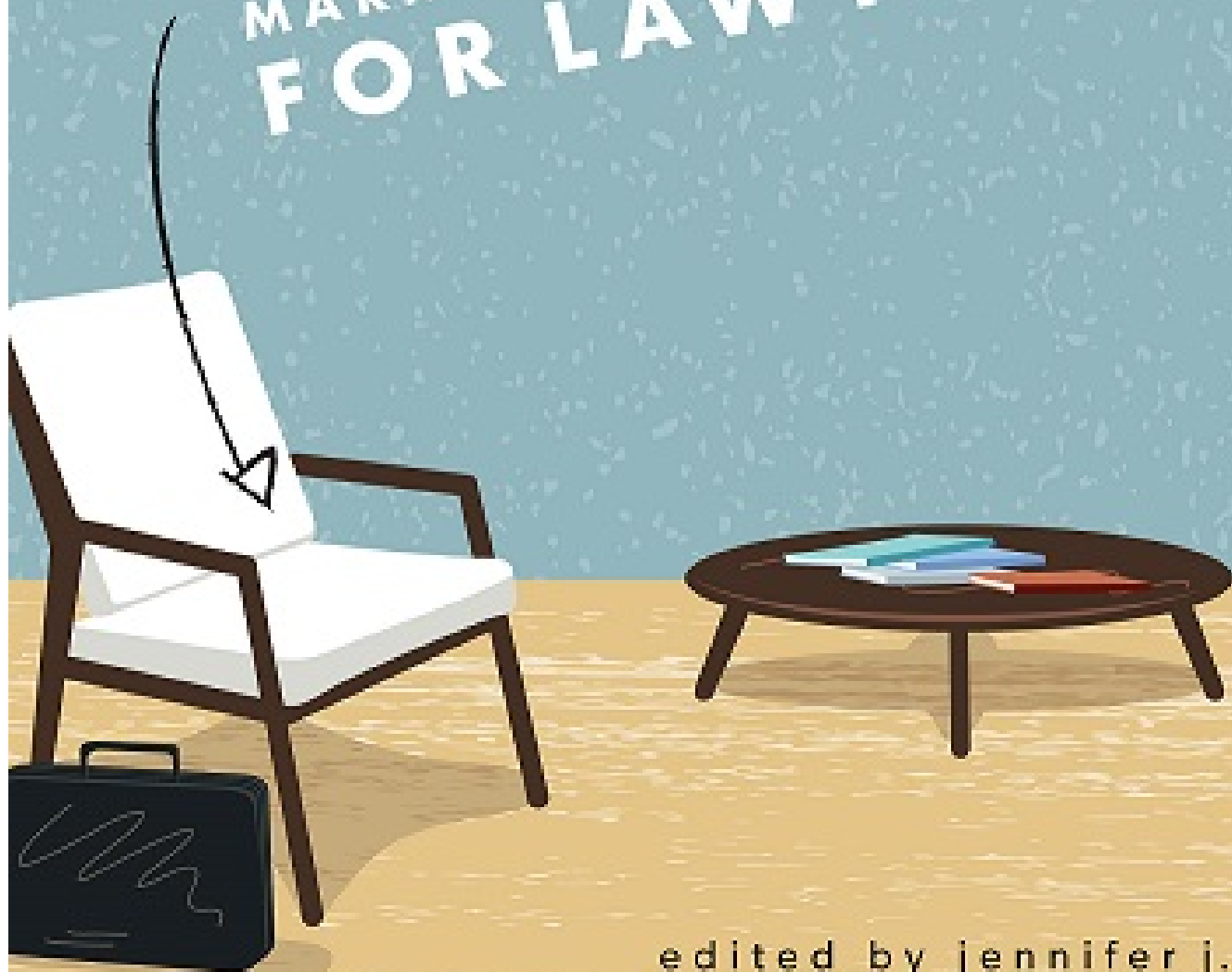


HOW TO capture and keep CLIENTS

2ND
EDITION

MARKETING STRATEGIES
FOR LAWYERS



edited by jennifer j. rose

Effortless Marketing: Putting Your Unique Qualities to Work,
Second Edition
Melanie D. Bragg

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MAKING RAINMAKING PART OF YOUR DAILY PRACTICE

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Second Edition

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§5.5 Effortless Marketing: Putting Your Unique Qualities to Work, Second Edition

Melanie D. Bragg

Ten years ago, the first edition of this section was published in the book *How to Capture and Keep Clients*. It is an understatement to say that in the interim there has been an explosion of activity in the area of marketing legal services. Technology has advanced at a rapidfire pace, and “social marketing” has opened doors for radically new ways of communicating with past and potential clients.

Overall, the practice of law is in a state of transition. For many years, we all relied on the word-of-mouth method of case referral. Now, lawyers who want to stay in the game have to adopt new ways of practicing marketing and procuring clients. It is important to keep in the forefront of your mind the ethical rules governing marketing and advertising in your state.

In today's world, we have no choice but to embrace technology and find new ways to generate clients if we want to stay viable in a new economy. "Viable" is a fancy way of saying, "If you want food on the table at home, you have to adapt." Period.

