

# The door must be opened from the inside.



- ▶ How to be More **Findable** than a Smile at a Nudist Colony (8 strategies!)
- ▶ How to be More **Pursuable** than a Portuguese Pomeranian in Heat (5 strategies!)
- ▶ How to be More **Referable** than an Attorney Hopped Up on Sodium Pentothal (7 strategies!)
- ▶ How to be More **Requestable** than Freebird at Florida State Frat Party (8 strategies!)
- ▶ How to be More **Sellable** than a Case of Coors Light at a Colorado Rockies Tailgate Party (5 strategies!)
- ▶ How to be More **Successable** than a Jericho Tax Collector Hanging from a Sycamore Fig Tree (4 strategies!)

35 Strategies for Increasing the Probability of Success in Business and in Life

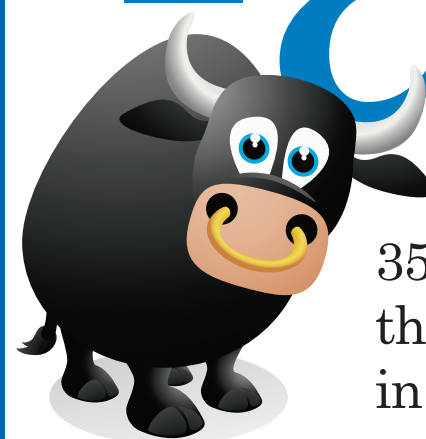
-able

Scott

Scott Ginsberg

HELLO, my name is Scott's...

Advance-able • Addict-able • Book-able • Brand-able • Break-able • Buy-able • Buzz-able • Callback-able • Checkbook-able • Discover-able • Edi-ble • Engage-able • Find-able • Google-able • Invoke-able • Meet-able • Name-able • Need-able • Non-next-able • Open-able • Pursu-able • Refer-able • Request-able • Retweet-able • Revisit-able • Sell-able • Show-Up-Able • Spread-able • Success-able • Superior-able • Trust-able • Un-able • Unl-able • Yess-able



## 35 Strategies for Increasing the Probability of Success in Business and in Life

"Quite possibly the smartest book of the millennium!"  
— Jane Ginsberg, Scott's Mom

From the guy who made a career out of wearing a nametag



Ginsberg

HelloMyNamesScott.com | NametagTV.com

Scott Ginsberg, aka, "The Nametag Guy," is the author of eleven books, an award-winning blogger, professional speaker and the creator of **NametagTV.com**. He's been recognized by CNN, ABC 20/20, The Wall Street Journal, FastCompany, MSNBC and COSMOPOLITAN as "The Authority on Approachability."

As the only person in the world who's made an entire career out of wearing a nametag 24-7 (since November 2000), Scott advises companies worldwide on how to leverage approachability into profitability.



people

# How to be More Retweet-able than Ashton Kutcher, John Mayer and

*You can't make people retweet you.*

All you can do is increase the probability of getting retweeted by becoming more retweetable.

Today, I'm going to tell you HOW.

Not because I'm a Twitter Coach.

Not because I'm a Social Media Expert (even though everyone and their mother claims to be one these days...)

### **But because I'm a guy who gets retweeted a lot.**

My name is Scott Ginsberg, aka, The Nametag Guy, aka, @nametagscott.

I'm a writer, speaker, consultant and entrepreneur. And I teach people how to become more approachable.

So, here's a list of **16 ways** to turn approachability into RETWEET-ability.

[1] **Ask smarter questions.** Penetrating questions. Dangerous questions. Though-provoking questions. Remember: Once a question has been asked, it's impossible for the human brain (not) to see an answer. *What are you asking your followers?*

[2] **Be a living brochure of your own awesomeness.** I know. Easier said than done. Fortunately, I wrote an ebook of how to do this at [www.AllKeepersNoFluff.com](http://www.AllKeepersNoFluff.com). Mainly because I feel that 90% of your tweets should be pure gold. Gold Jerry, gold! All keepers, no fluff. *Are your tweets works of art?*

[3] **Be disturbing.** Evoke emotion. Move people. Challenge them. Make your followers squirm in their seats when they read your tweets. So much so that they HAVE to retweet you. *How provocative are you willing to be?*

[4] **Become the most interesting person you know.** Nobody notices normal, nobody buys boring and nobody pays for average. The secret is unpredictability. The enemy is recycled wisdom. Here's the reality: If you want to be more retweetable, your tweets need to be more interesting; and if you want your tweets to be more interesting, YOU need to be interesting. *How are you keeping yourself (and, therefore your tweets) fascinating?*

[5] **Brand your language.** Stop retweeting so damn much. Say something original for once. Because if you don't quote yourself, nobody else will. And you can quote me on that. To learn more about branding your language, see the principle in action at [www.stuffscottsaid.com](http://www.stuffscottsaid.com). *Who's quoting you?*

[6] **Combine honesty, vulnerability and humanity.** These virtues are so rare that they've become remarkable. And remember: The stuff nobody does tends to be the stuff everybody loves. AND retweets. *Are you a robot?*

[7] **Consistency is far better than rare moments of greatness.** What's more, consistency – despite convenience and comfort – creates uncracked character. And in a low-trust, low-integrity culture, that's exactly what people are looking to retweet – people who (actually) have CHARACTER. Check out [www.ConsistencyAudit.com](http://www.ConsistencyAudit.com) for how to do so. Do these things and, again, you will start to get retweeted more often. *Is what you're about to tweet giving people the tools they need to build the world you envision?*

[8] **Don't go link crazy.** For most of your tweets, put the value in the actual tweet itself. Don't just mindlessly post a bunch of links that YOU think are interesting. Links = More Work = Bad. Maintain a balance between linking to items of interest and actually WRITING about items of interest. If all you do is retweet, people will assume you can't think for yourself. *Do people (really) have time to read this article you've sent them?*

[9] **Get off.** Offline, that is. According to Adam Kreitman, aka, @WordsThatClick, "The secret to online marketing is offline marketing." So remember: Social media isn't enough. It's a great side dish, but don't make it the main course of your networking meal. Go call somebody. Go have lunch with somebody. *How many REAL friends do you have?*

[10] **Help people fall in love with you.** That's easy: Just help them fall in love with themselves first. And you do that by making them feel essential. Honor people's awesomeness by retweeting their thoughts – and saying WHY you've chosen to retweet them. They'll usually reciprocate. But, make sure you're doing so because you ACTUALLY like this person and what they have to say, not because you just want them to retweet you back. After all, the best way to GET anything is to GIVE that thing first. *When someone reads your tweets, how do you want them to feel?*

[11] **Inspirational = Retweetable.** Unfortunately, you can't inspire anybody. All you can do is increase the probability that they will become inspired by making yourself more inspirational. Do (and BE) these things, and you WILL be retweeted more often. Guaranteed. *When was the last time you retweeted somebody talking about their breakfast?*

[12] **Lists work.** If you're going to link to an article or blog post, lists have the best chance of getting retweeted. If you'd like to learn the science behind why lists work, email me for a list called, "43 Reasons to Make Lists for EVERYTHING." Practice this stuff and you will be retweeted more often. *How many lists have you tweeted this week?*

- [13] **Risk.** Don't be afraid to tweet something controversial. Take a stand. If you offend someone, so be it. If you piss someone off, so be it. It's probably better that way. Comfortable people don't take any action anyway. Besides, you can be edgy without being a jerk. Stick a stake in the ground, let people gather around, then do everything you can to prove that your stake is sound. *What risk do you incur by tweeting this idea?*
- [14] **Thank your retweeters.** Either by replying to them publicly, or, better yet, by sending them a DM. This shows an appreciation for their willingness to share your thoughts with their followers. It also makes them want to do it more in the future. According to Twitter rockstar Travis Miller, aka @BIGideaguy, "It's certainly not mandatory. Just a nice gesture, especially after multiple RT's. That way, it's more of a conversation and less of a monologue." Admittedly, I don't do this NEARLY as often as I should. Fortunately, thanks to the insights from people like Travis, I'm getting better at showing gratitude for people who RT me. *How thankful are YOU?*
- [15] **Twality control.** Before posting your tweet, ask yourself qualifying questions such as: Does this tweet leave the impression of value or vanity on my followers? Is this tweet consistent with my Theory of the Universe? And is this something I, personally, would retweet, if someone else had posted it? *What's your filter?*
- [16] **Write less.** Just because you can doesn't mean you should. 140 characters should NEVER be fully used. Always leave at least 20-30 characters of blank space. This makes it easier for your followers to write "RT," your username, and perhaps a comment like, "I agree!" or "<—-This guy is my hero!" Without that extra character space, people will butcher your words and dilute your message. This reduces the probability of getting retweeted. *Are you getting better at brevity?*

**Instead of tweeting  
items of interest,  
be the item of  
interest yourself.**

.....

*Are waffles (really) relevant?*

**LET ME SUGGEST THIS**

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You can't make people retweet you.

All you can do is increase the probability of getting  
retweeted by becoming more retweetable.



