



What's On Your Side of the Street?

Evaluate and acknowledge yourself based on what's on your side of the street – It's human nature to evaluate ourselves based on the results we're producing. That seems reasonable, right?

But I want to draw an important distinction here. Let's say you have a truly spectacular strategy session with someone – you're on the ball, extremely persuasive, ask all the right questions, present your offer powerfully, etc. And the person says yes and signs up with you!

At this point, you're thrilled, and are celebrating that you got a new client!

But what if the person had said no? **Does that make your performance during the strategy session any less spectacular?** Of course it doesn't!

That's why it's so important to acknowledge ourselves based on what's on our side of the street – not the things we actually can't control!

In other words:

"I'm a success today because I had a spectacular strategy session – regardless of whether the person said yes or no."

"I'm a success today because I made that phone call to that JV partner – regardless of whether we even connected or not."

"I'm a success today because I kept my commitments with regards to my diet and exercise – regardless of what the scale says."

Now I'm not saying we don't celebrate real results when they happen – of course we do! And it's human nature to do so.



But the truth is that those results are actually “icing on the cake,” so to speak. I need to acknowledge myself for having a great strategy session – their saying yes is icing on the cake. I need to acknowledge myself for reaching out to that JV partner – their saying yes to promoting me is icing on the cake. I need to acknowledge myself for eating “on plan” and exercising – that the scale saying I’ve lost 2 more pounds is icing on the cake.

So be sure that you and your clients **are evaluating yourselves based on what you could control, the efforts you made, rather than the external result that you really could not control!**