

Amazing New Scientific Discovery!

By Emmet Robinson

www.emmetrobinson.com

610-647-4341

You Won't Believe It, But...

Recent research by a group of dedicated scientific professionals has proven conclusively that identifying an egg doesn't require the services of a chicken!

I knew you'd be shocked! So was I. You might also be wondering what this has to do with you and your business. Read on.

Industry-Specific

In looking for opportunities to present my business seminars, I find that some industries and professions are closed to speakers from outside their particular fields. There is a growing trend toward seminars and workshops that are completely industry-specific. Some participants expect all material to be spelled out in exquisite detail, phrased entirely in their own jargon, with examples taken strictly from their own line of endeavor. Unfortunately, this restricts the natural process of adapting useful ideas from other fields. The downside to this narrow view is that by leaving nothing to the imagination, the ability to *use* imagination can be lost. A consultant friend tells me that, in his professional opinion, the typical modern bicycle salesman can't use a sales training manual unless it has a picture of a bicycle on the cover! Although I don't really believe that, I do see a definite – and unfortunate – trend in that direction.

High Cost of Narrow Focus

To be clear, industry-specific information is absolutely necessary for technical mastery. But dedication to that same narrow focus in *non-technical areas* carries a high cost by shutting out universal business concepts applicable to nearly any industry or profession. This can be terribly expensive. According to statistics available through the Federal court system, 22,482 businesses filed for bankruptcy during the twelve-month period ending June 30, 2020. Based on an eight-hour workday, that's roughly one business failure every five minutes! Now, here's an interesting question: how many empires crumbled for lack of high technology,

and how many businesses failed for lack of skills in other, equally important areas?

Tech vs. Touch

The use of familiar industry or professional language will help people to develop their *technical* expertise. This is good. But what about the *high touch* "soft skills" related to finding customers, retaining them, and gaining access to their associates as referrals? These areas can be addressed by any competent instructor, regardless of technical background. A good idea is a good idea, regardless of the source. *It doesn't take a chicken to identify an egg!*

Someone who understands this quite well is Bill, a Jersey consultant. Although Bill has a solid technical background in *chemistry*, he offers consulting services to business owners on *creative thinking*, and on the use of *effective newsletters*. I use several of his recommendations in marketing my audio production studio. Which is more important? High-tech or high-touch? I believe that a *balance between the two* provides solid benefits.

Learning to Borrow Ideas

My speaking career grew out of my business, King Street Recording Company, where we produce customized promotional and educational audio for the business market. The studio opened in 1967. Sound recordings, beginning with Edison's original wax cylinder, have been produced in America for over 100 years. After all this time, to the best of my knowledge, there are still no "soft skills" training materials for recording studio operators. The rate of failure in my profession, by the way, is quite high. If I'd waited for industry-specific soft skills training materials, I'd have been bankrupt long ago. Luckily, I discovered that it's easy, simple, fun – and highly profitable – to beg, borrow and steal ideas from other people in other professions. A good idea is a good idea, regardless of the source. *It doesn't take a chicken to identify an egg!*

Resources

Borrowing ideas from other

professions has been remarkably beneficial. I like to read. I've been reading more than one non-fiction book each month for more than thirty years. I also attend seminars when I can. Not one of those books or seminars taught me anything about running an audio production studio. *Every single one of those resources, however, taught me something useful about advertising, business, communications, conflict resolution, customer service, employee involvement, leadership, marketing, motivational psychology, negotiation, networking, public relations, public speaking, sales or self-esteem.* Every book, every seminar and workshop, each magazine article, audio CD or video I've found has given me something I could take back to the studio and use the same day to build a better bottom line. A good idea is a good idea, regardless of the source. *It doesn't take a chicken to identify an egg!*

Examples

To show you how this simple concept helps me – and will help you – here are a few examples.

- At a seminar by business expert Brian Tracy, I learned to understand the psychology of written goals. I now write my goals in longhand every single day, and see definite progress as a result. Not one of Mr. Tracy's comments was addressed to my specific profession.
- In a session by John T. Molloy, I learned that upgrading my attire would boost my bottom line. He was right – and it didn't matter what business I was in. The idea was still valid!
- A book by Tom Peters showed me the value of confining my efforts to areas directly related to my core business – "Stick to the knitting," he called it. He's right.
- A book by auto sales expert Joe Girard taught me the importance of consistency in operating a direct-mail program. This works for me, and I don't even sell cars!
- Two real estate experts taught me the value of qualifying all prospects thoroughly before sending printed information. This one single idea has

saved me thousands of dollars in expensive promotional materials – and I don't sell real estate!

