

## “THE MAIN THING IS TO KEEP THE MAIN THING THE MAIN THING!”

In 1989, Stephen Covey wrote “The 7 Habits of Highly Effective People” which has sold more than 20 million copies worldwide. In a nutshell, it describes what successful people do to be successful. It includes advice for keeping your focus on what is important.

Raising the crop is important, and so is selling it – the latter is where many struggle. Call it what you want, “FOMO” (Fear of Missing Out), panic, fear of being wrong, or just call it human nature. All of these are natural distractions that are amplified in an environment where prices can and do change often.

Making the marketing of the crop “The Main Thing” will have lasting benefits. With apologies to Mr. Covey, I’m going to tweak his tips to fit grain marketing.

**#1 | Narrow Your Focus:** Avoid trying to think about too many “what ifs”. Focus on making profitable sales when opportunities are there. Sell some; if it goes up sell some more.

**#2 | Schedule Your Priorities:** Schedule your priorities, don’t prioritize your schedule. In other words, sell when you can get a price that works for you no matter when that is. DO NOT wait until you need the money to make a sale, because when you need money, most likely, everyone else does too.

**#3 | Say NO:** Have the courage to ignore the distractions. Trying to determine what prices might do is an endless chase with no end. So many things might happen, could happen, and will happen that may or may not affect the price. Focus instead on what the price will do for you - will it work, and if not, what price will work? Then be ready to sell when that price is available.

**#4 | Hold Yourself Accountable:** Give yourself permission to be wrong. By doing so, you are also giving yourself permission to make some good decisions, in spite of the fact that it might be “wrong”. If you make a profitable sale and the price goes up, that is okay. Now you have an even better opportunity than the one before.

If you have read this publication over the years, you hear about how successful marketers do things. Turning the page and getting back on track with your marketing isn't easy, but making a commitment to "Keeping the Main Thing the Main Thing" will help you in your marketing.

How you respond to the emotions related to marketing crops is the key to success. Make a decision based on what you know. Feel good about the decision you make and then move on to the next selling opportunity. Don't worry about what you should have done, look for the next better chance.

In summary, a good sale is always a good sale...next.