



THE
**GREATER
FOOL**

Elton A. Hollis, III

OWNER OF HOL-TECH RESOURCES, LLC

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ELECTRONIC
PRESS
KIT



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Small Business Friday

BIOGRAPHY

Elton A. Hollis, III is the owner of Hol-Tech Resources, LLC. Hol-Tech is a full service consulting service that provides guidance and training in the Safety, Quality and Compliance realms. He is also the General Manager of RT Technical Solutions LLC, where he helps lead their team to the forefront of the Industrial Electrical and Instrumentation fields.

Elton helps out businesses by utilizing his 26 years' experience in the Oil and Gas Construction field, he provides Consulting, Training, Executive Coaching, and all facets of Safety Management and Compliance services to clients in the Industrial, Commercial and Small Business industries.

During the course of his career, Elton has held a wide range of titles from Field Laborer to Executive Ownership. He prides himself on being able to problem solve for his clients by utilizing a diligent work attitude with creative critical thinking. He is well-regarded in the Safety and Training field for his Small Business training grant work in collaboration with Lamar Institute of Technology. Elton combines this with a special interest in helping Small Businesses to succeed by conducting marketing meetings, events and numerous mentor speaking engagements.

In addition to his executive work, Elton is a co-founder of the Golden Triangle Industrial Group and Vice Chairperson for the Contractors Business Development Group. Both of these events help promote business growth by providing project information to local companies.

Elton is an asset to the many committees and boards he sits on because he brings the voice of business, understands the industry perspective; cares deeply about entrepreneurs, and is not afraid to challenge conventional thinking.

He has also been featured in several magazine articles such as:

- Featured on the Cover of:
 - ✓ Global Millionaire Magazine
 - ✓ InLife International
 - ✓ Global Elite Entrepreneur
- VT Post: Named in the Top 100 Entrepreneurs in Texas.
- Elitepedia
- The Los Angeles
- Refine Post
- The Global Celebrity

He is a proud recipient of the 2022 BBB Torch Awards for Ethics Award for Microbusiness.

In late 2021 he published his first book, "Creative Problem Solving" and now has published his second book, "Buy Into Yourself First", which outlines successful business development tactics.

Elton has also written his first song "Kirbyville", which describes his youth growing up in small town Texas and how it relates to him now.

In his spare time, Elton enjoys spending time in the outdoors exploring the Texas Hill country on hiking trails. He can also be found spending time with his children and grandchild. He thoroughly enjoys all the wonderful charity work that his area has to offer. One of these endeavours is forming Small Business Friday, a radio show/podcast in conjunction with his business partner Joe Tant that was picked up by Spotify and 10 other social media sites with over 3.7 Million viewers.





DARE TO BE THE GREATER FOOL

you're standing at the base of a mountain, gazing up at its towering peak. The summit seems impossible to reach, the climb treacherous and full of obstacles. Your heart races and your hands tremble. But the thrill of adventure ignites a fire within you. You know what you must do. You must take a leap of faith, push beyond your limits, flip off the naysayers, and reach for the summit. You must be the Greater Fool.

Now, I know what you're thinking: "The Greater Fool? What kind of advice is that? Who wants to be a fool, much less the Greater Fool?" But hear me out. In a world where everyone is playing it safe, sticking to the beaten path, and following the rules, the greatest risk you can take is to be the one who dares to think differently. The one who dares to dream bigger. The one who dares to take a chance on something others might see as foolish.

I'm not talking about blind recklessness here, mind you. I'm talking about the kind of calculated risk-taking that has propelled some of the greatest innovators, entrepreneurs, and artists of our time to success. The kind of risk-taking that requires courage, creativity, and a willingness to fail spectacularly. The kind of risk-taking, daring, and chutzpah that this country was founded on. Quite simply, I'm asking you to be the Greater Fool.

The Greater Fool Theory in Economics

In the world of finance and investing, the Greater Fool Theory is often bandied about. It's the idea that you can make a profit by buying an asset, even if that asset is overvalued, as long as you can sell it later to someone who's even more foolish than you are. Now, I know what you're thinking. "That sounds insane." And, well, maybe it is. But the truth is, it's a theory that's been put into practice time and time again, with varying degrees of success.

