

HOW TO GET A YES EVERYTIME

Many ask: “What is the one thing that has stood the test of time; the one thing that has stood head and shoulders above all else as an attribute of success?” My answer is always ‘passion.’ That pivotal word, “Passion.” To put it in the right context, Napoleon Hill called it “a white hot desire.”

Any fool that has had a shower has had a good idea! But it is the one who puts the passion behind the idea that makes it come alive! The thoughts and feelings that come to bear on the idea give it life.

You want to start a business. You have an idea. There abound money, knowledge and resources of every caliber for your taking. There is only one thing that you have absolute control of and once you have that, it moves everything else into place. What is “IT?” Belief. Passionate belief brings conviction.

Many individuals stop at the idea stage, blaming...note that word “blaming.” If there is something or someone to blame you have no value in leading a venture, above all your own idea. If you accept accountability for the outcome of your idea there is no blame! The ONLY thing that will stop you is FEAR. That is, of course, unless your idea has absolutely no value to anyone but you!

Like Mark Twain’s spider that had great aspirations as he let himself down from his web onto the frying pan just to fizzle out, many start and come to an amazing halt at the first obstacle. Or any obstacle for that matter. Most every ‘stopping’ is because of fear. It may be wrapped in the clothing of ‘rejection,’ or ‘wrong timing,’ or some other excuse, but in the end it is fear. FEAR is a destructive element, pure and simple. It has no place, except to warn. Once a warning bell has rung, take note of the ringing and dismiss the fear. Every emotion has a place. Note the emotion; check the reason and then dismiss the emotion.

Once you have impassioned a *valid idea enough*, it takes on a life of its own and you **CANNOT STOP IT!** At that point even if you have fear, you cannot stop that dynamic idea, for it takes upon itself the people, places, capital, everything necessary for its success, casting you aside if you’re afraid! Think of the effect you have on others if that passionate idea is a true “conviction” within you. That conviction speaks resonates within everyone you meet.

The central target of Doppelit’s mission statement is to assist others to have the courage to act, the courage to create, the courage to be an Entrepreneur. All that is necessary for success is the action that follows an impassioned idea.

Action is positive. Faith, belief, planning and action are all part of construction and become the cornerstones of success. Doubt, fear and inaction are destructive, dynamic forces of failure. Fear and belief/faith cannot occupy the same slot in time. As the old adage says, “Fear knocked. Faith answered. No one was home.”

I have faced possibly every form of fear and obstacle in business and in a few cases caved into the fear. In those cases I had empowered the idea to the point it did take on a life of its own. They ran without me! We now have Viking Saunas and Tobac Cologne. After those I never backed down to fear again. It may seem easy and I guess to some it is.

How do you do it? Let your mind imagine with me. Here is the real key:

You have been waiting for three hours for your appointment with the “banker.” In his hands lay the success or failure of your project. “Let’s hope you get the money,” they said. You smiled.

The secretary says, “He will see you now.”

You’re standing in the doorway of the ‘Office of the President.’ It’s a huge open room, wall to wall carpets, deep walnut hand-carved paneling leading up to a 20-foot high ceiling with gold and crystal hanging chandeliers, their chains disappearing into hand painted artwork. The back, dark wall is curved into a semicircle with subdued recessed lighting casting the illusion of twilight.

The President sits behind his overly huge Brazilian Rosewood desk that curves around in front of him, elevated to show superiority. His matching credenza hugs the back wall. Book cases full of erudite books line the entire walls to both sides of him.

The President doesn’t even acknowledge your presence in the doorway. He is looking at a paper-thin monitor with a leather-backed note pad on his desk, a black Monte Blanc pen awaiting command. There is one chair in front of his desk. The feeling is one of total, all encompassing power. You notice a crystal pitcher of ice water and one carved crystal glass on a bronzed leather tray.

Occasionally he will take a sip. He doesn’t notice you. Soon, he simply raises a hand and motions for you to come in and sit down, never once does his eyes leave the monitor. A few more notes with his expensive pen. Silence.

You sit down. The banker merely says, “Yes?” and continues staring at his keyboard, occasionally typing in another command.

At this point you have a choice. You have come this far and by all odds you will continue. The choice is how much passion you will deliver from this point on. At this very moment you have to take charge. You have to wait! Yes, you take charge. You have a golden idea that is worth billions and you are willing to very humbly let him have a piece of it for some mere money. You don’t say it that way, but you certainly feel it with all of your heart and soul! There is not a doubt here, not an ounce of wait-and-see-if-he’ll-say-yes in your mind. There is only the feeling of genuine excitement, an appropriate passion for this idea-child of yours that you carry. That is conviction!

This passion flows out of you and you haven’t said a word. The banker **NOW** looks over as he has to move his eyes. “Yes?” he now says. Now you have his attention.

You smile at him sincerely and look inquiringly into his eyes awaiting his full attention.

[PLEASE don’t mistake me here. You are there in a true win-win situation.]

You can picture the President and feel yourself in that position. Feel the pressure and above all feel the

desire to have the banker share your excitement for your idea. There is no fear where there is excitement! True excitement is belief backed up by a detailed plan for success! Belief backed up by a plan is faith. Faith is belief in action. Everything starts with thought bathed in emotion. You are emotionally on the edge of your seat as you want the banker to share in the greatness of your idea. “Oh, if he only knew,” you think to yourself, and you wait for the dynamics to change because you want him to know!

In this scenario the decision, i.e. the rest of “the story,” is immaterial here. It is your story. You write the ending. If you have a valid idea backed by that emotion that is validated in turn by your plan (which shows: “Why it will succeed” and “How it will succeed”) either the answer is always yes or you are talking to the wrong person. In the latter case it is lack of research.

A Thought comes Alive with Emotion and becomes a Conviction. Action moves it to Reality. Idea>Emotion>Action is the vehicle we ride to what we call Success. This Action, the Emotion, the Presence of Faith, is what separates the sheep from the goats.

The Entrepreneur lives the idea, commits it to paper, fleshes out what is needed and simply walks into it. If it requires investors, the Entrepreneur stands in front of the investors and tells them why they should invest in the idea and what it will mean to them. You are the spirit, the life of the idea. The IDEA has become an extension of you. You are its validity, not the papers in front of someone else to read! The passion that you feel for your idea has become as real as the air you breathe and you are just as grateful for it.

If you believe that fully and have written out “why and how” that will succeed, (some call that a business plan), the very thoughts you think, feelings you feel will be thought and felt by those to whom you speak. It is contagious. Within that contagion, fear can have no purchase. It is the platform from where conviction convinces!

“Whether you think you can, or think you can’t, you are probably right!”

— Henry Ford

