

RAIN

*What a
Paperboy
Learned
About
Business*



JEFFREY J. FOX

Bestselling Author of *HOW TO BECOME CEO*
and *HOW TO BECOME A RAINMAKER*

Also by Jeffrey J. Fox

How to Get to the Top

How to Land Your Dream Job

Secrets of Great Rainmakers

The Dollarization Discipline

How to Make Big Money in Your Own Small Business

How to Become a Marketing Superstar

How to Become a Great Boss

How to Become a Rainmaker

How to Become CEO



RAIN

WHAT A PAPERBOY LEARNED
ABOUT BUSINESS



Jeffrey J. Fox

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EPIGRAPH

But February made me shiver,
With every paper I'd deliver.

DON McLEAN

If you gave me the choice of being CEO of
General Electric or IBM or General Motors, you
name it, or delivering papers, I would deliver
papers. I would. I enjoyed doing that.

WARREN BUFFETT

To Luca Modesto, Ella Elizabeth, and Dorothy Rose

PREFACE

Cowboys made the American West. The boys of summer made baseball the American pastime. And paperboys made the newspaper business, because if “the boys don’t sell ’em, the papers don’t tell ’em.”

A paperboy was once the quintessential American job, symbolizing the country’s relentless, indefatigable entrepreneurial spirit. There is nothing comparable. The paperboy bought, sold, delivered, and collected for the papers. And the paperboy, or papergirl, did it alone, often in the dark.

Most spectacular, paperboys were kids!

Although there are still paperboys, their ranks have been reduced for various social and economic reasons. Whatever the dynamics, there were a lot more paperboys then than there are now.

Paperboys were usually between nine and seventeen years old. Paperboys were delivering in the dark when their friends were sleeping. Paperboys were delivering in the afternoon and early evening when their friends were playing. And paperboys were delivering six or seven days a week.

Having been a paperboy is often in the bios of successful people in every walk of life. Noting that phenomenon, I have suggested in my books and talks that hiring former paperboys is smart business. In fact, after one of my talks, an accomplished, successful businessman told me, “Everything I learned about business, I learned as a paperboy.” And *Rain* was born.

As the legendary Babe Ruth taught his teammates to do, I tip my cap to all the paperboys, papergirls, babysitters, lawn cutters, caddies, leaf rakers, car washers, shoe shiners, snow shovelers, and Girl Scout Cookie sellers, and to their sisters and brothers, and moms and dads.

You made America. You make America.

A Few Famous Paperboys

- Isaac Asimov, physicist
- Fred Bauer, Mr. Auto Wash
- Leo Bedrick, All-American athlete
- Richard Belzer, comedian
- Brandon Bergstrom, wine merchant
- Bill Bradley, professional basketball player, then U.S. senator
- Tom Brokaw, TV news anchor
- Warren Buffett, investor

PREFACE

- Jeffrey Burrows, entrepreneur
- Carolyn Carlstroem, publishing executive
- Sean “Diddy” Combs, singer/businessman
- Tom Chappell, founder of Tom’s of Maine
- Jack Covert, founder and president, 800-CEO-READ
- Bing Crosby, singer/entertainer
- Tom Cruise, actor
- Barbara Cruz, software engineer
- Mike Daversa, CEO of Renzulli Learning
- Terrell Davis, Superbowl Most Valuable Player
- Andre Dawson, Major League Baseball player
- Walt Disney, moviemaker
- Jimmy Durante, entertainer
- Thomas Alva Edison, inventor
- Dwight D. Eisenhower, U.S. president
- Robert Frost, poet
- Stan Gault, CEO of Goodyear Tire
- Billy Gillispie, University of Kentucky basketball coach
- Wayne Gretzky, National Hockey League player
- Joe Grewe, president of Saint Gobain Glass USA
- Susan Hailey, vice president of Harrah’s
- Alexander Hamilton, U.S. founding father
- Sean Hannity, political commentator

PREFACE

- Herb Henkel, CEO of Ingersol-Rand
- Joe Hessley, entrepreneur
- Dana Higgins, human resources manager
- Herbert Hoover, U.S. president
- Bob Hope, entertainer
- Rod Hoyng, executive vice president of Schindler USA
- Marion and Gail Hurley, mother and daughter paper delivery team
- LL Cool J, singer
- Stanley Jennings, journalist
- Bob Kelley, management consultant
- Kirk Kerkorian, investor/casinos
- Martin Luther King Jr., civil rights activist
- Gus Kontonickas, general manager of NSK
- Mitch Kotula, businessman
- Wanda Lach, dressed as a boy to hawk papers during the Great Depression
- Deborah Lacy, communications consultant
- Kelly Lane, art expert
- Ken Lewis, CEO of Bank of America
- Jack London, author
- Chris Matthews, TV journalist
- Willie Mays, Hall-of-Fame baseball player

PREFACE

- Don McLean, singer/songwriter
- Lynne Mica, sales consultant manager
- Allyn Miller, president of Flair Communications
- Joseph Murphy, CPA
- Terry Noonan, chief operating officer of Furon
- Bob Palka, general manager of Saint Gobain Plastics USA
- Dick Parsons, CEO of Time Warner
- Ron Paul, U.S. congressman
- Norman Vincent Peale, author of *The Power of Positive Thinking*
- H. Ross Perot, entrepreneur
- T. Boone Pickens, oilman
- Jamie Price, vice president of sales, Sandvik USA
- Sarah Rainone, book editor
- Phil Rizzuto, New York Yankee
- Jackie Robinson, first black Major League Baseball player
- Gary Rogers, CEO of Dreyer's Ice Cream
- Guy Rowland, president, Air Liquide America
- Tim Russert, *Meet the Press* anchor
- Robert "Ryno" Ryan, businessman
- Lawrence B. Ryan, businessman
- Carl Sandburg, poet
- John Schuster, creator of Superman Comics

PREFACE

- Jerry Seinfeld, comedian
- Gerry Sindell, author/book consultant
- Chris Skomorowski, CEO of Bicron USA
- James Stern, businessman
- Ed Sullivan, television personality
- Jeff Taylor, founder of Monster.com
- Danny Thomas, entertainer
- Dave Thomas, founder of Wendy's
- Cecil Ursprung, CEO of Reflexite
- Sam Walton, retailer
- Naomi Watts, actress
- John Wayne, actor
- Jack Welch, CEO of General Electric
- Gary White, CEO of Pacific Crest Marketing
- Todd White, National Hockey League player
- Meredith Whitney, stock analyst
- Morrill Worcester, CEO, Wreaths Across America
- Howard Wright, general manager, PPG
- Merrill Yavinsky, vice chairman of Walker-Dunlop

And there are thousands more.

*Jeffrey J. Fox
Chester, Connecticut
January 2009*