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THE ESSENCE OF ATTRACTION

“To be nobody but yourself in a world which is doing its best to make you everybody else—means to fight the hardest battle which any human being can fight and never stop fighting.”

E.E. CUMMINGS

“If you want a quality, act as if you already had it.”

WILLIAM JAMES

BUILDING TO AN AUTHENTIC MINDSET

Be **clear** who you are, is more important than what you do.

Be **confident** your external effort will be driven by your core beliefs.

Be **capable** of paying attention to what you are thinking at any given time.

We see the essence of attraction at work every day. Think of two people in your profession with relatively equal skills and abilities. Both graduated from college, both understand the nature of what they are doing, both have similar intelligence, and both are provided with similar resources. Yet, one person is earning a great income, while the

other barely gets by—and they’re both doing the same thing. What makes the difference?

WHO YOU ARE IS MORE IMPORTANT THAN WHAT YOU DO

The difference is all in one’s clarity of understanding about attractor patterns. One is successful and the other is not, not because of anything either is doing but because of what both are *being*. The successful professional is being clear on why they show up every day. They attract prospects and clients because they are being open, friendly, caring, helpful, and considerate with people. They are being confident that their work matters and that it amounts to something more than themselves. They are capable of using their talents and abilities and of the necessary effort to produce great results.

The other professional is *not* being clear about why they show up. They lack the confidence in what they say and how they act. In many cases, they are being close-minded, distant, uncaring, inconsiderate, and even resentful in what they are doing. I observe scenarios like this all the time. Those who are willing to build an authentic mindset and successfully attract others *pay attention to what is going on inside of them in any given moment*. They connect with the fact that they are human beings, not human *doings*. What they do is a direct result of who they are being. Pay attention to this very important truth. It can radically transform your effectiveness with your relationships.

The essence of attraction: Paying attention to what is going on inside of you at any given moment.

Years ago, I was researching doctors to perform my hip-replacement surgery. Not a subject I took lightly at all, I narrowed down my field of prospects to the top two surgeons in the Chicago area and made appointments to interview them.

I arrived at the first doctor's office on time. The doctor, I'll call him Dr. G., was well known in his field. Judging from the number of placards, medical journal clippings, and diplomas on the waiting room walls, he had enjoyed a very successful career (and wanted his patients to know it). I was coldly greeted by the receptionist, as she shoved a clipboard at me and told me to sign in. I then waited for another ten minutes before I was given a stack of forms to fill out while I waited to be called. The forms were confusing—I knew why I was there and what kind of information I was seeking, but the forms didn't seem to match any of that. The receptionist must have been busy, because she had no time to answer my questions, nor would she give me any idea when I would be called.

Nearly a half hour and three back issues of *Time* later, I was ushered into an examining room. When the doctor and his intern finally banged open the door to the exam room, Dr. G. didn't even bother to introduce himself or glance my way. He looked at my X-rays and at the stack of forms I had completed, while I just sat there. He then announced to his intern, "This person doesn't need surgery," and walked out of the room. His intern stayed behind to ask me many of the routine questions I had already answered on the forms. I remained in the office only long enough to say I wasn't interested in going any further in their process. At that point, I mirrored back to the intern exactly how the doctor treated me. I felt no connection, I disengaged, and I left.

My experience with the second surgeon, Dr. H., was entirely different. Both doctors had similar backgrounds—well respected by their peers, renowned for their surgical prowess—but Dr. H. had something more. The receptionist greeted me professionally and politely as soon as I walked into the waiting room. I was given a short form to fill out, and I was quickly escorted to the exam room by the nurse. Within minutes, Dr. H. knocked on the door and entered with my paperwork and X-rays in hand. He introduced himself and sat down, and I assumed he would look over my X-rays as the first doctor did. Instead, he offered me his hand. "Hello, Lou," he said. "How are you feeling?"

“Have you reviewed my X-rays?” I asked.

“I don’t operate on X-rays,” he said to me with a gentle tone. “I operate on people. How do you feel right now?”

I made my decision right there and then. I had experienced the working persona of each doctor, and I immediately felt a connection to Dr. H. Yes, his office provided better client service than that of his colleague, but my decision was based on the genuine attitude of Dr. H. He was able to attract me as a patient, because he made me *feel* that my best interest was being served. He treated me as a person, rather than a nonentity. In essence, who he was *being* was more important than what he was *doing*.

