



## The Enemy Within

**M**ost people in business want to make more money. They will read books on the subject; they will look through magazines; and they may talk to other people in their field about what the secret really is. In most cases, though, they learn from their own mistakes. It would seem logical that, when they get this newfound wisdom, they would put it into practice; but frequently they don't. Why? Because it's easier not to.

**Confrontation** Some people can't handle confrontation. Your employee is doing a mediocre job, but you don't get around to telling him what the problem is. Even though you don't feel your accountant has given you the proper guidance, he's been a family friend for years and the thought of firing him is unimaginable.

The meek might inherit the earth, but they go broke in business.

**Emotions** You know you should raise your prices, but you don't because last week a customer said your prices are too high. You give a customer a big discount because they had a price quote from your competitor that was much lower than yours. Since you don't want to lose that customer, you give the discount, even though you know that the order doesn't justify it. You suffer from price paranoia.

No matter what you charge, someone is going to be unhappy. All I can tell you is, after twenty years in business, I've seen many frame stores go broke. They all undercharged, but I don't think they ever made the connection between not paying

their bills and not charging enough. If you ask them why they went out of business, they will blame it on the high rent, their suppliers, taxes, or their competition. Many of these things are out of your control. Pricing is very much in your control, and while it might not be the end all to running a successful business, it is an "end all" if you do it wrong.

**I'm too busy** Your store is a mess and you know you should clean it up. You'll do it next week. You know you should go through your corner samples and do an analysis of what's selling and what's not, but that would take hours. You'll do it at the end of the year. The question is, what year?

This thought brings us back to the original point. Most people want to make more money. It becomes a question of just how bad. Bad enough to overcome the natural tendency to avoid confrontation? Bad enough to rise above your emotional feelings and do what you know you should? Bad enough to get up two hours early to catch up on something or stay two hours later, or four hours late, or six hours late? If you look at successful people, you'll see they do what they've got to do, whether it's easy or not.

There's a simple law of nature. You can only reap the benefits of what you do, not of what you think about doing. If you're successful in business it's not only because of what you're good at, it's because you've got your "weaknesses" under control.

Stop eating that doughnut. ■