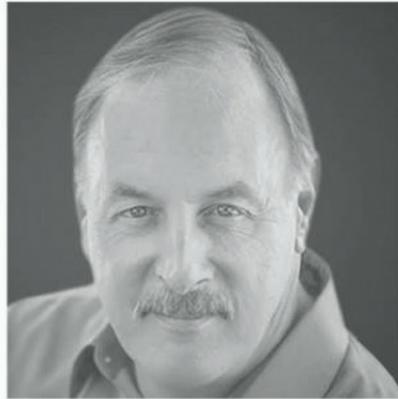
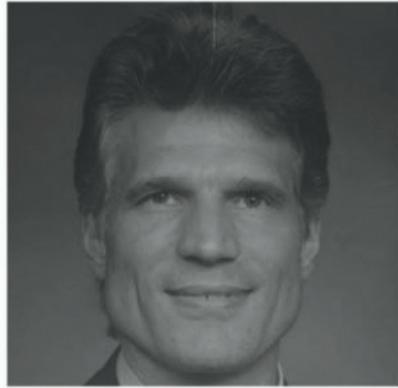


my 3's volume 1

steps, secrets, and tips for rapid growth and high achievement from transformational leaders



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LARRY BROUGHTON

my 3 tips to boost workplace productivity

High achievers are way too often like little kittens: we're easily excited and distracted by the latest bright, shiny object, which can lead to piss poor productivity.

Life can often get overwhelming for high achievers and entrepreneurs, and we all seem to be pursuing the perfect work-life balance. The secret, though, takes a lot more than just leaving the office at 5pm each day.

Like high achievers, many entrepreneurs absolutely love their business and end up spending most of their waking hours working on their business, working in their business, and talking about their business! While this is great on some levels, it can also strain, or even destroy, important relationships with friends and family. Ironically, many entrepreneurs first got into business ownership to create a new life with more freedom for these important relationships.

So, how do we solve this dilemma?

1. Embrace Productivity Enhancers: One way to create more “time ” is to get more done during work time. Here are some tips I use:

- **Use Multiple Computer Monitors:** This is a huge time saver. The amount of time lost each year by most single monitor users in opening, closing and switching windows is at least one full workweek. Using two or three screens is a big productivity booster. A great app to turn your tablet into another screen for your laptop is Air Display.
- **Only Return Phone Calls/E-mails 2-3 Times per Day:** Another big productivity booster is turning off your e-mail/message notification on your computer and PDA and returning calls/e-mails at specific times each day. For example, you could return these between 11 am – 12 noon and 3 pm – 4 pm each day. When you're focusing on a task, each interruption costs you 10-15 minutes of productivity time.

2. Only Work on Tasks Aligned with Your Strengths:

Just because you *can* do something, doesn't mean you should! Many entrepreneurs waste enormous amounts of time on marginal tasks instead of outsourcing, delegating or deleting them because they either don't have the right team or they aren't using that team properly. Don't fall into this trap.

3. Schedule a "Digital Detox": To achieve enduring success as a high achiever, you must schedule downtime. Several of my friends, who are successful seven-figure entrepreneurs are fond of saying "the less I work, the more money I make." Regularly taking time away from your business by completely unplugging (no iPhone, social media, or e-mail) is crucial.



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3 tips to boost
workplace
productivity

Embrace
1
Productivity
Enhancers

Only Work on
2
Tasks Aligned
with Your
Strengths

Schedule a
3
"Digital Detox "

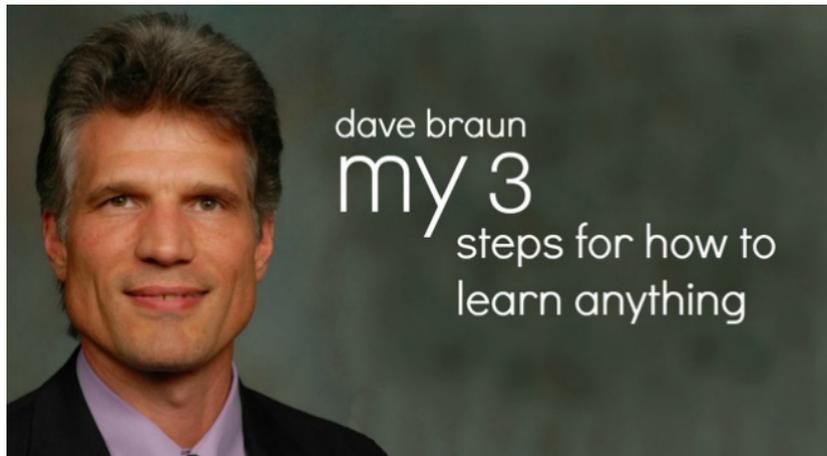
Letting the constant buzz or “white noise” of business subside actually improves your ability to think strategically, as it allows your subconscious mind time and space to operate. Combining these strategic timeouts while spending time with family, friends, and other important relationships is a powerful 1-2 punch. If you can't imagine this ever happening, I recommend starting with just one afternoon a week as soon as possible and expanding from there. Ultimately, you should aim for taking 1-2 weeks (or more) away from your business several times a year!

