

35

Being the Best is Duly Noted



Ken Griffey Jr. Signed a \$100 bill for a friend while playing blackjack in Las Vegas.

Take notes in a meeting. I learned this as a young sales guy. More times than not I ask, "Do you mind if I take notes?" One hundred percent of the time people enthusiastically say, "Yes." I like to ask (back to never asking a question you don't know an answer to) because it's like calling your shot in a game of pool. It shows purpose and intent. I intend to really understand you. I intended to fully listen to you. I intend to follow up with the important information you are saying. You immediately start the meeting on a positive note. Maybe think of the word "Note" and break it up as "Not E." As in, "Not Everyone". Not everyone takes notes, which is great for your success. You are the exception, and the successful exceptions do really well in life. Here's why taking notes works!

A. It shows you care and are paying attention to the person that you are meeting with.

B. When you write things down, you will better remember what was said without looking at your notes.

C. Constantly, I look at who take notes in any given meeting and it's the winners—like all the time! Look at Shark Tank, all of them are successful and all of them take notes, especially the billionaire. One person doesn't and that guy couldn't think anyone else is important or as "wonderful" as him.

D. You aren't a-some-of-the-time note taker. You either are or aren't. The "No" note takers will never be at the top of the game; sometimes note takers will be at best sometimes on top of their game. All the time note takers will always be on top of their game.

E. Confidence can sometimes be confused with cockiness or arrogance. Let's say you are a high-achiever and you are confident. A great way to make yourself more humble and or relatable is by taking notes. It appears to be a subservient behavior, so folks who were on the fence might be better able to see your sincerity right away.

F. Finally, what if you actually want to go back and review and the hugely critical step FOLLOW-UP. Wouldn't it be great to have a cheat sheet to look back at? If we went back and got to take first grade through 12th grade with cheat sheets would your grades be substantially better? Notes are adult business cheat sheets!

In this lifetime when all your goals, dreams, ambitions, family, and legacy is on the line and you are offered the opportunity to use a cheat sheet, why wouldn't you? A hundred dollar bill is sometimes referred to as a "C note". I note that when I see people taking notes, they tend to be more successful than others. At this writing, I am in the middle of a brutal travel run. I have been in Dallas, Houston, San Antonio, Dallas again, and Midland, Texas, all in less than 48 hours! In all this travel and theses meetings, I was the only person taking notes. Think if I put myself through that grueling schedule and I didn't take notes to follow-up and create extra business, then why put yourself through that? You have to realize it's your time, your life, your chance to achieve, and you get a cheat sheet if you want one. See the person taking notes. Bet they have more "C notes" in their pockets!