

Do It
Well.
Make It Fun.



Do It Well. Make It Fun.

The Key *to* Success *in* Life, Death,
and Almost Everything *in* Between

Ronald P. Culberson



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First Edition

*To my parents and siblings, who demonstrated excellent values
and always laughed at me (in a good way).*



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Acknowledgments

Publishing a book requires much more than writing words on a page—the writing part is hard enough. The book you have in your hand is the result of a team effort. Of course, I am the most important member of the team so I'll begin by acknowledging all the hard work that I did. In addition to me . . .

My wife Wendy and my kids Ryan and Caitlin have always been supportive of my unusual career and they're the ones who put up with my self doubt and overcompensation when I'm not sure what I'm doing. They're amateur psychologists of the highest order.

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I am grateful for most things in my life and, more importantly, for the people in my life.

There is no labor a person does that is undignified, if they do it right.

—Bill Cosby



Introduction

How many personal development books are on your bookshelf?

If there are none, good for you. Clearly, you're unaware of your many faults and the need for self improvement. You could use this book. It might just help you. But probably not.

If you have several hundred personal development books on your shelf, you have a personal development addiction problem.

You're probably familiar with all the promises made by famous self-help books such as *The 7 Habits of Highly Effective Nuns* or *The 6 Steps to the Top of Your Stairs*. They give you tangible numerical promises to turn your miserable existence into success, wealth, and buns of steel.

This book only has only two steps (Do it well. Make it fun.) and one promise (Success). The concept is so simple. Do things well, make them fun, and you'll find more success in your life. Because of its simplicity, this concept will make every other personal development book obsolete. At least that's what I said to my publisher.

In fact, I'm thinking that you should destroy all of your other personal development books right now. Because you will never need them again . . . now that you own a copy of *Do It Well. Make It Fun*. At least I hope you own it. If you borrowed it or checked it out of the library, I'd be very disappointed. Can't you at least invest a few dollars in your success?

Seriously, why is this book so valuable? Because it contradicts years of brainwashing by earnest psychologists, new age gurus, and overexposed Oprahs. It offers a simple process to address everything in your life from boring meetings at work to dull relationships at home. It covers stress, health, communication, parenting, conflict, meetings, hobbies, and even death (in a pre-death kind of way). Let's just say it has a lot of good ideas boiled down to one simple concept —**Do it well. Make it fun.**

So why do *you* need this book? Good question. Let me explain by taking you on a short regressive journey. Go back with me to your childhood. Not all the way back to the traumatic womb-to-world experience, or to the time when you realized your parents never really loved you. I'm not concerned about that and, quite honestly, you need to stop caring about that as well. Instead, go back to those times as a child when we laughed in school, snickered at the dinner table, or God forbid, laughed out loud during church (or equally devastating location for you nonchurchgoing readers). Do you remember what we were told? Do you remember how it felt to hear, "That's not funny" from an overbearing and terminally serious adult? Do you remember how older people tried to beat us down just for being jovial?

It was more devastating than you think.

All those times we were told to "act your age," "grow up," or "wipe that smile off your face," we were basically belittled for embracing the fun side of life. We were ridiculed for catching a simple ray of light. We were scorned for wanting to relish the joy of the moment. And as a result, we believed the myth that successful, responsible, and respectable adults should be deeply and perpetually serious.

What a load of crap. I get verklempt just thinking about the

millions of people who fell prey to this myth. Those who, as adults, cannot enjoy a *Far Side* cartoon, an episode of *Seinfeld*, or the cleansing sound of a whoopee cushion. They are lost souls trapped in a world void of balance who will one day be diagnosed as dead men walking, living their remaining days in an assisted-laughing facility.

It's this mistaken pursuit of seriousness that drove us away from fun and humor. But the pursuit of seriousness, ironically, also drove us away from excellence—for we were led to believe that seriousness was all that was needed to tackle this big cruel world. And that led to a lack of excellence and to a life of mediocrity, or what the bell curve refers to as average.

Do you really want average to be your goal? I don't. I wouldn't want an average car mechanic. I wouldn't want to eat in an average restaurant. And I certainly wouldn't want an average cardiovascular surgeon, although I'd accept an average-*looking* surgeon with above-average skills. And yet most of us settle for average every single day when we could achieve so much more with a little more focus, a little more effort, and a little more, uh, more.

Someone, probably a mediocre motivational speaker, once said, "The only difference between try and triumph is a little umph." Yes, it's cliché, but you get the point. The key to success is excellence, not seriousness. We will never make it on seriousness alone. We need to strive for excellence in every aspect of our life.

Abraham Lincoln, who I believe influenced the development of the luxury car, once said, "It's not about the days in your life, but the life in your days."

He was addressing a state of mind and a manner of existence. It's about the value with which we live rather than the amount of time we have left. When we focus on value, we achieve a higher level of richness and success in our lives.

That's the essence of this book.

Do it well. Make it fun.

Focus on excellence *and* joy.

Add life to our days. It's truly that simple.