

Drop me in Dubuque

I'll survive anywhere!

Schmitz's reputation was legend!. They said, and rightly so, you could drop Schmitz off in any city in the U.S. at nine in the morning, and by 5 p.m. Schmitz would have made at least one sale. Schmitz was not only a great sales-person, but a fully functioning, totally independent survivor!

When a young rookie salesman heard about Schmitz and the "drop me in Dubuque" challenge, he became intrigued and inspired. "Wow," he thought. "That's the kind of life I want—no matter what happens, to know I'll survive!" Over the years he strived to improve his skills so he could say "Drop me in Dubuque and I'll sell!" No leads, no referrals, no centers of influence, no money, no support, no contacts and no help! Just a good product, an honest presentation and the feeling of total confidence in himself. Before long his chance came to be a "Schmitz." Not only did he make a sale, he made four sales! The local manager could hardly believe it. His best producers working in their own territory hardly sold four *a week*, and here's a stranger getting four orders in his first day in town!

How about you—could you survive and then thrive in a distant city or town with only your skills and street smarts? That's independence! That's security! That's self-sufficiency! That's a goal worth striving for ... for yourself, for your associates, for your family.

In an age of increasing dependency on the government, social security, company benefits, life savings, investments, family, friends and organizations, we sometimes lose sight of the need to be independent and self-sufficient.



If you're a manager or leader, could your associates make it without you? Have you fostered dependence, or independence? What kind of thinkers and doers have you trained and developed?

If you're a parent, could your children survive and then thrive without you? What can they do for themselves? How good are they at cooking, finding a job, thinking for themselves, defending themselves, buying, selling, and the hundreds of other things necessary for survival in today's fast-paced dynamically changing world. What a wonderful feeling it is to know you raised self-sufficient thinkers and doers ... it's possible to be a "Schmitz."

If you're on your own, how are you doing in the survival department? Are you on your way to thriving? So often we hear of the shattered lives of people who suffer through the death of a loved one or a divorce. Yes, it's a tragic situation, but it's not the end of the world. Life goes on. You can lose your job, home, spouse,



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children, your money, friends, relatives—everything—but you still have YOU! You can go on, and not just survive, you can thrive! Decide now that you can make it—no matter what!

“If it is to be, it is up to ME!” That’s the motto of life’s winners!

Here’s what you can do:

1. *To survive in the wilderness you’d need to know basic survival techniques—how to live off the land, how to find food, what to eat, where to sleep, how to build a fire, etc. Those are skills anyone can learn. To survive in our civilized world you need to know basic survival techniques like how to communicate, how to get a job, how to think, reason and make decisions. Decide now to learn those basic skills and teach them to your children, loved ones and business associates.*

2. *Strive for the freedom independence gives you! Many millionaires, having lost every penny, still come back and earn millions more. How? They still know how to make money! Many salespeople have their territories changed or cut in size, and yet the good ones still find a way to exceed their quota and goals. Left alone through death of a spouse or divorce, an individual finds a new mate and goes on living and loving. Left in an orphanage a child decides to make it anyway. The list of neglected children is long and some don’t make it—but others do. Why? They decide to!*
3. *Accept it—it’s true—it’s a fact—your life is a choice. What will it be ... days filled with watching TV, reading bad news in newspapers, reviewing hurts and pains, OR striving to become independent? Make your goal: “Drop me in Dubuque!”*

White stripes on the mind

Leap over those imaginary guards!

Cow.....rancher.

Cow’s inclination is to wander aimlessly. Rancher prefers to keep his cattle fenced in, where they’ll be safe and where he can care for them.

The result is fenced range land and an interesting structure called a cattle guard. Interesting because it’s symbolic of how we sometimes think, or rather, don’t think.

Cattle guards are beneficial because they prevent ranchers from losing their cattle, yet keep roads open to traffic. But cattle guards are expensive. The road has to be torn up, a pit dug, and steel bars installed. So, realizing their cattle were already conditioned not to cross cattle guards, ranchers tried extending their barriers across roads by simply painting white stripes.

While requiring far less time and expense, these bogus cattle guards proved to be just as effective as the real thing. A cow looks at the stripes and thinks he sees the familiar pit and iron bars. Fearing entrapment and perhaps a broken leg, the cow turns away.

It might as well be the Great Wall of China. Almost no cow will attempt to cross white stripes painted on a road. And it’s unfortunate, but true, that people behave in similar fashion.

Their white stripes are painted—by history, experience, or naivete—in their minds.

People sometimes behave like cattle. They don’t realize that the white-striped cattle guards in their minds are illusions. To see the truth and step *beyond* their self-imposed limitations, all they have to do is use the single attribute that distinguishes them, and their fellow human beings, from the cattle they so readily imitate: the ability to reason.

Are you using your ability to reason? Or are you restrained by an imaginary cattle guard?

To one degree or another, all of us imitate those poor, dumb creatures that are afraid to step across a road painted with white stripes. But it doesn’t have to be that way.

