

# Tom Peters' 100 Ways To Succeed/Make Money



## TIPS #26-50



Compiled from the home page blog at [www.tompeters.com](http://www.tompeters.com), these 25 tips for success

are part of a series of 100 tips being posted by Tom Peters.

## #26

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### Hire Sunny! Fire Gloomy! Q.E.D.

Hire/Promote those with ... Sunny Dispositions.

Fire those with perpetually ... Gloomy Dispositions.

(Hint: The farther Up the Organization you go, the more important this gets.)

(Rule: Leaders are not permitted to have “bad days” ... especially on Bad Days!)

(Rule: One Sad Dog can Infect a group of 100.)

(Rule: One Energetic, Optimistic, Sunny Soul can motivate an Army to Move a Mountain.)

## #27

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### Out-Study The Bastids!

Tennis coach Brad Gilbert was once the #4 ranked pro in the world. He was not a natural. His breakthrough, after a very spotty career about to tank, came when he acknowledged to himself that he wasn't a natural. His response could have been to turn in his racquet. Instead it was to hit the books. Or, rather, write one.

Gilbert was the guy who, when the other guys went for a beer after a match, hung around watching more matches, talking tennis with anyone and everyone ... and writing it all down. He began his black book and took notes on everything, especially other players he'd faced, or might face. The result: that eventual #4 ranking, and then a superb coaching career, working with the likes of Andre Agassi and Andy Roddick.

No surprise, one of Gilbert's coaching secrets is continuing his own studies, as well as converting his players into Students (sometimes no mean feat with those “naturals”). Coach Gilbert acknowledges that there may well be a few, like John McEnroe, who can get away without hitting the books ... but for us mortals that's scant consolation.

Needless to say, all this translates, one-for-one, to the World of Work you and I participate in. I loved the line from *New York Times* columnist Tom Friedman: “When I was growing up, my parents used to say to me: ‘Finish your dinner—people in China are starving.’ I, by contrast, find myself wanting to say to my daughters: ‘Finish your homework—people in China and India are starving for your job.’” Age 12, 22, or 62 ... tennis or finance or engineering ... this “simple” lesson bears repeating.

## #28

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### Remarkable Point of View/R.POV8!

I suppose I've said this before, but I'm willing to suffer the charge of repetition. I've just finished seminars with 500 law partners, then a couple of hundred investment bankers. The people I addressed are what I call “scary smart.” And they've missed some kids' soccer games ... that is, 12-hour days are the norm. But “talent” and outrageously hard work are not enough! Why? Because there are a lot of talented people around who work long days.

So what's the secret-differentiator? Marketing guru Seth Godin said, "If you can't state your position in eight words, you don't have a position." I choose to interpret this not as a "marketing tip," but as a profound statement. I spent my two seminars hammering on "Remarkable Point Of View" ... or R.POV. Or, stealing from Seth, R.POV8 ... a Remarkable Point Of View ... captured in 8 words or less.

Seth, however, must make room for Jerry Garcia: "You do not merely want to be the best of the best. You want to be considered the only ones who do what you do." And for founder Tom Chappell, of Tom's of Maine: "Success means never letting the competition define you. Instead you have to define yourself based on a point of view you care deeply about."

The problem: Developing, maintaining, and refreshing a R.POV is excruciatingly difficult. I'll leave that to later; right now my point is simply to insist that smarts and hard work, even effective hard work, are not enough. The query that must never be far from your consciousness: IS WHAT I'M UP TO REMARKABLY DIFFERENT, AND CAN IT BE CAPTURED IN SIMPLE, COMPELLING LANGUAGE?

What we're talking about here may explain in part John Kerry's loss. A few weeks before the election, a *Washington Post* analyst, Kenneth Baer, penned: "To win this race, Kerry needs to stop focusing on Election Day and start thinking about his would-be presidency's last day. What does he want his legacy to be? When sixth-graders in the year 2108 read about the Kerry presidency, what does he want the one or two sentences that accompany his photo to say?"

