The Greatest Assist is YOU!
So, here’s a question: are you ready to risk what you have to get what you want?

This is the question that every entrepreneurial thinker must ask themselves. Whether they report to a multi-layered hierarchy, or they only have themselves to blame for success or failure, this is where all business success comes from.

Through over 16,000 hours of documented business coaching and almost 30 years of serial entrepreneurship, I’ve seen it play out time and time again. Those who are willing to work, to start from where they are, and build on what they’ve got, can change a lot of lives, have a lot of fun and make a lot of money, while teaching others to do the same. They will often outrun, outlast and outperform, those with more talent, education and resources, because they are dedicated to the idea that they are destined to succeed, whatever it takes.

So, if that’s you, keep reading, otherwise, frankly, you’re wasting your time and mine. In fact, not to be rude, but please message my site and remind me to remove your email from the list. I can’t help you. But, on the other hand, if you’re ready, really ready, keep reading. I’m going to share some of the foundational truths behind my success in business and as a coach, so here goes.

Imagine you climb on a plane, headed to your next business conference, or even vacation, and you choose a seat next to me.

On this imaginary flight, I strike up a conversation with you. It turns out, you are looking for some good advice on how to launch into more success in your career, and we have one hour until this plane touches down and we may never see each other again. In the next few pages, I’m going to share the best advice I have, the things I know will make a change in your life for the better, if you listen and apply them and you’re not afraid to take some risks to get where you want to be.

Some of what I’m going to say is going to be very familiar, that’s okay, foundational truth is common in a lot of schools of thought. Some of it will be new, and hopefully, my unique perspective, combined with your own knowledge and skillsets can intersect to create a little magic. The biggest key here is you, you’ve got to be open and teachable. You might even want to take just a second and remind yourself, that as you read the next few pages, you are going to be open to new ideas, and ready to learn. Otherwise, you may learn these things the hard way, because they are true for everyone. Ready?

You are a person of completely unlimited potential!

You’ve heard that one before, right? And you may have even be tempted to believe it, but had you really grabbed onto it, you would be teaching me right now and not the other way around. It’s true. No matter what stage in life you approach this conversation from. No matter how much wreckage and how many failures may be floating in your wake. No matter how bleak you think your future prospects are, I guarantee you that 99% of the solutions in your business life remain untried. I guarantee it! I can also guarantee that you are ready, you have what you need to take the next step. But, what I think doesn’t matter, you have to get this for yourself, so here are three steps you can take to realizing this and putting it into action.
Step one, Identify your hidden assets

I know, you don’t have any, right? What you see is what you get, but here’s the thing. We all lie. We all lie to ourselves, and so many of our talents and abilities lie hidden behind the myths we’ve told ourselves about why we’ve failed in the past, or why success in the future is uniquely difficult for us. Those things all have one thing in common, they are all lies. Do this:

• Think back over the last three years and list some major obstacles you’ve overcome you didn’t think you could!

This can be anything! You might have crushed a sales goal, earned a long-awaited degree, got out on your own to work independently. Whatever it is, write it down, but it’s got to be something you told yourself you would never happen!

Now, ask yourself, what assets did you leverage to break down those barriers? What skills you might not recognize were required to achieve that success? They’re there, and once you find them, own them! Add them to your mental image of yourself, you just became more badass than before, didn’t you?

• Now, I want you think about your future goals, in any area of your life.

Pick out the scary ones, the ones you think, why did I ever think I could do that? Now, with your newly owned skills, look at those goals! Did they just get a little smaller, when you think about the obstacles you’ve already overcome? I bet they did, didn’t they?

• Now create an action plan, using your new-found skillsets to work toward your scary goals!

It doesn’t have to be complicated. You can start by just determining how to research solutions for your goals. Write down some action steps you will take, employing the skills you’ve already proven in overcoming obstacles, to move toward your goals, and commit to the plan!

Do you see what you’ve just done? You’ve downgraded the liabilities, while banking some new assets to help you move forward in confidence! It’s amazing how little it take, for us to feel better about things, isn’t it?

Now you’re in a position to develop some new communication skills to help you share your story!

• Get out and find some places to practice. Toastmasters, Rotary, local networking groups can all be helpful.

This takes you outside your comfort zone (they’re pretty places, comfort zones, but nothing ever grows there) You’ll be learning from others in your field, hopefully, some of them will be further along than you and you can follow their lead. You’ll become infected with the atmosphere of enthusiasm and success.

• Develop a reading list! Start with the classics, like, How to Win Friends and Influence People, Think and Grow Rich or The Greatest Salesman in the World, and work your way up to trending bestsellers.
For those who are interested, I do free consultations for new potential clients. We can discuss your goals and see if it’s a good fit for both of us. Check out my website at (address of free consultation offer)

Step two, actualize a plan to monetize these new assets as you achieve your scary goals!