What I said ten years ago in my opening paragraph still holds true today. If all lawyers were as naturally skilled in the courtroom as Perry Mason, we would live in a perfect world, and marketing would not be an important topic. Lawyers are still a diverse group of people with a variety of interests and abilities. And our professional skills are still learned and honed until they are ingrained in our DNA.

But the last ten years have seen the decline of the old model: a lawyer starting out in a big firm and then, after about seven years, either making partner or forming his or her own firm. There are more and more young lawyers coming out of law school and hanging their shingle with little experience or knowledge of how to run a business. If you were a political science major like me, you didn't take business or marketing courses in college. Law school does not prepare you to run a business, keep track of your billing, or carry out many of the essential functions of a solo or small firm lawyer. So those of us who are brave enough to go out on our own and form a law firm must cultivate those skills with self-study and old-fashioned trial and error. Fortunately, plenty of resources are out there to assist the young lawyer today. One of my favorite books on marketing is Michael Hyatt's *Platform*. It contains templates and a complete how-to guide for any kind of marketing activity.

It is still true now and will always be true that in today's highly competitive, increasingly technological work world, cultivating the art of rainmaking is a vital necessity. Whether you are a member of a firm or corporation or on your own, you must develop and maintain a sharp marketing edge in order to survive and thrive in today's economic climate.

This chapter focuses on teaching you to adopt an effortless marketing strategy by putting your unique qualities to work. The simple ADD formula will boost your practice and help you enjoy yourself in the process:

1. *Assess yourself,*
2. *Decide what works for you,* and
3. *Do it!*

By doing the work in each of the three steps, you will determine your strengths and weaknesses, match them to your marketing activities, and then develop a natural strategy to make the most out of your life in all areas. The goal is for you to enjoy yourself as you build and create the law practice of your dreams.

There is no way I could have known, when I wrote this section for the first time, that this ADD formula would become the basis of my keynote speech and training session I present before large groups of people and at conferences for lawyers, children, teens, writers, and business owners. At the time, I was so excited because it was my first published work, besides columns I had written during my leadership years in the bar associations. I put the finishing touches on it right before the ABA General Practice, Solo, and Small Firm Division fall meeting in Los Angeles back in 2004. My mother lived in Santa Monica and was an author too. She sat right there with me, sharing my excitement as I tapped eagerly on my keyboard, not knowing my future as an author. She passed away in 2012, and I feel her presence with me now as I edit and improve it with the knowledge gained in the past ten years.

What I had then was the basics for the program. I have since fleshed it out and deepened the principles. And I have utilized the formula over and over in my own life as the times change and situations require new ways of managing my business.

Step 1: Assess Yourself

You Can't Sell Something You Don't Believe In

You must work to discover any limiting beliefs that may be in your way as you build your business. You cannot flourish in an environment that is not in harmony with who you are. When it comes to effortless marketing, the old saying “You can't fit a square peg into a round hole” applies. No matter where and how you started or where you are now, the path to effortless marketing is to know yourself, realistically determine your assets and deficits, and identify what you really want out of the practice of law.

Think about how you take in and deliver information. Are you visual, auditory, or kinetic? Awareness in this area will help you figure out which marketing activities will work best for you.

Let's talk about how you play the game of life. The poker chip theory of self-esteem and success goes something like this. Self-esteem is like a stack of poker chips: When you have lots of chips, you take bigger risks. You have to risk big to win big. Work hard to build your confidence by successfully surviving risks.

List Your Strengths and Weaknesses

Pick a date and time when you can spend a couple of hours without interruptions. Turn off the cell phone, close the office door, and then take a couple of deep breaths. Breathe in the things you want more of in your life: more time to enjoy life, more vacation time, more time with family, a big financial cushion, savings, bigger cases. Breathe out the things you want less of: stress, missed deadlines, deadbeat employees, difficult clients.

With a pen and legal pad, draw a line through the middle of the page and begin your assessment. On one side, list your strengths; on the other, list your weaknesses.

Just thinking about these things is not enough. When you write and see them on the page, you gain a better understanding of yourself. As you go through this process, think about where you are now and how you got there.

Start with your strengths. Make a list of what, so far in your practice, you like and what you are good at. What aspect of your workday gives you the greatest pleasure? Do you shine in the courtroom? Are you happiest in the library researching a legal concept? On the other hand, do you prefer to draft documents and conduct discovery? Are you best one on one, or do you love crowds? Does client interaction come easily? Do you like administrative tasks?

Do not rush. Take your time and just do some free-flow thought association. Think about the risks you have taken and whether they were good decisions. How can you amplify those things you really do well?

In the other column, write down the daily activities you do not like. Think about what makes you procrastinate and what makes you pull your hair out. I sometimes procrastinate on the things I really love to do. Boy—now that really made me wonder. Could I fear success? Take the time to break it down and work on it, because anything that gets in your way can hold you back. Sometimes the little things can add up and really affect your life in big ways. What can you delegate? How will you feel when that task is no longer hanging over your head? Darren Hardy, editor of *Success Magazine* and author of *The Compound Effect*, discusses this scientific principle and illustrates how small shifts can produce great results. His main illustration is if a plane gets off course even just a little bit, it can end up more than 150 miles from its intended destination over the course of a long journey. Just think of the impact a few small shifts could make in your law practice.

