

6. I'm OK.

This is a common thread we find at The Persuasion Institute. When it comes to becoming a Master Persuader, the psychological characteristics make all the difference in the world. You can't read a book, go to a seminar and then fix everything in one day. Success is a process that will only happen over time. I have never met a high producer who does not work at it on a daily basis. Many persuaders make the mistake of adopting self-serving attitudes like, "I'm OK; I don't have a problem with that; I don't need to work on that," etc. If you ever find yourself saying those kinds of things, you are worse off than you thought. Recognize that the only way to build your future is to first build yourself.

Your psyche is the mental aspect of the persuasive game. It's a critical skill for all successful salespeople, but it works equally well in all fields. You will not be able to achieve your goals until you believe you can achieve them. All the best influential techniques and tools in the world will not help you until you first believe in yourself. Unfortunately, no matter how lofty our self-opinions might start out, most people we know tend to bring us down. When you tell these people about your dreams and reveal to them the things you want to accomplish in life, they can be very discouraging. Do you know people like that? When you have the right mindset, however, you know where you're going and what you want to accomplish. Then anything that people say is not going to matter; they won't be able to crush your dreams no matter how hard they try. The right psyche involves knowing what you want and having a plan to get it. When your psyche is in its proper place, you will always follow your heart.

Why are some people super-successful while others dwell in mediocrity? Ask almost anyone out there, and they will tell you that they want more out of life. They want to be better and to accomplish those long-buried and forgotten goals. So, why do so many of us fall short of achieving our dreams? It's a basic human fact that we all want success. We all want to be happy. We all want to be self-disciplined and to have others' respect. We want to achieve great things, to accomplish great feats, to be the best at what we do. And we want it all now. We know many of the things we *should* be doing to be happier, more physically fit and more financially secure. We know we should set our goals, manage our

time, spend more time with family, exercise, eat right, work hard, sleep more and have a positive mental attitude. So, why aren't we doing these things? After all, the desire is there, right? Why then do these things sometimes seem impossible? The good news is, if you really want success, you can have it. Success is an open-book test that you can pass with flying colors if you know where to look for the right answers.

Sometimes we find ourselves surrounded by people who seem to work the same number of hours we do, or even *less*, and yet still get better results. Drives you crazy, doesn't it? The key thing to realize is that working *harder* is not necessarily the same thing as working *smarter*. How do you work smarter? You need to have the right tools; that's how. Consider any professional who uses tools for a living. Having the right tool at your disposal makes getting the job done easier. Suppose you had to cut down a tree, but you had to do it with a pocket knife. *Eventually* the job would get done. What if you had an ax or a chainsaw instead? Then the same job would get done better and faster—two factors we would all appreciate more of, whatever our jobs may be.

Sometimes, when using a new tool for the first time, we need some special training on how to operate it properly. Once we're armed with the basics, we then need practice. Finally, only after repeated practice will we be equipped with seasoned experience. Acquiring the right persuasion skills can be compared to the training and exercising required to get your body in tip-top shape when you haven't engaged in an exercise routine in years, or ever in your life. There may be some pain and discomfort in the beginning stages, but if you keep at it, it starts to feel good. You are being stretched and pulled out of your comfort zone, but in the end, the discomfort is definitely worth it.