**T W E N T Y - F I V E**



# How to be More Revisit-able than a Roadrunner Restaurant on a Coyote Farm

*In the beginning, there was a question:*

*“What do you do that brings people back for more of YOU?”*

Dixie, my great friend, personal coach and consummate butt-kicker, recently asked me that question.

And after thinking about the philosophy surrounding it, here's what I've come up with:

*The best way to earn repeat business is to make yourself, your brand and your value more revisitable.*

Consider these practices for bringing people back for more of YOU:

- [1] **Accommodate unusual requests.** And before you do so, try saying this: "Let me make an exception for you." You won't just make people feel special – you'll make them feel essential. *Practice this, and people will come back for more of you. What are you doing to earn and ensure your status of trusted advisor in the mind of the customer?*
- [2] **Advance in earnestness.** Vigor. Passion. Resoluteness. It's hard to resist people like that. They simply provide too much warmth. As Richard Pryor once suggested, "Learn how to set yourself on fire." Because when you do that (without freebasing cocaine, that is) people will come back just to watch you burn. *Practice this, and people will come back for more of you. Are you currently operating out of your passion?*
- [3] **Be a disturbance.** Comfortable customers rarely take action. Your mission is to use your questions, statements, ideas and thoughts to disturb the hell out of them. Not in a dangerous, violating or illegal way, of course. But to make them SO uncomfortable, so squiggly in their seats, that they have no choice but to say, "Screw it – let's go." Sure, it's crushing to their ego, but it's crucial to their practice. They'll thank you in the end. *Practice this, and people will come back for more of you. What action-inducing emotions will you bring to the surface?*
- [4] **Be fabulously versatile.** Consider this question: *What skills are you not currently leveraging to add value to your customers?* My suggestion is to run an internal inventory. To uncover the diamonds that your customers have yet to see shine. And to go out of your way to tell your customers about the new ways you can help them. Versatility is the driving force of evolution. And those who evolve are revisited. *Practice this, and people will come back for more of you. Will this risk put you (and your customers) in a position for major breakthroughs and growth?*
- [5] **Be plastered with perseverance.** Repeat business doesn't just automatically come to you. You need to make up your mind that you're going to go the distance. My suggestion is simple: *Wake up one hour earlier.* That's it. *ONE hour.* Single greatest piece of advice I ever got. You'll be amazed at:

(1) how much you get done, (2) how much momentum that one hour activates for the rest of the day, and (3) how much more revisitable you become. Think about it: People can't exactly "come back for more of you" when you're in bed. Unless you work for an escort company. Remember: Determination naturally builds momentum. Making a name for yourself is the inevitability of diligence. *Practice this, and people will come back for more of you. What time did you wake up today?*

- [6] **Choose harmony over rightness.** Stop being right. Customers rarely revisit businesspeople whose pathological hunger for rightness overshadows the achievement of interpersonal harmony. In short: Stop letting your ego vote. Try listening with the ear of your heart instead. *Practice this, and people will come back for more of you. Are you known as "someone who really LISTENS" or "The guy who never shuts up"?*
- [7] **Declare war on destructive habits.** First, name one bad habit you've broken in your lifetime. How did you do it? List out the steps you took. Next, identify ONE destructive habit you're currently addicted to that's threatening your revisitability. Finally, redouble your commitment to daily self-cultivation. See if you can't make that habit old news. Remember: If your habits are destroying you, they're probably destroying your relationships too. Even if you're too close to yourself to realize it. *Practice this, and people will come back for more of you. What habits of yours offend customers?*
- [8] **Don't overvalue prior successes.** Arrogance of the past will come back to bite you in the ass. As John Mayer explained during a 2009 interview with *Esquire*, "To evolve, you have to dismantle. And that means accepting the idea that nothing you created in the past matters anymore other than it brought you here. You pick up your new marching orders and get to work." Remember this, and you won't accidentally give customers a reason to switch. Remember this, and you won't let arrogance and complacency sabotage your revisitability. *Practice this, and people will come back for more of you. If everything you've done up until now is just the beginning, what's next?*
- [9] **Honor shifting cultural trends.** Here's what your clients *used* to want: "Good fast and cheap." Here's what your clients *currently* want: "Perfect now and free." These are the three insatiable consumer demands, according to bestselling author Robert Rodin. I doubt you're going to reformulate your entire business model to accommodate that trend. But repeat business is a function of client awareness. Perhaps it's time to honestly assess what each of the three words (perfect, now and free) looks like for your customers. *Practice this, and people will come back for more of you. What have you recently learned about marketing trends?*

[10] **Live above the level of mediocrity.** First, it begins with self-confidence. You have to believe that deep down you are able to give something extraordinary. Next, it continues with the identification of the status quo. Figuring out what other companies – who do what you do – always (or never) do. Then, it's about doing the opposite. Which doesn't necessarily mean doing something remarkable, but rather, stopping something normal. It's that easy. Remember: If nobody buys average, that means nobody re-buys average. *Practice this, and people will come back for more of you. What are you doing consistently that average people aren't?*

[11] **Teach people how to trust you.** I've been using the same web design company for seven years. They rock. And the biggest reason I keep coming back for more is because they taught me how to trust them. They proved themselves (over time) to be the kind of company I could give an idea to, let them run with it, then meet them on the finish line two weeks later – and be blown away. All because they know my style, they know my brand and they know what their capabilities are to stay in alignment with those parameters. Insanely curious about the process behind this, I had lunch with Wendy Gauntt from CIO Services and asked her how she teaches customers to trust her. "Somebody never just 'calls' you," she said. "That's why we ask two simple questions at the onset: *What do you want to achieve? Why now?* Then, during the project, we're always steering to get back to that main goal." *Practice this, and people will come back for more of you. How are you teaching customers to trust you?*

### **LET ME SUGGEST THIS .....**

To earn repeat business, make yourself,  
your brand and your value more revisitable.

What do you do that brings people back for more of YOU?

**Making a name for yourself  
is the inevitability  
of diligence.**

.....

*What time did you  
get out of bed yesterday?*







But if you're trying to sell an unsellable product, that doesn't matter.

*Any number multiplied by zero is still zero.*

The real issue isn't, "How can I get people to buy?" but rather, "What could I do to make my product more sellable?"

Let's explore **five strategies** for boosting sellability:

- [1] **Be picture perfect.** In an article called, "How to Make Your Car More Sellable" on [www.autotrader.com](http://www.autotrader.com), I learned an interesting factoid: "Online car buyers like photos. Very rarely does a person spend a consistent amount of time viewing a listing without them. If they're willing to drop several thousand dollars, they will want to see what they're putting their money into."

Lesson learned: Buyers need proof. No matter what industry you're a part of. We live in a sales resistant culture that demands you show people your bonafides. So, secure the legitimacy of your product by proving you've got nothing to hide. Pictures, pictures, pictures. *Is your product camera friendly?*

- [2] **Post your fee publicly.** I've been doing so since I started my company in 2002, and I've NEVER regretted it. For several reasons. First, posting your fee demonstrates transparency. It helps you brand your honesty in a low-trust environment. For example, instead of just quoting your fee spontaneously (and running the risk of prospects wondering if you just pulled that number out of your ass), just email them a link to your fee schedule page.

Second, public fees qualify your leads and cut out no-money prospects you don't want to waste your time talking on the phone with anyway. It's a great time saver AND saves you from rejecting prospects in person. Finally, posting your price helps you maintain fee integrity when someone asks you for a discount. For example, "Come on Scott! Can't you do it for less?" a customer asks. And you respond with this:

*"As you know, Mr. Jackson, my fee is posted on my website. In order to be fair to everyone – and to maintain the integrity of my value – I cannot offer you a lower price. I hope you understand my position."*

I'm not suggesting you NEVER negotiate. I certainly do. The secret is setting a precedent of value. *Are you willing to stick yourself out there?*

- [3] **Make your product a blank canvas.** Sellability is crucial in the real estate industry – especially for residential properties. British real estate columnist Serena Cowdy explained in a recent article on *Wallet Pop UK*, "One person's 'eclectic chic' is another person's 'big old mess'. Viewings aren't the time to display your quirky set of African burial relics or your enormous collection of comedy mugs."

Lesson learned: In our highly individualized, "customer first" culture, buyers seek permission to stamp their own personalities on a new product. Your challenge is to make it easier for them to imagine doing so by presenting a blank canvas. Sellable equals customizable. *How are you helping your customers make it THEIRS?*

- [4] **An Apple a day keeps the bankruptcy away.** According to a survey by Engadget.com, when the first version of the iPhone was released in January of 2007, it took seventy-five days to sell one million units. When the new iPhone 3G came out eighteen months later, it only took four days.

What happened? *Increased sellability.* And Apple accomplished that by offering faster data speeds, assisted GPS, boosted the camera megapixel rate, added video capability and enabled voice control. I know that's why I bought one. *What new features and benefits would skyrocket your sales?*

- [5] **Unsellable art.** In February of 2008, three masked men pulled off one of the largest art heists in decades. According to the article in *The Washington Post*, they stole four paintings by impressionist and post-impressionist masters Cezanne, Degas, Monet and Van Gogh. The art was worth an estimated \$163 million.