- From a book by envelope maker Harvey Mackay, I learned the importance of maintaining a comprehensive database of detailed business information about my clients.
- In his audiotape series, former cookware salesman Zig Ziglar taught me how to stay motivated – regardless of what was going on in my world at the time.
- In another audio series, Jack Canfield's insights into the psychology of self-esteem not only help me to do my business better, but help me to do *everything* better! Jack Canfield and Mark Victor Hansen have produced a series of wonderful books all about chicken soup, and all about leading richer, fuller lives – regardless of industry, business or profession.
- And a video presentation by Mark Victor Hansen showed me the real possibilities of building my business through effective networking.

Smart Business Neighbors

- A local insurance agent demonstrated the power of community involvement, and the value of occasional non-business phone calls to prospects and clients. Although I'm not an insurance agent, this works for me anyway.
- The owners of a nearby printing company impressed me by providing free delivery of their excellent work. Now, I do the same for special clients.
- At a meeting of my local business association, I shared a table with the owner of a heating oil company, the president of a commercial security firm and the manager of a tree service company. In listening to their conversation on marketing and advertising, I picked up a super idea that would work at my studio. That idea was in place and operating by eight o'clock the next day, and has added to my bottom line. And that idea came from outside my own profession.

Smart Clients

In producing training programs for an elevator manufacturer, I learned the true secret of successful selling. This information also came from outside my own profession, and my current closing ratio has improved as a result.

Smart Providers

I learned quite a bit from an optician. When my new glasses showed a minor defect, he ground new lenses and delivered the new glasses to my studio by 5:30 the same day! Although I'm not an optician, any of my studio projects that need adjustment are usually handled the same day. Can *you* use this idea?

- When I ordered a new fire extinguisher for the studio, it was delivered promptly by a knowledgeable technician who was able to explain the differences between the three main types of extinguishers. Presented in simple terms that I could easily understand, the information will help me in planning future purchases.

A few days later, a pleasant woman called to ask a series of questions about how well I liked the service I'd received. A week after that, I received a hand-written thank-you note and several useful discount coupons applicable toward my next purchase.

This was my first experience with this small, local business. Was I impressed? You bet! Did they set examples that I can use? Absolutely!

A Host of Ideas

These are just a few of the extremely helpful ideas I've been able to apply in running a small audio production shop. And I didn't learn one of 'em from another recording engineer! They came from outside my own profession:

1. A business expert
2. An image consultant
3. A business generalist
4. A car salesman
5. Two real estate agents
6. An envelope salesman
7. A cookware salesman
8. A psychologist
9. A professional speaker
10. An insurance agent
11. A pair of printers
12. Three business neighbors
13. My own clients
14. An optician
15. A fire protection company

Surprising Sources

Helpful information can come from surprising sources. Late one winter night, a nuclear physicist returning from a seminar had a flat tire on a country road, right in front of

the State Home for the Criminally Insane. The batteries in his flashlight had died so, in the dark, he managed to jack up the car, remove the flat tire and put the five lug nuts in the upturned wheel cover. In lifting the spare into place, he accidentally stepped on the wheel cover and tossed all five lug nuts off into the weeds. Hunting on hands and knees for more than an hour, he was only able to find three of the lost nuts. As he thought about his dilemma, a voice called to him from behind the tall iron fence on the other side of the road. "Use two on one side of the wheel, and the third on the opposite side to balance the load. That should allow you to get to the next town."

"Thanks!" called the physicist, and quickly secured the wheel. Packing flat tire, jack and tools in the trunk, he called out to his unknown helper.

"Thank you very much for your suggestion. I appreciate your help. But, tell me, what's an intelligent guy like you doing in an asylum?" The response made him laugh. "I may be crazy, but I'm not stupid."

Good ideas are everywhere! Be open and receptive to resources beyond your own profession that offer valuable, practical, profitable insights and instruction to help you do better in business. A good idea is a good idea, regardless of the source. Once again, *it doesn't take a chicken to identify an egg!*

Recommended Reading Online

Emmet Robinson's Reading Room

*Informative and Entertaining Articles
For Your Business –
And Your Life*

<https://emmetrobinson.com/Reading-Room/>

Books

Coping with Competition

How to Tilt the Playing Field in Your Favor

Little Boy Found

*One Man's Search for Self-Esteem
(410-page autobiography)*

To order call **610-647-4341**

Or email me at

www.emmetsemail@aol.com