MONDAY INFLUENCER®

A Powerful Digest of Strategies for
Success in Business, Career and Life, from
World-Renowned Experts

Monday, April 14 , 2025

MONDAY INFLUENCER®
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Co-producers, editors and writers **EVERY DOLLAR SAVES A CHILD®***

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Audio version here.

Start this Monday and every Monday with focused, actionable insights, strategies and tools to make you sharp, focused, excited and ready to conquer your world. Produced by world-renowned authorities in business, technology, leadership, finance, academia, human potential, social impact and health & wellness.

This morning, please start with **EMOTIONAL INTELLIGENCE: from awareness to intelligence to zombiehood** in **THE GOLDEN TICKET TO YOUR SUCCESS**.

In this issue- hyperlinked for your convenience:

- **THE GOLDEN TICKET TO YOUR SUCCESS**
  Setting and achieving goals.
- **STRESS IS A CONSTANT**
  The silent killer!" Recognize, understand, master it. Channel stress in a positive fashion.
- **OVERCOMING ADVERSITIES IN BUSINESS, CAREER AND LIFE.**
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- **WAKEUP MOTIVATED. ATTACK YOUR**
- **FEAR – THE SILENT DREAM KILLER**
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  Nurturing the bonds that matter.
- **FINGER ON THE PULSE CURRENT AFFAIRS TO TALK ABOUT**
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- **HEALTH TIP OF THE WEEK**
  Listen to your body's wisdom.
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- **THINK TANK CORNER®**
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- **SUBSCRIBER TIP OF THE WEEK**
  This is where YOU need to chime in.

- **TUESDAY & THURSDAY INTERVIEW TOPICS AVAILABLE ON YOUTUBE, LINKEDIN AND EVERYWHERE YOU ENJOY PODCASTS AND INTERVIEWS.**
- **NEWS**

It is our privilege and good fortune, personal and professional, to have substantial collaborative relationships that span the world. Those include captains of industry, world-renowned educators, authors, thought-leaders, entertainment and sports personalities. The **THINK TANK CORNER®** brings you straight into the room with global icons:

- Nicolas Babin, former head of Sony Europe, EU digital ambassador and technology expert
- Michael Tobin OBE, Ex- FTSE tech CEO, English technology entrepreneur, author and philanthropist
- Kim-Adele Platts, fractional COO, transformation director and executive coach
- Peter Bodo, award-winning columnist and broadcaster
- Elliot Matloff, risk management authority, keynote speaker
- Dr. George Manning, leadership expert, author, academic, pre-eminent business consultant
- Selwyn Gerber, financial strategist, economist and philanthropist
- Lisa Ventura MBE, award-winning cyber security specialist, Founder of Cyber Security Unity, keynote speaker
- Dr. Melissa Sassi, world-renowned technologist, ex Microsoft, IBM, Goldman Sachs and BlackRock
- Patrick Rowan, preeminent marketing & strategy consultant for the U.S. Direct Response sales industry
- Bryan Eisenberg, internationally recognized marketing authority, best-selling author, keynote speaker
- And other notables…

1. THE GOLDEN TICKET TO YOUR SUCCESS: SETTING AND ACHIEVING GOALS. WHERE ARE YOU? WHERE SHOULD YOU BE? WHERE ARE YOU GOING AND HOW WILL YOU GET THERE!

Without well-defined, attainable goals and a well-charted path to achieving our goals, we are rudderless ships in stormy seas.

This morning, much about the massive topic of EMOTIONAL INTELLIGENCE, a topic that I am asked often to tackle. It is as challenging as it is elegant, visceral and intellectual. A million or two words have been written and spoken on this, by world-class psychiatrists, neurologists and educators as well as all manner of pseudo-psych-manure peddlers and professional “talking heads.”

Whereas I am typically inclined to agree, harshly disagree, adapt, repudiate, chide, champion, reject, ridicule and more much of all I have read and heard, the subject must be taken very seriously.

