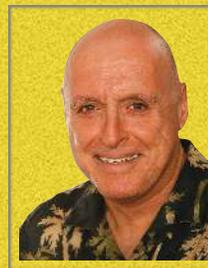


THE EXTRA POINT

BY JERRY ROBERTS



162 It's Not About You

Today, one of the toughest lessons you'll ever have to learn, if you want to be successful. I'm Jerry Roberts and I've got four words that may ruffle your feathers a bit, but also might smooth the path for you to achieve just about everything you want. Let's get to it, on The Extra Point.

The four words? "It's not about you."

Anyone who is blessed to work in media has a following. That's true in radio, television, print, and social channels. People like your work and let you know. And let's be straight, we all like it when people pay us compliments.

It's not much different from politics, except for the recounts, runoffs, and write-ins.

The danger in either case is getting carried away with all of it and forgetting what you're there for. When I was getting started with morning radio way back when, I thank God I heard my mom's voice in the back of my mind. "Jerry, it's not about you."

It would have been so easy to go off on an ego trip, and forget that it was about each listener and making their day a little bit better by something you said or did. It was about each advertiser, and delivering the audience they were paying to reach. So long as I remembered that I was working for those two groups, I was on the road to winning.

So, my friend, it's not about you. Once this is clear in your head you can channel your talent and energy in the interest of someone else, which in turn will come back to benefit you.

Famed motivational author and speaker Zig Ziglar made this crystal clear when he said the words that have unlocked an incredible future for so many people. Whether this is new for you or you've heard it for years, I invite you to go to guamtraining.com and download transcript

163, and keep it close at hand. Ziglar said: "You can have everything In life you want, if you will just help enough other people get what they want."

One more time. "You can have everything In life you want, if you will just help enough other people get what they want."

Download it, print it out along with the words "It's not about you," and slap it up on your bathroom mirror, your refrigerator, the dashboard of your car, and make it the screen saver on your computer.

Bruce Lee said, "Real living is living for others."

If you're a leader, it's about your followers.
If you're a parent, it's about your children.
If you're a spouse, it's about your partner.
If you're a manager, it's about each team member.
If you're a worker, it's about the customer.
If you're a writer, it's about the reader.
If you're a teacher, it's about the student.

If you're a trainer, it's about each face in the room looking back at me, wondering, "Is this bald guy gonna say something I can use to get further and do better?"

Whatever you do or whatever you are, your focus needs to be on who it is you serve.

It's not about you.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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For information on training and consulting services from Jerry Roberts, please click this link: guamtraining.com

THE POINT
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