

Hi ALL!

For a Better Life...

news, tips and info for anyone interested in making life better- at home, business, sports and more!

From Richard Walker, facilitator of your local network group for behavioural change specialists. Hope you enjoy it!

In this issue:

Marketing tips – are you sure you're not don't sell what people don't want -'Want more clients?

Upcoming events – Don't miss out! Workshops, Keys to Personal Power & fulfilment, Learn Time Line Therapy, NLP training and more.

News – measuring clairvoyance; being ill might do you good; optimism prolongs life & happiness.

Requests! What would you like to see? What do you like / not like? Questions?

----- MARKETING -----

Want more clients?

Don't have enough clients? Whatever your field, it's for one of the following reasons, says Bernadette Doyle, of Client Magnets:

1. People don't want what you're offering. They're not interested, and no amount of persuasion will get them interested.
2. People don't know about what you're offering. They would be interested, if only they knew about it.
3. Lots of people know about what you're offering, but you're not doing a good enough job of converting those people into paying clients. They're interested, they know about you, but you're still falling at the final hurdle.

If you're willing to get real about what you're offering, see her article below.

----- NEWS -----

Optimism extends you life?

Mounting research shows that optimism could extend your life. The latest study comes from Wageningen University in the Netherlands. For 999 elderly Dutch men and women, agreement with statements such as "I still have many goals to strive for" was highly predictive for longevity. When subjects were traced nine years after being surveyed, death rates of optimistic men were 63 % lower than those of their pouty peers, and 35% for women. Scientific American Mind, Feb 2006; more at

<http://www.sciammind.com/article.cfm?articleID=0000D1BB-24AB-13D9-A4AB83414B7F0000>

And why else it's best not to expect the worst

'Go through life expecting the worst and then you'll never be disappointed. And on those rare occasions when something goes right for you, you'll be pleasantly surprised.' It sounds like a sensible philosophy, but according to Margaret Marshall and Jonathon Brown at the universities of Seattle Pacific and Washington, it doesn't work that way. In a given test, the researchers found that of those who performed poorly, the students who expected to do well actually felt better about themselves than those who expected to do badly. On the other hand, of those who did well, those who expected to do well felt happier about themselves afterwards than those who did much better than they expected. The study also found that the optimists put succes down to their ability, but did not put failure down to a lack of ability; whereas the pessimists tended to reject their successes, and to put failure down to a lack of ability. BPS research 3 Feb 2006. <http://bps-research-digest.blogspot.com/2006/02/why-its-best-not-to-expect-worst.html>

Being ill might do you good

It seems that it really is true that every problem contains the seed of a greater insight. Research published in the Journal of Positive Psychology, suggests that people who recover from physical or psychological illness are strengthened by the experience, compared to those who have always been well. BPS research 16 Feb 2006: <http://bps-research-digest.blogspot.com/2006/02/how-being-ill-can-be-good-for-you.html>

Heart risks? You're having a laugh!

Lacking a sense of humour might not just be bad for your social life, it might also be harming your cardiovascular health. A new study shows that laughter actually increases blood flow in the body, proving right the old adage that laughter is the best medicine, at least when it comes to the heart. Science News, Jan 18, 2006. <http://www.sciam.com/article.cfm?chanID=sa003&articleID=000EA775-7465-13CD-B46583414B7F0000>

We saw it coming

Researchers monitoring the brain's surface electrical activity were able to predict whether someone will remember a word before they even see it. That's really new - scientists knew that brain activity changes as you store things into memory but now we have found brain activity that tells how well your memory will work in advance. Spooky. BPS research 3 March 2006. <http://bps-research-digest.blogspot.com/2006/03/you-wont-forget-this.html>

EVENTS IN BRIEF

These events are upcoming now or shortly. Full details below.

BOOK NOW!

- 18 March Learn 'Body Tapping'. Saturday morning workshop just £45
- 1st & 2nd April: Learn Time Line Therapy techniques. Do you qualify for discounts?

ALSO BOOKING

Saturday morning workshops these have had amazing results so far!

- 'Believe What You Like' - special event on how to make changes in life
- Confidence in Business and Personal Life Persuasive Communication Language
- Goal Setting that Works

Weekend experience events:

- The Keys to Personal Power & Fulfilment' personal breakthrough weekend. This has changed people's lives.

Training: Learn NLP! Recent feedback: 'Thank you for giving me my life back!'

FEEDBACK

Why not help me make this even more worth reading? Ask any questions you might want to put? – I may print general answers where there might be general benefit. What do you like / want to see more of? Comments?

ARTICLES in more depth

What To Do When What You're Offering Isn't Selling

Bernadette Doyle, driving force behind Client Magnets, tells this story she heard recently at a training course.

A man inherited a business that his family had run for over 80 years. The business sold dog food. Soon after taking over, keen to 'make his mark' he appointed a new management team. Unfortunately, things did not go well under this new management team, and sales began to decline. Annoyed that business was moving in the opposite direction to what he wanted, he fired the newly appointed management, and also hired an expensive marketing firm.