Starting with the bottom line, have you ever had a moment or hours or days or more when your emotions gave you pause. Concern. Troubled you. Alarmed you. Even debilitated and panicked you. Any of those narrowed your vision of yourself and your life? Perhaps paralyzed you into inaction? The long answer for all of this is YES. At least to some of the aforecaptioned.

What is Emotional Intelligence? It is the ability to identify and manage one's own emotions, as well as the emotions of others. **Further, it is the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically.** The most often reaction to that definition is: I can barely manage my own emotions much less those of others. Good knee-jerk reaction but not entirely accurate.

Some researchers suggest that emotional intelligence can be learned, cultivated, improved and more, while others claim it is an inborn characteristic.

Are some of us emotionally incorrigible from birth while others can be self-correcting, while others are coachable. These behaviors are all much more visceral than intellectual. Yet, if one believes and thinks that one does not have the emotional skill set to change, that is entirely self-sabotaging. Indeed the tools exist, can be learned, can be adapted to improve emotional intelligence.

When in an Emotional Intelligence downward vortex, you need three things to make the necessary changes. First, the unwavering desire (most of the time absolute need) to do so. Two, the reasonable brain power to do so! If those two conditions are present, YOU ARE ABSOLUTELY COACHABLE! And finally, some absolute do's and don'ts that follow.

1. Self-awareness

Recognize and be aware of your emotions and reactions. Once you are better able to recognize what you are feeling, you can then work on managing these feelings and using them to navigate social, personal and business situations.

If you are self-aware, you understand your emotions and their triggers. Specifically, your responses to your emotional states of mind and more importantly, when those go off-the-rails : "this is not good for you!" You also know how your emotions and actions affect those around you.

Word to the wise: Do not go down the rabbit hole of "why am I feeling this". You may become operationally paralyzed. Stuck in inaction. There will be a time for that once you are no longer in emotional triage.

Get yourself into "rooms" with successful people! Rooms real or virtual. I do not mean with shrinks or psychologists. Your goal is to be MORE SUCCESSFUL IN YOUR PERSONAL AND BUSINESS LIFE.

Really successful people are typically more self-aware than most. They know who and what they are. Some even what they represent. Those people who can and should be really influential and ABSOLUTELY ALTER your self-awareness for the better! Find those people! Ask for their knowledge, experience You will get that just for the asking.

Now. **Hear this loud and clear: toughen up!**

2: **Self-regulation.** That is the ability to control your emotions and impulses. It also involves adapting to changing circumstances.

Controlling ones' emotions and impulses is a MASSIVE concept and even bigger UNDERTAKING. One that requires a lifetime of effort for most of us.

There are, again, a million or two words written on learned mechanisms and tools, behavioral and some very, very elegant processes, to control emotions and impulses when engaged in various encounters and situations. Like group meetings, negotiations, leadership environments, and the big Kahuna, intensely personal situations. Among those is the art and practice of developing your convenient alter-ego, pioneered by your humble scribe, Steven J. Manning.

Just imagine the best and most composed YOU in a very emotionally challenged situation. One that can absolutely blow up in your face. Imagine delivering the award-winning performance that you must, lest your inability to self-regulate is fatal to your purpose. You already know what that takes: the finely honed script, more rehearsals than you think you are capable of, the most negative and critical directors. Then an award-winning performance.

Feel free to reach out for the finest of all points here: how to actually execute that and never fail.

3. **Motivation**. That is the ability to use your emotions to achieve your goals.
Starting out with a word to the wise. **Do not buy into the "experts" telling you to not have your emotions drive your motivation.** How about emotions that do not drive your motivation! Unless you are intellectually and or emotionally inert, meaning, you feel nothing or little, you are just in the flow of things – life and business – are content for all you do to be mediocre, thus, you are rushing head-first into obscurity, all your emotions are motivation drivers.

One way or another, you will figure out much about your emotions. Hope and pray that in that absurdly troubling journey you will find those emotions that are abject handicaps in the important aspects of your life.

