



WHY DIDN'T THE COYOTE CATCH THE ROADRUNNER?

We all remember the cartoon with that crazy coyote chasing the elusive roadrunner. The coyote certainly was persistent. He spent plenty of money and used plenty of technology, yet he never succeeded. That wily roadrunner just kept getting away. The coyote got close, but never close enough.

So what about you and your business, career, or life? Are you also chasing a "roadrunner" — your goal of success—without without much progress? Are you using technology, money, persistence and dedication, yet still not attaining the goals you really want? What's going on? Let's go back to the story of the coyote and the roadrunner.

First of all, the coyote never caught the roadrunner because he kept doing the same thing. Yes, he was persistent, yes, he spent money, yes, he used technology, but all he ever did was try to trap the roadrunner. How about you? Are you doing the same thing over and over in your business, staying in that comfort zone but never reaching out? Are you wondering why you have not attained that great success you so earnestly desire?

Secondly, the coyote was doing what he did very well — chasing the roadrunner. He was not, however, doing what he needed to do, which was to **catch** the roadrunner. Thus he was not getting the results he needed. What about you? You might be doing what you do very well but are still not getting the desired results.

The final question is, are you doing the **right** things that will bring the greatest chance for success? Or are you doing only the things you like, that are comfortable, that are easy? Don't be a coyote! Instead, start doing the things that will bring you the highest payback. **Success means getting the right things done.**

Remember, the coyote spent plenty of money, used plenty of technology and was very persistent — yet he never succeeded. So I want you to ask yourself these four questions:

1. *Do you delegate everything and anything you can?*

You need to stop doing things that someone else can do. You need to raise the bar. When you delegate, you should get better results than if you did it yourself. Accept no less. Delegation is not an option; the only option is to delegate effectively. And make sure that what you pay someone to do those tasks is less than what you earn.

2. *How is your attitude?*

Make sure it is not blocking your success. Make sure you pass the right attitude on to your staff. **Attitude drives success.**

Would you like to be working for someone with your attitude? Make sure the answer is "yes."

3. *Do you work too much or too long, resulting in work that ends up being second rate and ineffective?*

If you are really good, you can work 8 hours a day and be very successful. If you are average, or a little better than average, you can work 10 hours a day and be very successful. And remember, you need to allow time for family and leisure activities. You also need at least 7 hours' sleep to stay at top efficiency.

4. *Are you working only the high payback items?*

Let's go back to the coyote. Did he ever review what he was doing, or did he just keep going from one thing to another? Review and keep reviewing what you do. Get rid of everything that is not a high payback item. Get rid of interruptions.

Be a great success and catch the roadrunner. Make your business **the best.**

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Don't miss Manny at the Bridgeton Chamber of Commerce on September 19th. Talking about motivation and how to take your life to the next level. Sept. 19th at Cohansey Country Club at Noon.

Also remember, any paid speaking events do get 100 free copies of one of Manny's books for distribution to the attendees. So, if you want to book him for your next event, contact us at Speaking@mannyowak.com,

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