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January 2010

Issue 27



Have You Made Any of These [Top 10 New Year's Resolutions](#)?

1. Spend more time with family and friends
2. Fit in fitness
3. Tame the bulge
4. Quit smoking
5. Enjoy life more
6. Quit drinking
7. Get out of debt
8. Learn something new
9. Help others
10. Get organized

Chances are that one or more of these are on your list. Moreover, it's likely that some of your resolutions were the same as last year's. But, this is a new year and as Oprah Winfrey said,

"Cheers to the new year and another chance to get it right."

The Secret to Achieving Your Goals

The challenge that most of us have is that we set goals and then as the year moves along we sabotage them by rationalizing that they are unattainable or not worthwhile. It takes too much time, costs too much money or is too stressful. Perhaps it was something out of your control such as the weak economy.

When we don't achieve goals, it is typically because we aren't mentally committed. Sure writing goals down and talking about them is great. But, to be successful, we have to visualize the goals, live the goals and become the goals.

If you're in sales and your goal is to earn \$1,000,000 this year, you must see yourself as a million dollar producer. You must **act as if**, **think as if** and **speak as if** you earn \$1,000,000. Every minute of every day carry the vision of a million dollar producer. If you believe firmly that you can achieve the goal, you will!

Start today by creating a vision of the goal or resolution that you'd like to achieve for 2010. Then make **Act As If**

"Whatever the mind of man can conceive and believe, it can achieve." W. Clement Stone

"The mind moves in the direction of our currently dominant thoughts." Earl Nightingale.

"I think about hitting home runs." Babe Ruth - When asked what he thought about when he struck out.

"Any fact facing us is not as important as our attitude toward it, for that determines our success or failure. The way you think about a fact may defeat you before you ever do anything about it. You are overcome by the fact because you think you are." Norman Vincent Peale

"Our self-image strongly held essentially determines what we become." Maxwell Maltz

"The thing always happens that you really believe in; and the belief in a thing makes it happen." Frank Lloyd

your daily marching order and I'm confident you will have a different New Year's Resolutions List for 2011. And won't that be fun!

Gary's 3-Step Marketing Strategy for Guaranteed Success in 2010

1. **Tell everyone you meet what you do.** Don't assume that people know. One of my investment advisor friends was exasperated when he told me that his neighbor recently told him that he placed a large amount of money with a local money manager. When my friend asked why he didn't consider him, his neighbor replied, "I didn't know you did that."
2. **Let every client know about all of your product or service offerings.** You don't want a client saying to you "I didn't know you did that." Begin now to schedule meetings with clients to ensure they know about your capabilities, especially the ones that you added in the last year.
3. **Champion your product or service.** You must believe that your product and/or service offerings are incomparable. Importantly, your prospect and clients must perceive you as being absolutely certain that your solutions will help them tremendously.

How to Overcome the Fear of Public Speaking

According to the Book of Lists, our number one fear isn't dying, playing with poisonous snakes or bungee jumping off of high buildings, but public speaking. So, if you get nervous whenever you speak, your not alone. The good news is that you can overcome this fear and go on to become a comfortable, confident speaker. To learn how, [click here to watch my free 3 ½ minute video](#).

About the Pygmalion Advisor: [Gary Hankins](#), President and founder of Pygmalion, Inc., publishes our monthly e-newsletter. It is aimed at providing you the entrepreneur, corporate executive or sports personality with ideas to help you become a more successful leader and communicator. If you have any suggestions for topics you would like me to discuss in future editions, please [e-mail](#) me.

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Pygmalion, Inc | 545 South Figueroa Street | Suite 1227 | Los Angeles | CA | 92336