When you get there, know that is literally your first step in the process. Next, figure out who your first email or telephone call will be to! Family, friends, colleagues, mentors, subject-matter experts and professionals; really smart people you respect! Here is a refrain that you have read and will again in MONDAY INFLUENCERS®: **the best of the best, the top of the top, the biggest and most successful people will gladly share wisdom and help you out, if you just ask. Humbly and smartly. Their rewards? Your thanks and wanting to know you succeeded.**

If you do, and do that wisely, you will begin your emotional mending trip. And all the GOOD STUFF that follows that!

4. **Empathy:** That is the ability to understand the emotions of others.
Allow me share a concept from my expert talk and interview, NOTHING HAPPENS UNTIL YOU SELL SOMETHING.

What is the most dangerous thing about an automobile? Thousands of pounds of screaming metal flying down the road? Hundreds of mindless horsepower, brakes or tires that may break? Bad roads or weather? No. It is the nut behind the wheel! To deal with that nut, to avoid a catastrophic collision, you must know his needs, wants, desires, fears and state of mind, to the best of your ability. **You will not likely be able to satisfy those. But you must address them. And do so with empathy.**

You need to understand – no, LEARN – the emotions of others. However, that is not possible without the ever-present Manning imperative: how much homework must you do? However much you do, it will be insufficient.

Of course, you are not likely to ever become a quality shrink or mind-reader in the process. No matter. You must learn as much as possible about and from the nut behind the wheel. And deal with him accordingly. With due empathy.

Here is a necessary post-definitions, definition. The "nut" in the preceding paragraphs is a person or people or situations or any other engagement with whatever that challenges you emotionally.

5. Social skills. That is the ability to communicate effectively with others, resolve conflicts and build relationships.

We urge you to review past INFLUENCERS® and various podcasts and expert talks we have done on the subject.

Finally, an enumeration of some EXAMPLES OF EMOTIONAL INTELLIGENCE I grabbed from some of the aforementioned million or two words written on the subject. Please know my absolute belief that you will know what they all mean and have encountered them in your business and personal lives.

- An ability to identify and describe what people are feeling
- An awareness of personal strengths and limitations
- Self-confidence and self-acceptance
- The ability to let go of mistakes
- An ability to accept and embrace change
- A strong sense of curiosity, particularly about other people
- Feelings of empathy and concern for others
- Showing sensitivity to the feelings of other people
- Having difficult conversations without hurting others' feelings
- Managing your emotions when feeling stressed or overwhelmed
- Improving relationships with others
- Resolving conflict
- Coaching and motivating others
- Creating a collaborative environment

I now must mind my own emotional intelligence. Interpret that as I am approaching intellectual paralysis, leading to having to mind my severe nausea having made that exhausting list.

2. STRESS AS A CONSTANT

"THE SILENT KILLER!" EMOTIONALLY AND PHYSICALLY. RECOGNIZE IT, UNDERSTAND IT, MASTER IT. CHANNEL STRESS IN A POSITIVE FASHION.

Take a can opener to your stress and open it, really open it up and dig deep: what is the number one issue causing you stress?

Can you fix that now? Or at least begin to fix it?

What exactly are you waiting for? There is no better time to start alleviating part of the pressure cooker of overwhelm you are feeling than right now.

"If you are depressed you are living in the past. If you are anxious you are living in the future. If you are at peace you are living in the present." **Lao Tzu**

More on this in future writings, musings, the genuine truth of the matter, thoughts and guidance from timeless texts.

If you would like to read more about stress and how to combat it then please login to our learning platform. All previous Influencers are posted there for your guidance and reading pleasure, along with numerous exceptional audios and guidance for your success.

3. WAKEUP MOTIVATED AND ATTACK YOUR WEEK

Have you become out of tune with your drivers?

Why exactly are you doing what you are doing?

Who are you doing it for?

If you have read this and still are unmotivated then I suggest you find another job or take a thoughtful break to think about these questions. Make some notes and then use them! Talk to people important to you in your life: family, friends, colleagues, people who help you navigate the complexities of your life. And then, how is this for "you are missing something very big" if you do not engage with ChatGPT, Google Gemini, Copilot or Grok. Or all of them.

4. OVERCOMING ADVERSITIES IN BUSINESS, CAREER AND LIFE

Success is achieved, seldom just a given.