Interestingly, museum director Lukas Gloor explained, "The stolen paintings were so well-known that, on the open market, these pictures are unsellable."

Wow. Maybe getting known and being famous (in certain contexts) can work against your sellability. Maybe being TOO good and TOO perfect and TOO rare scares buyers away. *Is your status your enemy?*

## LET ME SUGGEST THIS

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You can't make people buy.

All you can do is increase the probability  
of a sale by becoming more sellable.



**T W E N T Y - S E V E N**



# How to be More Show-Up-Able than Shaquille O'Neal at an All-You-Can-Eat Shrimp Buffet

Woody Allen was wrong.

His famous one-liner was, “80% of life is showing up.”

*Bullshit.* Showing up isn’t enough. Think about it: How many times have you met someone who showed up ... *and they sucked?*

**HERE’S THE REALITY ::** THAT you show up isn’t nearly as important as HOW you show up.

See, people respond to the sum total of what you present to them. Either positively, negatively, or not at all. It all depends on how you show up.

The problem is, people often shrink from showing UP because they’re terrified of being accused of showing OFF.

This doesn’t have to be the case. You can still show up strongly without showing off annoyingly.

Let’s explore **six strategies** for doing so:

- [1] **Forego the fear of being found out.** If you’re at war with yourself, you will not show up well. And the body count will double every time you walk into a room. Instead, your mission is to preserve an attitude of self-acceptance. To occupy your vulnerability and make friends with all aspects of yourself – even the ones that make you cringe.

That’s what I’ve discovered after 3,261 consecutive days of wearing a nametag: When you relax and assume everything is perfect, you begin to feel rightness and complete appropriateness in who you are. And so do the people you meet. *Do this, and you will show up stronger than ever. Are you AT war with yourself or IN love with yourself?*

- [2] **Assemble initiative, not inertia.** That means being willing to be heard. That means being twice as proactive in everything you do. And that means being diligent in putting yourself in the success moment, and doing so with deadening regularity.

The *enemy* of initiative, on the other hand, is being paralyzed by your own mistakes. Being distracted by your own nonsense. And becoming a prisoner of yesterday’s errors. Be careful. Inertia is the slaughterer of success. Only movement counts. *Do this, and you will show up stronger than ever. Are you a cause or an effect?*

- [3] **Learn to become a part of every place you enter.** As the fantastic book, *Honoring the Self*, says: “Come soft and bright as a sponge to be filled, unresisting; and allow nothing to weigh too much within your soul.”

That’s definition of vulnerability. That’s the epitome of openness. If you practice this, you will be welcomed everywhere you go. You will feel at home wherever you go. *Do this, and you will show up stronger than ever. When you walk into a room, how does it change?*

- [4] **Learn to become someone when you’re alone.** That way, should you find yourself suddenly kicked to the curb (by your job, friends, spouse, partner, whatever), you can still prosper. As long as you listen deeply TO yourself, stay in constant rapport WITH yourself and heed what you hear FROM yourself.

That’s why I love yoga. It’s rock-solid practice in trusting your support system of inner resources. Plus, you learn to “take your practice off the mat,” which is the process of transporting what you learned from one discipline into various other life containers.

As Emerson wrote in *Self-Reliance*, “The great man is he who in the midst of the crowd keeps with perfect sweetness the independence of solitude.” Ultimately, becoming someone when you’re alone makes it easier to show up AS someone when you’re not. *Do this, and you will show up stronger than ever. How often do you hold daily appointments with yourself?*

- [5] **Build a better you.** Mousetraps are overrated. YOU are the only product that ever matters. After all, people buy people first. My suggestion is that you *rededicate* yourself as an instrument, *recenter* yourself in your commitment and *recreate* situations where your gifts can flourish.

That’s how you become the person you most admire. By creating a vision of how you would like yourself to be, “trying on” that vision until it fits like a glove, and then making sure lots of key people are watching. *Do this, and you will show up stronger than ever. In what area(s) of your life are you most motivated to improve?*

- [6] **Don’t just DO differently – BE differently.** Here’s how: First, choose to approach the world as one giant banquet. Second, regard every moment as a new, positive opportunity to exercise your choice about how to experience life. And third, live like it’s nobody’s business.

That’s what it takes to BE (not just DO) differently. Sadly, most people aren’t ready for different. They get scared when they meet different. And you have to learn to be OK with that. You have to learn to soar in spite of that. So, remember what my Grandpa says, “Do the best you can with as many as you can.” *Do this, and you will show up stronger than ever. Do you have the courage to be unpopular?*

sought-after-able

known, miss, something, part, even, word, know, since, published, get, sleepover, finds, make, need, day, action, water, known, just, remember, write, many, middle, seven, network, brand, cold, writing, physically, someone, in-demand, life, critical, leverage, Clayton, probability, best, practices, people, sought-after, become, recognize, solves, problems, first, got, sectors, better, becoming, first, practices, solves, recognize, become

TWENTY-EIGHT



## How to be More Sought-After-Able Than The Jonas Brothers at a Middle School Sleepover

*Being successful means being in-demand.  
The more in-demand you currently are,  
the more in-demand you ultimately become –  
because success breeds success.*

But you've got to start somewhere. Becoming sought-after doesn't just happen.

**Sought-after-able is the sum of your efforts to increase the probability of people demanding you on an ongoing basis.**

It denotes credibility.

It depicts desirability.

It displays buyability.

More importantly, "sought-after" demonstrates social proof, which is what helps your buyers (finally) relax and think, "Thank God I don't have to be the first person to trust this guy."

The key word, however, is "probability."

Consider these practices for becoming more sought-after than The Jonas Brothers at a middle school sleepover:

- [1] **Become known as someone who finds (and solves) problems.** Two words: *Michael Clayton*. In this movie, George Clooney portrays an in-house "fixer" at one of the largest corporate law firms in New York. And if you didn't catch this flick, here's the plot: Clayton is dispatched to hold the hand of a wealthy client who has just hit someone with his car and sped off.

Then, when told he could "make problems vanish," Clayton responds with: "There's no play here. There's no angle. There's no champagne room. I'm not a miracle worker – I'm a janitor. The math on this is simple. The smaller the mess the easier it is for me to clean up."

Clayton has no illusions whatsoever about what he does. He finds and solves problems. That's what he's known AS, that's what he's known FOR, and that's what he's known FOR KNOWING. And you don't have to be a lawyer to leverage that kind of positioning. You just need to "share your expertise generously so people recognize it and depend on you," as Seth Godin once wrote. *What problem do YOU solve?*

- [2] **Find something at which you can become the first, the best and the only.** In Alan Webber's *Rules of Thumb*, he suggests, "Invent NEW categories that fit the new realities. If you spot a category before it becomes conventional wisdom, you've got an instant advantage."

That's the road I took with the word "approachability." Not "communication." Not "networking." And not "attraction." *Approachability*. That was the word I owned and embodied. That was my School of Thought, my Life Philosophy and Theory of the Universe. I picked a lane, put a stake in the ground, and

hung a big, beautiful flag on it that nobody else could touch but me. I was The First. I was The Only. And that paved the way to become the best. Your challenge is to be the first to tell the marketplace what the criteria are and that you satisfy them. *How will your brand transition from being nice to being necessary?*

- [3] **It's NOT "who you know."** Nor is it "who knows you." It's whose life is significantly better because they know you. It's how many people in your network feel honored to be a part of it. It's how many people in your network believe that they have greater capability than before *because* they are a part of it.

And it's how many people in your network see more possibilities in their world because of their connection to you – even if it's some retired fighter pilot in Frankfurt who reads your tweets religiously. Ultimately, it's not about the number of eyeballs that see you – it's how much clearer those eyeballs can see because OF you. *How do you want your future network to remember you?*

- [4] **Discover where your great joy meets the world's great need.** Theologian Frederick Buechner suggested this nearly fifty years ago. And although I highly doubt he was talking about small business and entrepreneurship, the lesson still applies: Balance your boldness. Make sure your dreams get acquainted with reality. And deploy your joy with meaningful concrete immediacy so the lives of the people you serve actually get better.

Here's a helpful formula. Before taking action on your next idea, ask yourself three questions: (a) Am I the best at this? (b) Do I love doing this? (c) Will people buy this? If you can't go three-for-three, find something else. *What actions have you taken to ensure that your market knows what you bring to the marketplace?*

- [5] **Get people to physically recognize you.** You don't have to shave your head. You don't have to get tattoos all over your body. And you definitely don't have to wear a nametag 24-7. What you DO need is to consider is the value of physical recognizability as an impetus of sought-after-ability.

Running a Google Image Search on your full name in quotes is the perfect exercise to audit your current recognizability. As you explore the pictures (assuming you ARE googleable), look for patterns in your appearance. Note colors, trends and styles that are uniquely yours. Stick to them. You might even consider physically creating a "character sketch" for yourself. That way you can stay consistent. Tune into [www.nametagTV.com](http://www.nametagTV.com) to see what I mean. *What's YOUR look?*

[6] **Building up a critical mass of interest.** I don't make cold calls. This is partly by choice, since I totally SUCK at cold calls. But the central driver of my critical mass of interest is by virtue of the sheer volume of material I've published since 2002. Most people don't know this, but I write for four to seven hours a day. *Four to seven hours.* And when I get blank stares back at me, my half-joke/half-serious response to people is: "But I'm a writer. That's what I DO. What do YOU do all day?"

