

19 January 2009



DIAMONDBACK

CONSULTING INC

A Service Disabled Veteran Owned Small Business

Acres of Diamonds, Part I

This is a true story. Back in the 1800's a farmer on the African continent was earning a good living on his farm growing crops and raising livestock. His family was doing well and all of their needs were being met. The farmer heard the stories that many African settlers were making fortunes by discovering diamonds since the African continent was rich in diamonds. So, the farmer sold his farm and went out to search for the gleaming gems. Now, this farmer spent the rest of his life looking for diamonds but without any success. After years of searching the farmer had lost him family, was broke, desperate, and despondent. In a state of depression he through himself in a river and drowned.

Meanwhile the man who purchased the farm was walking on the property and while crossing a stream found a large and unusual stone. While in town the man asked what kind of rock it was and the stone turned out to be a diamond of enormous value. Upon further investigation it turned out that the farm was literally covered with diamonds and that farm became one of the largest diamond mines of that era. This farmer became a millionaire and his family had every need and material want fulfilled. Now, the first farmer had literally owned acres of diamonds and had sold them for practically nothing in order to go out and search for diamonds. If the first farmer had taken the time and possessed the patience to first find out what diamonds looked like in their original state he would have found that he had literally acres of diamonds under his feet. He would have had the wealth he so desperately sought and would not have wasted his life searching in vain for riches elsewhere.

I believe that each of us is standing in our own acres of diamonds if we would just look at things differently. Before we run off to other perceived opportunities we should first explore the job and industry we are now in to see

the stones that are the diamonds at our feet. If we have the patience and wisdom to really look at the work we are currently engaged I think we will find the opportunities and riches we seek. While we are looking at other businesses as greener pastures other people are looking at our business as a greener pasture. What I find interesting it that jobs do not have futures, people do.

A job is just that, a job; it is a tool for a person to achieve their future. But, for some reason we limit ourselves and doubt our own abilities. Why? It is not the job, economy, government, education, the area, or any other outside influence that holds us back from our own achievements. It is we who restrict ourselves with self imposed limits; we doubt our own abilities and therefore limit our accomplishments. Like the first farmer, if you do not take the time to study and explore your own chosen occupation then you will never see the diamonds at your feet.

When you left school your education started. Self education is the key to your success. Self study of your chosen field of work will enable you to find your acres of diamonds. In part two, we'll take a closer look at your acres of diamonds.

My name is Steve Ettien; my newsletters are free and published every two weeks. It is my genuine desire that they provide value to you and your company. If you think they are helpful please forward them to your family, friends, and colleagues.

Diamondback Consulting is a company that provides its customers with common sense solutions to their unique business needs. I have given talks to people on the stories and subjects that appear in these newsletters. These talks are designed to help people reach their personal and professional goals. I also provide professional services for individuals who are running for elected office.

In addition, Diamondback Consulting can provide technology engineering services and is partnered with other small businesses providing a variety of capabilities.

Please visit the website at www.DBackinc.com

DIAMONDBACK

CONSULTING INC

Common Sense Solutions

**208 Stardust Drive
Johnstown, PA. 15904-3066**

(814) 244-8240 (P)
(814) 242-7544 (Fax)

Steve@DBackinc.com