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**You Can't Do It Alone – Top Five Benefits of Asking for Help**

**By Claudette Rowley**

**You Can't Do It Alone – Top Five Benefits of Asking for Help by Claudette Rowley**

Entrepreneurs are a lot like the early American pioneers – forging new ground, following their visions and making them real. In order to succeed these pioneers relied on the notion of "rugged individualism", a concept now woven into our cultural fabric. Unfortunately, this valuable idea can be taken too far, leaving us feeling like we must do it alone. As a result, many of us believe that doing it alone is better and more virtuous, and that pulling yourself "up by your bootstraps" signals a sign of character.

I consistently encounter clients – entrepreneurs and non-entrepreneurs – who believe that being a Lone Ranger is the way to go, and that if it's not hard, it's not worth doing. There's a difference between challenging yourself and taking the hard road when you don't ask for available assistance.

**Top Five Benefits of Asking for Help:**

– Create community. Through the act of receiving, you cultivate partners and mentors to support your vision. Just like you enjoy giving to others, people want to give to you. When you ask for help, you extend the opportunity for others to give back. When you are engaged in something exciting, risky or daring – like entrepreneurship, you'll find that people love to participate in your vision. It's exciting and gratifying to be part of another's adventure and see them succeed.

– Achieve your vision and its supporting goals more quickly when you ask for what you want and need. Use the question "Who do

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you know who?" to reap the benefits of financial, business, emotional or spiritual assistance. When you need to make a specific request, you gain clarity. If you aren't sure what you need, request a brainstorming session to create an avenue to clarity.

– Get to yes. If you don't ask, the answer is always no. I attended a conference where a film maker shared her experience of making a documentary about the women leaders of the world – presidents and prime ministers. When asked by an audience member how she went about asking these leaders if she could interview and film them, she said, "If I didn't ask, the answer

was always no."

– Watch "No" turn into "Yes." Even if you hear "no" as the answer to your initial request, you've planted a seed in that person's mind by asking. Don't be surprised when he or she comes back to you and says, "This is what I CAN do for you..."

– Develop the skill of receiving. As a coach, I often hear, "It's easy for me to help others, but I don't feel comfortable asking for help." Most of us internalize the lesson, "It's better to give than receive." Receiving is just as important as giving. The ability to receive fully and gracefully is a skill to develop like any other. When you receive, you give others the opportunity to give.

As an entrepreneur, you are the captain of your ship. But as any successful leader knows, it takes all hands on deck to secure a successful voyage. You can't do it alone. Recall anyone you've heard about who's successfully realized a vision. I can guarantee that individual asked for and received assistance in achieving his or her success.

Claudette Rowley, Coach and Author Helps entrepreneurs harness their potential & soar to new heights  
Co-author ~ A Guide To Getting It: A Clear, Compelling Vision  
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Maximize your business & personal success!

### **Features and Benefits Brainstorming**

**By Catherine Franz**

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This is it what I use BEFORE I begin to write any marketing copy or launch any new product or service. You can complete this with the by–hand method listed here or use the form that I've created (available in the FORMS section of our web site, <http://www.abundancecenter.com/forms/main.htm>).

I complete this exercise even when I think I'm sure that I have it done. The mind plays some funky games, by redoing this exercise, my thoughts zone into what I'm working on, and my mind becomes razor sharp.

In other words, if I am writing marketing copy and I do this every day for many different projects, even though I did the exercise yesterday for the same project, I repeat it without looking at the previous version. Almost every time something new emerges that surprises the ding–dongs out of me. This works on the principle that when you dump it on a page, your mind becomes free to allow what is underneath to rise to the top.

#### By Hand Method

On a new sheet of paper, draw a vertical line down the center into two columns. Title the left column "Features" and the right "Benefits."

Let's first start by listing the features. Leave the Benefits for after you dumped as far as you can at this sitting. Features are the adjectives that describe the product or service.

Here is a few questions that will help speed your progress:

- \* What does it look like?
- \* What does it do?
- \* How does it help?
- \* What unique advantage does it offer?

How is it different from other products/services?

Your goal is to list at least 10 features.

Now let us switch to the "Benefits" column. Here you need to describe the outcome (results) of each feature. They need to describe the results of the feature you listed. If you don't come up with anything, ask yourself if that is

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really a feature. If not, scratch it out and keep moving down.

Here are a few questions to get you started:

- \* How does that particular feature bring value to the customer?
- \* Will they sleep better, eat better, make more money, or what better because they have it?

Next, contact some prospects or past customers (not current customers). Ask them to identify the benefit they see in your product/service. Usually they can give you benefits you could not see. This is usually an eye-opening experience so don't skip over it.

Now, number each of the benefits in significant order from the prospect's perception. You can number them and then e-mail ten or so prospects, present and past customers, and ask them to number them. Then you can see how well you know your prospects. If you are way off to their perspective, then at least you know you need to get to see things from their viewpoint and you can work on that.

Finally, yet importantly, choose the top, number one, ultimate benefit that stands out. THAT, my friend, is the foundation of all of marketing and writing marketing copy. This isn't the end, now you need to build your marketing strategy around this ONE, repeat ONE, benefit. Don't make the mistake juvenile marketers make by expressing all the benefits. This only confuses the buyers. Moreover, if your prospects are responding, "I need to think about it" more frequently than you prefer -- let this be your clue.



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