

Tape 21 – Evan Williams

Gary: Some time ago, this little skinny, nerd-like jerk walked into my office when I was you know, extremely busy and hassled and started mumbling incoherently, you know, and I kept – you know, I tried to be really pleasant cause I'm known for my tact, and I finally said, “What the hell do you want?” and he said, “(Mumble) copy.” I said, “What?” I said, “Are you trying to be a copywriter?” “Yeah, and (mumble). I said, “You're looking for -.” He said, “I just want to hang around.” So anyhow, we had a book that we needed a piece of copy written on and I just threw it at him, and I said, “Hey, kid, just go write this and come back.” It was the weekend. Well, he brought – he wrote it and he came back and it was of the most brilliant pieces of copywriting I've ever seen.

Evan now works with us full time at the – at 20 years of age, he is one of the most brilliant copywriters I've ever seen. I think much of the stuff that he writes could pass for something written by John Carlton or myself, actually. He has a problem being from Nebraska. Some of you may have noticed that Key West isn't exactly Akron, Ohio or Milwaukee or something. I seen a few of you doing the Duvall Crawl, and it's really not exactly the same. Evan's best friends were cornstalks and stuff like that before he got -

Paulette: (Inaudible)

Gary: Oh, okay. Paulette's always trying to nice me up, but I'm actually very proud to work with this young man. I think he's brilliant and hanging around with me and Vince and all the rest of it, he is sort of forced to come out of his shell just to survive, and would you please give a big hand to Evan Williams?

Evan: Thank you very much, Gary. Okay, I was going to talk about copywriting today since that's what I do, but I figured I'm sitting here with the masters and legend like Gary and John Carlton, who I learned most of what I know from, so I didn't think it'd exactly be right if I sat here and tried to tell you how to write copy with them, but so what I'd like to really talk about is my favorite thing in the world, which is new ideas and creativity, which I think is the basis of copywriting or marketing or whatever you do as the most exciting thing, and on Friday, April 17 of this year, I got a most incredible idea that changed my life in a profound way, and it has a lot to do with why I'm here. It's what Gary was telling you about.

At the time, I was in school as a sophomore at the University of Nebraska and I was in terrible financial trouble for a 19 year old, and I was in debt thousands of dollars all over the place and I was trying desperately to make a million dollars and not getting very far because I had tons of great ideas and they never got off the ground because I'd always get a better idea before I got going, but I – so I was sitting there thinking – I'd been – I subscribe to Gary's letter like last summer from the ads in – his eight-page ads he ran in like ten national magazines at the same time, and I saw this eight-page ad, said, “Free video tapes reveal 11 new ways to make huge amounts of cash even during a recession,” and I saw this and all these eight-page ads, so I read them. I thought this guy's either just crazy or he knows what he's doing. Since then, I've, of course, found out that he's crazy but at the time, I didn't know.

So not having \$200 or even knowing where I was going to get my rent, of course did the logical thing and ordered with my American Express card, and after that, I started reading his stuff and studying all the stuff he recommended and Jay Abraham's material and whatever else and then I became a lifer, which I still didn't have the money but I still had my American Express card, and I knew I was just on the verge of just having my big break because I had all these plans and I knew I'd be able to pay that off by the end of the month. I went ahead and did that, thought that was a good idea. Luckily, my dad was

generous enough to help me out there.

Anyway, I find myself – it's about the end of the year and I'm not any closer to making any money than I was before and I'd been working 12 hours a day. I mean, I had no social life. I used to go out and I just loved working on this stuff, and I was kind of upset because I saw all the work I'd been doing. I said I have absolutely nothing to show for it and I know all this stuff and I know how to do it, and I kept thinking I had nothing to show for it and I was all upset about that. Then I had a very valuable insight that actually did have something of value and that was an incredible knowledge base of what to do. I knew the information. I looked at businesses all the time and saw how I could go in and double their profits and of course, I didn't think that was – I thought that would be useful but I didn't know how I was going to use that since not a lot of business owners were going to listen to me coming in, telling them these crazy marketing ideas.

