

## Book 'em Danno!

Even today when I say this in my head or read it, I hear the Hawaii Five-O theme song by Morton Stevens. Stop! I bet it's in your head, isn't it? Well, you can stop humming it now. I just aged myself. This is not about Five-O. This is not about surfing on a bar. We used to do that in college when the theme song came on during our parties. And no, this is not about Danno. This is about books! Yep, books. How many have you booked so far this year?

We are starting our 5<sup>th</sup> month of 2009. You should have finished at least four books by now. I'm on my fifth. And I don't mean fictional books. I mean motivational, business, career builders, etc... Books that you can actually learn something from and that will change your life. Now I'm not saying you need to give up your favorite author. I am saying you need to add some books that will bring you to the next level in your career.

Why is this so important? Because it just is! How else are we supposed to learn new information about our interests when we are so busy with our lives and careers? Turn the TV down or off. Sit down and read a chapter or two about your favorite subject or interests.

3 years ago if you would have asked me to sit down and read a book, I would have told you that I didn't have time. I'm busy trying to change the way folks attack their territory, grow their sales, and make money. There is nothing wrong with that, but I just was not growing myself. Then as many of you know, I discovered "The Strangest Secret" by Earl Nightingale. Over 40 books and many audio books later, I've been working towards being an expert in the fields I enjoy most. You can to.

Experts say that if you read 1 book a month on a particular subject, within 5 years you will become an expert in that field. What are you an expert at? Using a remote control? Drinking beer? I'll let you slide on the beer; your gut will tell me you are an expert with beer. To become an expert, you must study the field you wish to explore expertise. I have two more years of exploring to become an expert in sales. And believe me, there are so many books written on sales.

Can't afford to buy books? Join or start a book club within your organization. Imagine how talented your sales force would be if several of you got together and explored books on how to become the best at sales. You commissioned sales people, what are you waiting for? Your paycheck depends on it! Become an expert.

I get many opportunities to read these days. I don't spend much time watching TV. When I'm traveling, I read on the plane. Many people do this. I finish one book a month. You just need to find the time to do it. Research can only help you succeed in life. Do the right thing. Read a book!

Great ~~Selling~~ Reading!

Mike Popella