

The Working Inventor

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Part 1

Get started and See the future

First comes thought; then organization of that thought, into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination. - **Napoleon Hill**

There are exciting things on the horizon – they are going to happen with or without you – so make sure your name is on some of them. And don't deal with people that say, "what if it doesn't go?"... You want someone who says, "what if it does go, let's make a go of it." and to jump in with both feet. – **Scott Evans**

"The "if" thinker broods over a difficulty or a setback. The "how" thinker wastes no energy on postmortems when trouble or even disaster hits him. He immediately starts looking for the best solution." – **Norman Vincent Peale**

Ralph Waldow Emerson said it like this: "Whatever you decide upon, there is always someone to tell you that you are wrong. There are always difficulties arising which tempt you to believe that your critics are right. To map out a course of action and follow it to an end requires... Courage."

Chapter 1

An interview with The Working Inventor

The entire student body files into the auditorium for a visit with The Working Inventor. These eager faces find their seats, prepare for note taking with pens, pencils and notepads. The career counselor's office has arranged for this event, to expose these young adults to something other than the routine career day – Usually consisting of a parade of corporate representatives, police and military recruiters, and of course the sprinkling of college opportunities, seducing young minds to the daily toil of a life in, what some call, the rat race.

The pay for this event... No amount of money could match the feeling you get when you make a difference in another's life, so these events are at no cost to the school, and of course are at no cost to the students. It is an afternoon of high energy and lively conversation with a question answer session.

The idea here is to make as big a difference in as many of their lives as possible. With that, we sat down and began the presentation.

RY - *How do you, The Working Inventor, stay focused when as you have said, you may have many projects going at once?*

TWI - Organization is the first step to freedom! Think about the distractions all around us, everyday. Now, categorize those distractions into external (outside sources) and internal (inside sources), I think you'll be surprised at how much influence you have over your day-to-day distractions. I remember going into our garage as kids; my dad had his tool collection hung up above the workbench. Each tool was hung in *its* place. How did I know, because dear ol' dad had outlined each tool with a black marker so when you

took it down and used it, you'd know exactly where to put it back. Now this may seem like a silly example, but there was hell to pay if he went for a tool and it wasn't there or it was misplaced.

The kids laughed and a few clapped as if to say, this was really real to them.

RY – *So, you seem to have a pretty structured life, is there a starting point for that structured life, that anyone could benefit from, when applied correctly?*

TWI – Yeah, I think for me it basically comes down to three simple steps...

- 1) Policy.
- 2) Sequence.
- 3) Prediction.

Look at it this way, rules, policies, anything really, that keeps order with some sort of positive predictable outcome or continuation is probably a good thing. The importance of sequences, I think, are woefully missing in life and business.

Look at the things in your life that go smoothly right now. You probably don't even think about the fact that there is a sequence to the actions that get you comfortably and successfully through each day. Even here at school you have to admit that things tend to run pretty smoothly and if I were to ask any of you sitting here today you could tell me what time your alarm is set each morning, when the bells ring here at school, when the next three-day-weekend is, what your graduation date is and so on, you would know the answer without even thinking about it. We run ourselves by policies every day – some are firm and some not so firm – and there is an order to our day, sequences, and for the most part we have a pretty good idea what will happen throughout the day and, finally, how it will wrap up.

Let takes a look at some obvious examples... If I were to give you what looks like a random set of 10 numbers and asked you to call me tomorrow, what are the chances of us connecting?

RY – *Not so good I suppose.*

TWI – Right. Now, if I gave you that same set of numbers in the correct sequence to call me to meet up, what are the chances you'll reach me? Assuming of course I have my phone with me, which is a policy I have, to always have my phone with me.

RY – *My prediction would be that I would get a hold of you and we'd meet up, like right now.*

TWI – Exactly. Here's another. First, you walk over to the chest of drawers, and then you open the sock drawer and remove a pair of socks. Closing the drawer, you walk over to the edge of the bed or a chair and sit down. You put on your socks (right or left sock first), reach down and pick up one of your shoes... You get the idea, it's pretty simple to see when you're looking at it. The problem seems to come when we don't recognize the importance of sequences, especially in today's world when things seem to run on automatic. Well, let me just say, nothing is really automatic, someone has the responsibility of turning the switch on or off, starting and stopping a particular process, etc.

