



latest word

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Shooting Fish in a Barrel

"The man who chases two rabbits, catches neither."

Now I don't particularly like the term "*shooting fish in a barrel*" but we all know what it means. It's too easy, you're almost certainly going to get a fish. Why? Because it's focused action, on a narrowly defined target which increases your chances of success.

- ◆ Focused Action.
- ◆ Narrowly Defined Target.
- ◆ Increased Success.

Maybe there's something to this "*fish in a barrel*" saying, that could be life changing or business changing??



Let's see:

~~Shooting Prospective Customers in a Barrel.~~

~~Targeting Prospective Customers in a Barrel.~~

Targeting & Selling to a narrowly defined prospective client base in a clearly defined marketplace.

Doesn't exactly roll off the tongue I know but you get what I mean. Don't you?

- ◆ Shooting = Clearly Defined Action(s)
(e.g. Marketing and Selling to)
- ◆ Fish = Clearly Defined Targets
(e.g. Ideal Clients)
- ◆ Barrel = A Clearly Defined Place
(e.g. a Marketplace)

Why bother? Just shoot, keeping shooting, shoot anything that moves we'll get something, won't we??

Shooting anything and everything is:

- ◆ More Expensive
- ◆ More Work
- ◆ More Wastage
- ◆ Less Return
- ◆ Often Depressing & Confidence Sapping

When you narrow and clearly define your FOCUS, you increase your success rate for the level of money, energy and time required.

Now if you want to use **More Time, More Energy** and **More Money** than is required for a **Lower Probability of Success** then you should probably stop reading this article immediately, and save that time because you'll probably need it.

You're probably the kind of person who'll never use a map or read a set of instructions in favour of the more 'high rollin' kind of approach. You'll win some, you'll lose some but hey, that's how you roll, and you're not for changing.

Success and good fortune may find you but the vast majority of success and good fortune is clearly defined and targeted.

Why?

- ◆ Because time is finite.
- ◆ Because resources are finite.
- ◆ Because energy is finite.

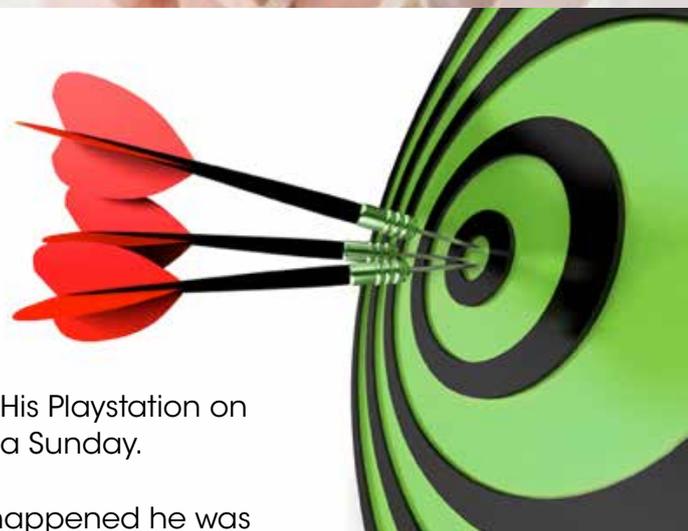
And even *will power* and *determination* are to a large degree finite as well. (in most people)

You see success in business and indeed life is *part art, part science*. Why not at least work on the science element to improve your chances of success.

So in your business and indeed in your life, to what degree are you, "shooting fish in a barrel"?

Do you think Rory McIlroy played:

- ◆ Golf on a Monday.
- ◆ Tennis on a Tuesday.
- ◆ Soccer on a Wednesday.
- ◆ Rugby on a Thursday.
- ◆ Chess on a Friday.
- ◆ In a band on a Saturday.



◆ His Playstation on a Sunday.

It just happened he was great at Golf ???

Do you think we'd have ever heard of Rory McIlroy if that was his schedule?

Against a backdrop of limited time, money, energy and other resources, FOCUS is the key to success.

Clearly Defined Health, Clearly Defined Wealth and Even Clearly Defined Happiness.

I'm not saying there's any guarantee, there are no guarantees, just increased probability, increased likeliness of SUCCESS.

As a wise man once said, "The main thing is to keep the main thing, the main thing." Focus.



Last word

Thanks for taking the time to read our "latest word"

Feedback on our newsletters is always welcome and gratefully received. joe@fwf.ie.

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