This list will give you insight into how, on a daily basis, you may be doing things that go against your natural grain. Rainmaking will become effortless only when you excel at what you like and when you have time to do more of those activities.

Time Allotment

Next, turn the page and start another list by detailing how you spend each day. What percentage of your time do you devote to work, to family, to exercise, to your spiritual development, to leisure, to friends, and to your community? Are chunks of time allotted to nonproductive activities that neither nourish nor develop your life? What tasks could be delegated to increase your productivity? Could you change the order of the tasks so that you have more energy? Are you putting yourself last?

I speak to women in particular about putting themselves first—I have noticed young women lawyers who are haggard and look miserable. They are trying to be perfect lawyers, perfect wives, and perfect mothers, and there is no time left to nurture their souls. We must take time to really organize our lives for optimum strength and health first. A dead lawyer is no good to anyone. Right?

Go Back in Time

Take it a step further and really get in touch with yourself. Think back to your roots. What were your happiest moments in college, law school, and the early years of your law practice?

Get on a roll, take it a step further—go back into your earlier years. What were you good at in elementary school? What teachers did you like? Did sports or extracurricular activities occupy your extra time?

When I did this exercise, I remembered how in third grade I was fascinated by a little collection of books in our school library about first ladies like Martha Washington, Dolly Madison, and Abigail Adams. From an early age, I read anything I could get my hands on. I worked in the school and law library. And I served as a research assistant in college and law school. Now with both a nonfiction and a fiction book out, I have taken my early love of those books and created a program for elementary-school students called the ABCs of Success: A is for attitude. B is for books. C is for courage. I plan to write a series of children's books around that early childhood experience.

When I am doing a book signing, I actually feel like that little third-grade girl who loves books, and I am about as happy as a person can possibly be. Teaching and learning is my joy. It is no surprise that I derive the most joy and pleasure in my profession in these areas. It is a joy to receive e-mail and letters from clients who appreciate my wisdom. It is where the attorney and counselor parts of being a lawyer come into play.

The Present

Look at where you are in your practice. Are you satisfied with what you have? If so, maybe you just want to take on a few new clients or start up a new area of practice. Or maybe you want to switch gears. Would you admit to yourself that you are sticking with a job or practice area you don't truly enjoy only because of security or the fear of starting something new? If you are opting for security, is it an illusion, or is it real? Be honest with yourself.

In your self-assessment, whose voice are you listening to? Be sure it's your own. I know people who are miserable because they are living out someone else's plan for their life, rather than their own dream.

As you take inventory, some new ideas may just jump out at you. You may recognize a pattern you didn't see before and learn why rainmaking may be a challenge for you. Take notes on your ideas.

Be realistic about your abilities. Some people are meant to be Olympic skiers and some are meant to sell skis. Your goals and dreams should line up with your skills and strengths. After serving as a briefing attorney for an appellate court, I started my own practice. Business came easily, but I did not have a plan. Years later, I ended up with a staff of five and a heavy caseload.

For me, the lightbulb came on late one Friday night. I sat in my big, expensive office and realized I was burned out. I had too many cases at once. I had become an administrator. My days were spent answering questions about whether to use Ozarka Spring water or Mountain Valley, Folgers, or Starbucks. I spent more time delegating and checking on delegation than doing legal work. The accumulation of stress was reflected in my health.

That night was a turning point. I made the list I recommend today and realized that I was not doing what best suited my nature. Administration was not my forte, and I realized I didn't want to build a big law office. I'm more inclined toward the creative aspects of the law than the details. After my analysis, I scaled down my caseload and reduced my expenses. Remember Tom Cruise in *Jerry McGuire* when he said, "Fewer clients, less money"?

As I worked toward the transformation of my practice, my health improved and I began to have more fun. I've spent the last 20 years building a business that suits my interests and needs and allows me to still be truly excited about the practice of law. I still love the law. I still believe in our profession. But I am alarmed at the rising rate of dissatisfaction in the profession. And it is partly our fault. We must take the reins of power in our lives and adjust as needed.

Keep in mind that there is not one formula for all. Some lawyers, like Jane Barrett, the first woman chair of the Young Lawyers Division of the American

Bar Association, have a natural affinity for law practice management. At the ripe old age of 36, Jane was the youngest managing partner in a major California firm at the same time she was serving as the first woman on the ABA Board of Governors. The key is to understand yourself. Know where you want to go, and where you need to be.

Written Goals

Written goals are a critical part of your success in any endeavor. Writing down our goals reminds our subconscious to help us achieve our desires. Some people like me have always loved to make lists and mark through them. One time I made a list of 101 things I wanted to do. I forgot about them. Five years later I looked at the list and found I had accomplished 43 of them. It was amazing.

