
1. What is Possible?

Whatever You Can Imagine

What is possible when you trust your gut? First, it is possible to get on a roll and to stay on a roll in all aspects of your life. It's also possible to feel a sense of purpose and meaning about what you are here to do. It's possible to consistently know what direction or course of action really feels right to you in any situation. You can develop a knack for knowing how to do or say the right thing at the right time and achieve more than you ever thought possible. You can end each day with more energy and excitement about yourself and your career than when you started out in the morning. What some people call miracles (achieving what you want in life with practically no effort) become a regular occurrence. In essence, whatever dreams you have about your career are possible when you learn to truly trust your gut, or more generally, trust yourself, and that is what this book is about.

What's the Catch?

“Sounds too good to be true,” you say. “So, what's the catch?” Learning new skills is a process. It takes time, patience, determination and the willingness to make a few mistakes. It takes the

ability to keep going one little step at a time, no matter how slow or fast it may go. I am sure you have had the experience of being about ready to give up on a project, and out of nowhere comes a breakthrough or an insight that causes everything to go together all at once. Learning to trust yourself is very much the same process.

It is about discovering, developing and learning to naturally be at your best the majority of the time. If you are dedicated and tenacious in your pursuit of this personally rewarding and empowering way of being, you will find the right path.

In the process of learning to trust yourself, you may have to do more risk taking than you have done thus far in life; however, the payoffs are big. You feel more alive, more daring, have more fun and learn to care more about others as well as have others care more about you. You will have a more positive impact on the lives of the people who interact with you. You will find that you experience less worry, fear, self-doubt, procrastination and self-criticism.

A Success Story

Ron, who is an investment advisor, was referred to me by a client of mine. Ron was already in the process of establishing himself on a national level with a very wealthy clientele. He had already done extremely well in his metropolitan community and was specializing in a type of investment that was best suited to very large sums of money. Expanding nationally was the next obvious move.

When Ron and I met for the first time it was obvious that he was a highly skilled professional salesperson who knew the technical side of his business as well. He told me that he had seen a presentation given by a couple of his peers that had thoroughly impressed

him. What amazed him was the level of confidence, charisma and the sense of competence that these men generated as soon as they walked into a room. Furthermore, these qualities became even stronger the moment they spoke.

“What I want is this ability to clearly radiate to others that I can be trusted and that I know what I am doing, the moment I walk into a room. Can you teach me how to do this?”

I understood the mechanics of developing that kind of charisma but I didn’t have it laid out in steps, so I said, “I can help you under one condition: that I don’t have to tell you exactly what we’re going to do or how long it will take. We’ll create the program as we go and after each session we’ll determine if it feels intuitively right to keep going. I know we can create the feeling you want, but we’ll have to create the process as we go and you’ll have to learn to trust yourself more than ever. You’ll have to learn to listen to your instincts and be willing to act on them starting now. Do your instincts tell you that my approach is right for you?”

Ron grinned and asked, “When do we start?”

Ron and I worked together for a couple of hours once a month for about six months. He either taped our sessions or took notes, reviewed the material and thought it through. Then, when he was ready, he would call me for the next session.

Then one day something happened that let us both know how we were doing. Ron had an appointment with a very wealthy business owner in the Southeast, a man who had a reputation for being very hard to get in to see. Ron had a pretty clear idea of the “financial solution” he wanted to present to this man, based on information given to him by the firm’s CPA. The numbers involved in this case, as well as the potential commissions, were extremely

large, so the pressure was on. This sale would make a very positive change in Ron's lifestyle.

When Ron arrived at the meeting, the business owner, his chief financial officer, the CPA and the firm's attorney were all present.

The meeting started off with a couple of minutes of small talk to break the ice. Then the business owner asked Ron to show him what he had prepared for him. At that moment, Ron's intuition told him to ask a few more questions to make sure he was on the right track before he presented his solution. This was risky since the proposal was based on information that the CPA had given to Ron, and the business owner might object to further questions. Ron decided to trust his instincts and ask the questions anyway.

The business owner cooperated. After a couple of key questions, Ron knew that his proposal was not the best solution given this new information.

Ron then said, "Based on this new information, I want to make a couple of changes in what I have proposed." He explained why he thought a different course of action would be better suited for what they were trying to accomplish and that it would be easy to make the changes.

The business owner was quiet for a minute. Then he looked at his three advisors and said, "We can do business with this gentleman. I feel we can trust him and I think he knows what he's talking about. Let's do the deal. You fellows handle the details." The business owner then stood up, politely excused himself and left to attend another meeting.

Ron said the whole conversation took all of fifteen minutes. He knew he had gotten the deal because he was clear and confident within himself during that meeting and he had trusted his instincts

to change his course of action midstream. The business owner sensed that Ron had the competence and courage to do what he felt was right and that he could be trusted.

Ron generated the feeling of trust in others because he trusted himself and his instincts. We celebrated over dinner and considered our program together a great success.

The remainder of this book represents the highlights of a program that has evolved from working with thousands of people like Ron. I hope that in taking the time to develop your instincts you will be rewarded as well as Ron was, both personally and financially.