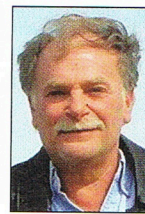


# Dr. of Tintology

by Mike Feldman



## RIP, Recession

Could this be that magical year we've all been waiting for? Is it time to pronounce the end of the great recession?

Well, I'm here to tell you that the answer is yes. The brave men and women of the window film industry will once again flourish in the awe-inspiring joy of ending glare, ultraviolet rays and heat across the nation!

Don't just take my word for it. The experts at *Bloomberg*, *Forbes* and the *Eurasia* group have all made the same claim, and you should start seeing evidence of it in your business soon—if you haven't already.

### Darlings of Darwin

The Darwinian struggle—survival of the fittest—has weeded out many of our comrades.

Many of us have listened to know-nothing marketing MBAs tell us how Maslow thinks we should fight for business to achieve self-actualization.

Window film dealers who've made it through don't need to hear that. We already know all about survival.

We've survived making sure our customers are happy (which, given the amount of things that can go wrong, easily can keep you up at night).

We've persevered through the self-doubts and self-criticisms we all experience from time to time. It's that feeling that comes when someone else has figured out how to make it rain new business while you stare out the window trying to figure out how your old shop had

suddenly been transformed into an adult daycare center!

My fellow Tint-A-mericans, we have endured the recession.

So take it from me, the Dr. of Tintology, living right here in the real world alongside you.

Let me shout it from the highest tinting tops: the load is off of your shoulders, and the recession is not merely gone—I proclaim that it is really, quite sincerely dead.

### Here's My Prescription

So what are we going to do about it?

Here's my prescription for a path to greatness:

- Accept what I am saying and STOP listening to the negative nattering nabobs that suck the air out of the room.
- Stay far away from those Debbie Downers and head into the LIGHT of successful people who are always willing to help you.
- Limit your time on window film discussion boards (which seem to be populated by teenage "men" with Olfa knives).
- If you are planning to attend a dealer meeting where corporate types use sports metaphors, play

loud music and project their logos on screens like the bat signal, remember—the real expert isn't typically on stage. The smart guys and gals are sitting right next to you.

- This is the year to shake off the gloom and doom and make things happen. If you don't control your destiny for your own personal greatness, who on earth will do it for you?

Listen to the Doctor. I know what I'm talking about.

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Mike Feldman is the president of Advanced Film Solutions in New Port Richey, Fla.

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