I've been a writer since I was seven years old. It's the only part of my life that I can't remember NOT being a part of my life. So, it's a perfect fit. And as such, writing is my *occupation* inasmuch as writing occupies most of my time. My *job*, however, is an author, speaker, consultant and entrepreneur. But writing is still the foundation. Writing is the basis of all wealth. And writing is the strategy that stamps tens of thousands of your digital footprints (in print and online) that lead people back to you.

And, you don't even have to be a professional writer to leverage writing. You'll discover that whatever industry you work in, writing is one of the few practices guaranteed to build a critical mass of interest in your brand, expertise and work. The hard part is, you have to do it every day. EVERY day. Because if you don't write it down – it never happened. *What did YOU write today?*

### **LET ME SUGGEST THIS .....**

Becoming more sought-after-able makes you more credible,  
more desirable and more buyable.

I challenge you to put these practices into action, and you'll be more sought-after than  
The Jonas Brothers at a middle school sleepover.

## **Three questions:**

.....

*What are you known as?*

*What are you known for?*

*What are you known for knowing?*





And if people aren't actively telling their friends about you, your products and your services, they don't exist.

Enter "spreadability."

No, this has nothing to do with Ritz Crackers.

**THE SECRET IS ::** You can't "go viral" or "get people to start talking about you."

What you CAN do is create an environment in which word of mouth is most likely to occur.

And you do that by making your message more spreadable.

Here are **eight ways** to do so:

[1] **Sell without selling.** Spreadability is the result of subtly pitching your product in SUCH an entertaining way that customers never feel like they're being sold. Joe Pulizzi from *The Content Marketing Revolution* wrote, "Stop thinking about pushing your product and start thinking about what your customers would do after engaging in your marketing. If the inclination is to spread the message, then you've done something right." *Are you SO good that people will voluntarily sign up to watch your marketing?*

[2] **Think like a doctor.** Marketers should hang out with doctors. Not because they're sick (even though some doctors might argue otherwise), but because there's significant overlap between the two disciplines. For example: "You can't spread a disease that's dormant." That's a medical truth. Interestingly, the word "dormant" comes from the Latin *dormire*, which means, "to sleep."

So, here are my questions: Which of your marketing efforts are asleep? Which of your marketing efforts are putting customers TO sleep? And who in your marketing department needs to wake up FROM their sleep? Paging Dr. Bankruptcy, Dr. Bankruptcy. You have a patient waiting in Surgery 2. *How dormant is the disease you're trying to spread?*

[3] **The flu has feelings too.** As cyberculture journalist Douglas Rushkoff suggested, "People don't engage with each other to exchange viruses; people exchange viruses as an excuse to engage with each other." And often times, they do so unintentionally. As Social Networking Blogger Izzie Neis explained, "From a marketer's perspective, if you can engineer the perfect viral campaign, the people will be powerless to resist. They'll be diffusing your ideas before they know what hit them." *How could you spread your virus to people without them even knowing, and without them even caring that they have it?*

[4] **Reward the spreaders.** Provide an incentive for users, customers, readers and viewers to spread your content. Give away freebies. Offer samples. Maybe even allow customers to tally a scorecard for every time they spread your idea. You could even structure an incentive system based on the customer's number of "spread points," much like airlines miles. Whatever it takes to ensure people truly believe they have something to gain by spreading the message. Because if they don't, they won't. *What carrot can you dangle in front of your spreaders' noses?*

[5] **Unspreadable is the enemy.** Ever tried to spread refrigerated butter? It's near impossible. You almost always puncture a hole in the bread, right? Not exactly an efficient way to make a sandwich. Interestingly, in my research on spreadability, I came across an article from the *Journal of Thermal Analysis and Calorimetry*. It's called, "Melting Properties of Butter Fat, The Consistency of Butter and The Effect of Modification of Cream Ripening and Fatty Acid Composition."

Fascinating stuff. According to the Hungarian professors who wrote the piece, there is a close relationship between the consistency of butter and its product characteristics:

*"The cold, unspreadable consistency of butter after taking it out of the refrigerator is a rightful objection on behalf of consumers. And it can only be improved by the combination of the heat-step cream ripening and enrichment with low melting point triglycerides to achieve stable consistency at room temperature."*

Now, if you're like me, you probably have no idea what the hell that means. But stay with me here. Because this article proves, scientifically, that spreadability is directly related to high quality ingredients. And that doesn't just go for butter. In marketing, the same principle applies: Shtick isn't enough – you've got to support remarkability with substance. Otherwise customers aren't going to tell their friends about you. *What does your product have going for it that surpasses baseline remarkability?*

[6] **Sticky is for suckers.** Sticky doesn't necessarily mean viable. Spreadable, on the other hand, is powerful AND profitable. Henry Jenkins, Director of Comparative Media Studies at MIT, wrote a fantastic article on spreadability in 2009. He explained: "In the era of convergence culture, spreadable content is designed in a way to be circulated by grassroots intermediaries who pass it along to their friends or circulate it through larger communities."

Lesson learned: Surrender control. Enable people to take YOUR idea into THEIR own hands. Openly embrace a "fan" mentality and transfer ownership to the customer. Find people that have big mouths, market to them – give

them megaphones – then get out of the way. That’s how spreadability becomes long-term viability. *Are you (truly) spreadable, or just sticky?*

[7] **Medium AND message.** As Duncan Watts says in the bestselling *Six Degrees: The Science of a Connected Age*, “The structure of the network is perhaps more important in predicting the spread of content than the nature of the content.” Lesson learned: Viral marketing is a social animal. So, whatever message you’re spreading, don’t just focus on the content – but on the needs of the people you’re asking to spread that content. *What do your followers crave?*

[8] **Propagation planning.** “Plan not for the people you reach, but for the people they reach,” says Griffin Farley, noted spreadability thought leader. That’s the central idea behind propagation planning, an idea I recently learned about from reading Griffin’s blog.

I also learned about propagation planning from Ivan Pollard, who said:

*“Plant the message or bits of the message in various places in such a way that people pull the entire message or components of the message down. Let them play with the stuff you give them. Get involved with it. Package it back up again in a way that reflects their take on it (even if it is just adding a comment), then pass it on to people in their network or circle.”*

In the process of doing this, says Ivan, the message gets stronger and more powerful as it moves on – not weaker and more fragmented. *Are you forgetting about your customer’s customer?*

## LET ME SUGGEST THIS .....

If you don’t spread – you’re dead.

Now if you’ll excuse me, all this talk about being spreadable is making me hungry.

I see a box of Ritz Crackers in my future.

**Shtick isn’t enough.  
You’ve got to support  
remarkability with  
substance.**

.....  
*Are you a mannequin?*

[illegible]

Yes, you have to believe  
that you deserve to be successful.

Yes, you have to expect  
that success will come to you eventually.

But that's not enough.

If you truly want to increase the probability of success, you've got to put yourself IN THE WAY of success.

Kind of like Zacchaeus, the tax collector. You may remember this story from The Gospel of Luke.

NOTE: If your faith or spiritual practice doesn't include The Bible, no worries. It's still a cool story anyway. You don't have to agree with it to learn from it...

Anyway, Zacchaeus was a guy who held a despised occupation. He had grown quite wealthy extorting money from the public. Naturally, he was not liked by his fellow man.

So, when Jesus came to Jericho, Zacchaeus just HAD to see what this famous man was like. He'd heard the rumors, but wanted to experience Jesus for himself.

So, he not only dropped what he was doing, but went to great lengths to respond to his inner prompting.

Because something pulled him. And he knew he had to take action.

### **He knew he had to put himself in the way of success.**

The problem was, Zacchaeus was not only short on character, but also short in stature. *Literally*. The guy was like, five feet tall. And naturally, when he arrived at Jericho, he had a hard time seeing Jesus over the hoards of admirers.

So, as the gospel goes, Zacchaeus tried to run in front of the crowd, but to no avail. Ultimately, he decided to climb a sycamore tree to get a better view.

Then, to the surprise of the tax collector – and to the surprise of the entire city – Jesus paused the parade, looked up in the tree and said, “Zacchaeus, make haste and come down, for today I must stay at your house.”

Nobody could believe it. Not even Zacchaeus.

Sure enough, he climbed back down the tree. The crowd watched Jesus embrace the tax collector. And the two friends made their way to Zacchaeus' home for dinner.

And that's when the Zacchaeus' life was changed forever.

### **Because he put himself in the way of finding what he sought.**

And the best part is, in so doing, Zacchaeus found more and better than what he sought.

