THREE ESSENTIAL SKILLS

FOR SUCCESSFUL ENTREPRENEURS

Manasa Growth

Be THE Entrepreneur

WELCOME!

This e-book offers effective skills to help you use and improve your self-confidence as an entrepreneur. Topics include how to achieve frame control to set and maintain your agenda, how to gain the trust of new clients, and how to share your authentic journey so that everyone understands not just what you do but also why you do it.

LET'S BEGIN

PRACTICE FRAME CONTROL

Many people fail in business because they lack the confidence to actually set and steer agendas to make things happen. But once you learn how to practice frame control, you can take the reins and guide each of your business transactions to mutual success for you and your client. The key is that instead of letting events simply run their course, you or your business serve as the driving force that guides the final outcome.

Think about two of the main types of interactions you probably have as an entrepreneur every day: emails and meetings. In both of those social interactions, everyone—including you—brings a unique, individual perspective, or frame, to the situation. It's like you're each looking at life through your own picture frame. When these frames clash, as they inevitably do, you want to make sure that yours comes out on top.

It's impossible to emphasize just how important the mission of maintaining frame control is. Each time that your frame is undervalued or breached, you become subject to someone else's agenda, including their thoughts, wishes, and authority. Instead, you must take active steps to ensure that the people around you will buy into your thoughts, wishes, and authority.

HERE ARE SOME TIPS TO START.

EMAILS

Emails quickly run off track if you don't step forward with self-confidence and practice frame control. Let's say you need to set up a meeting. Don't go back and forth ten times to see who is free when. Propose a time and a place that work for you, along with a brief outline of your agenda, and make adjustments as needed from there. Otherwise, you may waste a lot of time in the process, and before you know it you may find yourself rearranging your busy schedule to meet at the time and place of someone else's choosing, which will clearly put you at a disadvantage right from the start.

MEETINGS

Along the same lines, whenever you set up a meeting, take these steps to make sure you have the upper hand.

1. Name the location. Ideally, you want to meet on your own turf. Your aim here is to start off with the home field advantage. If that's not possible, pick a neutral location, and make sure that you arrive first. Even a step as small as choosing the table in a coffee shop helps put the ball in your court.

2. Arrive on time (early is even better). Keeping someone waiting isn't a positive way to exhibit frame control; it's a negative way to risk alienating your clients and starting off on the wrong foot. Be punctual, and have your agenda, along with any supporting materials, prepared and ready to go.

3. Set and maintain the agenda. Arrive with a specific list of topics to cover, and make sure to steer any detours back onto the main road. It's fine to make adjustments to consider the clients' wishes and needs; after all, you're trying to establish a working relationship that will benefit you both. In fact, if you can step into the clients' shoes for a moment, you should be able to see their needs more clearly so you can figure out exactly how your services can help. However, the key to frame control is that as you proceed through the meeting, you always make sure your own agenda is served by covering all of your key points. This ensures that you execute your intentions successfully and remain on top.

CREATE A SENSE OF TRUST

There's an Irish proverb that says "When mistrust comes in, love goes out." If you substitute the word *clients* for love, then you have a significant business problem in a nutshell: "When mistrust comes in, clients go out." But how do you even build that essential trust in the first place? The good news is that the more you can project your self-confidence in each business situation, the more you automatically convey a deep sense of trust. Let's look at some easy steps you can take to let clients know that you're someone they can trust.

YES, AND...

One way to build trust is to make sure you always give your clients a positive message. Don't say "no" to people—at least not immediately. Instead, take your clients' requests into careful consideration and then find a way to reply with "Yes, and . . ." Here are a few forms this can take.

- Yes, I hear your problem, and I have several suggestions about how to fix it.
- Yes, I can meet your request, and I have ideas to make it even better/quicker/cost-effective.

Just make sure that you follow through. This technique works because, in the eyes of your clients,

- You're acknowledging their request;
- You're taking action; and
- You're establishing yourself as a person they can trust to fix their problems.

BODY LANGUAGE

You can also use powerful body language to project your self-confidence and convey a sense of trust. Think, for a moment, of Superman, ready to save the day. He's got his feet planted firmly on the ground, his chest is wide open, and his head is held high. (Wonder Woman does the same thing.) Here are some Dos and Don'ts to help you project confidence and build a sense of trust.

