

Takumi Yamazaki's Newsletter

Hi There!

In this newsletter I'll be writing down things that I've found and things that I'm thinking about lately. I'll send it out every few weeks! This is the fifth time, and there are three topics: "What Would You Do?", "Edison the Marketer" (from Good to Great), and "Anthony Robbins" (from Chris).

こんにちは、山崎拓巳です。

このnewsletterは、僕が気づいたこと、思ったことを定期的に配信していきます。今回は5回目です！
今回のテーマは「何をする?」と「マーケターエジソン」(Good to Greatより)と「アンソニー・ロビンズ」(クリスより)

What Would You Do?

What do you want to accomplish before the month is over? If there were no limits placed on you for a whole year, what would you want to accomplish then?

Certainly there are all kinds of obstacles and responsibilities in your way, but those were all made by your past. If you keep thinking of the future with regards to those obstacles and responsibilities, your future will end up just like your past.

Just for the moment, ignore all those things, think about what you would do if there were no limits put on you. If you could accomplish anything you wanted, what would you do? If you knew you would succeed, what would you shoot for?

Take some time to think about it!

あなたは今月、なにを成し遂げることができたら嬉しいですか？

1年で、制限がないならなにを叶えたいですか？

諸条件は過去のあなたが創り出したものです。その諸条件に合わせて展開していたら・・・過去の延長線上にしか、結果は出ません。

諸条件を考えず、
制限がないならどうなりたい？
本当に叶うなら何を叶えたい？
失敗しないならなにをめざす？

・・・を考える時間を!(笑)

Edison the Marketer

Thomas Edison is famous for his many inventions, including the lightbulb and the recorder, but you may not know that he was also talented in marketing.

Everyone has probably heard that you should always eat three meals a day, but did you know that it was Edison who decided so?

Once, during an press confrence, Edison said that, "It's healthy to eat three meals a day. To improve their health, Americans should be sure to eat a proper breakfast." The reporters figured that someone as smart as Edison couldn't be wrong, so they quickly spread the word. It is because of this that eating three meals a day is now considered common sense. But there was something in it for Edison--He had just invented the toaster.

エジソンは、蓄音機、白熱電球など改良も含めた多くの発明で有名です。しかし、そのエジソン、発明だけではなく、マーケターとしての一面を持っていたのです。

おそらく今では誰もが知っている言葉です。じつは、この「1日3食」は、エジソンが提唱したと言われています。

ある記者会見でエジソンは「1日3食が健康に良い。アメリカ人は健康増進のために朝ごはんをきちんと食べるべきだ」と提唱しました。それを聞いた記者たちは、あの天才エジソンの提言なら間違いないと言わんばかりに、彼の1日3食健康論を大々的に報じたのです。これをきっかけに、食生活は、1日3食になりました。

しかし、エジソンのこの提言には、裏がありました。当時、彼はトースターを発明しました。

Anthony Robbins

A quick quote from Anthony Robbins:

"You can't reach your outcome if you don't know what it is."

『You can't reach your outcome
if you don't know what it is.』

自分の目標が何であるかを知らなければ
そこに到達することは出きない。