Far too many of us procrastinate on boosting our own productivity, because we simply don't see the long term benefits of committing to making the small, incremental behavioral or environmental changes to our lives. So close your eyes and reflect on your answer to these questions: What's the lifetime value of just one percent more productivity added to your life and projects each and every day? What would you do if you could recapture four weeks of lost productivity in your own life each year?

Larry Broughton is an award-winning ceo & entrepreneur, best-selling author, keynote speaker, and former US Army Green Beret. His upbeat, unique approach to entrepreneurship, leadership and life have been featured in news articles from the New York Times to the Los Angeles Times. He has appeared on every major television network, as well as CNN, CNBC and MSNBC.

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DAVE BRAUN

my 3 steps for how to learn anything

In our fast-paced world, those who can adapt are the ones who thrive; and to adapt means to learn. As leaders and entrepreneurs, learning is HUGE in keeping us on the cutting edge of our industry, life, and relationships. I'm lucky. My number one strength, from the Strengthsfinder 2.0 evaluation, is LEARNER. So, I've learned how to learn! Of course, I'm always learning how to learn better and faster. For now, I use the acronym of DAD when I want to learn something new.

1. Decide. First, decide what to learn. Ask yourself:

- What's the one skill that will put you in the top 10% of your business or that might separate you from the pack?
- What have you always wanted to try just for fun?
- What have you been putting off learning that you shouldn't?

Second, decide how good you want to be. For example, in learning a language, there's a big difference in effort between being able to converse with someone versus actually reading and writing the language.

Third, write down your why. Attach a strong reason to it so you don't give up easily. Money? For enjoyment? To help someone? To improve your life in some way? To keep your skills fresh?

Fourth, mentally commit to keep going until you've either hit the level of expertise you've decided on OR you've spend x amount of hours. NO MATTER WHAT HAPPENS, COMMIT; otherwise, don't go further as you'll set yourself up for disappointment.

When I wanted to learn how to do mobile apps, I simply wanted to make an app that helped people, produced some passive income, and kept my programming skills fresh. I didn't want to learn to teach programming, to speak on it, to make it my life's calling, or to be the best in the world at it.

2. Action Plan. Create an action plan. It should include these aspects.

- Time. How many hours can you commit?
- Coaches/Mentors/Teachers needed. Who can you talk to?
- Money to spend. It takes some moolah to learn. Depending on how fast you want to learn, sometimes it's a little, sometimes it's a lot.
- When to re-evaluate. Give yourself enough time in execution before you re-evaluate (like 20 hours).
- And most important of all, have someone hold you accountable.



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3 steps for how
to learn
anything

1
Decide what
to learn

2
Create an
Action Plan

3
Delegate to
the PROCESS
you've just
setup

Follow the 80/20 principle and ask someone knowledgeable which are the 20% items that will give you 80% of the results. When my kids were younger, we read a book about how to get good grades in school. The suggestion was to talk to the teacher or professor and ask them what are the most important things to concentrate on in order to get an A, or what fundamentals must be mastered, or what mistakes to avoid.

So here is what I did when doing my first mobile app:

- Time: Committed to 10 hours a week. And I tracked my time, noting when I started and stopped.
- Teachers: I found a free online course at Stanford that included lectures, handouts, and homework. Awesome! But what I missed was having a person I could talk to when I was stuck. I lost many hours on that. So find someone to be your coach, to either ask questions, or to help you devise a learning plan. Pay if necessary.
- Money: I had to buy a MacBook Pro (I had been a PC guy until then), some books, and pay someone for website creation (I've learned that too!). And I should have paid for coaching.
- When to re-evaluate: My main milestone was when I got my first app in the store. But when the first re-evaluation time came after I finished the course, I wanted to make sure I still enjoyed it and felt confident enough to move ahead.
- Accountability: I had a business partner for this app, plus a normal accountability partner, and logging my time worked well because I didn't want to disappoint myself!

3. Delegate. Finally something easy, right? No! I want you to delegate to the PROCESS you've just setup.

That means putting your head down, keep moving forward, and not looking up until you've hit the first re-evaluation milestone.