RY – *You know, I've never put my shoes on then my socks. It seems automatic, but when I think about it, my Mother and Father sat me down and showed me how to put on and tie my shoes, **after** I put on my socks. (chuckles).*

RY – *O.K., so there are mentors, teachers, wise men, books, DVD's, and all sorts of other material. What is an optimum mindset for someone starting something new, at*

whatever age, what should their mindset be in order to increase his or her chances of winning?

TWI – You just about had it right there. Winning! One thing I’ve observed through the years, especially in myself, was the importance of the *willingness* to learn. Not look at learning as a chore or a job, but really sink my teeth into that subject, it’s gotta be something that interests you, but once you find that interest item, you’re half way there.

I believe it simply comes down to this – **Willing Students Win**. I have yet to run into someone I wanted to learn from and that person didn’t have at least some time for me. It may have been on the phone or e-mail, but if I was willing, and they could sense it, they’d be there for me. Usually when I go to the bookstore I find what I’m looking for. You probably never turn away from someone looking for advice or information to help them grow, right? So I would say, that’s the essential first step on any journey... Willingness. AND as hard as it may be sometimes, to pay attention to the things that need to be done until you get your product – the finished product.

RY – *Well, let’s say we have that willing student, and they want to win, of course, what are they really asking for? What is it that the willing student should understand, when they venture out? What should they expect to encounter? What should they be looking for? Again, what are they **really** asking for?*

TWI – Not long ago, I was asked by a friend to join him on a teleseminar and talk about the secrets of millionaires and billionaires. It sounded like an odd request, but that’s what the folks on the call were wanting. My initial thought was what do I know about the secrets of millionaires and billionaires? Then it hit me, *Systems and Programs*.

I don't fancy myself a scientist, but I do know I'll better my chances for a positive outcome if I follow a system, a replicable system or program that has a proven track record. One of the most important things to look for when asking questions is *how does the answer translate into a system or program*, one that I can follow.

RY – *How important are these systems and programs, not just for a millionaire or billionaire, but for the average person, who may want to rise to that – or any – level of success?*

TWI – Think about it, whether you're an entrepreneur, buying a franchise, getting involved in network marketing, or working on an assembly line, as long as you follow the systems in place for a successful outcome, chances are you will have a successful outcome. Your franchise will flourish with hamburger or sandwich sales. Your multi-level marketing business with health and wellness products will help you, your family and friends, and give you a financial return from the referral-based compensation plan. As long as you follow the procedures on an assembly line building cars, you'll put out a road-worthy car every time.

Especially if you're pursuing the life of an entrepreneur, you've got to be keenly aware of the systems that others followed, or developed, so when you hit a wall or road block, you have a trouble shooting guide to get you through. Eventually you'll be in the position to run on automatic. Like water does when it flows toward that rock in the middle of the river. The water doesn't stop up against the rock, it flows around or over by whatever means and continues its course to its destination. Basically you're buying into a system.

RY – *Things seem so simple when you put them that way. I know we're getting to the end of our time together, but I want to get back to what I think is the most important part of the last question. What are these willing students **really** asking for? What is it that they are engaging in? Is it a research adventure? If you had to give a name to this activity what would it be?*

TWI – Time travel!

RY – *Time travel?*

TWI – Yes, time travel. Look at it this way, we want information. We desire bodies of information that will help us reach our goals, our desired outcomes. When we ask or are offered that information, what's actually occurring? It occurred to me that we probably wouldn't want to spend the twenty or so years to get the experience and information we are asking for and wanting to put in to action today.

So, we go to books, mentors, wise men, seminars, etc, in an attempt to get what we need and want right now. Information that would take a lifetime to experience.

Do we ever think about the time span that exists, to not just experience that information, but to somehow distill it in to a transferable body of knowledge? Probably not, we just want it, now.

Sure you'd like a minute of time, or an hour at a seminar, or a book to read. But the time it took to experience that data, develop a codified system around that data, THAT is what's needed and wanted, and THAT'S what makes it valuable, the time it took it took to experience and develop the information that you will be studying.

