

Lee Milteer's Millionaire Smarts® Coaching Program

Decide: The Ultimate Success Trigger

Lee Milteer Interviews Jim Palmer

III. Decide to Be Authentic

Dear Millionaire Smarts® Members,

As our expert guest this month, we have long-time Millionaire Smarts® Faculty Contributor Jim Palmer. Jim is a marketing and business-building expert, and is also the host of Newsletter Guru TV and Stick Like Glue Radio. He is known internationally as the Newsletter Guru and the go-to resource for maximizing the profitability of customer relationships. He is the founder and president of Custom Newsletters, Inc. and has written five books. His latest book is called **Decide: The Ultimate Success Trigger**.

At the end of this report, you will find out how to get a free copy of his new book for being part of my coaching program.

One of the things I truly enjoy about knowing and working with Jim is his authenticity. As far as he's concerned, He is who he is and that is good enough.

Jim has been generous enough to allow us to share some excerpts from his new book: **Decide: The Ultimate Success Trigger**. This excerpt is about why you should stop trying to impress people and truly be yourself. I know this is going to hit home for you especially since no one likes fakes. We like people who are authentic—those are the people we remember. The following excerpt is for your personal use only. No reprint permission is granted.

The power and freedom of simply being you.

It is not uncommon for entrepreneurs to struggle with their “personal” brand versus their “professional” brand. Or perhaps better stated: Who they are “on the job” versus who they are “off the clock” – so to speak.

This challenge has never been more apparent or even problematic than it is now due to the incredible rise of social media. There is no hiding anymore.

The truth is you can no longer have your “entrepreneurial” brand and a clear and separate “personal” brand that you wish or feel should be off limits and not used when a client or prospective client is considering working with you.

It may feel unfair or somehow too judgmental when a prospective client uses what you consider to be the “personal side” when considering hiring you, but consider the following example.

Suppose you are a parent looking for a nanny and after the interviews, you really like both the applicants' credentials and resumes. Then, after they leave, you do a quick search on Facebook or other Internet search and see pictures of what you consider to be less than safe or appropriate behavior.

I'm not being judgmental of what someone does in their private life, but the fact remains: for many parents seeing such pictures would be unsettling to say the least and a disqualifier for most.

Truthfully, as entrepreneurs, giving this even more than one second's thought or deliberation about how this might be unfair is a complete waste of time and energy. If you get caught up in worrying about what you deem unfair about this, you are bound for Squishyville. For better or worse, this is the world we live in. There is no hiding who you are.

Let me give one more "parent-themed" example. My wife and I have raised four kids (thankfully she did 90 percent of the work!), and as they are now all mature adults living on their own, we have seen many examples of our "leading by example" in the way our kids live their lives.

Just like your kids are watching how you live your life and are learning from and making decisions from the examples you set, your customers and prospects are also drawing conclusions from the way you live your life and, more importantly, what they see of how you live your life.

So the question is: As an entrepreneur who wants to achieve higher levels of success, how do you use the fact that we are all operating in an online and ever-connected world... and use it to grow your business?

The answer is simple and actually quite relieving!

DECIDE to be your authentic self – all the time. There should not be a personal brand and a separate "small business owner" brand.

So what do I mean by being authentic? The dictionary describes authentic as "not false or an imitation, true to one's own personality, spirit, or character." The key is authenticity all the time and in every place.

The relieving part for many is that when you choose to drop the corporate facade and be authentic, you can simply be the genuine un-edited version of yourself. This reminds me of the expression "the truth shall set you free!" When you are always authentic and truthful, you don't have to remember what you told to whom and when!

Practically speaking, how does this work as you build your business?

I learned the powerful lesson of being authentic when I started doing my weekly videos in 2009. At first I tried to be the consummate professional businessperson; I kept a business-like straight face and delivered in an authoritative tone some smart business advice.

The trouble was – while I do have some good business advice and wisdom to share, I'll be the first to admit that I am not a "buttoned up" professional businessman! The result did not come across at all how I intended. It was not authentic.

The real authentic me occasionally messes up my words, and more than often my brain and mouth are in a race to see what comes out first. I also like to laugh, wear casual clothes, and talk about my grandson and pets. And while I don't flaunt it, I'm not shy about being a Christian. I

love to serve and help others, and I get genuinely excited when I help other entrepreneurs with an idea or tip that helps them get their business going and growing. When this happens, I honestly feel like a kid in a candy store, and when I retell such a story on camera, it shows!

If you watch my videos today, you will see that I am not only unscripted, but I am 100 percent comfortable being who I am – I am the authentic self I just described.

The Good and Bad About Being Authentic

If you agree with me, and decide to flip the switch and drop your double persona – and simply be your authentic self all the time, you will attract a lot more of the people you are meant to attract, but you will also repel more of the people you are not ideally suited to work with.

If this troubles you, my advice is to get over it. You're not meant to please or work with everyone, and life is too short to even try to play that game.

So what about social media and authenticity?

A quick last word about being authentic in a social-media-driven world:

From a marketing perspective, as an entrepreneur or small business owner, I believe it is your job to be authentic. However, this does not give you freedom to share your every view on every hot topic.

How then is this being authentic, you might ask, if I'm suggesting that you keep your mouth shut at times?

That's a fair question. Let me tell you first that the only reason I choose to be on any social media platform is to build my brand and grow my business, that's it!

I use social media to stay connected with current customers and clients and showcase who I am and what I have to offer

What I do not post and share are my feelings on certain hot topics or the flash point of the day. I guess the best way to know what this means is the old adage that cab drivers use: do not discuss sex, politics or religion!

Just like you, I have my own opinions about local and world affairs. But as a growth-oriented entrepreneur, I believe two things:

1. Sharing my views on topics not relevant to my business will not move the ball forward as it relates to building my business.
2. Except for a few close friends, who the heck cares what Jim Palmer thinks anyway?!?

Just because social media exists doesn't mean you have to bare your soul and share your feelings, and the cold hard truth is who really cares anyway!

For more information about Jim, go to www.GetJimPalmer.com.

In Closing from Lee:

Jim is offering a fantastic gift this month. Simply pay shipping and Jim will send you a free paperback copy of his book, **Decide: The Ultimate Success Trigger**. Go to www.decideforsuccessbook.com to claim your free copy today.

Also, remember to take advantage of the resources on your Millionaire Smarts® Membership page. Each month, we provide you with digital copies of the reports and transcript, an MP3 of the call to download to your mobile devices, information on our featured expert guest and links to free gifts & helpful resources, and supplementary content from our team of expert faculty coaches—who include Dan Kennedy, additional reports from me, Phone Sales Doctor Chris Mullins, Health and Fitness Coach Joe Carabase, Leadership Coach Kevin Eikenberry, and Sales Coach Steve Clark.

Plus, new this month: we'll be providing a *Quick Download Link* where you can quickly and easily download the online content. We want to know, do you like this new feature? Please send your feedback to millionairesmarts@gmail.com.

Your Mindset and Performance Coach,
Lee Milteer

P.S. To access the Millionaire Smarts® membership site and monthly content, go to www.milteer.com and put in your code for the month (*986865*) at the top of the web page on left where it says COACHING SIGN IN. It will take you to the private and password protected Millionaire Smarts® Coaching membership site.

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