When learning a new skill, you will stink at it for a while. And that means you'll probably want to give up quickly – which is hard since so much self-confidence can come from being competent in areas we think are important.

But here's what you need to do: GET RID OF THAT STINKIN' THINKIN'! Nobody is good at anything until spending time and effort at it. A baby learning to walk doesn't give up after falling, right?

So keep trying; at the beginning you'll feel like you're crawling, but one day you'll walk, followed by running! It just takes time. And this is why you've committed to keep going until the hours or re-evaluation milestone is reached.

Remember, a baby has their mom and dad cheering them along. Hello, accountability partner!

Final Words

So try this method today – right now! If you're already learning something, take it through this method to amp it up. Or start something new.

Decide what you want and why...create your Action Plan...and Delegate the results to the process.

Dave is Larry's partner in FLASHPOINTS and yoogozi.com (type Braun in the search bar to see what else he's written). He's a certified John Maxwell speaker/trainer/coach, works with a marriage ministry at onefleshawakening.com, and does freelance website design, often in conjunction with Wordflirt.com. He previously worked in the corporate world for 30 years as a leader of diverse teams at a semiconductor company. Dave can be reached at dave@flashpointdaily.com and occasionally tweets as @dpbraun (yes, the next thing he should learn more about is twitter).



KEITH BALDWIN

my 3 favorite tips for building strengths-based teams

The world's best managers learn how to identify and bring out the unique strengths of each of their team members and then focus the collective strengths of their team towards business goals.

Entrepreneurs often tell me that a strengths-based approach seems soft. It's not. It takes an investment in time and energy to help team members see, understand, and believe in their own strengths. Each time you hold a team member to a high standard and they deliver, it helps them develop confidence and hope for their future. You are building people AND a business.

The very best leaders focus on developing team member strengths, creating an engaging culture, and developing exceptional performance objectives for the team and for individual employees. Let's look at how these three elements tie together:

1. Strengths

Many of the world's most successful organizations have used Gallup's Clifton StrengthsFinder® to measure the talent of their workforce.

However, the very best managers take it deeper – they invest time and energy with team members to help them develop their strengths so they consistently deliver exceptional performance.

It's worth the investment! Gallup found strength-based development influences a variety of performance measures including a 12.5% increase in productivity, profit increases of 8.9%, and turnover decreases of 14.9%.

So, how do you know what your team's strengths are? Ask them! If they've taken the strengths assessment, ask them how their strengths helped them create success in the past. Ask them how they currently use their strengths to achieve amazing results. Questions like "Of all the things you do, what you do best?" will help illuminate where they may be strongest.

People often don't recognize their own strengths – some things are just easy for them. Your role is critical in helping people recognize and develop their strengths. They need to understand the value their own strengths bring to the organization.

Schedule time once a month to coach your team members on how they can productively apply their strengths.

Look for strengths in action. If you catch glimpses of excellence, point it out! Help your team understand how to purposefully use their strengths for success.



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3 tips for
building
strengths
based teams

1
Strengths

2
Engaging
Culture

3
Performance
Oriented

Be sure not to overlook your own strengths. You most likely don't manage like anyone else – and that's a good thing. Discover and develop your own strengths too. Getting assistance from a coach makes that easier.

2. Engaging Culture

How much time do you spend each week on team member development?
Creating an engaged team starts with the manager.

Your strengths, and the strengths of your team, develop when you practice using them in very deliberate ways to increase employee engagement. Focus your efforts on strengths-based development. Help employees learn how to spend as much time as possible working in their strengths. This is how you create an engaging culture – giving you the ability to do more with less, while surrounded by people who love what they do.

Engagement also increases when the pathway to success is clearly communicated in two-way communications. If I asked them, could your team members tell me exactly what's expected of them each day? They have to prioritize their work just like you. Do they know what is most important and why? Would they ask you if they weren't sure?

A key factor for increasing motivation and engagement in team members is a sense of mastery. When an employee senses they really excel at some aspect of their job, their natural motivation flourishes. How often do you catch people doing things right? Don't wait for their performance review to tell them!

High performing managers focus on results at the same time they are developing their team. This 'performance orientation' provides the framework for engaging their team and bringing out their strengths.

3. Performance Oriented

Don't just help employees see how their efforts support the vision and mission of your company. Find out what their personal goals are. Help them see how achieving goals in their current role will lead to fulfillment of their own dreams.

Great managers see the potential in each person and for the team as a whole. They relentlessly focus their energy around helping them see what's possible. At times, they want an employee's success more than the employee!

Managers with performance orientation clarify expectations and have weekly accountability conversations with their team members about commitments from the week before. It's not really an expectation if there is no accountability.

