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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

TAKING CHARGE OF ATTITUDES

By Bob McElwain

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A top type sales person can subtract themselves from the scene while approaching a potential customer, smile, offer a hand, and in this, begin the selling task. Their preferences, views, attitudes, values, even their ego, are safely tucked out of the way. Nothing is allowed to interfere with the task of understanding the customer and fulfilling their needs.

Most small business people find it difficult to manage this well. In a shop, a smile and an offered hand, maybe. But even this is denied when you own an online business. You have only your site upon which to demonstrate your credibility and expertise. And words are the most effective tool you have at your disposal.

Build A Professional Image

To make the words work, consciously build a business self. A person who rises above or stands aside from bothersome negatives present in day to day living. Got a temper? Bury it. Want to argue? Don't. Are you one who believes deeply about things? Forget those convictions not related to doing business.

The latter can be particularly hard to do. If you favor your religion over others, your convictions must not be revealed on your site. Many will disagree, which is counterproductive. If you can't abide children, never let it show. There are an endless list of notions such as these that simply must be set aside in running a business.

TAKING CHARGE OF ATTITUDES

Once you have defined that part of yourself you are willing to share with others, never depart from this definition, even momentarily.

Avoid The Risk Of Negatives

The above may seem harsh. I can picture many business people I know saying this isn't so. They take the position that its sufficient to let yourself shine through. Unfortunately, they are wrong.

We can't risk anything that may appear other than positive

to our visitors. In short, we must always put our best foot forward. Always take care not to offend. Some of our convictions must be restrained, and never be allowed to "shine through."

Your religious, ethnic, and nationalistic convictions have no place in business. If you can't grasp this easily, ask yourself if you are willing to share your sexual convictions on your website. Or your attitudes toward the opposite sex.

A Disasterous Example

Years back I was gathered with about a dozen fellow teachers sharing our lunch break. Devoted brown-baggers, we had at least this in common. Groups were clustered here and there deeply involved in solving their vision of world problems. Two women were sharing cat stories.

Abruptly one teacher said to the group as a whole. "I hate cats. When I'm driving, I try to hit them."

The silence as they say was deafening. The two women who had been chatting about cats tossed a steady stream of angry darts with their eyes.

I think this was about the dumbest thing I've ever heard a person say. And I said so. The fellow glowered at me for a time, then left the room. He was substituting at the school for the day. I've always wondered if maybe it was such opinions, freely voiced, that prevented him from finding a permanent position.

TAKING CHARGE OF ATTITUDES

If for a moment you doubt the need for accenting the positives and ignoring anything your visitors might construe as negatives, consider putting the above two sentences about cats on your site. Those who argue that the "real you" in all it's parts should be visible at all times, should also try this.

It matters what we remain true to ourselves. But we must share only positive traits our visitors can relate to. We must accent the strengths in our life that enhance our business efforts, and avoid all else.

Utilizing Your New Self

Be professional in all ways. Always be upbeat and positive. No negatives are allowed. Ever. Go the extra mile when appropriate. And never ever break promises.

Never misrepresent yourself or your product. Never even exaggerate. In fact if you consistently undersell, you will always over-deliver which of itself assures satisfied customers likely to return for another purchase.

Take honesty to a grand extreme. Never even consider ducking a customer complaint or a request for a refund. Never ever mislead or take advantage of a visitor.

Good news gets about. And news of an honest site will as well. But news of a site perceived as dishonest spreads 10 to 20 times as rapidly. Frankly, few can afford this risk.

Honesty matters even more in what you say on your site. It matters most when seeking to demonstrate expertise. Include only information you know to be so and arguments you know to be sound.

If you haven't got the information or argument needed as you write, say so boldly. Your readers will accept a simple, "I'm not sure here, but it seems ..." If it's a point that matters, go find the facts, then rewrite this segment later.

Sure, you'll make mistakes. You'll be flat wrong now and then, despite best efforts. But most will not hold you pinned to the standard of perfection. A quick admission of error and a simple apology (Sorry, I goofed here.) are quite acceptable to most, provided all else is straight.

TAKING CHARGE OF ATTITUDES

However, there is no way at all to "cover" or "apologize" for stated views with which your visitors disagree. You may in fact truly hate kids. But say so on your site, and you'll lose an awful lot of moms and grandmoms. Pops and grandpops, too. There are not a whole lot left when you subtract those who like kids from the general population.

While you may feel you are not being completely honest unless you share all your convictions, your social views are not what your visitors came to your site to discover. Share the expertise they need, do so completely and honestly, then quit while you're ahead.

Bob McElwain, author of "Your Path To Success" and "Secrets To A Really Successful Website." For info, see Get ANSWERS. Subscribe to "STAT News" now! <mailto:join-stat@lyris.dundee.net>

Change Your Attitude, Change Your Life

By Mike Moore

If we are the products of our attitudes then it is important for us to examine our attitudes, both positive and negative, to discover the impact they are having on our lives. This is even more important if we are determined to maximize the potential that is ours, a potential which, in the vast majority of us, remains grossly underdeveloped.

Positive attitudes release a power to achieve that will astound you, while negative attitudes severely hamper our becoming the people we are capable of becoming. It becomes the central task of anyone interested in actualizing their enormous potential to become involved in the process of attitudinal transformation.

Attitudinal transformation takes time, effort and determination but it can be done. Don't expect perfection, just progress. It took a long time to develop negative attitudes and it will take time to transform them. It is also important not to concentrate on more than one or two negative attitudes at once. If you overload your agenda for change you run the risk of becoming discouraged and giving up.

Once you have identified the negative attitude you wish to transform, commit yourself to the process of becoming conscious of that attitude cropping up throughout the day. You will be surprised at how quickly you will become aware of your target attitude. When you are focussed on the attitude, visualize it leaving your body and flying off into the great beyond. Now replace it with a positive attitude and give yourself the suggestion that from now on this will be your dominant thought pattern. Whenever your old negative attitude creeps back into your mind engage this process of thought replacement. Soon the new attitude will become dominant and you will find yourself enjoying its positive power in your life.

Be gentle with yourself when you fall back into the old pattern of thinking. Believe that the change you desire will come more frequently and it will. It might help to remember that human beings use between

TAKING CHARGE OF ATTITUDES

2 and ten percent of their mind's potential so you have a huge reservoir of unused potential to help you over any periods of discouragement.

Don't forget to continue to use humour to keep your spirits up and put the entire process in perspective. HUMOUR MAKES GOOD THINGS HAPPEN.

This is an excerpt from Mike Moore's book EMBRACING THE MYSTERY

Mike Moore is an international speaker on humor and human potential

Change Your Attitude, Change Your Life

How To Maximize Your Downtime

Attitudes Training Will Increase Productivity In Your Company And Home Based Business!

Ingredients for success

Feelings and Attitudes

How to Use Your Mind for Study

101 tips to stay fit and live longer.

The Art of Kissing

How to become a Chef!

Instant Cover Graphics!



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