

"Why, the way he acted," F. H. continued, "you'd think I was asking for charity. All he would say is 'When your record shows that you deserve more money, you'll get more money.'"

"Sure, I could do a better job if they paid me for it, but only a fool does something he isn't paid for."

F. H. is an example of the breed that is blind to the "how" of making money. His last remark sums up his mistake. In effect, F. H. wanted the company to pay him more and *then* he would produce more. But this is not how the system works. You don't get a raise on the promise of better performance; you get a raise only by demonstrating better performance. You can't harvest money unless you plant the seeds that grow money. And the seed of money is service.

Put service first, and money takes care of itself.

Consider which producers make the money from movies. The get-rich-quick producer proceeds to make a picture. Putting money ahead of entertainment (service), he cuts corners everywhere. He buys a poorly written script and employs second-rate writers to adapt it. In employing actors, arranging sets, even recording sound, he puts money first. This producer thinks the moviegoer is a sucker, someone who can't tell good from bad.

But the get-rich-quick producer seldom does get rich quick. There never is a bandwagon movement to buy anything second-class, especially when it is given a first-class price.

The producer who enjoys the largest profits from pictures puts entertainment ahead of money. Rather than chisel the moviegoer, he does everything possible to give people more and better entertainment than they expect to get. The result: people like the movie. It gets talked about. It gets good reviews. And it makes money.