

# The Lucky Stone

A farmer who had been losing money year after year went to a banker. He asked for a loan to keep the farm running for another year. The banker reluctantly agreed, saying "I can no longer afford to lose money on you. Either you show a profit this year or we will have to repossess your farm."



Upon leaving the bank with the new loan, the farmer was confronted by a panhandler who asked the farmer if he needed help. The farmer said he needed a lot of luck to get through the coming year. The panhandler offered the farmer a lucky stone for a small price, payable at the end of the year. The panhandler said the payment was required only if the farm did indeed turn a profit. The farmer, seeing that he couldn't lose, asked for the conditions of the agreement. The panhandler said the stone is effective only if the farmer walked his property every day with the stone in his pocket. The farmer, willing to try anything, took the stone and went home.

The next morning, the farmer walked his fence line and realized that ten of his cattle had wandered through a broken fence. He rounded up the cattle, herded them back into the field, and repaired the fence. The following morning he found tracks of a fox and laid a trap for the fox. The fox was caught. On the third day he found a hole in the chicken coop and repaired it to keep his chickens in. On the next day, he spotted some soil erosion and

placed rocks near the area to keep the soil from washing away.

Day after day, he walked his property with the stone in his pocket and, day after day, he corrected what needed to be corrected. At the end of the year, the farmer went to the banker and informed him that it was the most profitable year ever. The banker, pleased by the farmer's new-found prosperity, asked him how he did it. "I didn't do anything," the farmer said. "I had a lucky stone."

Upon leaving the bank, the farmer came upon the panhandler. The panhandler asked the farmer how the year went. The farmer told him it was the best year he'd ever had. The farmer gladly paid the panhandler for the lucky stone and said he would carry the stone with him every day until he died. The panhandler then confessed that the stone wasn't lucky; it was simply that the farmer was finally doing the things he should have been doing all along.

And so it goes with your Jerky Direct business. What simple things, like the farmer, are you overlooking and not tending to on a daily or regular basis? How would your business be different if you had a "lucky" stone in your pocket? Commit today to get and use your "lucky" stone and watch your business grow!

- Adapted from an article by the same title in *Jerky Direct's Directly Yours, June 2007*