

Another Lesson I Learned As a 9-Year-Old Tricker Treater

As an introspective business consultant who enjoys the privilege of teaming with entrepreneurs and business owners as they cultivate a robust business, I appreciate the opportunity to share some challenging reflections that I gleaned while consulting with my 9-year-old, tricker-treating counterpart.

Do you remember?

NOTHING could stand in our way! We were kids in pursuit of candy, willing to endure whatever came our way. If gathering pounds and pounds of candy meant that we had to wear a hard-plastic face mold and a thin, ready-to-tear, screen-printed, plastic costumes of our favorite Superheroes, count us in. We were unstoppable! We were focused! We were fearless!!!

In last week's "Making Sense of Mondays" article, we realized that often the only thing standing between us and our greatest business achievements is our ability to think and act like our 9-year-old selves.

You might also recall the following actualities about the most successful 9-year-old, "candy collecting" entrepreneurs -

1. They adopt and maintain a "whatever it takes" winner's attitude.
2. They make up in effort what they lack in resources.
3. They know not to waste their time on dark porches.
4. They know what matters most.

You'll find more details and ideas when you take the time to read last week's introductory article, "Lessons I Learned as a 9-Year-Old Tricker Treater." For now, let me offer another success tip from those amazing 9-year-old, entrepreneurs.

#5 - The most successful 9-year-old, "candy collecting" entrepreneurs keep their eye on the prize.

When achieving our desired result (the largest mound of candy) was all that mattered, no cost was too high, no sacrifice too much. That next handful of candy was worth every sweat drop and twisted ankle. Neither the coldest night nor darkest sky would deter us.

As the treasures grew inside our pillowcases, we became more willing to suffer. Nearly suffocating as we ran our hearts out in pursuit of that next lit porch, we kept our eyes on the prize. We were focused and fearless.

Do you remember the feeling? The excitement? The thrill? Do you remember the last time you were that focused?

Racing from lit porch to lit porch, knowing you were on track to end the night facing the biggest mound of candy made every sacrifice worth it. Accomplishing your BIG GOAL was non-negotiable. You were determined!

What's different? Nothing really. Just like today, your marketplace was filled with scary, uncertain situations. Everything about Halloween was haunting, but none of the rumors or the perceived horrors stopped you from risking it all to accomplish your goal.

If you're not careful, horrific stories of economic collapse, infectious diseases and businesses failing can cause you to become paralyzed with fear. The perceived dangers of doing business at this haunting moment has the potential to rob you of your greatest "mound of candy" ever.

Trust me. Not much has changed since you were nine. Filling your pillowcase (mission), dressing up and finding lit porches (strategy) and targeting the homes in wealthier neighborhoods (specific target audience) are still profitable and effective.

As a tricker-treating 9-year-old, the scary unknowns of Halloween never stopped you. The main difference between this Halloween season and those that you encountered as a kid is that you are a bit older and wiser, and, of course, you can afford to buy a nicer costume.

If there has ever been a time to throw on that "ventilated" plastic mask and transform into that unstoppable Superhero of choice, now is that time. Your business objectives may be trickier than the filling of your Halloween container with as much candy as possible in the time allotted. Nevertheless, the people you love and serve need you fully persuaded in the accomplishment of your dreams and goals. So, mask up, dress up and step up. It's time to get focused.

Like always, if I can help, please contact me by email at andy@andyspringerconsulting.com or by text at 707.953.6681.