

SHUT UP AND LISTEN

# Hard Business Truths That Will Help You Succeed TILMAN FERTITTA

**TILMAN FERTITTA** is chairman and CEO of Landry's Inc. and Golden Nugget Hotel & Casinos. He is also the sole owner of Fertitta Entertainment, Inc. which owns and operates more than 600 restaurants, hotels, amusement parks, and aquariums in 36 states and more than 15 countries. His 60 restaurant brands include Mastro's Steakhouse, Morton's The Steakhouse, Rainforest Café, Saltgrass Steak House, and Bubba Gump Shrimp Co. Described as "the world's richest restauranteur", Tilman Fertitta also has his own reality TV show on CNBC called *Billion Dollar Buyer*. In October 2017, he purchased the NBA's Houston Rockets for a record \$2.2 billion. He is a graduate of the University of Houston.

The author's website is at: www.tilmanfertitta.com.

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#### MAIN IDEA

Never, ever stop worrying about your business. Even when it seems to be going smoothly, there's certain to be a force lurking out there somewhere that has the potential to take aim at your success. That threat will pretty much always come from your blind spot so stay vigilant.

Specifically, there are five potential blind spots which can kill a business if you're not working on them all the time. Focus on addressing these blind spots and you also have the potential to develop ideas which will help you break through to the next level. The five blind spots are:



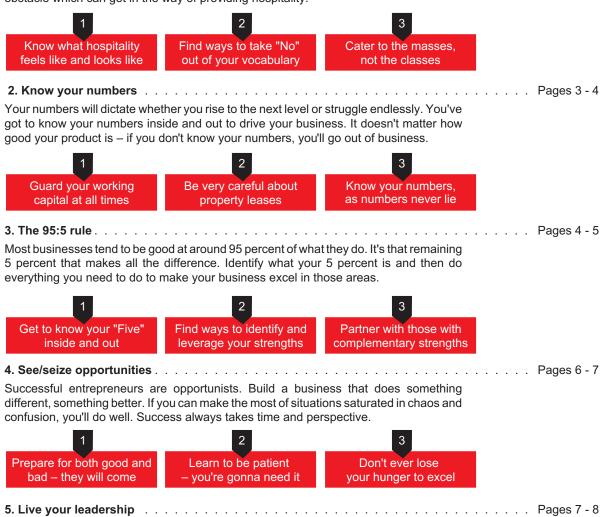
Above all else, make sure you shut up and listen.

"People ask me all the time: "What do you fear?" I say I don't fear anything, but I worry about everything. That's one of the significant features of the message I try to get across when I speak to business leaders, students, my employees, and entrepreneurs on my television show Billion Dollar Buyer. I have to tell entrepreneurs that, even as they pitch some very appealing products to me, there is some area where they are falling short that is hurting their business. So, as the title of this book says, the next step is a simple one: Shut up and listen. I believe my ideas and strategies can help you achieve success no matter what sort of business you happen to be in."

Tilman Fertitta



Whether you realize it or not, every successful business is built around hospitality. You have to know what this means for your business and then overcome each and every obstacle which can get in the way of providing hospitality.



Anyone can be a leader when times are good. It's when things are bad that you have the opportunity to show what you're really made of. Work hard to steadily improve your leadership skills. Great leadership goes hand-in-hand with great businesses.



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