks of the past. Tomorrow is like a young entrepreneur who always thinks of the future. Unshackle your financial brain and create your future. Begin to develop the best Links money can not buy. Another paradigm shift: no money changes hands in a Link relationship, only concepts, ideas, information, and referrals. Unless you put this Little Miracle to work your job will be just another bus stop on the way to Social Security.

**Links are not for sale**

# Miracle

## Yesterday's Thinking

**P**LEASE, OH PLEASE, DON'T LET yesterday last forever. Dr. Peter Drucker is a business management genius. The late Dr. Drucker emphatically states, "Make the present obsolete." When you follow the same marketing concepts as your competition, that is yesterday's thinking. You will end your career as they do. You can't replace history but you can change the future. When you gather yesterday's baubles, bangles, and beads, you are unprepared for tomorrow's gems and jewels. Here is another jewel from Dr. Peter: "We feed yesterday's obsolete marketing concepts and starve tomorrow's creative strategies." What are you starving? When you enter an event, do you look for a prospect and starve a Link? That is feeding yesterday's obsolete marketing concepts. To feed tomorrow's creative strategy; think Link. Your financial opportunities will be like grapes in the vineyard. They will come in bunches, ripe for the vintner.

Yesterday ended last night

# 187 Miracle

## The Sixty-Second Scenario

SIXTY SECONDS AND NO MORE is your entrance scenario. Make meeting strangers a game—a financial game that has a beginning and an end. The rule of the game is to determine within one minute after shaking hands if the stranger is a Link possibility. This does not mean you spend only one minute with each encounter. You are to speak first and begin with The Clusters. If you allow the stranger to speak first, you have lost it because that person will be talking yesterday's trivia. Trust me! After 60 seconds, continue with some business chatter but make each encounter brief. No more than five minutes max. An empirical study reveals at least 97% of all strangers you meet are a *financial fizzle*. Great people—worthless Links. Think of the 97% as having a financial flu, not only contagious but financially fatal.

A sixty-second intro

# Miracle

## Bashing

I WANT TO BEGIN A movement to stop the debilitating habit of bashing people. We must stop the acrimonious accosting of our neighbors. We must stop the incendiary rhetoric before it implodes us. I would love to have a meaningful discourse on many issues but bashing inhibits all meaningful dialogue. Bashing is very divisive and destructive. Bashing has consequences; it lowers the immune system. Bashing those who disagree with us is a damaged legacy to leave to future generations. Many of us attend church. I searched the Old and New Testaments and nowhere did I find, “Bash your neighbor.” What I did discover were the world-changing words, “Love thy neighbor.” I have decided to follow that message. Would you like to join me?

**Bash no more forever!**

# Miracle

## Patience

**T**AKE YOUR TIME IN DEVELOPING your Links. Ralph Waldo Emerson was brief and to the point when he wrote, “A rose forced to bloom loses its fragrance.” Mae West was more graphic: “I likes a man what takes his time.” Linking is like two elephants making love. It is consummated on a very high plane but it takes two years to get results. Linking can be compared to courtship and marriage. There are three stages of development: dating, engagement, and marriage You do not marry on the first date. You do not Link on the first encounter. There is no casual linking allowed. There is no Link trial marriage. Beyond the possibility of making a poor Link choice, there is a possibility of contracting a contagious disease called a *financial shortfall*.

Your shortfall is your downfall

# Miracle

## Be Great

**W**HY BE GOOD WHEN YOU can be great? We must begin to be great. Being good and being common are synonymous. When you say to a kid, “You are a good boy” or “You are a good girl,” it usually is when someone is following the parameters of another. We must stop dancing to someone else’s tuba. Do not let anyone beat your tambourine. You must toot your own horn or there won’t be much music. Stop sitting in the same pew. Stop sitting at the same table. Stop going to the same coffee shop. Take a scenic route to the office. Helen Keller wrote, “Life is a bold adventure or it is nothing at all.” To be great we have to leave our “good” box. I have heard for years: Get out of the box. I say; “Don’t get out of the box. Get rid of the box!” Leave all limitations behind. I just love the thoughts of Anais Nin, “And then the day came when the risk of remaining tight in the bud was more painful than the risk it took to blossom.”

It’s time to bloom

# 191 Miracle

## Compliments

**L**EAVE NO CONVERSATION WITHOUT GIVING one compliment. If you end every conversation with a compliment, you will not only gather more business but more friends. Everyone loves compliments but very few give or receive them. William James so brilliantly penned, “The deepest principle in human nature is the craving to be appreciated.” Disraeli said with glee, “Queen Victoria loves compliments and I spread them on with a trowel.” You need not go to Home Depot and buy a trowel. Go the pharmacy and purchase an eyedropper. If you are uncomfortable begin with small compliments. The Japanese have a word for it, Kaizen: *incremental improvements*. Expand your comfort zone; don’t break it. Even with small compliments, your business life will never return to your history.

The sun never rises on yesterday

# 192 Miracle

## Choose or Lose

**P**EOPLE DON'T CHOOSE TO FAIL. They fail to choose. Unless you choose, you lose. Take your time when you are choosing an organization. Choose wisely. Choose with patience. Choose with care. We can't choose our relatives but thank God we can choose our organizations. In the city of Los Angeles there are over 1800 different philanthropic and professional organizations to choose from. Here are a few. They include American Heart, American Lung, American Diabetes Associations, American Cancer Society, United Way, Red Cross, Girl Scouts, Boy Scouts, law associations, accounting societies, etc. Your choices are infinite and the financial rewards will be exponential. Visit six before choosing one because your cash register is waiting.

**Don't bait the wrong pond**



# Miracle

## Circulate to Percolate

**Y**OU HAVE TO *circulate to percolate*. Every coffee maker knows that. What a marvelous description for networking. These three words say it all. When water circulates through your Starbucks you will experience the aroma of a tasty brew. When you circulate through a group of powerful professionals you will experience the whiff of affluence. You are not a lamppost. Standing in one spot, talking to business buddies won't even brew a cup of tepid decaf. You are like the water in a coffee pot. You need to circulate through your community to receive your bountiful business brew. *Coffee and cash* are the result of *circulating and percolating*.

You have to move to improve

# Miracle

## Comment on a Comment

**W**HEN I WAS CONDUCTING SEMINARS in Australia in the early '90s, the speaker who preceded me gave an hour talk on listening. One point he made that has stuck with me for the last fifteen years was: *have a listening plan*. In other words, have a strategy for listening. Hearing is innate. Listening is learned. To a listening plan, add a comment plan. Instead of telling your story, add a comment on the comment just made by another, such as, "That is very interesting; tell me more about it." When someone says, "I just returned from Australia," say, "Tell me about your trip. Did you visit Ayers Rock?" You are now creating a bond by commenting on another person's comment. A bond only appears when you comment on what the other person is saying. When you comment on a comment, you not only develop a greater bond but you also learn something.

Develop a commenting plan

# Miracle

## Defense

**D**EFENSE IS NOT JUST FOR the sporty. Each of us places people in a defensive posture daily with our words. Mouthing words is easy. Choosing words is difficult. What words are you mouthing that cause a person to be on the defensive? Most of us do it but we are unaware that we are unaware. It is like placing a burr under another's saddle. It's irritating but accepted. We shrug it off as if it is life as usual. Every defensive comment originates from the ego; *it assumes we are better than another*. Being put on the defensive hurts; hurts cause hostility; hostility erodes relationships. Look squarely in a mirror and mouth some defensive comments you are making and see how you feel. When you make a quick turn from a feeling of annoyance to a thought of compassion, I assure you that you will feel your bliss.

Will we ever learn?

# Miracle

## Defensive Comments

LET ME SHARE SOME DEFENSIVE comments I have heard. The first is very common: “What did you do that for?” Instead try, “I did the same thing yesterday morning.” Another defensive comment: “You always spill your coffee when we are at a restaurant.” Instead try, “Let me help you clean it up. No big deal.” I was getting my hair cut. The stylist was too busy to pick up the phone. In a few minutes her husband entered the salon and admonished her by saying, “Don’t you ever answer the phone?” She was speechless and embarrassed. Why not say, “I am so pleased you are so busy.” I like Dr. Ken Blanchard’s comment in his fabulous book, *The One Minute Manager*. He wrote, “Look around your office for people doing something right and compliment them.” Let’s stop looking for the chinks in others’ armor.

Acquire a positive offense

# Miracle

## Judge Not

**I**F YOU ARE NOT LETTING your children finish their thoughts before you speak, you are not loving them, you are judging them. Mother Theresa was so brilliant when she wrote, “If you judge people, you have no time to love them.” If you want peace in your family, please let your children finish their thoughts before you begin your loving thoughts. This is the respect they deserve. I concluded this is an adult problem, as well. Why end someone’s sentence? What right do you have to deprive another of completing their sentences and their views? Do we believe we are brighter than the person who is speaking? Do we believe our perceived brilliance should end every sentence? Maybe it is time to subdue our arrogance. Frank Leahy, former football coach of Notre Dame University explained ego perfectly when he said, “Egotism is the anesthetic that dulls the pain of stupidity.”

**With a big ego, buy a small purse**

# 198 Miracle

## Love Your Enemies—Part 1

**A**N ANCIENT MYSTIC ALLEGEDLY SAID, “Love your enemies.” For eighty years, I did not know what he meant by these three words. Do those words mean we should love Stalin? Do they mean we should love Ted Bundy? Or does it mean we should love a neighbor when they park in our driveway? I am going to give an example what it means to me. I go to Starbucks every morning at 5:30 a.m. For two years I have taken the same chair. Everyone respected me enough to save it for me. One morning I was a few minutes late. While I was at the counter getting my brew, one of the regulars came in and he put his paper on my regular chair. Because I did not own the chair, I moved to the other side of the coffee shop and took a seat. It was no big deal to me. The next morning I went back to my regular seat. When the same man came in I asked, “Would you rather have this chair?”

# Miracle

## Love Your Enemies—Part 2

**H**E COULD NOT BELIEVE MY response. He said, “Thank you. You are very kind.” The words “Would you rather have this chair?” took all the helium out of his ego balloon. My friends were ready to ask him to give up the chair. Another said, “Why don’t you give him a good left hook?” They did not understand what Jesus meant when he admonished his audience, “Love you enemies.” Your enemies are more than a person with a gun or a saber. Maybe Jesus meant the person who sat in my usual chair. Maybe it is time we love a person, even when we don’t love what they do.

Everybody is a neighbor

# 200 Miracle

## Forgiveness

“**F**ORGIVENESS HAS BEEN SHOWN TO reduce anger, hurt, depression, and stress. It promotes greater feelings of optimism, hope, and self-confidence,” wrote Frederic Luskin, who holds a doctorate in counseling and health psychology at Stanford University. Stress preys on our weakest body parts. Forgiveness is not letting someone else off the hook for what they did. It is about letting yourself off the hook by holding on to it. Forgiveness is not about excusing the behavior that has wounded you. It is about coming to peace internally, so you stop carrying the anger and hurt. Stop expecting things from people that they are not willing to give to you. Stop mentally replaying your hurts. Seek new ways to get what you want. A life well lived is your best revenge. Look for places to find love, beauty, and kindness.

Forgive those who trespass



# Little Miracles

Volume 3

A journey to financial freedom

By: Melvin Kaufmann

I dedicate my copyright in this book to the public. It may be freely copied and distributed in any form throughout the world as a gift.

*Mel Kaufmann*

# Definitions

The *Little Miracles* book

- A book with 100 Little Miracles.

A Little Miracle:

- Each is designed to build your business and build your life.

A Link is:

- A professional who has a similar Rolodex but markets a different product or service.

A Link does:

- A Link bonds with another professional to exchange information, ideas, and resources consistently and instantly.

A Link Relationship:

- A perfect circle of interchanging helpfulness.

The Clusters:

- The cobbling of seven Little Miracles (66, 68-74) which will determine who has Link potential.

Two definitions of an event:

1. An organized group of business people
2. When two or more people meet

# Little Miracles Volume 3

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# 201 Miracle

## The Ignoring Indigent

**T**HIS LITTLE MIRACLE WILL SHARE how close you are to success and how your unawareness aborts it. I was conducting a seminar in Springfield, Missouri, a few years ago. A professor from Drury College came up to me after the session and said, “My uncle and his friend attended Rotary about three weeks ago and had a great time. They talked together. They laughed together. They ate together. And they ignored together. They left together. When leaving, my uncle wanted to know who the person was he was sitting by. His friend said, ‘Oh! That was Sam Walton.’” Sam Walton was the founder of Wal-Mart. You will never have the opportunity to sit by Sam, but I guarantee you will sit by at least one person each week who could be a merchant’s delight. Do not refuse to become aware of the chains that keep you in business bondage. Most people are like canaries in a cage. They have no idea of the boundless sky.

Ignore no more forever



# Miracle

## Hesitation

**T**HIS GIFT FROM GEORGE DUDLEY is priceless: *The hesitation to initiate contact with a prospect on a consistent daily basis is responsible for the failure of more competent, motivated, capable marketing people than any other factor. Nothing else comes close. A gazelle who hesitates is lunch.*

Hesitation is a form of fear

# Miracle

## A Lesson of Giving

**A** FRIEND OF MINE TAUGHT ME a great business lesson of giving. She has the business cards of her Links pasted above her telephone. All are visible as she makes her telephone calls. She finds it impossible to forget her Links as she continues her daily telephone calls. If the person at the end of the telephone wire needs the product or service of one of her Links, she alerts them to expect a call from a Link who provides that service. She also gives them the name of the Link and a recommendation. She asks for permission for her Link to call. As soon as the receiver hits the cradle, she either calls, e-mails, or texts her Link with the future client's name and number. How far out on the limb are you willing to go?

A lesson in revenue awareness

# Miracle

## 204

### A Pen, a Pad, a Purpose - Part 1

**A**N EMPIRICAL STUDY I READ recently stated that most people take more time planning their vacations than they do their careers. If that be true, it is very, very sad. Begin each day with a pen, a pad, and a purpose: a purpose to create more random acts of kindness throughout the day. I suggest you put your feet on the carpet sixty minutes before your loved ones awaken. Find an untouched hour, a totally quiet spot, because all creativity emerges from potent stillness. Have no distractions. No earphones, no people, no pets, and no pricey electronic toys. When your pen touches the pad, write all the creative ways you can add a pinch of kindness to everyone you meet today. You will discover that five very pleasant things will appear.

# Miracle

## 205

### A Pen, a Pad, a Purpose - Part 2

**F**IRST, THERE WILL BE FEWER potholes in your business highway. Your day will flow as easily and as peacefully as a stream flows to the brook. *Second*, you will have more energy left over at the end of the day. *Third*, you will be transforming more people into prospects and more prospects into clients. *Fourth*, you will be transforming satisfied customers into loyal customers. *Fifth*, you will be achieving financial freedom while your competition is stressfully struggling and striving to make a living.

Acts of kindness are priceless

# Miracle

## College Chums

**D**EVELOP RELATIONSHIPS BEFORE YOU NEED them. Some Links, you must remember, could have been your college chums. I conducted a seminar in Grand Rapids. I mentioned that everyone should begin to form relationships in college because many will develop into executives with substantial clout. An attorney came to me after the session and lamented that he became so busy developing his practice after graduating from law school that he left his college chums behind. He told me that a person in his graduating class had become a multimillionaire. He is not the multimillionaire's attorney because he did not stay in contact with him. He said he has missed hundreds of thousands of dollars by this lapse in Link recognition.

Stay chummy with your chums

# Miracle

## Linking is Simple

**D**EVELOPING A LINK IS VERY simple but not easy. It takes a 180° paradigm shift in your perception. Perception is a habit. To change a habit is simple but not easy. To change a habit takes many repetitions. When linking, you are looking for people who have an address book full of your future clients, not someone who will buy your product or service. You learn the Link potential of a person by The Clusters. The most significant question to ask is, “What’s your target market?” If their target market is similar to your target market and you are not in competition, you may have discovered your next Link. Dr. Alan Carsrud, a professor at UCLA, has ten Links in ten major universities around the world such as Harvard, Stanford, Oxford, etc. He can get to anyone in academia throughout the world through his Links. Unless you plant a seed, there will be no apples.

Link your world

# 208 Miracle

## Argue no More Forever - Part 1

**I**FIRMLY BELIEVE ARGUMENTS ARE NOT only unnecessary but harmful. Arguing is a waste of precious creative energy. Raising your voice under any circumstance is not only unnecessary but divisive. Arguing is when we think the other person is wrong and we are right. When we argue, it is almost impossible to believe we may be wrong. Let's replace arguing with discussing. Arguing is putting another down to raise ourselves up. Discussions even the playing field and everyone is accepted as an equal. Eva Bell Werber wrote in her book, *Quiet Talks With the Master*, "All communication should be an interchange of loving words and ideas." You can remove the helium from others' arguing balloon by responding, "That is very interesting, but have you ever thought of this idea?" With this response, you have shriveled the balloon of another to the size of a grape and peace is restored. Instead of put-downs, try put-ups.

# 2009 Miracle

## Argue no More Forever - Part 2

**H**ERE ARE A FEW SUGGESTIONS to take the helium out of others' arguing balloon: When someone says something that offends you, respond by saying, "That is very interesting, but have you ever thought of this idea?" Or, "I understand where you are coming from, but have you ever thought there may be another way to solve the problem?" Or, "I am not familiar with that approach. Tell me more about it." Or, "Would you expand on that thought?" With this response, you have shriveled the balloon of another to the size of a grape and peace is restored. Instead of put-downs; try put-ups. Before you speak, ask yourself, "Is it true, is it kind, and is it necessary?" If not, don't speak.

Let civility reign



# 210 Miracle

## The Lunch Bunch Process

**H**ERE IS A PROCESS THAT will add more commas to your bank balance. The Lunch Bunch Process is having four professionals sharing food and knowledge. It begins with a call to a business friend, saying, “I would like to share an idea with you. Why don’t we have a foursome for lunch? I will bring a friend you would like to meet and you bring a friend I would like to meet. This has the potential of developing business for all of us. Shall we set up a luncheon for next Thursday?” There are eight steps for the Lunch Bunch Process. 1) Be sure each knows whom to invite. 2) You and your friend invite a business friend the other would benefit by meeting. 3) Each prepares a few questions to ask the other three. 4) All four prepare and share some knowledge all could benefit by learning. 5) All four share some of their needs and goals. 6) Make this a monthly business experience. 7) Each monthly luncheon should have three different professions.

Four is more

# 211 Miracle

## Somebody Needs You

**T**HERE ARE MULTITUDES OF PEOPLE who need your product or service. Many of these people are within three feet of your epidermis. Some are standing in front of you at Starbucks. Some are standing behind you at Safeway. Some are standing beside you at Subway. These people will never buy from you if you are not aware of them and acknowledge them. I am at Starbucks each and every day. Most of those who come in to buy a latte slurp it on the way out, and never look at or speak to anyone. This makes my financial eyes water. The business you leave at Starbucks, Safeway, and Subway will not make your day, but it will make your career, if you speak to everyone everywhere all day and every day. *First*, with awakened awareness you will observe more people. *Second*, begin the habit speaking to people. *Third*, begin the habit of speaking to people everywhere. What do you have to lose but money?

If dogs speak, so can you

# Miracle

## Question Everyone

**U**SE THE CLUSTERS WITH EVERYONE. Before you finish The Clusters, you will know if there is a business opportunity. Since you are involved in the concept of Linking, you need never sell. If there is a business opportunity, ask, “Why don’t we have a cup of coffee and see if we can help each other develop some business?” Or, “Let’s have a cup of coffee. I would like to learn more about your firm.” For most of us, this is not easy because we have never tried this idea before. *First*, you will be required to memorize and internalize these sentences. You may have to fortify your intestines because it does take guts. *Second*, this is only achieved by making a mental decision to use these sentences with everyone. *Third*, your assignment is to practice, practice, then practice some more. Before long, these principles will become second nature. If there is no business opportunity, at least you have a new friend. There is no way you can leave a person without learning something.

Linking is a game; start playing

# Miracle

## Absence

**A**BSENCE DOES NOT MAKE A Link grow fonder. You need not meet with your Links weekly, but communicate weekly even if you have no information or ideas to share. This shows that you are thinking of them. Your assignment is to bond so tightly with each Link that you will think of them before you think of yourself. If you think of each Link's business as an extension of your own within seven days, you should have dozens of *business-bits* to share. Everyone you meet has information for you and for your Links. With every bit of information you learn, think, "Should I share this knowledge with any of my Links?" If it is, *instantly text*. "Behold, how good and how pleasant it is for brethren to dwell together in unity." Psalm 1:44 Do not take a vacation from your Links. If you share a *business-bit* day after day, week after week, month after month, year after year, your competition will inhale your fumes.

Think first of others

# 214 Miracle

## Clients

**W**HY NOT HAVE A LUNCH with a favorite client. The purpose is to find what you can do for their clients, beyond your product or service. It may be as simple as giving your client some *Little Miracles* books, one for your client and a half dozen for his or her clients. That is a gift that will cost you very little. Think of the domino effect. If your client's clients grow their businesses, then your client's business will grow. Think again. If your client's business grows, what happens to your business? At the luncheon, have a notepad and pen or laptop with you and record what you learned about your client's clients. Nothing, absolutely no information about your client's clients must fall through the cracks. Once a week take a different client or customer to lunch. Follow the same process. There cannot be a whiff of selling. This moves a customer from a being a satisfied customer to a loyal customer and a loyal customer is a lasting customer.

Don't deprive others of your genius.

# Miracle

## Vince Lombardi Theory

**W**HAT VINCE TELLS US ABOUT the game of football is exactly what we need to achieve in business: “A player has to be taught the fundamentals, has to know the basics of the game and how to play his position. Then discipline to play as a team, not a bunch of individuals. A vital ingredient; if you are going to play together as a team, you have to care for one another. If not, someone will get his legs broken. The difference between mediocrity and greatness is the feeling these guys have for one another; then you have a winning team.” You and your PAK members must play as a team. The team has to be there for one another to have a winning team. You will succeed together or fail alone.

When Vince speaks, we listen

# Miracle

## Lynn and the Ice Bucket

**W**E HAD A LONG HOT summer on Bryant Street in the city of Walla Walla, Washington, last year. The city replaced the water mains on our street. There were two dozen thirsty city workers on our street. I have a very thoughtful and caring neighbor. My neighbor, Lynn, has an ice bucket stand. The bucket is filled with water and lots of ice. I observe workers coming to the ice bucket several times a day. This bucket not only quenches the thirst of many but quenches Lynn's thirst for information. Lynn knows more about what is happening on Bryant Street than all of his neighbors combined. What are you doing to attract your clients? Stop being locked into yesterday's good ideas. The time is now and yesterday is no more.

**What is your ice bucket?**

# Miracle

## The M&M Jar

**A** LAW ADMINISTRATOR I MET IN Portland, Oregon, had a jar of M&Ms on his desk. Guess what? Everyone in the firm came to his office for a few M&Ms. He knows more about what is happening within the four walls of his law firm than anyone. What is your M&M jar that attracts valuable community information? Become an M&M jar in your community. Know what is happening within the four walls of your community. Create a personal business journal. Beyond gathering valuable ideas and information, have people send you valuable information for you to share with others. From the information you gather, you may want to send out your personal business journal to everyone in your address book. Before the sun sets on many of your days, many people will become your customers or clients. How little the average business person realizes the great mines of riches which lie so near the surface. Buy a shovel and dig.

Success is only a jar away



# Miracle

## Life's Little Boxes

**M**OST OF US LIVE ALL our lives in little boxes. We think in a little box. We worship in a little box and we are buried in a little box. The reason people look so serene in a casket is that they are comfortable. They have been there all their life. Most people live in a vertical coffin. All great thinkers left their boxes. If not, we would be reading by candlelight. We would travel by buggy. We would calculate by abacus. We would write by quill. And we would copy without Xerox. Each little box is a prison. Each little prison has a door. Each little door has a knob. Grasp the little knob on the little door. Give it a little turn and push. The limitations of yesterday vanish. Then the abundance of tomorrow appears. Don't think outside the box, get rid of the box.

A square does not create

# 219 Miracle

## The Yellow Page Phenomenon

**R**IGHT THIS MOMENT, OPEN THE yellow pages of your local telephone book. Begin with the As. Begin your upside-down thinking. Look at each profession listed and think Link. *Think:* Could any of the professionals in this profession make good Links? *Think:* Do the professionals in that profession have some of your future clients in their address book? If they do, the next step is to find an organization these professionals frequent. Get the phone number of that organization either from the phone directory or someone you know in that profession. Call the organization and ask if you may attend the next meeting. If they ask why, say, “I am interested in attending one of the meetings. I may be interested in joining your organization.” If you find the meeting revenue-enhancing, join.

**Be bold, fearless, and successful**

# 220 Miracle

## Insurance Agents

**N**OT ALL INSURANCE AGENTS ARE potential Links. Some agents market to the elderly. Some market to young parents. Some market to the wealthy. Some market to celebrities. Some market to athletes. Some market to politicians. Some market to small businesses. Some market to homeowners. Some market to Fortune 500 companies. Some market to entrepreneurs. Some only market life insurance. Some only market automotive insurance and on and on. What a bountiful selection. With a little screening, you will choose an agent who has a similar database as you. Applying this Little Miracle will impact your future exponentially.

Choose a million-dollar Rolodex

# 221 Miracle

## Pre-Event Preparation

**W**HEN YOU ARE INVITED TO an event, a meeting, a seminar, a cocktail party, or a reception, do your homework. Do some research on those who are attending whom you want to know better. Learn more about the host and hostess. Learn more about the sponsors. Learn more about principals of the firm who will be attending. Learn more about the speaker. Google everyone! Learn more about the purpose of the event. The purpose will require more research. Think of each event as an attorney would prepare for a deposition. Prepare an event deposition. Before you leave your office, recite *The Clusters*. Arrive 40 minutes early. Follow all the *Little Miracles* and experience a virtual financial uranium mine. Don't be a Custer. George forgot to research his event.

Be a Cluster, not a Custer

# Miracle

## No More Sandbox Thinking

I ASKED A SALES REPRESENTATIVE FOR MCI to attend a seminar sponsored by Price-waterhouseCoopers (PwC). His comment to me was, “I don’t think I will attend. We already have their account.” This is the sandbox of thinking. This is not even kindergarten thinking. In fact, this is not thinking at all. Not thinking is commonplace in the marketplace. The sales representative was thinking that the CPA firm would be of no further financial value. Several of the accountants in the firm could have been a potential Link. When one of the PwC accountants is your Link, you have a conduit into their clients and PwC has clients all around the globe. Thousands of PwC’s clients need your product or service. Think below the ice. PwC has offices in every city on the planet. Begin to think about other accounting firms as Link potential. Why leave so many dollars in your sandbox?

It is time to leave your sandbox

# Miracle

## Frequent Hotel Lobbies

**W**ANDER THROUGH HOTEL LOBBIES. LOOK at the event board. Observe which conventions, associations, or firms are holding meetings that day. If any of the conventions, associations, and firms have members who may be potential Links, go to their registration desk. Talk to the registrar. Get there before the crowd. Ask the registrar what types of professionals will be attending. Ask if you can look over the reservation list. Ask who is in charge of the event. Ask who the speaker is. Introduce yourself to them. If these are people you want to know, mingle before the event, at break time, after the event, at their happy hour, and at their hospitality suites. Go to the closest hotel bar and you will discover some of the participants there. Anyone at a bar will talk more freely. Move your feet, you are not a tree. If you don't find at least one or two people you want to begin a relationship with, maybe you should read the *Little Miracles* again. And again.

Hotels have captive audiences

# Miracle

## Head for the Barn

**W**HEN I WAS A YOUNG lad, I had the privilege of farming with a team of powerful horses. At the end of the day, I would unhook the horses from the plow and the horses would head for the barn without any encouragement and with alacrity. I suggest you follow their lead. When the speaker winds down, head for the exit. Don't wait until the speaker has spoken his or her last word. Those you missed on the way in, you can catch on the way out. Remember, they are in a hurry to get back to their offices so approach them with thoughtfulness, and ask, "May I have your card? I would like to know more about your firm. May I call you tomorrow?"

Stop horsing around

# 225 Miracle

## It Is Not Who You Know

I HAVE HEARD ALL MY ADULT marketing life that it is who you know. I peeled the apple again. It is not who you know. *It is what you do with who you know.* Attending an event and not knowing what to do with those you meet is remedial thinking at best and meaningless at worst. What you do with who you know separates the haves from the have mores. Everyone will get some business with luck, but those who have a planned agenda will find more business. It is like infinity; when you think you have all the business, there is still more. You must learn how to transform a stranger into a friend and then a friend into a Link. The metamorphosis from a stranger to a Link is what the *Little Miracles* are all about. This Little Miracle will not only help you sustain your market share but will also help you bite into a larger piece of the financial pie. Why seek the moon when your Maker is willing to give you the stars?

Success has no shackles



# Miracle

## Be Audacious

**A**UDACIOUS MEANS TO BE BRAVE, bold, and daring. What do you have to lose but more business? Call some of your preferred clients or customers. Ask what professional organizations or associations they belong to. Ask if you may attend as their guest. All organizations encourage guests. Organizations and associations are always looking to increase membership. Peel your commercial onion deeper. Begin to drool, because all those attending will be in a similar profession as your client or customer. This will multiply your opportunities because they may become your customer or clients as well. Have your client or customer introduce you to several of his or her friends. Get their business cards and begin some new relationships. Those you meet today may make your tomorrows.

**Clients become your agent**

# Miracle

## Marketing & Motivation

**M**ARY KAY ASH USED THE M&M method. It stands for marketing and motivation. Mary Kay was a genius in human behavior. I attended one of her reward ceremonies several years ago in Woodland Hills, California. What an experience! I was overwhelmed by the sheer energy of the event. Mary Kay recognized every woman who had a home party. Anyone who sold just one tube of lipstick was brought up on stage and received a thunderous round of applause. I have never witnessed an event like it before or since. Those women could hardly wait to rush home and set up another Mary Kay home party so they could be on the stage again and again and again. Recognition becomes an addiction and once addicted, no one can live without it.

Recognize all

# 228 Miracle

## Relationships

“**T**ODAY’S COMPETITIVE BUSINESS CLIMATE REQUIRES us all to market ourselves more aggressively. It is hard to advertise in a way that is in keeping with our professional standards in the brokerage business. Cold-calling is becoming tougher, less productive, and in some states nearly illegal. All of us want to do business with people we know, like, and trust. Personal contact and networking is the best marketing method we have. Especially in cities where business leaders tend to know each other. Networking skills are critical to success. Through strategic alliances with other professionals and business people, we can develop our own business, help others develop theirs, and work for the good of the business community as a whole. Working together with people whom we respect makes us all more effective.” This was written by a former manager of a Kidder Peabody office in Kansas City, Missouri, in October 1992. It will be as relevant in 4092 as it was in 1992.

Some ideas are everlasting

# 229 Miracle

## Sit Not by Your Superior

**T**HERE ARE MANY REASONS FOR not sitting by your boss. 1) It encourages in-house chatter. This eliminates those around you from becoming involved with you. When you separate from strangers, you separate from your future. 2) It inhibits you from talking with anyone but your boss. 3) You often look at your boss before making a comment because you do not want to make any comment that would inhibit your advancement in your company. 4) You continually defer to your boss. This allows and encourages your boss to answer for you. 5) When your self-worth is controlled by your superior, it decreases dramatically. 6) Most of us feel intimidated by superiors. Without self-confidence, your image is tarnished. You become colorless. You become colorless as cellophane. You do not add humor. You do not add wisdom. You are too concerned about what your superior might think. You may as well have stayed at your office and had a Domino's delivered.

Sit by design, not default

# 230 Miracle

## Comfort Zone - Part 1

**A**LL OF US HAVE ZONES around us where we feel comfortable called comfort zones. Beyond your zone you feel pain. Zones are relative. Zones have different radii. A different radius for each person and each situation. In our automobile, we honk or give “half a peace sign” to anyone who invades our zone of comfort. In an elevator, we have a very small comfort zone. It depends on the number of people in the elevator. We are standing closer to people than we prefer. If we are packed into an elevator as if we are in a can of sardines, our comfort zone shrivels to the size of a pea. In our office, there is a different metric system. At home we have a larger circle of comfort. For most, sitting by a stranger irritates our comfort zone. Our zone shrinks again if we have to talk to a stranger. When the pain of poverty is greater than our pain of meeting strangers, we begin to talk to strangers.

# Miracle

## Comfort Zone - Part 2

ONE PHRASE FROM *CONVERSATIONS WITH God* literally jumped off the page for me when Neale Donald Walsch wrote, “Life begins at the end of your comfort zone.” A small comfort zone causes everyone to hesitate. Hesitation is caused by fear. Madame Curie wrote, “There is nothing to fear, only to be understood.” Our assignment in life is to eliminate fear. We eliminate fear by expanding our comfort zone. Expanding your comfort zone is a mental process. Make a mental decision to step outside the barriers you have erected for decades. The first step is to prepare and memorize some questions to ask strangers. The second step is to begin asking these question of every person you meet for the rest of your life. Emerson got it right when he insightfully wrote, “Do the thing you fear and the death of fear is certain.”

The fear is a deal-breaker

# Miracle

## Two Business Plans

**A** MAJORITY OF PROFESSIONALS HAVE TWO sets of business plans, one for their day and one for their evening. During the business day most people will not allow someone to enter their office unannounced. They have a well-planned agenda for their day. However, for their evening they have a business plan like Swiss cheese; with a lot of holes in it. In the evening people will allow anyone to enter their social circle without an appointment. If a business person is attending an event to grow their business, letting others enter their event life without an appointment is insanity to the second power. If you have a business plan during the day, why not have a well-structured business plan for the evening? A business plan to meet people who will enhance your career. Plan several days before an event or meeting. Who you want to meet at the event? Don't let unproductive people enter your event business plan.