Anyway, from that, I was sitting and thinking what I was going to do and I got the idea why don't I just go to Key West and work with Gary? It seemed sensible. Actually, it seemed kind of crazy at first, but for some reason it felt right, and I thought I can just go down and I didn't know I could write copy at all. I had written a couple things but didn't know how good they are because of course, I never tested them and I'd had none to compare it to that I'd seen that was bad. All I'd seen was Gary's stuff. So I just thought I'd come down and I knew the information. I could just hang around and be a gofer or whatever and try to offer some ideas now and then. So I came down and he told you what happened when I came down, but when he gave me the book to write, I had no idea I could write copy, but I thought well, it's not that difficult, is it? I'd written a couple things.

I went that night, and at the time, it was Friday. He said, “Come back tomorrow.” So I go and I thought well, that's not very much time and so I get a hotel room and I check in. I read the book and I stay up all night writing this. I'm just oh, it's pretty good, and I ride back in the morning about 9 o'clock, and of course the office is locked. So I have to spend three days in this godforsaken island in 105 degree weather and 98 degree humidity. Anyway, I had to sleep in my van there, so I won't go into gory details, but anyway, it turned out very well and it's been getting more exciting all the time.

Anyway, I realized it was the great idea and I've been writing copy here, and the other day I'd written this piece of copy and it took me days and it was all right, and I took it to Gary. He said, “This won't work.” I said okay, and he says, “It's a good piece of copy, but the whole concept was off. This is what sells in many chains is the concept,” and he told me the copy isn't what sells. It's the concept that sells, and so that's really the basic key, I think, in all of our marketing is the ideas and the concepts that create the wealth. If we get a new idea to make a sales letter better or to make a product or to make a business or anything – it's basically technology that creates the wealth and if you're – technology is anything that let's you do something better and if you're driving to work and take half an hour every day, you figure out a way it takes you 20 minutes. That's technology and that increases value, saves you time, takes less energy, and everything else.

To find those technologies though, we all have to break out of how we think every time. Every time there's a great idea, it's because someone has thought in a different way than you usually think and there's new inventions all the time that people didn't think were possible before but it's because they thought differently. We get an idea and say oh, that's obvious. I'm going to give you a test as soon as we get these passed out to make you think a little bit, hopefully.

Example, okay, we all live in our little worlds, and like Joachim was saying the other day, wrote, “We're aware of a very small fraction of the world around us.” Like right now, you're not aware the

chair on you and everything else, but we are constantly filtering out data that's not useful to us because if we couldn't, we couldn't function. We perceive just a small fraction, a microscopic little fraction of the world, and we think that that's reality. We filter things out according to our assumptions and beliefs that we have. If we can break out of those, they really limit us. If we can't break out of those, then we'll keep thinking the things we've always thought and we won't come across anything that's new or exciting.

If you see the diagrams in front of you, look at diagram number one. You may've seen this before, but what I'd like you to do is link all nine dots with no more than three straight lines without picking up your pen. I'll give you 30 seconds. Okay, now how many people got it? Five, six people? Think of this as representing a problem or an opportunity. I basically think of them as the same thing in your business or marketing. If you can solve it, then it'll be very valuable to you. If you can't, you'll have to go about something a hard way or something else, but you look at this and you think can it be solved? A lot of times we don't see the answer and assume it can't be solved.

Let me show you the answer. When you see an answer like that, it's like anything else. You see it as obvious and the reason you don't see it, though, is most people make two assumptions when they get that problem. They assume that the lines – you can't go outside the dots and that all the lines have to go through the center of the dots, but those rules were never mentioned. We automatically assume those rules and they limit us from finding the solution or the opportunity

Now look at the second diagram. What I'd like you to do here is make a square twice as big by only moving two of the dots out of the corners. Each corner has a dot. Move two of the dots and make the square twice as big, and it has to be a square. Okay, that's enough time. How many people got that one? Five or six people? This dot down here, this dot over here, it's twice as big. Can you see that back there? It's the same thing. I get asked that question, and the reason is in the word square. We think square and we automatically assume that the bigger square's going to be parallel with the smaller one and as long as we're assuming that, the answer can't be found. We do this all the time, like I said, as that a problem in your marketing or an opportunity that you just don't see. You see it and it's obvious because we're assuming things that limit us beyond belief and there's new inventions all the time we think were impossible. We see them and go, "Ah ha." They just blind us to opportunities all the time because of our limited view of the world.

