

### Be Connected for Success

Now <<Firstname>>, let's just say that you are getting a loan from a bank and you are starting yourself a hair salon...and let's say that you ran out of an advertising budget, but man, you invested \$100,000 in developing this great hair salon, I mean this thing is top notch, it is awesome, it's going to be the best thing in your area. But you ran out of an advertising budget...how in the world would you build your clientele for that hair salon? *Oh, I would definitely ask people I know for a referral.*

Ok, now is it possible that some of the people that you would invite to come down and take a look at the salon...are there some people that it just wouldn't be for them? *Sure.*

And do you have some bald friends? *Yes ma'am!*

So the bald people don't need what you do, right? *Right.*

Right, so there are some people in your list of resources that are... just not going to need your services at all. And is it possible that some of them come down and say... you know...they'll smile at you and say, that's great, but they'll even go...she jacked my hair up...*laughs*... Is it possible that you might have a few that weren't happy with the service? *Yes.*

Yes. Is it possible that some will come, they'll be happy with the service, and never tell anyone about it? *Yes.*

And are there some that some will come, be happy with the service, and tell everyone they know about it? *Sure.*

Yeah. So let me ask you this... Are you that kind of a person that would focus on the one that doesn't want your service...and get discouraged...and feel like...oh, I don't think I have a good service...and oh I don't think this is for me?... and be one of those people that are looking for some quick, easy, microwave get rich quick scam? Or are you the kind of person that understands that that's just the way business is, no matter what kind of business you're in? And that you're just always looking for the ones that are going to use your service and are going to be excited about it, and are going to refer you? *Sure, if I don't, I'm going to go out of business pretty quick.*

Yeah, no question. And so, just understand that we will encounter some people that this is not for. And guess what?.. That's fine. I don't like fish...that doesn't mean that God stopped creating fish...*Laughs*...Right? I mean, maybe you don't like Toyota, that doesn't mean Toyota got their feelings hurt and doesn't build them anymore. Right? *Right.*

They just know that there's a certain number that do, and who cares about the ones that don't. That's just kind of the way it works...that's called business. Do you understand what I'm saying? *I do.*

Ok, so obviously that's a level of maturity that you feel like you have? *Yes.*

Ok, that's good. Because there will come times in the future when you will encounter some people that, you know, this just isn't for them. That's great. Who can they refer us to? Who, or what other market can they lead us to?