

BIF 90 Day Email Sequence

Subject: [BIF –The Daffodil Syndrome]

Day 42

Hi,

In building your Base Income Formula, you've realized by now that it's a step-by-step process. You can't be in a big hurry, or you'll miss an important detail and have to go back and review. It's better to approach it systematically, knowing that in the end, you'll be on solid ground with recurring revenue.

Here's a blog post I wrote in 2010, right about the same time I was beginning my directory site business. It's worth reading.

ONE STEP AT A TIME – THE DAFFODIL SYNDROME

Oh, I know we've all heard that most of our lives. Just one little step at a time and we'll get anything done. But do we really believe that? Especially when we aren't exactly sure where we're headed sometimes, or how long it might take to get there. I want to tell you a story today of a very real woman named Jean Bauer.

She was an art teacher in the Los Angeles school district and one day almost fifty years ago she began painting the hillside on her family's five acres of land in Running Springs, CA. She actually claims she knew nothing about flowers when she started this project. Today, if you listen to her talk, she's a veritable fountain of information about everything you'd ever want to know about daffodils.

Mrs. Bauer began in 1958 by planting just 24 bulbs next to her rustic cabin. Each year she just planted more and the next year, more than that. The most she ever planted was in 1993 when she put 35,000 into the ground, each one planted individually by Mrs. Bauer herself, by hand. The five acre garden is entirely organic as it has never been artificially watered or fertilized. Daffodils are toxic to rodents so they're naturally able to take care of themselves.

Even though she may plant 1,000 bulbs a day, and most of them by lunch time, she says a good tip to getting it all done without being overwhelmed is to only take 200 at a time with her into the field. To have more than 200 laying on the ground at one time would seem like too much to accomplish, but if she tackles it a little bit at a time, it just seems easier. I think I see a lesson here for all of us, don't you? Some bulbs have been in the ground more than 40 years and continue to bloom.

So, just one bulb at a time, one summer at a time, one season at a time, and one year at a time, this special lady has changed her world and created something of extraordinary beauty and inspiration. And what can we learn from this? To move toward our goals and desires just one step at a time, lovingly doing the things that bring joy. Multiply these tiny pieces of our lives, these figments of time and we, too, will accomplish magnificent things.

Now don't get all morose thinking what you could have accomplished if you had started 40 years ago. Instead, think of what you will have missed if you don't start today. Don't wait until the mortgage is paid, until the kids are grown, until you earn that extra degree, until you clean your closets, until you get married, until spring break, or the winter...or until you die.

Here's to wishing you a Daffodil Day!

If you want to see the Daffodill Garden, here's a YouTube link:
<https://www.youtube.com/watch?v=24DVnMUbShg>

We'll talk more tomorrow!

Committed to Your Success!

Jeanne