A NEW UNDERSTANDING: BE-DO-HAVE VERSUS HAVE-DO-BE

We’ve been raised in the old understanding that people want to *have* something so they decide to *do* something and consequently can *be* someone. For example, think of when you began your career. When you started, you were told that if you wanted to *have* something (such as success), you should go *do* something (such as work 80 hours a week), so you could *be* happy. In this external mindset, you operate in order to achieve something outside of your control. While someday you may be successful, this paradigm keeps cycling. You will keep wanting more—increasing the amount of things you need to reach personal “happiness.” The end result is the feeling of obligation to do more. The outcome is ultimately elusive: the “do, do, do” cycle will prevent you from ever feeling satisfied, leaving you tired and confused.

The most basic actions we *do* in our lives are done so that we can *be* something. We do this thing called eating so we can be nourished. We do this thing called sleeping so we can be rested. We do this thing called talking so we can be understood. At the end of the day, everything we do in our lives is for the purpose of being something.

People who create and sustain successful achievement start from the place of being something first. The person who chooses to have abundance in their life understands that it is important to be a resource of that for another person. For example, the quickest way you can have abundance in your life is be a resource of abundance for another person. *Whatever you choose to have for yourself, be the resource of that for another.* Successful people know this and live by this very important understanding. This understanding can be applied by anyone. You do not have to default to a label to define who you are and what you do. If you do, you allow the other person to determine the perceived value and whether they are interested.

Art the shoeshine man provided an example of this. I met Art as I was passing through a hotel lobby on my way to lead a workshop. He caught my eye and immediately asked in a friendly manner, “Shoeshine, young man?” I felt I didn’t need a shine and replied with the usual, “No thanks.” Instead of giving up, Art gave me a reason to consider his service. “You know,” he said, “I help people make big deals with shiny heels.” Although I felt I didn’t need a shoeshine, I was attracted to his statement and courageous attitude. I chose to sit in his chair and talk to him while I had my shoes shined. I really connected with his approach and style. He made me feel very comfortable in his presence.

Art understood intuitively that people are looking for a reason to connect. He attracted me, because he was able to tap into what I regarded as valuable. He was being cordial and outgoing. He had the ability to provide more than a mere service to others, and he let me know it. I was attracted to his statement, because he expressed a value in his work. He did not look at himself as “just a shoeshine man,” defining himself with a label. He presented himself as a unique resource and, by doing so, attracted me to his service. The real benefit to Art was that I later introduced him to all the people in my workshop, and he had the pleasant result of more business than he could handle.

HOW DO YOU BE-HAVE?

The ability to attract is to know what people connect with. People connect with attractor patterns such as authenticity, clarity, confidence, service, and kindness. Those with a service mindset are able to live that connection through their actions. In essence, they are *be-having*. I define behavior as *having the experience of who you are being*. Break the word apart. *Be* something first, and then *have* it. *Be* starts it all, and the rest follows naturally. Show me a person who is kind, considerate, and compassionate to others, and I will show you a person who has more clients and friends than they can handle.

Behavior: Having the experience of who you are being.

With this understanding, let me ask you a question. Would you rather *be* financially independent or *have* financial security? To be financially independent represents a state of mind, grounded in the understanding of how to reach financial independence. Having financial independence suggests you could lose it. Your understanding of money is not grounded in the principles and patterns that produced the wealth in the first place.

It is much harder to maintain something than to obtain it. Lottery winners experience this on a regular basis. Because they are handed the money without the understanding of how to create and sustain it, they become dependent on others to show them how to keep it. You oftentimes hear stories of lottery winners who lose their winnings within a short time, because they never learned this important pattern of behavior. For many, they are being unconscious about how money works, doing frivolous spending, and ultimately have the least desired results—loss—the very thing they did not want.

I will also share another important secret: *Your external effort in your career will be in direct proportion to your internal conviction.* So, pay close attention to these beliefs and thoughts. They will

guide your behavior and actions. You will produce exactly what you are thinking at any given time. For me, an authentic mindset was the bridge between the external and internal beliefs that I had. The transition I was seeking was to be effective in my craft while being authentic, transparent, and truthful along the way with other people.

BEHAVIOR: FROM THE EXTERNAL TO THE INTERNAL

Before you can connect with the authentic mindset model, you will have to examine and understand your core beliefs. This is vitally important, because you cannot change an action without identifying and understanding the underlying belief that supports it. For example, I have mentioned earlier if you do not believe you are good enough, which is the most common belief I observe in professional salespeople, it is very difficult to change your actions and behavior.

This is one of the problems with typical sales training. We are typically inundated with information but do not take time to reflect or pay attention to the beliefs we have regarding the critical components of a selling profession. Problems arise for many due to a lack of clarity on the following elements:

- A personal view of selling
- Understanding of abilities
- Commitment to activity
- Belief in product
- Personal values

As a sales coach, I have consistently observed that the lack of understanding of the core beliefs on these elements actually creates conflict, stress, and low activity. This is mainly due to the fact that training does not align these elements, and professionals oftentimes appear inauthentic, competitive, and uncertain. It is also

important to note that initial training does not ordinarily address these issues, and it would be important for you to develop these on your own.

