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Live Long and Prosperous

by Keith F. Luscher
Author, *Prospect & Flourish*

Last week a friend of mine had taken her sons to see the new movie “reboot” of *Star Trek*. Since I still have yet to get to the theater to see it myself, and being a life-long trekker (I still prefer the term “trekkie,” but when you can’t beat ‘em...) I was curious of what she thought. From what she and many have said, it’s a great ride.

Which got me thinking as to why I have always been a fan of the 1960s show...and of everyone’s favorite character, Mr. Spock. Why is Spock, a half-human, half-vulcan so popular? For those of you who do not follow *Star Trek*, vulcans are a race that follow a tradition of total logic. They recognize the existence of emotions, but choose to keep those emotions suppressed. Spock identifies himself more as a vulcan, yet occasionally struggles with his “human” emotions.

This takes us back to a piece from a few weeks ago, in which I quoted a paragraph from Viktor Frankl’s book *Man’s Search for Meaning* (PW40: “Feelings are the Fuel”). At that time I put forth that when we are faced with challenges and are tempted to give up, we need to supplant those negative feelings with positive ones. These feelings, these emotions, that are tied to our purpose and channeled correctly will give us the “fuel” to press on.

Which begs the question: what does a vulcan do when he hits the wall, and feels like giving up? It’s kind of a trick question: according to logic, the “wall” doesn’t exist. As Mr. Spock once said, “There are *always* alternatives.” Giving up is simply not logical.

Of course, we humans have little trouble submitting to our emotions—an observation Spock has made time and again. Indeed, we’re all caught up in a Spock-like conflict of emotion and logic. We must recognize that our feelings and our hearts do fuel our efforts, but as we cultivate relationships in our business and personal lives, we must balance those feelings with logic and reason. In prospecting and sales, or in any other dynamic involving human relationships, this is not only vitally important...it is highly ethical.

It is the most important component of building trust, and without trust, relationships cannot exist.

Which points back to one of the reasons a board of advisors can be so important. When we create and execute plans, our emotional ties make us vulnerable to bad, and sometimes even unethical decisions. Keeping counsel at hand of trusted individuals who are not burdened by the emotional ties to your plans, and can provide insight of clarity and logic, can be quite invaluable.

So, for this week—especially if it is a challenging one—revisit your purpose. Allow your “feelings to fuel you.” Yet, as it says in Jeremiah 17:9 (TNIV): “The heart is deceitful above all things, and beyond cure. Who can understand it?” Often we cannot...nor should we. We should not go it alone.

Seek counsel. Seek advice. Build a board. As you prospect, network, and build new relationships, you will do more than just what feels right...

You will do what you know is right, and live long and prosperous!