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Quote to Inspire Your Winning Ways

"You don't know what you can receive until you put it out there."

-- Unknown

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## Profit from Art Oberto's Time-Tested Tips for Business Success

Dear RecipientFirstName,

I had the good fortune to meet again with Oberto Sausage Company Founder Art Oberto in May and was reminded what a remarkable, wise businessman he is. [Oberto Sausage Company](#) is one of the nation's leading manufacturers and marketers of meat snacks. The company has been going strong for 88 years. Consider Art's business philosophies as you evaluate your own plans for growth and success.

1. You have to have happy and contented employees in order for the company to grow, and the numbers have to come out right. Otherwise, you can't grow, go, and prosper.
2. Leadership is helping people succeed.
3. Don't be greedy.
4. Be patient.
5. The best way to get out of trouble is not to get into it.
6. Remember, animals become extinct because they don't adapt to a changing environment or they don't develop a way to fend off their predators.
7. Start with the end result you want. Then, work backwards. Never lose sight of that end result. The rest is busy work.
8. Having the right priorities is critical to success. Remember, these priorities change with time.
9. Always listen to comments from employees and customers. It's what you don't know that hurts you.
10. The more input you get, the better decisions you'll make.
11. To succeed in business, you have to keep the antenna up and stay tuned to problems. Problems are usually opportunities. Thrive on the satisfaction that comes from identifying and solving problems.
12. Don't give people the answers to their questions. Give them the formula so they can figure problems out for themselves.
13. Hire good people to do what needs to be done, help them succeed, have fun, and perpetuate the process.
14. Hire people smarter than you, yet be smart enough to manage the big picture.

the U.S.

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15. With the overall package of pay, benefits, and environment, make yours the best place to work.
16. As managers or owners, don't get in a rut where everything nice you do is expected by your employees. Once people expect something from you, the benefit has lost its value.
17. You need mentors. If you are humble, interested, willing to work hard, and want to do some good, mentors will come along. Folks want to jump on your bandwagon if you are genuinely interested in getting ahead. People who try to help you really like you. If they didn't, they would just ignore you and let you fail.
18. Be considerate of other people, especially your family, past, present, and future. Radiate appreciation for the people who have helped you, your parents, your siblings, and your mentors.
19. Keep learning, and feed your curiosity.
20. Time is your most important commodity. Get the job done. Think lazy. Don't move, walk, reach, or bend any more than you must to get the job done.
21. Be happy for the things you have.
22. If you can't out-do them, out-live them.
23. Never be satisfied. There are always new problems to solve.
24. If you have a problem that money will solve, you don't have a problem. If you have a problem that money won't solve, you have a problem. And, you have to borrow money to succeed.
25. Enjoy yourself. It's later than you think.

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