No more unconscious competence

# Miracle

## Resources

**W**HY NOT BEGIN YOUR OWN Angie's List? Become a *reservoir of resources*. When you become known as the person in your community to call if anyone needs anything, your phone will ring constantly. Soon your community neighbors will not only call you for a resource, but will call you for your business. I am not just talking about a CPA, an attorney, a banker, a realtor, or a financial planner, but also a great mechanic, a computer geek, a gardener, a florist, the cleaners, an electrician, a hair stylist, a handyman, a house cleaner, and on and on. Have all the contact information in your file along with their specialty and the reason you recommend them. Acknowledge your vastness.

**Be a reservoir of resources**



# Miracle

## The Window Wisdom

**V**ISUALIZE EVERYONE YOU MEET AS a window, not a door. Most salespeople use the door concept. The marketing person knocks on the door. When the door opens, the salesperson asks, “Do you need my service?” If the answer is no, they close the door and move to another door. Some see the grain. Others see the harvest. With the *Little Miracles*, you look at everyone as a window. You look for everyone’s window of opportunity. You look through each person’s window and discover two things: 1) What they know. 2) Who they know. If what they know and who they know is important for your financial future, think Link.

Open more windows

# Miracle

## Telephone Consistency

**A** VERY BRILLIANT MARKETER SHARED WITH me that she blocks out Tuesday mornings from 9:00 to noon. During that time, she makes at least 25 client calls to see if she can be of further value to them. The information she shares is beyond core service. If she is in the airport waiting for her plane, she takes out her cell and calls a client with some information that will help them reach their goals. She makes these calls every Tuesday. She lets nothing interfere. She holds all other calls. She thinks of these three hours as being more important than any client. She does not do it occasionally but consistently. This is telephone consistency. She keeps excellent records. These records are kept in an easy-to-access contact file in her computer. Keeping in contact shows she is serious about her clients' success. Remember, in order for this Little Miracle to be of financial value, you must know what information each of your contacts needs.

**Have consistency consistently**

# Miracle

## The Invisible

**L**AU TZU KNEW THE VALUE of the unseen when he gave us, “To see things in the seed is genius.” This Little Miracle shares stories of the invisible. Only the invisible multiplies by giving it away. For some mystical reason, when you share a physical possession, you divide its ownership. When you share the invisible, it multiplies its ownership. The things we hunger for are not things. We hunger for ideas. Ideas become multiple things. Ideas are invisible and we must have an insatiable desire to give them away. An idea strengthens as it is given away. An idea gains momentum as it is shared and returns multiplied. Do you feel the burden of carrying unshared ideas? The only way to own the invisible is to share it. Maybe it is time to embody *Getting is meaningless. Giving is all.*

Ideas atrophy when kept

# 237

## Miracle

### Giving

**M**ARK TWAIN WAS FUNNY AND brilliant when he wrote, “I can live an entire year on one good compliment.” Seldom does a person realize the value of giving a compliment. A seer a couple of centuries ago gave us a provocative parable: You have to give your life to find it. Dr. Kenneth Blanchard in *The One Minute Manager* lit my bulb with this comment: “Walk around your office looking for someone doing something right.” The Course in Miracles blew me away with this: “The open hand of giving is always full.” Between the covers of *Jacob the Baker: Gentle Wisdom for a Complicated World*, these words literally jumped off the page: “A closed fist starves the hand.” Is there any valid reason why we hold onto anything? We will all arrive when we recognize that sharing brilliant business ideas will return in the form of currency.

Life opens up when you do

# 238 Miracle

George Bernard Shaw

**G**EORGE BERNARD SHAW WROTE, “If you have an apple and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas.” Let me add something to the brilliant comment by George. When you give an idea, it usually comes back greater than the one you gave. If I send an idea to my friend Jon Dyer, I often hear him say, “I love the idea, but have you ever thought of adding this spin to it?” Now it is larger than the one I gave. That is stretching The Golden Rule to the second power.

The Golden Rule is a rubber ruler

# Miracle

## Vendors

**V**ENDORS HAVE TWO FUNCTIONS. THE first function is to have a booth at conventions. The second is to have hospitality suites. Vendors often represent major firms in America. The vendors in the booth and the vendors in the hospitality suites can be a conduit into major firms that may need your product or service. Determine the firms where you need a contact. Go to the vendors' hospitality suites and meet these contacts. There is an open season on the hospitality suites. No one asks for your I.D. Just go to the suites to meet and to mix and to be merry. The guests who attend the hospitality suites are from the firms that are attending the convention. Guests keep coming and going to the hospitality suites all evening. The entrance becomes a financial revolving door of business opportunities. Come early, stay late, eat little, and drink none.

This is vendor thinking

# 240 Miracle

## When We Care

**I** READ OF A MAN WHO lost his job and this is his message: “After I lost my job it was six months of living hell. I have never felt so lost or depressed. I was surprised by how hard it hit me, just sitting there in the house when other men (or women) were going to work.” I was not aware of the mental anguish millions of men and women are experiencing. This encourages me to be more vigilant and more determined than ever to share as much of my marketing methodology as I am possibly able. This will only be accomplished by each of us sharing the *Little Miracles* with everyone we know. This ripple effect can circle the globe. *Go Global!*

Share by a click on a little mouse

# 241 Miracle

## Johnny Watermelon Seed

**I** DO NOT KNOW THE AUTHOR of this brilliant quote: It is not how many seeds there are in an apple, but how many apples are in a seed. I am convinced that we live in an abundant universe with no circumference. I research everything. One evening in San Pedro, California, I decided to see how many seeds there were in a watermelon. I cut the melon apart and I counted over 400 seeds. I remember my years on the farm. My father grew watermelons. Each seed planted had several very long vines. There were at least ten watermelons on each vine. This is easy math. Each seed produced over 4,000 seeds. Let's take these seeds to the next generation. Plant the 4,000 seeds. The one original seed will produce over 16,000,000 seeds. That is an unfathomable return on the investment from one solitary seed. An entire forest begins with one seed.

**God does not meter abundance**



# Miracle

## A Big Miracle - Part 1

**I** DON'T WRITE BIG MIRACLES. I only write *Little Miracles*. This is a Big Miracle because it comes directly from our Maker. I retired from the business world and entered Bernie's world. I decided to dedicate my life totally to Bernie as she slowly left this planet. I was taught to man up. I was taught little boys don't cry. Little boys don't show gentleness. That's for sissies. Little boys are tough. Little boys are strong. Meekness was for cowards. Then Bernie became ill with breast cancer. A metamorphosis took place in my life. As I went to see her almost daily for almost eighteen months, a miracle took place. As Bernie became weaker and more vulnerable, I became gentler and kinder. As she became helpless, I became more helpful. As I became more helpful, I found a peace that passeth all understanding. This Big Miracle still remains with me after Bernie went on to greater things. Several other miracles became self-evident.

# Miracle

## A Big Miracle - Part 2

I HAVE DECIDED TO BE MORE gentle with everyone. I have decided to be more kind to everyone. I have decided to be more considerate to everyone. I have decided never to become angry with anyone. I have decided never to argue with anyone. I have taken a page from Mitch Albom's book, *Tuesdays with Morrie*. Morrie Schwartz, Mitch's professor in college, developed ALS, a terminal disease. Mitch asked Morrie what he had learned from this insidious disease. Morrie so poignantly replied, "I learned to open my heart wide and then wider and then wider still and will keep widening it until I die." Morrie was at peace that passeth all understanding. I do not have a terminal illness but I am accepting this message from Morrie as my own personal philosophy of life. I will revel in this euphoric feeling for the rest of eternity. I plead that you open your heart to the world.

Leave earth with an open heart

# Miracle

## Perpetual Prosperity

I AM CONVINCED THAT EVERY DISASTER is caused by not using the Golden Rule. When the Golden Rule is not used, we will have prosperity for a time, but it is always followed by a recession. Let's not live on the wrong side of history. Until everyone on planet earth uses the Golden Rule as a metric, we will always have bumps in our economy. The Golden Rule must begin with me. Let's all of us commit to using the Golden Rule as a way of life, both professionally and personally. When we use the Golden Rule, we will eventually have *perpetual prosperity*. The Golden Rule is over 3000 years old. Any principle of life that's lasted over 30 centuries must have some lasting value. Don't commit The Golden Rule to memory. Commit it to life.

A rule for the ages

# Miracle

H<sub>2</sub>O

**T**HE 212 DEGREES IS ONE of the most powerful miracles the world has ever known. At 211 degrees, water is hot. At 212 degrees, water will boil and with boiling water comes steam and steam becomes the power to move a locomotive or light a city. It is the one extra degree that makes all the difference. And it was all done on God's watch. So why be mediocre when you can add just one more degree and be genius? If you add just one more degree of genius, you will become a master of your craft and rise above mediocrity. Why cling to marketing concepts that allow you to remain commonplace? Aldous Huxley candidly wrote, "The tendency of the masses is toward mediocrity." A golfer that is only ¼ of a stroke better at the end each round of a tournament often becomes the winner by one stroke. A winner can earn as much as five hundred thousands of dollars more than the runner-up.

One more degree to genius

# Miracle

## Love

**R**AINER MARIA RILKE, AN AUSTRIAN poet, in the year 1904 explained love in the following bit of wisdom when she wrote, “For one human being to love another, that is perhaps the most difficult of all our tasks; the ultimate and the last test and proof. The work for which all other work is but preparation.” Eva Bell Werber, a spiritual leader, gave us this advice, “When you pour out love, all stones of malice shall be removed and your day will be a day of blessings, not only for you but for all those whom you contact.” Unconditional love is as gentle as a summer breeze and as strong as a winter oak. I define love as *assisting others to achieve their magnificence.*

Love is available

# Miracle

## Bliss

**B**LISS IS NOT HAPPINESS. HAPPINESS has a cause. Happiness has a beginning and an end. Bliss has no beginning and no end. Happiness has a reason. Bliss does not. Happiness is getting a compliment. Happiness is getting a deal. Happiness is having a lover. Happiness is being on a vacation. Happiness is not in your DNA. Bliss is in your genes. Bliss needs no reason. Bliss is a pure state of being. Bliss is not a state of doing, it is a state of being. Let's become human beings instead of human doings. Bliss is from the spiritual world. Happiness is from the material world.

Release your bliss

# 248 Miracle

## Sorry

**M**OST PEOPLE BELIEVE IF THEY utter, “Sorry about that,” it takes care of the problem. A waitress spilled coffee on my manuscript in a small café on Wilshire Boulevard in Los Angeles. She said, “Sorry about that.” The emotions of sincerity and sorrow were not evident. She walked away without another thought about the incident. I resented her cavalier attitude. I had to redo several pages of my manuscript. Others when late will say, “Sorry I was late. Traffic, you know.” No, I don’t know. Traffic is an excuse, not a reason. What would happen if the coach of the Lakers called and lamented, “The traffic on the 405 is backed up. I will be late for the game at Staples Center.”? He would soon be a former coach. Those who are late for an appointment with me have stolen precious minutes of my busy day. Minutes are irreplaceable. You can have success and you can have excuses but you cannot have both. Stop having excuses for everything and ownership of nothing.

Excuses are legion, reasons are few

# Miracle

## Door Openers

**T**HERE ARE DOOR OPENERS AND door closers. Focus on the door openers. Door openers make me feel accepted, significant, and worthy. When you open doors you encourage others to say more. Here are a few suggestions. *One:* Tell me more about it. *Two:* I respect your opinion. *Three:* I would be interested in your point of view on that. *Four:* That is very interesting to me. Please tell me more. *Five:* I respect your ideas. *Six:* Your ideas are always worth listening to. *Seven:* I would like to get to know you better. *Eight:* Your comments make me feel worthy. Door openers encourage others to say more because they do not feel judged or evaluated. These suggestions are simple but often forgotten.

Forget not the basics



# Miracle

## Begets

**L**ETHARGY BEGETS LETHARGY. SHYNESS BEGETS shyness. Excitement begets excitement. I want you to get excited about attending meaningful events in your community. Don't get excited for *thirty* minutes. Don't get excited for *thirty* hours. Don't get excited for *thirty* weeks. Don't get excited for *thirty* months. Don't get excited for *thirty* years. Get excited for life! This is your life! You travel through this life but once. Life has no refresher icon. You will not pass this way again, so fill your life to the brim with excitement; pressed down, and overflowing with abundant joy and meaningful living!

Excitement begets excitement

# Miracle

## Avenues of Avarice

**A**VARICE IS NOT JUST RAMPANT on Wall Street. Avarice is rampant on Main Street. Avarice is rampant on your street. Avarice is taking more than you have earned. I believe avarice has no dimensions. There is no big or no small. Avarice is avarice. What is avarice to you? Is it taking a Snickers at Wal-Mart without going through the check-out stand? Is it taking two papers from a vending machine and only paying for one? Is it reading a New York Times, then putting it back in the rack? Or is it taking a billion without earning it? Is it stealing when you take another's reputation by vicious gossip or inflammatory rhetoric? Is it standing by while someone is being verbally abused? Is it stealing someone's joy? Is it uttering a hasty word when a gentle response would be more loving? For me avarice is any time a person takes from another without permission.

Remove avarice from your life

# Miracle

## Go to the Edge

**G**O TO THE EDGE OF the light. What an insightful seven words! The meaning I get is this: you do not have to see the light at the end of the tunnel. You just take steps in that direction. All you need is a direction. You do not have to see the top of the ladder, just the first rung. When you get in your Lexus at sunset and head for Tampa, you do not need to see Tampa in your headlights. You just head in that direction. You only need to see to the end of your headlights. No need to ask yourself, “Where are you, Tampa? I can’t see you.” All you need is the direction you are taking, not the destination you seek. Dr. Martin Luther King shared this wisdom when he stated, “You do not have to see the entire staircase; only the first step.” The Japanese have a process called Kaizen. Kaizen is taking incremental steps in the direction of your destination. If the steps are well-chosen, your goal is assured.

The edge of the light is enough

# Miracle

## Ego

**E**GO IS A KILLER. EGO is a deal-breaker. Ego is a *potent poison*. It corrodes the soul. Ego is insidious. Ego keeps you immobile. Ego freezes your creativity. Seldom do people change. Nothing happens until something moves. What is ego? Ego is always trying to be number one on every issue. Ego example: If someone says, “My daughter got all A’s except one B,” invariably someone will comment, “My son got straight A’s.” If someone says, “I would never act like that,” that’s ego exposing its ugly head above another. This is what I call subtle ego. Even if you just think you are better than another without a word spoken; that is still ego. Ego is the acronym for **Edging God Out**. If eliminating your ego is your desire, project your thoughts, words, and deeds upon a screen and examine them with an eraser. Removing your ego frees you to become the magnificent person you were born to be.

Let us try (EGI) **Edge God In**

# Miracle

## Tier Relationships

**T**IER RELATIONSHIPS MUST BE PLANNED and well orchestrated and executed. The CEO who has a relationship with the CEO from another firm has the essential responsibility to develop tier relationships for all the staff, at many levels. The CEO must talk to the CEO of other firms where relationships are vital and ask the CEOs which of their staff is on their way to the top of the corporate ladder, at several levels. Then set up a meeting with each of these young men or women with young men or women in your company and begin multiple meaningful tier relationships. This allows for a smooth transition of relationships from one generation to the next. Relationships become seamless for decades. And these relationships become Links.

**Be a relationship master**

# Miracle

## Fear

**F**EAR IS THE PRIMARY REASON for failure. Fear tarnishes the container. Fear short-circuits our immune system. Fear causes financial cholesterol. Fear has many siblings: worry, anger, stress, hesitation, resentment, ego, narcissism, high blood pressure, heart disease, and death. In fact, anything the opposite of love has fear as its father. We fear and worry about things that never happen but we keep fearing and worrying anyway. Mark Twain penned these prophetic words: “My life has been filled with terrible misfortunes, most of which never happened.” Some people fear meeting strangers. Some fear attending an event alone. Some have a fear of speaking to an audience. We fear many situations that hinder our journey to bountiful. Fear places a low ceiling on our future. Fear is a learned behavior. So, unlearn it.

Purge your fears

# Miracle

## Know Whom to “No”

**K**NOW WHEN TO SAY NO. Don't say yes too quickly. Why do you say yes so often? The only reason you say yes so quickly and so often is that you have the erroneous habit of wanting to please everyone. Those with low self-esteem always agree. Always ready to please...then develop a deep resentment toward those they please. They do tasks they do not want to do...then resent the task and the asker. The “yes” people use up precious energy and time with their resentment. They do not like to rock the boat. Smooth sailing is not always possible on this plane of existence. If Columbus has not rocked the boat, America would not have fruited plains or amber waves of grain.

Saying “no” takes practice

# Miracle

## Inhibit the Inhibitors

A FEW GENIUSES GIVE US CLUES to what inhibits us. *Ralph Waldo Emerson*: “Do the thing you fear and the death of fear is certain. *Helen Keller*: “Life is either a bold adventure or it is nothing at all. *William James*: “We must become dis-inhibited.” *Franklin Delano Roosevelt*: “The only thing we have to fear is fear itself.” *Rogers and Hammerstein*: “We have to be taught to hate and to fear.” *Madame Curie*: “Nothing in life is to be feared, it is only to be understood.” *Eva Bell Werber*: “A heart that holds love has no room for fear.” Without fear, you will laugh all the way to plentiful.

Fear nothing



# Miracle

## Learn to Link

**N**O ONE IS BORN A computer programmer. No one is born a surgeon. And no one is born a Link. All these skills are developed. Linking is a skill you keep developing and honing your entire career. You never arrive. You do not read in the New York Times that a Link was born last night at the Mayo Clinic. *Never!* If you believe no one is born a Link, you must conclude that Linking is learned, not inherited, not bequeathed, and certainly not an entitlement. Linking is not in your DNA. Linking is not a virus. You don't catch it from your peers. Stop doing as others do. Stop going down a peer path. Start going down the Link path.

Linking is a discipline

# Miracle

## 259

### Late is Not Acceptable

**W**HY ARE PEOPLE LATE? I am reminded of the man who said, “I used to be early at meetings but there was no one there to appreciate it.” Everyone has an excuse. I don’t accept excuses. Excuses are for failures. My definition of an excuse is defending a broken commitment. A broken commitment cannot be defended. Why are people late? Some respond by saying it is for attention. Attention does enlarge the ego but shrinks the purse. Some respond by saying it was the traffic. Leave a cushion in your travel time. Some make a last-minute phone call. Some are disorganized. Some have poor planning. Some are reluctant to attend. Some are shy. These are all excuses but not reasons. There is only one reason people are late: *low priority of the event.*

**Low priority; low expectations**

# Miracle

## Why Be Late?

**B**EING LATE HAS MANY EXCUSES but only one reason. Excuses have no defense. There is only one reason you are late: low priority for the event attending or person seeing. It is that pure and that simple. I can prove it to you. If I were to offer you \$10,000 to enter the next event you attend sixty minutes early, would you be late? Would you say the traffic was slow? Would you say I have to make another phone call? Would you say I have to take my child to kindergarten? Not on your life. You would be two hours early. You would make that phone call at another time. You would have called a cab to take your kid to school. If \$10,000 becomes your highest priority, every excuse would vanish as the fog in the morning sun.

Accept reasons, not excuses

# 261 Miracle

## The Five O'clock Club

**T**HIS LITTLE MIRACLE WILL CHANGE your ledger forever. It will add at least two more commas to your financial statement. If you find you do not have enough time in your business day to create new business, if you find you do not have time to go to networking events, try this. Set your alarm for 5 a.m. You will be adding an eighth day to your week. Have others join you on a conference call at 5 a.m. and discuss business ideas, concepts, and theories that will enhance your career and everyone's on the call. You will be gathering ideas before all the negative energy begins to stir under their electric blankets. This idea I borrowed from Mary Kay Ash, the founder of Mary Kay Cosmetics. Lipstick is not required.

Mary Kay was a genius

# Miracle

## Unleash Your Potential

**U**NLEASH EVERYONE'S POTENTIAL AND MAGNIFICENCE will be America's secret weapon for the financial recovery of our nation. Sever the shackles that inhibit you from releasing your unlimited potential and your true magnificence. Don't deny your potential. Don't deny your magnificence. When you deny your potential and your magnificence, you deprive others of your God-given gifts. To me there is no greater sin than denying your potential and your magnificence. When you deny any gift from God, that is the height of arrogance, because you have told your Maker that your evaluation of yourself is truer than God's. I plead with you on bended knee, be not reluctant to display your unlimited potential and your unlimited magnificence. When you accept your unlimited potential and your unlimited magnificence, it will be like discovering fire for the second time.

Unleash your inner being

# Miracle

## An Empty Cup

**T**HE REASON A LITTLE CHILD learns so quickly is that they enter this universe with an empty cup. A child's mind is unencumbered and fills up quickly. As we become adults, our cup of knowledge is so full of irrelevant and obsolete information that new and valuable information can not enter. There is an old country song with these words, "I am drinking from my saucer because my cup overflowed." Dr. Peter Drucker in all his business insight wrote, "We feed our antiquated concepts and starve our new, innovative ideas." Often upper management will not accept a new proven technology because their corporate cup is so full of decades of corporate culture that any change becomes almost impossible to implement. Senior management would rather have power than equity.

Power is dangerous

# Miracle

## A Networking Exception

**T**HERE ARE A FEW TIMES you should be selling instead of networking: when you are broke, or when you have moss in your wallet, or when you have month left over at the end of your money. Then you need to hustle your bustle. Networking is like taking vitamins: long term. Selling is like a shot of penicillin: short term. With selling you will need another shot of financial penicillin tomorrow. Dianne Feinstein, the Senator from California, gave us this advice when she wrote, “Outside of the United States, you make friends first and do business second.” Making friends takes time. However, making friends means continual business. When you make developing Links your first priority, within a year or eighteen months you will never pick up the receiver to make a sales call again. I hear Warren Buffett does not make sales calls. He relies on his powerful business network.

**Make friends first**

# Miracle

## Puppy Love

**I** REMEMBER MY FIRST LOVE. It was so precious, so special, so tender, and so pure. My mom said, “It’s just puppy love. You will get over it.” We seem to think of puppy love as not real. We seem to think puppy love is an illusion. It is probably the only real love in this Universe. The love of a puppy is so disarming, so contagious, so desirous, and so real, you cannot resist it. If we could only mirror the love of a puppy with each of our Links, each client or customer, and each prospect, our financial cup would not only be full but would runneth over with currency. Develop this puppy love and focus it on your contacts and stand back with an open wallet.

Exchange a wallet for a backpack



# Miracle

## The Call of the Uninformed

I WAS ON THE MARKETING STAFF of the Wilshire Chamber of Commerce in Los Angeles for over six years. In those years no one called and asked who was registered for the luncheon tomorrow. Not one intelligent merchant, service provider, or salesperson called. Several did call. The first question was, “Are there free drinks?” Free drinks are a high priority on Wilshire Boulevard. The next question I heard a thousand times was, “What are we going to eat?” I said the question should be, “Who is going to eat it?” Then and only then can you make an intelligent decision to attend or not to attend. Are you going to eat your lunch at your desk if the entree is halibut? Doesn’t that bring financial tears to your eyes? Only eat at your desk if the people attending are not financially productive for you. If you follow this Little Miracle, it will beat the hell out of double coupons at Wal-Mart. Trust me. I know my craft.

Why not act intelligent?

# Miracle

## Laser Focus

**H**A VE AN AGENDA FOR EACH and every encounter. Don't be relationship-impaired. Before attending any event or meeting any person, have a prepared game plan. Have a few prepared questions. This applies to all events and all individuals. Stay laser-focused. A laser beam of light when focused will concentrate enough energy to penetrate any substance. When you become laser-focused in your marketing approach, you can penetrate any person, any company, any firm, any industry, any association or organization. When your marketing plan is laser-focused, your Maker will not impede your business progress. Why make a living when you can make a career? You will have to carry a briefcase full of decimal points to measure your increase.

Laser focus is the key

# Miracle

## Eagles Don't Flock

“EAGLES DON'T FLOCK,” SAID AMERICAN businessman and author Charles Snider. It is a saying of great wisdom. Pigeons flock and look how messy they get. It isn't their messiness that bothers me, it's that pigeons beg for food. I don't want you to be a starving financial pigeon, sitting with your friends begging for your daily bread. Have you ever seen an eagle standing on the street corner begging for food? Never! They are circling in the sky searching for their prey. You must circle each and every event looking for your prey called a Link. The Russians have an expression, “The trotting dog gets the bone.” Keep circling, keep moving, keep trotting, and keep using The Clusters, and you will never, ever leave an event without a few financial bones.

Start trotting

# Miracle

## Overlook No One

**A** CPA FRIEND OF MINE IN Los Angeles, Charles Snider, told me, “I assume everyone I meet has valuable information for me.” What an economic philosophy! He seldom leaves a stranger with an empty cup. He fills his cup with valuable information and oftentimes he gathers new information as he meets new people. A friend seldom has valuable information for you. You already know most of what he or she knows. When you spend time with a friend, I assume you have made plans for failure. If you want *financial freedom*, develop plans for meeting strangers. Take some time of stillness and create a stranger plan. It is in potent stillness that creativity originates. Your mission is to fill your financial cup with valuable information from each and every person you meet. Don't commit this Little Miracle to memory, commit it to life!

Overlook at your own peril

# 270 Miracle

## Your Betters

**I** LOVE THIS PHRASE; IT RESONATES with me: “Frequent your betters.” Seek out those who have more knowledge, more information, and more wisdom than you. These are your betters. Being with an easy crowd keeps you from growing your business. Begin hanging out with different people in different worlds. Let your betters become your mentors. If you are always around those who know less than you, you become a mentor. If you surround yourself with people who know more than you, you become a student. A student learns. A mentor teaches. Peter Drucker often repeated, “Money is information in action.” So, if you want a full purse, seek information from your betters and put the information into action.

**Fill your purse with information**

# 271 Miracle

## Raise the Barn

**E**DWARDS DEMING, THE FATHER OF TQM, Total Quality Management, exclaimed, “Raise the Barn!” Deming said we must go back to the old-fashioned philosophies of our grandparents and raise the barn again. These words literally jumped off the page for me because I was raised on a dirt farm in Brush Prairie, Washington. When any farmer built a building, the neighbors came from miles around on foot to raise the walls and raise the rafters. We called that *raising the barn*. Edwards Deming was saying, it is time we work together as teams in our business world. This is the reason for the SIX-PAK concept. A SIX-PAK is a group of six business men and women from diverse disciplines, professions, or industries working together for the benefit of all. Tommy Lasorda, the former manager of the Los Angeles Dodgers, said, “If you play as an individual, you win trophies. If you play as a team, you win championships.”

Enjoy a SIX-PAK

# Miracle

## Why Give Free Talks?

**W**HY GIVE FREE TALKS? BECAUSE it works! A number of years ago I gave a free presentation to a group of CPA marketing directors in Los Angeles. The moderator was Terry Goldfarb, the marketing director for PwC in Costa Mesa, Calif. I called Terry the next day, and said, “Thank you for inviting me to be the presenter at the CPA conference. Without your help, I would not have had the opportunity to meet so many marketing directors.” Before she hung up the phone, she said, “Send me another packet about your seminar training. I want to send it to our national marketing director in New York City.” Six months later I was sitting in front of the national marketing director for PwC in New York City. I conducted seminars for their firm for many years. Terry was not a Link. She put me in touch with a Link. I learned a great lesson. I learned that a Link is not only business but continuous business.

Life teaches us many lessons

# Miracle

## The Reluctant Networker

I HAVE CONDUCTED MANY SEMINARS ACROSS America and I have seen the following over and over again. I am always an hour early. If someone sticks their head in the door while I am alone in the auditorium, they slowly back out of the room. For some reason, adults allow themselves to be fearful of meeting a perfectly harmless speaker. What bothers me even more is that people will stick their head in the door, they look at me and then they look at the bagels and they choose the bagels. It happens almost every time. For some reason reaching out for a bagel is less threatening than reaching out to a speaker. Which is more productive, a speaker or a bagel?

Where have all the thinkers gone?



# Miracle

## Retiring

**A**S YOU MAY KNOW, I have retired from the world of commerce. My days of earning are over and my days of giving have begun. I am giving back some prosperity parables I have gathered in my quarter century of teaching networking. I do not want all of my networking wisdom to perish with me. I don't want to die with music still in my horn. I have tried getting and I have tried giving. I recommend giving. I discovered a euphoric feeling when I am giving that I did not experience when I am getting. George Bernard Shaw lamented, "Hell is having nothing to do." So I spend my time on giving. My twilight years will be devoted to making the world a better place for our grandchildren and their children. Each of us has spent the major part of our life honing our craft. Why not give back our skills and talents to the generations that follow – as a gift?

You can't take it with you

# 275 Miracle

## Boxes in Heaven

**A**SK AND THOU SHALT RECEIVE. What a great statement given to us over two millenniums ago. A man entered Heaven and saw a large storage room. He asked St. Peter what is in the storage room. Peter said, "Let's go in and see." The man saw row after row of boxes as far as the eye could see. He asked St. Peter what is in the boxes. St. Peter showed him that every box had a person's name on it. The man asked what was in each box. St. Peter said, with tears flowing down his cheeks, "They are gifts God had ready to give to those people but they never asked."

**Ask!**

# 276 Miracle

## Baubles – Bangles - Boobs

I HAVE HEARD THE PHRASE BAUBLES, bangles, and beads. I have changed it to baubles, bangles, and boobs. Women notice baubles, bangles, and beads. Men notice baubles, bangles, and boobs. Unless you get your attention off the three B's, you will not reach your financial destination. Stop visualizing the visible. Visualize the invisible. Visualize everyone you meet with an invisible Link sign indelibly stamped on their forehead, because a Link is where your long-term gains will be found. Forget short-term gratifications. Living on short-term gratifications is a habit. Living short-term creates fear. The fear you may be overdrawn at your bank. Fear of credit cards maxed out. Fear of this month's mortgage payment. We live above the habits we give up. What habits are you willing to give up to reach your magnificence?

**Baubles and boobs are for boobs**

# 277 Miracle

## Never Return an Empty Dish

**M**Y NEIGHBOR DONIS WAS TAKING a dish to my other neighbor Betty. I asked Donis what she was up to and she said, “I am returning a dish to Betty.” The dish had some cantaloupe in it. I asked, “Why the cantaloupe?” She said her mother taught her never to return an empty dish. This uncovered an eternal truth. I now remember my mother honoring the same principle. I was watching an episode of “Little House on the Prairie.” A farmer and his wife had just lost their house to the bank. The bank was coming the next day to evict them. Before the family would give the farmhouse back to the bank, they painted the house inside and out. Never return an empty house. Never return empty anything. Always find something to fill an empty anything.

Empty dish; empty friendship

# Miracle

## The Eternal Now

**W**E LIVE IN ETERNAL NOW. Eckhart Tolle, who wrote *The Power of Now*, stated, “If you were totally present in the now, all negativity would dissolve almost instantly. It could not survive in its presence.” There is the past and there is the future, but no one lives there. The past is a foreign country and we don’t live there anymore. The past is history and tomorrow is yet unborn. If we live in the past, we experience guilt. If we live in tomorrow, we experience worry. I am amazed that so many people mess up today with their yesterdays and destroy their todays with their tomorrows. We only live in the now, the eternal present. The reason it is called the present because it is a gift from God. God’s gift is the eternal now. We live it and it moves on. The now becomes tomorrow’s history, never to return. Two days from now, tomorrow will be yesterday.

Each now is eternally fleeting

# 279 Miracle

## Don't go for the Bronze

**N**O COACH SHOUTS AT AN athlete who is trying out for the Olympics, “Go for the bronze!” If an athlete goes for the gold, why not you? Why remain mediocre? If you use the *Little Miracles* occasionally, if you allow this book to gather dust, you won't even get a silver medal. You won't even get a nickel made of wood. Use some of the *Little Miracles* with every person you meet for the rest of your life, both personally and professionally. The principles are generic. They cut across all commercial pursuits. The *Little Miracles* apply to every discipline, every craft, and every profession. They are like a searing knife through arctic blubber, easy and effortless, once mastered. I am amazed that everyone isn't using some *Little Miracles* each day.

Your gold is waiting

# 280 Miracle

## Choices – Choices – Choices

**L**IFE DWINDLES DOWN TO A series of choices. There is always a fork in a financial freeway. The careful choices will produce prosperity. A careless choice will produce lack. Most professionals have terminal lethargy. They sit on the porch and watch the street go by. Most choose not to choose. Many keep stepping on their own financial hose, so no financial currency can enter their savings accounts. Many keep making weird decisions that limit their financial rewards. Financial cholesterol sets in and restricts the flow through their business arteries. Be a terminator. Terminate lethargy forever. Erich Fromm penned these words: “We die before we really begin to live.” We die professionally as well as personally before we begin to live. Don’t panic. When you use the *Little Miracles*, you will die financially no more.

Take your foot off the hose

# Miracle

## Committees Have Cultures

**C**OMMITTEES ALL HAVE SIMILAR CULTURES. They always meet at the same time. They always meet on the same day. You can set your calendar on it. They always begin late. You can set your watch on it. People have tardy tales that won't hold water any more than a sieve. Members have an insatiable desire to talk. They regurgitate the same problems over and over again. The late Dr. Peter Drucker, professor emeritus at Claremont College, wrote, "Effective people are not problem-minded; they are opportunity-minded." Seldom are decisions made by a committee. Rather than decide, they form another committee to report back to the committee. Thinking is a lost art. Committees are like a large battleship with a small rudder. They seldom change direction until they see a financial lighthouse, and for some mysterious reason, the committee members take a vote and it is usually unanimous. The committee members took a vote and decided the lighthouse will move out of the way.

**Any change is a culture shock**



# Miracle

## You Are a Dream Machine

**N**OTHING EVER HAPPENS BUT FIRST a dream. Dream on, my friend, your life is waiting. An ancient Borneo tribal chant is, “Awaken your dream wanderer.” All things are created twice, once in the mind and once in matter. You are a dream machine. You keep churning out dreams. Take time to convert some of your dreams into reality. Unless you materialize your dreams, your life will become a financial nightmare. Everything your eye can perceive was once an invisible dream in someone’s creative brain. The chair for your sitting, the auto for your driving, the pen for your writing, the ink for your pen, the iPad for your entertainment, and the mouse for your computer were once just a dream. Without our creative dreams, our world would be as barren as Baja.