Similar to the strengths on a sports team, strengths on your team won't develop in a void. Examine your team's engagement, set high-performance objectives for your employees, and help them aim their strengths towards success.

Keith Baldwin is a Gallup-Certified Strengths Coach who helps business leaders build strong engaged teams. Keith's coaching programs help clients clarify their vision and objectives, then execute high-leverage strategies that lead to accomplishment of organizational objectives. You can connect with Keith at his website www.keithbaldwin.com or send him an email: keith@keithbaldwin.com.



ALLI FERGUSON

my 3 powerful secrets to creating lasting happiness

For far too many of us, happiness seems elusive and we've learned to simply accept the dull, ho-hum existence of just getting by.

These are the 3 principles I've found most powerful to lay the foundation on which to build a monument of happiness for a lifetime.

Defining Happiness

"Happiness" is that elusive thing that exists in the ether and the minds and hearts of people, and is so intangible that it seems ridiculous to think there could be something tangible that could create it or nurture it into our lives.

I've been a happy person for as long as I can remember, and when I reflect on what I do that nurtures that state, I come up with many things, but the top 3 that stand out are:

1. Have a neutral perspective.

Knowing that everything isn't as great as it seems and isn't as bad as it seems keeps us emotionally neutral, and that prevents the super high "ups" of the good stuff that happens and the super low "lows" of the bad that happens.

It comes from a knowingness in our being that everything is for our greatest good overall, and has the potential to teach us a lesson if we have the courage to look for it.

Remaining neutral allows us to not get swept away by our perceptions of what we see, but to see things as they really are. Since nothing is perfect, we need to keep our eyes open for potential pitfalls, and remaining neutral does that.

2. Workout hard every day.

There's something that happens mentally and chemically when you train as hard as you can each day that cannot be duplicated another way. When you train hard, and I mean as hard as you can, you get comfortable putting your whole self into something and pushing your boundaries. When you do that, you don't hold back, which means you have no regrets that you didn't give it your absolute best. When you do your absolute best in everything, you cannot walk away from a situation feeling like you could have done better if it didn't work out, and more often than if you don't do this, you'll win. Doing this daily expands your capacity for more each day, which allows more into your life (more love, more business, more friends, more success). This one simple act of training hard each day permeates each area of your life, and it becomes inevitable that, more often than not, you will get what you want in all areas of life. Which of course, makes us happy.



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3 powerful
secrets to
creating lasting
happiness

1
Have a neutral
perspective

2
Workout hard
every day

3
Make progress
everyday

3. Make progress everyday.

In every area that matters, move forward toward greatness and make progress. Progress makes me happy because I know I'm ultimately getting what I want, and that makes me happy. Whether it's making progress in earning more money, paying off debt, deepening relationships, finding new ones, building a strong body, or losing weight.

All of these things take time to come to fruition, so they require daily progress to be made if they will ever turn out in our favor. Even if the progress is small, you will know you made progress, and that builds internal integrity. Integrity makes us happy because we can trust ourselves to do what we told ourselves we would do.

Trust is the foundation of any relationship and the most important one you have is with yourself. When you are happy with you, you are happy.

These 3 things are what I've noticed are lacking in most people who aren't generally happy. I'm not talking about being sad over a particular event or circumstance that has happened, but I mean being a happy person. When we are internally happy, life is just better. Life becomes beautiful and something we want to participate in, and that causes us to give our unique and beautiful gifts to the world, which benefits the world.

Alli Ferguson is an entrepreneur in the fitness and financial worlds. She has brought her two passions together and is currently working with those who want to live the best life possible in the areas of fitness and finance. She is the mother of two and volunteers for Girls On The Run OC as a coach. You can find her at alliferguson.me and [@alliferguson](https://www.instagram.com/alliferguson).



STEVE SMITH

my 3 steps for playing in your zone and achieving professional excellence

Playing in your zone is a wonderful place to be. It's those moments when everything is not only going right, but it feels effortless. It's as though you have done it a million times and each time the outcome is better and better.

When you are operating in your zone, you are mentally at a peak state and your confidence is driving you to deal with things that normally make you retreat. You are unstoppable and everyone who is working with you or around you knows it!

Unfortunately, for most people, this type of operating panacea is but a dream or a situation that happens and then is gone, never to be repeated.

Why?

Because people confuse performing at this level with luck or pure happenstance. They view it as something reserved for athletes or others who have the luxury of devoting their time to perfecting one thing. In reality, being able to operate at a level where you are your best is something anyone can master.

It takes a certain level of focus and dedication and it's not easy to consistently repeat, but it can be done.