Another example I use in my keynote speeches demonstrates the power of writing down your goals. On September 4, 1976, when I was 18, I wrote in my diary:

I am really going to crack down in school. All of the things my father has pounded into my head for years are finally beginning to make sense to me. He always said that if I was a lawyer I could probably do anything I wanted to do. I think if I could hack it through law school that would be the best thing for me. I could be independent and have my own career. I might also be interested in rape cases and women abuse cases. I would like to see all rapists hanged and all weirdos caged. I really would. I think the law profession needs some compassion and more women. I think I can do it.

I did not look at that entry again until one day at the age of 43 when I was moving and cleaning out boxes. I opened the diary up to that very page. It completely floored me because, of course, I never remembered writing those words. However, I was amazed at how just writing down my goals helped everything materialize. I had an independent career. I had also done a lot of work in the abuse area and have always been a compassionate woman in the profession. In fact, in my PowerPoint presentation, I show the photo of the reunion of all the past presidents of the Houston Young Lawyers Association where I am the only woman in the center. I'm reminded of those old Virginia Slims commercials—"You've come a long way, baby!" I truly believe that if I had not written them down, my goals would not have manifested as intensely as they did.

If you don't have your long-term life goals, your five-year goals, your annual goals, and your weekly goals—you can break it down to daily if you want—please consider setting some goals *now*.

Write it down. My good friend Jack Canfield, the cocreator of the *Chicken Soup for the Soul* series, says to write your big goals down on a business card and look at it morning and night. For the past few years, I have gone so far as to have a personalized meditation tape made for me with my goals in it for each year. I am astounded at how many of them I accomplish, too. Training your subconscious can be done. And one final tip on this topic—always acknowledge and appreciate yourself for what you do achieve, no matter how small. Just going from goal to goal and marking them off your list is not what I am talking about. I want you to enjoy and appreciate the ride.

How Charged Is Your Battery?

How much power do you have to achieve your goals? Make sure you keep your battery charged by eating well, exercising, and getting plenty of sleep. Determine what and whom you are connected to mentally, emotionally, and spiritually. Make sure the people around you are showing up to support you, and eliminate any toxic people in your life. You just cannot afford to be around more negativity. Our profession is stressful enough. If there are toxic people you have to be around, limit your contact with them as much as possible and try to stay around people who support your dreams. I am often surprised at how many lonely people are out there. It is hard to do a good job during the day when you don't have a place to release the stress. Review this component often to make sure you are in the zone for optimum performance and success.

An honest assessment of your strengths and weaknesses is crucial to determine the best way to approach your marketing activities in your law practice. You cannot just do it because everyone else is doing it. You must custom design a plan for you.

Affirmations

An affirmation is a powerful, positive statement that builds strength and resolve. Use affirmations to

1. replace negative self-talk,
2. change your limiting beliefs,
3. program your subconscious mind,
4. intensify the law of attraction, and
5. greatly accelerate your success.

Guidelines for creating an effective affirmation:

1. Start with the words *I am*.
2. Use the present tense.
3. State it in the positive. Affirm what you want, not what you do not want.
4. Keep it brief.
5. Include an action word ending with -ing.
6. Include at least one dynamic emotion or feeling word.
7. Make affirmations for yourself, not others.

Affirmations help you change inner self-talk and increase the chances of your success. Keep a few in your purse or pocket so you have daily reminders. You will love how fast things start happening once you incorporate a few new things into your daily life.

Step 2: Decide What Works for You

Vision

Armed with your self-assessment, your written goals, and your affirmations, you will begin step two of the effortless marketing plan. First, form your *vision* of what you want. What is your firm's mission statement? Do you have a firm business plan? Marketing plan? If you don't, please consider preparing one. It will serve you well. Keep it by your side at your desk. Look at it often, at least once a week. Post it on your website. Let the world know what you are about.

Create a picture of your firm—do you own your own building? Is there a big, beautiful sign outside, or is your name on a billboard? Are you on TV? Do you give speeches?

Creative Visualization

Paint a picture in your mind and think about it at least in the morning and at night. The power of creative visualization is so amazing. Several manifestations in my life come to mind. One is the whole process of publishing my first fiction book, *Crosstown Park*, published by Koehler Books and available on Amazon.com and in bookstores. Once the publication process began, it rolled out like a movie camera with everything I had envisioned down to the acquisitions editor's background and knowledge. It was nothing short of amazing. However, I had played the scenario out in my mind repeatedly through the years. The timing was perfect. It all made sense.

I visualized my book signings during spin class for several years before publication. I visualized a whole sequence of events. Now I have done many

author events similar to the one I creatively visualized. I even had a good friend tell me about a dream she had that was identical to the visualization. I was floored. How cool is that? Do you think I have stopped using the tool of creative visualization? Heck no! That is why I make the personalized meditation tape every year. I want more of those good things in my life and am willing to do the work required to get them, including training my subconscious to be in alignment with my desires.

If you feel any resistance to what I am saying here, ask yourself, “Am I more committed to my dreams or to my doubt?” Self-doubt can kill a dream quickly. Do not fall into that trap. Keep going. I am sharing things that have worked for me.

