

# Nothing Personal...It's Business

## Excelleron Business Consulting, LLC

Business Development, Consulting, Coaching

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### 5 "Tip Club" Tips

If you or someone in your business is not involved in one of the FREE networking/tip clubs hosted by the Chamber – shame on you!!! No matter how advanced we get technologically, the fact remains that people still prefer doing business with people that they know, like and trust. Here are some tips for maximizing your effectiveness:

**Be patient.** Like I said before, they have to get to know you a bit before they start throwing leads at you. Have some fun and meet different people.

**Be prepared.** Some call it an "elevator speech" and some call it a "30-second commercial." Either way, you need to be somewhat prepared for your turn. And remember – everyone is a little nervous when they speak. It's not just you. Just keep doing it.

**Be specific.** If I said to you, "Tell me a joke" it would take a minute for you to think of one. If I said "Tell me a knock-knock joke" you would probably have one that

you remember immediately. It's the same here. "We work with anyone with a pulse" has too large of a population for your fellow members to process quickly. "We work with full-service hair salons" will get you much better results.

**Be active.** The best way to get leads is to give leads. If you keep taking without giving, soon your leads will dry up. In addition, don't be afraid to set up separate appointments to get to know **your fellow members better.**

**Have FUN.** Doing business and helping people is fun. The people you meet may very well become close friends. In addition, the Chamber is beginning to host inter-Club activities so the various clubs can interact.

Do these few things, and have fun growing your business. It will pay off for you!



**Brendan J. Cunningham, Pres.**  
Excelleron Business Consulting,

### Keeping Your Focus



### Character Traits of Successful People

I had a conversation with a client recently that made me stop and think about my own performance and attitude. Our conversation centered on why some people seem so much more successful than others do. What we discussed was a few simple character traits that seemed to contribute to their overall success:

**Drive Hard:** a sense of urgency. They seemed to have a very high commitment to achieving their goals. It was more than just not accepting NO for an answer. These people seem to have an internal vision or knowledge. Something that drives them. It is not fear — it is the pursuit of the idea and a healthy dose of faith. They have the faith to believe or know that somehow things will work.

**Work Hard:** these people also seem to possess a compulsive drive. They see the goal - a vision, sense of what can be achieved. They are so focused and committed to the goal that it seems they will let nothing stop, hinder or interfere. Truth is they are so committed to achieving the goal they see nothing else. (cont.)

## Coaches Corner: The Biggest Step



Excelleron Business Consulting, LLC

**Excelleron Business Consulting, LLC**  
Business Development, Consulting, Coaching,  
33 Sawgrass Ct.  
Hamburg, New York 14075  
Office: 716-818-2526  
Fax: 716-648-6215  
E-mail:  
brendan@excelleronconsulting.com  
www.excelleronconsulting.com

"The benefits of coaching appear to win over even the most cynical clients within just a few weeks." **Industry Week**

There is one absolutely **CRITICAL** step to getting what you want out of your business and out of your life. Unfortunately, most people never take this vital step, and therefore simply live a life of just floating downstream with the tide of life. That step is... **DECIDE WHAT YOU WANT!!!**

I know, I know... we all want to be rich, good looking, physically fit, have idyllic family relationships, enjoy going to work, etc. Yawn.

Until you decide **EXACTLY** what you want – the chances are that you won't make the changes needed to get there. Period. After all - how can you?

Looking at the above examples, let's be a bit more specific. For example, whether you call it "rich" or "financially independent" or whatever, you must take the time to define exactly what that means to you. For example, "in ten years I have \$250K in cash to pay for my children's education, my net worth is \$2 million, and I maintain an income of \$150K per year." Write it down. Make it real.

Now you have a starting point (you already have a sum of cash, a net worth and an income), and you can begin to take actions that will take you towards your goal. Do something every day to keep yourself on track. If you do this, you will achieve more than you ever have in the past.

"To begin with the end in mind means to start with a clear understanding of your destination. It means to know where you're going so that you better understand where you are now and so that the steps you take are always in the right direction."

Steven R. Covey

### Character Traits ... (continued...)



**Remember to "sharpen you saw!"**

**Play Hard:** having fun while doing business is good. After working hard, they take time to look after themselves, enjoy life and have some fun. It is a sign of good mental health and indicates balance.

**Finish Well:** anyone can start well or sprint. These people finish what they start. They leave nothing left undone. They have endurance. They might appear to be perfectionists - actually they just want to finish what they started. And finish it well!

The difference between success and failure is often just a

short distance away - the finish line! When you run a race, why quit 10 feet from the finish line? The truth is you need endurance to finish the race. All you might need is a little encouragement to finish well.

**Surround yourself** with driven, focused and passionate people. Ask them to mentor, coach and keep you accountable.

Because, you are going to work hard and put in the time - why not maximize the results?

**Carpe Diem!** Seize the day!