What it takes to play in your zone and achieve professional excellence can be boiled down to a few specific areas: understanding your purpose, maximizing your most precious resource, and having a personal refueling strategy.

Understanding Your Purpose

When you think of all the areas your life and work take you, the experiences you've had, and the successes and failures you've endured, there's a pattern throughout these activities that you may not have noticed. This pattern holds the answer to where you operate the best.

- I call it 'your calling.'
- It's that one thing you are more driven to and where do your best. It's what draws you to certain activities and functions. It's what draws others to you. Like the GPS in your car, it knows where you want to go and it gets you there every time, if you let it!

Figuring out what your calling is takes some doing, but once it's clear to you, everything changes. Your outlook and your desire to go beyond normal effort seem limitless. The performance you achieve is beyond your expectations at first, but with time and practice your confidence will support your ability to continually play in your zone.



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3 steps for playing
in your zone and
achieving
professional
excellence

1
Understanding
Your Purpose

2
Maximizing
your Most
Precious
Resource

3
Having a
Personal
Refueling
Strategy

So How do You Figure Out your Calling?

Take a moment to think about your journey. Talk with friends and colleagues you trust and respect to get feedback from them.

Then start observing the outcomes of things you do. Eventually, your pattern will emerge and with it, your true calling.

Maximizing your Most Precious Resource

We all have a special combination of skills, abilities and resources to work with. Among them, however, is one that is more valuable than all the rest.

It's your time! The question becomes, how are you using it to play in your zone and achieve professional excellence?

Remember, time is like currency: you pay for everything you do with your time.

Questions You Should Ask About How You're Using Your Time:

- How much of your time is spent doing things to support and develop your calling?
- How many times do things in your environment divert you from using your time optimally?
- Are you well organized and directed, or are you prone to distractions?

Once you understand the value of your time, keeping yourself in your optimal playing zone means controlling your use of it.

A brief look at Pareto's Principle (the 80/20 rule) suggests that 80% of the things you do well and accomplish come from 20% of the activities you spend your time doing. Identifying these primary values and scheduling your

time to do more of them is what can propel you into your zone on a more continual basis.

Having a Personal Refueling Strategy

The greatest performers have a few things in common, and one of the most impactful is recharging themselves so they can continue to perform in their zones.

Being able to excel again and again requires refueling at a physical, mental and emotional level. But with so much on our plates these days, how do we find time to refuel ourselves?

I would advocate that taking the time to refuel, refresh and recharge should be as important as eating and breathing! The more time you devote to keeping yourself prepared for peak performance, the most effortless 'being' in your zone becomes.

The best way to address this essential component of professional excellence is to figure out where your inspiration comes from. Being inspired by something or someone you respect, trust, and would like to emulate is powerful stuff! Simply incorporating a steady dose of reading, watching or listening to the things that involve real feelings from new ideas, innovative approaches, or genuine stories of accomplishment will give you fuel to keep pushing your own limits.

Ask yourself these few simple questions before committing yourself to a refueling strategy that will work for you:

- What must I change in my routine to improve my physical health?
- How can I incorporate new learning to stay ahead in my chosen profession?
- What brings me joy or lifts my spirits?

Adding your answers to your daily or weekly routine will do wonders for your ability to get to and stay in your peak zone.

Now playing in your optimum zone is mostly mental. And, like every other thing you learn to do extremely well, it takes a plan, continual dedication and practice.

If you have been searching for a way to start your own journey so you can play in your own zone more consistently, visit my website and download a free copy of my new ePlaybook "Pro*Fectiveness: The Art of Achieving What is Most Important to You." It will help you get a clear, consistent head start.

www.growthsourcecoaching.com



MARCOS OROZCO

my 3 lessons learned from sheryl sandberg

I'm not sure if you've noticed, but there's an Entrepreneur Movement happening right now.

I recently attended fellow Gentepreneur Nely Galan's Adelante Movement™ at the NCLR Convention at the Los Angeles Convention Center. An enthusiastic crowd of mostly female Latina entrepreneurs, with standing room only, closely listened to Nely Galan interview Facebook billionaire Sheryl Sandberg. I was taking copious notes and the crowd was fully engaged with the conversation.

As the only boy in my family, my mother and father taught me to respect and appreciate women. Needless to say, what I learned from Sheryl was eye-opening and inspiring.

Three Things I learned from Facebook Billionaire Sheryl Sandberg:

1. Women are the fastest growing segment of Entrepreneurs in the country and leading that charge are Latina Entrepreneurs.

Over the last 10 years, there has been a 200% growth in Latina-based businesses, compared to 55% made by their non-Hispanic counterpart.

