



A Short Story on Low-Hanging Fruit September 2011

In ancient Persia, a wealthy farmer leaves his home to seek even greater wealth and spends his life in a fruitless search for perhaps a mythical diamond mine. Finally as age and years of frustration take their toll, he throws himself into the sea and dies, an unhappy pauper far from home.

Meanwhile, back at his estate, the new owner, surveying his vast acreage, sees something in a stream, something bright, glistening in the sunlight. It is a large diamond, and it turns out to rest atop the fabulous Golconda mine.

- Adapted from Russell Conwell,
founder of Temple University

The moral of the story: Your diamonds are not in far distant mountains or in yonder seas; they are in your own backyard, if you but dig for them.

What low-hanging fruit in your backyard are you missing that can increase revenues and build your business close to home?