Yes, this is quick, but let’s take a look what happened the last time you slowed down enough to over analyze your situation. That’s where you were when we started this conversation, doubting yourself, in spite of the tremendous obstacles you’d overcome in your recent past. Now, you can clearly see that overcoming these obstacles has uniquely qualified you to take on this challenge, so why wait?

* Start by building relationships to bolster your newfound strengths

It’s not enough to acknowledge and own the skillsets you gained in overcoming your obstacles, you’ve got to reinforce them, until areas that used to look like weaknesses, become strengths. Look for two kinds of people, those who will encourage you in your new skills, who see it and can cheerlead, and those who present a challenge, who need you to use those new skills to serve them in some way, although they may not realize it yet. These might be new prospects, if you’re in sales, or a new business partner, if you’re a venture capitalist, the possibilities are endless. Decide what it means for you.

* Create a presentation that sells your new strength as a benefit.

You may have learned how to navigate a tricky investment, or lending instrument. Maybe you cracked the code on finding the perfect audience for a product you’ve tried and failed to sell. Whatever it is, you are now uniquely qualified to help anyone who is on the other side of the obstacles you’ve overcome. Find or develop a product, or service, that allows you to share this benefit with prospects.

* Create urgency in your prospects to own your product now!

Since you are building this strategy around personal experience, you become your own best testimonial to getting past, and on the other side, of whatever the obstacle may be. Think about your situation before you faced and defeated that challenge. What were you facing? What points of pain made it impossible for you to stay where you were, what pushed you forward? This is where you meet your prospect, by showing them the relief you’ve gotten from getting past this point.

Don’t wait too long to take action, strike while your enthusiasm is at its highest.

* Don’t create contingency plans, there is no option for planning to fail here
* Take action, try to make your first step irrevocable, like making a public announcement
* Test more than one approach, just like fishing, you use more than one kind of bait to attract different varieties of fish.
Step three learn to measure your progress as you grow into your potential!

Growth potential is a process. Some phases take longer than others, some people take longer than others. If you don’t set up metrics for measuring success from the very beginning, you’re sure to become discouraged and distracted along the way, long before you achieve your goals.

- **Schedule regular checkups**

  This is more than mere goal setting. Once your goals are set, choose some intervals at which you want to reevaluate your progress. You need to intentionally decide these. If you check your progress every five minutes, you won’t last an hour and this is a marathon, not a sprint.

  - Make your targets reachable, set reasonable goals, in both the short and long term.
  - Tie your goals to a timeline by making them time specific. Decide how long it will take.
  - Record our progress, whether this is in numbers or written form, like a journal, or maybe both!

- **Be willing to be wrong and willing to fail**

  While you don’t plan for failure, you must go into this understanding, there can be setbacks. Expect them, learn from them, and move on. I’ve never met people with sustained success who didn’t also have some horror stories about their failures.

  - Go for a hundred no’s. When seeking prospects, set a goal based on how many contacts turn you down, just to mentally flip the script on yourself. You’ll probably never reach 100 without making a sale!
  - Remember your why, this is so critical! Why are you doing this? Money, prestige, family? Whatever gives you joy in your work and inspires you, remember it, celebrate it!
  - Start with your chicken list! When prospecting, start with the people you’re afraid to call, close friends, family whoever! It’s never as bad as you think it will be and things get easier after that.

- **Celebrate some successes**

  All work and no play makes Jack a Dull boy, as the saying goes, stop and smell the roses, the clichés fairly drip from this one, but it’s true. You must celebrate success when it comes. For most, this is a primary motivator!

  - Learn how to recognize success (even the small ones)

    - Not every success is on your goal list, for instance, I recently received a call at seven in the morning. It was one of my coaching clients, she says “Thank you, you are a game changer.” I made nothing from that call, but it lets me know, I’m getting through, which is how I measure success!
o Take time out to regroup smell the roses, live in your why
  • Take time to dream! Sometimes we, stick our dreams in storage and pile our junk on top and leave them in our youth. It’s never too late to dream! Be sure to thank your clients and celebrate with them. Take care of yourself, you are your own most valuable tool. You maintain tools, because they are too expensive to constantly replace. You, are irreplaceable.

o Celebrate the success of others
  • Watch for success around you! It’s infectious and if you can spot it, you can jump start your own! Take the time immediately to congratulate people on success, as soon as you find out. You can text message, email or post to social media. It doesn’t need to be expensive, or time consuming.

Get in the habit of doing this, even when it’s the other team! Think of sports teams, passing by to congratulate each other, even after a brutal defeat. This doubles your opportunities to celebrate and celebration builds anticipation!

If you can follow this simple plan, I can guarantee you will find more success, daily!
It starts small, but soon, where you were celebrating setting a single client meeting to pitch the sale, you are soon celebrating sales, then new sales records! These little successes become the bricks of a trophy- wall of successes that make it impossible for you to forget the first thing I told you, friend.

You are a person of completely unlimited potential.