Please review the extensive list in last week's MONDAY INFLUENCER® . This week, we are listing the top 10, from our research and feedback from our experts and subscribers.

1. Be Resilient
That is how you bounce back from setbacks you are certain to encounter. Resilience is your kick-start from negative to positive.

2. Overcoming Financial Struggles
Financial struggles are debilitating. Equally in meeting and satisfying your basic needs as to your emotional well-being. Must be overcome to achieve success in business and personal life.

3. Nobody Survives Much Less Thrives Alone on an Island
You are not Robinson Crusoe. Collaboration and community provide necessary resources however solitary you may prefer to be.

4. Self-Doubt

"Never consider failure and option!" -Steven J. Manning. Self-doubt is insurmountable hurdle to everything in life. First and foremost, identify the source of your self-doubt. Understand that most of the time, that is unwarranted. Use the massive resources available to you to shed those!

5. Stress and Burnout

The best advice: read the section on STRESS in every MONDAY INFLUENCER®. An invaluable resource!

6. Toxic Work Environment

The absolute block to professional success. If you are on the receiving end of that, and do not have a clear and positive path to resolving it, remove yourself from the situation. Also, engage in self-review: are you causing any of that? If affirmative, you are the architect of your failure.

7. Stay Flexible and Embrace Change

In today's fast changing world, if you are standing still, you are falling behind. Adapt or fail.

8. Physical and Mental Competency

Mind Swami Mukundananda: "Healthy Body Healthy Mind."

9. Work-Life Imbalance

The mighty struggle.
''No one on their deathbed ever said, 'I wish I had spent more time at the office.'"
– Rabbi Harold Kushner, 1986.
"Don't get so busy making a living that you forget to make a life."
- Dolly Parton

10. Loneliness and Isolation

"Loneliness does not come from having no people around, but from being unable to communicate to others what seems essential to oneself, or from holding views that seem inadmissible to others." – Carl Jung.

Loneliness, whether real of just perceived, is deleterious to achievement of goals, personal and professional. You can and should reach out to those in your life who do have your best interest in their hearts and minds. Yes! They absolutely exist. This is not the time for foolish pride.

5. FEAR

"Only Thing We Have to Fear Is Fear Itself"
Franklin D. Roosevelt

Whether you fear learning that new thing, an outcome from something that happened in the past or something the future may bring. It is never as bad as you think it could be; it is never as bad as your imagination working overtime, left wild would let you believe.

With many things you will find that just getting started will help you to dramatically ~~to~~ reduce the amount of fear. Remember that the other side of the coin of fear is excitement…

6. RELATIONSHIPS MATTER – IMPROVE YOURS. IN EVERY ASPECT OF YOUR LIFE.

It is not all about you. Relationships are — need to be — like well-traveled, clearly defined multi-lane~~s~~ super highways. Find out what is important to "others" in your life. Help them to get that. Trust that is nourishment for your soul.

Ask questions, make notes mental or otherwise and then be thoughtful. Be that now and over time. Give people more of what they want and you will get more of what you want.

7. FINGER ON THE PULSE – CURRENT AFFAIRS TO TALK ABOUT

Do not take a deep breath if you are fearful of missing something…

Top of mind, in no particular order…

"So much stuff (So Little Time)." - John Noir Smith, 2021.

Free speech is moribund in the UK. Good news for mind readers. They can make a good living ratting out to the thought police people they meet who happen to be "thinking." About anything other than lunch or the weather. Hold that… Likely not entirely accurate. If thinking about lunch involves opinions on ethnic foods, that may have some inherent risks of getting handcuffed by the constabulary.

Trump fires off a massive intercontinental economic-tariffs missile with the most primitive yet wonderfully primal guidance system. Read that as it worked as intended. For now. Huge, bold and risky move.

How many countries in the world will not come-to-the US mountain, hat-in-hand? The absurdity of engaging in a trade war with the biggest, most sustainable and resilient economy in the world, the only country in the world that is entirely self-sustainable? That, of course, is one of the two reasons for the incredible growth of the US in just over 200 years. That along with the fact that no devastating war has ever been fought on its soil. OK. OK. To be entirely factually accurate, the US is about to resolve its need and ownership of the one resource it lacks. A massive partnership with Ukraine for ownership of rare-earth minerals.