**Materialize your dreams**

# Miracle

## Stop Practicing Your Mistakes

**A** GOLF PRO ONCE SAID TO one of his students, “You have been practicing your mistakes for a long time, haven’t you?” Have you been practicing your marketing mistakes? How long? Are you practicing your peers’ mistakes? How long? Practice does not make perfect. Perfect practice makes perfect. When you repeat your mistakes, you are repeating history. Mediocre people keep repeating history until they fade into their own history. Albert Einstein expressed it perfectly when he wrote, “You cannot solve a problem by using the same level of thinking that created the problem.” You may need some help with your level of thinking. Stop following the crowd. Stop being a network lemming. Don’t follow your mediocre friends off the financial cliff. When you study and apply all the *Little Miracles*, you will stop your debilitating business habits. You will be texting your friends from Cancun.

Stop repeating history

# Miracle

## The Front-Row Sitters

**T**HE FRONT ROW SITTERS ARE brave networkers. Ten reasons to be the front row sitters. 1) You will not be distracted by the people in front of you. 2) You will meet more movers and shakers of the event. 3) You will meet the sponsors of the event who gather around the speaker. 4) You will meet the speaker. 5) You be more attentive of the speaker. 6) You will pay attention to the speaker's style. 7) You will be more likely to take notes. 8) You will hear every word. 9) You will be sitting by more powerful people. 10) You will have an opportunity to talk to the speaker after the lecture as well as before the event. Be sure you have some of your prepared questions to ask the speaker.

Being brave is a habit

# Miracle

## The Back-Row Sitters

**T**HE BACK-ROW SITTERS ARE THIRTEEN times a loser. 1) They are uncommitted. 2) They are not sure the event is worth their presence. 3) They talk and chatter during the event. 4) They are usually late. 5) Their network fabric is loosely woven. 6) They have little desire to meet and mix. 7) They net-sit, not net-work. 8) They are too far from the action to get the most out of the event. 9) They are uninvolved. 10) They are unprepared. 11) They are undisciplined. 12) They are rowdy. 13) They keep shooting themselves in both financial feet. Stop being tethered to nothing.

**Don't be a back-row loser**

# Miracle

## The Aisle Sitters

**D**ON'T BE AN AISLE SITTER. It is time to project your life on the big screen. Look at your marketing strategy. Ask yourself, "Am I satisfied with the flick? Are some of my marketing mistakes keeping me from my bounty? Or have I taken the vow of prosperity?" Make some attitude adjustments. Pro golfers are continually making adjustments in their swing. Adjust your marketing swing. Here is one swing to practice. Don't be an aisle sitter. Sitting on the aisle is like a bicycle with one wheel, very difficult to keep your financial balance. You are only one-half effective because one-half of your business opportunities are missing. You only have a stranger sitting on one side you. Don't be a one-sided sitter. Life is too short to divide your financial future in half. When you double your contacts, you double your business.

**A one-winged bird can't fly**

# Miracle

## The Late Sitters

**D**ON'T BE A LATE SITTER. Being late causes you a myriad of financial woes. If you are the last person to sit, you have left your networking skills at the office. Someone else is rolling your dice. Don't ever underestimate the financial clout of this Little Miracle. I will give you four financial disadvantages for being late. 1) If you had a prepared agenda, you will have no opportunity to use it. 2) You have missed at least 40 minutes of productive network time before the meeting. 3) You have lost control of who you sit by. 4) Because you have taken the last seat you most likely will be sitting by an unproductive person, you have blown sixty minutes of luncheon networking time. I could go on and on explaining what you have lost by being a late sitter, but I am running low on ink.

**Success requires a script**

# Miracle

## Errors in Judgment

I MENTIONED TO A BANKER THAT I attended a lecture and there were six bankers seated at a table for eight. His comment, “I would never do that. I always sit at an empty table.” What was he thinking? That is nonsense and you cannot make sense out of nonsense. This one banker’s kindergarten thinking was even worse than the six bankers’ first-grade thinking. The banker was unaware that anyone who sits at an empty table has lost control of who will be filling the empty table. Most likely it will be someone who has little or no financial relevance. This ignorance ensures a slow economic demise.

Ignorance has no excuse

# Miracle

## You Get What You Think

**T**HE FOLLOWING LAW IS AS inexorable as gravity: *Everything extends from itself.* An idea can only extend from an idea. A cat can only extend from a kitten. A cow can only extend from a calf. A shepherd is an extension of his sheep. Thoughts extend from themselves. Think only thoughts you want to extend. Problems extend from themselves. Solutions extend from themselves. Creative ideas extend from themselves. Think only of profitable financial ideas and you think financial solutions. Thinking is like a muscle. The more you think, the bigger the ideas. Richard Bach, who wrote *Jonathan Livingston Seagull*, said, "Argue for limitations and you get to keep them."

What are you arguing for?



# Miracle

## Patience

**T**AKE YOUR TIME WHEN DEVELOPING your Links. Ralph Waldo Emerson wrote, “A rose forced to bloom loses its fragrance.” Mae West was more graphic when she exclaimed, “I likes a man what takes his time.” Linking is like two elephants making love. It is conducted on a very high plane and takes two years to get results. Linking can be compared to romance and marriage. You do not rush into a marriage. There are three steps of Link development: 1) Dating. 2) Engagement. 3) Marriage. You do not marry on the first date. You do not Link on the first encounter. There is no casual Linking allowed because of the possibility of making a poor Link choice, there is a possibility of contracting a terminal disease called indigence.

Linking requires patience

# 201 Miracle

## Forget Your Cousin

**R**ELATIVES MAKE POOR LINKS PARTNERS. If you want a place in the sun, you must leave the shade of the family tree. Most professionals choose a Link by their bloodlines, such as a relative, a frat brat, a church chum, a synagogue sister, or a chamber chum. Forget them. Think more productively and more prudently. Choose the professional who is the most brilliant, the most creative, the most aggressive, the most forward-thinking, the most promising in their profession, the most likely to develop a huge address book, and the most likely to share ideas, information, resources, and referrals consistently and instantly. The magic number of Links is six. Select each in a different profession. When the six Links are well-chosen, you will be like a financial octopus with tentacles in six different professions in your community. You will have information before your competition has their first latte at Starbucks.

**Choose Links, not chums**

# Miracle

## Link a Lounge

**C**ONTINUALLY BE AWARE OF PLACES people gather. A lounge can be for linking as well as drinking. Make it a Link Lounge. Choose your lounges with forethought. Some are just for blue-collar workers to unwind. Some lounges are populated with upwardly mobile professionals. Find the lounge that is your target market. Use The Clusters and you will find at least one who is a potential Link. There may be a sign that reads, “No Smoking.” But there will never be a lounge with a sign reading, “No Linking.” So go forth and Link a lounge. This Little Miracle will allow you soar with gratitude.

**Quench your financial thirst**

# Miracle

## Link a Temp

**W**HY LINK WITH SOMEONE IN an employment agency? Why someone in temping? What some corporations are doing is temping of America. I discovered that start-up firms often hire temps a few weeks before hiring their permanent employees. Permanent employees are hired after a firm becomes established in its community. If you can benefit from firms that are entering a city, find a Link in an employment agency. An employment agency also knows who is merging, who is expanding, who is downsizing, and who is capsizing. If any of the above represents new business for you, Link a temp.

**Be tempted by temps**

# Miracle

## Study Your Links

**S**TUDY YOUR LINKS' BUSINESS WITH a microscope. Learn all you can about your Links. We must first learn what is important for your Links. Be Link-curious. And you can only relieve your curiosity by asking questions of each Link. Pick up your cell phone, dial your Link's number, and ask four prepared and memorized business questions. Ask four prepared and memorized business questions. 1) How is the economy affecting your business? 2) Is there any way I can help you? 3) Can you tell me of any changes in your firm or industry that I should know about? 4) Are there any new challenges in your job or your firm? John D. Rockefeller once said, "The next best thing to knowing all about your own business is to know all about the other fellow's business." Harvey Mackay, who wrote *Swimming With the Sharks*, penned, "We have to spend as much time promoting our customer's products or services as we do our own."

**Be Link-curious**

# Miracle

295

## Meetings

**M**EETINGS SHOULD BE FOR DEVELOPING business. Many point their lives toward the limited. At a Wilshire Chamber of Commerce meeting in Los Angeles, the president of the chamber entered a chamber luncheon and asked, "Where is the executive director? I have to talk to her about whom to nominate for president next year." A salesperson at a chamber meeting asked, "Have you seen my sales manager? I need to talk to him about an error on my check." The president should have been acting as a host at the luncheon, greeting chamber members and nonmembers. The sales manager should have been greeting members and looking for nonmembers to join the chamber. Neither has looked at their job description lately. Some professionals are quite comfortable with being ordinary.

**Stupidity has no margins**

# Miracle

## Be a Net-looker

**N**ETWORKERS HAVE TO BE AWARE of everyone. The first rule of awareness is to look. Look at everyone, everywhere, all the time, and every time. Be a net-looker. Keep looking until looking becomes a habit. A habit is developed like weaving a cable, one strand at a time. A habit is formed by constant and continual practice. Practice having eye contact with everyone who is within sixty inches of your retina. If you wait until you are at an event to begin forming the awareness habit, you will be like an athlete who catches the ball, then asks, “Coach, now what do I do?” In sports, the game is over. In networking, the financial game is over, and in life, your career is over.

**Networking is a contact sport**

# Miracle

## You Have to Spin to Win

**W**ORKING A ROOM IS SIMILAR to playing in Monte Carlo. You have to spin to win. The more you spin, the more you win. Peel the onion a little deeper. If you talk to one professional for twenty minutes, that person may buy your product or use your service. However, you may have missed a CEO who has 100 people in his or her Rolodex who need your product. This is not a Little Miracle to be read but a pattern to be followed. Like Monte Carlo, networking is a numbers game. Increase the spins and you increase the wins. If you don't make dust, you will eat it. The more the wins, the more the wealth. The topping on your tart is that you will discover a real joy in meeting a multitude of merchants. It is no longer net-work, it is net-fun!

Instead of work, play all your life



# Miracle

## Embrace the Embers

**A** PROFESSIONAL SITTING BY AN EMPTY chair is financial death. My father was a very wise man. He taught me many gems of life. One nugget I remember was, “If you want to extinguish a fire in the hearth, separate the embers.” The death of the flame is certain. Another jewel my father shared with me was that the reverse is also true. If you want to warm the room, *embrace the embers*. Warmth and light are the results. The same principle applies to people. Professionals separated by a chair at events lose their glow. They lose their warmth. They lose their financial flame. Huddle with professionals at each event and there is an immediate financial glow.

Embrace the embers

# Miracle

## The \$175,000 Chair

**J**IM JACOBY, AN INTERIOR DESIGNER, approached me after a seminar I gave in New Orleans .... This was his narrative. He said, “I entered a seminar a few months ago. There was one empty seat in the front row. I looked at the name tag. The man was a commercial real estate developer. I am a commercial interior designer. I thought this may be a hit. I asked if the seat was taken. He said, ‘No. Please join me.’ After a little bit of getting acquainted and I told him what I did, he said he was looking for a new designer for his next project. We exchanged cards. Within ninety days I signed a \$175,000 contract for his next project.” Will you be ready to fill the next empty chair?

**Fill a chair, fill your purse**

# Miracle

## The Thoughts of a Girl

**T**HE FOLLOWING ARE THE THOUGHTS of a girl. Maybe we need this little girl's thoughts in America in the year 2012. I would have gone to my lord in his need. I would have galloped all the way. But this matter concerns the State and I, being a woman, must stay. I may walk in the garden and gather lilies of mother of pearl. I had a plan that would have saved the State, but mine are the thoughts of a girl. The Elder Statesmen sit on their mats and wrangle throughout the day. A hundred plans they have drafted and dropped and mine was the only way.

Written by a Chinese girl in 675 BC

# Little Miracles

Volume 4

A journey to financial freedom

By: Melvin Kaufmann

I dedicate my copyright in this book to the public. It may be freely copied and distributed in any form throughout the world as a gift.

*Mel Kaufmann*

# Definitions

The *Little Miracles* book

- A book with 100 Little Miracles.

A Little Miracle:

- Each is designed to build your business and build your life.

A Link is:

- A professional who has a similar Rolodex but markets a different product or service.

A Link does:

- A Link bonds with another professional to exchange information, ideas, and resources consistently and instantly.

A Link Relationship:

- A perfect circle of interchanging helpfulness.

The Clusters:

- The cobbling of seven Little Miracles (66, 68-73) which will determine who has Link potential.

Two definitions of an event:

1. An organized group of business people
2. When two or more people meet

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# Miracle

## I Am

**C**HOOOSE YOUR WORDS VERY CAREFULLY. The Bible says, “We eat the fruits of our words.” Words weave the fabric of your life. The words you speak after you say, ‘I am’ will determine your destiny. Whatever you utter after I am, comes looking for you. If you say, “I am a failure.” Failure comes looking for you. If you say, “I am all thumbs.” You are inviting ten thumbs. If you say, “I am getting some wrinkles on my forehead.” More wrinkles will appear on your brow. If you say, “I am wealthy.” Wealth will find you. William Shakespeare wrote, “Act the part and you become it.” Whatever words you add after the words ‘I am’ you will act that part until you become it.

**Words are potent**

# Miracle

## The Open Hand of Giving

**T**HE GREATEST ONE-LINER I EVER learned was, “The open hand of giving is always full.” This message made my career. It is so powerful I am compelled to share this aphorism with the world. The late Bishop Fulton J. Sheen gave us these two words: *detached receiving*. In other words, when receiving, immediately be ready to give it away. When anyone buys into this concept, the first question that enters their mind when receiving is, “With whom can I share this?” I recommend you text this one-liner to each person in your address book and ask them to forward it to their friends. This message has the potential to reverberate around the globe with the click of a mouse.

Go Global

# Miracle

## Listening Plan

**W**HEN I WAS IN AUSTRALIA conducting seminars, the speaker before me had a full hour on listening. He said each of us should have a listening plan. Lee Iacocca, former CEO of Chrysler Corporation lamented, “I wish there was a course in listening.” In other words, we should prepare a plan on how to listen. A listening plan only works if you make a mental decision to listen. You are born to hear but you have to be taught to listen. If you are in business and want to succeed begin by listening. Only with a prepared listening plan and a prepared questioning plan can you determine if a person is possible business relationship. Be a good listener. Your ears will never get you in trouble.

**Plan your life**

# Miracle

## Staff Learning

**B**E SURE YOUR STAFF ATTENDS events. Before each lecture, before each event, make sure your staff is well trained in the *Little Miracles*. Attending events without Little Miracle training expands their incompetence. Teach your staff that at the beginning of each conversation they are to ask some business questions. Questions that elicit productive business information. Make sure your staff moves from knowing what to do, to doing what they know. Make sure they are well rehearsed. The multiplication tables were not learned at recess. Learning the *Little Miracles* takes time. Without training and rehearsing, the productive information your entire staff collects can be written on an index card with much white exposed.

Use your staff effectively

# Miracle

## Aggressive Marketing

**A** FRIEND OF MINE BY THE name of John just moved last week from Fresno to Vail. Here is a report he sent to me: *I settled into a small town called Vail, AZ. On my fourth day here I attended a breakfast at the local country club. The very first person I met as I got out of the car was the president of the local chamber. In thirty seconds, I let him know that I was new and was looking to be very involved in the local community. He then introduced me to the membership director, treasurer, and the secretary. They were holding their largest event of the year in two weeks. I offered my help and they happy accepted. I have been invited to the planning meeting. I moved into an affluent community where I want to expand the influence of my new company, and by using your principles, I positioned myself very well in a single breakfast mixer.*

Have a community plan

# Miracle

## Resist Not a Threesome

**H**AVE YOU EVER SEEN TWO people talking and as you approach them, you are totally ignored? That takes the wag out of your tail and makes you feel unwelcome. Why not try the following? When you are talking to a friend, resist not a threesome. Don't ignore an approaching person. When you are talking to a friend and a person approaches, don't ignore that opportunity. The most common action is to not recognize that person at all. *Please don't!* That stranger may be your next Link who may be your ticket to financial freedom. The next time this happens, touch the approaching person between the shoulder and the elbow. That person will realize they are accepted into your twosome. Wait for a comma in the discussion, extend your hand and introduce yourself to the stranger. Then, introduce the stranger to your friend. Now two friends and a stranger have become a trilogy of friends.

A triumphant trilogy



# Miracle

## My Mother

**M**Y MOTHER WAS AN 18TH century renaissance woman, even though she was born in the year 1894. I don't know about your mother, but I know a lot about my mother, Leta Olive Routh Kaufmann. She was old-fashioned but practiced the 21st Century Golden Rule. It was in her genes and it was in her jeans. For her it was just a way of life. She always gave more than she received. She knew nothing else. That was her jollies. Mother never expected anything in return. She was a peasant woman living on a small farm in Brush Prairie, Washington. She had minimal education from books but a master's degree in life. When friends dropped by, she would not allow them to leave without going to the garden and picking some tomatoes, some carrots, some beans, some corn, and always a cantaloupe when in season. For some mysterious reason, everyone was her friend. If each of us would apply Mother Kaufmann's philosophy of life with everyone, how would it change our destiny?

Design your destiny

# Miracle

## Will We Ever Listen?

**T**he Lord spoke; “Here is all the power of heaven and earth for you.” Why do we go to our Maker with a teaspoon when we could use a five-gallon can? I had a psychiatrist in my seminar in Ventura, California. He said parents say twenty five no’s to one yes to their children, then they wonder why their little kids think in teaspoons. Before they become big and tall, the teaspoon has shrunk to an eyedropper. The power that our Lord has given us is then diminished to a single cipher. Think on this. When we think as an eyedropper the only thing we get is an eyedropper full prosperity. Then we pray to our Lord to help us and we are disappointed because he did not answer. He did answer. The problem is we didn’t listen. Inside of everyone is a frontier waiting to be discovered. Even a tree grows from within.

**Listen to your Maker**

# Miracle

## A Candle Glows - Part 1

**T**OO MANY OF US ARE so busy putting out fires that we do not take time to light a candle. But first we must take time to trim our own wick. How dull is an unlit candle. How dull is a candle that is burnt at both ends. We know a candle must be burned for a spell before it assumes its full glow. Don't try to light a candle of another until your candle is super-glowing. A miracle happens when you light another's candle: you do not lose your glow. Lighting another's candle brightens your glow. A candle that lights a thousand candles is still glowing.

# Miracle

## A Candle Glows - Part 2

**G**ENERATIONS OF INVENTORS HAVE BEEN attempting to put the candlestick makers out of business with little success. Edison tried with limited success. Edison discovered the light bulb in 1883. There were more candles sold in 2011 than were sold in 1883. What is the mystery of a candle? It must possess a quality that a light bulb does not have. When someone is born, a candle glows. When someone graduates, a candle glows. When someone marries, a candle glows. When someone dies, a candle glows. When someone gives a candle glows. A candle is so basic. There is just a dab of wax and a piece of string. Nothing really comes alive until someone touches a lighted match to the end of the piece of string. Then and only then does another candle glow.

**We need more glowing candles**

# 311 Miracle

Why begin with a question?

**B**EGIN EVERY CONVERSATION WITH A question. This pearl of wisdom will add more commas to your paycheck than you can envision. If you begin a conversation with a question, you are in control of the conversation. This eliminates a lot of golf stories. This eliminates having to look at picture of grandchildren. It eliminates having to hear about a vacation in Reo. Questions will determine if the other person is a business bonanza or a business bust. Wasted minutes add up to wasted months and wasted months add up to wasted money. And never end a conversation without sharing some valuable information.

Question everyone and everything

# Miracle

## The Reason for Praise

**W**ILLIAM JAMES SO BRILLIANTLY PENNED, “The deepest principle in human nature is the craving for appreciation.” If you want to add tons of business, begin appreciating everyone and expressing your appreciation. Disraeli said with glee, “Queen Victoria loves compliments and I spread them on with a trowel.” You need not go to Ace Hardware and buy a trowel. Begin with a teaspoon of praise. I read on my dentist’s wall, “One word of praise will warm three months of winter.” Each pinch of praise must be genuine. People who get rewarded get things done.

**Add some glimmer moments**

# Miracle

## Roger and Arthur

**S**TARBACH IS NOT AN EXPENSIVE blend of cappuccino. He is the former quarterback of the Super Bowl Champion Dallas Cowboys. He stated emphatically, "Confidence comes from hours and days and weeks and years of constant work and dedication." How is your confidence? How is your dedication to your craft? How many years have you practiced? If you are not completely satisfied with your accomplishments, Roger gives you the answer. Arthur Ashe, a world champion legend, gives you this clincher, "The important key to self-confidence is preparation and preparation can only be achieved by practice." Bob Richards, the two time Gold Medal winner in the 1952 and 1956 Olympics in the pole vault shared these words, "No matter how good you may be, you have got to be willing to cut out of your life those things that keep you from going to the top."

**How willing are you?**

# Miracle

## Help Children Learn

**I**) INSTEAD OF PLAYING VIDEO games talk with your children about what they see as you are driving, riding the bus, or walking together. 2) Involve your children in writing grocery lists, notes or appointment reminders. 3) Read together at least once a day. 4) When reading, ask your children questions like “What do you think will happen next?” or “What would you do if that happened to you?” 5) Read your children’s favorite story over and over and over again, as many times as they ask. 6) Sit around the dinner table every evening and ask your children what they learned during the day. 7) Keep them involved in your conversation as much as possible.

## Seven keys to learning



# Miracle

## Hate

**H**ATE IS A FORM OF fear. Hate uses up energy you should be using to make the world a better place. Hate is a negative response to an action. Hate is learned not given. Hate is not in your genes. Because hate is learned, it can be unlearned. The problem with hate is that it acts as an acid. It damages the vessel in which it is stored. If you hate, you become that vessel. Because hate is an acid, it also destroys the object on which it is poured. It is time to destroy your beaker of hate and replace it with a gallon love. The vessel in which love is stored not only heals but also enlarges the container. Victor Hugo expressed love in a new way when he wrote, "When you love another, you touch the face of God."

Molecules hold no hate

# Miracle

## Choosing Events

**T**HERE ARE FOUR IMPORTANT CLUES in determining which event to attend.

1) The topic: if the speaker is talking about down zoning areas of your city, you will know before you leave your office that many real estate-related firms will be present. If the speaker is talking about how to start a business, the room will be populated with entrepreneurs and venture capitalists. 2) The sponsor: if the sponsor is a law association, you know there will be a room full of attorneys. 3) The speaker: if the speaker is the governor of your state, you will rub shoulders with politicians, special interest groups, lobbyists, wealthy fundraisers, and the vocal opposition. 4) The media: if the media is present they will often bring in celebrities who are usually affluent. There is a chance you may be interviewed. These four clues reduces the time between the seed and the flower.

Attend with glee

# Miracle

## The Best Things in Life are Free

To a friend.....loyalty  
To an enemy..... forgiveness  
To your boss.....service  
To your child.....example  
To your father.....respect  
To your mother.....gratitude  
To your partner.....love  
To all people.....charity  
To God.....life  
To the author.....unknown

You can't buy what is free

# Miracle

## A Random Act

**A** RANDOM ACT OF KINDNESS IS the beginning step to a relationship. Kindness blesses both the giver and the receiver. Kindness becomes a boomerang that always returns to sender. As you continue the random acts of kindness you will develop a new way of living. You will not only bring joy, inspiration, and happiness to others, you will also be adding prosperity to those you love. Kindness is not a spigot that you turn on for some and off for others. With a full flow from your kindness spigot these acts of personal kindness extend into acts of professional kindness. Why not turn your spigot of kindness into a fire hose of benevolence?

Kindness by the kilos

# 319 Miracle

## Thermostat or Thermometer

**T**AKE INVENTORY. ARE YOU A thermostat or are you a thermometer? A thermostat controls its environment. A thermometer is controlled by the environment. Do you allow others to control your life or do you control your life? Do others make decisions for you or do you make decisions for you? If you are a thermometer you are in prison because you are always taking orders from others. If you are a thermostat you are free. You are free because you take orders from no one. Consider a thermometer as worthless as yesterday's New York Times. Oscar Wilde wrote, "The only duty we have to history is to rewrite it." With a thermostat, you rewrite your history.

Why not be free?

# Miracle

## The Never, Never Land

**T**HERE ARE FIVE THINGS THAT never return. The *first* is a stone after the throw. The *second* is the word after it's said. The *third* is the opportunity after it's missed. The *fourth* is a bullet after it has fired. The *fifth* is time after it's gone. To me this means its incumbent upon all of us to think before we act. Some people act before they think. Others think before they act. Which are you?

Think first

# Miracle

## Be Instant

**B**EING INSTANT IS TO BE in the present moment. That defines it; being in the now. Deliver information in the now. Only the present is available. Any delay sending valuable information to your Links could be *financially fatal*. Think of information as breaking news on your favorite station. What would happen if CBS announced, “We have some breaking news but we are too busy to broadcast it at this time.” Their competition would not force them into Chapter 11 because CBS would have caused their own demise by not being in the present. By being instant, you are helping your Links forge ahead of their competitor on their journey to financial freedom. Text some valuable information *now!*

Information has a short shelf life

# Miracle

## Listening Stops

**W**HAT DO YOU LISTEN TO during your day? What noise are you hearing? I recommend four *stops*. 1) *Stop* listening to the malicious talking heads. A dear friend of mine expressed it as *coarsening of culture*. 2) *Stop* listening to noise called music. 3) Stop listening to the eleven o'clock news. 4) *Stop* going to sleep with the unsettling news of the day because you will not sleep soundly and will awake tired and irritable. *Start* listening to a CD with soft, relaxing music as you retire. Have the music as soft as your satin pillow. When you adhere to these stops, you will add more peace, joy, and happiness to your life and to the lives of others. Don't let your *stops* hold you hostage to your past.

*Stop* is a positive word



# Miracle

## Your Conversation

**Y**OU MAY HAVE BEEN TAUGHT some conversation habits that don't produce financial results. Since apples do not fall outside an orchard, you repeat what you have been taught. Some of what you have been taught is bound to be in the very fibers of your being. Many habits cling to the fabric of your life as tenacious burrs. Some changes may be necessary. There is no easy off-ramp. You need not change your style of conversation, just weave in The Clusters (refer to the definition page). Practice weaving The Clusters into your old dialogue until it becomes a new dialogue. Practice this conversational change until you believe you were born with it. It takes a lots of rehearsal time. When the time to perform has arrived, the time to rehearse has past. Don't wait until you encounter a stranger and wonder what to say. The time of spring training has passed.

**Rehearse before you perform**

# Miracle

5%

ONLY 5% OF ALL THE information on the planet is in your computer. If this be true, where is the other 95%? It has to be somewhere. I concluded that 95% of all information in the world is still invisible ideas in the brains of those who walk this earth. Don't rely on your computer to give you independent wealth. Your computer will give you independent poverty. Since 95% of all the knowledge is in other people's brains, how do we get it? The only method I know is called "meeting and mixing." Meet and mix with as many people on this planet as possible, each and every day. Ask each person you meet some prepared questions that elicit the information you need. Once information is in form (in print), the whole world knows. Hegel, a famous German philosopher, gave us these words through his pen, "Matter is materialized thought."

Brains are bins of knowledge

# Miracle

## The Morning After

**T**HE MORNING AFTER EVERY EVENING event is like all of life: the results are determined by your performance the night before. The morning after every event, set aside thirty minutes to call those whom you met who may make a good Link. Let nothing interfere. Not a client. Not a wife. Not a husband. Not a relationship. Not a kid. Not a phone call. This is a focused thirty minutes of relationship-building time. Think of these strangers as being as valuable as your most important client, because some will become a future client or a future Link. Clients and Links have a way of disappearing and must be replaced. Dig a well before you are thirsty. Don't wait until you lose a client or a Link to begin the search. Continue building new relationships until the Sahara is dusted with snow.

**Networking is for life**

# Miracle

## The Morning-After Strategy

**T**HERE ARE FOUR MORNING-AFTER RULES.

- 1) Review all the information on the front and the back of each business card you collected last evening before you dial their number.
- 2) Spend no more than ten minutes on the call. This is not rapport time. It is screening time. This is the time to evaluate the financial value of each person you met last evening.
- 3) Call the day after you met them. You made a commitment to call. Keep it! If you cannot call, be sure to notify them when you will.
- 4) Use their website to research the person and firm prior to the call.

Let each night make your day

# Miracle

## The Morning-After Questions

**T**HE TEN MORNING-AFTER QUESTIONS ARE to learn more about the person you met last evening. When you have finished asking these questions you will know if that person has Link possibilities. The questions are: 1) Would you mind telling me a little more about you and your firm? 2) What are your responsibilities? 3) How many people report to you? 4) Who do you report to? 5) What product or service do you market? 6) What types of businesses buy your product or uses your service? Don't accept if the person answers, "Everybody." Dig deeper. 7) How many employees does your firm have? 8) Do you have more than one location? 9) Is there some aspect of your product or service that separates you from your competitor? 10) Who is your major competitor? Have these questions written down. Be sure to record the answers. Why be good when you can be great?

Your future lies in the questions

# Miracle

## The Morning-After Summary

**T**HERE ARE SEVEN RULES FOR concluding the morning-after summary. 1) At the very end of each call give only a minute overview of your product. Save your sales ammunition for another day. 2) Determine if there is a reason to get together. This is determined by the answers to your questions. 3) If this person is a Link possibility end by asking, "Why don't we get together and see if we can help each other grow our businesses?" 4) Set a time, place, and day. 5) If the answers don't fit a Link profile say, "I enjoyed meeting you last evening. Are you attending the next event? I am looking forward to seeing you again." 6) There is one exception to these rules. If they are a likely prospect, use your prospecting skills.

Networking is a discipline

# Miracle

## How Much Do You Care? - Part 1

(by Harvey Mackay)

I HAVE A LARGE NETWORK OF people I can call upon when I need help, information, or a resource. When I meet someone new, I record and file information about that person within 24 hours. I add someone new to my Rolodex at least every week. I follow up with a new contact right away – writing a note, sending an e-mail, making a phone call, or sending a clipping. I keep track of special things that matter to my contacts, like their family, hobbies, and achievements. I can easily find out when I was last in contact with someone. When I mail something out – a resume, sales letter, or change of address – I can count on having correct name spellings, titles, and addresses for everyone in my network. I know about and acknowledge special dates like birthdays, anniversaries, and graduations.

# 330 Miracle

## How Much Do You Care? - Part 2 (by Harvey Mackay)

**W**HEN I WANT TO GIVE a business gift, I can count on my Rolodex to provide me with an excellent idea of what the person might appreciate. I make it easy for others to add me to their network by providing my business card, notifying them of address changes and informing them about my career progress. When friends ask me for the name of a good resource, I have no trouble providing one. When the moment comes, I can really 'wow' a customer, prospect or potential employer with special information or an idea that shows I care.

Harvey cares, do you?



# Miracle

## Listen to Speakers

ONE OF MY PRODUCTIVE HABITS is to listen to as many speakers as I can when I gave talks all across this great land. I check out all the speakers at conventions and attend as many of their presentations as I can between my speaking engagements. I know each speaker will share several ideas I have not heard before. I take copious notes. Unless I write them down, the ideas I gather will atrophy. As a competent Link, some of these ideas I will share with my Links. Some will be beneficial to my business friends. Some will be of worth to my associates. Some will be helpful to me. That which is not written is lost forever.

Continue to raise the bar

# Miracle

## Practice

**I**N BASEBALL THERE IS BATTING practice. It is called practice because it does not count in the standings. Success is the result of the practice. Many athletes practice hours before a game. Larry Bird was voted the male athlete of 1986. Larry shot 300 baskets a day from every corner of the floor. In business the purpose of practice is to hone your networking skills. This may be a new experience for you. Do it. What have you got to lose but money? A paradigm shift in marketing strategy may be in order. Any shift in behavioral modification must be practiced a thousand times before you own it. Do not plug in your blender. It is not margarita time. It is not time to celebrate. It is time to make the practice of networking a marketing ritual. Don't wish it were easier. Wish to become better.

**A ritual becomes a discipline**

# Miracle

## Separate Tables

**T**HERE IS A WAY TO extract much more revenue from your staff. Let's set the stage. At every event over the last thirty years I have seen the following: People from each firm always sit at the same table. Table after table you see the same picture. The scene is played out a thousand times each day across America. If anyone attending event meet a stranger it is an aberration. When the event is over, each person will return to their office with little or no business. I recommend that each person from a firm sit at a different table. Can you extrapolate how many millions of dollars have been left at each event over the years? It blows my networking mind! Why do such brilliant people in upper management allow this to happen over and over again for decades? It's time to eliminate the thousands of wasted hours and the thousands of lost dollars.

Penury is earned

# Miracle

## The Social Hour

**M**OST PEOPLE WHO ENTER A social hour are still in the sandbox of networking. They continue to socialize not network. Leo Buscaglia, the late professor at USC gave us this truth, “Life is a banquet and most of us are starving to death.” We suffer financial death because we do not know what to do. It is time to shake more hands. It is time to ask more questions. It is time to gather more information. It is time to realize that the entire social hour must be networking time, not trivia time. The social hour is a time to determine with whom you may want to begin a relationship. There is not enough time to build a relationship but there is time to determine who is worth a call tomorrow. Socializing takes seconds. Relationship takes years.

Use the social hour for business

# Miracle

## No Pictures Please

**N**O PICTURES, PLEASE! DON'T DISPLAY pictures of your children at networking events. Keep the pictures of your DNA in your wallet. When you show pictures of your family at events, it takes your focus off of the purpose of the event. The purpose of any networking event is to build your business. Pictures waste valuable building-business time. I was giving a seminar in Little Rock, Arkansas. A little old lady came up to me and asked, "Did I ever show you the picture of my grandchild?" I said, "No, and I appreciate it." I really didn't say that because it would be inappropriate. What I am implying is that showing pictures has no place during networking time. Pictures are a delight and you should be proud of your family—but choose a better time.

