

Dealing with “No”

Answer these questions for me:

You approach your neighbor and ask her to be a hostess. She says NO. What changed?

Is she still your neighbor?

Did your income change (go up or down)?

You ask for referrals at a facial. She says NO. What changed?

Is she still going to purchase product from you?

Did your income change?

You ask a client if she would like to book a follow-up appointment. She says NO. What changed?

Is she still going to become a client?

Did your income change?

While dining out, you ask a sharp woman in the next booth over to be a portfolio model. She says NO. What changed?

Are you ever going to see her again?

Did your income change?

It's a one-word answer. The word “NO”. Some people have a really tough time accepting the fact that they are going to hear the word NO fairly often. They get discouraged and feel rejected because they look at the word NO as a negative. Nothing could be further from the truth. **The word NO simply means that nothing changes.** Think about it. You approach your neighbor and ask her to be a hostess, she says NO—what changed? Is she still your neighbor? Yes. Did your income go up or down? NO. Nothing changed. It can't be a negative; to be negative things would have to get worse, and they didn't. Everything remained exactly the same.

On the other hand, suppose she had said YES. Now, there are some positive changes. She receives a FULL SET AT HALF PRICE. You gain several more customers, potential bookings and team members, and you earn more money. You can see by this example that there are no TRUE negatives in our business. There are only positives and times when nothing changes.

When someone tells you NO cross out one of the NO's on the bottom of this sheet. Set yourself a Goal of getting all 100 NO's crossed out by the end of this month. If you want to see your business explode with growth, take this exercise seriously.

The more you do this, the tougher it becomes to get those 100 NO's. You will find that a YES will creep in there every once in a while. Don't let the occasional YES distract you from getting those 100 NO's.

100 No's

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