Rainmaking Activities

When you look at all of the different rainmaking activities available to you, make a list and plan how you will act on those opportunities. Decide which will work best for you. Pinpoint rainmaking activities that will complement your skills and unique personality traits and that will blend naturally into your daily routine. You might want to try a variety of different techniques to build your reputation and trust in the community. Alternatively, if you want to branch out into another area, you may try some new things. Be prepared to try more than you will end up doing. Take some risks. Be flexible. And, most of all, have fun.

Learn New Skills to Enhance Your Marketing Efforts

Join a Toastmasters class to practice public speaking. Take a writing class if you want to write more to increase your exposure. Hire a life coach or success coach to help you increase your skills in a particular area. Join or form an accountability or mastermind group to stay focused on your goals.

Inspiration

Any form of self-improvement will help. Having inspiration in your daily life is vital to success. No matter what your practice is, find something that inspires you and participate.

In this step, you need to look at all the activities available to you and see which ones you want to do. Your next move will be finding the right teachers to help you get the skills you need to accomplish your goals. Find people who are doing what you want to do. Ask them to lunch. See if they will share their

success stories with you. You will be surprised at how many successful people are eager to mentor and help others. You just have to ask them.

You may think that you don't have the right personality to market effectively and that rainmaking only comes easy to extraverted people. That is an excuse for the lazy. You can cultivate and nurture skills that do not come naturally to you. No one is exempt from the need to cultivate the skill of rainmaking.

Break Your Goals Down into Projects

Take your dreams and turn them into doable projects that take only a month or less. The more you do, the more you will do. Sometimes what we want is so big we get overwhelmed.

You must *chunk it down*.

Break your tasks down into *projects*, smaller parts that can be accomplished within one month. Feel the success of doing several parts leading to the whole.

Do you currently incorporate rainmaking into your day-to-day life? There are many different ways to market. You can join legal or community organizations, speak at CLE events, publish papers, or coach a Little League team. The list is endless. Make a list of possible activities and then figure out which of them fit into your daily life. Commit to doing at least one marketing activity each day. Five a day would be better. However, whatever it is, do it!

In my case, I am often at the courthouse and carry a file of resumes in my briefcase. Sometimes I get lucky and have the opportunity to walk from the parking garage to the courthouse with a judge or a lawyer I would like to work with. I simply pull out a resume and hand it to them, along with a card. Now I am pulling out bookmarks for *Crosstown Park*. Do anything to get the conversation going. A good thing to do is to find out about them and ask how you can support them. Send a little personal note right afterwards to really show them that meeting them was important. Reach out on LinkedIn, endorse them for a skill, and connect with them. A little goes a long way when you practice effortless marketing. You have to be having fun. If it ain't fun, don't do it!

Tell People What You Need

You can land work by just slowing down long enough to remind people that you want to work. Express your needs. People cannot read your mind. We must always be ready to seize opportunities to develop our business, even when we are not in the mood or when we cannot immediately see the outcome.

Stretch Yourself

Sometimes you just have to force yourself to venture into a new area. It's all right to shake things up. Just for fun, personal growth, and better rainmaking skills, go to a professional group you've never found time to attend, say yes instead of no when you get an invitation to a social event that doesn't normally interest you, expand your boundaries, and test yourself. You will be surprised at the results.

Step 3: Do It!

The last step of the ADD formula is *do it!* Do not let the title of this chapter fool you into thinking you can do nothing in order to master the art of rainmaking. The reality is that you oftentimes must do things that go against the natural grain of your personality. If you have to, do it afraid!

My friend Rosemary Sullivan, an insurance defense lawyer, told me her first boss, W. Garney Griggs, said that walking into a room to do client development can be like being "whipped with a wet towel, but you just have to get in there and do it." I call it the "butt in chair" time. Remember that success can come after many refusals and much discouragement. Have hope and faith, and your dreams will come true.

Rejection

It is possible to think we aren't good at something because we did it as a child and didn't succeed, or because someone told us we couldn't do it and we never tried.

Along those lines, I try to always remember what Theodore Roosevelt said in *Strenuous Life*:

Far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows neither victory nor defeat.

Or what a well-known trial lawyer once said: "If you don't try 'em, you don't win 'em."

We have to face the fact that failing is a big part of law practice and a big part of life. Step out there and do something different. There is nothing to lose and everything to gain. If it does not work out, then you won't be any further behind than you were when you started, and there's a good chance you will come out ahead.

Ask, Ask, Ask

In Jack Canfield's book *Success Principles*, success principle 17 is "Ask! Ask! Ask!" He says every no gets you closer to a yes. A legal secretary and friend of mine, Ivy Rosenberg, told me no for eight months when I asked her to transcribe my interviews for my upcoming ABA book, *Defining Moments: Insights into the Lawyer's Soul*. I just kept asking, over and over. I would wait a few weeks and then approach it another way. Finally, when she was ready, she said yes and is now on the project full tilt boogie. She said, "It wasn't that I didn't want to help you, I just was not ready." So don't give up. If you want something, go for it and don't let anything stop you.

