



## The Winner's Circle Newsletter

- **Winning Words on Handling Adversity**
- **Winners Know: What You Give is What You Get**
- **6 Winning Habits for Promoting Your Personal Brand**

Welcome to this edition of *The Winners Circle* newsletter.

I'm writing this edition from Mumbai, India where I am scheduled to present marketing workshops on Tuesday / Wednesday to around 500 local businesses. Later this week I'll be in Bangalore and next week in Delhi.

This newsletter offers valuable, relevant, leading edge and interesting content with innovative differences from some of the others you may be receiving - I hope you enjoy it.

If you find value in my offering then please refer it to your friends, family and colleagues - ask them to visit my [website](#) to subscribe and receive their own copy.

Meantime enjoy your work, love life and find ways to be better at what you do!

### Winning Words on Handling Adversity

*"If you live long enough, you'll make mistakes. But if you learn from them, you'll be a better person. It's how you handle adversity, not how it affects you.*

*The main thing is never quit, never quit, never quit" - William J. (Bill) Clinton former president of the United States*

### Winners Know: What You Give is What You Get

We can all turn any setback into our favour by making the effort to find something positive about it. This may be demanding but in the end it is by far the best course of action to take.

Genuinely positive thinking is more than repeating dry mantras. Thinking positively does not mean however that we disregard the negative things which come along, but rather we put into action the real energy required to invalidate and change these things, and this will take action and courage.

True positive thinking is about dealing with the truth, this means seeing and dealing with the positive, as well as the negative side of any circumstance. However, genuinely positive thought chooses to give effort and sustenance to all the positive aspects.

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Thinking positively demands effort (action), and that is why it works so well. It takes effort to see the positive side of things. Yet it is this action that distinguishes winners from losers. It is this action that inspires all great accomplishments. But what should be the focus of our positive thinking?

What motivates us to action is just as crucial as the act of positive thought itself. So what are your motives?

If your motive is to give, you will find you will receive. If your motive is to teach, the result is you will learn. When your motive is to harm, you'll eventually be hurt. If your motive is to deceive, you will find yourself cheated. When your motive is to appreciate, you will be admired. And when your motive is to help, you yourself will be helped and so on.

So what you give, is what you get

*Source: Michael Tate, NRS Media on Radio Today website*

## **6 Winning Habits for Promoting Your Personal Brand**

1. Don't assume that your boss knows exactly what you do. It's up to you to remind her that you're there, and that you're doing a great job.
2. Embrace the difference between articulating your value and bragging. You were taught that modesty is the best policy, right? Wrong. Explaining the value you bring to the organization is a skill to be mastered and practiced often.
3. Adopt an accomplishment mindset and narrative. You need an inventory of your on-the-job accomplishments--the things that express your commercial value to the business. Be able to roll those things off your tongue anytime, anywhere.
4. Quantify your worth. You were hired because someone believed that you'd produce more value for the company than you'd cost. Demonstrate your value!
5. Source and shape your success stories. Begin the process of creating "Brand You" create a list of your key accomplishments. Augment this by reaching out to family, friends, managers, co-workers, customers, and so forth to get their opinions too. Do this important step by phone.
6. Master the three-part accomplishment statement. Turn each of your major accomplishments into a single, three-part statement with a distinct beginning, middle, and end.

*Source: Peter Economy, The Leadership Guy on the Inc.com website*

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