

LISTEN TO THE RIGHT THINGS

Much of the success that Laura and I are starting to experience at the moment in different areas, has very little to do with our talent or ability. It has far more to do with the things we are deliberately listening to, reading and implementing into our lives. Speaking of which, I have just been listening to a great CD and the speaker told a very powerful story...



“There was a man who lived by the side of the road and he sold hot dogs. He was hard of hearing and so he had no radio, he had trouble with his eyes and so he read no newspaper – but he sold good hot dogs! He put up signs on the highways telling people how good they were. He stood out on the road everyday and said ‘Buy a hot dog mister?’ – and people would buy!



His business grew, he put up additional signs, he increased his meat and bun order, he bought a bigger stove to take care of his trade, he invited his son home from university to assist him in his work and then something happened. His son said, ‘Dad, haven’t you been listening to the radio? Haven’t you been reading the newspaper? We are in a terrible economic situation. The European and American situation is terrible, the domestic situation is worse! Businesses are dropping like flies. Companies are laying people off by the droves. Nobody is spending any money.’

The father thought, ‘Well, my son has been to university, he reads the newspaper everyday, he listens to the radio and so he should know these things.’ So he pulled his signs down from the highway, he reduced his meat

and bun order and he no longer stood out on the highway to sell his hot dogs! His sales dropped overnight!

The father then said to the son, " Well son, you were certainly right and you got home just in time. We certainly are in the middle of a great depression!"

Who and what are we listening to?

Isn't it interesting how it seems that often people who listen to bad news have bad things appearing their lives? I wonder why? If we listen to all the media around the declining economy then we naturally think it will impact us – so it does! Whilst many businesses and companies have been losing sales because "people aren't spending any money", others have actually increased sales – in the same economic climate! Why? Are they immune to the economy? No, they just don't listen to what is happening around them - they simply focus on themselves and continue to do the things that will create growth!

I remember when the tragedy of 9-11 and the Bali bombings happened. All of a sudden people weren't going out to places where crowds would gather for fear of a terrorist attack. I know I even thought twice about going to large events because of this fear. Then I thought about it and I decided to stop reading newspapers and listening to the news. It may sound simplistic and naïve, but if I don't read or hear about terrorism, then it doesn't exist in my life!



What about the 'obesity epidemic'? In the news and tabloids we hear this word used all the time. They talk as if obesity is something that we catch; something out of our control. If we listen to this mis-information enough we will justify why we also fell victim to this 'epidemic'. Just like the people who try to take legal action against McDonalds for their obesity! Come on let's take some responsibility for ourselves! Obesity is not an epidemic – it is a decision!!

Choose very carefully who we listen to

What is happening in the world and to other people will only impact us if we take notice of it and listen to what others say. If we know exactly what we want in our lives, we must only listen to people, listen to CDs and read books & other literature that will support, encourage us and teach us the things we need to know to have what we want. Then we simply need to take action. The news is GOOD!



*Andrew Jobling
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AndrewJobling
ANDREWJOBLING.COM.AU