It's time travel in every sense – Data researched over time, compiled, developed, systematized, and finally delivered as a viable body of information... To the future.

RY – *That’s certainly a new look. I know for me this has been time very well spent, in the time remaining would you mind taking a few questions from the audience? I see a lot of intent, ready faces out there?*

TWI – Of course, Let’s do it.

Chapter 2

Questions From The Audience “Getting an Idea”

The Working Inventor stands up, walks to the front of the stage and looks out at the crowd of students, “Wow, standing room only”. He takes a camera out of his back pocket, “Would you mind if I took your picture, so my Mom knows I’m actually working, she thinks I play all day, she doesn’t quite get what I do for living.” The students stand up laughing, clapping and whistling. “All Right! A standing ovation.”

He takes a few pictures, places the camera in his back pocket, raises his right hand to the crowd, “What questions do you have?”

The first person to stand is in the middle of the auditorium; a microphone is passed down the aisle to her. “If ‘IT’ all starts with an idea, how do you get an idea, I know for me things always pop up, but are they ideas or what? They seem to disappear as soon as they come.” The student sits down and smiles as she waits for the answer. “This seems like a good place to start, there is always a reason, a cause for the first cause. The thing is, I can’t tell you how to get an idea, I can’t tell you when an idea will hit you, but I know what it is for me and I can tell you what to do once you have the idea, and how to push it along to a predictable, desired outcome. And here’s how it was for a person with whom you may be familiar – I’ll do my best to remember the actual quote - “*. . .When I am, as it were, completely myself, entirely alone, and of good cheer - say traveling in a carriage, or walking after a good meal, or during the night when I cannot sleep - it is on such occasions that my ideas flow best, and most abundantly. Whence and how they come, I know not, nor can I force them...*” - **Wolfgang Amadeus Mozart**

Although we would arguably have to live a few lifetimes to measure up to Mozart, this is kind of how it happens.”

“How do we know if this idea of ours is worth pursuing or if it’s just a fleeting thought? After all we have approximately 70,000 thoughts a day.” As another student speaks up, The Working Inventor walks to that side of the stage and continues. “It happens every day, you see something that could be done differently or better. Whether it’s a new spatula or a better way of delivering a service, almost everyday we complain about something that is non-optimum, then without skipping a beat, we provide a solution.

Now, what do you do about it? Usually we don’t do anything but complain and tell an embellished story to our friends and family about this great idea we had – not so oddly enough, we usually spit out the solution again. But this time the solution is a bit more refined and this time your group members have some good solutions to add as well.

The standing student takes a microphone and interrupts with a confidence that he just had a realization. “So this was sort of a brain storming session / mastermind group discussion all in one and you didn’t even know what you were doing.” The Working Inventor continues, nodding his head and smiling, “Exactly, *can you imagine what would happen if you organized this effort?* Can you imagine what would happen if you were looking for problems to solve? Anything from design flaws in a hairbrush to a non-stick cheese knife to a sequence for family problem solving.”

The microphone is passed down another row to another student – “I know there are many ways to skin a cat, but generally speaking don’t you have to operate by the rules until you have the credibility to operate by some of your own rules?” The Working

Inventor takes a deep breath and lets it out. “Generally speaking, I guess that’s right. What I’ve done is put together the series of steps that I’ve taken and set up a system, a system that works for me. I know now that if someone wants to *time travel* with me, they too will have a product ready to “present” to the market place (*your* customer), and so far it seems to work. Remember I said ready to “present” to the market place, I have no way of knowing if the idea is worth distributing. These steps are presently working for me and others, as I observe myself and others at work... And play.” He turns to grab a book and holds it up. “What I’ve put together is in here, I’ll leave enough behind for everyone here.”

The host interviewer speaks up and asks a question.

