

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**The Power of Expectations**

**By Kathy Gates**

**The Power of Expectations by Kathy Gates**

You can sit around and wait on FedEx to drop off a big box of happiness on your doorstep if you want to. But that's not likely to happen anytime soon. Or you can get up, create an action plan, and get on with your life. It's 100% up to you.

Expectations are a part of the universe that makes thing happen, both negatively and positively. Like atomic particles, universal forces cannot be explained, but plugging into them creates some kind of energy. You don't have to be able to see it or understand it to use it.

Do you understand radio waves or computer chips (ok, so some people do, but I don't and I have a lot of company in that boat!). I can't see how this arrives from my computer to yours, and I don't understand it, but I sure use it. You only have to be willing to let it happen.

If you were not given the power of positive expectations early in life, you now have to create it for yourself. You can live up or down to your own expectations and the expectations of others. 98% of people in prisons report that they were told by their parents or others in their lives that they would end up in prison. They lived "down" to those expectations. What if the same people had told them that they would end up as a successful writer, or a great

inventor, or a top sports figure?

You have this same power. You have the power to be creative and resourceful, or you also have the power to be miserable the rest of your life. You have that choice. You have that free will. You pick out an attitude each day the same way you pick out your clothes.

Positive actions are much more powerful than positive thinking. My mother had a great southern saying: "Wish in one hand, pour peas in the other,

and see which fills up faster." She meant, of course, that tangible action brings results, whereas just wishing for something doesn't. Wishing that FedEx would drop off a box of happiness on your doorstep will have you waiting a very long time. Creating your happiness, one day at a time, will bring that big box of happiness much quicker.

To transform your attitude and maintain positive actions, try the following things:

- . Don't expect it to happen overnight, but always expect it to happen
- . Align yourself with people who also have goals; they'll support you and encourage you when you're tired and frustrated
- . Step out of your comfort zone; do one thing different
- . Operate from the standpoint "as if" it had already happened

No, you can't simply "will" a goal to materialize, but you can make a commitment to do whatever it takes, including consistent exercise, setting time to clean up your environment, or investing your money in a program instead of buying a new outfit. What do you want so badly that you are willing to put aside other things until a later time?

Your expectations of positive things is your best resource. YOU can make that choice. YOU can make it happen.

- . Develop the ability to be your own best friend
- . Cooperate with life, use what's in front of you
- . Remember you are human; give yourself a break
- . Get into action every day.

Kathy Gates, Professional Life Coach, believes that "Life Rewards Action". She can help you create goals, overcome procrastination, organize your time and money, find your true passion, and learn to love the real you. Visit [www.reallifecoach.com](http://www.reallifecoach.com), email [Kathy@reallifecoach.com](mailto:Kathy@reallifecoach.com), or call 480.998.5843

### **Make An Action Plan To Improve Customer Service**

**By Kevin Dervin**

#### Make An Action Plan To Improve Customer Service

Customer Service is a critical factor for keeping your clients coming back and ensuring they'll refer you to others. Growing your business will be a difficult task at best if you don't perform, meet and exceed your client's expectations, and provide service that creates customers for life.

Customer service is all about the customer's perception. You have to do more than just get the job done. You must deliver on all the things (big and small) that affect the relationship with your client. Consider opportunities for improvement in the following areas.

1. **Setting/Reviewing Expectations.** Do you work with your client to set clear, appropriate, realistic expectations that you can always meet or exceed? Are you clear about the responsibilities (both yours' and the client's), timelines, and expectations of results? Are you then willing to go back and review these expectations with the client at key points along the way?

2. **Communication.** Do you have mechanisms in place to ensure you're communicating with clients at every stage of the engagement, from the sales process through to completion of the project? Being clear about where you're at, what's been completed, what's coming up next, who's responsible, what results you can expect, etc.? Has the client ever had to ask you for these things?

3. **Organization.** Are you organized? Punctual? Reliable? When you show up to work with your clients, have you done the work and are you prepared to make them feel comfortable and taken care of? Even though you've done it hundreds, maybe thousands of times before, do you take the time to organize and prepare to make it the best client experience possible?

4. **Committing to the Little Things.** Don't ever dismiss the power of all the little things. Together they can make all the difference and really separate you from the competition. Returning calls and emails in a timely manner. Providing useful information to folks on a regular basis. Showing appreciation for your clients through things like thank you notes, exclusive client-only briefings, and open house, etc.

Clearly these are not the only relevant areas for creating great customer service. I'm sure you can think

## The Power of Expectations

of more. But, pick just one of these areas and create an action plan to improve it in your business today. Make a commitment to continuously improve the level of service you're providing and see how it pays off. When you've done it, pick another area and work on it.

(c) – Kevin Dervin, KPD Marketing

Kevin is focused on helping businesses that are ready to grow, but struggle with how to consistently attract more clients. Visit

for more

information you can use to grow your business. Find Kevin's Kansas City based KPD Marketing practice at

and subscribe to his free ezine.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**

**Impair Healthy Healing In People Over The Age Of 30!**

