

If you're spending all of your time and energy going after "field mice", your short-term reward is a feeling of 'ACTIVITY', and maybe even 'ACCOMPLISHMENT'.

However, in the long run, you're going to die.

*(This is a story. It's meant to convey an idea. Don't take the whole "kill" or "antelope" thing too literally.)*

The lesson, as it relates to QUALIFIED PROSPECTS, is about spending your day CHASING MICE or HUNTING ANTELOPE.

Do we even know the difference?

Do we know who our antelope are?

Are we going to continue doing 'special events' that aren't 'special', aren't 'events' and are primarily focused on 'MICE'?

Or, are we going to focus on our very BEST and most QUALIFIED PROSPECTS?

