

# The **SCIENCE** of **OPPORTUNITY**

BEING IN THE **RIGHT PLACE** AT  
THE **RIGHT TIME**



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# Fishing in the Right Pond

Okay, we've established that opportunities abound all around us. To take advantage of those opportunities, however, we have to be prepared.

Take the example of the successful fisherman. Can you imagine that he goes to the shore, gets out of his boat, makes a fire, heats up a pan, and holds it over the stream, expecting that a fish will fly out of the water onto his pan ready for him to eat? No! He takes with him a good rod and reel and the right kind of bait. The opportunity to catch fish is out on that lake. He understands that he must come prepared to take advantage of that opportunity.

But let's say one afternoon, even though he's come prepared, the fisherman doesn't have any luck. Does he just give up and go home? No, again! The smart fisherman moves his boat and tries a different spot. By doing so he expands his chances for taking advantage of the opportunity he knows is there.

We are all fishermen fishing in our own pond of opportunity. If we want to catch any fish in that pond, we must come prepared and be willing to make necessary changes.

Perhaps the most important aspect in this science is that it requires the participation of just one person—you—to take advantage of an opportunity. If you want to increase the chance of more and more opportunities presenting themselves to you, then—like the fisherman—you have to go “fishing.” Try a few different ponds, and you’ll eventually find the right one for you.

I like the analogy of fishing because it parallels so many concepts within this book. For example, a fisherman does not immediately jerk back on the line when he feels a tug. Instead, he is patient, letting the fish take the bait, making sure the hook sinks in. Then he commits himself to the opportunity presented to him.

The same is true when you encounter an opportunity. Once the opportunity has presented itself, you wait for the right moment to reel it in.

How about the fisherman who thinks he has a big fish at the end of the line, only to find out that fish was really just seaweed? This is similar to the person who commits to an opportunity, thinking it is the Big One, only to be disappointed when things don’t work out. While every tug on the line can be a big fish—just as every coincidental event can be a big opportunity—neither a fish nor an opportunity have to be big to be worthwhile. Many small fish can satisfy an appetite just as well as one big fish. I’m not saying that you should lower your expectations for every opportunity that comes your way. I do suggest your being open to opportunities of all sizes and shapes. Sometimes reeling in

a small fish attracts a bigger fish. Similarly, a small opportunity can lead to the big one as well.

No matter whether the opportunity is large or small—the method I describe in this book will work.

Here's one of the most important points in taking advantage of an opportunity: You have to show up. Again, back to our fisherman. No matter how prepared he is or experienced he is or adaptable he is, he will never catch a fish if he doesn't put his hook in the water.

The same is true for whatever opportunity you're seeking. If you are looking for that special person, go to those places where you have the highest likelihood for a coincidental event to happen. That might mean going to a party, for instance, even though you don't feel like it. If nothing happens, then maybe you need to change the venue. Perhaps you'll find that person on the vacation you never had the time to take, on that blind date you were asked to go out on, or even at that art exhibition you saw advertised on a flyer on a milk carton (as one woman did, whom you will meet later in the book). If you see something that is coincidental, don't be afraid of striking up a simple conversation in the elevator or even on the bus. Become sensitive to chance happenings. When you are struck by a coincidence, no matter how small, embrace it. See where it takes you.

We are all fisherman in this world. Work the pond. Move the boat. Reel in the opportunity. You never know what is at the other end of the line. However, the fisherman can fish out his pond, while you will never fish-out your pond of opportunity. And any fish is big if you are a practitioner of the Science of Opportunity.