**MY QUESTION IS ::** What are YOU seeking? What's YOUR game plan for putting yourself in the way of success?

Today we're going to explore four strategies to help you do so:

#### **[1] Find your pool of prospects and start swimming there regularly.**

Think about the type of people connected to your goal. Then, ask yourself four questions: (a) Where do they hang out? (b) Who do they serve? (c) Who serves them? (d) And where do they grow? For example, if “self-employed, tech-savvy businesspeople” are your bread and butter customers, get out of your basement and start going to Starbucks. At the same time, every day. If that's where your people hang out, it needs to be YOUR hangout too. *That's how you put yourself in the way of success.*

**[2] Get richer friends.** Stop hanging out with people who don't move you forward. Stop associating with people who haven't learned how to value you yet. And stop spending time with people who diffuse your focus and hamper your goals. You need to “walk with the wise,” to use another scriptural reference. To surround yourself with cool, smart, connected people that will make achieving your goals natural. So, ask yourself two questions: (a) What three people would help you take the first steps toward this goal? (b) Who are the keepers of the current wisdom in the area of your goal? Identify those people. Buy them lunch. Kiss their asses. Ask lots of questions. Take lots of notes. Keep them updated on your progress. And be sure to thank them endlessly. *That's how you put yourself in the way of success.*

**[3] Practice Strategic Serendipity.** It's not luck. It's not chance. It's not accidental. *Strategic Serendipity* means approaching your daily life with an attitude of expectation AND an action plan of visibility. So, wherever you go, evaluate your surroundings. Be prudent about geography. Position yourself in noticeable locations. For example, if you're attending an event, conference or trade show, ask yourself the three questions: (a) Where will I be the most visible? (b) What landmark does everybody HAVE to walk by? (c) And where are people most likely to engage with me? That's an approachability mindset. That's increasing the probability of an encounter. *That's how you put yourself in the way of success.*

[4] **Remember that behavior is the broadcaster of attitude.** Ultimately, this process of “putting yourself in the way of success” depends on what you see when you see people. It depends on whether or not you treat every experience as offering (some) kind of value. So, here’s a four-point philosophy to keep in mind: Everything is a performance. Everybody is watching. Every conversation matters. And everybody is somebody’s somebody. Stick with that. *That’s how you will put yourself in the way of success.*

**LET ME SUGGEST THIS**  
.....

The door must be opened from the inside.

If you want people to notice you, you’ve got to become impossible to ignore.

If you want to advance in the direction of your dreams, you’ve got to act upon those dreams SO much, that eventually they will have no choice but to become a reality.

And if you want the world to say YES to you, you’ve got to sing the song that is natural for you to sing, in the way that is natural for you to sing it, and it in front of the fans that most need to hear it.

Ultimately, if you want to encounter success, you’ve got to put yourself IN THE WAY of success.

And you don’t even have to be a tax collector to do so.

**The door must be opened  
from the inside.**

.....

*How are you putting yourself  
in the way of success?*

*The word “superior” comes from the Latin superus, which means, “situated above.”*

So, for your company to be superior, you don't have to be arrogant – you just have to be awesome. Plus, a lot of people have to agree with you. That's the formula.

What about you? How do you demonstrate superior expertise? And are you turning out work that has a genuine superiority?

If not, today you're going to learn a list of **13 ways** to create an aura of superiority – without looking like an arrogant ass:

- [1] **Adopt a preeminent mindset.** This is the first step in building awareness and exposure to become the default in your space. Mohammad Ali is the perfect reminder. Four words: "I am the greatest." He said this phrase often enough that (not only) did he convince himself that he was the greatest, but he convinced the world he was the greatest too. Now, certainly Ali was able to support his assertion with unparalleled fighting skill. He really DID float like a butterfly. He really DID sting like a bee. The question is: If Ali never declared that he was the greatest over and over, would he (still) have become the greatest? Doubtful. Similarly, if you don't believe in your own preeminence – in a non-arrogant way – nobody else will either. *What are you the World Heavyweight Champion of?*
- [2] **Repeatedly articulate your EST.** That's not an acronym; it's a suffix. As in: *Craziest. Dizziest. Fanciést. Gutsiest. Heaviest. Juiciest. Knottiest. Laziest. Purest. Quietest. Rarest.* Got it? Essentially, EST is a stronger, more specific version of the superlative *best*. And customers can't help but be attracted to that. Your challenge is to answer the following three questions: What's the ONE THING your company does that nobody else can touch? How could you reframe, repurpose or reposition that uniqueness in the form of an EST? How many different ways could you leverage that EST in your marketing so you become KNOWN for it? Remember: Everyone possesses inherent, unique superiority, but not everyone articulates it. *How much longer can you keep continuing in the dark?*
- [3] **Be a recognized innovator.** That means you have to be the FIRST at something. Doesn't matter what it is. As long as it's relevant and you did it before anybody else. Example: Do you think anyone remembers the second woman to fly across the Atlantic? Nope. Earhart was the recognized innovator. Everyone else fell to the wayside. Therefore: Your mission is to become the first to do, say or be SOMETHING. *What are you recognized as being the FIRST at?*
- [4] **Be a shortcut.** In Scott Halford's awesome book of the same name, he wrote, "If you're not a shortcut, you're taking up too much space." Great point. Your challenge is to answer these three questions: What are you a shortcut for? What are you a shortcut to? For whom are you that shortcut?

Remember: We live in a fast paced, instant gratification, A.D.D. hyperspeed culture. Be quicker or be deadier. *Which one are you?*

- [5] **Be a statement of action.** The simplest solution for solidifying a position of superiority is to just DO stuff. Every day. Action is the engine of credibility, the conduit of character and the stamp of superiority. That's the difference: Creating an aura of inferiority is nothing but a landfill of idea CREATION. Creating an aura of superiority is a like trophy case of idea EXECUTION. The choice is yours. *Will you talk shit or DO shit?*
- [6] **Be proprietary.** "Spend a lot of money making it yours. Otherwise you become a victim," remarked bestselling author Jeffrey Gitomer. "You can't trust your business to someone who might not BE in business." Good advice on superiority. Remember: The moment you use something that anybody could use, you are no longer unique. *What percentage of the technology you're using is YOURS?*
- [7] **Be the first, not the best.** If people don't think of your name first, they may never get a chance to see if you really are the best. That's the reality of Google, and it might be hurting your business. In the words of the wise philosopher, Ricky Bobby, "If you ain't first, you're last!" And obviously if you recall *Talladega Nights*, you know that mantra is clearly insane. Or is it? After all, when presented with an infinite amount of choices, customers are just going to pick the best. Which, on Google means "the first." So maybe Ricky was right. Maybe creating an aura of superiority starts with a little shake and bake. *What are you recognized as being the first at?*
- [8] **Convince people that you're doing something important.** In the world of fundraising, here's the big secret: Stop asking for money and start making such a passionate, compelling case, that people ask for the opportunity to contribute to your cause. See? That's the difference between selling and enabling people to buy. *Which one are YOU doing?*
- [9] **Don't be smart – be an intellectual.** Here's the difference: Smart is for students who study content for the purpose of memorization. Which means information comes in one ear and out the other. Intellectuals are people who absorb ideas for the purpose of democratization. Which means people are extracting truth and redelivering it in a way that's applicable and actionable across the board. That's why intellectuals are superior – because anyone can be smart. *Which word would your customers use to describe you?*
- [10] **Go name something.** In Seth Godin's *The Big Moo*, he explains, "Isaac Newton created a word that described something that was already there, something that affected everyone, all the time. By naming gravity, he gave us power over it. He gave us a handle, which permitted both scientists and lay people to talk about and interact with this mysterious force." Lesson learned:



When you name something, you can gain power over that something. You can do something about that something. You can get people to talk about that something. And you can become the superior voice on that something. Me? I started wearing a nametag everyday and ended up naming approachability. *What could you make into a household word?*

[11] **Position yourself as an aggregator of valuable content.** Nobody wants to sift through the entire forty-seven-year catalog of The Rolling Stones' library. They just want to buy *Forty Licks* and get on with their life. The cool part is: *YOU could be that album.* You could be the summary. The chronicle. The Cliffs notes. People will think you're a genius. All because you aggregated. The secret is learning to see to the heart of the matter quickly. Then, making the effort to uncover the essence of a system, distilling it and then deploying it to people in a simple, actionable way. Do this, and I promise your customers will LOVE this for three simple reasons: They're busy, they're lazy and they're impatient. Thank God for your superior content aggregation. *Are you a broker of information and wisdom?*

[12] **Three words: And nowhere else.** That means your company is The Only. The One. The unsurpassed stop. THEE go-to place. Fortunately, you may have already accomplished this. Here's the test. Imagine a new customer calls tomorrow morning. He needs your help bad. The question is: Has your company earned the right to say, "Mr. Jackson, you didn't just come to the RIGHT place – you came to the ONLY place"? If so, congrats. You've passed the "And Nowhere Else Test." If not, it's time to get moving on deploying your matchlessness. *What industry or niche are you the standard-bearer of?*

[13] **Raise your thought frequency.** Ultimately, that's what drives your ability to engineer a continuous flow of superior breakthroughs. The cool part is, when you become known as an elegant thinker, people will pay money to watch you do it in action. Better yet, they will bring their friends with them. As advertising legend Joey Riemann explained in his book, *Thinking for a Living*, "Profits go to the prophets. Big thinkers are the most valuable human beings on Earth. And grey matter is real estate – what grows out of it will be your net worth." *How much is seeing the light worth to a company or person in the dark?*

### LET ME SUGGEST THIS .....

It IS possible to become clearly superior –  
and to PRESERVE your superiority –  
without looking like an arrogant ass.