**Keep your pictures in an album**

# Miracle

## Our Daily Bread

“GIVE US THIS DAY OUR daily bread” has echoed through history. No one gives you your daily bread. Our daily financial bread has to be earned. We must have a plan and we must implement the plan. I want to share with you how you can earn your daily financial bread. The following statement was given to me a decade ago. It will add leaven to your financial bread. A marketing director for a large financial institution in La Jolla, California shared this one-liner with me: *Begin each day with a cup of coffee, a pad, pen, and this question, “What brave things will I do today to advance my career?”* Pen your thoughts. Apply your thoughts. If you will follow this process, five days a week for the rest of your career, you will earn enough financial bread to start your own bakery.

**Add leaven to your job description**

# Miracle

## Peace - Part 1

**I**T IS IMPOSSIBLE TO HAVE peace in the world unless you are at peace with yourself. If you extend a closed fist you will witness a clenched fist in return. From Jacob the Baker, I read, "A closed fist starves the hand." Mother Theresa was asked how we can have peace in the world and her quick response was, go home and start there. If you continually use verbal karate with your loved ones at home how can you expect peace in the world? I was at a hair salon with my wife. The phone rang and the hair stylist was busy and didn't answer it. Her husband came in a few minutes later and shouted, "Don't you ever answer your phone?" There was a great silence in the salon. The hair stylist was embarrassed and was put on the defensive. Her husband did not recognize that he did was verbal abuse. What we do not recognize we repeated.

# Miracle

## Peace - Part 2

**W**HEN YOU ARE NOT AT peace with those closest to you, you are not at peace at the office. When you are not at peace at the office, you will have poor judgment. With poor judgment, you make poor decisions. If you are not at peace at home it starts the domino process that topples your world. Socrates over 400 years BC with great wisdom wrote, "Know thyself." Begin to examine yourself. Begin to examine your communications skills. Go through a period of undoing. If what you are doing is causing others to not be at peace, change your narrative. Eliminate the barbs that get under the skin of others.

**Eliminate your barbs**



# Miracle

## Sticky Barbs

**W**HAT DO YOU SAY THAT irritates others? Do you really know? Are you ready to know? Are you ready to acknowledge? Are you ready to change? If you are using any of the following remarks, in your home and beyond there is no peace. Here are a few sticky barbs I have heard. 1) Why don't you do it right? 2) Why don't you do as I tell you? 3) You never listen. 4) Where were you, out to lunch? 5) Everybody knows where Ventura is. 6) You have never been there? 7) Don't you ever think before you talk? 8) You know better than that. 9) I heard that joke yesterday. 10) I already knew that. 11) Why do you always complain? 12) No, you are wrong. We use sticky barbs when we believe we are better than others. Take inventory of your verbal barbs that hurt others. Don't justify, rectify.

Let porcupines keep their barbs

# Miracle

## Why Seminars Don't Work

**S**EMINARS DON'T WORK. IN MY presentations I ask the participants to get in the habit of going up to the speaker after a lecture and asking a few questions. In Ft. Lauderdale, Florida a person came up to me after my presentation and said, "I want to tell you about my new beeper." In Boston another came up to me and said, "I want to tell you a story about my grandson." In my presentations I suggest that attendees spend more time with strangers and less time with their friends. In Miami, after my talk many attendees gathered at the bar with their friends. In New York, the day after my seminar the attendees were still sitting with their buddies. In Atlanta I was sitting at a round table with seven General Insurance Agents. No one talked to me, let alone asked me any networking questions. They were too involved in where they were going to golf that afternoon. So much for seminars.

Stupidity has no cure

# 341 Miracle

## Potent Stillness

SOMEWHERE I READ: *Be still and know*. Be so quiet you can hear a butterfly think. This was a light bulb moment for me. I read that the stillness that lies at the bottom of the ocean is eternally vibrant and alive with activity. Only in super-stillness can anyone tap into the great power of the Universal Mind. The Universal Mind can only speak to a stilled mind. The greatest discoveries begin in a quiet mind. The sun rises and sets in silence. The fog drifts in from the oceans, with potent stillness. The seed lies deep beneath the sod and silently becomes a mighty tree. The great discoveries our Maker has asked us to bring forth will only take form when we take time to be very still and listen. Some of these words were taken from books by Eva Bell Werber.

Listen in stillness

# Miracle

## Super Natural

**T**HE ONLY WAY TO BE super natural is to be super trained. No one is born a natural or super natural; just super trained. Stop doing the easy stuff. It requires super training to become super natural. Michael Phelps said he practiced every day for five years. His competitors practiced only five days a week. That gave Michael about two months more training than his competitors. Ben Hogan explained the reason for his success when he stated, "I practice until my hands bleed." When Ben was staying in a hotel before a tournament, his hotel neighbors reported him to the management because he was hitting golf balls against the hotel wall at 1:30 in the morning. Someone asked a person on the streets of New York how to get to Carnegie Hall. The street person answered, "Practice." It has been said that Ernest Hemmingway sometimes took six hours to write one sentence.

**Don't be frozen in mediocrity**

# Miracle

## The Bent Nail - Part 1

I GREW UP ON A DIRT farm in Brush Prairie, Washington. My folks were poor but prudent. When we built a chicken coop we often had to use bent nails from a recently demolished building. It was one of my jobs to straighten the bent nails. Nothing resists change like a crooked nail. Many tortured souls live all their lives with bent ideas, bent concepts, bent rituals, and bent results. Maya Angelou, a remarkable Renaissance woman, so succinctly wrote, "When people know better, they do better." I believe that. But why don't people do better? Don't they ever think as a straight nail? Or do they not believe they can be straightened? What triggers people to know better and do better? For some when the pain of being bent becomes intolerable they straighten out their lives. For some they wait for the tide to turn at the lowest ebb.

# Miracle

## The Bent Nail - Part 2

**M**AYBE PEOPLE CHANGE BECAUSE OF a mentor or a tutor. These are all reasons but reasons often do not tell the story. I believe there is only one truth. The only thread woven through the tapestry of every soul is an inner voice that whispers so softly, "You are magnificent!" I believe many people are too busy with fleeting distractions to hear the voice within. For those who do hear and listen, their bent lives become straight and in the process they become magnificent.

Become magnificent

# Miracle

## The Gap

**T**HE SPACE BETWEEN YOUR THOUGHTS is called “The Gap.” The Gap is where you and your Maker commune. If you do not leave a space between your thoughts, when your Maker answers he gets a busy signal. The gift your Maker had for you is given to another. The Gap is where all of creativity begins. Creativity is the beginning of form. And form is the beginning of prosperity. Do not allow The Gap to narrow. Widen your gap. When you widen the gap between your thoughts, you will discover an unlimited abundance waiting for you. A quiet mind widens the gap. When you widen The Gap, you widen your wallet. A time of potent stillness is required. With potent stillness you can almost hear the sound of your thoughts. The sound of silence is a thought being kneaded into form.

Your genius is hiding in ‘The Gap’

# Miracle

## The High Cost of Getting Even

**G**ETTING EVEN HAS A COST; a very high cost. It is like an acid; it corrodes the container of the person holding the grudge. Long after the incident that caused the grudge has passed, the person you thought you evened has forgotten all about it, while you keep holding on to it. Until you forgive the person who hurt you, the grudge keeps festering and corroding your soul. My definition of forgiveness is to let go of any ill feeling toward another. Forgiveness does not mean you accept what the other person did to you. Forgiveness is giving up any attachment to the hurt. Let it go and be on with your life. Too often I hear, "I will get even if it's the last thing I do." And it usually is.

Getting even leaves deep scars



# Miracle

## The Infamous Aisle - Part 1

**T**HERE ARE A COUPLE OF centuries of tradition in Congress. The tradition is to have an aisle you seldom cross. You either sit on one side or the other depending on your political philosophy. Each side is told to believe that the other side is always wrong. This causes separation. Separation becomes a wall and any chance of compromise is lost. Robert Frost so insightfully wrote, “The Cosmos cannot tolerate a wall.” And neither can Congress. Any separation causes more separation, until civility is no longer evident. It seems to me that this tradition that grown men and women have accepted is rather childish.

# Miracle

## The Infamous Aisle - Part 2

**W**HEN I WAS A CHILD I thought as a child. I thought my father was always right. Then I went to school and realized my dad wasn't always right. Why don't we remove the aisle and have the well-educated and supposedly mature men and women sit side by side and begin a respectful dialogue? We must stop the insane coarsening of culture! This seem rather elementary to me. If we continue to follow this ancient, insane, and archaic tradition, what legacy are we leaving for generations to follow?

Remove the aisles in your life

# Miracle

## Worry - Part 1

**W**E ARE ON A JOURNEY through troubled waters. I believe it is time to analyze the cause and effect of worry. We all worry. But what is worry? I believe worry is adding the future to the present. I believe we have enough on our plate with today's challenges without adding tomorrow's. Worry is weeds to our emotional garden. Worry is not in our DNA. A little kid in the delivery room is not worrying. Crying yes. Worrying no. If we believe this postulate, then worry by logical deduction is learned not given. When all of a child's mentors worry, there is no way a youngster will not worry. My wife's mother lamented to her husband, Henry, "You don't worry with me anymore." And Henry lived to be 101. His wife died at 73. The only way I know how not to worry is to live in the moment. Each moment is pure. Do not tarnish it with worry. Enjoy each moment as it appears. If you do this you will live in peace. Worry is a toxin.

# Miracle

## Worry - Part 2

I WISH IT WERE EASY TO delete worry by the click of a mouse. Not even a little rodent can remove worry. Humans have only two emotions, love and fear. Every emotion you have is based on either love or fear. Worry is a form of fear. Dr. Gerald Jampolsky wrote a book with the title *Love is Letting Go of Fear*. He could have changed the title to *Love is Letting Go of Worry*. Worry keeps you from loving. Worry keeps you from creating. Worry keeps you from joy. Worry keeps you from peace. Worry keeps you from making intelligent choices. Worry corrodes your souls and your sales. What is worry? Is worry the fear of tomorrow? Is worry the fear of the unknown? Why worry? Did God die and put you in charge? Many times just making a decision will take worry out of your worry.

Peace has no worries

# Miracle

## A Ritual

**H**ERE IS AN ASSIGNMENT FOR YOU. When you meet a stranger act as if you have been waiting all week to meet them. I have three suggestions. *First*, practice with your family. Practice with your friends. Practice with your associates. Practice with your peers. Practice as if they were strangers. *Second*, practice until you meeting a stranger as a friend is second nature. Practice until the process moves from your mind to your molecules. *Third*, practice until you believe you were born with the gift of meeting strangers as friends. There is nothing to be feared because the unknown is more beautiful than the known. Soon you will believe it. Shakespeare wrote, "Act the part and you become it." When you act the part long enough it will become a ritual. Soon people will be lining up to greet you and business will be as plentiful as the pebbles on Pebble Beach.

A ritual becomes a discipline

# Miracle

## Return More Than You Borrow

**W**HEN YOU BORROW SOMETHING, RETURN more than you borrowed. Think of it as a debt. You are always required to pay an additional fee called interest. If you return more than you borrow you are always blessed. I had an Uncle named Walden. He never understood this universal principle. He always returned less than he borrowed. He was a farmer. He borrowed a sack of potatoes in the fall from his brother Bob. At that time potatoes were selling for a dollar and a half a sack. Hard to believe isn't it? In the spring potatoes were three dollars a sack. He returned only one-half a sack of potatoes and he said to his brother Bob, "Now we are even."

Don't get even, get better

# Miracle

## The Sixty-Inch Experience

I LEARNED THE SIXTY-INCH IDEA WHEN I was giving a presentation at the Century City Hyatt in Los Angeles. I asked one of the staff why everyone at Hyatt was so friendly. She smiled and replied, “We are taught to have eye contact, smile, and say ‘Hello!’ to every guest within five feet.” I always look forward to entering a Hyatt’s lobby. It feels so good to be recognized. Why don’t we move this *Hyatt hypothesis* into every hour of our day? This would change our world forever! Soon everyone would have happy molecules.

Five feet from success

# Miracle

## Nobody Talks

I GAVE A PRESENTATION IN ORLANDO at national conference for Grubb & Ellis, a commercial real estate firm. I notice as the agents were going back and forth to the conference, no body was talking to nobody. Those in the Los Angeles office did not talk to those in the St. Louis office. Those in the New Orleans office did not talk to those in the Seattle office, and on and on. This brings financial tears to my eyes. During my presentation I had a process where everyone in the seminar moved to someone they did not know and got acquainted. A real estate agent from Detroit met an agent from New York. The New York agent had a client who was looking for space in Detroit. With the sixty-inch experience this would have happened well before my seminar.

**Add five feet to your life**



# Miracle

## The Present

**T**HE REASON EACH MOMENT IS called the present is because it is a gift from God. “If we live fully in the present moment, mysteries of yesterday will gradually be unraveled for us.” This was written by Caroline Myss Ph D, the author of Anatomy of the Spirit. Each of us is given a beautifully wrapped moment from God as a present and most do not take time to untie the bow. Untie the bow! Enjoy the gift of a moment. If we say, ‘WOW!’ too loudly when we open each day someone will invariably say, “Be quiet.” Don’t listen. ‘WOW!’ is an appropriate response when receiving the present as a gift from our Maker. Any gift from our Maker deserves a “WOW!”

Have a daily “WOW”

# Miracle

## Be Listenable

**W**HEN ARE YOU ARE SPEAKING to a group or having a one-on-one conversation always be listenable. Record your words and examine how you express yourself. As you listen to yourself, ask, “Would you listen to you?” If the answer is no, ask yourself, “How can I improve?” If you decide to improve, do some research. Study those who grab your attention when they speak. A person does not have to be a professional speaker or actor. Many people whom you meet during your day have a gift of grabbing your attention. Write down what that person does and says that keep you riveted to their narrative. Begin to weave some of their speaking skills into your conversation. Soon you will get goose bumps listening to you.

**Listenable is learnable**

# Miracle

## The Ultimate Race

**T**HE MISSION OF MY MARKETING yardstick is to create financial abundance by using The Golden Rule. The *Little Miracles* are designed to do just that. With the *Little Miracles* not only does no one lose, but everybody wins. From the time Eve was introduced to Adam every game ever played had a winner. Never again do I want to play a game where someone loses. I want to share a touching story with you. It may not be true, but it should be. The Special Olympics always includes a fifty-yard race. Halfway through a fifty yard dash, a little girl stumbled and fell. Immediately, without thought or hesitation, all of the contestants stopped, went back and helped the little girl to her feet. Then they locked arms and all crossed the finish line as winners. For some mysterious reason these special people have it right. From this moment on let's create a world full of special people.

Little children shall lead us

# Miracle

## 358

### Hope is not a Strategy

**H**OPE IS NOT A STRATEGY. A strategy is a strategy. Add a strategy to your hope. Hope standing alone is like a candle without a flame. Hope sheds no light on the solution to a problem. Hope has a beginning but does not have an ending. Hope is only a hollow belief. Francis Bacon, in 1572, explained hope when he wrote, “Hope is a good breakfast but a very poor supper.” When you begin your days with hope and end your days with hope, there will be *little sup for your supper*. Take some time to discover a strategy. *First*, you must accept where you are. *Second*, you must do your research. *Third*, you must decide on a strategy. *Fourth*, a strategy requires action. Albert Einstein knew that nothing happens until something moves. *Fifth*, move on it. *Sixth*, you must keep focused on your strategy. Robert Browning lamented, “To live in hope is to die in despair.”

Add a strategy to your hope

# Miracle

## Trilogies

**L**IFE IS JUST A BOWL of trilogies. I remember from mathematics that a triangle is the strongest of all geometric forms. As a child I thought as a child. The first trilogy I remember was *The Three Bears: Winkin', Blinkin', and Nod*: *The Three Little Pigs*: and, mother, father, and child. The trilogy I want to share is information, knowledge, and wisdom. Nothing happens with information until it is absorbed by the mind and becomes knowledge. When rightfully applied over an extended period of time it becomes wisdom. President Woodrow Wilson gave us this advice when he wrote, "Knowledge comes and goes. Wisdom lingers."

Let wisdom linger

# Miracle

## Two Monologues

**A** PRODUCTIVE CONVERSATION IS AN ACQUIRED skill. Not a frivolous dialogue. Most conversations are nothing more than two monologues, each talking, no one listening. A monologue creates a vacuum. A monologue is a void between people. Rather than having two monologues, have one dialogue. A dialogue requires each person to comment about what the other person has just said rather than thinking of a better story to tell. Telling your story enlarges your ego but diminishes a relationship. If someone tells you about a golf game, say, "I am so happy you made a par on the seventh hole." Or, "What is your putting secret?" Try melding two monologues into one seamless, meaningful dialogue. With a dialogue you will learn more about the other person while developing a bonding relationship. Two monologues do not a dialogue make.

Don't be hard of listening

# Miracle

## A Happy family

I AM REMINDED OF THE STORY about a family that had established the tradition that everyone was to come downstairs with a smile on their face. One day the six-year old came down with a sad face. His mother told him to go back to his room and when he had a happy face he could come downstairs and share his smile. His father told the little lad that, if he would do something good for someone else he would feel better. The little child said, "I knew you were going to say that." Later his father saw him hand his favorite toy to his five year-old brother. The older boy came skipping down the stairs with a smile on his face. For the rest of that day everyone was happy. If entering a room with a smile is so effective with a family, how about entering your office with a smile? How about a smile to all in your world?

Your life follows your smile

# Miracle

Willie Mays

**W**ILLIE MAYS SO BRILLIANTLY SAID, “You can’t steal second with your foot on first.” And look what he accomplished. You can’t go into the future unless you let go of the past. If you don’t let go of the past tomorrow will repeat yesterday. Since tomorrow is yet unborn it can be modified. When we live in the past we are always looking into the rear view mirror. When you look into the rear view mirror you only see where you have been, not where you are headed. The reason the windshield is so much larger than the rear view mirror is because your future is so much larger than your past. Be like the lady in the circus. She has to let go of one trapeze before she can grasp the next. That’s life. That is what makes life such a joyous adventure. We must let go of the past to grasp the future.

Let go and let learn



# Miracle

## Your Financial Leaven

**T**O BECOME INDEPENDENTLY WEALTHY IN the 21<sup>st</sup> Century the leaven added to your financial bread is expressed in three awesome words: share, share, share. John Grisham said, “Writing improves your writing.” I extrapolate from this that sharing improves your sharing. Without these three magic words—sharing, sharing, sharing—your financial dough will not rise. Without these three productive words, you will continually have month left over at the end of the money. Leaven is not giving. Leaven is not the getting. We make a living by what we get. We make a life by what we share. Leaven is sharing. With sharing, sharing, sharing your economic dough will rise to the level of prosperity. When you help others by sharing your skills, it raised the skill level of your entire industry. The tide raises all boats.

**Sharing improves your sharing**

# Miracle

## The Secret of the Ages

I AM GOING TO SHARE WITH you a secret that is so well hidden; that only a few sages through out the ages were aware of it. Here is the secret: putting people together. If you hear someone say, “I am not happy with my copy machine.” Immediately call a friend who sells copiers and set up a threesome for lunch: your friend, your copy machine sales rep, and you. If a friend says, “I am not happy with my janitor.” Call your favorite diner and ask for a place setting for three: your friend, your janitorial service rep, and you. Somerset Maugham once exclaimed, “Work should be more fun than fun.” When putting people together becomes your first order of business, you will stop working for a living and have fun for a living. When you put others first, your career will last.

Have more fun connections

# Miracle

## A Joke

**A** JOKE IS NO LAUGHING MATTER. When you hear someone telling you a joke you have heard before you have three options. 1) The first option is to tell the person that you heard it before. 2) The second option is to finish the joke for them. 3) The third option is to laugh as if you had never heard the joke before. When you are with senior executives and you don't laugh at their jokes, their reaction may be to end your career. Unless you take the third option you are a loser. A joke a day keeps the endorphins at play.

Laugh your way to the top

# Miracle

## The Journal Isn't News

**T**HE WALL STREET JOURNAL IS not a newspaper, it's a history paper. The Journal tells what happened yesterday. If you read the Wall Street Journal at 6:15 every morning and your competition reads it at 6:15 every morning you are not one millimeter ahead of your competition. However, the journal is required reading. But reading the Wall Street Journal does not give you a competitive edge. You must access information closer to its source. If you have well-place Links in several key industries and key professions, you will receive productive information days before your competition reads it in the Journal. The key to victory is to discover information before your competition.

Today is tomorrow's history

# Miracle

## The Boomerang Bonanza

**I**N AUSTRALIA THE ABORIGINES USED the boomerang as a weapon. The boomerang is an unusual weapon. It is whittled out of a dead twig. It is deliberately shaped to return to sender with mathematical precision. Information tossed to your Links takes the shape of that ancient Australian branch and with geometric precision and absolute accuracy returns to you. The only difference is that information comes back multiplied because you and your Links have agreed to give more than receive. The shape of your business boomerang is so designed to reach your Links and return multiplied. With selfless giving you always receive more than you give..

Whittle a financial boomerang

# Miracle

## Storm Your Brain

**B**RAINSTORMING IS AN INTEGRAL PART of Linking. I recommend that you gather a group of business people for the purpose of helping each other discover Links. Each must be from a different profession. Each must have an insatiable desire to see beyond the way they have always seen. The question each person will ask is, “Which professionals would have an address book full of my future clients?” The entire group would help answer that question for each participant. The answer to this question would most likely be different for each person. The next question asked would be, “Who know someone in that profession?” Each person in the group would ask that question. Remember, no selling. Stay focused on the purpose of the meeting: helping discover Links. Keep the original group going but each month add separate group.

**Brainstorm has no borders**

# Miracle

## The Echo Response

**U**SE THE ECHO RESPONSE WITH the person to whom you are talking. Repeat the last few words you heard with a raised voice. Then pause. This will invariably encourage the other person to share more. An example, “So you just became the senior vice president?” Or, “Really? You have an office *in Chicago?*” Then be quiet and observe the results of your echo response. This becomes a financial game and is such fun because you know what will happen before the ball is tossed. Being faithful to this principle requires enormous courage, much patience, a real commitment, and an inordinate amount of practice. With the echo response you will gather more information than ever before.

Less the talk, the more echo

# 370 Miracle

## Follow Your Money

**F**OLLOW WHERE YOUR MONEY GOES. Look at each invoice as it crosses your desk, such as your printer, your architect, your realtor, your mortgage broker, your computer repair person, your banker, your CPA, your attorney, your travel agent, and continue on to the very last invoice. All of these professionals have a bulging Rolodex. Some of these professionals could be your next Link. Many of these people have clients who could be your next Link or your next client. When you begin a new way of thinking you will discover endless possibilities. As Deepak Chopra, a physician of mind-body medicine, says, “Enter the field of pure possibilities!”

Think pure possibilities



# 371 Miracle

## A Longer Bridge

**I**F YOU ARE ATTENDING AN event and there are no name badges, lengthen your bridge until you discover a commonality. A bridge is a little trivia before The Clusters (refer to the definition page). Without a name badge you finding a common thread is necessary. After you introduce yourself, ask, “How did you hear about this event?” “How did you and the host become friends?” “Do you know anything about the speaker?” Then and only then do you weave in The Clusters. If you find a Link possibility, ask, “Would you mind if I gave you a call tomorrow? I would like to learn more about your business. How may I reach you?” With practice you will make the longer bridge casual and seamless.

A bridge over a social waters

# Miracle

## Be a Note-Taker

**B**E A NOTE-TAKER. ALWAYS CARRY a pen and pad where ever you go. Pull out your pad and pen when listening to anyone. Even a dull bulb can illuminate once in a while. I have never left any event or left a person without one idea that will improve my speaking or my writing or my career. Many times it is just a short phrase that can trigger the next Little Miracle. Always write down what you have learned that you want to remember. Writing can improve your wit. Writing relieves your memory. Writing improves your writing. Writing can trigger new idea. Your writing can trigger a better way to market. You may look back at your writing years later and say, “I don’t remember writing that.” Unless you write it down it is like trying to remember your face without a mirror.

Be a note-nerd

# 373 Miracle

## Hotel-Hopping

**E**VERY WEEK VISIT THE HOTELS in your community. As you enter look at the Reader Board. One of the events on the Reader Board may have a group of people you need to meet. Take time to visit. Get to the event about thirty minutes early. Each event has greeters. Have one of them introduce you to some of the members. You must not be too assertive. Most of all don't sell. Ask some questions such as, "I see you are an attorney. What is your specialty? If anyone you meet is a Link possibility, ask for their card and say, "I would like to give you a call and learn more about your specialty." Once their meeting begins, it is a time to exit. Once you master this Little Miracle expand your horizons by visiting hotels in neighboring cities.

There are 141,917 hotels in the US

# Miracle

## Event-Hopping

**T**HERE ARE A MULTITUDE OF events you can visit each week that are not held at hotels. I call this process event-hopping. You will be hopping from one event to another in your community. Visit a multitude of events each month. You need not join. Most associations and organizations will allow you to visit at least twice before you will be asked to join. If the people attending are those whom you need to know; join. If they are not a target-rich environment; don't join. Visit every event, every seminar, every convention, every organization, and every association in your community. Make a commitment to know more about the happenings in your community than anyone else. Go where there is no path and leave a trail.

Expand your hoppings

# Miracle

## Client-Hopping

**C**LIENT-HOPPING IS A GREAT IDEA to put into practice! Hop from professional association to professional association, as a guest of each of your preferred clients. Ask some of your special clients to invite you. These professional associations your clients belong to will be teeming with your clients' competitors. Your clients' competitors are your future clients. If your client needs your product or service, so do your clients' competitors. This process goes on until you reach the pearly gates of abundance. Lazar focus shortens the journey to affluence

Continue to fill your till

# Miracle

## Vendor-Hopping

**V**ENDOR-HOPPING IS A GREAT IDEA to put into practice! Hop from event to event as a guest of many of your vendors. Ask each vendor to invite you as guest to their events. Only attend events that are teeming with people you need to know. Many of your vendors will sponsor events. Be their guest. Many of your vendors belong to professional associations. Be their guest. Choose the most successful vendors because successful vendors are surrounded by successful people. Think below the ice. Think beyond what your competitors are thinking. Have you ever thought of Linking with some of your vendors? Have you ever thought of Linking with some of your vendors' clients? Some of these vendors and the vendor's clients can help you grow your business beyond your projections. This process goes on until your 401k can hold no more.

Thinking is an underused skills

# 377 Miracle

## Destroying Link Relationships

**Y**OU CAN DESTROY A LINK relationship a thousand times quicker than you can develop one. A Link relationship takes two years to develop and two seconds to destroy. I have seven examples of how to destroy a Link relationship. 1) Not returning calls. 2) Not calling weekly. 3) Not sharing valuable information instantly. 4) Not treating your Links with respect. 5) Gossiping about your Links. Every word you utter must make you a master builder of relationships 6) Not helping your Links when in need. 7) Relationships will not bond until each party reaches a willingness not to be right. Take time to observe your Link relationship behavior. What do you see? Do you like what you see? Would you Link with you?

**Relationships are fragile**

# Miracle

## The Matchmaker

**E**VERYONE YOU KNOW BUYS SOMETHING. Everyone you know sells something. Match the two. If you hear someone who needs some graphic design for a brochure and you know a graphic designer, match them. Everyone of your Links knows someone who buys something. Everyone of your Links sells something. Match them. Every one of your clients sells something. Every one of your clients buys something. Match them. Everyone knows someone who needs something and many of these somethings are seeking you. Match them. Most of these things will find you through your Links. If you don't match them, your competitor will.

Match 'em



# Miracle

## The Chinese Bamboo

**T**HE CHINESE BAMBOO SEED IS a big miracle. The first year it produces only a one inch sprout. The second year the sprout is only one inch tall. The third year the sprout is still one inch tall. The fourth year the sprout is still only one inch tall. The fifth year the Chinese bamboo grows to be 80 feet tall. The first four years a tremendous root system matures. With this foundation the tree becomes so strong, no wind can fell the tree. It can bend in a hurricane parallel to the earth. The Chinese bamboo will bend but never break.

Devote four years to the basics

# Miracle

## I shall not Pass

“**I** SHALL NOT PASS THIS WAY again. Therefore any good that I can do, any kindness I can show, let me do it now. Let me not defer it or neglect it for I shall not pass this way again.” I do not know who wrote this profound and moving passage but I do know that if these few words were put into practice the world as we know it would be no more.

No one enters the same river twice

# 381 Miracle

## Everybody is A Somebody

**E**VERYBODY IS SOMEBODY. THERE ARE NO nobodies. Mother Theresa lamented, “The greatest disease is to be nobody to anybody.” Apply this concept with everyone you meet, professionally or personally because everyone you meet has some information that will be valuable to you. You cannot attend any event or meet a person without coming away with at least one of the following six benefits: 1) They may become a Link. 2) They may become a prospect. 3) They may become an employee in your firm. 4) They may become a friend. 5) They may become a resource person. 6) They may become valuable to your Links. You must become aware of others’ values before you can discover these six benefits. In the book *The Celestine Prophecy* James Redfield expressed an interesting insight when he wrote “Do not leave a person until you know why you were brought together.”

There is always a reason

# Miracle

## A Partner

**A** PARTNER IS A PERSON WHO shares some of your business opportunities you cannot service. If you are in insurance and only sell life insurance, you give the person looking for auto insurance to a partner in auto insurance. If you are in real estate and only sell residential, you give the person looking for a commercial building to a partner in commercial real estate. If you sell Chevrolets and someone wants a Mercedes you give the person to a partner who sells Mercedes. Make it transparently clear to your partner that they are to reciprocate by sharing business opportunities with you. I suggest a verbal agreement with your partner.

A partner shares

# Miracle

## The Four B's

**I**HAVE FOUR B'S TO SHARE. 1) Be early. Arrive at each event or meeting at least 30 minutes early. 2) Be ready. Have a game plan prepared and ready for each event. 3) Be brief. Spend no more than five minutes with each person. If there is a business opportunity, get their card and call them tomorrow. 4) Be gone. When you have finished the five minutes with a person at a networking event, move on! Do not overstay. The purpose of the 4B's is to stay focused on your purpose of growing your business. Focus was the buzz word during the highly successful years the late Bill Walsh had as a head coach of the San Francisco Forty-Niners. Magic Johnson used only two words when talking to his teammates, "Look and move." Now that's focus! If you put all your unfocused hours together they would form a circle around your world of lack.

Not all B's are in a hive

# Miracle

## Travel Light

**H**ERE ARE FOUR KEYS TO YOUR SUCCESS. When attending a networking event carry only four articles. These are the four keys to growing your business. 1) Carry Cards. Take your cards to share with strangers. 2) Carry Credit. Take your credit card to pay your dues. 3) Carry keys. Take your keys to start your engine. 4) Carry The Clusters. Take The Clusters to uncover Links. Leave your briefcase in your Lexus. Leave your slick brochures in your office. Only take these four keys to advance your career. How many keys you use tonight will determine how much business you will unlock tomorrow.

Four keys to unlock your future

# Miracle

## Events Without Miracles

**E**VENTS WITHOUT THE LITTLE MIRACLES is like going golfing without a putter. You can attend meetings and events until purgatory freezes over and not gather any new business unless you learn and apply the *Little Miracles*. You can put a caliper to it. Bob Bollinger was an Ambassador for the Chamber of Commerce in the Los Angeles area for over 11 years with minimal results. After attending one of my seminars a light bulb went on in his business brain. His statement to me was, “Now I know why I was not getting any business. I wasn’t using your *Little Miracles*.” His bottom line began to improve. He later said to me, “The *Little Miracles* produced Big Miracles for me.”

Your life is waiting

# Miracle

## Three Red Flags

**B**E AWARE OF THREE RED Flags of failure when you join an organization which allows only one person from each profession. Here are the three red flags. 1) The attorney, the CPA, the banker, the insurance broker, the realtor, or janitor may not be your first choice for a business relationship. 2) Associating with only one person from a profession limits your exposure into that industry. 3) You will discover a number of clumps have formed. A small number of members always meet with their friends. I call this group a clump. Clumps become exclusive rather than inclusive. They do not allow other members, especially new members and guests, to enter their clumps. They are clumps for failure.

Not all red flags are in Russia



# Miracle

## Leverage Your Time

**T**IME IS ONE OF OUR few natural resources that is finite. You cannot save time. You cannot store time. You cannot shrink time. You cannot expand time. You do have three options. 1) You can waste time. 2) You can use time. Or 3) You can leverage time. Every action that is unnecessary diminishes the amount of this God-given resource called time. The secret of success is not to use time but to leverage time. Make each action multiply your system of growing your business. With Links (refer to the definition page) you leverage your time, your energy, and your money because you have Links helping you grow your business.

Leverage is infinite

# Miracle

## Risk of the High Board

**T**AKE A RISK OFF THE high board. Have faith in your decision jump off the high board. Have you ever been on the end of the diving board and are so paralyzed you can't jump? Without faith everything scares you. Climbing the rungs of the ladder to the high board is frightening. However, going off the high board is only one mental decision away. You have a challenge. Now make a decision to respond to that challenge. You solve the challenge by jumping. Soon going off the high board is as uneventful as splashing in the wading pool. Since you are the CEO of your life, the decision is yours and yours alone. Are you going to the edge of the high board and jump or will you be *paddling in a puddle*? The mediocre paddle. Winners jump! You are constantly tempted by your potentials. To fulfill the potential God gave you is a constant challenge. Conquering any challenge is stimulating. It's worth the jump.

**Jump through your fears**

# Miracle

## The Elusive Professional

**T**HE UNREACHABLE IS REACHABLE. CALL the office of the person you have found unreachable. Ask the receptionist which association the unreachable belongs to. Suggest to the receptionist that you are looking for an organization to join. The receptionist will tell you because all organizations are looking to expand their membership. Then ask, “Is the CEO attending the next meeting?” If the unreachable is attending, say, “I would like to meet your CEO as I have heard so much about him or her.” Most associations allow guests. Go as a guest. Arrive 30 minutes early, pay your dues, and ask one of the hosts to introduce you. When the unreachable arrives and the host introduces you, do not sell your product. Your only assignment is to ask the unreachable questions about their business. For some unknown reason the unreachable who would not return your phone calls is willing to talk to you at an event.