Example: Several years ago, a group of scientists went to visit a tribe in New Guinea and they thought that their world ended at the edge of a nearby river. After several months, one of the scientists had to leave, which involved crossing the river. He goes across, he rows the boat across, and he gets there safely and everything. He turns around and waves, and the tribesmen are standing there. It wasn't a very wide river. They could've seen him easily. They didn't respond. They literally could not see him. They were so entrenched in their beliefs that it distorted their perception of reality and with our microscopic view of the world, if we would force the tribesmen to get across the river and they'd see it and all the vast land and everything and all the kinds of new opportunities would be opened for them. They'd never be limited by their view again.

What we need to do in order to find new ideas, basically we're here and we listen to all these new ideas and everything that are great and you have those ah ha experiences. You see things that may not – we pass things over all the time. We assume that great ideas come once in a while. Actually, they come every day. The key is to realizing them and the opportunities. There's no limit of opportunities even within your own little world, not that your world is little.

Now like what Joe Sabah was saying the other day, if we do what we've always done, we'll get what we've always got. Like if we think what we've always thought, then we'll do what we've always done. As soon as we break out of that is when we realize the real opportunities and the ideas and we can do that all the time. The rules are changing all the time, also. We assume these rules and even the assumptions that were right before are not longer valid. We're totally blind to that.

To break out of your limited perception of the world, there's some ways to do that. First thing is to question all the assumptions you have like the assumption with those dots, that you couldn't go outside the lines and you had to go through the center. We have assumptions all the time in our business and in our marketing and our products, what has to be done, that aren't valid. You need to question those. Don't assume anything. Just for a little bit, see what you believe has to be done and the rules and how it's always done and question everything. I mean, even if it's the wackiest thing in the world, just question it.

The second way to get out of that is to open your mind to the belief that anything is possible. That doesn't mean you have to lose all touch with reality and everything but if you just let the possibility that anything is possible enter your mind, then you'll open yourself up to a lot of opportunities because like even 20, 30 years ago, even the basic things we take for granted – microwave, remote control, and for sure the computers that are possible today and just the myriad of things we said oh, that's impossible back then. The possibility and the capability's been there since the age of the dinosaurs. It's the realizing it that brings the opportunities and the great wealth, and there's those kinds of things all the time. In your business, there's things right now that are possible, that are going to be done in the future, and that you assume that's impossible right now. Think of the things in your situation that'd be the best possible alternative, best possible scenario, and see why you think that's impossible. Open yourself up to that that's not impossible, or even things you want to do, not necessarily in your business.

Another thing that limits us is the labels and definitions we put on things. We all have labels, how we describe ourselves. We have labels like you're in the vinyl record business, for instance. In 1985, it's a \$24 million business. In 1990, all the vinyl record makers are broke. They didn't think that was going to happen, but they saw themselves in the vinyl record business and they went broke. If they would have saw themselves in the music business or the music packaging business, got into CDs, they'd be twice as good as they are today because there's twice as many dollars in CDs sold. If you're a book publisher or something now, then if you stay with that belief, you'll probably be in trouble or you limit yourself. If you define that as an information business, then you can get into videos and into all the things that are going to be coming soon – multimedia, PC, and everything else – to distribute information. We have limits on ourselves, like I'm a farmer. There's a farmer here who if he just saw himself as a farmer – it's my dad, by the way – that he'd be saying why is he going to a marketing seminar? He may pick up some things and start doing other things. Like I never saw myself as a copywriter, certainly never a writer at all, and if you don't think you can write copy just because you're not a copywriter, say well, I have to hire a copywriter, but don't limit yourself by that because you just never know. If you're thinking, “How can I improve my sales letter?” you go in here and do direct mail. “How can I improve my direct mail package?” Define that as, “How can I improve my selling message?” and you might see some things that you would've never seen before because you were just blind to them.

The next thing that can take you out of your entrenched little mindset is a whack on the side of the head like in the book by Roger Von Oech where he says, “You give yourself a whack on the side of the head, break out of your prison of familiarity, and just get out of your normal pattern.” We all get into these ruts where we do the same things, and our mind just automatically get in patterns. Just break out of

things. Just do something you've never done or regularly do something. I try to do this a lot and I get all kinds of insights. Do crazy things. Write a love poem in the middle of the night. Wear red socks, visit a junkyard, take the slow way home, talk to someone you've never talked to, read something you've never read, and these can provide incredible insights. When you read them, don't say, "Well, I don't see how this applies to me." Make something apply to you, even if it's the strangest thing in the world. Read a book on pig farming if you're in the space age computer prototype metal business and find a new way to train your employers or something.