**Everyone possesses inherent,  
unique superiority – but not  
everyone articulates it.**

.....  
*What's your -est?*



And if you've ever wondered, "Why don't people don't trust me?" perhaps it's time to ask the bigger question, "Am I trustable?"

Here are **ten ways** to become as trusted as Oprah without resorting to brainwashing or Jedi mind tricks:

- [1] **Trust people first.** I learned this lesson at a cupcake store in Australia. When the cashier rang me up, I clumsily grabbed all the coins in my pocket, took one look at the confusing shapes and colors – then took one look at the long line behind me – turned to cashier and said, "Here. You do it." She smiled back; picked out the coins she needed and completed the transaction. Piece a' cupcake. And any time I bought anything during the remainder of my trip down under, I used the same technique. Worked every time. Lesson learned: If you want people to trust you, try trusting them first. Even if you have no logical reason to do so. You'll discover that when you approach others as (already) being trustworthy, they rarely prove you wrong. *Are you willing to ante up first?*
- [2] **Lower the threat level.** "I don't want to have to be the first person to trust this guy." During the buying process, your potential customers are likely to have this concern. Your mission is to prevent this type of emotional resistance from entering their minds. One suggestion is to collect and share video testimonials of past customers voicing that same concern. Ask the people who trust you WHY they trust you. Better yet, ask them to cite specific examples of how you overcame their anxiety with your amazing service. The threat level of your future customers will lower immediately. Also, you might consider adding a Media Room to your website or blog. By updating a chronological record of every publication that featured, quoted or mentioned you or your company, mass social proof will accumulate. Then, fear will dissipate. *How are you going from red to green?*
- [3] **I feel like I already know you.** Trust is a function of intimacy. And intimacy is a function of self-disclosure. So, I'm not suggesting you reveal your deepest secrets or darkest perversions to everyone you meet. You might scare them into hiding. Ultimately, the question isn't, "How well do you know your customers?" but rather, "How well do your customers know YOU?" Therefore: Avail yourself. Be vibrantly vulnerable. Create a plan for slowly and appropriately revealing your truth to the people you serve. *How are you using truthfulness to build trustworthiness?*
- [4] **Less talky, more doey.** Trust requires evidence, not eloquence. Therefore: The more venues in which you reveal yourself, the more trust you will earn. And the more people trust IN you; the more people will buy FROM you. So, take action: Start a thought leadership blog. Or begin posting short, relevant, helpful videos. Perhaps share pictures of you, in your element, doing

what you do. Remember: Don't put your money where your mouth is – put it where you feet are. Most people trust (only) movement. *Are you keeping secrets?*

- [5] **If you have to "persuade" people, odds are, trust is low.** As Margaret Thatcher once said, "If you have to tell people you are, you probably aren't." Which makes sense. Think about it: *Apples never make health claims.* They don't have to. Snackwells' poisonous-processed-pumped-full-of-sugar-and-other-crap cookies, on the other hand, do. Because they're toxic for your body. Of COURSE the box will proclaim their low-fat benefits. Lesson learned: Be careful not to come off overly persuasive. People can't trust your words if they're too busy questioning your motives. *Are your efforts to become more trustable working in reverse?*
- [6] **Surprise people with your impeccable word.** "Wow. He actually did what he said. Didn't see that one coming." How profitable would it be if your customers said that about you? How equitable would it be if your customers said that about you ...to their friends? Pssst. You'd have more new business than Netflix. Remember: When trust is at an all time low, the opportunity to floor people with your unexpected integrity is high. *How could you surprise people?*
- [7] **What will it take to get people to see your name daily?** And, what consistent value and promise will be attached to your name when they see it? Those are the big questions. And whether your answers involve blogging, tweeting, or updating your Facebook status, remember the secret: *Meaningful Concrete Immediacy.* Be relevant, be concise and be actionable. Still be human, of course. Just remember that "seeing your name daily" will start to get REALLY annoying if your updates include words like "My cat just," "Waffles for breakfast" or "My idiot husband left the seat up again." Remember: If you want to become a proven entity, trust comes from constant exposure. *What do people think when they hear your name speak?*
- [8] **What could I do to establish instant credibility in this moment?** This is a question to silently ask yourself during meetings, on sales calls or when out to lunch. For example, maybe now is the perfect time to share that story about an expensive problem you solved for a client. Or maybe that article about your website in the current issue of *FastCompany* would be a worthwhile visual aid during this product demonstration. It's all about leverage and timing. *Are you punching people in the face with your credibility?*
- [9] **Pack value into everything.** Trust is about being a SOURCE of something for people. More importantly, it's about delivering the goods consistently and predictably to those people. Your challenge is to answer three basic questions about the value you deliver: (1) What are you known for knowing?

(2) What do you know that people would pay to learn? (3) What value are you prepared to give to others so that they will voluntarily give you their money? Once you uncover those truths about your unique value, you'll be able to pack it into everything. *What are you a source of?*

[10] **Be funnier.** In 2009, Jon Stewart was voted as "American's #1 Trusted News Source." Now, keep in mind; Jon Stewart is a comedian. His show airs on *Comedy Central*. And yet, he beat out mainstream news veterans like Anderson Cooper, Brian Williams and Bill O'Reilly. Why? Because Stewart is funny as hell, and those other stiffes are not. Period. As bestselling author Jeffrey Gitomer said in *The Little Teal Book of Trust*: "The funnier you are, the more engaging you are, the closer the audience will listen, and the more authentic you're perceived to be. Getting the audience to laugh is tacit approval, and it's your best change to deliver important facts. At the end of laughter is the height of listening." Lesson learned: Just be funny. Humor is the great catchall. If people perceive you as being funny, you're halfway home. *What have you done in the past month to become funnier?*

### LET ME SUGGEST THIS

.....

You can't make anybody trust you.

All you can do is increase the probability that they will bet on, buy from, follow after, stand beside and tell others about you.

And you don't even need to use brainwashing or Jedi mind tricks.

## The old question:

.....

*How well do you  
know your customers?*

## The new question:

.....

*How well do your  
customers know you?*



## THIRTY-THREE



# How to be More Unbullshit-able than a Langley Lie Detector

*In the past few months, I've heard numerous people use the term "Bullshit Artist" in reference to certain individuals.*

And my personal policy is, whenever I hear a new word or phrase more than three times in three months, I research it.

According to Dictionary.com, UrbanDictionary.com and MyDictionary.com, the most prevalent definitions of a *Bullshit Artist* are:

- “A person expert at deception, and hype.”
- “A person with a talent for convincing lies.”
- “A person who habitually exaggerates, flatters, or talks nonsense.”
- “A person who lies/boasts incessantly, usually to comedic effect, intentional or accidental.”
- “A person who specializes in a field of feeding its surrounding persons with uselessness.”
- “A true master of verbal façade who gets off on selling worthless information as if it was fact.”

Obviously, I know YOU'RE not one of them.

But I'm sure you know somebody who is. And because it doesn't matter what YOU think – *only what YOUR CUSTOMERS remember* – let's explore a collection of practices that will help you avoid being labeled as a Bullshit Artist:

- [1] **Punch people in the face with your credibility.** Everyone has an unequaled background – but not everyone knows how to position it strategically. Your mission is to articulate your expertise as early and explicitly as possible. Because people rarely proceed without proof. Whether you use testimonials, logos of big clients you've worked with, awards you've won or pictures of you doing what you do. Leave no question of eligibility. Also, be sure to follow up your initial punch with a timeline of credibility. Show people you're not going away. Longevity isn't a color in a Bullshit Artist's palette. *How are you closing the credibility gap?*
- [2] **Lower the volume.** As Denzel Washington once said, “The loudest one in the room is usually the weakest one in the room.” And as the late Dave Matthews Band saxophone player Leroi Moore once said, “You can make a song sound smaller by trying to make it big.” So, just relax. No need for aggressive self-assertion. Let go of the need to prove your superiority. If you rock, they'll feel the music. Even if you don't turn it up to eleven. *What volume is your life at?*
- [3] **Talk with your pads.** This was the motto of my high school football team. “You guys are bigger than trash talk,” Coach Parks would say. “Don't stoop down to their level. And if you hear a player on the other team running his mouth at you, don't say a word. When YOU need to let out your emotions and prove your worth, you talk with your pads.” *So we did.* We talked with

our pads. And that's exactly why we were undefeated. Lesson learned: When all you do is talk (without supportive action and ability) it's extremely hard for people to hear you over the sound of your own inflated ego. On the other hand, talking with your pads is a LOT louder. Because it's jolting. Because it's honest. Because it's self-evident. Remember: When you talk with your pads, people perk up and listen. *What are you talking with?*