Studies show the Latina entrepreneurs have a start-up rate of six times the national average. Firms owned by Latinas are estimated to be 944,000 as of 2013, they employ over 400,000 employees, and are responsible for generating over \$65 billion dollars in revenue. Yet, there's still a lot to improve upon according to Sheryl, who founded LeanIn.org

2. Only 7% of women negotiate their first salary out of college, compared to 57% of men who negotiated for better terms of employment.

In my opinion, nothing is more powerful than a confident woman who dares to negotiate, and know what she's worth to a company or client. According to recent studies, that is one of the main reasons women in the workforce only make 78% on average of what a man makes for the same job.

3. "If half of the Countries and half of all companies were run by women, this world would be a better place." I have to admit, the way she said this...gave me the chills. I always said to my mom, "if women ran the world, we would live in a much more peaceful place, because women leaders, especially mothers, would think twice before sending their children to kill another human being in a senseless war. They would think from a more reasonable perspective and come up with better solutions."

Some of you men reading are probably thinking that I'm a "Yes, Ma'am" type of guy, and I would highly disagree.



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3 lessons
learned from
sheryl sandberg

1
Women are the
fastest growing
segment of
Entrepreneurs in
the country

2
Only 7% of
women
negotiate their
first salary out of
college

3
If half of the
Countries and half
of all companies
were run by women,
this world would be
a better place.

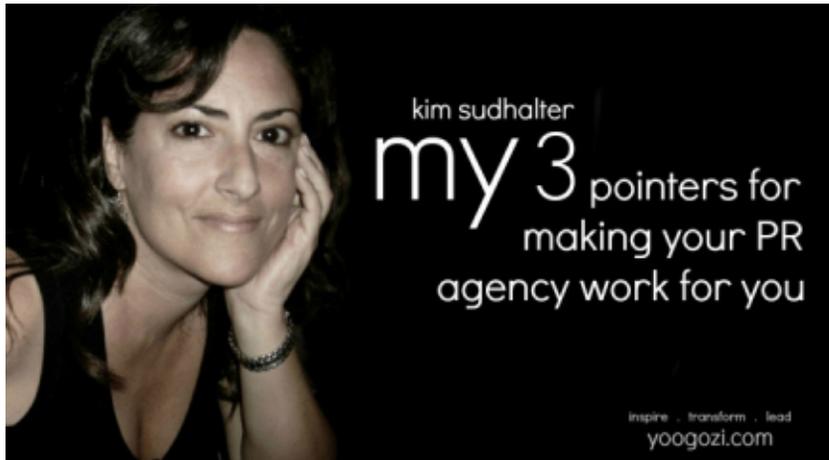
I'm just speaking without ego and from observation of our historical track record of men rulers...the world has probably never seen global peace because of governance of the male species.

“I want every little girl who is told she is bossy to be told she has leadership skills.”

- Sheryl Sandberg

Sheryl mentioned that she won't be around to see the major shift of equality that she's fighting for, but she's planting seeds for her daughter and grandchildren to see progress.

Entrepreneur, Speaker and Author, Marcos Orozco is the Founder of Gentepreneur.com and the Gentepreneur Podcast. Born in the post-revolution oppression of Nicaragua, he fled with his family from one war zone to another, ending up in Gardena, California, where local gangs fought for drug turf that resulted in mass casualties of young Black and Latino teenagers. Marcos has evolved into a successful entrepreneur who dedicates time to his son, and enjoys giving back to his community.



KIM SUDHALTER

my 3 pointers for making your PR agency work for you

How many times have you heard a business owner complain, “I just hate my PR agency! I pay them ungodly amounts of money every month and never see any results. I got to find someone new!” These people seem to go through agencies like potential mates, never finding satisfaction with any of them. But perhaps the problem lies not so much with the agencies themselves, but with the way they’re being managed.

Now don’t get me wrong, there are agencies that bring in all the top brass when they’re pitching you, and then assign unskilled and unmotivated interns to your account the minute it’s landed, resulting in...nothing. But the majority of agencies work hard and do whatever it takes to secure the big stories that make their clients happy.

Here then are three simple things you can do to ensure that you get the most out your agency:

1. Assign a day-to-day marketing contact to work with them.

Many business owners consider themselves masters of all departments and think they can oversee PR, as well as running the company.

But that rarely works. PR companies work best when they have one person to deal with every day... someone who speaks their language, understands the time constraints of working with the media, can answer questions quickly, and provide materials immediately. Way too many opportunities are lost when agencies don't get what they need when they need it.