Now on to resolving the "biggies" — tariffs are just one of those — including internal trade protectionisms, regulations, overt and less-so taxation schemes in many, many countries around the world.

Finally, in re. theeeeee global trade war, there are some (many?) very small economies that are dependent on their very survival on exports to the US, while their tariff schemes have de minimis effect on US imports. I expect that after the blustery, lacking in grace and compassion rhetoric in re. some of those countries, the well-known, generally accepted "personal and private" Trumps' generosity and altruism will prevail. As well as the fabled American altruism will manifest. Take a deep breath, Lesotho. It will all be OK. Soon.

The mighty power-shift regarding China: best read Gordon Chang on all-things China. I do. Domestic consumer sales are shrinking. Complex however obvious as to why and how. Internationally, the Chinese economy cannot sustain the loss of the US market medium to long term.

Massive India's present trade imbalance with China will not grow to offset the loss of the US market. Now, how about a symbolic bet: one of the outcomes of tariffs negotiations driven by Trump, the US will end up surpassing Iraq, Saudi Arabia, UAE and Russia as primary oil supplier to India.

By almost definition, the US will replace natural gas imports from Russia to Germany. When? When US gas production is ready to!

Word to the wise… Beware of forcing the massive Chinese tiger into a corner. Of China having to face a Hobsonian choice. One of those, to summarily capitulate to the US, we buy an absolute insurance policy that in time, they will have to fight their way out. Somewhat unthinkable. The other option is to fight out now. Entirely unthinkable.

How about the master negotiators, Trump and Xi, stop the mindless jawing and get on with fixing.

Does it challenge anybody else that the new German government is a coalition between the conservative Christian Democratic Union and the [so-called] center-left Social Democratic Party? Or just ugly power politics. While, and feast on this all you misguided apologists around the world, the far-right Alternative For Germany party (AfD) came in second place. Read their eerily reminiscent of National Socialism charter.

All the while, Merz also said he intends to tighten immigration and asylum policies. Come now, Friedrich. That train left the station along with Angela Merkel. He also intends to boost defense spending to brace for potential Russian aggression… What could go wrong?

Big, big topic: stock markets worldwide. With apologies to my mother for the appearance of impudence of conceit: "I told you so last week."

Biggest social challenge in the world: Migration and Cultural Integration. Whereas I, an immigrant to the US some decades ago, appreciate the great joy of experiencing a wide spectrum of cultures — not so with many expected and consequential mores — I do not condone the utter repudiation of assimilation into host countries norms, rules and regulations.

And certainly, the rejection of their laws.

Witness the existence of veritable "parallel communities" in much of Western Europe. And even in some states in the US. Language, customs even courts systems. Most prevalent are communities that in fact live by and are governed by sharia law. Eighty-five such courts in the UK alone.

Acute cultural anxiety fuels the assimilation vs multiculturalism struggle. Can you spell xenophobia?

Host countries face pressure to absorb newcomers while managing local backlash over jobs, housing, identity, religion and culture et al.

More about Germany, after all, the biggest and most consequential economy in Europe. Cultural clashes persist resulting, among other things, a net gain for far-right groups like AfD. A tad perverse, no?

France continues its losing battle for “Frenchness,” a secular assimilation model.

Alas. No more uniquely aromatic French baguettes and brie, nor the occasional glass of wonderful Loire Valley Fumé in our household.

THIS WILL BLOW YOUR MIND (unless you are not using it) NOTABLE OBSERVATION OF THE WEEK.

Bleeding edge brilliant Michael Tobin OBE said yesterday that likely more data was added to “the world” just yesterday than in the entirety of history. So there. Your new best friend, AI.

8. SUBSCRIBER TIP OF THE WEEK

This is where you need to chime in. We are most keen to get tips on
topics of interest, relevant facts and figures, times, dates and places from our valuable subscribers.