Unreachable are reachable

# Miracle

## Dew in the Desert

SOMEWHERE IN THE BIBLE I read there is dew in the desert. God always knows what is needed for us to survive and thrive. No matter how arid our life, God is always adding a little dew to make our day better. God always leaves the light on at the end of any tunnel. In every tragedy there is a triumph. In every trial there is a treasure. In every challenge there is a chance. I found my tragedy in real estate. I found my triumph in networking. A Russian pilot found his tragedy by losing a leg in World War Two. He found his triumph in designing aircrafts. What is your tragedy? What is your triumph?

There is a little dew in every desert

# Miracle

## Stones

“**A** CATHEDRAL IS MORE THAN THE sum of its stones.” This profound statement by Antoine de Saint-Exupery has inspired some thoughts of my own. Stones do not make a cathedral. A hammer does not make a carpenter. A hoe does not make a gardener. A pair of clippers does not make an arborist. Stones, hammers, hoes, and a pair of garden clippers are just tools. They remain tools until they are used productively. You have a choice. You can use stones to build a prison, and be in bondage the rest of your life. Or you can use stones to build a Cathedral and be free the rest of your life. The result is determined by your choice.

Think cathedral

# Miracle

## Success Begins at the Top

I CONDUCTED A SEMINAR FOR DELOITTE & Touch in Jackson, Mississippi. I repeated over and over again in my seminars, “Do not sit with your partners.” At the luncheon break, all the senior partners were sitting at a reserved table. Their associates were all sitting at an unreserved table. The partners were totally ignoring their associates. There was no communication between the partners and associates. There was no bonding. There was no team-building. This lack of leadership destroys relationships and encourages attrition. Another problem appears. When upper management sits together this encourages all the associates to do the same. The associates say, “If upper management can do it, we can do it.” Without proper marketing leadership this scenario will never change. This is stupid leadership. Wisdom is fleeting, stupidity lasts forever.

Sheep follow the shepherd

# Miracle

## Stop Competing

**D**O YOU THINK ALBERT EINSTEIN got out of bed each morning and said to himself, “I wonder what Henry Ford is discovering today. I had better get busy.” Did Alexander Graham Bell arise at sunrise and say to himself, “I wonder what Alva Edison is up to this morning. I had better start thinking.” How about Edison? How about Wright brothers? How about Moses? How about Jesus? How about Buddha? How about Socrates? Competing saps energy. Competing is the most debilitating form of stress. Stop competing, even with yourself. Creating liberates energy. Get up and do the very best you can each day and let it be. Let your thoughts disappear into the twilight. You can create more if you stop competing and regretting. Don't wallow in regrets.

**Don't wade in your wallow**

# Miracle

## The Rules of the Ranch

A Kansas farmer plants in the spring and harvests in the fall. In the natural cycle of the farm, there is a time to plant and there is a time to harvest. This is called the *rules of the ranch*. The same applies to the rules of the Link. You plant first and harvest second. You cannot hasten the rules of nature. You cannot hasten tomorrow by tearing off the pages of your calendar. There is no shortcut. There is a price to pay if you try to alter nature. You must pay your dues. You must chop the wood. You must carry the water. You must hoe the weeds. You must nourish the Links. If you obey the rules of marketing as the Kansas farmer obeys the *rules of the ranch*, the growth of your business is as sure as a rooster following a hen.

**Build a nest before the egg**



# Miracle

## The Elevator Experience

I WAS PRESENTING A SEMINAR IN Cleveland, Ohio. One of the many interactive learning processes was to send professionals to take a ride in an elevator. They couldn't leave the elevator until each had collected one business card from a stranger in the elevator. The participants turned pale. I am sure some wished they had used up some of their sick leave that day. I discovered that I did not have to explain the purpose of the process because the very first person who returned was a CPA at PriceWaterhouseCoopers. He had a business card in his hand from a developer he met in the elevator. The developer was moving his headquarters from New York to Cleveland. The developer was in need of a competent CPA in Cleveland. Not all lessons are learned in grad school.

An elevator can take you to the top

# Miracle

## A Beaker of Brew

**W**HEN I TOOK INORGANIC CHEMISTRY at Washington State College, the professor gave each of us a beaker of clear liquid with one assignment: “Find the chemicals in the liquid.” I took it with awe and wonder and trepidation. He gave us a system of rules to follow to precipitate out the chemicals. I believe God give each of us a beaker of potential with only one comment: “I am finished now it is up to you to find your potential.” Most go through life unaware of their potential and wonder why they are poor of purse. Please don't let this happen to you. Search for you latent talents. Find your buried brilliance. Hone your talents. Apply your talents. Share your talents. You will no longer shout, “Life isn't fair!”

Discover your beaker of potential

# 397 Miracle

## Parachute

**W**HO PACKED YOUR PARACHUTE DETERMINES your destiny. Who are all the people along the way who helped you become the person you are? They all helped pack your parachute. How about Aunt Grace who helped you with your fractions? How about Mr. Adams the teacher who stayed after school to help you with your past participles? How about your mother who comforted you when you were not chosen for the junior class play? How about your dad who played catch with you when no one else would? How about your boss who said you had all the qualities to start your own business? How about the person who asked, "Why be good when you could be great?" None of these people are mind readers. Take time to thank them one by one, with a hand written note and an old-fashioned stamp.

**Help pack others' parachutes**

# Miracle

## Words to Live By

**R**ALPH WALDO EMERSON: “DO THE thing you fear and the death of fear is certain.” Helen Keller: “Life is either a bold adventure or it is nothing at all.” William James: “We must become dis-inhibited.” Franklin Delano Roosevelt: “The only thing we have to fear is fear itself.” Rogers and Hammerstein in *South Pacific*: “We have to be taught to hate and to fear. We have to be taught year by year.” Madame Curie: “There is nothing to fear only to be understood.” Mel Kaufmann: “Giving creates a void the Universe rushes in to fill.” Neil Donald Walsh: “Life begins at the end of your comfort zone.” Eva Bell Werber: “A heart that holds only love has no room for fear.” *A Course in Miracles*, “Love is letting go of fear.”

## Words to ponder

# Miracle

## Comfort or Cash

**Y**OU HAVE A CHOICE. Do you want comfort or cash? Your choice is not right or it is not wrong. But it is your choice. Make a decision whether you want comfort or cash before you leave your office. Once you enter the event it is too late. Comfort is mingling with friends. Cash is mingling with strangers. Friends don't buy from you. They don't sell to you. You don't need their business card. They don't need your business card. With friends you are stuck with comfort. With strangers you are stuck with cash. For more cash begin mingling with more strangers. Talk to more strangers. Question more strangers. Sit by more strangers. Leave an event talking to more strangers.

**Cash is bankable; comfort isn't**

# 400 Miracle

## Mother Theresa

I TRIED TO CALL MOTHER THERESA a few years ago and discovered she did not have a cell phone. She did not have a fax machine. She did not have e-mail. She did not text. She did not have a brochure. She did not have a car. She did not have a post office box. How did Mother Theresa become famous all around the globe without all the electronics we believe we need to succeed? What did Mother do in her world that we could do in our world? Her mission was simply one word: **love!** If we would love our clients, customers, prospects, business friends, and Links as Mother Theresa loved the dying children of Calcutta, we could not handle all the business.

Catch Mother's love

# Little Miracles

Volume 5

A journey to financial freedom

By: Melvin Kaufmann

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*Mel Kaufmann*



# Definitions

The *Little Miracles* book

- A book with 100 Little Miracles.

A Little Miracle:

- Each is designed to build your business and build your life.

A Link is:

- A professional who has a similar Rolodex but markets a different product or service.

A Link does:

- A Link bonds with another professional to exchange information, ideas, and resources consistently and instantly.

A Link Relationship:

- A perfect circle of interchanging helpfulness.

The Clusters:

- The cobbling of seven Little Miracles (66, 68-74) which will determine who has Link potential.

Two definitions of an event:

1. An organized group of business people
2. When two or more people meet

# Little Miracles Volume 5

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# 401 Miracle

## Institution

**T**HERE ARE THREE TYPES OF institutions: mental, penal, and educational. You have so many choices in your lifetime. You can become so stressed in the pursuit of the elusive dollar that you end up in a mental institution called Bellevue. You can take what belongs to others and end up in a penal institution called San Quentin. You can study and learn at an educational institution called Stanford. You have a choice to get a degree or be a high school dropout. The choices you make determine the institution you attend. And the institution you attend determines your destiny.

You choose

# 402 Miracle

## The Round Table

**C**OLLECT FOUR BUSINESS CARDS FROM every round table of eight. Do it with lots of patience, decorum, and self-confidence. If you follow the wisdom of the Little Miracles, you will have a stranger sitting on either side. The two on the right are usually associates from the same office or they are good friends. The two on the left are a similar book-end. The scene never changes, no matter what profession, firm, company, city, state, or country. Each two will spend much time chatting with each other and ignoring you. Expect it. Don't take it personally. If they communicate with you, it will be an anomaly. When there is a comma in either conversation, introduce yourself. Ask that person to introduce you their partner. Repeat the process on the opposite side. Now you have met four new people. Get their business cards. If any of the four are of any value, call tomorrow.

Round tables, rectangular money

# 403 Miracle

## Slight No One

**W**HEN YOU ASK FOR A business card from a stranger seated next to you, be sure you get a business card from the partner. Slight no one. This is an imperative. If you only ask for a business card from the one you wish to call, the other will feel slighted. Gathering business cards from both will raise their self-esteem. Repeat the process with those seated on the opposite side. When you return to the office, shred the cards of those you do not want to call. One of our earthly assignments is not to lower the self-esteem of another. Our eternal assignment is to raise the self-esteem of all those around us. When you raise the self-esteem of another, you raise the self-esteem of you. When you raise the self-esteem of you, it is like leaven in the loaf: it raises your dough.

**Never diminish another**



# 404 Miracle

## Four and More

SOMETIMES YOU CAN GET MORE than four business cards from a table of eight. When you overhear a person across the table making an interesting comment, say, “I just overheard you mention that you were opening a new store. May I have your card? I would like to hear more about it. May I give you a call tomorrow?” Make sure you call tomorrow, because you made a commitment and your reputation is being judged. Only ask for a card if there is a possible business opportunity. You need not hand that person your card unless they ask. Do some research on the person and their firm. Never meet anyone unprepared.

It beats crap out of crap tables

# 405 Miracle

## The Briefcase Brilliance

**A**FTER YOU HAVE CHOSEN YOUR luncheon partner, place your briefcase on the chair next to that person, then return to your networking. Use the remainder of the social time for networking. Your briefcase will be there when you return and so will your chosen luncheon partner. This adds minutes to your networking time. You will discover at least one person who has Link potential during the social time. Because you have chosen your luncheon partner, you have at least ninety minutes of business development time because you are sitting by the most productive person at the event; an hour luncheon and thirty minutes by the speaker. Minutes have a way of maneuvering into your bank account.

**Lost minutes is lost money**

# 406 Miracle

## Look Before you Light

**I**F YOU HAVEN'T CHOSEN YOUR luncheon partner during a 30-minute social time, look before you light. Look before you sit. This Little Miracle I learned by trial and error. I have made all the mistakes you have and a few hundred more. When I add up all the networking mistakes I have made, I use round numbers. Failure to use this Little Miracle is very costly. Using it is cost-effective. Many will pay almost any price for a ringside seat at a championship fight in Las Vegas. A scalper will sell you a ticket on the fifty-yard line for a hundred times more than the face value of the ticket. But no one pays any attention to who they sit by at an event. Think of sitting by a very important person as a seat on the fifty-yard line. Your banker will thank you. Always know where to place your derriere.

**Remove your financial blinders**

# 407 Miracle

## Sit for Failure

I WAS AT THE CENTURY CITY Bar Association meeting. A lawyer came up to one of his associates and asked, “Where are the associates sitting?” Then he joined the other lawyers from his office. That made seven from his firm, all at the same table. What a waste of time and money. There was no way in God’s little green pasture that any of these lawyers would meet a stranger. There was one seat left and I took it, because I wanted to begin a relationship with a lawyer from their firm. The only way I could communicate with the person on either side of me was to interrupt by asking a question about their law practice. Otherwise they all were talking about in-house issues. If this were an exception, I would not have added this Little Miracle. I see this sitcom being played out all across America, with the loss of massive amounts of business left at each table.

Not all sitcoms are on TV

# 408 Miracle

## The Stanchion

**W**hy do people always return to the same seat after a break? I hear the same answer over and over again: “Because my stuff was there.” Did it ever enter your intellect that you can move your stuff? Is it heavier now than it was when you sat down? There is only one reason that I can think of for returning to the same seat after a break; it’s a habit. Sometimes we act like cows back on the farm where I was raised. When I was on the farm, I discovered that cows always find their same stanchions. A stanchion is what holds the cow’s head while it’s being milked. Whether a farmer has one cow or fifty cows, they all return to the same stanchion. Why do people keep reminding me of the farm?

**Stop returning to your stanchion**

# 409 Miracle

## The Fatal Flop

**N**EVER SLIP INTO AN EVENT at the last minute and flop down in the only available seat unless you have taken the vow of poverty. Taking the last seat is the beginning of your painful financial slide into obscurity. It is the beginning of the end of your career. When you use the Little Miracles, success is as sure as gravity. Your future hangs in a delicate balance and you control the scales. You can tip the scales toward *failure or finance*. It is entirely up to you. You are the chairperson of your finance committee. There is a thin veil hanging between success and failure. You tip the scales toward failure when you take the last available seat. You tip the scales toward finance when you take a seat by choice.

Sit by design, not default

# 410 Miracle

## A Luncheon Partner

**T**HERE IS A CHALLENGE IN each choice. If you have not decided on your luncheon partner before you leave your office, spend the 30-minute social time evaluating each stranger you meet. Your number one priority is to sit by a person who is a potential Link. Unless your luncheon partner has read the *Little Miracles* book, that person will sit before you do. As soon as your number one choice has taken a seat, approach that professional and ask, “Is this seat taken?” Their response without hesitation and without intelligent thought will be, “No, won’t you join us?” This is an opportunity made in heaven.

Have derriere control

# Miracle

## Debbie's Dilemma

**D**EBBIE, A MEMBER OF THE Wilshire Chamber of Commerce, came to me one day at a chamber luncheon and said, "I don't know what's happening. I always seem to sit by someone from Sparkletts Water or Midas Muffler. What am I doing wrong?" What Debbie did wrong is transparently clear. She did not have an agenda for the event. She had not planned by whom she would sit before the event. She had a road map for failure and she traveled it with no difficulty. She failed because the abilities she applied were mere shadows of her real potential.

An unconscious happening



# Miracle

## Squeeze Again, Debbie

**W**HEN YOU HAVE AN OUTLINE for success, you give each event an extra financial squeeze. Business profits will be the extract. In Little Miracle 411, I discussed Debbie's Dilemma of sitting by two professionals she assumed were unproductive. Give another squeeze, Debbie. Think again, Debbie. Both the Sparkletts Water salesperson and the Midas Muffler sales rep have an address book full of business men and women who are located all across your community. Their book of business has many who could be a Link for Debbie. Many of their customers could be her next customer. Alva Edison illustrates this truth by saying, "Awareness is such a benevolent gift." Think again, Debbie. You can squeeze more business out of any event.

**Put the squeeze on each event**

# Miracle

## Debbie's Assumption

**P**ARDON ME, DEBBIE, YOUR ASSUMPTIONS are showing. Don Miguel Ruiz, in his best seller, *The Four Agreements*, wrote, "Don't make assumptions." The problem with assumptions is that we believe they are true when often they are not. Most assumptions are not facts. Debbie assumed that Midas Muffler and Sparkletts representatives would not be a financial benefit to her. Her assumption was incorrect and costly. Debbie's mind was filled with so many false assumptions that kept her from speaking to either the Muffler man or the Sparkletts guy. Debbie assumed they were not prospects. Debbie assumed they were not Links. Debbie did not think Rolodex. Not thinking inside a person's Rolodex is a flawed assumption.

Assumptions are usually flawed

# 414 Miracle

## Let Me Guess

I CAN TELL YOUR ACCOUNT BALANCE at your local Community Business Bank by the people with whom you munch your lunch. If you are always lunching with your associates or friends, you will be wondering how you will be able to pay your rent the first of next month. You are probably trying to determine which credit card to use because you are maxed out on all your cards. Begin having lunch with *powerful people* five days a week, four weeks a month, twelve months a year, and for the rest of your career. Within twelve months, your bank balance will have at least one more comma.

Add more commas

# 415 Miracle

## Knowledge or Wisdom

**A**LMOST EVERYONE HAS KNOWLEDGE. Knowledge only becomes wisdom when it is applied. Knowledge without application is like a canoe without an oar. It's a destination to nowhere! Knowledge without application reminds me of Mt. Rushmore; nothing ever moves, and when nothing moves, nothing happens. Albert Einstein, our great scientific mentor, wrote, "Nothing happens until something moves." Over 4000 years ago, Confucius, a giant among thinkers, a redwood among the willows, said, "If you hear it, you forget it. If you see it, you remember it. If you do it, you learn it. If you share it, you keep it." Confucius is talking wisdom, not knowledge.

Wisdom is not bequeathed

# Miracle

## Kilowatts of Energy

**G**OD GIVES YOU A CERTAIN amount of energy each and every morning and you choose how to spend it. God does not dictate. God gives us choices. The choices you make directly affect your life. You can use the energy for creating new concepts for client development or becoming angry because not enough business is coming your way. You can spend your kilowatts of energy being angry with your wife, husband, a relationship, children, untidy neighbors, a slow driver in the fast lane, an inattentive waitress, or a tardy secretary. I am sure you can think of a multitude of other energy-sappers. When you waste your daily allotment of energy on anger, frustration, stress, or depression, you have little energy left to generate new business.

**Don't catch your death of indigence**

# Miracle

## The Uncontrollable Results

**Y**OU CANNOT CONTROL RESULTS. You can only control your choices. Your choices determine the results. The Universe Mind cannot be legislated. The laws of the Universe Mind do not negotiate. You cannot negotiate the law of gravity. You can only choose how to use gravity. You cannot eat 3000 calories a day and expect to lose weight, no matter how fervently you negotiate. Square meals make round bodies. You cannot legislate physical laws. You cannot legislate business laws. Your choice to use the Little Miracles will determine your results. You can't break the laws of the Universe Mind.

Choices determine results

# Miracle

## The Sad Saga of Selling

**A**N EXECUTIVE VICE PRESIDENT OF an insurance brokerage firm lamented to me that all of his vice presidents were well positioned on prestigious boards of directors all across Los Angeles but they were bringing in little or no business. I asked him how his vice presidents were approaching the board members. He said to me, “The vice presidents were telling the board members about the new products they were marketing and asking to come over to the board members’ offices to tell them about the products.” He said in ten years there were virtually zero results. It took little time and thought to analyze the executive vice president’s financial disaster. The answer was patently clear. The vice presidents were asking for business with no thought of giving anything in return. Highly skilled, highly paid, and well-positioned executives do not respond to selling.

Activity is not progress

# 419 Miracle

## Leaf Blowers No More

**L**EAF BLOWERS SHOULD BE OUTLAWED. It's not the noise that disturbs me. Noise is temporary. The act of blowing your garbage onto another's property or filling the streets with leaves is callous and thoughtless. Garbage is to be disposed of, not given to your neighbor. The same applies to your mental garbage. Giving frivolous rumors and unsubstantiated knowledge should be a sin at best and a felony at worst. Do not give half-truths and inane mumbling to others. You can change your opinions but you cannot change the truth. Dispose of everything but the truth. Every word you utter must be weighed on the scales of truth. Unless what you are about to say has some productive value, utter it not.

**Shred everything but the truth**



# 420 Miracle

## Be a Channel

**B**E A CHANNEL, NOT A receptacle. A channel receives and immediately gives. A channel becomes a conduit for exchange. A receptacle only receives. A receptacle soon becomes stuffed. Soon the receptacle can hold no more. Then valuable information can no longer enter the container. The information your Maker had for you is given to another. The information in the receptacle becomes stale and obsolete. It is no longer of any financial value. The receptacle becomes as worthless as a clogged garbage disposal and begins to give off an odor of scarcity. Then you are depressed and fearful when your competition is not experiencing the same financial shortfall as you are.

Be a clear channel

# 421 Miracle

## Terminate the Tentative

**W**HEN YOU ARE TENTATIVE, WHEN you hesitate, when you hesitate too long, when you hesitate too often, you lose. In sports, if you hold the ball too long, the game is lost. In business, when you wait too long to approach a stranger, the financial game is lost. The game is over before it begins. The business opportunity that had your name is lost forever. When you are tentative, you don't lose business, you never had it. When you fail to make call to a prospect immediately or fail to approach a stranger quickly, soon that prospect and the stranger will be in your competitor's address book. Business can be gone in the twinkling of both eyes.

**A cheetah who hesitates is hungry**

# 422 Miracle

## Reflection

**W**HAT YOU PUT INTO YOUR mirror of life reflects in kind. If you break commitments, the reflection you see in your mirror will be others breaking their commitments to you. Your life becomes a mirror with a million cracks. Be careful what reflects. Ask yourself, “Do I like the reflection I seen in my mirror?” If not, make some changes in your reflected life. There is another mirror called a rear-view mirror. The rearview mirror only reflects your history. If you continue to look into the rearview mirror, you can predict your future. That is one mirror that needs a few more cracks.

Reflect no flaws

# 423 Miracle

## Lift the Limb

**W**HEN I WAS A LITTLE lad on a dirt farm in Brush Prairie, Washington, one of my summer duties was to pick raspberries. One of the admonitions from my father was, “Don’t forget the lower laterals.” The lower branches covered some of the largest and sweetest berries in the briar patch. And unless I was reminded, I often passed them by. Some of the greatest ideas and concepts are hidden in the lower laterals of your mind. Unless you look deeper and look below the obvious, your thinking will skim across the top of your mind and you will be thinking skimmed milk. Also look under the lower laterals of the minds of those in your community. If you fail to look under the lower laterals, your income is lessened by your lack of observation.

**Pluck the low-hanging Links**

# 424 Miracle

## A Wet Sponge

**T**HE REASON A NEWBORN BABY learns so quickly is that they enter this world as a wet sponge. A newborn is a wet sponge ready to soak up the universe. A wet sponge absorbs more liquid than a dry sponge. A brain with a little knowledge absorbs knowledge quicker than a brain full of knowledge. Once full, even one of my Little Miracles could not be added to a stuffed brain. Mark Twain said, “We should take our brain out once in a while and jump on it. It gets all caked up and we don’t think anymore.” Empty your brain of all that is caked up, unproductive, and obsolete. The late Dr. Peter Drucker, a genius in business management at Claremont College, wrote, “We feed yesterday’s obsolete theories, and starve tomorrow’s innovative ideas.”

Wet your sponge

# 425 Miracle

Albert Einstein

“STRANGE IS OUR SITUATION HERE upon this earth. Each of us comes for a short visit, not knowing why, yet sometimes seeming for a divine purpose. From the standpoint of daily life, however, there is one thing we do know: that man is here for the sake of other people. Above all, for those upon whose smile and well-being our own happiness depends, and also for countless unknown souls with whose fate we are connected by a bond of sympathy. Many times a day I realize how much my own outer and inner life is built upon the labors of my fellow human, both living and dead, and how earnestly I must exert myself in order to give in return as much as I have received. My peace of mind is often troubled by the depressing sense that I have borrowed too heavily from the work of others.”

Albert's genius never ended

# Miracle

## Your PAK

**D**R. ROBERT SCHULLER WAS BEING interviewed by Larry King a few years back. Larry asked Robert, “What can you do if you are blocked from entering the big cigar group?” Dr. Schuller answered without hesitation, “Form your own power circle.” This is the theory of the Links (refer to the definition page). Form your own PAK. You become the leader of your own PAK. You choose who will join your circle. You will choose the best and the brightest. You will decide the purpose of the PAK. You will decide the format. You will select the time and the place of the weekly meetings. When you are at the epicenter of your own PAK, you manage the information flow. This is information management at its best.

**Form a circle for cash**

# 427 Miracle

## A Trilogy of Choice

**T**HE DREAM TEAM OF STEVEN Spielberg, Jeffrey Katzenberg, and David Geffen was a trilogy of choice. They knew each other since beginning days in the film industry. They met about twenty-five years ago with pennies in their pockets and movies on their minds. Their trilogy of choice took time to gel. You must realize that choosing your Links is not a quick fix. It is not a quick flirtation, a one-night stand, or a weekend in Vegas. Links are form over time, not during recess. These three partners had a multitude of professionals to choose from, but because they knew of each other's skills and talents over the years, they chose the best and the brightest. You must make similar choices as you choose your Links.

Links by choice, not chance



# Miracle

## Link Requirements

**T**EAMS TAKE TIME. THE TEAM of your dreams takes time. There are four requirements vital to building your PAK. *First*, don't choose the first person who may wish to join your circle. *Second*, choose those who will become future leaders in their chosen professions. *Third*, choose those who are continually learning, both personally as well as professionally. *Fourth*, choose those who have an insatiable desire to share. All Links must share productive ideas, concepts, or strategies instantly by texting, e-mailing, or calling. Don't wait until next week's Rotary luncheon. By next week it's old news. If it is on the drawing board, it is obsolete.

Requirements are required

# 429 Miracle

Bill – Sam - Steve

**B**ILL GATES, THE LATE SAM Walton, and Steven Spielberg are all billionaires. God did not give Bill, Sam, or Steve any special privileges that you and I were not given. The only difference is that Bill was ready to accept the truth that the laws of electronics were available. He was no closer to the kingdom of electronics than you or I. Sam Walton, the late founder of Wal-Mart, was not given any special privileges either. The only difference is that Sam knew that the laws of distribution were available. He was no closer to the kingdom of distribution than you or I. Steven Spielberg discovered new laws of filmmaking and became a billionaire. He was no closer to the kingdom of filmmaking than you or I. The only difference is that Steven knew the laws of filmmaking were available. These three all enlarged their containers to receive the eternal verities from their Maker.

Discover the Kingdom of you

# 430 Miracle

## An Event Purpose

**W**ILLIAM COWPER SUMMED UP A purpose with such brilliance by writing, “The only true happiness comes from squandering ourselves for a purpose.” Before you attend an event, before you leave your office, determine your event purpose. Is it social or is it business? There is no right or wrong answer. But five days before an event, know if you are going to have fun rubbing shoulders with your friends, or if you are going to generate some new business by meeting strangers. If it is business, dust off the *Little Miracles* books and reread the section on events and associations (*Little Miracles*, Volume 1). Also dust off The Clusters (refer to the definition page). Maybe the event purpose is to both have fun and develop some business. There is nothing wrong with doing some of both. Varied options produce varied results.

Be on purpose

# 431 Miracle

## Kings Meet With Kings

**K**INGS MEET WITH KINGS. You need to spend time with those in your community who can be of financial value to you. If your target market is the affluent, you cannot spend your time standing in a line at a soup kitchen. If you market to the wealthy, I suggest that you meet with professionals who have a Rolodex full of the rich and the famous. Kings meet with kings. Kings do not meet with commoners. Warren Buffett does not attend Chamber mixers. My mother was so simple but so insightful. She said to me many times, “Birds of a feather flock together.” Not until I got a bit older did I understand her wisdom. Find the level of professionals you need to associate with and associate.

**Find target-rich environments**

# Miracle

## The Beauty of a Rainbow

“THE BEAUTY OF A RAINBOW arching across the sky after a rain shower is a wonder that captures everyone’s attention. Yet such a stunning sight is composed of colorless droplets of water. Until they are caught in the light of the sun, each droplet that makes up the rainbow remains a colorless particle of water. The physical aspect of it has not changed. The addition of sunlight has caused us all to see its potential.” This was taken from a Unity publication called *The Daily Word*. You think of yourself as colorless but you are not. Let your being catch the rays of the Almighty and you will see your brilliant potential.

Catch the rays

# Miracle

## Father Fulton

**F**ATHER FULTON WAS A CATHOLIC priest at Blessed Sacrament parish in Seattle. He was a Methodist minister before he became a priest. Father had a beautiful habit, a blessed habit. His habit was more than what he wore. When he gave a presentation, he looked at everyone in the room before he spoke. He had eye contact with everyone before he spoke. He looked into their eyes before he spoke. He continually had a look of love. He took time before he spoke. He took lots of time looking into the soul of everyone in the room before he spoke. What he saw was the person as they were meant to be. The energy in the room changed. There was spiritual electricity in the air. He was spiritually awesome.

Develop the look of love

# Miracle

## Removing

**R**EMOVE ALL IMPEDIMENTS THAT KEEP you from growing your business. Let no negative thought enter your world that keeps you from your bounty. Eliminate all negative people who keep you from your bounty. There are two types of people: those who contaminate and those who contribute. Eliminate all the people in your life who contaminate your life. Surround yourself with those who contribute to your life. Surround yourself with people with vision. Surround yourself with people who have compassion. Surround yourself with people who solve problems. Albert Einstein shared a gem when he wrote, “In the middle of every problem lies opportunity.” If you are always talking about a problem, you are the problem. Surround yourself with people of passion. One person with passion is worth 99 people with interest.

Much of life is eliminating

# Miracle

## 435

### Acknowledge Your Fears

**A**CKNOWLEDGE YOUR FEARS. STOP DENYING and making excuses for them. Bring them into the light of day. Once a painful boil is lanced and exposed to the light, healing begins. Socrates told his disciples centuries ago, “Know thyself.” Know your fears. Don’t take counsel from them. Do not spend time with them. Fear keeps you from your rewards. A coward dies a thousand deaths. A hero dies but once. Do you die each time you extend your hand to a stranger? Do you die asking a business question of a stranger? Do you die behind the palm tree at events? Haven’t you suffered long enough? Are you ready and willing to rid yourself of your shackles of fear? Are you ready to be in the middle of a pack of strangers and use The Clusters (refer to the definition page)? Walk through your fears. Take action! Be bold! Juvenal wrote over one hundred years ago, “Fortunes favor the bold.”

The bold fear not



# Miracle

## Reengineer Your Marketing

**M**ICHAEL HAMMER AND JAMES CHAMPY, in their book, *Reengineering the Corporation*, stated that each year you must tear apart your company and only put back the pieces that are effective for bottom-line profits. I believe you must take apart your marketing plan, piece by piece, and lay it out on the floor as you would the parts of your Lexus. Examine each piece carefully. Wipe off the mental sludge and only put back the parts that are productive. Add new parts where and when they are needed. Your financial engine will hum like a Rolls.

Why sputter like a Model T?

# Miracle

## How do you Find an Elephant?

**A** MYRIAD OF MERCHANTS KEEP ASKING, “How do you find millionaires?” Dr. Robert Schuller, of the Crystal Cathedral church in Garden Grove, California, answers a question with a question: “How do you find elephants?” The answer is, “You go where elephant are.” How do you find millionaires? Simple logic; go where the millionaires are. Do your research. Find where they congregate. Butchers congregate with butchers. Police congregate with police. Homeless congregate with the homeless. Millionaires don’t socialize with those folks on the welfare rolls. They don’t socialize at Chamber. They socialize at their country club, their Rotary, or their favorite watering hole? Millionaires congregate with millionaires. Discover their favorite watering holes.

**Munch with millionaires**

# Miracle

## Unaware

**A**LAWYER AT BAKER & MCKENZIE told me the following story. A case in point was my involvement in activities with my small children. I had attended a children's Saturday morning gym for some time with my first son. It was not until I had been attending these classes for about six months that I became aware of another father who had a son about the same age as mine. He was a partner of one of the Big 4 accounting firms. He worked in the same general industry area that I worked in. Through meeting at the children's gym we were able to form a Link and subsequently set up meetings between groups of professionals from our respective firms, in order to explore possibilities of doing business together. This relationship would not have happened without your training.

**Be aware that you are unaware**

# Miracle

## The Stranger-Danger

**M**OST OF US HAVE A fear of strangers. Just the thought of meeting a stranger causes a fear called stranger-danger. To acquire stranger-pleasure, you must meet a thousand strangers. Meeting a thousand strangers seems like a climb up Mt. Everest. It seems almost too steep a climb. However, once you begin the climb up your mountain of strangers, never look back. If you look back, you will surely fall back to that old feeling of fear. Keep your eye on the top. If you break down a thousand strangers, it isn't that challenging. A thousand strangers in twelve months are eighty per month, twenty per week, three a day, or one every three hours. Is that too big a price to pay for success? When you meet one stranger every three hours, you move from stranger-danger to stranger-pleasure. Begin to believe that there are no strangers, only friends you haven't meet.

Stranger-pleasure is earned

# 440 Miracle

## One a Day

**T**HE NUMBER ONE METHOD OF remembering the Little Miracles is by sharing them with someone whose business you sincerely want to help increase. Sam Walton when asked about success made this point, “My willingness to share.” Share one of these gems of wisdom every day. Share a Little Miracle with a different person each day. Retention of each Little Miracle is increased when it is shared. Right now choose a Little Miracle and instantly text or e-mail it to your closest business friend. Continue this process for thirty days and you will be so amazed with the results that you will have withdrawal symptoms if you discontinue. If you share a dollar, there is still only one dollar. If you share an idea, there are two people with an idea.

Sharing ideas, not dollars

# 441 Miracle

## Minute Vacations

**T**AKE A MINUTE VACATION EVERY sixty minutes. Calm your mind of all your deadlines. Calm your mind of all challenges. Calm your mind of all goals and dreams. Close the door of your mind and let no disturbing thought enter. Be a conscious guardian to the gate of your mind. Every battery needs a charge every now and then. So does your mind. So does your body. So do your emotions. So does your spirit. So does your soul. When you calm your mind, your body, and your spirit, you move closer to your Maker. Even a lowly rubber band has enough intelligence to relax from time to time. If you keep a rubber band stretched to its outer limits interminably, it will never recover its elasticity. You cannot undo the past. You cannot unscramble an egg. If in your past you have stretched beyond your anxiety zone, let it go. Forget it. Begin a 60-second vacation and move on.

