Lesson 5 - Recap

Clarity in Differentiating Yourself

- Contemplate your uniqueness and what differentiates you from others. You want to figure out how you can become more highly desirable, uniquely attainable, and economically irresistible. Understanding this is a key step in getting clear.

- If you look at business examples, not many companies or individuals have all three characteristics. Two that stand out are Apple and Chrysler. How can you differentiate yourself and your business?

- These four steps will help you see major advances in the way you can get clear, get free, and get going. They are:

    1. Ask.

    2. Listen actively.

    3. Take action.

    4. Believe and receive.

- *Ask* means to ask politely, persistently, and creatively, which will give you the best chance to receive a yes or an affirmative reply.

- *Listening* actively means you're giving someone your complete attention. When you listen closely to what's being said, you may hear an opportunity to offer help or advice, thus giving you another chance to give, not get.

- *Taking* action means that you follow up on promises to do something, whether it's running down a request or finding out information.

- Finally, *believe and receive* means having faith in yourself and what you're doing. When you really believe something is going to happen, it's remarkable how many times it really does.

Exercises

1. What's the last product you purchased that you thought was highly desirable, uniquely attainable, and economically irresistible? Did those attributes turn out to be true?

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2. How can you become more highly desirable, uniquely attainable, and economically irresistible to others?

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3. Can you think of examples when you asked creatively? Actively listened? Acted intentionally? Believed strongly in your ability to help others?

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4. Of the ask, listen, take action, and believe and receive steps, which ones are you best at? Why?

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5. Which ones could you improve on? How?

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