Please, please, please. We love you but we want to make decisions on pitching your stuff. And you. Also, please keep in mind that, humbly, as a subscriber to MONDAY INFLUENCER®, you are in the company of a truly elite audience of businesspeople, academics and more.

So, please make your contributions count! To be clear, as much as we like pets, yours and ours, and all sorts of eating pleasures, please do not send us grooming tips for your pets nor your favorite recipes.

9. HEALTH TIP OF THE WEEK

Pause. A short pause.

Take time to focus on your health, take that walk, join that gym, take that breather. Just pause for a second to think about what happens when you focus on your health. It brings more joy, more stamina to work, more focus on work and more energy and a much more positive attitude.

Your choice to focus on your health will enable you to find the time and space to visualize your success. Many of the world's top athletes do not just train; they use visualization to win. Know that the business world has borrowed many of their methods.
Widespread Practice. Visualization, also known as mental imagery or mental rehearsal, is a common practice among athletes in numerous sports. It involves creating vivid mental images of successful performances, specific skills or desired outcomes.

Michael Jordan credits visualization as a crucial component of his winning formula. He would mentally rehearse making shots, winning games and achieving his goals. Imagine achieving just a small fraction of his once-in-a-lifetime seen immense success.

Benefits

- **Improve Performance:** Mentally rehearsing can enhance muscle memory and neural pathways.
- **Increase Confidence:** Visualizing success builds belief in one's abilities.
- **Reduce Anxiety:** Mental preparation can calm nerves.
- **Enhance Focus:** Focusing on desired outcomes improves concentration.
- **Strategic Preparation:** You can mentally practice different scenarios and strategies.

So why not take this knowledge and use it for achieving your goals. Visualize people's final acceptance of you and your ideas.

Visualize yourself having created a much better life.

Yes, visualize anything you wish to happen in your life. If you can imagine that and visualize it, you can create relationships and circumstances to get there! You have everything to gain.

10. THINK TANK CORNER©

Practical wisdom from our world-renowned expert contributors.

A Manning ism: Nothing Happens Until You Sell Something. That means anything. Whether you focus on that or not, you are selling something to somebody including yourself all day and most nights! Everything we do is intended to elicit a reaction. Good to have specific goals...

This week, it is again our privilege and a great benefit to our subscribers, to have wisdom from Patrick Rowan. For many years he has been and remains a superstar sales professional and marketer. He can certainly **TURN THE DREADED HARD NO TO AN ENTHUSIASTIC YES!**

THIS IS A MASTERCLASS TURN FROM PAT ROWAN, AMONG THE BEST OF THE BEST!

How do you convince a buyer who is fixed on saying NO to saying YES?
And make a sale…

Patrick Rowan

During the sales process you sometimes run across that buyer that appears fixed on putting you through the paces, with no intent of buying from you or your organization. The superstar sales executive takes a deep breath and assesses the situation before they run away.

Recognizing that to be a really good opportunity, based on the expected amount of revenue both short term and from a long-term relationship, you need to determine what if anything you can do to effectively change that anticipated "NO" to a "YES". What should you do?

First - Evaluate the relationship that you have developed with the target organization and the business contact you are dealing with. If the latter is fairly new, determine if she or he (he/him hereafter for brevity) is a "gatekeeper" tasked solely with gathering information. Ask your contact what the decision-making process and timelines are and who is final decision-maker.

If you can find a path to escalating future contacts to the appropriate decision-maker, proceed. Otherwise, do not be just homework there. Walk away.

When you are in front of the decision-maker, you can explore strategies to help navigate that anticipated "NO" to a "YES"!

Review - Review the scope of the project with your potential buyer to demonstrate that you fully understand their business needs, specific requirements and specifications of this project. During this process you may uncover crucial items not shared with you earlier, thus, identify other opportunities.

This approach will reinforce the consultative approach that you and your organization hope to promote and go a long way in separating you and your organization from the competition.

Create a Value Proposition – Make this process more than just trying to simply present a quote and make a "sale". Create a compelling "Value Proposition" that goes beyond the bottom-line cost to buy this product, process or service from you and your organization. Sell a "**solution"** not just a product or service.

