

The Saints go marching on!

Beginning with Tom Dempsey's 1970 field goal

The city of New Orleans received a much needed boost of confidence after years of suffering the devastation of hurricane Katrina, when the New Orleans Saints won their first ever Super Bowl Championship with millions all over the world watching on February 7, 2010.

Millions were also watching on November 8, 1970 in the historic game between the New Orleans Saints and the Detroit Lions. Detroit was ahead 17 to 16. It was the last play of the game.

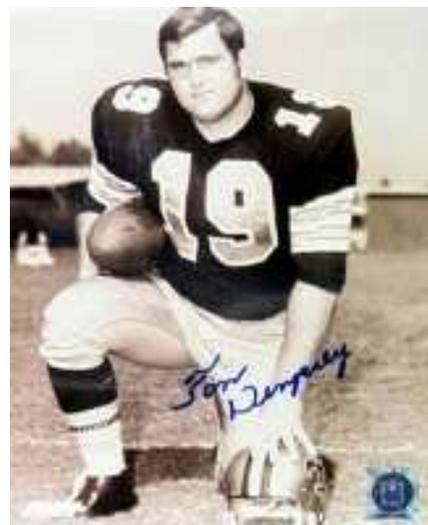
The camera then focused on a heavy-set player limping onto the field. As you got a closer look at this player, you noticed he had no hand on his right wrist, and the end of his foot appeared to be missing. You probably thought, *What's he doing there?*

The announcer then explained that you were watching Tom Dempsey, the field-goal kicker for New Orleans.

The teams lined up, the ball was hiked and snapped and Tom Dempsey proceeded to kick the longest field goal in the history of professional football! 63 yards! It was the last play and of course New Orleans won.

Tom Dempsey was a unique human being. Even though he was born with those physical handicaps, no right hand and a stub for a foot, rather than seeing them as limitations, he actually used them to his advantage. He kicked with that bum foot. And it caused some controversy.

Oh, yes! People started saying he shouldn't be allowed to play football, that his half a foot acts like a club and gives him an unfair advantage over normal kickers! Can you imagine that?



But just think for a moment how, in spite of his handicaps, Tom Dempsey did an amazing thing. In fact it wasn't until 28 years later that his record kick was even tied. Jason Elam of the Denver Broncos did it on October 25, 1998.

That kick of Jason's in Denver's mile high thin air, actually helped the ball go farther. Tom Dempsey's kick at below sea level in New Orleans added heavier air resistance, making his kick even more amazing!

When hurricane Katrina hit Louisiana, Tom and his wife Carlene were among those whose homes were destroyed. It was one more obstacle to overcome, and he did. He was quoted as saying: *"The hurricane flooded me out of a lot of memorabilia, but it can't flood out the memories."*

How about you? What obstacles are you allowing to hold you back? You can be unstoppable like Tom Dempsey in 1970. Or like Super Bowl Champions the New Orleans Saints—who beat the odds in 2010—and just keep marching over, around, and through your obstacles, whatever they are!



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Just one grain of rice, please!

Little things really are the big things

You've heard it—you know it—you believe it...yet research shows that most people just don't DO it!

What's the "it"? It is "*the little things.*"

"*Little things* mean a lot."

"*Little things* add up to big things."

"*Little things* can make you stand out."

"*Little things* are really big things."

Common knowledge, right?

Yes, most would agree.

Yet very few know how amazing it can be in terms of results when you focus on and then execute the *little things!*

Here's where a grain of rice can help you!

In ancient times, as the legend goes, the old King wanted to reward a loyal servant for his wisdom and good judgment. So he asked his servant what he would like to have as his reward from the King.

"Only a simple request, oh great King. Just place one grain of rice on a single square of a chess board. Then fill each of the squares by doubling the grains of rice for every square thereafter. I will be content with the total sum of rice on all the squares."

The King was shocked. In disbelief he said, *"All you want is one grain of rice in square #1 today and then tomorrow two grains in square #2 and four on the third day and 16 on the fourth day and so on until I fill all 64 squares on the chess board?"*

"Yes, my King!"

The King agreed, but still wondered why his servant had asked for such a little thing.

You already know what happened, because you know the power of *little things* and how they can add up! In school you learned the power of "geometric progression." Life is that way too. All the



little things you put in and keep improving can provide amazing results for you.

In fact, it's possible to get results just like the King's wise servant—who ended up with six hundred seventy one billion tons of rice on the sixty fourth day!

It's true! There's tremendous power even in little grains of rice increasing daily!

And just in case you'd like to know the exact number of grains that servant received, it was 18,446,744,073,709,551,615!

Not bad, since on the fourth day there were only 16 grains! Your life can also be like a geometric progression—if you keep focusing on improving the little things every day.

A chess board has only 64 squares. But a lifetime ending at 78 years has 28,490 days!

How will you use those days to improve yourself and what you do?

Here's what you can do:

1. Read even more. Just 12 pages a day will allow you to read 145 books in just 10 years.
2. Do physical exercise every day. Keep your body fit, strong and flexible—it carries your head around.
3. Express gratitude daily by saying thank you and writing thank you notes.

Simple little actions—each just like a little grain of rice. But, wow, can little things add up to huge results!