Expand Your Resources

Enroll people to help you. Connect to what you care about. Communicate it clearly. Have a compelling invitation.

The better you get at it, the less effort it will take to excel and the more time you will have to devote to other facets of your life.

In his bestselling book *The Power of Focus*, Jack Canfield devotes a great deal of time to the subject of developing good habits. He says that successful people have successful habits and that your habits will determine your future and your quality of life. He says that quality is not an act, it's a habit.

Momentum

Effortless marketing requires momentum. The more momentum you have, the easier it gets. When you are walking at a natural pace and rhythm, there is balance and order to your life; things just seem to fall into place. That's what the late Joseph Campbell, author of *Myths to Live By*, calls your "bliss spot." When you do what comes naturally to you and you enjoy it, your business will flourish.

Sometimes finding your bliss spot is not a straight line. You just have to know where you want to go and follow the twists and turns on the way. Using the ADD formula will speed the process of marketing for you.

In the end, if you do what you love, what comes naturally, the practice of law will become the rewarding career you dreamed of when you sent in your application and sat for the LSAT. I know it has for me, and as I think about how far I have come in the past ten years, I am excited to see what the next ten years bring. Connect with me at Melanie@bragglawpc.com or bragglawpc.com.

Recommended Reading

1. Jack Canfield, Mark Victor Hansen, and Les Hewitt, *The Power of Focus: How to Hit Your Business, Personal, and Financial Targets With Absolute Certainty* (Health Communications, Inc., 2000).
2. Jack Canfield and Mark Victor Hansen, *The Aladdin Factor* (Berkeley Publishing Corporation, 1995).
3. Sam Horn, *What's Holding You Back? Thirty Days to Having the Courage and Confidence to Do What You Want, Meet Whom You Want, and Go Where You Want* (St. Martin's Press, 2000).

Appendix

Effortless Marketing: FORMS

Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #1

My Life Purpose Exercise

List two of your unique personal qualities, such as enthusiasm and creativity.

List one or two ways you enjoy expressing those qualities when interacting with others, such as to support and to inspire.

Assume the world is perfect right now. What does this world look like? How is everyone interacting with everyone else? What does it feel like? This is a statement, in present tense, describing an ultimate condition, the perfect world as you see it and feel it. Remember a perfect world is a fun place to be.

Combine the three prior subdivisions of this paragraph into a single statement.

Ex: My purpose is using my creativity and enthusiasm to support and inspire others as we all freely express our talents in joyfulness, harmony and love.

-Knowing what your purpose is can help you to focus and strive toward something particular. Having a thought out idea helps it to seem more realistic and attainable rather than just a fleeting hope.



Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #2

What I Want

-Goals to accomplish in the next year

1. Financial
2. Career
3. Recreation and Free Time
4. Physical Fitness and Health
5. Relationships
6. Personal Goals (achievements, learning, growth)
7. Community Service, Contribution and Legacy



Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #3

My Want List: DO, BE, HAVE

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Effortless Marketing: Putting Your Unique Qualities to Work Worksheet #4

Twenty Things I Love To Do

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I learned that I:

I will:



Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #5

Ninety- Nine Successes List

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Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #6

My Personal Strength Sheet

-By going through a list and recognizing your basic strengths you may be surprised at what you see. Have a loved one; like a spouse, child or friend; go through the list with you. When someone else points out your strengths it can help you to find new ones in your life. Knowing what your strengths are and being confident in them can help you to utilize them in every day life.

Able to give order	Dependable
Able to take orders	Diligent
Able to take care of self	Disciplined
Accepts advice	Do what needs to be done
Admires others	Don't give up
Affectionate	Eager to get along with others
Alive	Eager to please
Appreciative	Effective
Articulate	Efficient
Artistic	Elegant
Assertive	Encourages others
Athletic	Enjoys taking care of others
Attractive	Fair
Bright	Feeling
Brave	Forceful
Businesslike	Frank and honest
Calm	Friendly
Able to be firm when needed	Funny
Caring	Generous
Clean	Gets along with others
Committed	Gets things done
Common Sense	Gives a lot
Communicates Well	Goal setter
Compassionate	Good cook
Considerate	Good dancer
Cooperative	Good friend
Courteous	Good leader
Creative	Good listener
Daring	Good looking
Dedicated	Good manners
	Good neighbor



Good parent
Good singer
Good with details
Good with words
Good with your hands
Graceful
Grateful
Happy
Hard worker
Healthy
Helpful
Honest
Humorous
Independent
Inspiring
Intelligent
Joyful
Keeps agreements
Kind and reassuring
Leadership
Likes responsibility
Lots of friends
Lovable
Loving
Loyal
Makes a difference
Makes a good impression
Mathematical
Mechanical
Motivates others
Musical
Never gives up
Observant
Often admired
Orderly
Organized
On time

