

Your image, their perceptions

What lies at the root of what you want for your business? Get clients, train clients, get paid. That's certainly a start.

What will make you better at this is not technical knowledge in your field but human interaction, learning to talk to and deal with the variety of potential clients out there.

You have the power to create outcomes. With this power and the gratification from helping others there are no limits to what you can do and who you can help.

You are in the business of helping people and when you share your expertise and knowledge to make them better the gratification that they feel will be returned many times over.

Empower others with knowledge and they will empower you with unlimited gratification.

Continue to grow in human interaction and the experience of the sense of reward in five steps:

Dream It: Know the difference between wishing and dreaming! Wishes mean 'I hope' while dreams mean 'I will!'

Grab It: The dream is there now take hold of it. It's not reeled in just yet, but you have a handle on it.

Own It: Narrow the space between where you are and where you want to be. You may not have it just yet but it belongs to you.

Master It: Know what it is what you want with it. Step into the box where it lives and be surrounded by it

Share It: Use it to empower others and feel empowered.

Allow a new dream to emerge. They will come to you, by all means let them in and grow with them.

These steps are the final pieces of our lesson in Creative Tension and making it work for you.

It's not lonely at the top: there is a whole community of leaders out there!

Humans can't inherit dis-ease. They can only inherit a predisposition to things such as high blood pressure, diabetes, etc. One may be more susceptible to high

cholesterol than the next person but that doesn't mean they have to pill up to deal with it. They didn't get high cholesterol from their dad, all they got was the potential for it to occur. Their own habits did the rest but you can break them out of it and change their life.

Preventing dis-ease is far more effective than curing dis-ease but sadly most people will only want to get well once they've gotten sick rather than just stay well in the first place. But by *communicating* to people that you can cure their dis-ease with the skills you can pass onto them you have tapped into a vast and open market.

Consider yourself a prevention expert and a wellness expert! Don't make this the very platform of your business model but if you think of part of what you do in those terms there is no end to what you can learn and subsequently pass on to your clients.

Becoming an Expert:

Expertise defined: Having involving or demonstrating great skill dexterity or knowledge as a result of experience or training.

It doesn't say anything about how much skill or knowledge or experience. Does it mean 6 months, 6 years or 60 years? The answer: Maybe. Until you're able to think and talk in the language of what you want to specialize in don't call yourself expert just yet. When you're able to solve a problem with your skill without having to think about it you can then consider yourself an expert. People have a way of seeing through that otherwise.

You don't have to call yourself an expert to be seen as one. Cure the dis-ease and they will know that you're an expert.

When interviewing a new client ask if they've had blood work done and if so ask to see a copy of it to familiarize yourself with baseline info on cholesterol, glucose levels, etc. Set yourself away from the pack with more information you can use to help your clients.

Consider what you want people to think of the moment they see your face, see you, hear your voice or read your words. What makes you different and how can you convey that when people encounter any of the above.

Whatever you create for your website should represent who you are, what you are and how people can benefit from you. Keep it simple but understated.

When offering your service what action do you want people to take? Drop by for a visit or make an appointment to see you? All they need is a reason to come in so give them one.

