

I'm Here to Encourage You



Tinkerbell's light gradually dims as she begins to die.

Her only hope of survival is an audience that believes in fairies and demonstrates that belief through enthusiastic applause. Tinkerbell's light has been growing brighter since 1904, when she first appeared in J.M. Barrie's play, *Peter Pan*.

Everyone believes in fairies enough to clap enthusiastically.

The Tinkerbell Effect describes things that exist only because enough of us believe they exist, and behave as though they do.

Paper money has value only because enough of us believe it has value and behave as though it does. If we quit believing it has value, it becomes scrap paper.

Laws have power because we believe they have power and behave as though they do. If enough of us behaved as though laws had no power, we would live in a lawless society. Our economy is robust when we believe it is robust. But when we become anxious and hunker down in financial hesitation, our economy unwinds in a downward spiral, like a kite falling from the sky.

**A confident person spends money.
Uncertain people delay their purchases.
Uncertainty is an enemy of the economy.
A lot of people are feeling uncertain.**

It seems as though every voice in the media believes we need to be instructed about what to believe and what to do. But I am convinced we need encouragement far more than we need instruction.

Encouragement brings hope; hope that tomorrow will be better than today, hope that “next time” will be better than “last time,” hope that Tinkerbell will continue to live and twinkle and fly.

In last week’s rabbit hole, Indiana Beagle shared a Barbara Hall quote that struck a triumphant chord:

“Belief is about collecting ideas and investing in them. Faith is about having your ideas obliterated and having nothing to hang onto and trusting that it’s going to be all right anyway.”

In the face of relentlessly negative newscasts, I have moved from belief in America to faith in America.

I am not alone.

Known for her focus on “Feel Good” news, Ellen K hosts a morning drive show that recently became the largest radio audience in Los Angeles. Evidently, people are looking for someone to make them feel good. I suggest you keep that in mind when writing ads to attract people to your business.

If you should ever visit Wizard Academy in Austin, you will notice a bronze plaque on the subterranean path to our tower that overlooks the city of Austin from 900 feet above it. Stand on that plaque in the darkness and look just above the hilt of the sword at the top of the tower. That point of light you see is Tinkerbell. It is the guiding light of the Wise Men in the Christmas story. It is the bright star in *The Impossible Dream*, of which Don Quixote sings, “This is my quest: to follow that star, no matter how hopeless, no matter how far...” Now look down and read the plaque. It says, “To Calvin Laughlin.”

Calvin was an infant when his parents became major donors to Wizard Academy many years ago. His father is Roy Laughlin. His mother is Ellen K.

Congratulations, Ellen - And thanks for the good news.

Roy H. Williams