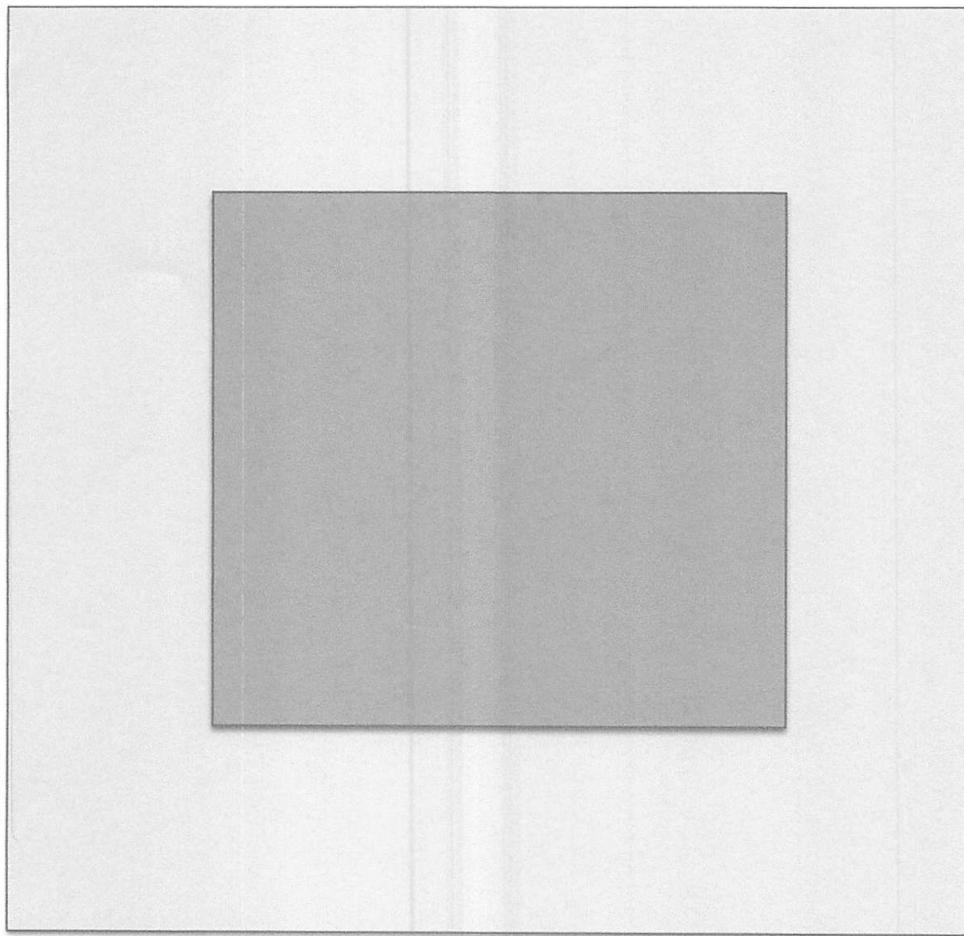
Open
Patient
Peaceful
Physically fit
Pleasant
Positive attitude
Quick learner
Religious
Resilient
Respectful of authority
Respected by others
Responsible
Risk taker
Self-confident
Self-reliant
Self-respecting
Sense of humor
Sensitive
Speak several languages
Spiritual
Spontaneous
Straightforward and direct
Strong
Team player
Tolerant
Trusting
Truthful
Understanding
Unselfish
Visionary
Warm
Well-dressed



Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #7

My Strengths

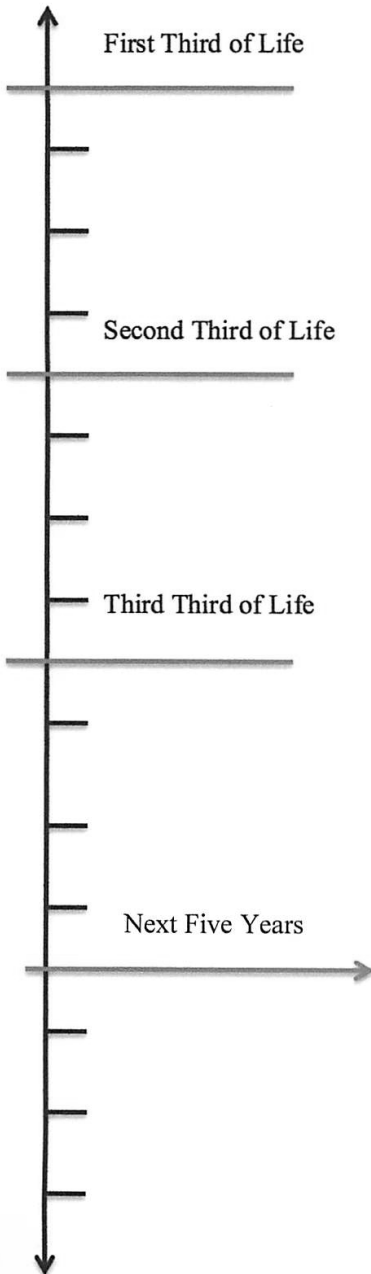
-Writing out your strengths can help you visualize and see what areas you excel in. It also helps you to identify areas that may require some growth. In the center put your greatest strengths and in the outer list the ones in progress.

