

How to successfully rise to the occasion!

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How to successfully rise to the occasion!

By Caroline Jalango

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Whether you are working on fulfilling a dream, launching into business, or selling a product or a service, there comes a moment when all the theory and knowledge you have gathered has to be practically applied and turned into reality.

This is the point where the rubber meets the road. The point of no return!

The point where you have to prove to yourself and to others who may be watching on the sidelines that you can do it!

This is the moment, which gives you an opportunity to sell your idea, product or services to prospects in order to be in business.

After much networking, marketing and publicity campaigns, the phone finally rings and a prospective client sets up an appointment to see you or walks into your business premises. This is a make it or break it situation...your chance to walk the talk and deliver!

But this is not what happens.

You suddenly begin to panic and break into a nervous sweat. All sorts of insecurities and doubts break loose and you feel tempted to back out!

The question in your mind is "how do I rise to the occasion"?

The following 5 easy tips will help you rise to the occasion boldly and confidently and prevent you from blowing the deal of a lifetime.

1. Be prepared.

This can't be over emphasized. You must not only know your product, service or nature of your industry but must also be able to clearly communicate it to others. You must have the basic facts at

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your fingertips and be able to respond confidently to questions about your product or service.

You have to know your product or service and the language of the industry. If you don't have a way of explaining it, then it's time to stop and get back to the books or do the groundwork. People want to do business with people who know what they are talking about. Preparation gives you a natural confidence to rise to the occasion like an expert!

2. Be yourself.

The worst thing to do is, to try to be someone else when selling something that has been birthed from your own idea, vision and dream. Allow your personality and your essence to come across. People are looking for originality and for something creatively different or packaged in a different style.

Don't sell yourself short by trying to copy everyone else or packaging your product in the same, old and boring way. People are tired of the conventional way of doing things. Remember that you are unique and you don't have to be anyone else to succeed. You will only comfortably rise to the occasion when you remain true to yourself and deliver how you know best.

3. Be confident.

If you have to rise to the occasion, your confidence must be evident in your voice and your body language. It's okay to be nervous. Just don't let it show in your voice, or in your behavior. Get yourself together. This is the moment that you have been waiting for.

People can sense a lack of confidence and nervous energy. If you come across as confident, it will be easier for a prospect to believe you and buy into your idea. Lack of confidence on your part will put the credibility of the product or service you are offering in question.

4. Focus on the value of your product or service.

Stay connected to the importance of the product or service you are selling and remind yourself of the value that it will bring to those who buy it.

Reconnect with the initial vision of you had about this product or service. Think about how far you have come and how much you have worked to get to this point in your life. This is the big moment that you have been waiting for. Encourage yourself and rise to the occasion!

5. Detach your emotions from negative outcomes.

Life patterns are cyclical and on some days you will succeed and on others you will fail. Some days are good and others bad. Celebrate the good outcomes and improve on them. Don't beat yourself up over the negative outcomes. It's not worth it.

The only thing to learn from failure is how not to do it again. Consider it good practice for the next time.

Caroline is a life coach for women who have a real desire to find their passion and to excel. Women who need to come out of the shadows and into the limelight of living their lives to the fullest potential and women who need wings to fly. She coaches women to discover who they are, explore what they

can be and take action to achieve their goals. Free coaching session available. Caroline@motivationzone.com

How to Give the "Gift of a Lifetime"

By Van Day

Giving that special someone a special gift can be very difficult. Depending on the situation and occasion, it can be a very tricky thing. You want to do the right thing, but if you're not careful, it can backfire. As many have found out, you need to give this some considerable thought.

But everyone wants to give the "right" gift. What makes up a great gift?

In my experience, a great gift: Is truly unique, personal and creative; Demonstrates to the recipient the thoughtfulness and caring that went into securing the gift; Evokes emotions from the recipient whenever it is used, seen or thought about; and Makes the recipient truly feel special.

A great gift doesn't necessarily have to cost hundreds or thousands of dollars to be great. But also understand that getting a gift that is cheap can show how much "you don't care." Before you start to shop and buy, also consider the following:

1. Who is the recipient? Is it your spouse, significant other, sibling, parents, relative, close friends, neighbor or business associate?
2. Next, what is the occasion? Holiday, birthday, anniversary, graduation, wedding, engagement, promotion, a "just because" occasion, or "I-need-to-get-out-of-the-doghouse-occasion?"
3. Be yourself. The gift is from you, so make sure it shows it. But be appropriate, and be sure the gift is something that the recipient will relate to and enjoy.
4. Try to avoid excessiveness. Simple gifts tend to also be very well received.
5. Don't wait until the last minute. It only gives you too little time to get a great gift, and also shows how much you don't care.

Being creative is a fantastic way to ensure getting the right gift. People love it when it's obvious their gift required some imagination and creativity. So as you're going through the "what do I get them" process, remember that a little bit of creativity, uniqueness and personalization will go a long, long way!

The true measure of a great gift will be seen in the eyes of the recipient when they get it. You'll know it, you'll feel it, and you'll feel great yourself when you've given the "Great Gift"!

Van Day is a renowned pianist and musician, and creator of "Piano Music 4 You.com ." "Piano Music 4

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You" specializes in creating personalized, custom and unique CDs of piano music, created especially for each customer and all occasions. He can be reached at

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