

pools, millions could afford greenhouses because greenhouses are relatively inexpensive. I show them that if you could sell a \$600 greenhouse to only one family in fifty, you'd develop a \$600 million business in producing greenhouses, and perhaps a \$250 million industry supplying plants and seeds.

The only difficulty with this exercise is that the group, ten minutes before completely cold about greenhouses, now is so enthusiastic they don't want to move on to the next subject!

Use the dig-into-it-deeper technique to develop enthusiasm toward other people. Find out all you can about another person—what he does, his family, his background, his ideas and ambitions—and you'll find your interest in and enthusiasm about him mounting. Keep digging, and you're certain to find some common interests. Keep digging, and you'll eventually discover a fascinating person.

The dig-into-it-deeper technique works also in developing enthusiasm toward new places. Several years ago some young friends of mine decided to move from Detroit to a small town in mid-Florida. They sold their home, closed out their business connections, said good-bye to their friends, and were gone.

Six weeks later they were back in Detroit. The reason had nothing to do with employment. Rather, as they put it, "We just couldn't stand living in a small town. Besides, all our friends are in Detroit. We just had to come back."

In later conversations with these people, I learned the real reason why they didn't like the small Florida city. During their short stay there, they had taken only a surface view of the community—its history, its plans for the future, its people. They moved their bodies to Florida but left their minds in Detroit.

I've talked with dozens of executives, engineers, and sales-