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How It Began

I thought I'd start the New Year explaining the background of the tag line *What are you prepared to do today?*[™] There are many new readers since I've started using it, and I think it's important to you to know what it means to me.

By now, you probably know I love movies. For some reason, I can remember lines from movies that are meaningful to me in some way—a lot more than my wife thinks is necessary. One of my favorite movies is *The Untouchables* starring Kevin Costner and Sean Connery. There's a scene in a church where Costner's character as Elliot Ness tells Connery's Chicago police officer character that he wants to get Al Capone. Connery, in that great Scottish voice, asks Costner, "What are you prepared to do?" to get Capone.

From that moment on, it became one of the things I ask myself when a goal is high or a task seems difficult: what am I prepared to do both mentally and physically to get the job done? In other words, how much am I willing and determined to do? Usually the answer is "whatever it takes" but once in a great while, it's "not that much"—then I know I need to adjust my thinking or my goal to put it within reach. For example, if I figured out that I need to work 20 hours a day to make a million dollars, would I be prepared to do that? No—I need time for exercise and other important activities, fun with family and friends, and time to simply recharge, so that goal needs to be adjusted.

I began using the tag line in 2008. Paula and I liked it so much that we decided to use it again in 2009. But Paula suggested that we add one word to it: today. Yesterday's over and tomorrow belongs to no one, including you and me. But today? Today, we can control what we do. So we added the word *today*, and that's the origin of the closing tag line.

We then decided to trademark it and use it at the end of every message. In 2012, you'll start to see it on more than just messages, but that's getting ahead of myself. All you need to ask yourself right now is:

What are you prepared to do today?

Dr. Chet

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