I have been in countless coaching sessions where the professional appears to be in a slump. After the drilling down and digging deeper into the reasons, I often hear that their family is not supporting their current career choice. There have been many life insurance professionals who have had negative feedback from their family with regard to their choice of career. Their parents are “disappointed” that having invested a significant amount in a college education their children then go sell life insurance. The beliefs created by others have a deep impact on these professionals’ performance.

This is especially true with your belief in your own product or service. I have observed many times professionals attempting to offer a solution without actually purchasing or utilizing it themselves. How can they possibly be effective or have integrity without being able to demonstrate that they personally have made the investment or commitment? A prospect or client can easily knock you off center by simply asking you about your own experience with the solution you are proposing.

For example, I was recently in a meeting where the CPA was engaged in a discussion with a client and myself about a buy-sell agreement. I was explaining the various types of agreements the client could consider with his partner and shared my own experience with my partner. At that point, the client asked the CPA for his input on what he had done with the partners in his firm. The CPA jokingly responded that he should listen to me, because he had not gotten around to doing his yet. The client was unimpressed with the CPA’s response and later told me so. He was irritated with the fact that he was being charged for the CPA’s time, and he could not add value to the discussion.

By far, the most important belief to understand about yourself is how you feel about money. Money itself is neutral, but, as you know, it is packed with emotions and energy around how it

is used in our lives. So many people have a very difficult time dealing with this issue, especially with the belief that there is never enough money to make ends meet. Deep down, financial disasters are created due to a core belief that you are not worthy of having money.

Think of the language used to express money. It is based on deep, core values that are extremely emotional. Look at how similar the language is that we use to describe relationships: bonds, shares, trusts, maturity, appreciation, securities, and net worth. Currency bills themselves are called tender. My experience has taught me that I cannot talk to clients about their money without talking about their life.

I will not attempt to go into this subject in great detail. I simply want you to address your core beliefs, as they will dramatically affect your business performance. If your career is in a mode of fits and starts, highs and lows, and appears to be an emotional roller coaster, examine your beliefs. So many times, it boils down to the feeling that you are not good enough. *I'm here to tell you that you are.* A way to help you examine your core beliefs and move from the external is to ask yourself how you feel about the answers to the following questions:

- Is your purpose to make money or make a difference?
- Is your intention to sell someone or to serve them?
- Do you view your work as an obligation or an opportunity?
- Are your agreements with people limiting, exploiting, and manipulating, or truthful, transparent, and authentic?
- Are you competitive and adversarial or supportive and collaborative in your relationships?

I want to emphasize that there are no wrong answers to these questions. Simply be aware of your core beliefs, and how you currently engage people. From my own experience, I recognize without a complete understanding of these core beliefs, what I was projecting to other people was in many cases the direct opposite of how I perceived myself communicating with them.

THE LAW OF ATTRACTION

The law of attraction: You will attract the very people and circumstances you need at any given time.

The Be-Do-Have understanding is powerful. While your answers to these three short questions may feel obvious to you, it's important to write them down and think about what they mean. Start from the *being*, and the behavior and results are possible. As in the previous chapter, I've included my own answers as a guide.

A u t h e n t i c T r u t h s

- Who you are being is more important than what you are doing.
- Whatever you choose to have for yourself, the best way to obtain it is to be a resource of it for another.
- The external effort that you are willing to make is in direct proportion to the internal conviction you have.

THE EXTERNAL VERSUS THE INTERNAL		
External (Have-Do-Be)	The Authentic Mindset	Internal (Be-Do-Have)
Make Money	<i>Purpose</i>	Make a Difference
Limit Exploit Manipulate	<i>Intentions</i>	Authentic Transparent Truthful
Obligation	<i>Motivation</i>	Opportunity
To Sell	<i>Agreement</i>	To Serve
Competitive/Adversarial	<i>Communication</i>	Collaborate/Supportive
Leaves you:		Leaves you:
• Doing More		• Being More
• Tired		• Inspired
• Confused		• Clear

BE-DO-HAVE**EXERCISE**

Who do I choose to be?

What will I choose to do?

What result do I choose to have?

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BE-DO-HAVE**EXERCISE**

Who do I choose to be?*I choose to be a successful entrepreneur with a specialty in financial services.*

What will I choose to do?*I choose to help people make smart decisions about their money.*

What result do I choose to have?*I choose to have financial independence, freedom of choice, and work-life balance.*

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