Presumably those two sentences would have maxed out at eight words!

## #29

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### Get The Story!

Everybody has a story! It's your job-opportunity ... consultant, boss, project-peer ... to get it!

Remember Sara Lawrence-Lightfoot above: "It was much later that I realized Dad's secret. He gained respect by giving it. He talked and listened to the fourth-grade kids in Spring Valley who shined shoes the same way he talked and listened to a bishop or a college president. He was seriously interested in who you were and what you had to say."

Likewise, in London I was driven around by a fellow who sometimes drives Richard Branson. Branson is famous, among other things, for his hundreds (literally) of notebooks in which he meticulously records what he hears from Virgin clients, and damn near anyone else he buttonholes. This driver confirmed Sir R's habit, and said a trip with RB is non-stop conversation about the world as seen through the driver's eyes. "He bloody well interviewed me, for 90 minutes, non-stop," this chap said with clear admiration, "as we crawled to town from Gatwick." There was nothing or no one beneath RB's abiding, compulsive interest. As we chatted, the driver (himself a Richard) allowed as how "the whole bit made me feel as though I had something important to say."

Message/s:

The Driver/Richard II *did* have something to say!  
(Axiom: EVERYBODY HAS A STORY, DESPERATE TO ESCAPE!)

The Driver/Richard II *is* important!  
(Axiom: CONNECT!)

Richard I/Branson doubtless learned a thing or seven, duly recorded.  
(Axiom: JUST ASK!)

Richard I/Branson made a friend-informant-confidant for life!

(Axiom: GET A STORY, MAKE A FRIEND.)

Richard II/driver will pass on the story of Richard I/Branson to 100, if not 1,000 people ... and thus willfully extend the brand-enhancing mythology surrounding Richard I/Branson.

(Axiom: CONNECT, JUST ASK, GET A STORY, MAKE A FRIEND, CREATE A "BUZZ-GENERATOR.")

All because Sir Richard was determined to ... Connect & Get the Story!

So ... Get the Story!

(And, if you're wise and of a mind, take pages from RB and record it as well. Someday, you may be on notebook #600—about RB's tally, I'm told—and counting your Billions.)

## #30

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### Get China On Your Mind!

Read up on China.

Read books.

Troll the Web.

Talk to people about China.

Initiate a China Study Group.

Ponder China.

Visit China.

Make China "meditation" part of your day's ritual.

This applies whatever you're about. This is not a "call to action" so much as a "call to awareness." Ignorance about China (India) (Asia) is ... simply ... NOT ACCEPTABLE.

Hint (per me):

China is not a "problem."

China is not a "threat."

China may not be an "opportunity."

China is a Reality ... a Part of Our Lives. (Period.)

Act accordingly.

## #31

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### Better World, Better Business!

Most acts of conservation save money rather than cost more. (Just ask 3M about its 3Ps: Pollution Prevention Pays.) See the previous post on hotel water conservation in Arizona.

Conservation is everybody's business. The Great News: Conservation is not only everybody's business, it's good business ... helping the world, helping the bottom line, making you a more attractive place to work, and scoring community citizenship points all at once. Some deal!

So, become a Conservation Champion ... and Bolster the Bottom Line along the way!

## #32

### Mimic Lord Nelson!

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Of course it's far easier said than done! Still, aim high! Try to compass as many of the Nelsonian Traits as possible!\*

(\*Maybe you'll have your own Square—as in Trafalgar—some day!)

1. Simple scheme.
2. Noble purpose!
3. Engage others.
4. Find great talent, let it soar!
5. Lead by Love!
6. Trust your gut, not the focus group: Seize the Moment!
7. Vigor!
8. Master your craft.
9. Work harder than the next person.
10. Show the way, walk the talk, exude confidence! Start a Passion Epidemic!
11. Change the rules: Create your own game!
12. Shake off the pain, get back up off the ground, the timing may well be right tomorrow!
13. By hook or by crook, quash your fear of failure, savor your quiriness and participate fully in the fray!

