



## The Question Is Why?

In the early 1960s, in the City of Schertz, a small rural town outside of San Antonio, Texas there lived a young Hispanic woman named Rosie Gutierrez. Rosie was poor, but she wanted more than anything to put her children through college so that her children would not have to grow up poor like her. She prayed with all her heart to find a way to earn enough money to put them through college. One day, she got up off her knees and wiped her tears with her apron. Then, she looked outside her window and *saw* what she had never seen before. She saw a huge pile of trash in the neighbor's yard. Yes, the *trash had always been there*. But on this day, she saw something she had never seen before, she *saw* a problem that needed a solution. On that day, Rosie made what would turn out to be a life-changing decision: She offered to carry the trash to the dump for a dollar. She piled all the trash into the trunk of her car and carried it away. This was a dirty, thankless job, but it was sorely needed in that community. Back then, the City of Schertz did not have municipal trash pick-up. Everyone was on their own. Other neighbors began asking for her services as well. She became very busy doing what no one else would do.

Her operation began to grow larger than she had expected. She saved half the money and used the other half to supplement her husband's meager income. She soon saved enough money for a down payment on a used pickup truck and eventually bought an even bigger truck. After a time, she had to hire help.

One day, the City took bids on a contract for municipal trash pickup. Rosie submitted a bid and to her surprise won the contract. She beat out all of the national and statewide garbage haulers to get this contract. Eventually, she had her own fleet of industrial-size

garbage haulers that bore the name Gutierrez in bold letters on their sides. In this case, one man's trash literally became a woman's treasure. This woman *made a decision* to use all her available resources and do whatever it took to achieve her objective. She believed in something bigger than herself. She was focused, not on money, but on a purpose bigger than herself—putting her kids through college. This purpose, coupled with her faith, mobilized all the forces within her and allowed her to see what no one around her saw.

Throughout your life you have heard the saying, “one man's trash is another man's treasure.” Indeed, the stories of simple men and women rising from rags to riches are now so commonplace that, unless there is sex or violence involved, they bore us. History is filled with them. Coco Chanel was a poor orphan girl raised by nuns. Ralph Lauren grew up poor in the Bronx, the son of an impoverished Russian immigrant. Andrew Carnegie's father brought him to the United States with only the clothes on his back. Oprah Winfrey was abused as a child and raised in poverty. Tyler Perry was so poor he had to live on the streets while he was working on his first play. Howard Schultz, the founder of the Starbucks empire grew up poor in Brooklyn.

The question of *how* they did it has been answered over and over in their biographies and autobiographies, articles and interviews. Movies have been made about them. But one question few, if any, people ask is *why*. *Why* were they able to do it? *Why* were they able to see the opportunities and solutions that were invisible to others? From a purely biological point of view, we all have essentially the same kinds of brains and the same kinds of eyeballs.

Yet Rosie saw what everyone around her missed. She saw treasure where others literally saw trash. But why? The “how” is interesting. The “why” is profound.

What gave Rosie this rare, mysterious ability to see the incredible opportunity that was invisible to everyone else around her? Whenever I ask people this question, they always give the standard answers: (1) positive thinking; (2) shifting the lens through which you view the world; (3) shifting your paradigm; (4) hard work; (5) perseverance;

(6) the law of attraction; and (7) other similar philosophies. Entire libraries of those kinds of books already exist.

But I have met too many people over the years who did all of those things and they still lost their jobs, their homes, their cars, and had to file bankruptcy—due to no fault of their own. They did everything right. They went to the right colleges, got the right degree, went to work for the right company, and worked hard all their lives. They are honest, intelligent, hard-working people. They checked all the right boxes, went to the right churches, temples and synagogues. Joined the right clubs and networking groups.

But due to circumstances beyond their control, they got “down-sized” or they hit the “glass ceiling” where they could climb no higher. Some of them lost their spouses or children to a terminal illness, or a car accident. If I were to tell these people, “Listen, all you need to do is adjust your attitude and start being more positive,” they would punch me. If I said, “Here’s a list of daily affirmations to tape to your bathroom mirror and repeat them every day,” this book would be the same as all the others.

When the storm winds of chaos are whirling all around you, when you are at the lowest point of your life, what you really need is a real-world, tangible, concrete solution you can take to the bank. You need to see the answer to your prayers riding over the horizon like a white knight coming to rescue you at just the right moment. That’s what we all secretly want, crave, and need. That’s why I wrote this book.

I conducted seven years of research into the lives of people who see solutions that are invisible to others. This book explains in depth *why* it is that some people can see the solutions that are in plain sight, and some can’t. This book is not just a collection of amazing stories of innovators and entrepreneurs who went from rags to riches, who turned trash into treasure, who overcame extreme obstacles to make their dreams come true. It is much more than that. This is the first book that attempts to explain exactly *why* some people are able to see solutions that are invisible to everyone else. It also explains how *you* can become one of those people.

But first, I must ask you a question. Do you believe the solution to the problem you are facing *already exists*?



### **THINGS TO PONDER**

- ♦ The “how” is interesting. The “why” is profound.
- ♦ You are about to discover *WHY* one-hundred people can be looking at the same pile of trash and only one of them see treasure.