2. Narrow down what they're promoting.

This may seem like a no-brainer, but often business owners say, "just get me PR" without helping to highlight key products, providing story angles, or even identifying corporate spokespeople to pitch. Many companies offer hundreds of products or a wide array of services. Provide your agency with 3-5 key areas to focus on, ones that are innovative and newsworthy in some way, and they'll be positioned for much greater success.

3. Give them room to be creative and entertain new ideas.

You've done business the same way with the same results for a while. If you'd like to capture new audiences or change public perception of your company, let your agency do what they do best: come up with really cool new ways to garner attention, and then give one or two of their crazy suggestions a try. You might be pleasantly surprised!



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3 pointers for
making your PR
agency work
for you

Assign a
day-to-day
marketing
contact

Narrow down
what they're
promoting

Give them room
to be creative
and entertain
new ideas

Now, if you're doing all three things and nothing's happening, then it might be time to put the account into review. But if you're not, try at least one and see the magic return to your relationship! A lot can change with a little love.

Kim Sudhalter is a communications and public relations expert who specializes in corporate branding. Her main passion in life is urban renewal and she has worked with neighborhoods across Los Angeles to usher in development and repurpose historic buildings. www.urbanlegendpr.com



JEFF TABOR

my 3 success strategies for building trust

How do you stand out against your competition? How do you get a steady stream of new referrals? How do you get people to happily pay more to work with you?

One word: Trust.

You're in a tough spot. You've got a lot of competition and everyone is doing and saying the same things. Everyone says they're the best. Everyone shows great customer testimonials. Everyone displays the media they've been in. Right? And the end result is a confused customer who doesn't know who to buy from. So what can you do?

You break through to them with Trust. When people trust you, you become the default person to work with. Suddenly, all the other factors, including price, don't matter as much. They just come to you by default...they seek you out.

So, how do you become the trusted expert? Answering this question might be one of the most important things you do with your business this year.

1. Share your story.

People buy from people, not companies. People trust people, not companies. So get personal. Tell me why you started your business. What motivated you to do this?

Why is it so important to you? What drives you to keep going? How does it make you feel every day to wake up and help people? What are some of your goals? Who is relying on you to make this business a success?

Make me FEEL something! If I feel connected to you... if I feel like you really care... if I feel your passion for what you do... then I'm going to trust you and I'm going to buy from you.

You don't have to be a technical genius to share your story. Start with the about page on your website. Put a picture of you, your family, and/or your team on all of your marketing materials. When you get brave enough, create a video of yourself sharing your story.

When I understand how important this business is for you, it makes my decision to buy from you so much easier. (Caveat: Your business has to be important to you and you're passionate about it beyond just making money.) So what is your story?

2. Stand for something.

What is wrong with the world and how is your company making a difference? Maybe you're an organic farmer and believe that people shouldn't be



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3 success
strategies for
building trust

Share **1** your
story

Stand **2** for
something

Share **3** even
more

eating processed foods. Maybe you're a computer repair company and believe that technology should make our lives easier, not more complicated. Maybe you're a training company and believe that people deserve great service from the suppliers they work with.

If you're a boring company then people won't care about you. If you take a stance on something and are working to make the world a better place, then people will trust you. You'll also get more ideal clients. The clients who will work best with you are the ones who believe in the same things you do.

If you don't stand for anything then it's a crapshoot. You hope that good clients find out about you. But when you stand for something and make it known, the clients who love that stance will come find you. They want to help you build a better world. So, what do you stand for?

3. Share even more.

I get so many people who write to me, or meet me at events, and start off with, "I feel like I know you." It's actually kind of strange for a complete stranger to tell you that, but it's because in my newsletter, in my videos, on my social channels, and at my events, I share myself. I tell people what I'm worried about. I tell people what I'm excited about. I tell people what I'm working on. If you're authentic, vulnerable, and just share... don't sell... share... you'll earn people's trust and they'll want to buy from you.

You know those people who you may hang out with every now and then, and they always have this wall up? They're always concerned with how people will judge them so they never share anything personal? You don't know what makes them tick or what's good or bad in their lives? Yeah...don't be that person.

You need to share. When you share, you break down barriers and build trust. And trust leads to sales. So what can you share?

BUT I'm shy... I don't like being in the spotlight.

No problem! I'm not asking you to go out and become a master networker. I'm shy too (believe it or not). I'm not the guy who goes up to people and introduces myself.

I don't strike up conversations with the person next to me on the airplane. And it took me a while (years!) to get the courage to share my story.

You don't have to be an outgoing person to share what you're passionate about. You can start by writing it down for your website. Start by writing why you started your business. Write it in your own words.

And when you read it and feel proud...you feel excited...you feel like you're doing something important...then put it up on your website.

