

This is the second in a series of five articles.

The Rule of Seven for Building Your Business and Life

Experience

If you are starting out in business it is most important that you gain experience. Experience increases your belief in yourself and your service or product. Sometimes it's hard to get experience if you don't already have it. Just ask any new college graduate who's looking for a job? So how can you get experience when you are new to business or the market or the organization? Utilize the Law of Giving...

Many people start a business because they are technically competent in some area. Yet, they must learn how to be an entrepreneur. What does an entrepreneur or business person need to be in business? Depending on who you speak with some will say things like: a business plan, a license, incorporation, or registration through various small business programs. Yes, these things are valuable; however, consider another answer to the question. To be in business you need one thing: *customers*. More than just customers, you want **loyal customers** because they make and sustain your business. In order to obtain customers you will need to gain experience in a buying and selling process to augment your technical knowledge and skill. The buying and selling process involves building rapport, discovering wants and needs, and building commitment to buy. The main thing your customer wants is value. How will you maximize the value you provide your customers as a new business owner or newly promoted employee? The key to maximizing your value is **experience**.

Technical knowledge is not enough. It is more important to have an understanding about the services, processes, etc. Is knowledge and understanding the same thing? Have you heard the statement: "knowledge is power?" Well, that's not totally true. Knowledge by itself is only knowledge. Knowledge without action is like a donkey carrying books. The donkey has the books, but can't do anything with them nor benefit from having them. However, knowledge put into action is power! When you put knowledge into action you gain experience. Thereafter, knowledge plus experience equals understanding. This understanding is power. We've got to find a way to get experience in service delivery and various roles of being an entrepreneur, such as marketing, sales, business strategy, and management.

A few years ago I found a way to gain experience and build my practice through a "spiritual" strategy based on a universal law. This technique can help you gain experience and build your life and business. The technique is giving away your service to someone or group that is in need, but may not be able to pay the full fee. This law of giving activates the laws of receiving and reciprocity. When you give, you receive. It may not come from the same person or place you gave to; however, the universe will repay your giving. Not only will your giving be repaid, it will be repaid multiple times over. Although, this technique is proven to work, it is important to be strategic about its usage. Put yourself in the place of most potential to leverage the strategy. Lastly, to make it work for you fully, give unconditionally; no strings attached; with no expectation of anything in return. This will activate the laws in a marvelous way.

Here is what happened. I gave away a leadership development process to four high school students at a public school in order to gain experience. A few months after

this experience I received business for 54 leadership processes paid for by two separate organizations. This was a return on investment multiplied 14 times over. Gave 4 – received 54. Astonishing! Additionally, the original public school paid for ten leadership processes the following year.

The financial payoff from the experience was only the beginning. More importantly, I gained experience on how to help people buy the service; facilitate the process; impact the lives of young people in a positive way; and generated some success stories. One student increased her g.p.a. from 1.7 to 3.2 After those results, the knowledge about the process moved to understanding how powerful it really is for changing attitudes, behaviors, and results. Consequently, my belief increased in the service, process and purpose for helping others grow. Surely, that increased belief provided more confidence and conviction that translated into how we relate to prospects and customers today. Furthermore, those seeds have grown to become an innovative marketing approach of offering youth leadership services to the high school students of any organization's employees or members.

The universal laws do not discriminate. Can you see how giving will help you obtain more experience; activate the laws of receiving and reciprocity; and solidify you in your business processes? You are encouraged to consider: Where can you give away some service to gain experience? Who will you give it to? How much and how often will you give? Then let the natural laws and processes take over and trust them. The next article will focus on visibility.