Here's how it works. Let's say you buy a stock at \$50 per share. You know the stock is overvalued, and it's only a matter of time before the market corrects itself and the price drops. But you're hoping that someone else will come along and be willing to pay even more for the stock than you did. Maybe they're operating under the same assumption as you or they're willing to take a chance on it because they believe in the company's future prospects.

Either way, the end result is that you're able to sell the stock for a profit, even though you knew all along that it was overvalued. And that's the essence of the Greater Fool Theory.

Now, I should point out that this is a risky strategy. But for those who are willing to take a chance, it can be a path to riches. The key, of course, is knowing when to get out. The Greater Fool Theory only works in your favor if a greater fool comes along. But if the market corrects itself and the price drops, you could be left holding the bag. And you don't want that.

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The Greater Fool Theory doesn't just apply to finance and investing. It's a mindset that can be applied to all areas of life.

Think about it. How many times have you taken a chance on something that you knew, deep down, might not work out? Maybe it was a job opportunity that you weren't quite qualified for, or a relationship that you knew was risky. Maybe it was a creative project that you poured your heart and soul into, even though you weren't sure if anyone else would appreciate it. In each of these situations, you were taking a risk. You were being the greater fool, in a sense, by betting on yourself and your abilities, even when the odds seemed stacked against you.

Now, I'm not saying that every risk you take is going to pay off. In fact, some of them might crash and burn spectacularly. But that's okay. Because here's the thing about being the greater fool: even if you fail, you'll learn something from the experience. You'll gain knowledge, you'll grow as a person, and you'll be better equipped to take on the next challenge that comes your way. And sometimes, being the greater fool can lead to incredible success.

Just look at the stories of some of the most successful people in history. Steve Jobs, for example, dropped out of college and founded Apple with little more than a dream and a vision. Elon Musk invested everything he had in SpaceX, even though the idea of colonizing mars was laughable... until it wasn't. These people dared to be the greater fool. They refused to settle for the status quo and were willing to take risks and challenge the conventional wisdom. And in doing so, they changed the world.

Take Risks & Embrace Your Crazy Ideas

The Greater Fool mentality is all about taking risks, even if you don't know what's on the other side. Sure, you might fail. But failure isn't the end of the world. In fact, it can be a powerful tool for learning and growth. Another key aspect of the Greater Fool mentality is the willingness to embrace your crazy ideas. You know, the ones that seem too unconventional, too risky, too out there. It's often those crazy ideas that lead to the greatest innovations and breakthroughs.

Don't Be Afraid to Stand Out

Another important aspect of the Greater Fool mentality is the willingness to stand out, to be different. It's easy to follow the crowd, to do what everyone else is doing. But sometimes, it's better to be the only one doing something. Think of Malala Yousafzai, who stood up for girls' education in Pakistan, even when it meant putting her own life in danger. She dared to speak out against the status quo and fight for what she believed in, and was shot as a result, but she survived and inspired a generation of women to fight back.

Take Action, Even if it's Imperfect

Finally, the Greater Fool mentality encourages you to take action, even if it's not perfect. Perfectionism can be a form of procrastination, a way of avoiding the risk of failure. But the truth is, no one ever achieves anything great by waiting for the perfect moment. Just think of the Wright brothers, who built their first airplane with little knowledge of aerodynamics. The idea of floating through the sky and flying would have been laughable, and now we're all propelled from one part of the world to another in flying machines. They were fools... until they weren't.

And let me tell you something. When you're the Greater Fool, you're not just taking a risk, you're making a statement. You're saying that you believe in yourself and your vision so much that you're willing to put it all on the line. You're saying that you won't settle for mediocrity, that you won't let fear hold you back, and that you won't let others define your success.

Being the Greater Fool is about more than just achieving your goals; it's about living life to the fullest. It's about embracing the unknown, pushing past your limits, and leaving your mark on the world. So go ahead, take that risk. Pursue that dream. Be the Greater Fool. At the end of the day, it's not the safe bets that change the world; it's the ones who dare to take a chance. And if you're willing to be the Greater Fool, you just might be one of them.





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