

Kaisen

Stanley Greenfield, RHU

Have you ever heard that word before? Kaisen. No, it's not what Captain Marvel used to say in the comics, that was Shazam! This is a Japanese word that means gradual, unending improvement. Doing little things better and better, and working toward higher standards. Kaisen. In other words, "Great oaks from little acorns grow," and "If you don't succeed at first, try, try, again."

I hope that my articles have given you Kaisen. That's my goal and I begin every talk that I give explaining the word, Kaisen, and the hope that everyone there will leave with a little Kaisen before we finish the day.

I like to use words or key phrases as "memory joggers" so that I will remember what I am trying to accomplish. That's how the "Greenfield Rules of Economics" came into being. Even at the bottom of the page of my newsletter, I have a phrase, "Plus Ultra." No, it's not an advertisement for a new razor blade that has hit the market! A few centuries ago before Columbus proved that the world was round and that you could obtain venture capital, all maps of the world had the words, "Non-Plus Ultra" printed on the edge, which meant there was nothing beyond. In other words, the world was flat and if you sailed too far, you would just fall off the edge. In the financial world there is always "more beyond," so my newsletter stresses that by using the theme, "Plus Ultra." There truly is more beyond.

What is your view of the financial world? Are you still waiting for another "Columbus" or are you willing to venture forth? Take my hand and I will hopefully put some Kaisen in your life and prove to you that there is certainly more beyond. "Plus Ultra."

We can begin this whole process with a few rules for you to live by. You will need a few tools. Begin with a scissors or a sharp knife. You will use these to carefully remove my article from Dynamic Chiropractic each and every month. You next need either some file folders or clear plastic holders to keep these articles for future reference. I receive literally hundreds of letters each month requesting copies of old articles. In fact, I plan on offering a book of my past articles indexed to help you locate the information that you need.

Step two is easy. If you have any questions about an idea that I have touched on in an article, pick up your pen and drop me a line. My address is at the bottom of every article. I answer each letter I receive. Have a question on something that has not appeared in an article? No problem, I will put some information together for you and mail it to you. I do appreciate a self-addressed stamped envelope. It does speed up the process and save me 29 cents, so don't be bashful. Pick up that pen right now and let your fingers do the talking, my fingers will answer!

Step three you have already instituted and don't even know it just by reading my articles. You need to become an educated consumer and be proactive with your financial program, not reactive. "Knee-jerks" in this world cost you money. It's time to ask questions and do some homework.

Step four is the last step. Remember when you were a kid and had to go to school dances? Did you stand against the wall and just watch or did you get out there and dance and enjoy the music? Well,

it's time to "enjoy the music." Stop being a "financial wallflower." The Nike ads say it best of all -- "Just do it."

At the turn of the century, William James said, "You can alter your life by altering your thinking." You have only eight years until the century changes again. Is it going to take you that long to realize that you need to take control now and run your own ship? Some will just sail along and when they get too close to the edge, they will just fall off into financial darkness. Let a little Kaisen into your life and write this phrase on the edge of your financial statements to remind you that there is an abundance beyond, "Plus Ultra!"

Your comments and inquiries may be directed to:

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Please include a self-addressed, stamped envelope. Thank you.

Editor's Note:

Further advice on finances is available through Mr. Greenfield's newsletter, Greenfield Chiropractic Financial News, #J-314-C, on the Preferred Reading and Viewing list, pages xx.

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