

Control Your Own Decisions, Don't Rely on Others Finding Truth is NOT Easy!

I often hear people who have met with several business counselors or consultants and they are frustrated by the different ideas and opinions they receive. It seems they want one path and one set of directions. My question is this: do you not want the value of the experiences of everyone and not just one person?

You can go ask numerous business counselors the best process for marketing and you will obtain numerous key points, many of which are substantiated by proven history. This simply proves **there are many ways to do most everything**. This has substantial value to you, if you wish to learn. You are getting the proven nuggets from successful people so it then becomes your job to assemble them into what fits your business and your personality. Knowledge is power if you apply it. We say—**APPLY IT!**

A similar opportunity lives within the news we get everyday. Did you know that 73% of people only read the headlines of newspapers and they consider that the "news"? Newspaper publishers certainly understand this bit of human nature. Did you also know headlines are written by an editor and not the person who actually wrote the article featured? Again, those in the newspaper business fully understand why they must do this. **Headlines sell papers!** The second part of this point is that facts and information do not sell newspapers (according to editors), headlines sell. Just like in business it is most beneficial to you to read and obtain several sources of information/news if you want something closer to the truth that helps you.

You need to take control of finding true and accurate information. This is not a luxury, it is a necessity! As a business owner you will constantly be faced with differing opinions of information. Some will be submitted to you as newspapers, others maybe a movie, others will be "white papers" on a particular subject and it is your job and responsibility to sort this information. Sort it and put it into the proper context. This context relates to your business or your life.

Just like learning to manage your time, you must learn how to collect information from several sources and then compile and analyze it so it works for you.