

The Six Myth Understandings Between You and High

- 1** **Myth:** I can't do it.
Truth: Until you try, you can't possibly know what you can or can't do.
- 2** **Myth:** It can't be done in my market.
Truth: Yes it can, but you may need a new approach.
- 3** **Myth:** It would take too much time and effort—I would lose my freedom.
Truth: Time and effort are not the deciding factors in success.
- 4** **Myth:** It's too risky. I'll lose money.
Truth: Risk is in direct proportion to how well you hold your incremental costs accountable to producing incremental results.
- 5** **Myth:** My clients will only work with me—only I can deliver quality service.
Truth: Your clients aren't loyal to you; they are loyal to the standards you represent.
- 6** **Myth:** Having a goal and not fully realizing it is a negative thing.
Truth: Having a goal and not trying to achieve it is a negative thing.