- [4] **Avoid unspecified attribution.** *Studies show. Research proves. Scientists say. Psychologists report. Experts believe. They say. There's an old story that says. I've heard. Most people agree. It is said that. Critics say. Statistics show. Somebody once said. The reviews say.* No. No, no, no. None of that is good enough. In a conversation, speech, blog post, or opening statement to a jury, unspecified attribution doesn't cut it. You need to PROVE your point. With facts. Sources. Numbers. Dates. Not statistics. Statistics are fabricated pieces of information that people manipulate to make their case look better. (Of course, that's only true 73% of the time.) Remember: Specificity = Credibility. Ambiguity is the enemy. If you can't back it up, pack it up. *Are you speaking with meaningful concrete immediacy?*
- [5] **Pull back the veneer.** Ever met someone that is an expert at LOOKING like she's successful, but not actually successful? I know a few people like this. And I'm not suggesting that the “act as if” philosophy is wrong. Rather, I echo David Newman's thought: “It's OK to fake till you make it – as long as you eventually get around to actually making it.” Therefore: Release your artificiality, reach back to pure self and rejoin the truth. Your truth. *How do people experience you?*
- [6] **Recognize the distinctions.** Bullshit Artists walk a fine line. Your mission is to detect the difference. Here's a list of examples:
  - [a] In-demand doesn't mean highly paid – popularity doesn't necessarily indicate profitability.
  - [b] Passionate doesn't mean productive – some fires just burn with no purpose.
  - [c] Cool doesn't mean useful – baseline remarkability isn't enough.
  - [d] Desirable doesn't mean satisfying – sustainability is the secret.
  - [e] Activity doesn't mean accomplishment – there's a difference between motion and progress.
  - [f] Attention doesn't mean conversion – web hits are an acronym for “How Idiots Track Sales.”
  - [g] Creativity doesn't mean innovation – one is a state of being, the other is a practice of action.
  - [h] Dazzling doesn't mean sustainable – shtick must be supported by substance.

- [i] Knowledge doesn't mean wisdom – information is worthless until applied and LIVED.
- [j] Experience doesn't mean expertise – only reflection upon that experience does.

To avoid being labeled as a Bullshit Artist, beware of the fine line. *What distinctions are you making in your business?*

- [7] **You're more influential when you ask questions.** Next time you attend a department or team meeting, notice two kinds of attendees: *Those who quip and those who question.* Which of the two are most likely to be labeled as a Bullshit Artist? Veil your light until the proper moment, drop your bomb, then sit back and watch people's brains explode. *What words govern your questions?*
- [8] **Ditch the jargon.** Articulate strategy and ideas in plain language. *The less jargon you use, the more engaging you become.* In the writing world, shorter sentences get read. In the speaking world, shorter sentences get HEARD. So, think like a writer. Watch those long and cumbersome sentences. Don't construct your ideas in a way that overburdens people's brains. For example, some leaders spew one idea after another. Meanwhile, listeners are still stuck on the FIRST one, trying to figure out what heck you meant. Be careful. Non-brilliance might be forgivable, but time wasting isn't. Keep your message lean, low-carb and plucked of nonessential words. *How meaty are your messages?*
- [9] **If you have to tell people you AREN'T, you probably are.** Beware of unnecessary declarations of authenticity, honesty and sincerity. Think about it. Wouldn't YOU raise an eyebrow to someone who kept uttering phrases like: *To be perfectly honest with you ... I'll level with you here ... Honestly... The truth is ... I'm not gonna bullshit you here...* How would that make you feel? Maybe a little suspicious of his credibility? Maybe a little curious why he keep reminding you how honest he is? Watch your language. Having a "Pay no attention to the man behind the curtain" attitude isn't fooling anybody. *Are poor word choices forfeiting your sales?*
- [10] **When you find yourself in the company of deceptive hearts, leave.** Be careful whom you roll with. It's possible to be labeled a Bullshit Artist solely based on proximity. If you suddenly feel the need to plug your nose or roll your pant legs up, get out. Fast. Surround yourself with doers – not talkers – and they will both validate your credibility AND inspire you to continue executing. *Are you being fair to yourself, your reputation and your business by continuing to be friends with this person?*

## LET ME SUGGEST THIS .....

Bullshit Artists only need to be impeached once.

Don't become one of those people.

In conclusion, let's turn to Maya Angelou, who reminds us, "When people show you who you are – believe them."





## THIRTY-FOUR



# How to be More Unequal-able than Benjamin Harris Wells

*Every Thanksgiving,  
I take a Gratitude Walk.*

Usually through Forest Park in St. Louis. It's spectacularly crunchy and colorful in the fall.

This past year, I took a break about halfway through my walk for a brief sitting meditation on a nearby park bench. As I sat down, I noticed a gold plate fastened to the top. It read the following:

*"In memory of Benjamin Harris Wells. The world will not see his equal."*

Don't you just want to meet that guy? Just to see what he was like?

I even googled him, but couldn't track anyone down. Oh well.

**STILL, HERE'S THE QUESTION ::** Will the world ever see YOUR equal?

While you're alive, after you're dead? Will another person come along that does what you do?

Since Thanksgiving, I've been thinking a lot about this idea. And after a great deal of reflection upon the people I've encountered in my life that I'd consider to be "unequalable individuals," I've written a collection of practices to help you become utterly unequalable yourself.

- [1] **Allow yourself to be known.** To become unequalable, you absolutely CANNOT be afraid of bigness. Otherwise the selfhood on which you stand will not support the platform that being known requires. *What are three places in your life that you are playing small instead of playing big?*
- [2] **Be circumferenceless in your compassion with yourself.** Give yourself a fighting chance. Remember: You are an ongoing do-it-yourself project. *Are you listening to the way you speak to yourself when you make mistakes?*
- [3] **Be enough now.** Because nothing will ever make you happy in the future. As I learned from Anthony DeMello, "There is not a single moment in your life when you do not have everything you need to be happy." Try this: Once a day, recite the following mantra as you breathe deeply, "I am enough, I have enough and I do enough." Sound cheesy? You're right – it is. And the reason I've been reciting that meditation every morning for five years is simple: Because it works. After all, you can't be unequalable if you're not "enough." *What do you say to yourself every day?*
- [4] **Be not perpendicular to your Personal Constitution.** The word "constitution" derives from the Latin *constitutio*, or, "ordinance." Therefore: Your *constitution* is the composition and condition of your character. Your

*constitution* is the established arrangement of your non-negotiables. Your *constitution* is the system of fundamental values governing your behavior. Your *constitution* is the aggregate of personal characteristics comprising your foundation. The best part is: It's a living document. It's amendable. And as you grow and develop personally and professionally, various elements of your Personal Constitution reserve the right to modify. *Have you found a good place to practice your values?*

- [5] **Being honest isn't enough.** The other half of the equation is being courageous and vulnerable enough to admit when you're full of shit. Remember: Being true rarely means being comfortable. Take your pick. Comfort is rarely a constant in the equation for success. *How many times did you step out of your comfort zone this week?*
- [6] **Choose wisely who you allow to influence you.** There are certain people whose energies you DO NOT want to infiltrate your reality. *My mind will not be invaded, you say to yourself.* Keep your distance from people whose sole function is to bring noise to your head. Release those who impede you, drag you downward or take away from what you could have been. Instead, make room for the relationships that matter. Remember: Saying no strengthens character. *Are you being fair to yourself by continuing this relationship?*
- [7] **Don't become locked in your posture.** Rigidity is the great ruiner. Instead, exert flexibility when the unexpected enters and focus on the fulcrum of the possible. That's what my yoga instructor constantly reminds us, "Focus on your best effort for today – whatever that feels and looks like to you." *How flexible are you?*
- [8] **Make sense of the world in ways others cannot.** This was a key ingredient to achieving success, according to Malcolm Gladwell's *Outliers*. Putting orderliness to the chaos that surrounds you. Refining your ability to see on subtler levels, then translate what you've absorbed. And, jolting people out of their assumptions, thus becoming the alarm clock they don't realize they desperately need. That's how you turn ordinary encounters into moments of instant reeducation. *Do you refuse to lead an unexamined life?*
- [9] **Televisize the indestructible fidelity of your character.** Channel surfing will become non-existent. People won't be able to take their eyes off you. You will become the example that penetrates the whole world. *Are you spending time increasing your talent or increasing your character?*
- [10] **Find out what doesn't look good on you so you know what NOT to wear.** After all, success is just as much about knowing who you AREN'T and what you DON'T want. *How are you defining the whitespace around yourself?*

[11] **Use every challenge as a growth spurt.** As long as you ask yourself questions like: “What am I supposed to be learning from this?” “What is the opportunity for growth in this loss?” and “What universal principles of growth or change can you distill from this experience that can be passed on to others?” Remember: Use every situation as a catalyst to grow and evolve, not to beat yourself up. Ultimately, the goal is to create the best possible circumstance in which your growth will be supported, enhanced and fulfilled. Regardless of the challenge. *Now that you’ve experienced this challenge, what else does this make possible?*

[12] **Commit yourself to a path you believe in.** Especially the path that chose YOU, not the other way around. That’s how it works: Paths choose walkers. The next step is to create a mental picture of the life you want to live while navigating that path. Literally. Become a master of creative visualization. (I suggest you read everything ever written by Shakti Gawain.) Also, to reinforce your commitment to that path, consider making a vision board. Post images of the people, experiences, things and realities you would like to experience along this path. Look at it everyday. You’ll discover that like a camera, your life develops that which is focused upon. *What path has your soul chosen for your learning process?*

**LET ME SUGGEST THIS**  
.....

You are the agent of your own future.

