

## **Making Sense of Mondays**

### Lessons I Learned as a 9-Year-Old Tricker Treater

As an optimistic business consultant who provides a wide variety of business solutions, I have never, before this article, considered consulting with my 9-year-old, tricker-treating self.

It is in the spirit of 2020, the most unusual, unpredictable year of our adult lives, that I invite you to give serious consideration to the lessons that you learned while hunting candy on Halloween.

The breakthroughs that you are about to make have the potential to reverse your company's course and to create much needed momentum for your business success and prosperity, leaving the last 6 months in the rearview mirror where they belong.

IMAGINE – It's Halloween night. It's chilly outside and dark. There are lots of kids who are trying to accomplish the same task – collecting all the candy that they can. Some kids have nicer costumes and nicer collection containers, but with the right plan and action, it is possible for you to accomplish your mission and reach your goal!

The only thing standing between you and the biggest mound of candy imaginable is your ability to think and act like a 9-year-old.

**The most successful 9-year-old, “candy collecting” entrepreneurs adopt and maintain a “whatever it takes” winner’s attitude.**

Those of you who enjoyed this unique pleasure of wearing a Ben Cooper, Inc., nicely packaged, silk-screened plastic costume and plastic mask of your favorite Halloween figure, Superhero, TV personality or Disney character might also remember that “whatever it takes” attitude that pushed you from one lit porch to the next as you wiped sweat from your brow and approached the door to proclaim once again, “Trick or treat!!!”

If it meant wearing that “flame retardant” costume and “ventilated mask” replete with two eye holes, two nose holes, a slit with which to slice your tongue and a stringy rubber band to pull your hair, bring it on! Ending the night with mounds of candy was worth it, no matter the cost or sacrifice.

Can you remember the last time, you were “in it to win it” for you, your family, and your business? With your permission, I would like to challenge the 9-year-old, candy hunter deep down inside you.

Hey kid - It is time to be the “Superhero” business owner that you dreamed of being. If necessary, dress up and pretend. Replace your comfy PJs with your “dress for success” costume and awaken that “whatever it takes” attitude that worked so well for you at the age of nine.

### **The most successful 9-year-old, “candy collecting” entrepreneurs make up in effort what they lack in resources.**

I thought my mom was crazy. As I hit the streets that night, some of the kids laughed and others made fun of me, but by the end of the night, trust me, I was the one laughing. What my candy collecting container lacked in pretty designs and colors, I made up for in effort.

Mom’s pillowcase and I outran every one of those fancy container carrying kids. By the end of the night their mounds of treasure paled in comparison to mine. I had no idea how much candy you can fit into a pillowcase. Thanks, Mom!

I learned two important truths that night –

1. If all you have is a “pillowcase” and some hustle, you can bring home the “candy”.
2. The type of satchel is not nearly as important as the talent carrying the satchel.

### **The most successful 9-year-old, “candy collecting” entrepreneurs know not to waste their time on dark porches.**

Halloween night represented the biggest “snatch and grab” opportunity of the year. If played right, the treasures of that one night’s efforts would not only yield the best candy consuming moment of the year but potentially the “favorite child of the night” status, “most admired sibling” status and on November 1<sup>st</sup>, the “most popular kid at lunch” status.

With so much on the line, only one thing mattered, securing the candy and lots of it! Our race with the clock forced us to make precise decisions. We had to devise a plan that enabled us to accomplish our mission as efficiently as possible. This was big time!!!

We determined that our best opportunities to “close the deal” and collect the candy were the houses with lit porches. We also determined the best locations in the “right neighborhoods” which meant they gave the most candy per kid. Whether we knew it or not, we were conducting a market analysis as we considered the basic demographics and psychographics of our potential clients. Sophisticated sales and marketing strategists we were.

Today's marketplace may present you with some difficulty in determining your best marketing and sales opportunities. Let me encourage you to go back to what you know was working. Start over where you left off. You will soon find your “lit porches” in the “right neighborhoods”.

### **The most successful 9-year-old, “candy collecting” entrepreneurs know what matters most.**

As the porch lights faded, cries of excitement echoed the now, uncrowded streets. For blocks you could hear kids gleefully screaming, “I got 14 snickers!” “I got 20 tootsie rolls.” “I got money!!!”

These many years later, I can still see each kid and their separate piles of candy spread all over the Livingroom. I can also see the adults gathered around like ravenous vultures awaiting their chance to pounce on their favorite candy. What a great moment!

By the end of the night, we had consumed a dozen, or two pieces of our favorite candies. For the young, risk-taking entrepreneur with the “whatever it takes” attitude, this moment was special, not because of the candy, but those sharing in this epic celebration.

As I close, let me ask you, who will be gathering around your “candy” piles? Who benefits when you succeed at bringing home the “candy”?

Take that 9-year-old “candy collecting” entrepreneur for another spin around the block, reverse your company's course and create the needed momentum for your business success and prosperity. Then get ready to celebrate!

Like always, if I can be of any help with this, please contact me at [andy@andyspringerconsulting.com](mailto:andy@andyspringerconsulting.com) or by text at 707.953.6681.

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