Another thing you can do to break out of your patterns is to try stupid things. You get an idea and say, "Well, that's really stupid," so you try it and see what happens. Gary talks about this. One of the biggest mistakes people make in marketing is once they get a winner is not trying enough stupid things and just try something like not putting an 800 number in or just little things like that or totally wacky messages. Not that they'll necessarily work but you'll learn something from them, no matter what.

The next one I have, of course, is use other people's minds. Like the puzzles here, if you saw at least someone solved both of them. There's like a few people in the room, and everybody has the different little microscopic view of the world and they've had different experience and everything else. A lot of times, the best ideas come from outsiders from an industry because they don't know what can't be done. Of course, we're in a great situation to do that now. We're going to be doing hot seats, I think, later today where people get up here and all the experts and the whole room brainstorms on their problem, but of course, look how those things can apply to yourself. Also, I'm sure most of you are doing this – just talk to people everywhere and sit down with them and ask them what they're doing, talk about what you're doing. If you're in a totally different industry, see what they think and then open yourself to those possibilities. If it's the stupidest idea in the world, say, "Hmmm, why not?"

There's an example of this in General Electric. A trick they always played on the engineers is as a new engineer came in, they'd give them this problem. They said, "Well, see this light bulb? See how the bright spot in there?" That's when you could pretty much see the filament, even though they had a coating on it. They said, "Go make this light bulb, make a coating so it's even all the way around." Of course, they knew this couldn't be done and it was a practical joke. He'd come back and couldn't be able to do it and everyone laughed and they'd tell him it was impossible. Of course, someone came along and did it and they brought it back and, "Is this what you wanted?" "Uh, yeah, that's it." That type of thing – some of the biggest breakthroughs ever come from outsiders and people who don't know anything about it because they're not stuck in the same paradigms and know the rules, like the rules don't go outside the dots. So why not go outside the dots?

One of the biggest things I did to get new ideas is of course, read different things. I'm sure this room is full of intelligent people who read all the time. Some of the books I'd recommend highly – I just read – I'm forgetting everything today. I'm preparing for a week and I forgot everything *Future Edge*. How many people have read *Future Edge* by Joel Arthur Barker? That is an incredible book. I read it in one sitting last week. It's all about paradigms, the new paradigms for success or something like that, and it'll change the way you're thinking about the future and ideas and everything. I highly recommend it. You can get it in most bookstores. It's in hardback now. It's about \$25, I think. It's not very big. It's about 200 pages.

Another one of course, *The Popcorn Report* If you haven't read that, you have to read that. I'm sure most of you have, and *New Paradigm Digest*, as Gary recommended, is a great source of new ideas and get you out of your traditional thinking patterns, a book about the future and everything else, and the publisher, Jeff Hunter, is actually here. Talk to him. He has some very good ideas. Jeff's right there.

Stand up, Jeff. Very great publication. It's a quarterly, but I was talking to him. I think you said the next one was just finished. There's three out, total. Call his office. What's your number? 310-393-2670. Huntner, I'm sorry.

Another thing I highly recommend – how many of you heard of or read *Unlimited Wealth* by Paul Zane Pilzer? Okay, a few people. I think a lot of people have very limited beliefs and Paul Zane Pilzer is an economist. Economics bore me, basically, but this book is fascinating. A lot of people have very limited beliefs and don't even know they do about money, in general. This book I was reading and it's totally fascinating. It talks about how there's really no such thing as scarcity and it makes more sense than anything I've ever read about economics. He talks about how most economists base everything on a zero sum theory and how really, we're increasing our resources all the time, not decreasing them. It'll give you lots of ideas or really open your mind up to the abundance of the world, and it's called *Unlimited Wealth*. It's by Paul Zane Pilzer. Also, if you heard Dan Kennedy talking about Anthony Robbins, he has the power talk tapes where he interviews someone each month, and that's on one of these, which you can get in the bookstore. He interviews the author, and that's where I first heard it. They talked about it. It'll give you an overview of it if you want to do that instead, and you can get that in a bookstore by the tapes.

The other thing is *Taipan* is this newsletter published by Agora Publishers. They publish a lot of things, I guess, but it's kind of an investment newsletter but it talks about the future and new ideas and trends and everything else. It's supposedly extremely accurate. I just started getting it, and it has all kinds of ideas and technologies that are really exciting. If you're really interested in the future and new ideas that are coming, it's *Taipan*. T-a-i-p-a-n, and the number is 800-223-1982. Another thing try to do once in a while is read stuff that you wouldn't normally read. Go to the magazine rack and pick out magazines that – they can be interesting to you but something that you would never buy normally Look through it. I think Faith Popcorn recommends this. Just buy stuff you don't normally read and look at it and think – just get fascinated by it and don't set any limits and say, “Well, I don't see hwo this is any good.”

