



Chapter 7

Better & Different

Personal Development Secrets
Of Successful Entrepreneurs



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Better And Different

A Recap And Questions

This is one of my favorite lessons because virtually everyone has been faced with the question if something is different is it really better?

When we are self-employed we are striving to provide a better service or product and to have a better life for ourselves.

Let's think about this. - Has someone ever come to you and told you about a new program, product or system that is different. There's a lot of excitement. At this point you are supposed to think "if it is different then I should have it. Yet, the real question is: Is it better?"

Catch yourself right there. Remember that you are in business to be better.

With tangible things we can take the time to check them out and make sure that different truly is better.

The big challenge in self-employment comes in our ability to surround ourselves with the right people. Surround ourselves with the right people and positive things start to happen.

The next time you are thinking about bringing someone into your business and your life make sure you are focused in the right place—is this association better for you.

Why?

There is something I do know.

You cannot succeed by yourself.

It's hard to find a rich hermit.

So find the right people to help you.

When you hear the three, four or five most dangerous words in life—"I am different" or "It is different here or It is different this time" think of this.

Different isn't necessarily better.

But better is always different.

Invest your time with people who are better.

Invest with people who have habits of success and you will receive something that is better and that's what makes them different.

That is something I do know.

1. Take a look at your business and list the areas where it could benefit from something different.

2. Are these different things truly better? List what would be better about doing these things differently.

Be clear about the central fact to success. Being better is what makes you different. In order to compete, you must be creative. You must be creative and offer something that is better than your competition. Only then, will more business come your way.

The Houston Business Coach series of educational products can put you on track to having more in your business and life. For other products go to TheHoustonBusinessCoach.com, For one on one coaching, contact us to discuss your options at 1-866-387-7805. We look forward to speaking with you.

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