You find a life

# 442 Miracle

## The Seven Luncheon Questions

**B**E PREPARED TO ASK SEVERAL business questions of the person sitting next to you at a luncheon. The purpose of this Little Miracle is to learn all you can about that person. Stay focused on business questions. Here are eight luncheon questions: 1) What are some of your professional goals? 2) What books do you recommend reading? 3) Are you taking any business courses? 4) Where did you go to school? 5) Why did you choose your occupation? 6) Why did you choose your firm? 7) What are some of your business qualities that you are most proud of? 8) If money were no object, what would you be doing in business that you are not doing? Be creative by adding a few probing questions of your own. But remember to stay focused on the purpose of the questions. Take good notes. Record these notes. Keep the questions and the answers in the person's file.

**Be an encyclopedia of people**

# 443 Miracle

## The People of Rapport

**S**TOP BEING A SALESPERSON AND become a rapport person. Salespeople get. Rapport people give. Salespeople talk. Rapport people listen. Rapport people are relationship-building people. We must move from the transaction business to the relationship business. For most this requires a paradigm shift in the questions you ask. Have relationships beyond your Links. Have a close relationship with each of your clients. Frank Baxter, Jr., the late CEO of Jeffers & Company, when asked about relationships, said, “Our clients are our capital.” He had relationships with each of his clients. Think of each of your clients as an appreciating asset, because they are.

Sales people no more



# Miracle

## Stop Being a Go-Getter

**I**T WAS A SAD DAY in my life when I discovered that my mother did not have all the answers. My mother's words to her second son were, "Be a go-getter." Fifty years later I discovered Mom was 180 degrees wrong. I needed a paradigm shift in my perception. I discovered that the secret of wealth was not being a go-getter but being a go-giver. The gets I have heard all my life are: you get born, get changed, get fed, get shots, get to kindergarten, get recess, get summer vacations, get a diploma, get to college, get good marks, get a job, get a wife, get kids, get a car. Get a house, get promotions, get sick leave, get workmans comp, get retired, get Social Security, get dead, and finally you get to the cemetery, and all for what? You can't take it with you. I have never seen a U-Haul hitched to a hearse.

Where have all the givers gone?

# 445 Miracle

## What Before the Who

**I**T IS ALWAYS THE *WHAT* before the *who*. Don't look for *who* to know until you know *what* they know. And before you decide *who* you want to know, you need to know *what* you need to know. Take some quiet time, some alone time with only your thoughts, and become very clear on *what* you need to know. Write down *what* you need to know. With continued thought, write down which organizations are most likely to have the *whos* which have *what* you need to know. Now you are transparently clear on which organizations to attend. Search for organizations where the *whos* attend and attend.

Why your whats and whos

# 446 Miracle

## The Many Ways

**T**HERE ARE MANY WAYS TO solve a difficulty. You can achieve your objective with calmness and civility or anger and bitterness. I had a friend in Seattle whose secretary was continually late. After she was tardy several days, he approached her desk and calmly said, "Jackie, you have two choices. You can either come on time or work for someone else." Two things come to mind. First, he discussed the problem with compassion. Second and more insightful, he gave her a choice. Giving others a choice is a brilliant concept. Here is another story. We had neighbors in Edmonds, Washington. The mother was one of the most loving mothers I have ever known. Over the back fence one summer evening I heard her youngest daughter say, "I don't like spaghetti." The mother said with her motherly love, "Maybe tomorrow will be your day." When will the rest of us ever learn?

There can be peace on earth

# 447 Miracle

## It is not Cell-net

**W**HEN YOU ATTEND AN EVENT, turn off your cell phone. If you have to use your cell, go to McDonalds and have a Big Mac and fries because you are not going to get any new business while you are on your cell phone. You will cell yourself into mediocrity. When you are on your cell phone, those who need your service make a 180° turn from you and you will never meet them. The reason you are on the cell is that your ego is larger than your pocketbook. The bigger the ego, the smaller the purse. If you are on a cell, you have the inflated belief that someone on the other end of the call cannot function without your direction. When you turn off your ego, you turn off your cell.

**An ego can't live without a cell**

# 448 Miracle

## No Instant Income

**D**ON'T THINK FOR A NEW YORK minute that you can read these *Little Miracles* and become an instant success. 'Tain't so! I thank God that it isn't so because if you could become wealthy in a nanosecond, so could your competition. Success is earned. You earn it hour after hour, day after day, week after week, and month after month, year after year until the *Little Miracles* move from your head to your heart to your hands. *First*, you learn them. *Second*, you apply them. *Third*, you own them. *Fourth*, you share them. Success is only achieved by blood, sweat, and tears that flow in those solitary hours. The Japanese have a word for it, kaizen; incremental improvement.

Kaizen to you

# Miracle

## *But Out*

**G**ET RID OF ALL THE *buts* in your life. *But* is a verbal eraser. It erases the statement before it. I have heard so often: I would have passed *but* the test wasn't fair. I would have applied *but* I was not qualified. I would have volunteered *but* I was too old. I would have been chosen *but* I was too young. I would have asked *but* I am too shy. I would have tried out for the team *but* I was too short. Just before the word *but*, place a period, not a comma. When you remove all the *buts* from your conversation, you begin to take responsibility for your shortcomings. You can't change what you don't acknowledge. Once you acknowledge your *buts*, you can begin to remove them from your life, one *but* at a time.

Time to *but out*

# Miracle

## Anger is an Acid

**A**NGER IS A RESPONSE YOU have to the action of another. Anger is not in your genes because anger is learned. What is learned can be unlearned. Anger is learned by observing those in authority. They become your teachers. The problem with anger is that it acts as an acid. It damages and destroys the vessel in which it is stored. And anger also destroys the object on which it is poured. Empty your beaker of anger and replace it with a barrel of love. The vessel in which love is stored not only heals but enlarges without limitations. A friend of my wife had a fender bender near the University of Washington. A fellow got out of his car and said to my wife's friend, "What are we going to do about it?" Her first response came from her beaker of love. She said, "Let's hug." His beaker of anger immediately changed to a barrel of love.

Be quick to hug

# 451 Miracle

## Be Comfortable

**M**OST THINGS YOU DO THAT make you uncomfortable are learned behaviors. Someone you trusted told you when to feel uncomfortable and you accepted that as a fact. If you are uncomfortable diving into the deep end of the swimming pool, dive in. If you find yourself feeling uncomfortable sitting by people of authority, sit by people of authority. If you find yourself feeling uncomfortable giving presentations, give presentations. When you do the uncomfortable enough times, it becomes comfortable. A rubber band of comfort never returns to its original shape. Each stretch mark expands your comfort zone and shrinks your uncomfortable zone. Soon the only time you feel uncomfortable is when you are comfortable.

**Add more uncomfortable moments**



# Miracle

## If it Ain't Broke

**I**F IT AIN'T BROKE, BREAK it! If what you are doing is going smoothly and you feel comfortable doing it, break it! Take it apart and see if there is a better way, a more efficient way, a more cost-efficient way, or a faster way. I assure you that you will find a better way of doing many things. Begin to make some minor changes in your comfortable life, such as taking a different route to work, taking the stairs instead of the escalator, using your left hand instead of your right, entering a meeting unannounced, wearing your shorts on a winter stroll, buying flowers for no reason, or telling your daughter how proud you are of her for no reason. Your life will be one joyous adventure after another. Try breaking what wasn't broken.

**Fix your life by breaking it**

# Miracle

## The New Kid

**T**HERE IS ALWAYS A NEW kid on the block. A new business owner has moved to your community. Call the new owner and say, "I know you are new in town and I would like to have you as my guest at lunch with three other business men and women who will be important for you to know. I would like to help you become acquainted with other professionals in our city." The new person will not turn you down, and will be indebted to you. With this approach you are beginning another relationship. Soon that business owner will ask you what product or services you market. If he or she needs either, you have a new client. If this person has Link potential, Link.

**Be first to greet the new kid**

# Miracle

## The Sad Saga of Sports

**I**F YOU WOULD TAKE AS much time on your career as you spend reading about sports, talking about sports, listening to sports, watching sports, and playing sports, you would end your career with bulging accounts receivable. If you would take as much time learning your craft as a superstar practices his or her sport, you would need a forklift to carry your monthly earnings to the nearest financial institution. Take time and a calculator and add up all your sporting hours. You will be totally shocked. It will add up to at least one month each year. Have balance in your life. All play does not make Jack a dull boy. All play makes Jack a poor boy.

Be a good sport, but not all sport

# Miracle

## Never Social

ONE LAWYER IN PENSACOLA SAID to me, “I never meet purely for social reasons. There is no reason to.” Conventional custom is to not talk business at a social function. I do not accept conventional custom without reflection. Do you swallow prevailing prophecy without question? If you do, your financial statement will reflect your decision. Weave a business question or two into your social conversation. Weave them casually, tactfully, and discreetly. With practice you will be as smooth as a politician on election night. If you make it seamless, no one will be aware of your informal business adventure. If you do not ask a few business questions at a social, you are out of your mind. Finish with, “Do you mind if I give you a call tomorrow? I have an idea or two that may be of interest to you. How may I reach you?”

**A social beats Social Security**

# Miracle

## The Thrill of a Hug

I WENT TO VONS SUPERMARKET IN San Pedro, California, a few years ago. The checker had not seen me for a month or so. She greeted me with such enthusiasm. She made me feel as if I were the only shopper in the market. As I was ready to pay, she said, “I will not let you pay until you give me a hug.” I will hurry back to her check-out station. You will not want to hug everyone physically. But if not physically, hug everyone mentally. Whether you do it physically or mentally, do it with great enthusiasm and love. People will be standing in line to have you serve them.

## The effect of a hug

# Miracle

## Stop Collecting Cards

**S**TOP COLLECTING BUSINESS CARDS. IF you want to play cards, go to Vegas. Collect only cards from the people you want to call. Eileen Henry, a member of the Century City, California, Chamber of Commerce, asked me at a chamber function, “I have hundreds of cards in my desk drawer. What should I do with them?” I answered without equivocation, “Throw them away.” If you have business cards in the drawer of your desk, they are gathering dust. You have no idea where you met that person. You have no idea when you met that person. You have no idea why you saved their card. The cards in your desk drawer are depleting the rain forests.

Shred the drawer cards

# Miracle

## Relieve Depression

**D**R. CARL MENNINGER OF THE Menninger Psychiatric Clinic in Topeka, Kansas, gave a prescription for relief of depression. He states emphatically how to relieve depression: get up out of your chair, go across the hall, and help someone. When you are helping another, your depression is gone! The next time you are depressed, follow Dr. Menninger's prescription: help someone. They will feel better. You will feel better. The Universe will feel better. As you return to your work, your productivity, your enthusiasm, and your bottom line will leave the charts. When you relieve your depression, you change your attitude. I believe attitude is more important than aptitude.

Take a depression break

# Miracle

## Twice Blessed

**W**ILLIAM SHAKESPEARE WROTE IN THE year 1581, “We are twice blessed, in the giving and the receiving.” You cannot stop this universal principle any more that you can stop the Mississippi River’s lazy flow into the Gulf. This principle of giving and receiving is a gift from the Universal Source. It is a proven principle. Eva Bell Weber wrote these inspiring words: Be not afraid to pour out from your full storehouse within the glorious things which the Father has given you. This giving shall not sap your strength, nor diminish your fullness. Ever is the creator creating new things of joy and beauty to bless your life. As you give that which you have, more shall come to take its place.

**Your Maker has no margins**



# 460 Miracle

## Judgment

**J**UDGMENT PRECEDES PERCEPTION. NOT AN easy concept to grasp. Think on this. How you judge a person changes your perception of that person. You judge a street person different than a banker. I was flying back to Los Angeles after one of my seminars and I was sitting by a man who had a three-day beard, a cowboy hat, dirty boots, and clothes that looked and smelled as if he had slept in them for days. I did not talk to him. My judgment clouded my perception. I did not communicate with him until we were getting our bags from the overhead. I said, "I see you are studying. What do you do?" He said, "I am a neurosurgeon at UCLA Medical Center." I was humbled and humiliated and rightfully so.

**Humility is a moment in learning**

# 461 Miracle

## Profits

**T**HERE ARE ONLY TWO WAYS to increase profits. The first is to eliminate waste and the second is to improve marketing. Most firms, from the florist on the corner of 59<sup>th</sup> and Broadway to the CEO on the 80<sup>th</sup> floor, seldom consider improving their marketing methodology. Most firms only trim waste to improve profits. Trimming waste should have been done long before it shows up on the balance sheet. Most firms are continually off track. Will Rogers jokingly said, “You may be on the right track, but if you just sit there, you will get run over.” Don’t sit on your marketing plan. You keep on track by replacing or improving your marketing skills year after year. When you improve your marketing skills as well as trim the waste, your competition will see your name in the latest Forbes magazine.

**Even Amtrak stays on track**

# Miracle

## Salute Everyone

**H**ONOR EVERYONE. SALUTE EVERYONE. EVERYWHERE I have worked, the winner's name is big and bold at the top of the sales chart. The less productive professionals' names are well below and in small print. I visited a Mary Kay sales conference. Everyone was honored. If a woman sold one tube of lipstick, she was brought on stage and given a big round of applause. I am sure she was so stoked that the next week she sold a dozen tubes of lipstick and several jars of face cream. Dr. W. Edwards Deming wrote with great insight, "The greatest recognition you can give a person is the recognition in front of their peers." I discovered that honoring only the winners did nothing but lower the productivity of the rest of us. When you honor everyone, many of the losers will become tomorrow's winners.

**A loser today, a winner tomorrow**

# Miracle

## List Your Pulls

**S**EVER ALL THE CONSTRAINTS THAT produce a constant pull on your future. Eliminate the constraints that pull you from developing your future. The late Dr. Peter Drucker, a marketing guru, emphatically affirms, “The best way to predict the future is to create it.” Here are eight pulls to eliminate. 1) Waiting for others’ opinion. 2) Always being tardy. 3) Making excuses. 4) Not taking responsibility. 5) Low self-esteem. 6) Always selling. 7) Letting others make decisions for you. 8) Always putting self first. Only you know what your pulls are. Take some quiet time in potent stillness and write down all the pulls that keep you from your goals. Sever them one by one until all that is left is the pull of affluence.

Let affluence be your magnet

# Miracle

## The Fearsome Foursome

**A**VOID A FOURSOME AS IF they had an Asian flu. When you form a foursome at an event, you become the loser. With a foursome, someone always takes command. Usually it is an extroverted executive who has a personal triumph to share that inflates his or her big ego. The graceful way to eliminate this *business bust* is to never expand a threesome to a foursome. Seldom does someone monopolize the conversation with a threesome. With awareness you can avoid a foursome. If you are caught in a *fearsome foursome*, wait for a comma in a monologue and say, “I have enjoyed meeting you but there are a couple of other people I need to meet.” With grace and stealth, move on. Fold your tent and disappear as a Bedouin into the desert night.

A foursome is financial famine

# Miracle

## Poitier Parable

I WAS WATCHING LARRY KING. HE was interviewing Sidney Poitier. Poitier was born the son of a poor tomato farmer in the Bahamas. Sidney mentioned he was born two months prematurely. He weighed only three pounds. His father found a shoebox for his burial. His mother would have none of that. She said he would walk with kings and be known all around the world. I believe Ralph Waldo Emerson when he penned these words: “Everyone is born a genius but few ever discover it.” If each of us would tell our children, our grandchildren, and our great grandchildren they are genius from the moment they are born, the universe would be *bursting with brilliance*. Buckminster Fuller in all his genius sums it up perfectly: “We are all born genius but life de-geniuses us.” I am sure you can remember all your “mentors” who sucked out your genius.

No more sucking sounds

# Miracle

## Business Buffet

**E**ACH EVENT IS A BUSINESS buffet, piled high with financial goodies. What would happen if you entered a breakfast buffet and sat down? Would you be fed? You would starve to death. At every buffet you have to go get it. It is the same at business events. No one is going to come to your table and bring you business. Most professionals enter an event and find a seat and expect a waiter to bring them their *financial fillet*. They go back to their office financially hungry. Each event is filled with hundreds of business opportunities but you must move around the room to find them. The Russians have a powerful saying: “The trotting dog gets the bone.” How many bones are you getting at each event?

**Business buffets are bountiful**

# Miracle

## Question Everything

**S**OCRATES, OVER 2400 YEARS AGO, so brilliantly wrote, “Question assumptions never before doubted.” Long before I read Socrates, I questioned everything. When I was in the fourth grade, my teacher wrote on my report card, “Mel asks too many questions.” For some reason, that did not deter me. In fact, it made me more determined than ever to squeeze as much out of life as possible. I have been asking questions ever since. When I was at the Wilshire Chamber of Commerce in 1981, I discovered that members were leaving events without any business. I asked myself, “Why?” That simple question set the course of my career for decades. The answer was to enter each event with a few prepared business questions called The Clusters (refer to the definition page). The Clusters will build your business exponentially.

Question assumptions



# 468 Miracle

## Volunteer a Comment

**A**LWAYS VOLUNTEER TO MAKE A COMMENT when at an event. When asked to make comment, always stand, give your name, and your firm name before your comment. Wolf Blitzer at a news broadcast will begin by saying, “I am Wolf Blitzer of CNN.” What a great commercial! And it is free! Wolf had a free advertisement to an audience of millions. If you volunteer, you will have a free advertisement to your audience. Every time you are asked to tell a little about yourself, think of it as a free commercial. Always be prepared. Always be ready. Always prepare no more than a sixty-second commercial about your product. Always be ready with a hook that will grab the audience’s attention. Always hone it, edit it, and always practice it. Ernest Hemingway often took six hours to write one sentence. Why not spend sixty minutes preparing a sixty-second free commercial?

Sixty seconds to success

# Miracle

Dr. Jodi Kaufmann

**M**Y DAUGHTER, DR. JODI, IS an associate professor at Georgia State University. She said to me, “In my data collection class, I greet everyone as they enter. I miss no one ever! If I am talking to a student, I still acknowledge those entering by eye contact, a smile, and a nod of my head. I start each class with students telling of their brilliance and catastrophes of collecting data that week. I think it is really successful. No judgment, just sharing and laughing. They love it and feel really supported. And feel they are given permission to make mistakes and fail. It doesn't matter as much if it was good, but what is important is what they learned from it. I try not to talk too much so it becomes a community.”

What a blessed mentor

# 470 Miracle

## Accept Your Own Magnificence

**I**F YOU ACCEPT YOUR MAGNIFICENCE, you will never have a need to be depressed, never have a need to worry, never have a need to be stressed, never have a need to be anxious, never have a need be concerned, never have a need to be judgmental, never have a need to be jealous, never have a need to gossip, never have a need to hold a grudge, and never have a need for any addiction. When you accept your magnificence, you need nothing else. Lao Tzu so poignantly stated, “When you realize you have nothing lacking, the whole world belongs to you.”

You were born magnificent

# 471 Miracle

## No Pain

**D**R. GERALD JAMPOLSKY, THE AUTHOR OF *Love is Letting Go of Fear*, discovered an instant pain reliever. A pain reliever whose Rx cannot be filled at your neighborhood pharmacy. Jerry has a clinic in Tiberon, California, for catastrophically ill children. Many are in constant pain. When these children help the frightened, new members at the clinic, their pain disappears for the exact length of time that they are helping the less fortunate. Giving is a miracle drug that is given to all of us by our Maker. The next time you feel pain, physically, financially, mentally, emotionally, psychologically, or spiritually, reach out and help someone. Your pain will disappear as the mist in the morning sun.

God has ways we know not of

# 472 Miracle

## Why Little Miracles?

**T**HE REASON I BELIEVE THE *Little Miracles* is such a significant book because no book, to my knowledge, has revealed the fundamentals of networking. No book has revealed the very basic skill of the questions to ask strangers when you meet them. No book has revealed the very basic skill of how to discover productive events. No book has revealed the very basic skill of who to sit by at an event. No book has revealed the very basic skill of knowing how to reach the unreachable. No book has revealed the very basic skill of transforming idle chatter and chance encounters into business opportunities. No book has revealed the very basic skill of how to research an event before attending. No book has revealed the very basic skill of discovering the financial value of a stranger within sixty seconds after meeting. Leaving networking to chance is as productive as a lottery ticket.

Don't be a lottery-loser

# 473 Miracle

## Fundamentals

**B**E STILL AN INSTANT, AND forget all the things you have ever learned about networking and enter the world of the *Little Miracles*. *Little Miracles* books do not focus on abundance. They focus on the basic building blocks of a relationship. When mastered, abundance is the topping on the tart. Bill Walton said, Coach Wooden never spoke of winning. He focused on the fundamentals of basketball and he repeated them over and over and over until each fundamental was second nature and winning was the result. Edwards Deming, the father of TQM; Total Quality Management, wisely wrote, “Measure conformance, not performance.”

Master the fundamentals

# Miracle

## Love Your Neighbor

“**L**OVE YOUR NEIGHBOR AS YOURSELF.” These five magic words will change your life forever! This was self-evident this morning. I made a commitment to pick up my friend, Steve, at 5:20 this morning and drive him to the airport. As I drove into his driveway, I realized I had a flat. As soon as I saw him, my first words were, “How are you going to get to the airport?” His first words were, “Do you have triple A? If not, use mine.” Automatically, both Steve and I thought of the other first. This philosophy of thinking of others first is as viable professionally as it is personally. Make these five words the foundation stone of your life.

Etch this rule in stone

# 475 Miracle

## An Invitation to Say More

**T**Hese door openers make people feel accepted, significant, and worthy. Why not add an invitation for others to say more. Here are a few suggestions: 1) Tell me more about your recent project. 2) Have you ever thought about expanding your firm? 3) I would be interested in your view of that. 4) This sounds very interesting. Tell me more. 5) I respect your thoughts. 6) Your ideas are always worth listening to. 7) I would like to get to know you better. 8) You have very unusual interests. 9) Your comments make me feel important. 10) Your wisdom makes me think. Door openers encourage others to say more without feeling judged or evaluated. These suggestions are so simple.

Simplicity is genius



# Miracle

## Anticipate a Need

**G**O THROUGH ALL OF LIFE looking for a being in need. Every living thing you encounter has a need. Make it your mission to discover needs. With some the need is just a kind word. For others it may be a gentle touch. For another it may be a friendly smile. For another it may be to be appreciated. For another it may be a friend. Another's need may be to share a bowl of soup. For another it may be to share in their sorrow. For another it may be to share in their joy. For another it may be to hear the words, "Let go of worry and let a Higher Power take over." For many it may be for human touch. For another it may be to hear you say "I love you" seventy times seven. Once you find a need; fill it. Let no need go unfilled. For some reason, when you fill a need, you no longer have a hole in your soul.

Everything has a need

# Miracle

## Arthritis of the Brain

**T**OO MANY PEOPLE I KNOW have arthritis of the brain. It hurts when they think. Most people are opinion parrots. They parrot the opinion of others. That does not seem to *pain their brain*. Arthritis of the brain is contagious; you can catch it from almost everybody. For many an original thought is an anomaly. Someone asked Abe Lincoln why he read so much. His response was a light bulb moment for me. He said, “My brain itches and I have to scratch it.” William James was so insightful when he wrote, “Most people don’t think; they just rearrange their thoughts.” Mel Kaufmann says, “Don’t think outside the box; get rid of the box.” Thinking is a muscle. The more you use it, the more it expands. As the brain-pain dissipates, original thoughts emerge.

Leave a legacy of thought

# Miracle

## Ask and Receive

“ASK AND THOU SHALT RECEIVE” is a truism. This is not only a pious platitude but a practical principle. A marketing person at First Interstate Bank attended one of my seminars. At a break she went across the hall to inquire about the hospital conference that was being conducted. She was in healthcare. She asked the registrar who was attending the presentation. The registrar gave her the entire roster of those attending the conference. Ask and thou shalt receive. These business opportunities are available to all of us. Lord Byron in 1803 put a pen to paper and gave us these words, “There is a pleasure in a pathless wood.” Tear your obsolete marketing concepts loose from their moorings and watch them drift into obscurity.

Ask

# 479 Miracle

## Broadway

**A** BROADWAY PLAY DOES NOT BEGIN ON Broadway. It may take two years to develop. Then it usually takes six weeks of rehearsing in the Catskills. Then it is moved to New Haven for six weeks to work out the kinks. When thoroughly prepared, the play moves to Broadway, called the Great White Way. So you must try out your networking skills with everyone before you open on your Broadway. Your Broadway of networking is your business community. Rehearse long before you meet your Mr. and Ms. Deep Pockets. If you open your marketing production with an important professional before you have your New Haven, you will wonder why your show closed the day you opened on your Broadway. Ralph Waldo Emerson was a brilliant thinker. He share his insight when he said, "The future belongs to those who prepare for it."

Hearse or rehearse

# Miracle

## Rewards

**T**HERE ARE TWO IMPORTANT WAYS to reward your staff for their efforts. *First:* The coin of the Realm. Monetary rewards are always appreciated and accepted with glee. *Second:* Peer recognition. It is mystery of the mind that staff recognition in front of peers lasts longer and produces better results than giving money as a reward. People will work harder for praise than a raise. If you are concerned about attrition, try complimenting each of your staff in front of their peers. Have a delicious monthly staff luncheon and reward each staff member in front of their peers. Miss no one. Have each person stand as you give them a compliment and ask for resounding applause. This may be the only time in their life they have gotten applause. Not one whiff of criticism at a rewards banquet.

Peer recognition is magic

# 481 Miracle

## A Happy Ending

**H**OW CAN INTELLIGENT PROFESSIONALS SEND people to networking events without networking training? Think of this. Do people use a computer without training? Does an attorney practice law without a degree? Do people drive a car without driver's ed? Would UCLA have won ten national championships without John Wooden? Not giving networking training will always have a sad ending. How can we create a happy ending? There are three requirements for a happy ending. 1) Continue studying the Little Miracles. 2) Have an accomplished networking coordinator. 3) Have a well defined and implemented monitoring system.

Don't despair, repair

# Miracle

## Endorphins

**G**IVING CREATES A NATURAL NARCOTIC called endorphins. Let's support the addiction of releasing endorphins so we will have an endorphin pandemic. I am listing nine ways of releasing endorphins. I am sure you can add a dozen more. 1) Give joy. 2) Give happiness. 3) Give peace. 4) Give kindness. 5) Give compliments. 6) Give recognition. 7) Give compassion. 8) Give gentleness. 9) Give love. The miracle of giving triggers the brain to secrete endorphins. Endorphins relieve pain. During the time you are in the act of giving, either physically or emotionally, you will feel no pain. Now we know why our Maker created endorphins.

**Experience the giving euphoria**

# Miracle

## Don't Give 'til it Hurts

**M**OST OF MY MENTORS SAID, “Give ‘til it hurts.” I heard this platitude all my life. I discovered late in life that that statement is incorrect. That myth must disappear from the surface of our planet. It must be deleted from our Webster’s. It is as outdated as the brontosaurus. If you give a gift and it hurts, either financially or emotionally, it is not a gift; it is a sacrifice. A sacrifice is not a gift. When you sacrifice, you receive nothing but pain. When you give a gift, you receive nothing but gratitude. Give for the joy of giving. Giving has its own rewards when you give without a sense of loss.

Give 'til it feels good



# Miracle

## A Random Act

**A** RANDOM ACT OF HELPFULNESS IS the first step of a relationship. This blesses both the giver and the receiver. Your life must become a perfect circle of interchanging helpfulness. Soon a random act of helpfulness becomes the foundation of your life. You bring joy, inspiration, happiness, and abundance to others. Helpfulness is not a spigot that you turn on for some and off for others. These random acts of helpfulness must extend into your personal life as well as your professional life. Why not turn your spigot of helpfulness into a fire hose of beneficence for all?

**Move from turmoil to tranquility**

# Miracle

## Resisting Opportunities

**O**UR MAKER GIVES US SUCH magnificent talents and opportunities. When we fail to use them we mire in mediocrity. The following story illuminates this premise. A ninety four yearold woman was aware of a young man making is transition. She lamented, “Why not me? Why didn’t God take me instead of that young man?” Her friend tried to console her by saying, “Because you have work to do. You still haven’t done what you came here to do. You have work to do!” The older woman answered with little thought, “Well, I’m not going to do it!” And God asked, “How do you expect me to steer when you aren’t even peddling?” I believe if there is sin, the greatest of these would be, not to finish the work God gave you to do.

**Always finish God’s work**

# Miracle

## The Addictive Brain

**I**N THE KINGDOM OF A baboon there is a dominant male. Scientists have discovered that the dominant male has an extra hormone. This hormone makes him more dominant and powerful than his male brothers and cousins. The scientists discovered that if they remove the dominant male from the others, another male takes his place and becomes dominant. A strange thing happened on the way to becoming dominant. He developed the same extra hormone of his former leader. I conclude that if you decide to be dominant in your profession, God gives you an extra financial hormone to achieve your goals and dreams.

This is monkey business at its best

# Miracle

## Debilitating Dialogue

**H**ERE ARE A FEW REMARKS I hear almost daily that diminish the entire day for many. Question: “How are you?” Answer: “It’s Monday, you know.” Question: “How are you doing?” Answer: “OK so far.” Question: “How are you doing?” Answer: “Living, I guess.” Question: “How are you doing?” Answer: “Hanging in there.” Question: “How are you?” Answer: “Great. It’s Friday, you know.” Question: “How are you this morning?” Answer: “I don’t know. I haven’t read The Journal yet.” It is fascinating to me that all these people are living from the outside in. For them, if the outside world is in chaos, the inside world is chaos. Eliminate the chaos on the inside and nothing would dampen their diapers.

Peace is an inside job

# Miracle

## I Had a Dream

**C**ARL SANDBURG, AN AMERICAN POET expressed his thoughts about a dream with this one-liner, “Nothing happens but first a dream.” George Bernard Shaw affirms that, “We need people who dream of things that never were and ask why.” I had a dream. My dream told me to share this thought from the Bible: “You have to become as a little child to enter the kingdom of Heaven.” I say we have to become as little children to enter the kingdom of networking. Begin observing small children. Ask yourself, “What are these little tykes doing that would make us better networkers?” When you begin to add these lovable playpen qualities, you will not only become a more complete person but also a more prosperous person. The purity of a child is refreshing. Let’s join these beautifully innocent little children.

**When did our little kid leave us?**

# Miracle

## A Passion Trilogy

**A** TRIANGLE IS THE MOST FORMIDABLE geometric figure in the universe. This three-sided polygon may break but will never collapse. This is as true in economics as it is in geometry. Angela Ahrendts, the CEO of Burberry, a British luxury fashion house, said she will not hire a person without passion. Here is a Passion Trilogy: 1) The passion for people. 2) The passion for product. 3) The passion for profit.

A trilogy is formidable

# 490 Miracle

## Loyal Customer

**W**HEN YOU TRANSFORM SATISFIED CUSTOMERS into loyal customers, retention is the result. How do you do that? Let's take a look at twelve examples. 1) Give beyond core service. 2) Add delight to your service. 3) Continually let your clients know how much you appreciate them. 4) Instead of over-selling, over-service. 5) Don't sell what they do not need. 6) Admit an error quickly. 7) Deliver more than expected. 8) Contribute more than you cost. 9) Share business ideas and concepts. 10) Be enthusiastic about their success. 11) Never be satisfied with your service. 12) Continually tell others about your client's products or service. Developing a loyal client is a journey to abundance.

**Loyal customers are earned**

# 491 Miracle

## No Toppers

**R**EGARDLESS TO WHOM YOU ARE talking, do not tell a story that tops another person's story. No one likes to be in second place. Leave everyone a winner. Topping another person's story or joke is not an option. Instead of being a topper, ask a question or two about the story that you just heard. If it is funny, laugh. Never add: "The way I heard it was...." If you have heard the story before, act as if you just heard it for the first time, laugh. Don't say in the middle of the joke, "I have heard that before." Be sincerely fascinated by another person's story. Be sincerely interested in helping the other person feel appreciated and respected. An acquaintance will migrate from a friend and then to a client.

Save the topping for your pudding



# 492 Miracle

## Without Practice

**F**AILURE IS NOT LIKE SUCCESS. Failure comes without practice. Success is a series of habits woven together as the strands of a rope. However, both have one attribute in common; they are both habits. This means there is no success or failure chromosome in your body. Success and failure are both taught after birth. The greatest tragedy of a child is an unfulfilled parent. And an unfulfilled parent feels he or she is a failure and that is subconsciously absorbed by a child. About 400 BC, Socrates laid down this immutable principle: "Break the crust of convention." If the convention in your family is to continually convey failure, break that thick crust.

Think success

# Miracle

## Sort & Call

**T**HE DAY AFTER AN EVENT, determine who you wish to spend more time with. You do not do this at an event or meeting. You do not have the luxury called time. You *sort & call* the next morning. What you learned by using The Cluster (refer to the definition page) will determine whom to cull and whom to call. Sort out the culls. The culls are those who are not a financial fit. Shred their cards. After you cull and shred, prioritize the remaining cards. The number one calls will be to the potential Links. The number two calls will be to potential clients. The number three calls will be to potential friends. Unless you prioritize your calls, you will not grow your business.

**Prioritizing is a revenue ritual**

# Miracle

## Create or Discover – Part 1

SOMETIMES WE CONFUSE THE WORDS create and discover. As I gazed out my window at five o'clock on Christmas morning in the year 2008, with my coffee in one hand and a pen in the other, I began to reflect. The question that entered my mind was, "Did anyone ever create anything? Or do we discover?" Maybe instead of saying we created something, we should say we discovered something. Maybe that something was created long before we entered this world. Did we create the laws of aerodynamics or did we discover how to use them? Did Benjamin Franklin create electricity or did he discover how to use and control electricity? Did Sir Alexander Fleming create penicillin or was penicillin on earth from the beginning of time? Did someone create a window pane or did someone discover how to convert grains of sand into a piece of transparent pane?

# Miracle

## Create or Discover – Part 2

**D**ID GENERAL MOTORS CREATE A beautiful body for their Cadillac or did GM discover how to take a piece of ore from the earth and shape it into an Escalade? Maybe, just maybe, everything we use or ever will use was created by our Maker from the beginning of time, if time ever began. Or maybe Ralph Waldo Emerson was correct when he so insightfully wrote, “When God created the heavens and earth, he laid back in smiling repose.” Is Emerson saying that after God created everything, then he told us he had done his job, so now go and do your job? Maybe it is time to do more discovering.

