

CAREER MOVES

WEEKLY SUPPLEMENT TO METROTODAY

Good sense = success

Author's practical guide to making everything work

CAREER PROFILE Expert marketer Barry Siskind believes true success boils down to using common sense.

The veteran trade show marketer decided to sum up his secrets in his latest book *Bumblebees Can't Fly: A Practical Guide to Making Everything Work*.

Siskind, also a business consultant and corporate lecturer, said he was inspired to write the book, in part, by the response he would get after giving a seminar.

"People would come up to me after and say, 'That was a really good show, but it's all common sense, isn't it?'" he explained. "But sometimes people don't get that until after I tell them."

"Over the years I realized anyone can learn common sense and anyone can improve on common

sense," said the 54-year-old.

But Siskind warns that there is no one formula. "It's the right solution at the right time for you."

First, Siskind recommends getting to know yourself by setting time aside for soul searching. "To be truly successful, it's essential to take a break from the day-to-day hustle of life."

Know who you really are

"It's about getting down to the truth of who you are ...having really good thinking time that's soul searching time," he explained.

It may seem like common sense, but Siskind said it's surprising how many people don't set aside personal time.

"Common sense starts with

knowing who you really are and really having a grasp on that."

In the seven strategies outlined in his book, Siskind tells readers to doubt the obvious. "Get out of that I-believe-everything-everyone-tells-me routine and ask the question 'Why?'"

He also writes that it is important to make a plan while embracing the unexpected. "Don't be afraid to change horses in midstream."

Siskind said his common-sense strategies work whether a person is trying to "organize a household or a business."

"I like to use the analogy of a movie ... Think of yourself as the hero but go to the last scene first," he suggests. "Then you can write the film."

TANYA ENBERG/METROTODAY



Marketer and author Barry Siskind says his new book *Bumblebees Can't Fly* can help you whether you're running a household or a business.