RY – “*Opportunity, as they say, favors the prepared, how do we train ourselves to see an opportunity?*”

“As luck would have it, opportunities are all around us. A good place to start is to ***EMBRACE and ENHANCE*** something you really like or enjoy. Get a really good grip and understanding of that thing. On a gradient scale of easiest to most difficult, ***what are the component parts of that activity?*** Observe yourself and others engaging this thing or activity and determine ***what would make the experience either, easier or more pleasurable?*** By doing this you’ll start looking at things differently. **Wayne Dyer** said: *When you change the way you look at something, that thing you are looking at changes.*

For me, there is nothing too weird or corny or hokey to think about something. However, I’ll only talk about or continue on with the idea once I’ve gone through it several times and it looks like it will solve a problem or fulfill a dream, remember as well you’ve got to be inventing or developing to a need. That’s the other thing, you’ve got to

solving a problem or fulfilling a dream, inventing and developing to a need. Then and only then will I bring it to the attention of someone. But remember to be careful who you show or tell about this idea, you are only cheating yourself if you tell or show someone who didn't need to know, and you know who they are. We all know people that will degrade, or make less of, what you have. If you don't show them, you're not cheating them because they don't need to know anyway, so be ware, you could be slowing your creative process by spilling the beans to the wrong person.

Remember, Ralph Waldo Emerson said - *We are prisoners of ideas.*

Keep in mind that these ideas can also set you free. You see, it all starts with an idea. *The question is, how to effectively get your point across.*" The Working Inventor opens the book and searches for a passage. "Let me read you a few words from a few smart folks before I end off here."

The best way to have a good idea is to have a lot of ideas.

- **Dr. Linus Pauling**

Everyone is in business for himself, for he is selling his services, labor or ideas. Until one realizes that this is true he will not take conscious charge of his life and will always be looking outside himself for guidance.

- **Sidney Madwed**

Men who accomplish great things in the industrial world are the ones who have faith in the money producing power of ideas.

- **Charles Fillmore**

The Working Inventor thanks the students and bows to them and claps as they give him a standing ovation.

RY – *In closing, what should we put our attention on when we feel we have a good idea for that product, service or business? What’s the next step in order that we can present it to industry, or take it to the next level and build out that business or service?”*

TWI –“Find an entry point and then build a context. ***The entry point is finding that person who is authorized, qualified or otherwise supposed to receive or hear your communication.*** Even if you want to push air along a path, you have to compress it, we’ve probably all used an air compressor to fill a bike or car tire, right? That goes for anything you want to push along a path. ***Anything you want to advance, move forward – has to be condensed or made solid.*** So it is with the communication of an idea. You have to have an embodiment, a model or something tangible. The context is the idea, the reason your are there presenting and the actual thing you are presenting, not just an idea of that thing – but the thing. You have to make the abstract concrete”

I saw an interview a long time ago with John (Cougar) Mellencamp, the singer/songwriter. He said – ‘the title of the song is where the message is.’ You see, it tells the story. A song is a 3 minute movie best told in pictures not words. The artist only has about 3 minutes to tell the story, to paint a picture with words, to produce the pictures in as solid a form that you can experience and make yours, with enough emphasis that you can put yourself in that movie, or be one of the pictures the artist painted with words.

So it is with any communication you want to get across. ***First, is that person “the” person that should receive the communication? Second, is that person “ready” to receive the communication? In other words, can this person produce the results you want by making your idea their own? Third, and most important, have you made your***

idea so solid that you can hand it to this person? Whether in words or actually physically built, a representation of what the idea would look like. A representation of how the end user (consumer) would receive or experience it.”

The interviewer takes a few notes stands up.

RY – *Well, that’s about it. I can’t thank you enough for the time today; I know you’re off on a road trip in the morning. As we end off here in Northern California, is there one last thing you’d like to say, something that keeps you going? Something that we can carry with us every day?*

TWI – First of all, thank you for the time, I value time and I know you want to make the most of it as well. I appreciate being worth your time here today. (Again, he addresses the students directly), I hope this was more than just a break from class; I really want to help you get everything you want from life.

In order to get those things you want most in life, it’s important that you...

Wake Up – Wake up to the new day, a new day full of new opportunities, new friends, new experiences and never ending possibilities.

Show Up - Where are you supposed to or expected to be? Where are you best positioned to be the wild success you want to be.

Follow Up – What are you supposed to be, or expected to be doing? There is comfort in accountability. Don’t lose sight of your responsibility to be the best you can be, so you too can time travel, and pass your successful actions on to the future.