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Driving Life to the Max

Tapping into the Tampa Boom... That's the headline of the column I'm reading as I prepare for my trip to the Tampa-St. Pete area to speak to a group of business leaders. As I land at the airport I walk outside to find a hot sun-splashed day and a cool black car waiting for me, with the driver holding a sign saying "Welcome Mr. York." The driver is Max. We're just pulling out onto the freeway when I ask Max the question I ask to so many people when I travel... *"So Max How do you think the economy is doing NOW?"*

Not the most sophisticated question you'll ever get, but Max, and his answer, were certainly uncommon. I should tell you when I ask that question in live audiences only a small percentage of the group, no matter the size, will admit to thinking this economy is doing well.

But the answer Max gave to the question turned into a private seminar on the power of positive thinking and seeing the best in every situation.

(The newspaper article...) *"Water, water everywhere is a residential developer's dream, and Tampa's urban core is the prime example..."*

(Max...) *"We've got lots of water here, which is great for residential development. I bought my house 15 years ago for \$56,000. Today it's*

worth 5 or 6 times that."

Max describes himself as an entrepreneur first.

Then talks of getting in the boat business when he first arrived here.

Seemed like a good idea with all the water, but next informs me that around 80% of the boats sold are repossessed in the first year. Max is also in security. A private investigator and body guard.

Good things to know, I'm thinking...

He tells me of a trip to London (his home)

he's just returned from where he was sent to pick up and deliver a package to a private collector.

The package?

Elvis Presley's ring!

He recounts his story of coming to the states from England over 15 years ago and about his job as a bouncer here once upon a time. How he started for only a few dollars an hour and after only a few weeks proposing to the owner of the club how he could help him increase his business by 300%!

"Wow, that's a bold claim" I tell him. "It was easy to see that he had a bunch of thugs running the club. Which meant a bunch of thugs and many undesirables as customers who were always getting into fights and busting up the joint (didn't they make a movie like this once?)."

"Also most of the product sold was beer, cheap beer with no margin and little profit. I knew if he would fire all those guys and make the place more attractive to women he would have a more desirable customer base and sell more mixed drinks, making triple the profits..."

Max was (and is), a free-enterprise machine. He moved from a \$12,000 salary to a \$36,000 salary, which he quickly added might not sound that great, but in doing so he also reduced his weekly working hours down to only 28 hours each week.

"I like to go into a place and get to know what's afoot, what's going on there and assess my value to them. Then I can position myself in a good place and make my proposal. If they like it I stay and do the job, if not I can move on." "I'm not wealthy but I haven't done badly," he tells me. With his home, his Bentley (which he drove to the chauffeur interview), several classic cars and a family he beams about; his wife of 22 years and 4 children.

Now he chauffeurs dignitaries and rock stars and CEOs (and speakers), and when asked, gives his thoughts on why life should be lived as an adventure, always leading us to something better. Max says it's great

to get educated, but getting educated early in life (i.e. college...) seems to condition a man to think a certain way. While those self-educated, maybe later in life, seem to have less restrictions on how they think and what is possible.

Wow.

"I live by quotes," says Max. "There is so much wisdom in the simple things." "I think you can tell a lot about a man by how he handles himself in a crisis."

Max talks of his family, including his brother who has gone through a variety of *"hair-brained schemes,"* and seems on the verge of selling his latest BIG IDEA that could make him an instant millionaire across the pond.

Max gets it. Max knows that in any economy it's all about YOU and your attitude. It's about paying attention and living life as an adventure. It's about being content where you are in the pursuit of what you want to become. My wish for you? *"The Max"* that life has to offer.

By the time I returned from dinner that night in my hotel, I checked my email to find this message...

"Dear Michael. It was a real pleasure meeting you this morning; it is not often that I have met a person with such a positive presence about them. I enjoyed our conversation. I am not often that talkative but you inspired me to divulge a little about myself. It would seem that we think on the same wavelength and it is definitely empowering when you have that connection with someone..."

Thanks for the ride Max!

Michael

If you'd like to see some of the signature quotations that Max sent me in the email [click here](#) to read them on my BLOG!

To Your Uncommon Success,

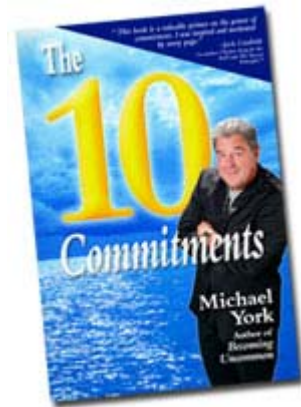
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To Your Uncommon Success

- Michael

Question:

Michael

I recently decided to try a new career in auto sales. My Gen. Manager gave us your article (on selling) and I am very interested in your Uncommon List. So far I love my new career, but I am having a little trouble "Closing The Sale". Any additional references you may have or suggestions would be appreciated.

Tim in Indiana

Tim,

Thanks for your interest in BECOMING! BIG Congrats on your new

career path. Selling is a great career path and learning to sell is profitable, not just in the beginning but even when you might think you know it all.

Here is wisdom... Selling is NOT ABOUT CLOSING anymore. This is the most sophisticated marketplace the world has ever known. Make it easy for them to buy, don't worry about closing or not letting them leave. Gain their trust and when they decide to buy, they'll come looking for you.

Prospects have seen it all, heard it all, and turned most of it down. If you want to become better at selling, become a person of VALUE and create trust with everyone you meet. Learn to ASK GREAT QUESTIONS and you will be rewarded with all the answers on selling.

Become a good student of life and selling. The library is packed with all the secrets of 100 years of selling success... and lots of things that sound logical but don't work, if they ever did. Good students find out which is which. To Your Uncommon Success,

Michael

If you have a question for Michael, [contact us](#). The question we choose for each issue receives a FREE LIVE CD of Michael speaking on The 10 Commitments!