
Preface

Technology continues to give us newer and faster ways to do so many things. However, technology can often make our lives more impersonal. If I need help with a problem, I want to talk to a person, not a computer program that sounds like a person. As parts of our lives become more impersonal, our drive as human beings to connect with each other, build relationships, and find people we can trust, is stronger than ever.

The buying public is more informed than ever and is demanding to work with competent professionals. They want advisors who keep up with trends, new products and government regulations. They also want advisors who consistently demonstrate they will put the interests of their clients ahead of the opportunity to make a fast buck.

Now, no matter how much you know about your specialty or how polished your sales skills are, you have to be a person who your clients can trust to take care of their needs and produce what they want. Whether or not prospective clients will want to work with you is determined not so much by what you know as by how people feel toward you and whether they trust your integrity.

There is only one way to come across as trustworthy. You have to demonstrate that you trust yourself. The purpose of this book is

to help you fine-tune your ability to trust yourself. When you do, you communicate to others that you are the kind of person who can be counted on to consistently give them your best.

Some highlights of this book:

- How to “get on a roll” and “stay on a roll!”
- How to know what feels intuitively right and to trust acting on those instincts.
- How to create a vision of what you want as a way to control what you get.
- The power of using your intuition to help you make better decisions in less time.
- How to overcome the psychological barriers to reaching your real potential.
- How to get people to *want* to work with *you!*