A large square frame with a smaller square frame inside it, intended for writing strengths. The inner square is centered within the outer square, leaving a wide margin for text. The frames are simple black outlines on a white background.

Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #8

Success Through the Years

-Divide your life into three equal age periods. Then list three successes from each stage in your life. Finish by listing what successes you want in the next five years.



Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #9

The Appreciation Game

-What do you appreciate about yourself? What do you appreciate about yourself that you didn't appreciate yesterday?

Step One: List ten things you appreciate about yourself. If you have played the game in the past week, list ten things you appreciate about yourself now, that you didn't appreciate the last time you played.

Step Two: Dig deeper. Why do you appreciate each of these things? (Ex: 1. I appreciate that I kept my desk is organized. 2. Because I stuck to my commitment.)



Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #10

My Vision Exercise

-The way you see things in your life is very important. Fill in the categories below and how you see each category of your life.

~Financial/Income/Debt Reduction/Investment/Net Worth:

~Business/Profession/Career:

~Fun Time/Recreation/Sports/Hobbies/Travel:

~Health/Fitness/Physical:

~Relationships/Family/Friends/Business:

~Personal/Projects/Learning/Purchases:

~Contribution/Service/Community/Legacy:

-Read back through them and take a minute to reflect on each area.



Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #11

Turnaround Statements

-Alter the way you think and the things you say. Instead of tearing down, build up. Staying mentally in-check can turn around your attitude, the way you go about your day and your personal interactions.

Examples:

Negative: If I eat ice cream tonight it will go straight to my hips.

Turnaround: No matter what I eat, I look and feel amazing and that is what's important.

Negative: Don't express your feelings. People will think you are weak and take advantage of you.

Turnaround: The more open and honest I am the deeper my relationships grow and the more people love and support me.

Negative: You are so forgetful! Things always slip through the cracks.

Turnaround: I am blessed to have so many great things going on in my life. I am so happy to be apart of so many amazing opportunities.

My negative/limiting belief is: _____

The way it limits me is: _____

The way I want to be, act, or feel is: _____

My turnaround statement that affirms this is:



Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #12

What I am Grateful For

-Acknowledging the good things in your life helps you to not take them for granted and realize what you have.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.



Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #13

Pin Pointing Gratitude

What I am Grateful About Why I am Grateful How to Express my Gratitude First Action to Take

1.			
2.			
3.			
4.			
5.			



Day: Date:

Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #14

Positive Energy Exercise

-Writing down the things you accomplish everyday, no matter how small, can keep your spirits up. You may feel like you are getting nothing accomplished but when you actually take the time to put it on paper you find it's the opposite!

Achievements

Reason Why

	Achievements	Reason Why	Further Progress	Specific Action
1.				
2.				
3.				
4.				
5.				



Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #15

Incompletion Check List and Steps to Success

-Go through the list and see what is still lingering in your life. Make a realistic plan on how to tackle these messes. Do not let these incompletions add stress to your life.

Former Business Activities

Promises Not Kept, Not Acknowledged or Not Renegotiated

Unpaid Debts or Financial Commitments

Closets Overflowing With Clothes Never Worn

Disorganized Garage Crowded With Trash

Haphazard or Disorganized Tax Records

Checkbook Not Balanced or Closable Accounts

"Junk" Drawers Full of Unusable Items

Missing or Broken Tools

Attic Filled with Unused Items

Car Trunk or Back Seat Full of "Trash"

Incomplete Car Maintenance

Basement Disorganized or Filled with Trash



Credenza Packed with Completed or Unrealized Projects

Filing Left Undone

Computer Not Backed-Up

Desk Surface Cluttered

Family Pictures Never Put into Album or Ordered

Mending, Ironing, or Items Needing Repair or Discard

Deferred Household Maintenance

Personal Relationships with Unstated Resentments or Appreciations

Forgiveness That Needs to Occur

Time Not Spent with People You've Been Meaning to Spend Time with

Incomplete Projects or Projects Delivered without Reporting or Asking for Feedback

Acknowledgement That Needs to be Asked For

Errands That Have Been Procrastinated



Incompletions and Messes

-Current research indicates that if you use an idea within 24 hours of first hearing it, you are more likely to permanently integrate it into your daily activity. Start creating good habits that are realistic to make a part of your every day life. Make a commitment to clean up some of your incompletions or messes every month, more often if possible.

To Do's	I'll Start By	I'll Finish By	DONE



Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #17

My Negative Events and Limiting Decisions

-In order to clean up your lifestyle it is important to recognize what is damaging it and what decisions need to be altered. Be honest when filling in the lines below.

Event:

-Limiting Decision:

How This Decision Limits Me Now:

My New Decision:

Event:

-Limiting Decision:

How this Decision Limits Me Now:

- My New Decision:



Effortless Marketing: Putting Your Unique Qualities to Work- Worksheet #18

Overcoming Weaknesses Goal Achievement Form

-List your goals. Then list the things that may prevent you from reaching these goals. Write any doubts, fears, or reservations that may impede on the completion of one of you goals. Finish with what solutions you will use to overcome these.

My Goals

Weaknesses

Solutions

My Goals	Weaknesses	Solutions

