

HOW WACKY DINOSAUR THEORIES RELATE TO YOUR BUSINESS

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Admittedly, what I'm about to say sounds completely wacky but it does a good job of making my point. Just stick with me on this wild journey and you'll see.

I came across a video the other day where an alternate theory about the end of the dinosaurs was proposed. The theory stated that the dinosaurs died out not because of a giant meteor strike but because of a planetary shift which caused a change in the strength of gravity on Earth. I told you this was wacky but hang in there.

The author posited that when you study the design of many of the dinosaurs skeletal and muscular structures, particularly the long-necked dinos, and Pterodactyl wings, it's implausible to think they could have moved around in today's gravity. For example, the neck structure of a Brontosaurus could not have supported the weight of its head if, in the time of dinos, Earth's gravity was as strong as it is now. Nor could the Pterodactyl's wings have supported the weight of its body for flight. Therefore, the video concludes, gravity during dino times must have exerted a less powerful force on Earth than it does now. When the planetary shift occurred, strengthening Earth's gravity, the dinos simply could not operate in the new gravitational environment and died out.

Some of you may already be reacting to this idea like, "OMG, what idiocy!" Others may be reacting like, "Huh. Never thought of it like that." And one or two of you may be reacting like, "This is totally rocking my world!"

Regardless of your reaction, you likely had *a reaction* because it's a perspective on dino extinction that you've probably never heard of or considered before. The idea may even stick with you long enough to bring it up to friends or family to either say how dumb you think it is, how interesting it might be to consider, or how genius it is. One thing is certain, next time dinosaurs are brought to your attention you'll, at the very least, think about this theory again.

My point is simply this: sometimes as a business owner you may need to present what you do in such a radical way that it elicits a reaction which forces people to think about your product or service from a dramatically different perspective. Too many business owners shy away from this for fear of receiving the "OMG, what idiocy!" reaction, but then they miss out on the increasingly important "This is totally rocking my world!" reaction. After all, it's the "rocking my world!" customers who are the ones who will be your product evangelists and tell everyone they know how you've changed their lives. Wouldn't that be much more powerful than presenting your product in a run-of-the-mill way that doesn't get people talking?