

August 5, 2008



## Just for Today

### *Reality vs. Perception*

Perception is reality. More than once I've had a client in front of me worrying why their "key prospect" has stopped returning calls or e-mails. "What did I do wrong?" In every case (and I don't mean 90% of the time) - in EVERY case, something has come up for the prospect - vacation, unexpected family emergency - "bright, shiny objects" - all those things that can distract and detract us from our primary objective. In truth, it's very rare that we have been so offensive, so incompetent, that we're shunned forever.

**Just for today:** *remember that the "contact" process is all about filling the funnel. And when you know that 80% of the people you meet that are in your qualified target market will put you off for 18-24 months, be patient. Put your "keep in touch" strategy in place and wait. If you change your perception from "I must have done something wrong" to, "they're part of the market that likes to take their time" you'll be amazed at the results - both in your business growth, and your self-confidence. Avoidance usually means "not yet".*

*Angela*