Within reason, ability and the laws of thermodynamics,  
you can achieve (pretty much) anything you’re willing to pay the price for.

So, if you’re wondering how long it will take to  
become an unequalable person, it’s hard to tell.

If I had to guess, I’d say, approximately, the rest of your life.

But who knows?

Maybe someday a park will dedicate a bench to you.

## **Honesty isn’t enough.**

.....

*The other half of the equation  
is being vulnerable enough to  
admit when you’re full of shit.*

## THIRTY-FIVE



# How to be More Yess-able than Brad Pitt Down on One Knee, Naked, Holding a Seven-Carat Diamond

*You can't make the world notice you.*



You can't make the world love you.

All you can do is increase the probability that the world will attend to, approve of and offer applause for you ... *by making yourself more yessable.*

Today we're going to explore **13 practices** for boosting your yessability:

- [1] **Be of duty and destiny.** The world cannot resist a man on a mission. And if you're relevant, realistic and REALLY good, they won't be able to ignore you either. That's the thing about unquestionable commitment. People say yes to it because it's extremely rare, and therefore, inspiring. So, try this: Do what you were mandated to do. Become the walking execution of your vision. And learn to validate your existence on a daily basis. *These are the things that make you more yessable.*
- [2] **Become a living brochure of your own awesomeness.** Sounds more powerful, more persuasive and more profitable than some tri-folded piece of glossy paper, doesn't it? Besides, do your beautiful, award-winning marketing materials actually influence customer decisions? Doubt it. What a waste of paper, too. Look: People buy people first. And people say YES to people first. Interestingly, the word "brochure" comes from the Latin *brocher*, which means, "to stitch together." So, it suggests that in order to influence others, there's a certain seamlessness – a congruency and a consistency – that is required. *These are the things that make you more yessable.*
- [3] **Burn everything there is to burn within you.** That was Ayn Rand's advice from *Atlas Shrugged*. And if you want to apply that advice to your world, here's the secret: Don't apologize for the one thing you are that consistently wows people. Sing the song that is natural for you to sing, in the way that is natural for you to sing it, and it in front of the fans that most need to hear it. Then, give your audience permission to be taken over by your performance. And they will stand in line and pay higher prices than they know they should. *These are the things that make you more yessable.*
- [4] **Consistently give people excuses to trust and believe you.** Do you realize that you're starting with a negative balance with most people? Not because you're a cheat or a jerk. But because we live in a low-trust culture. And people are tired of being lied to. That's why you need to regularly demonstrate emotional reliability. You need to establish predictability in your behaviors. And you need to prove to people that they can put their faith in the uncracked composite of your character. *These are the things that make you more yessable.*

- [5] **Constant, determined action sweeps obstacles away.** Action cures fear. Action builds confidence. Action develops courage. Action generates inspiration. Action gets results. And, action vaporizes stress. What's more, action isn't just synonymous with character, eloquence and persuasion – action is the engine of credibility. Ultimately, there is no royal road to power except by constantly plugging. So here's your task: Go execute something. Be impatient. Because failure isn't the product of poor planning – it's the product of timidity to proceed. *These are the things that make you more yessable.*
- [6] **Don't assume that everyone is broke and won't support you.** When the world is ready to recognize (and financially support!) your value, they will move into your lane. But only if YOU recognize that value first. Only if YOU state your fee confidently and shut up. So remember: He who speaks next, loses. *These are the things that make you more yessable.*
- [7] **Don't be stopped by not knowing how.** Instead, try this: Localize your WHAT. Memorize your WHY. And HOW will gravitate toward you. And make no mistake: You won't learn everything you need to learn in time. So until that point, consider plunging forward planless into the vortex of action – despite feeling completely ill equipped. You'll be stunned at the number of people that will assume you actually know what you're doing. Ha! *These are the things that make you more yessable.*
- [8] **Generate ongoing demand.** First: Consistently keep your name – supported by sufficient value – in front of people who can say yes to you. Second: Democratize your expertise to make it more applicable, actionable and relatable across industries. And third: Just get better. Remember: Bigger isn't better – BETTER is better. And if you want long-term yessability, you've got to create a game plan for continuous and never-ending improvement. *These are the things that make you more yessable.*
- [9] **Make sure you can answer all the questions about your dream.** Here are a few examples: "Does your dream benefit others?" "Does your talent match your dream?" "Is this dream built on your real habits?" and "Are you afraid to bring people into your dream?" This will help your dreams get acquainted with reality. But be ready to defend them. Be prepared to balance boldness with realness. Otherwise it will become VERY hard for the world to say yes to you. *These are the things that make you more yessable.*
- [10] **Make yourself a superior article.** First: Pinpoint the supporting features of the world you want to live in so you can be your best. And physically write down the words that describe you when you're at your best – or less than at your best. Second: Identify and watch the best in the world in your field. And then ask yourself how you compare to those people. Third: Pluck the

components of those people's success formulas that you like. Incorporate them into your own equation. Soon enough, you'll start turning out work that has genuine superiority. *These are the things that make you more yessable.*

[11] **Passion (only) makes you yessable to the extent that it's supported by purpose.** Otherwise you end up annoying the bejesus out of people with your misguided inconsequentiality. Remember: Passion without purpose burns you AND everyone you touch. So be careful. Because passionate incompetence scares away yes. *These are the things that make you more yessable.*

[12] **Secrets aren't the secret.** Two great pieces of advice that changed my heart forever. First: *Stop being a secret.* Invisibility is the enemy. When you fall into the anonymity trap, you also fall into the bankruptcy trap. Two: *Stop keeping secrets.* Don't be selfish with your intellectual capital. Don't let the misguided fear of people stealing your ideas stop you from taking them out into the marketplace. In fact, enter with the expectation that people WILL steal your ideas. Just remember that their dishonesty, unoriginality and lack of creativity will cause the execution of their stolen idea to fizzle anyway. On the other hand, you could just create and position your material in a manner that is SO unique to you, your brand and your voice ... *that nobody COULD steal it.* And if they did, people would know it. Either way, you can't afford to do nothing any longer. Secrets, secrets, are no fun – secrets, secrets, hurt someone. Yeah, YOU. Stop being or using them. *These are the things that make you more yessable.*

[13] **Show 'em your bonafides.** As Taylor Guitar virtuoso Doyle Dykes once said, "Stop sitting in your basement and go out and play for people." That's damn right. And more specifically: Play the song that is natural for you to play, in the way that is natural for you to play it, and it in front of the fans that most need to hear it. Because I guarantee there is SOME audience out there waiting to say yes to you. *These are the things that make you more yessable.*

### LET ME SUGGEST THIS .....

You can't make the world say yes to you.

What you CAN do is increase the probability that the world will attend to, approve of and offer applause for you.

All you have to do is make yourself more yessable.

**REMEMBER:  
The door must be  
opened from the inside.**

.....  
*Are you –able?*

# SCOTT GINSBERG

*That Guy with the Nametag*

**AUTHOR.** Scott's ten books including *HELLO, my name is Scott*, *The Power of Approachability*, *How to be That Guy*, *Make a Name for Yourself and Stick Yourself Out There/Get Them to Come to You*, have been featured on media outlets such as *20/20*, *The Wall Street Journal*, *USA Today*, *Fast Company* *COSMO*, *Redbook*, *The Investor's Business Daily* and *Ripley's Believe It Or Not*.

**SPEAKER.** Scott delivers customized presentations, breakout sessions, keynote speeches and seminars to tens of thousands of people each year. He's worked with companies like STAPLES, Verizon Wireless, Manpower, Boeing, Canada Post and The Australian Institute of Management. Every program is about always about approachability; yet every program is different. Never the same speech twice.

**NAMETAGTV.** Scott's Online Training Network is an interactive Learning Environment that provides public AND premium customized learning modules for entrepreneurs, salespeople, frontline employees and marketers who want to leverage approachability into profitability.

**BLOGGER.** In 2007, Alexa and Technorati voted *HELLO, my name is Blog!* as a "Top 100 Business Blog on the Web." With 1,200+ blog posts, every day, Scott's posts are shared and linked around the web, drawing millions of readers worldwide.

**COLUMNIST.** Since 2004, Scott has written over 1,000 articles and been a regular contributor to print publications like *The St. Louis Small Business Monthly*, *INSTORE Magazine*; Employment Info, The Ladders and dozens of online publications like RainToday and ExpertVillage.

**THOUGHT LEADER.** Dubbed "The Authority on Approachability," Scott is regularly featured in and interviewed by media outlets worldwide. He's been quoted on and interviewed by MSNBC, CNN, The Washington Post, The Associated Press, The Today Show and Paul Harvey. He also wrote "The Quiz" on approachability for *COSMO* and, in 2008, *The St. Louis Small Business Monthly* voted Scott as one of the "Top Young Entrepreneurs of the Year."



**My name is Scott.**  
Thanks for listening.