**Tale the cover off your future**

# Miracle

## Always a Pen and Pad

**T**AKE COPIOUS NOTES AT EVERY opportunity. Have a pen and pad by your bed, by your television, by the kitchen sink, by the commode, by your favorite lawn chair, and on the seat of your Lexus. Whenever a word you don't know, or a thought you appreciate, or a phrase you want to use, or the name of a book you want to read, or a restaurant you want to experience comes to mind, jot it down. Write anything that vibrates your being. Writing improves your thinking. Why think tuna when you can think lobster?

An active mind is happy

# 497 Miracle

## The Brown Bag Bonanza

**M**AKE IT A COMPANY POLICY that anyone who attends a conference or seminar gives a brown bag informal luncheon presentation to the entire staff shortly after the event, to share the information gathered at the conference. This reinforces what the brown bag facilitator learned and gives others some exposure to the new ideas and information the facilitator gained. Maya Angelou stated, “When you learn, you teach.” The brown bag luncheon presentation gives the facilitator an opportunity to teach what was learned.

Share what you know

# Miracle

## Casting Bread upon the Water

**M**Y LATE WIFE WAS A very profound and insightful woman. She said to me recently, “When you cast bread upon the waters, it returns with caviar on it.” What a practical principle. In fact, that is what I thought she said, but apparently I forgot to listen to the end of the sentence. She was not finished. She added, “When you cast bread upon the waters, it comes back toasted with caviar on it.” Give toast with caviar to your business friends and the gift will return a hundred-fold. You can’t out-give your Maker; try it sometime.

Toast is not a burnt offering

# 499 Miracle

## Be Delighted

**I** WAS IN SAN FRANCISCO AT the Moscone Center giving a presentation. It was not one of my better ones, I might add. The speaker who preceded me said, “We must add the word delight to our service or product.” What an original thought! Be delighted to see your clients. Be delighted to see your prospects. Be delighted that people purchase your wares. Be delighted with your clients’ success. How about adding delight to each and every experience? Have a delightful life.

**Become delirious with delight**



# 500 Miracle

## An Old Woman from India

**A**N OLD WOMAN WAS SITTING by the river with her bag and with her daily bread. She noticed a huge precious stone between the pebbles. She put it in her bag and continued her walk. When she became tired and hungry, she sat and was ready to eat her bread. A beggar came along and asked for some bread. She gave him the entire loaf. He noticed the stone in the bottom of her bag. But he left to eat the loaf. He soon returned and asked if he could have the precious stone. The old Indian woman gave him the stone. About an hour later, he returned and gave her back the stone. The woman asked why. He said, "You have something more precious than the stone." She asked what it could be. He said, "I want to know what you have that inspires you to give. That's all I want." By Dr. Tom Stanley

More precious than stones

# Little Miracles

Volume 6

A journey to financial freedom

By: Melvin Kaufmann

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*Mel Kaufmann*

# Definitions

The *Little Miracles* book

- A book with 100 Little Miracles.

A Little Miracle:

- Each is designed to build your business and build your life.

A Link is:

- A professional who has a similar Rolodex but markets a different product or service.

A Link does:

- A Link bonds with another professional to exchange information, ideas, and resources consistently and instantly.

A Link Relationship:

- A perfect circle of interchanging helpfulness.

The Clusters:

- The cobbling of seven Little Miracles (66, 68-74) which will determine who has Link potential.

Two definitions of an event:

1. An organized group of business people
2. When two or more people meet

# Little Miracles Volume 6

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# 501 Miracle

## An Inanimate Object

You cannot have a relationship with an inanimate object. Too often I hear, “We already have a relationship with Wells Fargo.” That comment is about as stupid as jumping out of an airplane without a chute. Actually, what they are saying is that a senior person at their firm has a relationship with a senior person at Wells Fargo. What happens if the senior person retires or expires? New relationships have to begin again and that takes time. I recommend that each of your upper management have a relationship with a person in upper management of other firms, each at their own level. Never risk losing an entire firm.

**Relationship should animate**

# 502 Miracle

## Think Above

**A** BRILLIANT PROPHET OVER 2000 YEARS ago spoke, “Be in the world but not of it.” This may well be the greatest business truth ever spoken. We have to be in the world. We have to do our daily duties. We have to follow the laws of the land. But don’t let your thinking be caught up in it. Turn your back on mediocrity and be not of it. The majority of the people who live on this planet are pedestrian at best. Their minds are so filled with form and fancy that there is no room left for a creative idea to penetrate. Think above the crowd. Think as no one has ever thought before. You have the capabilities to do just that. You have the brilliance to be a master of your craft. Now you are above the crowd. William James, a brilliant psychologist and philosopher, gave us these words, “You have to live as if you make a difference.”

Think not like the crowd

# 503 Miracle

## What Is a Habit?

**F**UNK & WAGNALLS STANDARD DICTIONARY says, “A habit is an act or practice so frequently repeated as to become automatic.”

I concluded that a habit is not given to you by your Maker. You were not born with habits. If we were born with habits, there would be no opportunity to improve. Your habits are not your genes. You have been taught all your habits. Many of your acts are nothing more than learned responses. Aristotle wrote, “Excellence is not an act but a habit.” Excellence is a habit. Mediocrity is a habit. Italians often say, “I have a bad temper. I’m Italian, you know.” I don’t know. Your ethnic origin has nothing to do with anger. You acquired it. You learn anger from those you frequent. You had some great anger tutors and I am sure you can figure out who your anger professors were. Nothing dies harder than a bad habit.

**There are no angry molecules**

# 504 Miracle

## Jump With Joy

**Y**OU SHOULD BE JUMPING WITH joy because there is a fabulous principle the Universal Mind gave you. The principle is, what is learned can be unlearned. Aren't you jumping up and down in your lawn chair? Aren't you excited that you no longer have to accept your habits? The only good thing about a bad habit is that it can be changed. Now you know that you can redesign your own destiny. An excellent learning experience is to change the way people treat you. If you are not being treated respectfully, it is your fault. You have allowed it to happen to you. You have allowed it to become a habit. Your assignment is to teach people how to treat you. You have the power to retrain your teachers. Teach others how you want to be treated and accept nothing less.

**Tutor your tutors**

# Miracle

## Opinions

**M**AYBE YOU SHOULD TAKE TIME to examine your opinions. Opinions are just that, opinions. Opinions are not facts. They are interpretations of the truth. Have you heard, “Don’t confuse me with facts. I have already made up my mind”? Do you believe everything your mother told you? Do you believe everything your father taught you? Do you believe everything your religious leaders taught you? Do you believe everything your professors told you? Do you swallow all that your mentors have taught you without taking off the wrapper? Have you ever entertained the idea that maybe many of these people you trusted taught you opinions, not truths?

**An opinion is not a truth**

# Miracle

## The 80–20 Rule

**T**HE 80-20 RULE IS AS old as Mother Nature. I am not sure it is being applied to conversations. Eighty percent of your conversation should be spent asking questions about the other person's business and only twenty percent of the time telling others about your job. Asking a few questions and you are beginning a relationship. If you spend eighty percent of your time telling others about your business, you are inhibiting relationships. Spend little time telling others about your *vocational virtues*. When you spend more time asking prepared business questions of others, you are moving the decimal in your accounts receivable to the right a zero or two.

Questions are decimal movers

# 507 Miracle

## Excuses

**E**VERYONE HAS EXCUSES. I ACCEPT none. Excuses are just another word for failure. What is false is false. What is true is eternally true. My definition for an excuse is “defending a broken commitment.” And a broken commitment has no defense. Benjamin Franklin was quoted, “Those who are good at making excuses are seldom good for anything else.” Psychologists say that people who are habitually late are rebellious little children. As adult children they are continually getting even with mom, dad, teacher, police, or anyone in authority by having an excuse for each broken commitment. Why stay in the playpen for life? There is a huge undeveloped world waiting for you, and your Maker does not respond to excuses.

Take ownership of your excuses

# 508 Miracle

## Associations Affect Affluence

**A**s I crisscross America, year after year, I have discovered that no more than thirty percent of those who attend my seminars belong to an organization beyond their own profession. If you only join your professional organization, you are surrounded by your competitors. This brings financial tears to my eyes. Select an association teeming with people who can enhance your earnings. Look for target-rich environments. The time, the energy, and the money you invest in a productive association are cost-effective. A charitable organization is one of many organizations that are an unlimited financial feast. It is inexpensive advertising. With just a few hundred dollars a year, you can brand your community. Can you afford to join an organization? Can you afford not to?

**Not joining is too expensive**



# 509 Miracle

## Word of Tongue

**I**T'S NOT WORD OF MOUTH. It is the word of the tongue. You don't have to buy anything. You don't have to create anything. You don't have to borrow anything. You don't need to expand your advertisement in the Yellow Pages. You don't need a slick, expensive brochure. You don't need to hire a PR firm. You don't need another credit card. You already have what you need. It is not word of mouth. It is word of your tongue. Use your tongue to communicate clearly to others. Use your tongue to question others. Use your tongue to share productive information. Use your brain to direct your tongue.

Be gentle of tongue

# 510 Miracle

## The Five O'clock Alarm

**I**F YOU DO NOT HAVE enough time in your business day to create, if you do not have enough time to add to your business acumen, set your alarm for 4:00 a.m. This will add an eighth day to your work week. Have a pad and a pen in hand and begin to think. Listen to your inner voice. Before long your inner voice will speak words of wisdom to you. Record them. Your insights with time will become your outer sights. Take the recorded wisdom and begin to apply it into your daily life. I did just that. I spent two years listening to my Maker. During that time I developed a new career. You are capable of thinking well beyond your thoughts. Grace Metalious did just that. In 1956 Grace Metalious wrote the best seller *Peyton Place*. Grace would get up three hours before her children and write. If Grace Metalious could do it, you can do it.

Set your alarm for success

# 511 Miracle

## The Errant Torpedo

**A** TORPEDO LAUNCHED FROM A SUBMARINE finds its target by a series of errors. A torpedo has boundaries. It must remain within them. If it veers to the left, it contacts a predetermined boundary and is moved back to the right. The right boundary does the same. When these series of errors are corrected repeatedly, the torpedo ultimately reaches its target. You are an errant torpedo. You correct and repeat. You will misjudge. Correct and repeat. You may ask the wrong questions; correct and repeat. When trapped in an unending conversation, correct and repeat. You will ultimately reach your target, a Link. You will always reach your objective if you keep correcting and repeating. Thomas Watson, the founder of IBM was affirms: “The way to succeed is to double your failures and correct them.”

Have a guidance system

# Miracle

## Your Financial Bible

**Y**OUR FINANCIAL BIBLE IS YOUR local business journal. It is your guide to events which are taking place in your community each week. Turn to the page listed as The Calendar of Events. Most events taking place in your city will be listed. They list the day, the time, the location, the sponsor, the speaker, the subject, the contact person, and the contact's phone number. This is critical information for you. Only by this information can you determine to attend or not to attend. By great insight, The Calendar of Events will reveal the audience. The journal will have many articles of importance. You will find more opportunities in your local journal than you can manage. Read the journal from cover to cover with enlightened awareness.

Information awareness

# Miracle

## The Power of Silence

“ENTERING INTO THE SILENCE MEANS turning away from all outer activity. Take a deep breath. Fully relax into a state of calmness. Enter into the silence with God. The silence ushers you into a place of inner stillness where you commune with God. In this place of stillness and communion, you know the tender touch of God which fills your body and stills your mind. You feel the warm glow of God’s love rising gently within. Soothing and healing your body, mind, and emotions. You know and understand God’s unconditional love for you. In the silence with God you remember who you are. You are filled with the peace that passes all understanding. From this place you return to your daily living and savor the fullness of life.”

## A Course in Miracles

# 514 Miracle

Mark Twain

**M**ARK TWAIN IN HIS DEEP insight wrote, “It is higher and nobler to be kind.” Just observing an act of kindness raises your immune system. Speak a kind word when a hasty word would have come so much easier. It is essential to add a kind word when speaking to everyone. A slip of the tongue can be a slip on the slope. Use not a word that coarsens our culture. Before you utter the words from your old speech patterns, take a breath and ask, “Should I say that?” Analyze it. Is it ego? Is it that you want to feel more important? Does it come from a reservoir of anger? Whatever the root cause, remember, as you control your tongue, you control your words. Your words are from heaven or hell. It is a choice of your tongue.

Have a healing tongue

# 515 Miracle

## A Business Opiate

**N**ETWORKING IS AN OPIATE. IT is a business opiate. You become addicted to it. The more you network, the more you have an insatiable craving for it. You begin to network everywhere. There is a networking opportunity with every person you encounter, every hour of the day. There is not a place where networking is not acceptable. Accept networking as a way of life. Make networking as normal as breathing, because it becomes the breath of business life. Don't begin networking unless you decide to become addicted. Don't enter a stream unless you are willing to flow with it. Networking doesn't stop until you are clipping coupons in Cancun.

Some addictions are acceptable

# 516 Miracle

## Eliminate Your *Dises*

**E**LIMINATE THE *DISES* IN YOUR life; these include dis-aster, dis-agree, dis-comfort, dis-connected, dis-courage, dis-criminate, dis-enchanted, dis-enfranchise, dis-grace, dis-gust, dis-honor, dis-ingenuous, dis-like, dis-loyal, dis-mantle, dis-order, dis-own, dis-parage, dis-place, dis-please, dis-pose, dis-pute, dis-respect, dis-own, dis-sociate, dis-tend, dis-tort, dis-traught, dis-turb, and dis-use. When you eliminate all the *dises* in your life, you begin to realize that all you have left is a positive vocabulary and a healthier you.

*Dises* cause dis-ease



# 517 Miracle

## The Three Magic Words

**T**HE WORLD IS FULL OF weary people and they are all crying out for *attention, appreciation, and affection*. Let these three words simmer in your soul. If you believe that everyone is thirsty for these *three magic words*, then this very moment stop what you are doing and call a relative or a friend and use these *three magic words*. Begin to use them with everyone you meet; from the secretary to the CEO, from the busboy to the business baron, from the custodian to the cab driver. I guarantee you will have to hire a temp to handle all the business and a stadium to entertain all of your friends. You prospects will have to purchase a ticket to buy your product.

Three words for the weary

# 518 Miracle

## Forget the Mail

**F**ORGET THE MAIL. FORGET THE FedEx. Forget the UPS. Forget the e-mail. Forget the text. Forget all of these delivery systems when you are delivering a compliment. A compliment is too personal. At this very moment, pick up your cell phone, dial a number and deliver a compliment. Do not leave a message. Keep dialing until you hear a friendly voice at the other end of the call and give a warm and sincere compliment. You may want to prepare a compliment before the call. Lean back and savor the results. Your endorphins will be jumping up and down in your brain and you will be in a state of euphoria for a few days or a few years. About ten years ago I called a friend in Cleveland, Ohio, whom I had not spoken to for a while. After hearing my voice, his first words were, "This is the voice I needed to hear this morning." My state of euphoria lasted more than a few days. It has lasted for years.

Activity is not progress

# Miracle

## Go Forth

**T**HERE ARE BUSHELS OF CASH at each and every event you attend for the rest of your career. The grapes are ripe for the harvest. Go forth and pluck. Your ship is at the dock. Go forth and unload. Each event you attend is a financial smorgasbord. Go forth and feast. Each event you attend is filled with Link possibilities. Go forth and Link. You are not a chair. Don't sit there, get up. You are not a tree. Don't stand there, move. Remember, attending a meeting does not indicate progress. Take immediate action! Orowheat would go bankrupt if they kept their buns on the shelf. Get your buns off your chair. Go forth and prosper!

**Go thou forth!**

# 520 Miracle

## Wild Dogs

**I**F YOU ARE ALWAYS ON the phone making deals, you will be like a vulture, living off carrion. Once you have filled your financial stomach, you become hungry again and have to find other financial carrion. But if you work as a team, you will never be without purse. The wild dogs of Africa are the greatest team on the planet. These wild dogs are the most feared predators on the Serengeti. As solitary hunters, they would starve to death. They apply teamwork. They hunt as a pack. One wild dog will chase its prey until the dog is exhausted, then another takes over until they achieve their objective. William Feather wrote, "Success seems to be largely a matter of hanging on after others have let go." You will starve financially if you hunt for your financial prey alone. Business development is not a solitary event. When your PAK becomes as dependent on each other as the wild dogs of Africa, each member will be feasting on delicious financial food.

**Form a prosperity pack**

# 521 Miracle

## Mounting or Diamond

**D**O YOU CONTINUALLY MISS OPPORTUNITIES? Do you continually see the mounting and miss the diamond? Don't be satisfied with the mounting when you could have the diamond. Every diamond has a mounting. A boy came home with ninety-eight on his report card and his mother asked with disdain, "Where are the two points?" His mother missed the diamond. She only saw the mounting. I showed my latest book to a woman at the swim pool in San Pedro, California. Her only comment was, "Who is your graphic designer?" She missed the diamond. She just saw the mounting. The uninformed see the mounting. The wise see the diamond.

Look for a diamond in the ore

# 522 Miracle

## An Accountant's Ego

**A** CPA LEFT MY WORKSHOP YEARS ago at intermission and never returned. I knew the fellow so I called him the next day and asked, "Why did you leave my seminar early?" His quick answer was, "I don't do business with insurance agents." His ego created a financial dilemma. I called that particular insurance agent and told her what the CPA had related to me. Her comment, "At least once a week I talk to a client who is unhappy with their CPA." Without his ego he would benefit from having this agent become his next Link.

Check your ego at the door

# 523 Miracle

## Client's Clients

**G**IVE YOUR CLIENTS PERMISSION TO share the *Little Miracles* with their clients. When your clients' clients begin to grow their businesses, your clients will become loyal clients. Some of your clients' clients will become your clients. Some of your clients' clients will become your new Links. Before long you will have difficulty handling all the business. You will find yourself doing one of two things. You will either have to expand your business or be more selective. Now take the next step in your creative marketing brain. Realize your clients' clients have clients. Stop complaining about a recession. Don't allow the thought of a recession to cling to you as a tenacious burr. A recession is only in the mind of the apprehensive.

**A recession is an illusion**

# 524 Miracle

## Embarrassing Questions

**A**SK QUESTIONS OTHERS ENJOY ANSWERING, personal as well as professional. Ask no question that could cause controversy, concern, or calamity. No one has the God-given right to lower the image of another. Six questions I have heard that caused embarrassment: 1) Who makes your hairpiece? 2) Have you put on a few pounds? 3) Have you ever thought about getting a better car? 4) Don't you ever stop talking? 5) Do you ever stop to listen? 6) Do I see a few gray hairs up there? Stop and think before you speak. Just because you think of a put-down does not mean that you have to speak. Be quick of listen but be slow of tongue. Why add more stress to the lives of other?

Use put-ups, not put-downs



# 525 Miracle

## The Dance Syndrome

THERE IS A SYNDROME IN each high school that I call the *high school dance syndrome*. Boys on one side of the auditorium and girls on the other. The dance begins at nine but no boy has the courage to ask a girl to dance till after ten. The problem is that this behavior lingers on into adulthood. Mature human beings are still emotionally in high school. Now it is strangers on one side of the auditorium and friends on the other. There is one significant difference: as adults, people don't wait till after ten to greet strangers, they wait a lifetime. Make a commitment to yourself, and say, "I will meet a stranger within sixty seconds after entering all events." Your financial advisor will be shocked and so will your wallet.

Begin the dance of opulence

# 526 Miracle

## The President and the Stranger

**H**AVE NO ORGANIZATIONAL TITLE ON your name badge. I have seen board members of prominent associations whose name badge reads, “Bill Barnes, President of the Reno Chamber of Commerce.” A stranger does not know their firm, their position, or the product. Now when a stranger meets the president of the chamber, they both revert back to their remedial social skills, and say, “Hi, nice to see you.” And move on. Both the president of the chamber and the stranger have lost the purpose of attending the chamber event—building their businesses.

It is a Chamber for Commerce

# 527 Miracle

## Ego or Earnings

**D**O YOU WANT TO ENLARGE your ego or your earnings? This is a mental decision for you to make. Life is not a series of *chances* but a series of *choices*. However, the result of your choice will be dramatically different. If you put Rotary President on your name tag, you are massaging your ego. If you put your name, your firm name, and your position on your name tag, you are massaging your earnings. It is your decision. Do you want ego or earnings? Frank Leahy, former football coach of Notre Dame University, said, "Egotism is the anesthetic that dulls the pain of stupidity." Stupidity is a terminal virus.

A big ego buys a small purse

# 528 Miracle

## Learn to Listen

**L**EE IACocca lamented during his leadership at Chrysler, “I wish there was a course of study on listening.” He is right on. Listening is a learned skill. Listening is a developed skill. Children are born to hear, but learn to listen. Kids have to be taught to listen. Unless they are taught to listen as children they enter their adult lives as remedial listeners. And remedial listeners are remedial learners. Remedial learners are remedial earners. Make a paradigm shift in your listening habit. Before you meet the next person, make a mental decision to listen to the end of their paragraph. Be mentally prepared to listen. Patience is required. With a prepared listening plan, your brain becomes an encyclopedia of information. Information is the engine that drives a relationship. Some of that information will meander into your debit column.

**No more remedial listeners**

# 529 Miracle

## Strategic Listening

**M**OVE FROM LISTENING TO STRATEGIC listening. When talking to another person, your purpose is to learn all you can about them. With strategic listening, you formulate a question from information you just learned. This information will trigger your next question. You will move from question to question. With each question you will learn more about the other person. The more you know about the other person, the more value you will be to each other. Add a few well-chosen and well-rehearsed questions of your own and with patient listening, the information you gather will be an encyclopedia of the other person. Helen Keller wrote, “There is more darkness in deafness than there is in blindness.” What Helen is saying, to me, is, “Stop being blind to listening.”

Listening requires silence

# 530 Miracle

## What is Your Price?

EVERYONE HAS A PRICE. WHAT is yours? Most people tell me they can't move to another person quickly because it would be uncomfortable. Being uncomfortable is terminal. Ignorance is forever. If you are at an event to develop new business, know your price. Would you move more swiftly if I gave you a dollar? How about ten dollars? How about a hundred-dollar bill? Probably not. But if I promised you \$10,000 if you would move to a different person every five minutes, would you accept? I believe I have found your price. Now you will move beyond your fears. I have good news! I do not have to give you a single Indian-head penny because every event is filled with hundreds of thousand-dollar bills with your name on them. Remember, you have to move every five minutes to find *wads of wealth in your wallet*.

Have I found your price?

# 531 Miracle

## Shyness is Instilled

**A**N OBSTETRICIAN DOES NOT SAY to a mother in the delivery room, “We have a problem. Your child is shy.” No doctor has ever made that statement in the delivery room. No newborn swaddled in a warm blanket is shy. A newborn does what it wants to do when it wants to do it without asking permission. By the time the child enters its new home, shyness has begun. Shyness has many mentors; some are negative and destructive. Your shyness mentors are doctors, parents, uncles, aunts, grandpas, grandmas, teachers, and people of authority. By the time an infant reach maturity, he or she is often too shy to talk to strangers. And strangers are where the adventures of life begin.

Shyness is a curse

# 532 Miracle

## Stretch Your Zone

**Y**OUR COMFORT ZONE IS ELASTIC; when stretched, it never returns to its original length. Your comfort zone is like an elastic band; you choose the size. Your comfort zone is much like a piece of elastic; it can be stretched but seldom breaks. Some would rather clean the attic in the heat of summer than expand their comfort zone. When you walk through the invisible wall of fear; your life becomes one exciting adventure after another. You are done with what was and are doing what is. At this very moment, do something that makes you uncomfortable. Do a stretch a day and you will have stretched your zone beyond the margins of the past.

Make more stretch marks



# Miracle

## 19<sup>th</sup> Century Selling

**H**ERE ARE THREE 19<sup>TH</sup> CENTURY selling techniques I have witnessed. 1) A Minolta salesman at a chamber mixer asked me, “Do you need a copier?” 2) A financial advisor at a Rotary luncheon: “When you give the next seminar, here are some of my brochures you can pass out.” 3) A Realtor at an open house: “Here are some of my business cards. If you ever want to sell your house, give me a call.” What do you think I did with their business cards and brochures? Now I know why I bought a shredder. When you approach a stranger as a pile driver, you poke a hole in a relationship. Selling distances; relationships bonds.

**Stop selling and relate**

# Miracle

## Link Attributes

I AM LISTING A FEW QUALITIES of a great Link: Commitment, Integrity, Similar philosophies, Similar target market, Eagerness to share, Dedicated professional, Core competency, Insatiable information gatherer, Excellent at their craft, Enthusiastic, Accessible, Likeable, Street smart, Good listener, Delivers, Similar ethical standards, Caring, Concerned, Excellent leader, Headed for the top, Generous, Trustworthy, Responsible, Influential, Proactive, Prompt, Thorough, Has valuable information to share, Open to sharing, Capable, Confident, Unique, Common sense, A chemistry match, Friendly, Unselfish giver, Lovable, Forgiving, Compatible synergies, Reliable, Shares feelings, and Is there for you. If you find a professional with these qualities, Link.

Link'em

# 535 Miracle

## Forest Lawn

**F**OREST LAWN IS A CEMETERY near Los Angeles. Forest Lawn is an end. Forest Lawn is a final destination. When you follow the crowd, you end up at Forest Lawn. Most of the crowd is already there. Your Forest Lawn is a deep rut. A rut is nothing more than a long, shallow grave that you have dug shovel by shovel over your lifetime. Fifty years in a rut is not a success it is a slow demise. Most people are sleepwalking through life. Most people are no more than slow-moving zombies with their brains set to mediocrity. Most people are vertical corpses. Most die before they begin to live. Discover an unbeaten path out of your Forest Lawn. Cut a new swath for generations to follow.

Create a legacy

# 536 Miracle

## Rolex or Rolodex

**H**ARVEY MACKAY WROTE A BOOK for Rolodexes called *Network Builders*. In this brilliant book, he coined the phrase *Rolex or Rolodex*. Harvey was talking about a client or Link. A Rolex represents a client and a Rolodex represents a Link. A Rolodex is full of your future clients. But I have moved the chains. This *Little Miracle* is about the people you meet each and every day. When you meet someone, do you think Rolex or Rolodex? Do I want a client or a Link? Do you want their watch or a peek into their Rolodex? The Rolex will give you the time. A Rolodex will give you a career. Your Maker allows you to make choices and your choices determine the results.

You choose your destiny

# 537 Miracle

## Gathering Eggs is for the Birds

**M**Y DAD RAISED 5000 LAYING hens. My brother and I had to gather at least 4000 eggs each and every day. I soon discovered that chickens did not have a 40-hour week. Chickens did not have a spring break. As a lad I began to believe that chickens were atheists because they didn't observe holidays. Chickens never took a day off. My brother and I had to gather eggs twice a day, seven days a week, four weeks a month, twelve months a year, year after year. I equate gathering eggs to prospecting. Both eggs and prospects are gathered one at a time. If you are prospecting, you are working too hard. I equate a chicken to a Link (refer to the definition page). When I grew taller, I decided I wanted the chicken who lays financial eggs. No more gathering eggs. Let your competition gather eggs.

Think chickens

# 538 Miracle

## Chickens Lay eggs

**M**Y BROTHER AND I AS youngsters often used to argue which came first, the chicken or the egg? The question is irrelevant. The question should be not which came first, but which is more important. My father had a chicken house full of laying hens. To him, a sick chicken was a financial disaster. To him, a broken egg was only irritating. So I concluded that a chicken was more important than an egg because if Dad's chickens got sick, there would be no eggs tomorrow. If I dropped an egg, my dad was not furious because he knew there would be more eggs tomorrow. If a chicken got sick, my dad panicked. If you lose a Link, you will also panic.

Be a steward of the henhouse

# 539 Miracle

## Dedication

**O**NLY LINK WITH PEOPLE WHO want to be a team player and will be ready to crawl on concrete without pads at three o'clock in the morning to attend a PAK meeting. Nothing should stop a Link from attending a meeting. Links should be so enthused about the Link methodology that they can't wait for the next meeting. Bond so tightly that no information drops through the cracks. When you think as much about your Links' success as your very own, you will share every profitable business-bit you gathered, instantly and consistently. Ralph Waldo Emerson expressed his wisdom when he wrote, "Without consistency a great mind has nothing to do." I guarantee that if you have this dedication for your Links, within two years you will not make another cold call. Did you know Bill Gates hasn't made a cold call since 1978?

**Nurture warm relationships**

# Miracle

## The Manager's Mandate

**E**VERY MANAGER MUST FOLLOW THIS mandate. If you are a manager, owner, or senior vice president, then you have five assignments.

- 1) Teach your staff the Little Miracles. The Little Miracles book is not a paperweight.
- 2) Assist your staff in applying the Little Miracles.
- 3) Monitor your staff to make sure they are using the Little Miracles. Remember, that which is not measured does not improve.
- 4) Make sure all gathered information is to be collected and disseminated to your entire staff.
- 5) All your staff members are to pass along all this information to their Links. These assignments must be followed because you will be given a test. Not a written test or a multiple choice test. The results of the test will be recorded on your profit-and-loss statement.

A money mandate



# 541 Miracle

## Deming's Demands

**E**DWARDS DEMING, THE FATHER OF Total Quality Management, laid down eight immutable rules to follow for the success of any project: 1) Upper management must support the project. 2) Upper management must approve of the project. 3) Upper management must participate in the project. 4) Upper management must encourage the staff. 5) Upper management must monitor the staff. 6) Upper management must measure the staff's conformance first. 7) Upper management must measure the staff's performance second. 8) Upper management must reward the entire staff. Edwards Deming said that the greatest reward is praise in front of their peers. Deming acknowledges that these are economic imperatives. Edwards says that without these eight imperatives, forget the project.

Involve or dissolve

# Miracle

## The Lonely Walk

**W**HEN YOU BEGIN YOUR EVOLUTION into the world of the Link, you will walk and talk with multitudes, yet you will so often find yourself alone. You will be alone but not lonely, for many of those you know will not understand. They will be bogged down with 19th century concepts of marketing. You cannot reach your goals if you carry the baggage of your former friends and acquaintances. Those to whom you have looked to for years for friendship and understanding will satisfy you no longer. You can't fly with the eagles if you keep pecking with the pigeons. When this feeling of aloneness assails you, turn within to find the wisdom and strength to guide you on your chosen path. Much of the path you will tread alone.

Alone but never lonely

# 543 Miracle

## Gathering the Inane

**I**F YOU DECIDE TO SEND your staff to events in your community with the purpose of bringing back business without the *Little Miracles*, I have a horse and buggy that I will sell you. If you do, the staff will have talked about the weather, about the Republicans, about the Democrats, about golf scores, about the Super Bowl, about grandchildren, about who is getting married, about who is getting divorced, about who is having an affair, about who just returned from Disneyland, but your staff will return to their office with absolutely no business. I guarantee! Is this a good return on the investment of your money and your staffs' time?

The inane is insane

# 544 Miracle

## Split at the Auto

**A**S SOON AS YOU LEAVE your car separate. You will get two spheres of information for the price of one. It is like double coupons at Wal-Mart. This *Little Miracle* is like an atom. It has to be split before it explodes your career. Alert your friend as soon as you leave your BMW that you are not going to be with your friend again until you meet after the event at your car. If you do not warn your associate in advance, that person will be in a state of shock. They may have cardiac arrest. Most likely your associate has never been at an event alone before. Believe me, that can be very frightening. Encourage your friend not to give power to their fears. Alert your friend of the advantages of working a room separately. Alert your friend of the advantages of sitting at separate tables. When you return to your office, each of you will have gathered twice as much information as ever before.

Divide and conquer

# 545 Miracle

## Raise Your Thinking

**A**LBERT EINSTEIN STATED, “YOU CANNOT solve a problem by using the same level of thinking that created the problem.” Peter Drucker, a business management professor, said, “Every business plan has a termination date.” With these two principles in mind, begin to raise your thinking to the next level. If you keep using the same level of thinking as you have been, you will keep doing what you have always have been doing. Don’t justify where you are. It may be time to terminate your present marketing plan and replace it with the *Little Miracles*. When you raise your thinking to the next level, you raise your future to the next level. The **Little Miracles** can’t change where you have been but they will change where you are going.

Thinking is for raising

# Miracle

## The Five Magic Words

**A** MITSUI BANK LOAN OFFICER IN Beverly Hills was walking down Rodeo Drive. He saw three men looking up at a building that was for sale. He stopped and asked, “May I help you fellows?” One said, “We would like to buy that building.” The loan officer said, “Come to my office and I will look up the ownership.” To telescope the story, they bought the building and used the Mitsui Bank for the loan. Mitsui Bank has now gotten four transactions. The bank financed the purchase and each moved their account to Mitsui, all because of five magic words, “May I help you fellows?”

Some words are magic

# 547 Miracle

## Quiet Your Mind

**W**HEN YOU TAKE YOUR VOCATION to another level, you will never be satisfied with yesterday. Stop supporting the barnacles of yesterday. If you didn't like the results of yesterday, stop repeating them. Right now, close the door to your office and be totally alone with your thoughts and your Maker for five minutes. Take no phone calls, have no diversions, lean back in your chair and think. Think of a better way to market your product or your service. Think of a better places to find new Links (refer to the definition page). Take a few quiet moments each day to dream of a better way to advance your career. Envision what you want. Your vision will produce **pro**-visions.

Plant a dream, reap a harvest

# 548 Miracle

## The Meat Market

**W**HAT EVENTS ARE YOU ATTENDING? If you are in a meat market, you are looking for business in the wrong deli. If it is a dating club and you are looking to grow your business, you will be disappointed. The question usually asked at meat markets is, “What are you doing this weekend?” A meat market is a great place for a personal form of networking but a lousy place for a business form of networking. The purpose of a meat market is pleasure, not profits. A meat market will cost you money, not make you money. Move the events you attend from an expense to an investment. Move event time from the credit column to the debit column.

