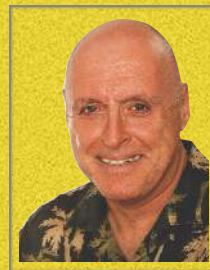


# THE EXTRA POINT

BY JERRY ROBERTS



## # 631 Do You Have Enough Ducks Yet?

Are you waiting for things to get back to normal so you can do all the things you have planned? Are you waiting for the stars to align just so, and that's when you'll take action? I'm Jerry Roberts and that's the road we'll travel, next, on The Extra Point.

Jennifer Rodriguez, owner of Loco Promos, posted a meme on Friday, with Mr. Gibson suggesting it could be a future Extra Point, and tagging me. The meme said this: "If I waited until I had all my ducks in a row, I'd never get across the street. Sometimes you just have to gather up what you've got and make a run for it."

We've just come out of a series on mediocrity, which included talk on procrastination and fear. A fair amount of procrastination is based on being scared to move forward. The uncertainty freezes us in place.

Many people go back into data and research mode. "I need to go over the numbers again, let me run comparisons, surely I'll come up with a clear cut answer on what I should do." Most of the time it leads us to paralysis of analysis. We don't do anything.

Before I got my chance to jump into the radio game, I worked with a guy who often said, "If we wait for every conceivable question to be answered, nothing would ever get done."

Jennifer's meme gets to the core of the issue — you gather up your best information, make a decision, commit to that decision, and then just do it.

Loco Promos is a company that specializes in putting your logo on shirts, hats, bags, stuff for the office, stuff for fun, memorial items — literally thousands of things. It's a highly competitive field and you have to be able to come up with ideas and move on them quickly in order to capitalize.

When the virus struck, Loco Promos did a pivot and began selling personal protection equipment like masks, facial shields, and I'm sure more. She didn't wait for an exhaustive survey on the viability of the concept. She had stuff available to sell very early on because she made the call and ran with it.

Is there risk involved? Absolutely. Sometimes that risk is uncomfortable because you know what may happen if you're wrong. But what if you're right?

I've heard this analogy hundreds of times and then I read where it came true. An average looking guy, a bit nerdy in fact, a bit lumpy in fact, had no date to his senior prom. He wanted to go but most of the girls had already accepted dates, and he had pretty much given up.

He went to math class where he had a conversation with the girl most people thought was the prettiest in the school. He asked who she was going to the prom with. She said, "Oh, I'm not going. I recently broke up with a guy and, well, nobody asked me. I'll just hang out at home. How about you?"

He thought to himself, "Man, she's not going with anybody this is my chance! Well, it would be if I had lost the 20 lbs. I need to lose. It would be if I could dance. It would be if I had a better car. (Sigh) I'll just tell her I'm not going, either." Is that what happened?

NO...this lumpy and nerdy guy saw an opportunity and asked her to go to the prom with him. His brain almost blew a circuit when she said "Yes." They went together and all of this girl's friends thought she had lost her mind. All of his friends were high fivin' and flat-out amazed. The upshot?

(Con't.)

It's 30 years later, and they have like six kids together. All because he didn't wait for all of his ducks to get in order before he took the plunge.

What have you been waiting on? What are you still a couple of ducks short of before you can decide to launch on a project, a goal, a dream?

Why not gather up the ducks you have and look again. Is it possible you have enough to give it a go?

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

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