BUT it's not about me...I'm not an egomaniac.

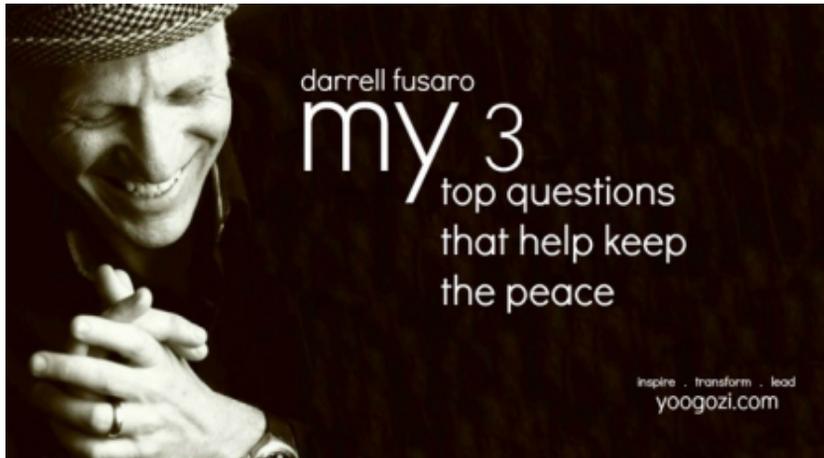
Again, I felt the same way. Why should I share my story? It's not about me...it's about the products and services I'm delivering...it's about the customers!

Here's another lesson that took me years to understand: People learn through your story. By sharing your story and your journey, it's not to pound your chest and say how great you are. It's to help inspire others to action. You're here to help people and you want them to make the right decisions. Your story will help them do that.

So, it's not about you, it's about them... and the most effective way to reach them is to tell your story.

Believe!

A graduate of University of California, Berkeley School of Business Administration, Jeffrey A. Tabor is Founder/CEO of Corporate Realty Advisors, advising tenants on how to best position themselves in any landlord lease/purchase negotiation. As an Ironman Triathlon enthusiast, Jeff competes nationally and internationally in triathlons, in addition to long distance swimming events, and has completed 14 Ironman triathlons to date. www.tenantrepspecialists.com



DARRELL FUSARO

my 3 top questions that help keep the peace

Life is full of emotionally charged situations. For many of us, it's a constant battle avoiding the urge to jump into the fight.

Whenever a situation causes my emotional temperature to rise, whether at home, the office, or online at the coffee shop, remembering these three simple questions helps maintain my composure and brings about a better-than-expected outcome. Keep in mind, just because their simple, doesn't mean they're easy:

1. Does it NEED to be said?

Too often we find ourselves filling dead air with comments that are better left unsaid, or we replay the negative mental conversation that's been playing in our head that would have never materialized had we just said nothing. Here's a good reminder: words cut deep. Let's not turn into that guy at the office or at the family function who has to respond to every agenda item or conversation point just to hear his own voice. You may not see the eyes roll, but the rest of us can.

2. Does it NEED to be said RIGHT NOW?

Sometimes comments, suggestions, and questions need to be voiced...but, given the heat of the moment, or the possibility of hurt feelings while the moment is raw, we ought to wait for the temperature to drop so our words can actually be heard and understood in the loving spirit in which they're offered.

3. Does it NEED to be said BY ME?

If others with more experience, credibility, or emotional capital are present, it usually makes more sense for them to say what needs to be said than to come from a casual observer.

The rule is, unless I can answer YES to all three of these questions, it's best I keep my silence. I have tried getting by with one out of three, and even two out of three and in either case I've regretted opening my mouth. On the other hand, by adhering to this ridiculously simple exercise, I have come to the conclusion that what I perceive as upsetting in the moment will miraculously take a turn for the better...and in most cases in my favor, if I just maintain my composure. Poise has power in it, "Stand ye still and see the salvation of the Lord."

Darrell Fusaro is an artist, co-host of Funniest Thing! with Darrell and Ed on Unity Online Radio, and author of *What If Godzilla Just Wanted a Hug?: Leading with the Heart Instead of the Chin*. Throughout his colorful life in the arts, Fusaro has stepped out optimistically from one adventure to the next. He has exhibited with Andy Warhol; worked as a Hollywood stunt coordinator on the blockbuster movie, *Con Air*; acted in numerous commercials; and was a producer of the Emmy-nominated *Local Edition* on CNN. For more, see www.DarrellFusaro.com.



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3 top questions
that help keep
the peace

1
Does it NEED
to be said?

2
Does it NEED
to be said
RIGHT NOW?

3
Does it NEED
to be said BY
ME?



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