I made a list of exciting things. These are new ideas and technologies and paradigms and all kinds of things that might not necessarily apply to you but give you practice in opening you mind up like this. Just a few of the things I've seen. Number one is noise cancellation technology. I don't know how many of you heard of this but I think this is exciting as all hell. What basically it's sound waves. It's concept is sound is just waves of air and what they can do is computer generate opposite sound waves to cancel out noise and you use it – right now, it's actually possible, and you can get one about the size of your trunk. Pretty soon, it'll be down to computer chip size. This is going to be a major deal. It's going to be used for airplanes and cars and everything else to eliminate the noise from your neighbors, parties, or whatever else, and motorcycles, factories, everything silent just from waves canceling out. The only thing I'm worried about is I think people are going to get run over a lot. I saw this in a couple places. That was in *Taipan*, for one thing.

Another thing I was just reading about is Xanadu, which is a software program that is invented by a guy named Ted Wilson in California. He's been working on it for like 35 years. Now it's actually getting – it was way before his time, but what it basically is is a software program to link, to give you easy access to all the online information in the world. Of course, there's online information everywhere but besides that, all these servers can also link together. Not only linked to all the online information in the world but linked to everything else and everything linked, linked, linked. If you're reading a report about automobile industry, then it'll be linked to a database about that updated constantly, and it'll revolutionize the way information is stored. Now it has to be stored in one place and you copy a disk or

whatever, take it. That won't matter anymore, where it's stored. Have access to everything easily. It'll have to be a master system that's going to keep track of where all data is stored and give credit. If someone uses the data, it gives credit to them, actual money they get, and if you use something, it takes out of your account. If you cite something from another author in that, then credit goes back to them when that is bought. You publish a book on Xanadu, then there's no printing costs or inventory and you get paid royalties when someone reads it. With the coming of fiber optics and multimedia PCs, it's not just texts. It's like videos and audios and everything else, information. I mean, we're in the information age now. That's going to be a smattering of total information everywhere and instantly to everything. The publishing industry – it's going to have a large impact and there's all kinds of opportunities there. The software's part may be coming out right now. So in a few years, it's going to be really big, I think.

Another place I see a lot of opportunities is one that trends in Faith Popcorn's book. It's economics where everything's getting smaller and smaller niches and how if you can personalize your things, if you read that a bicycle maker – they're making bikes in Japan. They take measurements on the person and handcraft the bikes – not handcraft them but each product is made only for one person; the person who's buying it. There's over 11 million options to this bike and they personally to that person in like three hours. There's incredible opportunities here. If you sell information, if you can use questionnaires or whatever to personalize information to them and make it more useful in a report or something. There's a lot of ideas I could think to use that that'd be very useful.

Another thing I was reading about is in *Taipan*. It's called the Being There Wall. This just blows my mind. What it is is when activated, it's like this wall that makes you feel, no matter where you are, like you're someplace else. It's like a whole wall covered by a mirror but you can't tell where the mirror begins and the wall ends and so it's exactly like you're in – you're in your office or something, you're at home, you turn it on, you're in the office, and then you can see the people there, and it's interactive. It's totally have a big impact on business travel, I think, but more than that, entertainment and everything, exactly like you're being there. I'm not sure how that works, but that's just nuts.

Another idea I heard the other day is loans to poor people like in the Third World and places. Loans, of course, help build economy if they can invest in business or whatever. In most parts of the world or a large part, women don't even qualify for loans. Of course, poor people can't get loans very well. There's this concept that I was – very simple where they get five people together and they get a loan and the whole group guarantees the loan. If one person, no good, the other people guarantee it and the peer pressure improves the – they have a payback rate of like 99% where it used to be they couldn't get loans at all. One example is this one lady in Honduras used that to take her – she's a shoemaker. She built her business up from 10,000 to 86,000 a year and I thought that was a hell of an idea.

Audience: What has that?

Evan: Who has that? I don't know who has that.

Audience: (Inaudible)

Evan: Grameen Bank. Okay.

Audience: Was that just a concept?