We can, if we use our ability to reason, take positive action and behave more like the unique, unlimited beings we really are.

Here’s what you can do: *Whenever you encounter what seems to be a limitation, don’t stop. Step on one of those white stripes and prove to yourself that they’re not steel bars! Talk to others who don’t see any stripes there at all. Think of what you’ll gain once you’re on the other side!*

Follow the red ball



No excuses. Results!

What do you deliver? Sales? Profit margins? Production quotas? Creative work? Marketing plans? A happy, healthy household? Good grades in school?

Whatever it is, next time you're near a toy store, buy a small red ball that you can carry in your pocket or keep on your desk. It'll remind you of the Red Ball Express that helped the Allied nations defeat the Nazi invaders during World War II. And it'll inspire you to continue avoiding excuses and delivering results.

The World War II Red Ball Express was conceived of as a solution to a problem: immediately following D-Day the Allied armies made much faster progress across France than had been anticipated. They were pushing back the Nazis so quickly that their supply lines couldn't keep up!

General Patton aptly described the severity of the problem when, talking on the radio to headquarters, he bellowed, "My men can eat their belts, but my tanks need gasoline!"

Something *had* to be done or the Allies would be stranded and perhaps defeated. So, on August 23, 1944, Lieutenant Colonel Loren Ayers and Major Gordon Gravelle were ordered to "Deliver those supplies!"

And they did.

Within two days they organized the Red Ball Express—named after the Red Ball Moving Company in the United States. With an astonishing combination of creativity and sheer guts they organized teams of truck drivers and inspired them to conquer Nazi snipers, war-damaged roads, fuel shortages, inadequate tools, unsafe loads and vast distances.

They put up road signs painted with huge red balls—a symbol to French civilians to watch out for determined, nonstop truck drivers!

A week later nearly 6,000 Red Ball trucks were on the roads night and day, carrying average loads of two tons each. By the end of the month they had changed over 55,000 flat tires and made an estimated 5,750 major repairs on their vehicles! Yet, by September 5, 1944, they achieved their goal of delivering 89,000 tons of desperately needed supplies, enabling the Allies to press on and eventually win the war.

By November 1944, the Red Ball Express disbanded, but what it accomplished will never be forgotten, because Ayers, Gravelle and their team of drivers *delivered*. They didn't say, "We'll try." They didn't make empty promises. And they didn't waste time preparing excuses. They just did it.

You can too!

Here's what you can do:

1. *Adopt a symbol for your family, company, team, or the project you're working on. It'll inspire you.*
2. *Learn to distinguish the activities you MUST do from those you simply like to do. Then concentrate on those you must do.*
3. *When things get tough, find tough people to help you—the kind that upon seeing the goal will find a way to achieve it. With the right leadership from you they'll go up, over, around, or under an obstacle, just like the Red Ball drivers did.*
4. *Remember that every challenge you overcome strengthens your ability to be persistent and creative. Remain conscious of these abilities and call on them often.*
5. *Keep following your red ball!*

“Prove it, Jack!”

It's never too late, and you're never too old, to stay fit

“It's never too late, and you're never too old,” claims world-famous physical fitness legend Jack LaLanne, and before anyone can say “Prove it, Jack!” he does.

On his 65th birthday—the age at which many people retire and begin taking life even easier than before—Jack performed a feat that you might have thought only a young Olympian would attempt: he swam across Lake Ashhinoko in Japan while towing 65 boats containing a total of 6,500 pounds of wood pulp!

Sound pretty amazing? Well, what do you think of this? To celebrate his 70th birthday, Jack dove into 60° water off Long Beach, California and swam one mile while towing 70 boats containing a total of 70 people. It took him 2½ hours to complete the task, and—believe it or not—his hands and feet were bound together!

And ten years ago, at the age of 81 as he released a new fitness video, *Forever Young*, he said, “I feel no different now than when I was 21. I'm in as good shape now as I was back then!”

Amazing? Yes, especially when you consider how feeble many people are at age 70. But perhaps it really isn't amazing if you believe, as Jack LaLanne does, that this is what *all* people are capable of. You included!

Here's what you can do:

1. Set goals for yourself, so you don't get old. Goals keep you looking ahead, rather than back.
2. Hold your stomach in at red lights.
3. Run to all your meals. Run in place as you talk on the phone.
4. Turn pages faster when you read.
5. Eat less and less, not more and more. Choose healthier foods and snacks.
6. Buy clothes one size too small. Collect pictures of super-fit people.
7. Do some physical activity every day. Walk up five flights of stairs. Bike ride to work or shopping. Jog home from work. Swim for twenty minutes. Take up a new sport.
8. Don't grow old! Age is a state of mind, and you're only as old as you think you are. Ask yourself, “How old would I be if I didn't know how old I was?”
9. Make a commitment today, right now, to attain, and then maintain, a high level of physical fitness. It's never too late, and you're never too old!



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