He knew one pretty good chicken recipe. Our man hit on the simple idea: «If restaurants give loads for using my recipe, I'll be able to earn a good living! ».   
Inspired by this idea, our 65-years-old loser got into his old rusty truck and started driving from restaurant to restaurant.   
He tried to sell his chicken recipe to restaurant owners, but no one wanted to buy it. You must agree, it seems logical. Let's imagine ourselves in the restaurant owners’s shoes. You've got a winning business, and then one bright sunny day a rustbucket drives up to your place, from which some strange old man comes out and invites you to buy first a chicken recipe from him, and then sent in money for him every month. Naturally you'll ask this madman:

— Are you probably a famous chef?

— No, I'm not a cook, - the odd grampa will answer.

— I see... Are you the one, who owns a highly successful restaurants network, and you are expanding it?

— I have no restaurants. There was one, but I went broke, - the pensioner honestly admits.

— Well, now I understand, - you guess. - You are a renowned cookbook publisher.

— No, I'm a loser and I have only one chicken recipe.

Admit it, Dear Winner, even in painful delirium it is difficult to imagine that a successful business owner can buy a recipe from an unemployed loser and pay money for it all his life. It's easier to buy several cookbooks that have thousands of different recipes printed for every taste. Psychologically, it is impossible to imagine that a successful business owner would pay money to a bankrupt unemployed person who does not even have the education and experience of working as a cook. Please take note - every restaurant owner can hire the best chef, and every professional chef knows hundreds of chicken recipes.