Evan: That's just a – I just thought it was a neat concept.

Audience: It's already in place. A husband and wife team, I don't know where they're located. They

come from Denver, Boulder occasionally and they loan out \$50 increments to get people started and it's really in place right now.

Evan: I see. Okay, thanks, Joe. He just said it's in place right now. There's a couple in Denver who are doing it. Here's an idea I came across just the other night. I knew it was possible before but saw a great application of it. It's called where we have these lead generators. You heard Gary talk about lead-generating ads. One of the main things we do we're doing for most of the clients now is the safest thing. Place a small lead generator to give them a call for free information. You send that in a sales letter and really thought, "What if they can call?" When they call right away is when they're hot. They call up and they get the – a lot of times, you give them a recording. They leave their name and address or whatever. They call up and instead of you mailing the stuff to them and it gets there in a couple days, they get the recording, punch in an extension and a fax number, and the information is instantly faxed to them because it's on computer like the computer fax boards. It's instantly faxed to them without the wait and you can have different extensions for different ads or different information.

Audience: Do you know what percentage of people who are purchasing (inaudible)?

Evan: This one applied to everybody, but if you're selling something to businesses, you're advertising in *The Wall Street Journal* or in business magazines. You could have the options there. They could call or do that, but I don't know how it'd work but it seems to me that that would increase your turnover for your leads if you had that type of word where that was applicable.

Audience: (inaudible)

Evan: I don't know how much it – like you can just get a fax board It doesn't seem like a complicated problem.

Audience: It's not complicated but (inaudible).

Evan: Okay. Another idea I got – this is the last thing I had I wanted to bounce off you. Craig Hane, who you saw up here, is one of our clients, and he had this idea that I saw that he wrote us about. A couple ideas, actually. Have a players-only weekend where you get – offer it to our subscribers or whatever, and we have a weekend in some city like Chicago or some easily accessible city or we could have them different parts of the country where just a quick weekend where people could come and exchange information and get ideas and everything and maybe some copywriters there, just networking a lot like we are here but not necessarily speakers, just people come up like hot seats We'd do individual hot seats and have everybody brainstorm, just the other people's mind concept. Would anybody find that interesting? Okay, sounds good. Maybe we'll work on that. I'd like to talk to Gary about that.

The other thing he had was an idea to make an online service like with our office and with a link for everybody to go on and have all kinds of options on there like brainstorm in there and offer ideas, sources, ask questions on there.

Audience: (Inaudible)

Evan: Telephone option there also.

Audience: (Inaudible)

Evan Williams: Yeah, an online service like a bulletin board. You put up your questions there, ideas and everything else. Like a lot of just other people's minds and getting together and networking like that. How many people would be interested in that?

Audience: (Inaudible)

Evan: Yeah, I mean, we could give all – and outside of Gary's subscribers and everything else, like people. I don't know who all would go to it but I think that would be something very valuable. Okay. Now I'm going to leave you with one final story. There's this guy who was kind of a rich guy, had this cabin up in the mountains. He had this Porsche to drive there and the road up to the mountains, though, was really dangerous. Had lots of blind curves and hairpin turns and no railing and narrow roads, but that didn't bother him really because he had the nice car to get there and he was an excellent driver. One day, he was driving along. He's coming up upon his favorite blind curve and around the corner comes this careening car, totally out of control. It swerves into his lane, swerves back out, and it swerves back in, about goes off the edge, swerves into his lane and he's, "Oh my God, I'm going to get hit!" He slams on his breaks and finally at the last minute turns back into its lane, and this lady yells out the window, "Pig," and he's like, "What the hell? I was in my lane! She was all over the place. What's she calling me names for?" He just couldn't believe it. So not to let her get away without a retort, he yells, "Sow!" Feeling rather good that he got away with that, she didn't get away, he puts his foot to the floor, turns around the curve, and of course, hits the pig.

He was in his own limited view of the world. She saw she was actually being heroic and warning him of the pig and he thought she was being nasty and of course, obeyed the rules and called her a name back. If he would've opened his mind, maybe he would've not questioned the rules. Maybe he would've went around and at least avoided the pig. Maybe he could've stopped, put the pig in his trunk and carried it away. The moral is there's going to be lots of people coming around blind curves yelling things at you, especially more and more in the future. If you can open your mind and question, look at things differently, you'll see opportunities. If you can't, you'll only see threats. Thank you.