

## 8 Days of Change

### Day #3

#### Notes and Directives from Phil Kaplan In accordance with the Be Better Principles

##### Three Important Points and Two Directives:



**The first point** is this: If you're stuck, you're facing F.E.A.R. Consider FEAR an acronym for *False Evidence Appearing Real* and anytime you feel a sense of apprehension about completing a task you feel challenged by but you know will serve you, ask yourself, "I'm predicting an outcome based on what evidence?" In most cases you'll find you haven't any evidence. You're being limited by a part of your brain that wants to keep you safe. Safe is nice, but without risk you remain stuck. Move beyond False Evidence, as real as it may appear, and follow through on each and every directive.

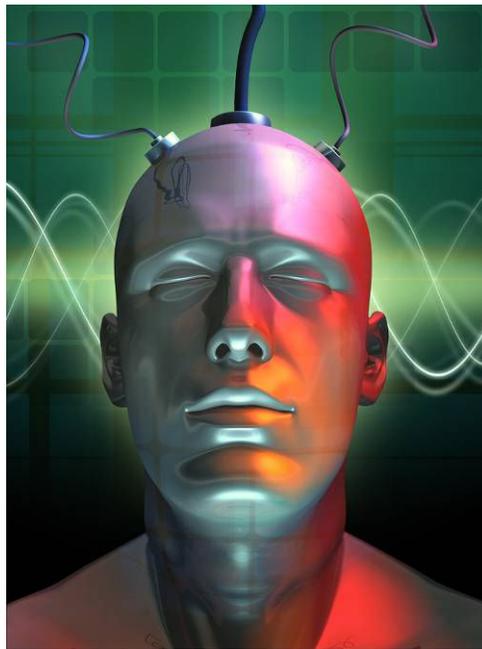


**The second point** connects the Day 2 directives and the development of effortless prosperity. The Day 2 directives for many of you were challenging. If you follow through on every directive, while they will feel as if they require effort (much as lifting an uncharacteristic weight for the first time), a few days from now, when you look back at the directives from Day #2, you'll find them laughable, you'll find them to be effortless. This is clear evidence of the gradual emergence of effortless prosperity.



**The third point** involves being armed for influence. I mentioned on Day 1 that one of the three primary challenges that limit trainers is, they fail to recognize the power they have to influence. If you now understand that the marketplace is confused, misled, and overwhelmed, you realize more than ever how valuable you can be to a confused misled individual with a fitness or weight loss need. The problem here is, while you realize it, they don't. They don't know they need to be educated and empowered. They believe that most of the options, whether or not you know them to be legitimate, are more appealing than an ongoing commitment with a personal trainer.

If you want to change an outcome, you have to change an emotion or a belief, so if you want to effectively drive people toward connecting with you, you have to be able and willing to change their beliefs about their present options. Readjusting their mental programming so they understand the virtues of your offering is the vital prerequisite to conquering the acquisition of a new, lasting, happy client.



On to the directives . . . .

**Directive #1:**

Somewhere in your present circle, you know someone who has direct access to 20 people or more. This may or may not be the same person who you selected earlier this week as your most influential client. If it is, I'd suggest you expand your thinking. Think of someone else you know, even if it isn't a client, someone you know well who has direct access to at least 20 people. Talk to that person and establish, for no later than the end of next week, contact with 20 people. It can be email addresses with the person you know telling them to expect an email from you and relaying the importance of reading it and responding, or it can be 20 individual telephone number with your direct contact telling them you're going to call. It can also be an opportunity for you to speak in front of all 20 for anywhere from 5 to 50 minutes or a social gathering where you'll have 5 minutes to present and then an hour or so to mingle.

The idea is to use a single resource to get you exposed to 20 people who know you exist, and know what you do for a living.

Who will you reach out to and what, specifically, will you ask him (her) to do for you?

That brings us to our second directive . . .

**Directive #2:**

Everyone you speak to about what you do for a living will ask a question. They won't ask it out loud, nor will they even know they're asking it in many cases, but somewhere in the gray matter that lies between their ears, the question shows up and stimulates interest in a response. If that response never arrives, you fail to compel them. If the response arrives and is modestly compelling, you attract them. If the response is right on the money, you influence them.

Here's the question. *"Why are you a better option for me than anything else I might consider?"*

The second directive, therefore, is to come up with a definitive answer to the question.

If you can articulate why you're a better option than anything else they're exposed to or considering, you'll get a client. It's that simple.

Why are you the best option?

## Summary

Directive one, connect with someone you know who can put you in front of or in contact with 20 qualified people and set up a mechanism of communicating with all of them. In person is better than telephone, telephone is better than email, and however you reach them, you want to quickly create the in-person face to face conversation.

Directive two, answer the question “why are you the best option?” Don’t walk away from this directive, don’t allow “but” or “can’t” to defeat you, don’t let FEAR hold you back and don’t take it lightly. Once you handle this directive, you’ll find your ability to turn conversations into clients takes on a new life, one that almost feels magical.

Excuses haven’t any place here. If you didn’t get to listen to Call #1, it’s OK. Do the directives anyway. If you lost power so you can’t use your computer, it’s OK, do the directives using person to person face-to-face contact and a pen and paper. The third day’s call ended in an unexpected disconnect. Big deal. I shared some new perspectives and you’re ready to grow.

Remember, how valuable this information and direction proves to be relies upon your willingness and commitment. Move forward with all the force you can muster, and with time that force will feel effortless, as will the emotional and financial return that follows.

It’s a simple process of holding onto those two words.

Be Better.