Find a meet market



# Miracle

## A Mess

**A** MESS IS NOT ALWAYS A negative. It is just a different pile of undeveloped stuff. Buckminster Fuller said, “Smog is an undeveloped resource.” Luther Burbank, an American horticulturist, in 1877 wrote, “A weed is an undeveloped vegetable.” An artist can rearrange a mess of colors and transform it into something priceless. A great novelist can take the words from the dictionary and rearrange them into a best-seller. A geologist can take some black slime and change the molecular structure and it becomes fuel for your engine. If you think your business life is a mess, make a change at the molecular level. Take that bag of chemicals God gave you and rearrange the molecules from a mess into the priceless tabernacle you were meant to be.

There is a yes in every mess

# 550 Miracle

## Desire

**D**ESIRE IS ONE OF THE most powerful words in your dictionary of life. Desire comes from the Greek. It is a combination of two words, de and sire. De represents Deity or God. Sire is a father. So I came to the conclusion that your desire is fathered by God. And you can get no greater daddy than that. Inherent in your desires are the seeds for its fulfillment. Only you can determine when to plant. Your desires are like seeds planted in the earth—they wait for the right conditions to manifest into beautiful opportunities. The planting of your desires is up to you. The fulfillment is up to God.

**Your planting time is overdue**

# 551 Miracle

## Inhibit Growth

**S**EVER THE NEGATIVE PULLS IN your life which control and inhibit you from fulfilling your goals and dreams. I am listing ten things that may inhibit your growth. 1) Your parents. 2) Your boss. 3) Your relationships. 4) Your peers. 5) Your environment. 6) Your lack of education. 7) Too much sports. 8) Too much television. 9) Too much social media. 10) Too much texting. You may find yourself entering the world of mediocrity from all these pulls. All of these negative pulls can be either changed or removed. Some will choose counseling for an attitudinal change. That takes time. Some will cut these negatives pulls with a sharp scalpel and excise them in an instant. Others are like a caterpillar in a cocoon. They have no clue as to how to wiggle free!

**Snip the strands of limitation**

# Miracle

## Live at the Summit

**I**F YOU DON'T LIVE AT the summit, you will be tipped over the rest of your life. Keep reaching for the summit of life and then exceed it. Abraham Lincoln said, "You have to do your own growing, no matter how tall your grandfather was." You grow by taking the first step even when you can't see the summit. As you reach one summit, raise your thinking again. Turn your face forward and prepare for an even greater climb. When you reach one summit, search for the next. You will be so far above your nearest competitors that they will no longer be a traffic jam in your future. There will be no more hydrocarbons to breathe because the air will be fresher. The air is thinner and so are the crowds. When you finally reach the final summit, you will be sitting at the feet of truth.

Leave mediocrity in the valley

# Miracle

## The Clock-Watcher

**M**EDIOCRE PEOPLE WATCH THE CLOCK. About 4:30 pm they begin to stare at the clock. I once heard a very brilliant man state, “Those who watch the clock will remain on the hands.” They become one of the unbearable mediocre masses. Mediocre people are not without merit. They just have not found their niche in life. Mediocrity has to be taught, because God did not make ordinary people. Stop marching to the cadence of others. Stop being an expert in mediocrity. Joseph Campbell wrote in *The Power of Myth*, “Follow your bliss.” When you find your passion then the clock becomes as obsolete as yesterday’s *GQ*. George Washington Carver was such a genius. He was asked how he could get so much out of a lowly peanut; he passionately wrote, “When you love something enough, it reveals its secrets.” Find what you love with such passion that all the ordinary habits you have learned evaporate as the mist in the early morning sun. Only then will your craft begin to reveal its secrets.

Do not watch your watch

# Miracle

## Link a Rep

**T**HE BEST GIFT YOU CAN give to a chamber of commerce sales representative is to thank them for their efforts. It is a lonely job and often goes unrewarded. Board members walk briskly past the sales cubicles and enter the Executive Director's office. When I was a sales rep for the Wilshire Chamber of Commerce, I remember the board members walking by my cubicle one after another. Not one board member ever stopped to say, "Hello" or "Thank you." The only question I remember board members asking me was, "Did you get any new members today?" A sales representative should be your best Link because sales people speak to at least one hundred business owners each and ever week, fifty weeks a year. My calculator tells me that an average chamber sales rep talks to about 5,000 business owners a year.

## Link a lonely rep

# Miracle

## Choose Wisely

**W**HICH SALES REPRESENTATIVE FROM A chamber of commerce should you choose as your next Link? Choose with prudence. Don't stumble in your own darkness. The choice is self-evident and elementary but often unrecognized. Choose the sales representative who is bringing in the most new members. That marketer is talking to more business people in your community than the entire sales staff combined. That salesperson will be gathering information from all the business people they speak to each week. Link with that sales person and the information they pass along to you will passeth all understanding.

Choose the best

# 556 Miracle

## Multiply Your Chambers

**T**HERE ARE SEVENTY THREE CHAMBERS of commerce within one hour's driving distance from Los Angeles. If small to medium size businesses are your bag, join a chamber immediately. Waste no time. Have your sales staff join as many chambers as your budget will allow. Have each of your sales staff join a different chamber. Have each of your sales staff join a different committee. You may be in a rural area of the United States. However remote, there are at least a half dozen chambers within an hour of your office. With all your staff well-trained in the *Little Miracles*, the membership fees will be petty cash.

## A Chamber for Cash



# 557 Miracle

## A False Belief

**D**URING MY TENURE AT THE Wilshire Chamber of Commerce, I had the opportunity to chat with the employees of member firms. I asked many of them why they did not attend chamber functions. Their answer was always the same, “I am not a member.” This is a false belief. Once a firm joins a chamber, each employee of that firm is automatically a member. A firm’s dues are determined by the number of employees. For some reason, the fact that a firm’s employees are members does not trickle down to the employees. The monthly chamber newsletter stops at the desk of the owner, the president, the CEO, and the sales manager. If you are the owner, the president, or the CEO of your firm, alert your employees that they are members and suggest that they attend events. Do not defer it. The more who attend chamber events from your firm, the more business you will have. Make sure the employees have studied the *Little Miracles*.

**A false belief is always faulty**

# Miracle

## My First Link

**I** REMEMBER AS IF IT WERE yesterday. My first Link was born in 1983 at the Wilshire Chamber of Commerce in Los Angeles. A Commercial Real Estate Broker gave me a list of all the leases signed in the city of Los Angeles during the last three months. That was an Arabian oil well of business for me. That was not just one prospect, it was eighty-three possible new members. That triggered my creative juices. I called that Commercial Real Estate Broker a ***Link***. For the first time I realized that a Link was a much greater opportunity than a referral. When two professionals become Links, the universe uses a different system of calculus.

Use the math of your Maker

# Miracle

## Repetition

**L**EE TREVINO:... PRACTICED UNTIL HIS hands bled. ... George Brett ... For years he came to the ball park early and would work out with his batting coach, Charlie Lau. ... Merlin Olsen ... “Long hours of practice and repetition hone your skills.” ... Muhammad Ali ... “The victory is won or lost somewhere far away from the ring.” ... Bill Russell ... “Every move I made had six or seven years of work behind it” ... Frank Robinson ... “Look ... listen ... learn ... practice ... practice ... practice” ... Walter Matthau ... “I don’t want to stop growing in my work ... I always want to stretch myself ... Test my limits ... Greatness takes courage ... Courage in escaping old ideas and old standards” ... Time will come when winter will ask what you were doing all summer long.

Exit old ideas

# 560 Miracle

## Read a Room

**A** ROOM IS LIKE A BOOK with many pages. With a little awareness and insight, you can read a room. Each person is a page. Each page has different information. 1) When you find a person who is on the same page as you, it is time to Link. Close the book and begin to write a new marketing novel. 2) Look for the person who people are gathering around. Those people are called leaders. Use these leaders as your mentors. You may want to read this page again. 3) If people are congregating with their buddies in a clump, move on. They are only interested in their clumping friends. For those in the clump, building relationships was a page they missed. Turn the page and move on. When you find a person who is looking for relationships, close the book and Link.

## Read a room

# Miracle

## No More Misses

**W**ITH ETERNAL VIGILANCE YOU WILL miss no opportunity when it appears. Don't march blindly past opportunities. Don't be like the salesman when approached at a Cadillac dealership by a dowdy and shabbily dressed woman who asked about buying an Eldorado. His comment was, "Sorry. I can't help you now. I am on the way to a sales meeting." She left the Cadillac dealership and walked across the street and bought a Lexus, all cash! Do not judge a man by the gravy on his tie or a woman wearing a print dress and an apron. Greet everyone with dignity, respect, and equality. Who knows? The next person you greet may make your day. The froth on your broth is that you have also made their day.

**Do not judge lest you be judged**

# Miracle

## Corridors of Cash

**D**ON'T KEEP WALKING DOWN THE corridors of a hotel with your financial blinders on as if you were a filly at Santa Anita Derby. Hallways are *corridors of cash*. The people walking the hallways do not seek you out. You have to expand your zone of comfort and reach out to them. You must make the initial contact. After a brief bit of trivia, have these five questions ready. 1) Are you here for an event? 2) Which event is it? 3) Do you live in the area? 4) What kind of work do you do? 5) That sounds interesting. I would like to learn more about your business. May I have your card? I will call you tomorrow. No selling! You need not tell about your product. Save your ammunition for another day.

There is cash in every corridors

# 563 Miracle

Jeffrey Katzenberg

**A**FTER JEFFREY KATZENBERG LEFT DISNEY, and I quote directly from the *Los Angeles Business Journal* dated September 5, 1994, “Wherever Katzenberg ends up he is sure to take his legendary networking skill and personal relationships with him.” Actors, directors and writers are always eager to work with him because he nurtures them so. Said one industry source, “Katzenberg was a kind of rainmaker for Disney.” The source continued, “He had a lot of close personal relationships with a lot of powerful people to bring them into the studio. He will be missed at Disney.” What a message for all of us.

Be a Katzenberg

# Miracle

## Work

**I** ASKED A NEIGHBOR WHO WAS walking to his car with his briefcase in his hand, “Are you excited about going to work today?” He replied, “Not really.” With that attitude, will he be productive? Will it be like the common flu spreading his lethargic virus to others? Will he be early? Will he work a few minutes overtime? Will he enjoy his day? Will he ask for a raise? Will he get a raise? Will he be enthusiastic about his job? My definition of work is, “Getting paid for something you don’t enjoy doing.” If you find you don’t enjoy your work, give two weeks notice.

**Start living for a living**



# 565 Miracle

## The Five-Percent Solution

**I**NVEST FIVE PERCENT OF EACH day preparing for your next career. Dust off your resume and update it. There is no longer job security in America. Life takes many turns. Be aware. Be ready. Be prepared. Research other job opportunities. You may leave your present firm for several reasons. 1) You may become overworked. 2) You may be bored with your job. 3) You may learn of a new business with more potential. 4) You have an insatiable desire for adventure. 5) You may be terminated. Peter Drucker wrote, "Being in the future is liquid." Liquid has an interesting attribute. It always takes the shape of its container. Your assignment in life is to choose the shape your container.

Shape up or ship out

# 566 Miracle

## Begin Each Day With a Gift

**B**EGIN EACH DAY WITH A gift and you will end your day with gratitude. Try giving first to your wife, your husband, a relationship, your children, a waitress, a gas station attendant, a cab driver, a shoe shiner, or a stranger. Begin a day by e-mailing a compliment to a friend. Share a book, share a great restaurant, or a delicious deli with someone you greatly admire. How about a continuous flow of positive thoughts, kind words, and warm smiles? How about complimenting your secretary? How about letting someone in front of you as you cruise the freeway? Gifts are like the stars in your heaven; they are infinite. Take a moment now and compile a list of gifts you will give tomorrow. These gifts are the greatest investment because they cost you nothing. Keep giving gifts from the time your feet touch the carpet, until your best friend tucks you in.

You will never run out of friends

# Miracle

## Love Your CPA

**T**HIS IS THE ULTIMATE EXAMPLE of giving. I was listening to a radio talk show. The woman being interviewed said, “I love my CPA.” The talk show host asked, “Why?” She answered, “I am writing a children’s book. Every time my CPA hears a story about children, he e-mails it to me.” I began to put the pieces of this interview together. The CPA was going the second mile. He was going beyond core service. And when anyone gives more than the billable hours, uncommon results begin to surface. The woman writing the children’s book was not about to hire another CPA across the street who was charging \$50 an hour less. She would not leave this CPA for all the sand in the Sahara.

When you love enough

# 568 Miracle

## Buy an expandable tent

**J**OSEPH CAMPBELL IN HIS BOOK, *The Power of Myth*, wrote that happiness and contentment only occurs when you follow your bliss. Bliss is being in love all the time with everything. Helen Keller was a genius. She penned these words, "Happiness is attained through fidelity to a worthy purpose." Be sure you follow your bliss when you choose your the purpose of your life. Joseph Campbell writes that if you follow your bliss with passion, financial rewards will follow as the rainbow follows the rain. If you have not found your blissful career, here two questions to ask yourself: 1) If money were no object, what would I be doing professionally? I am talking about a vocation, not a vacation. 2) If I knew I could not fail, what business path would I be taking? Therein lies your bliss.

## Discover your bliss

# Miracle

## Truth

**W**ILL ROGERS, A PHILOSOPHER AS well as a humorist, said, “When in doubt, tell the truth.” I added the word “quickly.” A quick truth takes the helium out of another’s balloon instantly. When developing a plan of action between you and your Links, have all the commitments spelled out before you agree to a relationship. Have the commitments transparently clear and direct. No detours. Only commit to what you can both agree to. Eliminate that which is mutually unacceptable. When you do all of the above, add, “Tell the truth quickly.” If there is a disagreement, discuss it truthfully and quickly.

Delayed truth is costly

# 570 Miracle

## Take Your Time

**Y**OU MUST TAKE YOUR TIME in the Linking process. It is like a business marriage. Don't rush it. A World War II ace said, "Most pilots are shot down because they fired too soon." Timing is imperative, so take your time. Ralph Waldo Emerson stated so succinctly, "A rose forced to bloom loses its fragrance." What a powerful axiom. I am aware that most of the fruits and vegetables in the market today are forced to mature too quickly and much of the delicious taste of yesterday is missing. The financial flavor of a Link that is forced to bloom is lost. You can't hurry a Link by putting him or her in the crock pot and setting the timer on high. In this hurried, ding-ding world, we want our financial dessert yesterday. A powerful relationship takes a couple of years to mature.

It takes patience of a camel rider

# 571 Miracle

## Tier Training

**T**RAIN ALL YOUR STAFF TO Link. Rudyard Kipling wrote, “The strength of a wolf is in the pack.” The strength of your firm is to have each of your staff to form a PAK. My advice is not to train all your staff at one time. Because water does not climb a rope, begin with upper management. Have them well-trained and well-rehearsed in the *Little Miracles* before they trot out to events under your name. Then train the secretaries, the receptionist, the computer personnel, and the janitor. Everyone on your payroll needs to be trained in the *Little Miracles* because they all have contacts that could benefit your firm. All on your payroll have friends. They all have friends of friends. They all have relatives. They all have relatives of relatives. Every employee is just one person away from a transaction.

Leverage your workforce

# 572 Miracle

## Renew old Acquaintances

**Y**OU MAY NEVER FORGET A face, but eyes that are not seen are soon forgotten. Close the door of your office. Place a sign on your office door reading, "Please do not disturb." Put your feet on the desk. Take out your old Rolodex that has gathered dust over the years. Make a few calls to renew old acquaintances. Do you have friends in Singapore? Did you last see an old friend in New York? Did you meet someone on the Alaskan cruise? Or is there someone who used to live across the street? Repeat this process once a month for the rest of your life. You are adding joy to the world and maybe a few bucks to your account.

Old acquaintance not forgot



# 573 Miracle

## Oblivious becomes Obvious

**A**FTER A LAWYER ATTENDED MY training, I suggested he attend more functions. His fiancée was a teacher at a prestigious private school. She invited him to attend a school picnic. He did not want to attend. He thought it would be a waste of time. After reflecting on my wisdom, he decided to attend. At the picnic he began to realize that the parents of his fiancée's students were the affluent of Beverly Hills, his target market. He discovered functions were like an onion in his financial garden; all he had to do was to peel another layer.

Peel your onion

# Miracle

## A Thistle or a Flower?

“LIFE IS A SERIES OF choices. And choices have consequences. You can pluck a thistle or plant a flower. A thistle hurts. A flower heals. A prickly comment hurts. A flowery comment heals. Before you speak, ask yourself, “Will my comment hurt or heal?” Unless what you are about to say heals, don’t say it. I have heard the following since I was a little lad on the farm: “Sticks and stones can break my bones but names can’t hurt me.” Nothing can be farther from the truth. Being hit by a sharp comment can be more hurtful than being hit by a sharp stick. A bruise from a sharp stick heals. A bruise from a sharp comment leaves a scar that often lasts a lifetime. When you utter a healing word, the world will never remain the same. You will begin to bubble over with happiness. Our whole world needs to bubble over with happiness.

Plant a flower

# 575 Miracle

## Conformance

**M**OST SALES MANAGERS MEASURE PERFORMANCE. That is the wrong end of the sales stick. Performance evolves from conformance. Conformance is a series of principles. If you golf, you follow the principles of golf. Some of the principles of golf are: keep your left thumb over, keep your eye on the ball, keep your left arm straight, and have a good follow-through. That is conformance. *Now hear this:* only conformance improves your performance. Conforming to the principles of networking revealed in the *Little Miracles* books will improve your performance.

Performance is the result

# 576 Miracle

## Moments

**I**F YOU HAVE ONE FOOT in yesterday and one foot in tomorrow, you are peeing on the present. When you are in the past or in the future, you are soiling the present. You cannot live on yesterday's manna. Yesterday's manna has been digested. Lament it not. Learn from it but do not relive it. If you live in your history, I can predict your future. Your future will be the same as the uneventful past. Don't be locked in yesterday's good ideas. The same is true of your future. Do not live there because it never arrives. Between the past and the future is where everything happens. You can only live in the moment; one moment at a time. As you improve each moment, you are taking care of tomorrow's moments. Only the present is available.

Tomorrow is always a day away

# 577 Miracle

## Only Equals are at Peace

“ONLY EQUALS ARE AT PEACE” is taken from the book *A Course in Miracles*. Peace means happiness, success, abundance, wealth, and health. Unequals don't communicate. A dictatorial government does not communicate with its people. A dictatorial employer does not communicate with his employees. A dictatorial father does not communicate with his children. A dictatorial professor does not communicate with his or her class. When you feel superior to another, you talk and the other resents. There is no peace. A true networker always accepts everyone as an equal. This levels the playing field. Only on a level playing field does a networking ball bounce true. When people are treated equally, the world is at peace.

Peace requires equality

# 578 Miracle

## A Five-Year Plan

**H**AVE A FIVE-YEAR PLAN. FIVE years is all it takes to be a master of a craft. If you use mental discipline and focus totally on a single pursuit for five years, you will be a master of your chosen craft. You will no longer be *mired in mediocrity*. You can decide to become a connoisseur or remain colorless. It's your decision. You are the captain of your career ship. You will have to eliminate everything in your life that does not get you where you want to go. Snip the *manacles of mediocrity*. You were not born mediocre. You were born magnificent! Once you decide the future belongs to you, you have it!

Reach beyond your grasp

# Miracle

## Sizzling Syllables

**A**T MANY NETWORKING EVENTS, EACH person is given sixty seconds to introduce themselves. This is a free commercial. Don't blow it! Add a few *sizzling syllables* to your introduction. Say very few words. Say a few *prepared* words. Take time to make your words meaningful. Paint a memorable verbal picture of your product or service. Be sure your words are listenable. Practice and practice and practice some more. Practice in front of a mirror. Practice with a tape recorder. You are to deliver a commanding performance. Some unforgettable phrases I have heard over twenty years ago: A CPA stood and said, "If in doubt, deduct," and sat down. A mortician stood and said, "We sell underground condominiums," and sat down." A banker stood with a balloon in one hand and a pin in the other. He popped the balloon and said, "Let me help you get rid of your balloon payments," and sat down.

Sizzle your syllables

# 580 Miracle

## Be Not a Guest

**N**EVER BE A GUEST. ALWAYS be a host. Wherever you go or whatever event you attend, always be a host! Years ago, I asked the participants of my seminar, “What is the difference between a host and guest?” One young woman popped up and without hesitation answered, “The host furnishes the food and the guests eat it.” Rather clever, humorous, but not totally true. A host greets people. A guest waits to be greeted. At most events I attend, even the hosts remain guests by continually talking to their friends. If there happens to be a host missing, volunteer. Immediately greet people as they enter. You will be long remembered and you will be asked to be a host at the next function. You will experience such a euphoric feeling because you are helping others expand their comfort zone.

**Be a volunteer host**



# 581 Miracle

## The Host Perks

**A**S A HOST, YOU HAVE high visibility. You receive advertising without a brochure. You gather many business cards for future business opportunities without prospecting. You have an opportunity to give to all who attend. You are perceived as a business leader in your community. You get to meet the event leaders. You get to meet everyone. You have an opportunity to develop some new Links. You have an opportunity to develop some new prospects. You have an opportunity to develop some new friends. A good host increases future attendance because of their friendliness, helpfulness, and thoughtfulness. You will be asked to host other events. If you are concerned about your competition, be a perennial host.

Hosting becomes a vocation

# Miracle

## Be a Host Everywhere

**B**E A HOST AT EVERY opportunity. Be a host at every event you attend. Be a host at every association you attend. Be a host at every meeting you attend. Be a host at every church or synagogue you attend. Be a host before you are asked. Be a host before you enter the event. Be a host in the parking lot. As you slam the door on your Jeep, begin greeting people. Be a host in the lobby. Be a host in the restroom. Be a host wherever you are. As a host, you have the opportunity to put people together. Introduce a stranger to a stranger. Introduce a stranger to a friend. Introduce people to the sponsors. Introduce people to the speaker. Introduce people to the hosts. A word of caution – often the banquet director will ask you to sign the check because the director thinks you are the event coordinator.

A host meets and greets

# 583 Miracle

## The Host-Habit

**A**QUIRE THE HOST-HABIT. YOU CAN NOT be a host too often. You do not have to wait until next Tuesday evening's prayer meeting to be a host. Be a host everywhere and every time. If you are in a theatre line and someone can't find their cell phone, be a host. Let them use yours. If someone is looking for the restroom, be a host. Show them the way. If someone in the supermarket is looking for Pampers, be a host. Show them the Pampers. Being a host is a lifetime adventure of helpfulness. Think of your host-habit as a muscle. The more you use it, the more powerful it becomes. The more you host, the easier it becomes. The more you host, the more you earn.

**Develop a host-habit**

# 584 Miracle

## Host Qualities

**T**HERE ARE TWENTY-ONE HOST QUALITIES.

- 1) Be early.
- 2) Stay late.
- 3) Be cheerful.
- 4) Be enthusiastic.
- 5) Be kind.
- 6) Act as if you have been waiting all week to greet each guest.
- 7) Remove extra chairs, if need be, so the attendees will be shoulder to shoulder.
- 8) Add extra chairs if needed.
- 9) Help with the name tags.
- 10) Carry extra name tags.
- 11) Carry extra pens.
- 12) Introduce stranger to stranger.
- 13) Introduce friends to strangers.
- 14) Be aware of loners.
- 15) Get loners involved within sixty seconds after they enter an event.
- 16) Keep your commitment to be there.
- 17) Pretend it is your own private home party.
- 18) Make everyone you meet feel better because they were there.
- 19) Be at the door when people are leaving and thank them for attending.
- 20) Help clean up.
- 21) Be the first to enter and the last to leave.

Hosting is a learned process

# 585 Miracle

## A Host-Huddle Habit

**A**T MANY EVENTS THE HOST forms a huddle. Why they huddle beats me. A host-huddle is so stupid. Frank Zappa; “There is more stupidity than hydrogen in the universe and it has a longer shelf life.” Do not acquire the *host-huddle habit*. Unless there is some host training, the hosts will gravitate to each other and huddle. These *host-huddles* form an exclusive club. They do not reach out to old members. They do not reach out to new members. They do not reach out to guests. This leaves many people unattended. There is nothing worse than attending an event and being treated as uninvited. Mental preparation for a host is essential. Before you leave your office or home, prepare yourself to resist the *host-huddle habit*. Keep hosting with the old members, new members, and guests until the management dims the lights.

Host huddles are clueless

# 586 Miracle

## A Host Relationship

**H**OSTS ARE CHOSEN FOR THEIR outgoing personalities and commitment to the organization. They are very close to the professionals who will be attending. They are very close to the sponsors of the event. They have the capability of introducing you to the important people you want to meet. Here is a great idea to increase revenue. Form a close relationship with many of the hosts. Alert the hosts which people you need to meet and ask them to introduce you when your targeted professionals arrive. Take advantage of the financial value of hosts. When you host at events, the hosts and sponsors will honor your every request.

Hosting has many perks

# 587 Miracle

## A Host Distraction

**D**O NOT ALLOW A FRIEND to be a distraction. As a host, your assignment is to greet members, guests, and strangers. By all means do greet your friends but spend no more than two minutes with each friend and then introduce your friend to a guest. Immediately after the introduction, say to your friend, “I am a host this evening and I have volunteered to greet the guests as they arrive. Have a great evening. Let’s talk before you leave.” You have been blessed five ways. *First*, you have helped a friend get involved in the event. *Second*, your friend now has a new friend. *Third*, your skill of putting people together has improved. *Fourth*, your network has expanded. *Fifth*, your pocketbook has expanded.

Peace is an inside job

# 588 Miracle

## Strive to be Strange

**A**FTER I FINISHED A SEMINAR for a major CPA firm in San Francisco, I had the privilege to have as my dinner partner David Daily, a partner in the CPA firm from the Phoenix office. He made the comment to me, “Strive to be strange.” At first I thought that was rather strange, but the more I thought about it, the more I realized the revenue-enhancing potential of that statement. My Webster’s dictionary gave a definition of strange that literally popped of the page, “Not according to the ordinary way.” Who want to be ordinary? Being ordinary is doing what everyone else is doing. You need not remain ordinary. My daughter, Racquel, gave me this: “If you want to lead the orchestra, turn your back on the crowd.”

Be strangely successful



# 589 Miracle

E<sup>2</sup>

**T**IM SANDERS, FORMER CHIEF SOLUTIONS Officer at Yahoo, wrote a book titled *Love is the Killer App*. He wrote that your network brain must be E<sup>2</sup> – Encyclopedia Squared. You must be encyclopedia squared on what is happening in your community. In other words, you must fill your brain with all the information you read, hear, and see in your community so you become a reservoir of information to share. Your brain must be so full of community knowledge that others in your community will consider you a *reservoir of resources*. Sooner or later the entire community will be calling you to learn what is happening in their community and for some mysterious reason they will begin to use your product and your service.

It is a given

# 590 Miracle

## A True Story

A CPA AT PRICE WATERHOUSE COOPERS IN Los Angeles was a few weeks away from becoming a manager. She attended a dinner presentation I gave to Women CPAs of West Los Angeles. After the talk she came to me and said, "I am scared to death. I went to college to learn accounting and last week I was asked to become a manager and the firm expects managers to bringing in business. I don't know what to do." I can't imagine what CPA firms are thinking when they ask their young accountants to become rainmakers. It is intelligential nonsense. I am sure the frustration of marketing spills over into their accounting practice. Frustration is a form of fear. Many accountants will resign rather than conquer their fears. The sad part of this true story is that this situation is played out thousands upon thousands of times each day across America.

**Fear is the father of failure**

# 591 Miracle

## Free Speech

**I**F NO ONE IS ALLOWED an opinion at a meeting or is put down when a suggestion is offered, is that free speech? If a person utters a comment and the chairperson quickly answers, “No, that won’t work. We tried that last year,” is that free speech? When this lack of people skills is allowed, there are two fatal flaws. *First*, the person who made a suggestion will never offer another suggestion. *Second*, no other person will make a comment. Soon the meeting is a waste of the professionals’ time and the company’s money. If every comment is recognized and applauded at each conference, and every idea and opinion is acknowledged and every comment is appreciated, ideas will surface so fast it will take two secretaries to record all the ideas. In short hand. That is free speech!

Ideas are fragile; take care

# 592 Miracle

John Sculley

**J**OHN SCULLEY WAS THE FORMER CEO of Apple Inc. computers. “Joining an organization in their community should be on the job description of each employee. Not an obligation but an opportunity.” John was half right. The other half is to give your staff continuous networking training. Never send any of your staff to any event without some networking education. Malcolm Forbes so beautifully said, “Education’s purpose is to replace an empty mind with an open mind.” Maybe that is the purpose of the Little Miracles. Without networking education, it’s a waste of the firm’s money and the staff’s time. When a staff is continually ineffective in acquiring new business, it increases their incompetence and decreases their self-worth. And attrition is the result.

**Lack of education is a fatal flaw**

# 593 Miracle

## A Mystery of the Mind

**E**VALUATE THE FOLLOWING PICTURE I saw at the same event. *First scenario:* Fifteen minutes before an event, I observed four bankers from Wells Fargo standing in a closed circle. They did not reach out to anyone. Probably it was just as well because they would not have known how to begin a business conversation. *Second scenario:* At a table there were two Chicago Title people sitting together, talking together, and ignoring together. *Third scenario:* I was sitting with six Bank of America people at a table. The six bankers were so busy talking about inside gossip and rumors that I was ignored. It is not their fault. They knew no better. People only do better when they know better. I had empathy for them. They were following their managers like obedient little lemmings. Because their superiors did not speak to strangers, how could we expect their subordinates to talk to strangers?

Water does not climb a rope

# 594 Miracle

## A Closed Fist

**T**HERE IS AN ANCIENT CHINESE proverb, “A closed fist receives nothing.” Try shaking hands with a closed fist. Go ahead and try it. Do it now. Why does it feel awkward? Why does it feel strange? Why do you feel a bit embarrassed? An engineer in one of my seminars said, “Not enough surface area.” That got a laugh. But the more I thought about his answer, the more I knew he was right. The primary reason is that a closed fist does not give anything to the other person. In fact, with a closed fist, you withhold. Whenever you withhold anything from another, big or small, you do not feel good. God made us in such a way that when we give a part of what we have, we begin to have a warm inner glow. I cannot say why God made that decision. I was not asked to be on His committee. Jacob the Baker wrote, “A closed fist starves the hand.”

**A closed fist closes the mind**

# 595 Miracle

## The Elevator Process

I CONDUCTED A SEMINAR IN CLEVELAND, Ohio, for a national CPA firm. I sent six professionals at a time to ride the elevators. There were six banks of elevators. They could not return until they had met someone in the elevator and got their business card. They returned and here are the results. 1) One met a senior field auditor for the entire state of Indiana. 2) Another met an international tax accountant from Deloitte & Touche. 3) Another met a senior vice president from New York in charge of recruiting and training for Kaiser Aluminum Company of America. 4) Another met an executive of Union Carbide who comes to Cleveland once a month to work on delinquent accounts. 5) Another met a national staff person for the Clinton presidential campaign. 6) Another met a commercial real estate broker from New York who was moving his entire office to the city of Cleveland and was looking for a local CPA.

An elevator to the top

# 596 Miracle

## Look Within

**A** MAN DROPPED HIS KEYS IN the living room just as the lights went off. He tried to find them but could not. He looked outside and saw that the streetlights were still lit. He went out under the streetlights to find the keys because the light was better. A neighbor came by and asked what he was looking for. He said he lost his keys. The neighbor asked where he dropped them. He said, "Inside." Then the neighbor asked, "Then why are you looking for your keys in the street?" He responded, "Because there was better light." Seems rather remedial at best, but we all do this. We have a problem that can only be solved from within but we keep looking for answers without.

**Success is an inside job**



# 597 Miracle

## Don't Fear Your Fears

“**B**E NOT AFRAID TO LEARN from your fears. Look carefully and you will see they are all orchids hiding in the seed.” From the book *Jacob the Baker*. Do not let fear cloud your vision. Fear is your ability to project your negative thoughts into the future. What you see is a distortion of your tomorrows. Your future is not to be feared, only understood. Courage is not the opposite of fear. Courage is to become involved with something beyond your fears. Madam Curie” “There is nothing to be feared, only understood.” Study your fears and you will begin to gather orchids. Enjoy a beautiful bouquet.

Fear clouds your future

# 598 Miracle

## Consensus

**T**O GET A DECISION AS a group is difficult. As you enlarge the group, coming to a decision becomes almost impossible. Moses did not bring his followers together and say, “I need your input. God has asked me to put together ten principles to live by. What would you suggest?” Moses did not give us ten suggestions. General Dwight D. Eisenhower did not bring the troops together and ask, “We are going to invade Europe. What do you think would be the best strategy?” You should not bring your staff together and ask, “Do you think we should study the *Little Miracles*?” That isn’t even the tail wagging the dog. There isn’t even a dog.

Wag your own tail

# 599 Miracle

## The Forgotten Gold Mine

**I**F COMMERCIAL REAL ESTATE IS your target market, check out the following ten real estate associations. AIREA: American Industrial Real Estate Association ... AGCA: Association of General Contractors of America ... CIREI: Commercial and Investment Real Estate Institute... CMAA: Construction Management Association of America ... IDRC: International Development Research Council ... IREM: Institute of Real Estate Management ... NACORE: National Association of Corporate Real Estate ... NAIOP: National Association of Industrial and Office Parks ... PEMA: Professional Environmental Marketing Association ... SIOR: Society of Industrial and Office Realtors. Think of all the ancillary industries they represent. Networking with these associations could be your career.

**Start panning for gold**

# Miracle

## Linking to a Higher Power

**A** MIRACLE IS A UNION BETWEEN your Maker and you. William James was the first distinguished American psychologist and a professor at Harvard. In 1891 he wrote a book titled *Principles of Psychology*. In that book he penned these words: “You and God have business together.” Albert Einstein wrote, “I want to know the thoughts of God. The rest are details.” Admiral Bird: “Link yourselves with the inexhaustible power that spins the Universe.” God has spoken: “This is my contract with you. It does not require your signature to take effect. My promises are law.” And the law is Love.

When God speaks, listen