*"Nothing in the world can take the place of persistence.
Talent will not; nothing is more common
than unsuccessful men with talent. Genius will not;
unrewarded genius is almost a proverb.
Education will not; the world is full of educated derelicts.
Persistence and determination alone are omnipotent."*

Calvin Coolidge

Are you in the majority?

If so, it may be time to reform

Will Rogers, rodeo cowboy, Vaudeville actor, movie star, and genuine ambassador of good will, used to say: "Whenever you find yourself on the side of the majority, it's time to reform."

Although he was exaggerating in order to make his audience laugh, he meant what he said. Most people aren't successful, no matter how you define success, and therefore it's more sensible to think and act independently.

Being different just for the sake of being different is not what Will Rogers had in mind. Actually, that's dependence on the attention of others. But being different because that's how you feel you *should* be, regardless of what others think, is independence of the highest order and would certainly earn Will Rogers' approval. This is the kind of independence you should cultivate. And it does require cultivation. It isn't something you were born with.

You can cultivate independent thought and action by looking at what everyone else is doing, and then doing something different—something you think makes more sense!

A successful businesswoman did this when she realized she was getting poor service from restaurant servers. She often took clients to lunch and no matter where she went, the service was often slow. It seemed that restaurant servers at popular places expected big tips without giving great service.

With this in mind, she looked at what everyone else did: they left tips after their meals. She thought perhaps a generous tip prior to the meal might get better results—and at her next lunch meeting with a client she tried it. Immediately after being seated, she handed the server a tip and said, "This is for the excellent service I'm sure you'll be giving us today!"

The response was overwhelming. The woman had never received better service in her life! It soon became a habit with her to always tip the server **BEFORE** dining. She later learned that the word "tip" was originally an acronym meaning "To Insure Promptness," and she wondered how a tip after the fact could insure anything!

But, realizing this was just another senseless ritual perpetuated by the majority, she didn't ponder it long. Instead, she began thinking of other ways to be thoughtfully different.



Will Rogers 1915-2000

How about you? Do you think and act independently, or is it time to reform? Perhaps you might find it rewarding to look at what everyone else is doing—and then be thoughtfully different!

Here's what you can do: Gradually become even more focused than you already are on the "little things" like:

1. Back your car into parking places and your garage. Most people drive directly into parking places and then have to start off in reverse! By backing in, you always start by going forward. You're heading toward your goal!
2. Say "MAKE it a great day," rather than "HAVE a nice day." When you say, "MAKE it a great day," you remind yourself and others that great days don't just happen. It's up to each of us to make our days great ones. The hackneyed phrase, "Have a nice day," allows people to make excuses and blame "the day"!
3. Answer your telephone at work with a cheery, "HOW may I help you?" rather than a typical, "CAN I help you?" By answering with "HOW may I help you?" you'll be conveying positive expectancy. You'll be implying, "I WILL be of help as soon as I find out what you need." Aren't those who say, "CAN I help you?" implying that maybe they CAN'T?

Soon you'll think of even more ways to do the "little things" that will separate you from the majority!

See through your prospect's eyes

Two “salespeople” do battle in court—the most flexible presentation wins

Trial lawyers are salespeople. Their prospects are jurors to whom they sell an idea: guilty or not guilty. Their presentations are usually based upon logic and reason, but like all sales professionals, they do more than just state the facts and close. They present their cases in the manner best suited to a particular jury. Successful trial lawyers act upon the premise that “To sell John Smith what John Smith buys, you’ve got to see through John Smith’s eyes.” Clarence Darrow, the famous criminal lawyer, was an expert at this.

Darrow was once asked to defend a farmer. He was to face a prosecuting attorney who was an established big-city lawyer, a highly sophisticated intellectual. The prosecutor’s expensive Brooks Brothers suits, flawlessly formal English, and stoic demeanor impressed many people. His meticulously prepared briefs were lean and logical, trimmed of all unnecessary emotion.

Darrow was aware of the weaknesses of his defense. He knew most of his arguments could be disproved, but he wasn’t concerned. He simply tailored his style of presentation to fit the jury, which was comprised, of course, of farmers.

Five minutes into the trial, Darrow removed his coat and revealed a rumpled shirt and thick suspenders. He then loosened his tie and rolled up his sleeves. After wiping perspiration from his brow, he tucked his handkerchief only part way into his back pocket. He mussed his hair by running his fingers through it. With his scuffed, unshined shoes he looked like he had just tramped in off “the back forty.”

Darrow and the prosecutor differed in appearance about as much as a beat up old tractor and a shiny, chauffeur-driven Rolls Royce.



When Darrow spoke, he rambled carelessly. Often, his remarks did not even pertain to the case. His grammar was poor, his attitude casual, and his techniques rough. He made no attempt to refute the prosecutor’s legal arguments.

Darrow’s presentation was not logical, but it was emotional. He didn’t address the case so much as he addressed his prospects, the jury. And the jury, recognizing a good ‘ole farm boy like themselves, had no intention of letting him be made a fool of by a big city-slicker lawyer.

The farmer was found innocent.

Here’s what you can do: As you speak with a prospect, be aware of what type of person he or she is. Does he want reassurance or just the facts? Does she just want to know her options or does she need to study lots of data in order to decide? Is he emotional, friendly and talkative? Or quiet and introspective? Recognize your prospect’s personality, then build your presentation accordingly. When you see through their eyes, you’ll understand their language. When you speak their language, they’ll respond in yours, with a “Yes!”



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