



brochures, etc. in the hopes that someone will see their materials and call them and hire them. Well, maybe someday for some people. But, for most of the world-beginners and seasoned professionals, you have to make the sales before you can expect the income.

Skipping the selling is like skipping breakfast, and we all know where that gets us - looking like sumo wrestlers. Did you know that sumo wrestlers eat most of their calories in the evening? Yep, that's how they bulk up. But, if you don't want to bulk up (or in this case waste your days and then spend your nights and weekend trying to catch up and conclude you have to work a 90-hour week), then you spread the calories across the day. Just like you spread the work and the types of work you do to grow your business across your day, and week, and month, and year.

This is not about setting lofty goals; this is about concrete structures and strategies that come out of your lofty goals. And speaking of strategies, the last point most entrepreneurs find it hard to remember is develop and practice their confidence selling mindset.

This is the mindset that releases you from the outcome of the deal so that you can focus on creating the relationship. Everyone thinks that is easy because it is so logical and obvious. I see the slap on the forehead and hear the "duh". But when they try to do it alone, they fail miserably. That's why I created worksheets to use by your telephone so that you can remind yourself and practice the confidence selling mindset during your structured selling hours.

So if you are ready to schedule your vacation, get control of your time, translate your goals into action steps and master the confidence selling mindset, then I have a deal for you. See the [SWEETHEART OF A DEAL](#) promotion to learn how you can obtain the keys to selling confidence and the keys to starting a business, plus an hour of coaching with either me or my colleague, Judy Irving, for a fraction of the usual cost.

Until next time -feel free to contact me with any questions or comments.

Your Confidence Coach in Los Angeles,

Kathleen Schulweis

[Email Me](#)