DO . . .	DON'T . . .
Take a wide stance on your legs and place your hands on your hips. The idea is to consume as much real estate as possible and to show your strength.	Shift from foot to foot, which indicates that you're ready to flee, you're unstable, or you may easily change your position. In other words, it tells your clients that you're not someone they can trust.
Throw back your shoulders, hold your head high, and cross your arms. As long as your shoulders aren't rolled forward or slumping, this will help you exude confidence.	Rub your neck. Any move that blocks your neck, which is a vulnerable spot, sends the message that you are uncomfortable or anxious.
Rest your hands on a table and lean forward. This is particularly effective if you are about to seal a deal.	Slump and yawn. These moves suggest that you are not on the ball; you may be bored, tired, dispassionate, intimidated, and/or trying to hide something.
Keep your lower extremities open. When you remain "unblocked," you project a message of openness and compatibility.	Cross your arms and/or legs. You don't want to look like a well-guarded fortress; you want to look like someone who is open to new ideas.
Aim your navel at the speaker or the listener. This lets others know that they have your full attention.	Fidget, adjust your clothing, and/or pick at imaginary lint. Fidgeting in any shape or form lets the client know that you aren't giving your full attention to the immediate situation.
Keep your palms open and visible at all times. This creates a feeling of honesty between you and the listener.	Hide your hands in your pockets or under your armpits. This suggests that you have something to conceal.

It really doesn't matter what positive words you are speaking if your body language sends a negative message. Practice each of the Dos listed above, and remember that a firm handshake, a warm smile, and the consistent use of eye contact also give clients the message that you're someone they can trust.

CONVEY THE **WHY**

What type of content do you currently emphasize during pitches and presentations? One of the biggest mistakes you can make as an entrepreneur is putting too much emphasis on the what and the how and not enough focus on the why.

Think about it for a moment. As you've worked to grow your business, you've no doubt spent a lot of time figuring out the whats and hows of your enterprise. Examples include

- What product line you have and how you sell it;
- What materials you need and how you acquire them;
- What funding you require and how you attain it;
- What personnel you need and how you will attract and retain good people.

Of course, all of these elements are necessary and important. But no matter what product or service you offer, none of this information—at least, not exclusively on its own—is likely to convince your clients, investors, potential customers, and employees to pull out their wallets. What you need to add to your pitch—and any other marketing moves or campaigns—is the why.

In fact, the why is what sets you apart from your competition. It's like the Cliff's Notes version of your mission statement that explains both why you do it and why they want it. Specifically, your why statement should

- Be positive.
- Include a feature, detail, or story that clients will remember.
- Set your product/service/business apart.

Think of the "Got Milk?" campaign. Did it include details about farms, costs, nutrition, cows, government regulations, or anything else associated with the producers and sellers of milk? No. But it caught your eye (particularly when famous people were featured with a milk mustache), and with just two words it put a humdrum product into the spotlight in a way that people remembered. It made something old feel new again. It made it fun. Why did you want to drink milk? Because it was fun.

That's the kind of excitement you want to generate about your work. First and foremost, potential clients need to see your passion, not your statistics. Yes, for banking officials and seed investors, numbers certainly matter, but you still need to come across as someone who is really committed to and passionate about your products, services, and line of work. Investors and clients aren't just buying your service or product; they're buying you. Show them why they should.

CONCLUSION

The three steps we've explored in this ebook have the potential to change the way you do business every day. In each interaction, make sure to maintain the frame and control the agenda, create a sense of trust through powerful body language, and convince your investors and clients about your value by sharing the why. With practice, these actions will start to feel like second nature—and so will opening yourself to new options and taking your business to new heights. No matter where you're starting out, you can hone and develop your self-confidence just like any other tool. Use it well.

ABOUT THE AUTHOR:

Francis Fernando is an engineer that evolved to an entrepreneur and created a thriving Property Management Company. Under his confident leadership the company grew from a small start-up firm to a highly successful, profitable and dominant business that has served prestigious clients such as US Bank, Wells Fargo, California National Bank and other local, national and international investors. Francis is the author of a US Trademarked book titled *Job + Real Estate = Wealth*® that serves to dispel any fears associated with investing in real estate.

During his entrepreneurial journey Francis recognized that delivering himself with confidence not only boosted his personal image, but also paved the way to create successful businesses. His signature speech "**Breaking the Mold of Traditional Communication**" helps people achieve their fullest potential through communication.