CREATING | LEADERSHIP

How “No” Can Take Your Business to the Next Level!

Eventually you find that hearing NO will… in fact… start being FUN!

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What if, starting today, the word ‘no’ didn’t stop you? What if every time you heard the word no, you became stronger, more powerful, and more resilient?

What if the greatest success strategy in the world was not to go for yes, but to go for no?

For network marketers and direct sellers that are discouraged by the failure and rejection that can come with building our business there is a concept that can inspire you in a totally new way! It is true: the word ‘no’ doesn’t have to hinder you. In fact, it can empower you to achieve a whole new level of greatness you never dreamed possible.

Here are two simple ways to start reprogramming how you think and feel about failure, rejection and hearing NO!

Change your mental model of “success” and “failure”

Most people operate with the following mental model:

SUCCESS <== YOU ==> FAILURE

They see themselves in the middle, with success on one end and failure on the other. They do everything they can to move toward success and away from failure. But, what if you reconfigured that model?

YOU ==>FAILURE ==>SUCCESS

Instead of viewing failure as something to be avoided, turn it into a "stepping-stone" on the path to success and gratification?

In other words: Success (Yes!) is the destination. Failure (No!) is how you get there. To achieve significant success in today's world, failure is not just a possibility. *It's a requirement.* Look at the most successful consultants and what you will find behind the success, a person who went through failure (sometimes a lot of it!) along the journey.

Stop Tolerating "No" and Start Embracing It!

If it's true that the more we fail, the more we succeed (and it is), then your immediate goal should be to intentionally increase your failure rate! With this thought in mind, you're succeeding even when you fail. For most people, if they actually counted the number of times they hear "no" during a typical day or week, they'd be shocked to see how low the number actually is. Go ahead and try it!

And then, from now on, every time someone tells you "NO" immediately say to yourself, *"Great, I am one step closer to Yes!"* Now, at first it's going to feel really strange and you might feel like you're lying to yourself… but eventually you find that hearing NO will… in fact… start being FUN!

Richard Fenton & Andrea Waltz are professional speakers and the authors of "Go for No!" a short, powerful story written specifically for business owners and networking professionals just like you who must learn how to face failure and rejection to be successful. They are also the producers of a new documentary DVD, "Yes is the Destination, No is How You Get There." For more information on "Go for No!" go to: http://www.goforno.com and sign up for our free e-zine while you're there!