

Business & Finance

HUGE SALE!!! Closeout prices on Magic Bullets and Quick Fixes

By Monica Wofford





You've heard it. "Get rich quick, lose weight fast, and be eternally happy with no stress, all with this one little pill or product or secret piece of advice." They seem to be everywhere and they seem on the surface to be somewhat credible

to the hopeful eye and they are ALL on sale. Yet, it's not the evidence that quick fixes give fast disappointment that keeps us buying them. We're smart and usually rational and we know they don't work. But, we harbor hope that they will actually solve our problems, ease our hurts and make us happy. That is what creates the viral propulsion to buy something that says "Lose 10lbs in Ten Minutes!" And either way, if it works or doesn't, the resulting behavior is contagious, or it rubs off on everyone around us. If a quick fix works, you eagerly recommend it based on your results, to others. If it doesn't work, we spread the continual brain plague of "I'll never lose those five pounds", or "nothing ever works", or "I can't". Our experience becomes a contagious swell of hope inflicting or hope dashing messages. Isn't this what it's all about? We all maintain some semblance of hope that our problems will be fixed fast and that's why we keep trying. Have we forgotten that you usually get what you pay for?

I have never been called gullible, but the truth is I am. I have tried almost every fast fixing program or product out there and with no exceptions, none of them have worked. Well, wait...does that make me gullible, or just hopeful? Both, I think. Gullible in one sense that I'll try just about anything once if your sales pitch makes logical sense to me. (I already hear the phone ringing!) Yet, hopeful in the sense that someday, somehow, something will immediately, and without a great deal of stress or effort, resolve any parts of me I'm less than happy with...without interrupting my current schedule of activities or life in any way. Oh PLEASE!

Time for a dose of Monica's contagious reality. We apply seemingly easily acquired, cheaply bought, fast fixes to our own psyche, our figures, and our relationships. HOWEVER, big

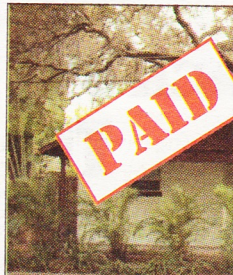
changes require big effort. Period. Big money spent on quick fixes, will get you broke in a hurry with the same problems you had before. If you spread effort out over time, it seems like little effort, but the discipline to continue them then becomes the big effort. A five year hip expansion courtesy of Haagen Dazs will not go away in a week. Years of self induced blame and psychological trauma because your parents are people too, and you just figured that out, will not be resolved in thirty days. A viable business will not be built in a quarter in most cases. These all take time to resolve, but the market is flooded with promises from things that say they can fix them fast.

Maybe what we should be looking for in a sea of special offers and “get it now” ads, amidst a plethora of pie in the sky promises, in a world of instant gratification, it is not the quick fix, but the discipline to affect our lives in profound ways over a period of time. The craftsmanship that we admire from days gone by that took weeks, months or years to create or develop is cherished, cared for, and highly valued. Do we not deserve to be cherished, cared for and highly valued? Of course we do. Yet in a world in which we barely take time to breathe much less invest time and energy in our own long term improvement, we have shifted focus from the important to the instant and considered them synonymous. They are not even in the same ballpark, but what else can you do when you only have five minutes to work on you today? ... a lot. (for a list of tips on how you can avoid “quick fix-it itis” and spend quality time working on you, go to www.contagiousconfidence.blogspot.com)

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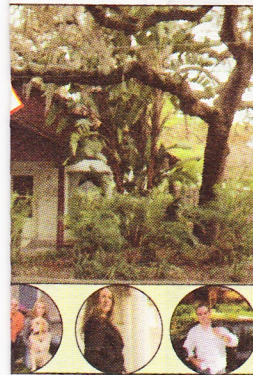
If not, I have a CD Set that will help you resolve all doubt and immediately believe in yourself in six short minutes!! It's on sale now. Ha!

Stay Contagious!

Monica Wofford is a speaker, trainer, and coach with over 18 years of experience. She is the CEO of Contagious Conferences, home of The Contagious Confidence Conference for Women, and owner of Orlando-based training firm, Monica Wofford International. Monica may be reached via www.monicawofford.com and www.contagiousconferences.com.

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