The Importance of Perception

I’d like you to count the number of times the letter “F” appears in the box below:

FINISHED FILES ARE THE RESULT
OF YEARS OF SCIENTIFIC STUDY
COMBINED WITH THE EXPERIENCE OF MANY YEARS.

Did you count three Fs? Most people do. There are actually six Fs in that sentence. If you saw only three, it’s probably because your mind’s eye (your perception) saw the Fs in the word “of” as Vs (“of” is pronounced “ov”). Although all six Fs were there all the time, you probably saw only three of them because your perception, or how you view things, dictated that you see only three of the six Fs.

Let’s test your perception again:

“What a deal I have for you! Just this week I was offered a license for a franchise that I believe will skyrocket and make us all kinds of money — more money than you can imagine! Here’s the deal: An option on this license costs $100,000, but I have only $90,000 cash. If you’ll put up the other $10,000, I’ll offer you a full partnership — you and I will be 50/50 partners although you only put up 10 percent.

“Here’s what you’ll be buying into: This is a license to operate a retail-type operation that will sell just about anything any grocery store, liquor store, or deli would sell, but here’s the brilliant catch! We’re going to sell these same items at 30 to 40 percent more than all other stores around us will be charging! Absolutely brilliant, don’t you agree?!

“What? You don’t want to grab this once-in-a-lifetime opportunity? Why not? Oh, I forgot to tell you that the name of our franchise will be 7-Eleven!”

We used to pose this situation to our seminar attendees, and only one or two out of every hundred would accept this offer. This sample isn’t definitive by any means, but it is interesting to note the statistics. It seems that only about one to two percent of Americans are the doers in this world. The rest are watching TV, drinking beer, and saying, “If only I’d a’ done this or that ...”
The point is, there are limitless opportunities out there. Before your ship can come in, though, you have to send it out! If you act on these words and principles, you’ll increase your potential tremendously. You have to! If you put forth the effort, a natural law comes into play: For every action, there’s an equal and opposite reaction. It’s just that simple.