

50

Do It Now!



**Rush final tour 2015 in Dallas with my friend Chris Wilkens,
2nd row center.**

Growing up, I was a HUGE Rush fan!! There is a line in their song FREEWILL that goes like this, "If you choose not to decide, you still have made a choice".

I have embraced that line since the moment I heard it at 14 years of age. So many people think, "I won't make a decision today" or "I can get that done later." Don't kid yourself. You are consciously deciding to NOT do the thing you were thinking about. The only thing we have is time. The richest and the poorest person, the smartest, and the least smart person, the kindest, and the meanest person all have the same 24 hours in a day. The difference, in my opinion, is priorities and getting things done! Whether you're a student pushing off homework or a sales person choosing not to make another sales call, don't kid yourself. You are making an active decision NOT to do today and delaying that activity into future.

A couple of stories. My old boss, Ben, would always say, "Let's make a decision today based on what we know today. If we are wrong, we are wrong, but waiting a day, a week, and a month won't guarantee we won't be wrong then too, so why wait?" We can always fix bad decisions, but we can't fix indecision. It goes back to chapter 18 and 22 don't be afraid to make mistakes and don't daydream, DO!

I was traveling with the head person from one of my product lines. The guy I traveled with is a great salesperson, great husband, great father, and great communicator. We decided to open up more distribution for his product line that I represent. This is a big deal for both of us and quite frankly with his large family, the financial gain means more to him than me. So I'm in a hurry to get the credit applications, pricing, everything that takes weeks to process started NOW! Deals can and do cool off, so you need to minimize the down time so people don't lose their excitement.

My buddy said he would do all the paperwork when he returns to his home in two days. All the while he is in the passenger seat of my car on Facebook, commenting about a one point loss in a sporting event that his team lost to their in-state rivals the night

before. That game isn't going to change and that was yesterday. Pissing and moaning about calls today isn't going to change a thing, but getting this deal done you can buy season tickets for your whole family forever. So I jumped in and emailed (while driving, I know) and got everything in motion.

It's just your mindset. It's the sense of urgency I learned to love. Before the widely famous Nike slogan "Just do it" became vogue, there was a network marketing insurance company called A.L. Williams. Their spin on life insurance was take whole life insurance (build up cash value in insurance) and invest in Term (pay as you go life insurance) and invest the difference. Not to go into their program too much. I was exposed to this when I was 19 years old. Would you buy insurance from a guy, not even 20 years old?

Anyway, I chose not to do what was needed to be successful in that business, but I learned two things! First I learned compound interest and if I had started investing young (which I did), it's a lot easier to be wealthy than if I had started when I was 30 or 40. The next best thing A.L. Williams had was audio tapes. Mr. Williams was a high school football coach from Georgia before he made his millions in insurance. So his audio tapes were amazingly good! His famous line was that someone would tell him how great they were going to be at football, insurance, etc. and they would go on and on. Good ole A.L. would say, "That's great, just do it." But Mr. Williams you don't understand.... I'm going to be the best! "That's great, just do it"?

I'm not sure if the marketing people for Nike weren't spun out insurance sales people from A.L. Williams! Their world famous campaign was the second time I heard that saying. This was profound information for a motivated 19-year-old. It taught me talk is cheap, do it, and do it now! I rarely enjoy compliments because there's always room for improvement. Don't get full of yourself because there are millions of people doing it better than you!

The one compliment I do enjoy a bit is from my lifelong friend, Dave Rewers. He tells his friends that, "Tim's my buddy that actual does the things everyone else talks about." I consider that a compliment because of the time of our friendship and because it's a compliment on an activity and not an accomplishment. Activity is what you control. Accomplishment is how time judges that activity. I can only control one of those today and that's activity, and I chose to DO!