

Everybody Sells

Excerpt from

Chapter 12: Applying Everybody Sells in Your Personal Life

...From Orange County to Omaha, from Miami to Minnesota, I met normal, everyday people with world-class stories and even bigger dreams. The difference between these folks and the most successful people in the world was, essentially, their ability to tie their aspirations (personal goals) to the people who could help make those dreams a reality, which is the cornerstone of the Everybody Sells philosophy.

One of the participants in the program was Urban Showe, Jr., a Southern California professional. I'll never forget meeting him for the first time. I'd asked some of the participants why they chose to attend the session, and when I called on Urban, he was so shy and reserved that I could barely hear his response.

In that initial session we discussed the power of defining success. I gave the group the same advice I used to tell my business-school students: in business as in life, if *you* don't define success, in advance, then someone else will define it for you, after the fact, and rarely, if ever, in your favor. (You'll recall this notion as the foundation of the Focus step in the FTDAOR process.) We also discussed the importance of creating a strategy to achieve your stated definition of success—not a strategy based on what you needed to do (tactics), but instead upon the people critical to your success.

We ended the first session with the question, "Who are the people who hold the keys to your dreams?"

I wasn't surprised when I saw Urban at the next session. I was, however, surprised to see that Urban had brought his wife and son along! So few people think about the immediate members of their families as *the* critical relationships they need to succeed.

In the third and fourth sessions, Urban's guest list grew to the point of filling up an entire table. With his father in attendance, three generations of Showes were making a commitment to the same dream and adopting that dream as their own.

What I didn't know at the time was what Urban had written down as his goal.

Much later, long after the sessions were complete, I received a note from Urban, thanking me and suggesting I watch a video he'd produced on YouTube. A video, of all things, from the shy guy I could barely hear in the first session.

The video told the tale, the power of the Everybody Sells approach to achieve any type of aspiration. There Urban was on my screen, wearing one of the shirts we'd given to program participants, standing in front of a group of young people telling the Everybody Sells story! The participants were a group of court-assigned youth offenders seeking to redirect their lives, to

create futures where few prospects existed before. I choked up when I heard him ask the group, “*Does anyone here know what a goal is?*” and nobody raised a hand.

But Urban’s work didn’t stop there.

He shared with me his family’s plans to open up a martial arts self-defense school for the young people in his neighborhood. The goal was to give youth the tools and confidence they needed to “say no” to joining the gangs that dominated his community and the physical and mental skills to defend themselves when challenged.

The achievements of Urban Showe, Jr. and his family are a beautiful and revealing example of what you can achieve if you apply the Everybody Sells lessons in your life away from work.