

WE REAP WHAT WE SOW

Five Little Words...with a BIG Impact

By Mickey Straub

They are just five little words; two have four letters, one has three, and the remaining two words only have two. Many single words have more letters than the fifteen in this entire phrase, but it would be hard to find a word or phrase that can make a bigger impact on your life than these five little words: **We reap what we sow.**

Together, these five little words are known as the **Law of the Farmer**, yet they transcend every industry and aspect of life. There will always be a direct correlation between “what we sow and what we reap”, with one caveat: eventually. Actions produce results, and if we want to change our results, we need to improve our actions. To think otherwise has been called the definition of insanity.

We reap what we sow.

It is just as true in farming as it is in manufacturing, teaching, policing, parenting and coaching. It is a matter of cause and effect and even applies to athletics, painting, sculpting, drawing, building and governing, as well as dieting, speaking, writing, singing and especially, to selling where your income depends on it.

Reciting these five little words is not just a statement, it is an affirmation and a claim of personal responsibility and accountability. You are the maker and shaper of your destiny by your own activities which only you control. You hold the key and with the power granted by your Creator, you have the power to become the person you were meant to be and the ability to change the direction of your business and your life, one action at a time.

We reap what we sow.

All one need do is truly internalize these empowering words and with them comes the freedom to achieve your goals, the freedom to create your own future and to be its architect.

These five little words, which likely have biblical roots, lay the foundation of Sales Activity Management and *The Most Empowering Concept in the World*. Activities produce results and only you control activity; improve how you manage the *quantity and quality* of your sales activity, and the results are sure to follow. “Whatsoever a man soweth, that shall he also reap.” (Galatians 6:7 KJV)

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