

ONE HUNDRED NOs

Why are some people more successful than others? It's a one-word answer: NO! Some people have a tough time accepting the fact that they are going to hear the word NO fairly often. They get discouraged and feel rejected because they look at the word NO as a negative. Nothing could be farther from the truth! The word NO simply means that nothing changes. Think about it . . .

You approach your neighbor and ask her to be a hostess. She says, "No." What changed? Is she still your neighbor? Yes. Did your income go up or down? No. Nothing changed. It can't be a negative. To be a negative, things would have had to get worse. They didn't. Everything remained exactly the same.

On the other hand, suppose she had said, "Yes." Now there are some positive changes. She will receive free products with no cash outlay (a positive). You gain a hostess (another positive).

You earn money (another positive). You can see by this example that there are no negatives in our business! There are only positives . . . and times when nothing changes. When someone tells you no, they are not rejecting you or your products. They are simply telling you that they are unable or unwilling to make any changes at the moment. Once you understand this, doing this business becomes a lot more fun! So, why not look for a way to make the word NO fun?

Each time someone tells you NO, cross out one of the NOs below. Set a goal of getting all 100. You'll find that a YES will creep in there every once in a while. Don't let the occasional YES distract you from your primary goal of 100 NOs.

Don't take this exercise lightly . . . it works! Get these NOs now, while it is still easy for you to do so. Don't wait until it becomes difficult for people to tell you NO. That time will come soon enough! Good luck!

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