

MARCH 2-6, 2009

IDEAS

Made in America, 1992 By Sam Walton (with John Huey)

"Ten Rules That Worked for Me:"

1. Commit to your business.
2. Share your profits with all your associates and treat them like partners.
3. Motivate your partners.
4. Communicate everything you possibly can to your partners.
5. Appreciate everything your partners do for the business.
6. Celebrate your successes.
7. Listen to everyone in your company.
8. Exceed your customer's expectations.
9. Control your expenses better than your competition.
10. Swim upstream.

If I knew you were coming I would of baked a cake!

Chad Karl, a rep in Janesville, WI has hooked up with one of his clients who is a cake baker. She makes a decorative angel food cake with various fillings. Chad has the cake made special for his platinum clients on their birthday. He then personally delivers the cake to the client. I've got to say, who does that? WOW! In these trying times, any way that you can enhance the relationship is a plus.

Don't forget these little things!

I have been a follower of Robert Fulghum for many years. Here is his web site:
<http://www.robertfulghum.com/>

Share everything
Play fair
Don't hit people
Put things back where you found them
Clean up your own mess
Don't take things that aren't yours
Say you're sorry when you hurt somebody
Flush
Wash your hands before you eat
Warm cookies and cold milk are good for you
Live a balanced life-learn some and think some.

A few weeks ago I met with Dan Peterson, a wholesaler from Franklin Funds. We had breakfast at our local bakery, Krista's Kitchen. Dan and I were talking about all the tools that Franklin has. I have always been a fan of their Loyalty Ladder; if you have not seen it, get to their site and check out all of their sales tools. Franklin has over 16 seminars, that's right 16. I like the "Emotions, Expectations and Economics." They have the invite, the short invite, the follow up and the FINRA letter. Again, like I have said before, sometimes all the tools you need to improve your business are right in front of you. You don't get it if you don't ask!

Back to Krista's Bakery, they just moved into their new building. Krista used to bake goods in her house and sell them to local businesses and restaurants. Her goods were very well received and she took the leap and opened her own business, Krista is an **entrepreneur**. I think most of you are too. There was a great article in the Wall Street Journal last week about being an entrepreneur. It said that the people who jump out of bed eager to get to work are the most adapt at being successful business owners. How does your morning start? Do you have a passion? Do you have a set or principals that drive you? Are you fulfilled by your mission? <http://online.wsj.com/article/SB123498006564714189.htm>.

A few weeks ago, my boss, David Pintaric took a few of us to the original building where his father, Bill Sr., started WRP in 1976. He showed us the offices that he and his brother, Bill Jr., occupied and he remembered the struggle, the hard work and long hours that they put in to make their business successful. He got a little emotional. Now, for some of you who don't know the Pintaric family, I will tell you the P in Pintaric stands for passion. You will be hard pressed to find anyone more passionate about the business than David and Bill. I have had the pleasure to rub elbows with some very successful people and they all have this temperament called "hypomania." It is a mix of highly creative, energetic, impatient and very persistent traits that help them persevere even when others lose faith. The savvy entrepreneur usually has a **technician** and a **manager** to help steer their ship. The entrepreneur lives in the future, the manager's lives in the past and the technician lives in the present. The technician is the doer and the manager is the pragmatic. WRP has all of those characteristics. Do you? I asked Krista about this, her husband stepped out of the kitchen, with flour on his face and just smiled. She did say, "It's a lonely feeling sometimes. It's great to connect with other people who own bakeries; they have been through all my problems and pains and know exactly how to get through it." Same could be said for you. All of us have the opportunity to call a wholesaler like Dan Peterson from Franklin, you can call his inside contact: Peter Ordahl, you can call another rep, your buddy, and you can call our WRP's owners: David and Bill Pintaric. If you are at another BD, try to call your CEO right now...can you? Will you get a call back? That type of openness and passion is remarkable in today's financial service industry, so call people that you can learn from, even when you think you know it all.

Some of us are lucky to have mentors in our lives, people you can draw inspiration from. If you don't have one, call around and find someone who has walked in your steps. Being an entrepreneur doesn't mean you have to go this alone, though some of you do. It is self-evident that businesses, like people, are suppose to grow; and with growth, comes change. Unfortunately, most businesses are not run according to this principal. Instead, most businesses are operated according to what the owner wants as opposed to what the business needs. Take a look at today's mess and think about what I just said. Look at your own business.

CELEBRATING 32 YEARS OF EXCELLENCE



WRP Investments, Inc.
4407 Belmont Avenue
Youngstown, Ohio 44505
(800) 589-2023



Randy Clark
Midwest Business Development Director

608) 742-5022 Office
(608) 697-3361 Mobile
(608) 742-6326 Fax
maris61@charter.net

Let WRP pay for your next vacation! We'll pay you up to \$2,500 for a referral that joins WRP. I'll throw in another \$500 if that rep has GDC over \$50,000. That is \$3,000 for your next vacation or a great way to start of 2009!

TIP OF THE WEEK is meant to be a useful tool for you. If you have an idea that has worked for you, pass it along, and if you find this is not helpful, send me an email and I will delete you from our mailing list. I look forward to hearing from you.