

## **“Research the Subject”**

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**“Researching the Subject”** is done to gather pertinent information for one’s own private knowledge or use; to earn an academic degree; to evidence a show of respect toward another; to validate or invalidate a theory; to confirm the expected level of acceptance of a new product or service by customers; and so forth.

Many of us are in such a hurry to ‘get something’ that we fail to take the time to adequately do the research to verify it is worth the effort in the first place. Many people are scurrying around ‘doing things’ for the wrong reasons or for reasons expressed to them by others who are not an authority on the subject either. That’s an example of “the blind leading the blind”. And all of us need look no farther than ourselves to find examples of this at one time or another. The trick is to avoid doing it habitually.

Depending upon how many times we have accepted the word of others on a subject about which we possess little personal experience or knowledge and it has led to our misfortune, we grow less trusting, more skeptical. With so much available to us on the Internet, it requires far less time and effort to check out the veracity of almost anything at all. It places an added burden on us to ‘know what we are talking about’ or to keep our mouths shut.

**RULE OF THUMB:** If it is important (or involves a large sum of money), be an expert on the subject, hire one...or become one yourself by **“Researching the Subject”**.