

Ever' Day Things

by Tom McBeth



Stampedin' toward makin' it

Several years ago, I read a book by Dale Carnegie. You know, the guy who wrote about winnin' friends and influencin' people. Anyway, he wrote another book that talked about the common ingredient of all successful people. He had the opportunity to talk with a lot of the early giants of industry and business to find out what common denominator each of them had that made them do so well. In the book, he never said what it was; he only hinted at it. For years, I thought and thought about the answer.

He talked about Andrew Carnegie, the early giant of the steel business and finance. In the book, he told how someone interviewed the other Carnegie and asked him if he knew more than anyone else about making steel and making money. Carnegie replied that he didn't, but the folks who worked for him did. The main thrust of the story was that Carnegie was incredibly poor growing up in Scotland, and he had a brother who died from a childhood disease because they did not have the money to buy medicine. Carnegie vowed he never would be that destitute again.

Henry Ford, Thomas Edison and many other industry giants all had the same common ingredient that Dale Carnegie talked about. Edison was dyslexic, and many of his teachers thought he was not very bright. Edison had a problem, but he was

not stupid. Because of his incredible curiosity, his drive to find answers to problems and his capacity for work, he overcame the opinions of others. He became known as the 'wizard of Menlo Park.' He was touted as a wizard! How 'bout that?

Charles Goodnight trailed cattle to the Colorado gold fields through bad weather, Comanches, bandits and a host of other adversities. He did not seem to be afraid of those huge hurdles that were insurmountable to many others. The thing that he feared more than anything was probably failure.

It took me awhile, but I think I finally got what Dale Carnegie was talking 'bout. Fear of failure is a huge incentive. When I was in college, I went to a college rodeo in Rapid City, S.D. I drew a bronc that had been to the National Finals Rodeo (NFR) and was a buckin' scamp. He weighed 'bout 1,500 pounds (lb.), and he looked big in that chute.

He proceeded to bail out and do his deed in a snappin', crackin' jump-high circle at the end of the chute gate. I was scared stiff of gettin' pitched on my little head right under him. But I cowboyed-up because I was scared of bein' tromped into a little grease spot right under 1,500 lb. of horse. You really can't appreciate that unless you have

been run over a few times by something that big. It hurts.

So here goes. The thing that Dale Carnegie was talkin' 'bout was not allowin' any other choice but to make it happen. I mean, grit your teeth and squint your eyes for the stuff that is comin' your way, and make it happen. If anybody says you can't do it, don't listen. My dad used to tell me that when you're gettin' beat up you only have one choice, and that's to keep punchin' because goin' down ain't any fun.

I have decided to make a career at sellin' real estate. And, by gosh, I plan to do it. I am startin' to get some results — not nearly what I want, but I believe they will come.

Those of you who want to stay in the beef business may be the ones who have more phobic, bone-chillin', gut-wrenchin', cold-to-the-core fear of failure than anyone else. No matter what the obstacle, you are willin' to deal with the fear by usin' your creativity to overcome it. I believe there is a blessing for those of us who are too scared to fail because we've learned that fear of a small failure is what makes us keep our feet when the stampede is goin' on all around us.

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