Months passed, and not only were sales not increasing, they were still declining. The owner called a meeting of managers and department heads. In no uncertain terms, he made it very clear that he was not happy with business performance, and that unless things turned around very quickly, they would all be out of jobs.

'I want answers, and I want them now!' he shouted, banging his fist on the table for emphasis. He was met with silence, until a small voice was heard from the back of the group. 'Excuse me sir', one of the junior managers said. 'The problem is, the dogs don't like the food.'

It's time to get real about what you're offering. The number one rule of successful marketing is to make sure that what you're offering is actually something that people want!

If you don't have enough clients, it's for one of the following reasons:

1. People don't want what you're offering. They're not interested, and no amount of persuasion will get them interested.
2. People don't know about what you're offering. They would be interested, if only they knew about it.
3. Lots of people know about what you're offering, but you're not doing a good enough job of converting those people into paying clients. They're interested, they know about you, but you're still falling at the final hurdle.

Many people ask me about techniques and ideas that will help them attract more paying clients. But there is something you need to know. If the reason you aren't getting enough clients is because you're trying to market something that people don't want, then NO amount of marketing techniques can help you.

Be really honest in looking again at what you offer. What evidence do you have that proves that this is wanted and needed by a significant group of people? Positive signs are: people are already buying from you; they are buying something similar from someone else; existing customers and clients are asking for this particular product or service. If you don't have at one of these signs (preferably more) then you need to rethink what you're offering.

Bernadette says she has worked with lots of business owners who so are so attached to their project or idea, that they overlook the fact that it simply isn't wanted or required by enough potential clients.

Does this mean you need to abandon your dream, and get out of business? No... just find out more about the dog food that IS selling, and try to figure out why that's more appealing than what you are offering. Change the recipe, what dogs DO want. Apply similar strategies in your business.

Like many of us, when Bernadette first started my training company, she wanted to offer training based on the powerful NLP techniques that she had learned. She says 'that was back in 1996, and I knew that very few people were waking up in the morning and saying to themselves, 'I wonder where I can get some NLP training today!' I needed to align my offering with what people were ALREADY looking for!'

She had a sales background and knew that cold calling was a real problem area for many sales people. So she decided to offer cold calling training to the marketplace. 'I still got to provide training that was based on NLP,' she says, 'but it was packaged in a form that people wanted. Before long my courses were selling out, and I was receiving calls from interested prospects who wanted to hire me for in-house training'.

The message is simple: make sure that you are offering something that people actually want. Not something you think they need, but something they actively want and are seeking. If you fail at this fundamental first step, then no amount of marketing techniques will help you.

Visit Bernadette at www.clientmagnets.com

----- FULL EVENTS LISTING -----

Full Schedule and booking at <http://www.abetterlife-uk.com/schedule&bookingform.pdf>

Short Workshops Saturday Mornings (ask about Evening re-runs!) Just £40 with pre-booking!

For a Better Life:

18th March. **Learn 'Body Tapping'**, the unique and simple technique which can be used to resolve just about any physical psychological issue!

25th March. Special event '**Believe What You Like**' - how to make the 'real world' measure up to your dreams (£23.50). - how to make the 'real world' measure up to your dreams. Also follow-up event, below, to put the ideas into practice: The Keys to Personal Power & Fulfilment' personal breakthrough weekend

For Better Business (these events are particularly relevant to business life as well as personal life):

29th April. **Confidence in Business and Personal Life**

13th May. **Persuasive Communication Language**

20th May. **Goal Setting that Works**

Weekend experience

The Keys to Personal Power & Fulfilment' personal breakthrough weekend. Putting into practice the concepts from 'Believe What You Like'. Eliminate negative emotions, removing doubts and limitations (including physiological problems) and set goals in your the future with certainty.

Training

Time Line Therapy: Weekend 1 & 2 April: 14 full hours specialist training! Licensed Time Line Therapy training institute. Discover this technique and how to use it for more rapid and more far-reaching results in eliminating negative emotions, removing doubts and limitations (including physiological problems), and setting the future with certainty.

NLP! Have fun learning with Richard In a friendly, relaxed, yet inspiring atmosphere

Friday May 5 to Friday May 12 for seven days (free day Tues 9th). Certification at Practitioner level in NLP and in Time Line Therapy! Detailed course content : <http://www.abetterlife-uk.com/nlppractitioner-cert.html>

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**The CPD (Continuing Professional Development) Group is a voluntary commitment by specialists in solution focused behavioural change and healing techniques, including NLP (Neuro Linguistic Programming) and Hypnosis. Its aim is to inspire, encourage and develop others and ourselves in a professional yet supportive and fun environment. Key themes are networking, critical discussion, education, business development, professional support and public confidence. It's hosted by Richard Walker (www.abetterlife-uk.com), based in Harpenden, with members from Herts, Beds,*