## #33

### Out-Read 'Em!

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**Read!**

**Read Wide!**

**Read Deep!**

**Read Often!**

**Surprise Yourself With Your Reading Picks!**

**Out-READ the "Competition"!**

**Take Notes!**

**Summarize!**

**Share With Others What You Read!\*** (\*Not to impress them, but to practice what you've learned.)

**Create/Join A Reading Salon!**

**Cultivate A Learning-Curiosity ADDICTION.**

**Read!**

## #34

### Make 2005 “PlayTech Year”

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Regardless of what you “do for a living,” promise yourself to “play” with technology this year. We had a lovely session at our Manchester Summit, introducing one and all to Blogging. (Thanks, Halley Suitt!)

#### DO YOU BLOG?

## #35

### Lovemark or Bust!

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- (1) Enjoy your Holiday Season!
- (2) Between now and 1 JAN 2005, invent 10 actions, solo or with pals, to Launch Your “Lovemark Journey2005.”
- (3) Focus directly—Architect or Lawyer or Realtor—on the following “KRWs”/Kevin Roberts Words: Mystery ... Magic ... Sensuality ... Enchantment ... Intimacy ... Exploration.
- (3A) The words in #3 above Do Apply to You!
- (4) Develop a “No Bull” Action Schedule that includes 2 Hard First Steps by 10 JAN 05, 5 Hard First Steps by 01 FEB 05.
- (5) Report back to this Website, [tompeters.com](http://tompeters.com).

Pronunciamento: I HEREBY DESIGNATE, IN ACCORDANCE WITH THE POWERS GRANTED TO ME (the Inalienable Right To Blog) THAT 2005 IS PROCLAIMED AS “THE YEAR OF THE PROFESSIONAL SERVICE LOVEMARK.”

Welcome aboard!

NB: Can we start a Continuing Dialogue around ... Becoming A Lovemark?

## #36

### Do Your Part, Boys!

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Males: TAKE PLEDGE2005!

**I PLEDGE ... THAT I WILL NEVER ENGAGE IN ANY SORT OF DISCUSSION OF PRODUCTS-SERVICES-EXPERIENCES THAT INCLUDE WOMEN AS CUSTOMERS-CLIENTS, UNLESS ONE THIRD OR MORE OF THOSE PRESENT AND IN POSITIONS OF AUTHORITY ARE WOMEN. IN SUCH SETTINGS, I PLEDGE ... THAT I WILL WORK TIRELESSLY TO ENSURE THAT WOMEN’S VIEWS ARE HEARD FIRST & LAST AND ARE CLEARLY INCORPORATED IN A COMMANDING WAY IN ACTION PLANS. I PLEDGE ... THAT I WILL NOT SIGN OFF ON AN INITIATIVE AIMED PRIMARILY AT WOMEN UNLESS WOMEN ARE ALMOST UNANIMOUSLY IN AGREEMENT. I FURTHER PLEDGE ... THAT I WILL BECOME A “PIONEER” IN GETTING WOMEN-CENTRIC VIEWS CLEARLY INTO THE MAINSTREAM.**

Any takers?

## #37

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### To Live Is the Rarest Thing in the World

*"Nobody can prevent you from choosing to be exceptional."*

Call this Success Tip #37, and NYResolution2005 #1.

Okay?

(Hint: I have tried using this as a Right Breathing Mantra: **NOBODY CAN PREVENT ME FROM BEING EXCEPTIONAL**. It works wonderfully. \*) (\*And is still worth repeating at age 62.)

## #38

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### Re-visit/Re-imagine Your VA Proposition. Due date: 15 January.

