

# 1

## Be Great Now



**My parents Charlie and Marge Shiner at Easter 2010.**

Be great at whatever job you currently have at this time, and if at all possible have a portion of your compensation earned by commission or tips. Some of my first jobs were: paperboy, busboy, waiter, bartender.

One of my favorite lines I ask, "Do you think Michael Jordan started practicing free throws when he got to the NBA or do you think because he practiced free throws when he was just Mike Jordan, he got to the NBA?!" I think if you start settling at a very young age, you stunt your potential successes by not kicking it into gear at a young age. You lower your trajectory of success. I always viewed working hard as a fun game.

When I was 14 years old, I was working as a busboy. I would try to carry more dishes to the back than the other busboys. I would race to get bread and water to a table just as soon as the customers were seated. It was a race and a game in my mind. I would call my shot with waitresses to let them know I was going to bust my butt for them. I would go up to the waitresses and let them know at the start of the night that they were going to turn more tables (the quicker you clean up a table and get it seated again) and thus make more money with me in their section. Call your shot, then deliver! I would go above and beyond filling drinks, cleaning tables, getting bread, checking on overall satisfaction, really the waitress' job.

I did this consciously for three reasons. One was to be the best busboy at Cheddar's Restaurant and TGI Fridays. Two, to make more tips, the waitress tip out the busboys at the end of the night, so the more money they made, the more they would tip out to me. And three, I was training myself for my next job, being a waiter. Like a mini-Jordan I was shooting free throws before my next step, becoming a waiter. Once I became a waiter, I was helping out the bar staff, and learning drinks to make sure if there was ever an opening behind the bar, I would be the logical choice.

I was a bartender at 19 years old; every other bartender was much older than me. In fact, the liquor law was changed to 21, but fortunately they grandfather in the younger folks that were

already working in the industry. So I wasn't old enough to drink anymore but I could serve it. You have to be a go-getter from the word “go” and never with the mindset, “I’m going to turn it on when I’m ‘blank’ or when I’m ‘some age’.

Turn it on right now and never turn it off! You have 76% of your week to do whatever you want!! If you work a 40-hour work week, and there are 168 hours in a week that means 24% of your time spent working so bust your ass!! If you want to be great work 50 hours (70% time off) or even a harder worker at 60 hours a week and have 64% of your time to yourself! No excuses for not being great at what you do! You would have to work 84 hours a week to be at 50% of your time, and that would be working double what most people do and that still leaves you half of your week to yourself. Now I know you have to sleep, but this is to show how little time you actually have to work. If you have to be at work, work as hard as you can.

When I was a waiter at Cheddar’s restaurants in both Arlington and Bedford, Texas, I would try to trade into a better section to work in an effort to maximize my opportunity to make money while at work. In addition, when the night got slower with fewer customers, managers would start cutting staff. I would always stay later to work more. My thought was if I took the time, effort, and energy to get dressed and drive to work I was going to work as hard as I could and as long as I could to, quite frankly, make as much money as I could while I was there. When you are young and have very few skills, the only skill you can control is your work ethic.

The lesson I learned by being a busboy, waiter, and bartender was the better you took care of people the more money you made. That experience trained me to be a future salesman. You also received the satisfaction that you made a difference and made the customer’s night better.

I strongly suggest young people work at a job where you can make gratuity (tips). It’s the perfect primer in life to teach you how to hustle, sell, and take care of others. In life, the more value

you bring to others, the more money, and satisfaction you receive in return. I remember the first tip in my life. It was a quarter, and I received it about 36-37 years ago. I was on my early morning paper route, and it was a rainy cold Chicago Morning. I didn't want to be in the weather for sure; no one would want to walk to the end of the driveway to get their paper, even though it was safely wrapped in a protective plastic bag. I took the extra time to ride my bike up to each and every porch to place the paper on the safe, dry porches.

A kind man recognized my extra effort and reached into his pocket, gave me a quarter and said, "Thank you. I appreciate your extra effort". That's it. then and there I was hooked on giving extra effort and hooked, on a lifetime of pointing out, complimenting, and rewarding extra effort! We all know people who do the bare minimum in life, right? Think about those people. What does life give back to them? The bare minimum right back at them! Give more get more, give very little, get very little. Our lives aren't a dress rehearsal; this is it on earth (yes, I believe there is a heaven) so live your life on earth in a way that you can achieve and enjoy your dreams. Go above and beyond, so you can receive above and beyond joys in life. If you have done absolutely nothing above average, you would be crazy to expect anything above average to come back your way! When it comes to effort life is fair. It gives you back what you put into it. Start today whether you're 10, 18, 33, 42, 50 or 82 to be the best at whatever you do!