Uncover your prospect's needs and challenges related to the anticipated sale. Look for resources your company may have to mitigate your client's challenges.

Again, offering solutions ancillary to the product or service you are selling can separate your organization from your competitors and push that buyer into changing their mind and saying "YES".

As a note, you and your organization can include more than one item in your "Value Proposition". Many times these can be small items that are difficult for your potential customer to complete or execute because of staffing levels, timing, or lack of internal organization expertise.

Create a Preliminary Schedule – Demonstrate that you and your organization fully understand the complexities of what is required to deliver this project on time and on budget. Detail every step in the process including dates that your organization needs specific items or information from your potential customer, and dates for the deliverables your organization will provide. Include any approval deadlines. This exercise is often a necessary "eye-opener."

Create a **"Sense of Urgency"** toward making a decision. Your focus on execution and putting forth a "Value Proposition" can separate you and your organization from your competitors. Do not be a "quote and hope" or "lowball" pricing salesman/organization. This extra effort demonstrates that you and your organization are fully invested in this project and the relationship. Another key to going from NO to YES.

Case Studies – Offering Case Studies or testimonials demonstrating how you and your organization in similar scenarios were able to increase sales, increase revenue, increase ROI, expand market reach, lower customer acquisition costs (CAC), or solve other issues, goes a long way in creating a level of comfort with your potential customer.

These case studies and testimonials demonstrate that you and your organization have experience, have measured results, and have successes to prove it. Being invested in results is important. This is a great time to ask about how the proposed project results will be measured. This line of questioning may identify additional opportunities for the "Value Proposition". Another positive step in changing that expected fixed "NO" to a "YES".

Offer Pricing Proposal Options – Offering options in your proposal shows your potential customer that you and your organization have their best interests in mind and are invested in their future. These efforts change the narrative from the expected fixed "NO" to a "YES":

1: Provide Original Project Pricing, Scope, Specifications and Logistics

- Include any "Value Proposition" enhancements

2: Provide Expanded Contractual Commitment Project Pricing and Benefits to Client

- Provide contractual "cost concession value pricing" for the original project scope and specifications, and multiple projects commitment during the specific timespan of the proposed contractual agreement
- Detail any "Value Proposition" enhancements, including assigned customer service teams, and expectations of reducing cycle times by uncovering efficiencies with repeat work

3: Provide Consultative Suggestions & Recommendations

- Provide suggestions & recommendations for possible cost-saving discovery initiatives to increase ROI (Return On Investment) and ROAS (Return On Advertising Spend)

Always do more than your competition by outworking them! That is how you convince a buyer fixed on saying "NO" to saying "YES"!

Remember, you aren't going to hit it out of the ballpark every time you get up to bat, but you have to take a swing at the really good pitches to get a hit!

Good Luck!

11. TOPICS FOR TUESDAY'S AND THURSDAY'S INTERVIEWS

Global Impact of EU AI Regulation: Interview with Expert Michael Borrelli
What is the EU AI Act? How can organizations ensure compliance with it?
We discuss the ins and outs of this important legislation for people doing business in the EU and why you should care. It does not matter if you are in England, America, Guatemala or even the EU this law will affect you.

Get that on Tuesday on LinkedIn here.
Get It on YouTube here.

Emotional Intelligence
Listen to Steven J. Manning shares his wisdom here, not a talk to miss.

Last week
How to Lead Successful Meetings, Steven shared his insights Here.

The Future of Cybersecurity in AI Driven Environments
Nat interviews Lisa Ventura MBE, award-winning cyber security specialist, Founder of Cyber Security Unity, keynote speaker discussed the current situation in Cyber Security in the age of AI.
Get it on YouTube here and on all major podcasting channels here.

12. NEWS!

About upcoming subscribers' events…

1. Sign up to our monthly workshop on overcoming biggest life and career challenges. Send us YOUR biggest challenge that you can share with fellow subscribers. To <editor@legacymediahub.com> by April 23, 2025. We will send you logistics when you sign up.

2. Remember! Send us your favorite topic for a new expert talk, along with your top talking points! We will consider it and give you credit for it when broadcast. We will consider inviting you on the broadcast.

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