Hyundai. Home Depot. *BRANDsense*. And another wonderful little manuscript-book I received, *BEYOND CODE*, by Rajesh Setty. Mr Setty, founder of the IT services firm CIGNEX Technologies (and a published novelist at age 13), makes an impassioned plea for each & every IT professional to pursue dramatic difference in his or her approach to projects and career. Hence *my* "demand": Before you tear off (electronically erase, no doubt) 2005 calendar page January 15 ... *mercilessly* (alone or with one or two close pals and/or, say, a Client) examine-challenge-evaluate your Value-added Proposition. Is it ... Compelling? Does it represent ... Dramatic Difference? And remember: "If you can't state your position in eight words or less, you don't have a position"—Seth Godin. (Time Inc. CEO Ann Moore is even tougher: "I make all the launch teams tell me what the [new] magazine's about in five [!!] words or less. You cannot run alongside millions of consumers and explain what you mean. It forces some discipline on you.")

A paragraph.

8 words.

5 words.

By 15 JAN.

Dramatic Difference.

Okay?

## #39

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### Blog As If Your Life Depended On It!

Blogging, I firmly believe, is the premier emergent marketing-brandbuilding-lovemarkcreating tool of our times! It is the premier way to have intimate-engaging-informative-WOWing "conversations" with Clients and prospects! This all goes double for small enterprises and niche enterprises; and goes triple for the Professional Services; and works wonders in the Public Sector as well.

Do you see Blogging in these exalted lights? If not, why not? Please ... Blog-As-If-Your-Professional-Success-Depended-On-It. (Hint: I think it does.)

Begin today! Appoint yourself Chief Blogging officer. Or, better yet, Chief Intimate Client Conversations Officer!

## #40

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### “Experience-To-Die-For!” or Bust!

Does your “service offering”—no matter what your environment or “degree of empowerment”—match the Whole Foods-Apple-Commerce “DD [Dramatic Difference] Experience Standard”?

Please discuss today with a friend the parameters of your “experience provided.”

Please take one baby-step tomorrow to improve your “experience provided.”

Repeat ... FOREVER.

(Oh yes ... and use the term DRAMATIC DIFFERENCE. P-L-E-A-S-E!)

## #41

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### Plan-Manage “Last Impressions-Experiences” AGRESSIVELY!

The idea here is the opposite of “no screw ups.” Of course we don’t want anything to “go wrong” at the Experience Exit Stage. More important, we want something ... **MEMORABLE, COMPELLING, EMOTIONAL** ... to be our Planned Exit Strategy. The way, say, the Doc walks the Patient to the door (rather than pointing distractedly to the Billing Desk, while simultaneously picking up the next Patient’s folder) is the Determining Factor in the Patient’s Impression ... more, actually, than a good or bad diagnosis.

So ... WORK ON IT ... ASSIDUOUSLY!

## #42

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### Is It “Gasp-worthy”?

Will your plan for addressing today’s “mundane” task make others “gasp” at its audacity? If not, re-do?!

## #43

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### Hire Using the “Eye-sparkle Factor”!

HR. IS/IT. Finance. Engineering. No matter. Hire for “eye sparkle”! Believe it!

## #44

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### Hipness!

Are you ... Hip? If not, what ... EXACTLY ... do you plan to do about it?



## #45

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### Voice Message Mania!

How Cool-Different is your Voice Message?

## #46

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### Melded To Your Client!

Are you “one with your client”? To succeed—make a Dramatic Difference—you must be. Answer, if this sounds “too much”: You must find *something* to do that you ... LOVE. If you are “in love,” then the odds go ... WAY ... up that you’ll be “as one” with your Client/s.

(Hmmm. Is there Something above “Lovemark”? Namely, “as one with”?)

## #47

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### Just Drill!

Drill more wells than the next guy!

## #48

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### “Playful” Rules!

Beware the “too serious man [woman].”

## #49

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### Freaks Rule!

Listen to the “one believer.”

## #50

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### Flower Power Rules!

Law firm, hotel, IS department ... make Flower Power a ... **Main Event & Incredible Distinction**... in your Pursuit of Lovemark status!  
(Trust me: it’s a Big Deal!)