

## **10. I'll figure it out on my own.**

This phrase has cost me millions of dollars. It was a great day indeed when I realized that all the problems and obstacles I was encountering in life, or in persuasion, had already been solved or figured out by someone else. That means these people have already unearthed answers to my dilemmas! Poverty thinking is: "I will figure it out on my own and take three years of time and countless money in an attempt to reinvent the wheel." The big challenge is that we cannot coach ourselves. We can't see all our strengths and weakness. In other words, we're blind to what we need to improve upon and work on. All great players have mentors and coaches. Look around you. Who can you talk to, who can you take to lunch, who can be your coach? We know that reading the book is a great start and will teach you great things, but if it is true excellence you're going for, you need one-on-one coaching as well. If you learned how to play basketball solely from reading a book, you would never achieve greatness on the court. The greatest growth in my life has come as a result of mentoring and coaching with the best.

Trust me when I say that you don't have the time or resources to wait to figure things out on your own. It amazes me how many persuaders go down this solitary road. Persuasion is not rocket science, but you do need to learn how to master your craft. In the past, we were able to get along in life by slowly learning what we needed to know, but times have changed. The train is now picking up speed. We used to be able to horse around, miss the train and then run to catch up with it if we were late. But the world is increasing at such a rapid rate that the competition you are now facing will no longer allow you to figure things out on your own. You can invest in yourself right now by finding the best mentor to teach you the skills you need to succeed, or you can stay on the long road to little income, few skills and the inability to persuade.

If you wanted to rebuild the engine in your car, to learn how to fly or to rewire your house, would you just try to figure it out on your own? Would you read the best book on learning how to fly and then just hop in a plane and learn along the way? NO, of course you wouldn't! Then don't treat your career or your ability to persuade in the same illogical way. I remember going to a stock market seminar that dealt with learning how to

trade. It was going to cost me over \$10,000 to attend additional training, so I declined. I got burned when I decided that I'd just figure the market out on my own and lost three times that amount in the market. The students attending the class, on the other hand, invested upfront, learned the proper skills and became great traders. I lost out by not allowing the experts to teach me the right skills. The answers are there, closer than you think, if you are willing to open yourself up to them. You would be surprised by how much other people can actually help you succeed.

Pay the price to become a professional in your field. Don't settle for mediocrity; become the best you can be at what you do. Who is the best in basketball? Right—Michael Jordan. He knew he could not become the best without daily practice of the sport's fundamental skills and acquirement of new skills. He also knew that he could not excel without a team, and especially without a coach. True excellence in any pursuit, persuasion included, comes from knowledge, continuing education and consistent practice.

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