

Secret #15

Don't Judge Others

SECRET #15 With businesses, like with people, you should get to know them before you judge them.

Guess who? Right, Warren Buffett! Have you ever been misjudged by someone?

Managers of any successful business will go out of their way to get to know their customers before they introduce a new product or service. They never presume to know what their customers will like or dislike. In other words, they do not *misjudge* their customers.



It's also important not to misjudge people in your life. Make sure that you take the time get to know someone *before* you form an opinion about him or her. Prejudging someone because of how they look, what they wear, or by what others say about them is not a good idea.

So remember: Be careful not to misjudge others—most of the time it leads to a *lack* of good judgment!

This was an important secret that the *Secret Millionaires Club* kids learned when they traveled to Belgium to help a struggling young candymaker named

JULIAN.



Julian, a skinny, sloppy young man, made the tastiest chocolate candies in Belgium, but he didn't know the best way to sell his candy to local candy lovers.

When Radley, Lisa, Elena, and Jones suggested that Julian partner with an older, established candy salesman, MR. VAN DEN BROCK, Julian immediately ran into trouble.

Mr. Van Den Brock mistakenly thought that Julian was so young and so sloppy-looking that he couldn't *possibly* be a professional candymaker. It was then that our heroes realized that Julian should present himself in a more professional manner.

Once Julian dressed into a suit and tie and cut his scraggly hair, Mr. Van Den Brock invited him into his shop to discuss the fine art of chocolate making.



When Mr. Van Den Brock sampled Julian's candy, he knew he had been wrong and apologized for misjudging Julian. The two candymakers became partners on the spot!

A lot of time was wasted because Mr. Van Den Brock had misjudged Julian—but the younger candy maker had also learned a lesson: When you want to be taken seriously in the professional world, you need to look professional.

As I always like to say, “The more you learn, the more you'll earn,” so remember:

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