

I NEED TO DO WHAT? Lessons Learned from the Business World

Tip #1 Rethinking Business

- The central purpose of business: *To create and keep customers.*
- In business, it's all about *relationships*. It's all about trust.

Tip #2 Embrace Your Inner Seller

- *Everyone* is in sales.
- Be clear about what you are selling. It must *satisfy a need*.
- Be aware of the selling process (Establish Rapport, Identify the Problem, Present a Solution)
- Remember: You will not get a sale from every prospect.

Tip #3 Be a Visionary

- There are many approaches (goal-setting, creating your day, defining your major definite purpose, designing your ultimate lifestyle), all designed to reach similar outcomes.
- *Clarity* – Know exactly what you want.
- Remember to embrace the process.

Tip #4 The Value of Time

- Your Most Valuable Asset. It can only be spent, not saved.
- Is what you're doing now moving you forward? Be selective about how you use your time.
- Three Techniques: Do not multitask! Batch it up! Make Lists!

Tip #5 Be a Good Boy Scout. Be Prepared.

- Spend time preparing for meetings and presentations. It shows you care.

Tip #6 Make Connections. Build Relationships.

- Not a talker? Spend time *listening*.
- Ask “What business are you in?”
- Ask “What would I need to know to recommend someone to you?”
- Ask “Do you know anyone else who you feel might benefit from...”

Tip #7 Be Positive

- Remember the *long-term* vision.
- Be around positive people. Take in positive “mental food.” Maintain positive health habits.

Tip #8 ABL: Always Be Learning

- Knowledge: Your Second Most Valuable Asset.
- *Invest in yourself*: Read 30-60 minutes daily. Listen to audio programs. Attend workshops, lectures, and conferences.

Tip #9 Change and Flexibility

- Change is happening quickly. Change is a major source of stress.
- *Flexibility* is important for success.

Tip #10 Just Do It!

- *Fear of Failure* and *Fear of Rejection* routinely hold us back. Make it a habit to confront your fears.
- Be action-oriented.

Recommended Sources:

- Bryan Tracy books and audio programs
- Internet Business Mastery Academy
- Tim Ferris, *The 4-Hour Workweek*
- Napoleon Hill, *Think and Grow Rich*
- Robert Kiyosaki, *Rich Dad Poor Dad* series

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