



2 June 2007

## FROM ADVERSITY ARISES SUCCESS

*"I love the intensity that the business has brought into my life. I want to stress how important it is to have a belief, because I think what stops most people are self imposed limits; I was one of those people. If we look at all the things we are most afraid of and face up to them, we can all achieve greatness" - Leanne Preston, founder of Wild Child.*

G'day there,

To be honest, until about 8.30 this morning I had never heard of either Leanne Preston or her enterprise "Wild Child" but by 9am I was hoping that one day I would be able to make her acquaintance.

If you have, or are able to purchase, a copy of this weekends *Weekend Australian Magazine* you will be able to read reporter Anne Lim's interview with this remarkable woman.

In summary, here was a woman in 1996 with a busted marriage, three young children, no qualifications (she had left school at age 15 and married at 22) and no money.

She sat down one night and wrote down everything that she was passionate about and what she wanted to do in life. This list included travel, meeting people and to contribute something worthwhile to the world.

How could she achieve these?

Well, she decided to start a home based business so she resigned from her job, went back onto a single parents pension, bought a small computer with what money she had and proceeded to start a business.

The week she started on this challenge, her daughter came home from school with head lice and the brew the chemist had given her to treat the complaint contained malathion, a pesticide used in agriculture to kill various insects and pests.

Appalled at this, Leanne headed off to the local library to research natural medicines, was amazed at what information was available and through this came up with her own concoction of essential oils and fragrances to beat the problem.

It was "road tested" on her daughter and she gave samples to friends.

Whammo - a runaway success so she created a company named Wild Child , the product was branded "Quit Nits" and, as they say, the rest is history!

Her company now has products available in over 5000 pharmacies across Australia and in 14 countries around the world and they have just signed their biggest contract to date in, of course, the USA.

So how does this remarkable business success story tie in to real estate and auctions?

Simple really. Everyone, or virtually everyone, reading this Newsletter is involved in selling real estate and whilst they may, in the majority of cases, believe they are working for someone, they are in fact, running their own business.

If you cannot come to grips with that paradigm shift, then you really are in a real estate mindset of 20 to 30 years ago and that is a very dangerous patch of territory to be in.

In NSW every year, nearly half those who enter the industry will have been unable to grasp this and leave. Of those that remain, the average financial return is around \$35,000 to \$40,000 per year. Paradoxically, on figures released by the NAR in the USA, the average sales person there earns \$47,700.

In real estate, we really are masters of our own destiny and that is why some earn \$40,000 or less and some earn \$300,000 upwards.

So what causes the difference?

In some cases, as shown by Leanne's example, it revolves around one of my sayings that I created when I was on the bottom of the financial and emotional heap in the early 1980's when I said *"there is no greater incentive for success than the winds of disaster blowing up your arse."*

However, it is, in the majority, the view of that person that they are running their own show and therefore they must be innovative, disciplined and, in the majority of cases, have a strong auction component.

If you doubt that last paragraph, either observe or talk to someone earning those commissions and I think your doubts will dissipate.

So how do you start up the ladder of real estate success?

One way, and which is proven by many success stories, is to attend one of our [FAA Auction courses](#) that we are conducting. You can attend either a full day course or we can tailor an in-office course for you and your sales team.

As the sporting world shows *ad nauseum*, get the basics right, add the razzle dazzle after that and you can become a champion team!

In concluding, may I suggest that you get a copy of this weekends *Weekend Australian* and read the article on page 12 about Leanne Preston's story. I think you will find it very moving and uplifting.

Carpe diem

Tony

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