

There comes a point in your life when you ask yourself, "How do I get to the next level?" Perhaps this isn't true for everyone, but it's certainly true for those who have a yearning to grow, become rich, or to build something big for themselves or others. I know that I have asked myself this question many times over the years and it seems that lately I have received scores of e-mails asking similar questions. I have some suggestions that may send you over the top to stay.

Have you ever felt that you've reached a plateau? Or have you ever experienced rapid growth in sales, your business, or even in wealth – only to somehow hit a barrier?

It is usually accompanied by feelings of frustration or anger at not being able to break through to a higher level. This could be sales, earnings, growth, size, or scope.

The condition is best described by an incredible joy and soaring success, followed by a somewhat 'weightless' stage, followed by a series of problems or distractions, and then, ultimately, followed by either an easing back to some familiar lower level of operation, or even a plummeting descent to a level of business lower than normal which forces you to suck it up and go for the big push again. This repeats the entire cycle again.

If you own a business, work for yourself, are in sales, or

simply engaged in wealth building, you know exactly what I am talking about. People keep asking me, "Is this because I have a fear of success?" Could be... but I doubt it! Are you really afraid of being rich? I don't think so.

If you are happy where you are, and you are not aspiring to higher levels of success, achievement, income, or wealth, then you may not have experienced what I am referring to. But if you can relate, here are some thoughts:

One of the most powerful things that I have done over the years to propel me past an existing level of operation is to find a coach that can isolate my strengths and push me over the top. It's someone who knows how to hold your toes to the fire and keep you accountable to you, to your dreams and goals. It is NOT necessarily a friend who 'understands' you. It's someone who can kick your you-know-what into gear when necessary and who will ask more of you than you would of yourself.

Second on the list is to find a mentor who can give you a success pattern to model. There is no reason to re-create the wheel when it comes to building success. A mentor is

The Next Level, continued on page 6

THE 12 BIGGEST MISTAKES ALL TRAINERS AND PRESENTERS MAKE AND HOW TO AVOID THEM

• Part Two in a Series •

Mistake Number Six:

Avoiding Participant Upset

Being in front of a group can certainly be intimidating. The fear of public speaking (or simply looking foolish in front of others) strikes terror in the hearts of many of us. The worst nightmare of all: a participant of the group who simply does not agree or gets upset with the facilitator in front of the whole group!

Steering clear of upset and challenge is a huge mistake because it is at the moment of challenge that a person can learn the most. By being cool in the heat of an upset or challenge, the entire group will gain a new levels of learning.

The object is to listen to the entire challenge or question. DO NOT ATTEMPT to solve the upset or calculate a comeback (or an answer) while the person is still talking. Instead listen for the real cause of the challenge. Is it confusion, mistrust, a differing experi-

ence, anger, etc. Then – rather than answer them or solve it – ask them more questions about why they are upset, their personal experiences, what would make them feel better, etc.

After several questions and a lot of good listening, repeat why you perceive them to be upset and get verification if that is correct. Do not make them wrong! You may attempt to offer a solution to their dilemma. But chances are, if the questioning on your part has been good, they may have come up with one already. The good news: if they're upset with you or the material then 90% of the time they are tuned in and interested.

HINT: Before you give a presentation have a friend or colleague role-play with you on the most upsetting and confrontational challenges that could be posed and practice responding. After many hours of practice you will be able to stand in the heat with the best of them.



Next Month:
Singer On Sales

Achievable Goals

Plus more on the
"12 Biggest Mistakes"

from Blair's Program Powerful Sales Presentations

WHAT'S YOUR POINT OF VIEW?

Highlights from Rich Dad's 3-Day Business School for REAL ESTATE INVESTORS

“What business are you in?” asked Robert of his audience of real estate investors at the recent 3-Day Business School. “Once you know that,” he said, “It will determine how you look at property.”

Depending upon your point of view – your context – you'll look at properties with a “different set of eyes.” He used the example of a 60-acre parcel of land and how differently its value can be viewed – depending upon the individual's point of view.

A farmer will see one thing...a developer will see another, he said. And the same is true for perspectives of a tax accountant, a corporate attorney, or a lender.

“You're here to learn something new and our instructors will give you their point of view. You'll see how each evaluates information in a slightly different context and looks for different things in a property or a deal,” Robert said. The line-up was impressive:

Ken McElroy • property management expert
Scott McPherson • commercial mortgage broker
Craig Coppola • commercial real estate broker
Bill Shopoff • venture capital specialist
Joel Moskowitz • author of *The 16% Solution*
Paul Smith • employment specialist
Wayne Morgan • real estate broker
Plus...the team of **Rich Dad's Advisors**:
Blair Singer, author of *SalesDogs*
Garrett Sutton, author of *Own Your Own Corporation and How to Buy & Sell a Business* and *Real Estate Loopholes* (with Diane Kennedy)
Diane Kennedy, author of *Loopholes of the Rich and Real Estate Loopholes* (with Garrett Sutton)
Dolf de Roos, author of *Real Estate Riches*

Point of View, continued on page 7

Message: Lessons for Winners Continued from page 1

What happens when someone ups the ante? How do you respond? Do you meet the challenge or pull back? Play it safe... or run from risks?

When the Loser wins it's because we allow it to happen. Excuses come from the Loser in us.

Choose to win and beat the Loser at his own game. 🎲



“You've got to...
Know when to hold 'em...
Know when to fold 'em...
Known when to walk away...
Know when to run...”

– Kenny Rogers – *The Gambler*

Next Level Continued from page 5

not someone who you necessarily talk to all the time. It may be someone you've never meet, but whom you study and observe. Who would that be? What is it that you are really trying to achieve?

Thirdly, it is important to know that we all have strengths. Yet, one person cannot be everything and have every strength. You may need a partner. Someone who shares your vision, your drive, and your plan, but who brings skills and talents to the table that you don't have. When seeking a partner, you do NOT want to be competing with them in your area of talent and strength. You need to have your own arenas and your partner must be motivated by more than the money.

Most important of all: to move to the next level, you have to take a deep look at you! Where do you doubt yourself, if at all? What are your recurring patterns of behavior that keep you bumping on the ceiling? What are the common elements that seem to be present when that happens? On the flip side, where do you have the ultimate confidence in yourself? Where should your focus be? A great coach can help you discover those things and get you to break unconscious patterns that hold you back.

Ultimately going to the 'next level' will only happen if you truly believe that you can get there. You may not know exactly how, but there are those who can help you get there if you truly believe. If you don't....work on it. Remember the toughest sale of all is selling YOU! That's not you! Deep inside you know you are meant for greatness. Do not let your 'little voice' or the 'little voice' of others conquer your spirit or your destiny.

Own the Next Level. Be Awesome! 🎲