

Brand You: Out-Read the Other Guy

We all process information in different ways. I don't deny that for a minute. And so I want to make my command and I guarantee you I'm only 93 percent serious. And yes, it's what I've lived by, and it's what my mother gave me at a significant level. But I really do believe that one of the half-dozen keys to success is: *Out-read the other guy*.

In Google it's a heck of a lot easier than it used to be. But I'll go on in a second. Google isn't quite enough. Read wide, read long, read deep. Yes, it's a matter of preparation. But, it's a little bit more than just preparation. It's getting in deep enough, and finding out interesting twists that give you more analytic depth, that give you more of a handle, an angle on what you're talking about.

Now, I love to read. You may not love to read so much, but it doesn't matter. It works, and you've got to do it. And within some limits, out-read the other guy on the opposite side of the table. And the Google part is fine. But if you're really bright about it, you will find some non-fiction text, which may be three or four hundred pages long, which really gives you a photograph that's very different than other people's.

So whether you love it as much as I do, or whether you just like it, or whether you tolerate it, with the Web and beyond the Web, out-read the other guy.