

By Bruce Hurley

Are you crazy enough to think you can change the world? We are! We challenge you to release your creative genius and join us on this mission because people all over your community are living lives of quiet desperation. They desperately need to hear your message and benefit from your help and you will change lives when your public truly hears you.

Woodrow Wilson said "We are not here merely to make a living; we are here to enrich the world." And while that's certainly true, never think that it's one or the other; it's both: you *can* enrich the world and you do it by optimizing your business model.

You need to embrace a very simple yet profound truth: in order to change the world for the better, you must provocatively attract and powerfully influence others to take action to improve their own lives. This is not just your privilege, but your mandate—your moral imperative—if you are truly committed to helping others find their passion and live their best lives.

I hope you see that more as an exciting opportunity instead of an insurmountable hurdle, because these are the times when characters are formed and untapped potential is unleashed. It may seem like a daunting challenge, but this has the potential to be your finest hour.

Here is the most valuable shift in mindset that you can make right now: that YOU are the solution for the unmet needs of the people in your community, who, without your help, will never know the fulfillment of stepping into their full potential. Therefore you have not only the right, but the *obligation* to influence people to avail themselves of your services.

Positioning yourself as a friendly, caring, competent, authoritative professional who has their best interests at heart is the key to what we call "invisible contribution"—the unseen influences that can make the difference between surviving and thriving—for you and for them.

Another invisible contribution element is the power of your personal belief in their successful outcomes. This is perhaps the most foundational offering because every other contribution is built upon it. If you believe completely in the message that you share, and you own the courage of your convictions, then your audience will be led to take positive action to improve their own lives. *Your* belief will nurture *their* beliefs and that will lead to better outcomes for them and you. Everybody wins.

On the other hand, if you doubt the benefits of your contribution or if you don't powerfully own the value of your message, then that will lead to "invisible detraction" because people will intuitively pick up on it, leading them to the wrong course of action (or, worse, inaction). Everybody loses.

And then there is the most overlooked invisible contribution of all: the power of influence. Influence always precedes action, so if you want people to move in the direction of better life outcomes, then you will have to ethically persuade them to take action that's in their own best interests. Not only is this process not sales-y, it's anti-selling.

Focusing on the benefits to others is the highest level connection you can make. After all, if you truly believe that your recommended actions will lead to their better quality of life, then you are doing them a disservice if you allow them to walk away without doing everything in your power to influence them to take action that's in their own best interests.

Do you see how this approach is the antithesis of selling? It has nothing to do with your bottom line and everything to do with their successful outcomes. Ethical influence is the beginning of a relationship based not on the sale, but on the trail—the path you have laid out for them and down which you will guide them with the power of your expert, caring authority. They either follow your advice, or they suffer the consequences by compromising their potential and their lifestyle.

Looking at it from this perspective, it's clear that it is your *moral obligation* to capture people's attention, encourage them to share their needs, educate them to appreciate the full benefits of what you provide, and then inspire and influence them to take the logical next step in their progression to optimal results.

There is no room for sheepishness or apologies in this process. Why would you apologize for doing something that's in someone's best interests? However, it *will* happen that, despite your best efforts, certain people will presume that you are trying to sell them something or that you are looking out only for yourself—you caringly try to connect, but they are not persuaded.

This will happen with more frequency in cold-meeting scenarios where they don't know who you are, but if you have truly done all you can to deliver on the promise of your invisible contribution approach, then you must simply allow them to "go quietly into that good night" and ready yourself for the next opportunity. You don't have the luxury of feeling rejection or defeat because you have to be in the proper mindset for the next candidate.

Imagine being on the shore of a rapidly flowing river filled with drowning people headed toward a waterfall. You have a life preserver on a rope, so isn't it your obligation to throw it to them? If you fail to connect on the first try, do you get discouraged and give up? Certainly not! You redouble your efforts and throw again!

Some people will swim toward the salvation of the life preserver, others will wait until it hits them on the head, and still others will ignore it, thinking they can swim to safety on their own. But your job is to save as many people as you can, because there are more coming down the river all the time. Keep reaching out, and the ones who are willing to accept help will allow you to guide them to shore. That's your daily mission, and it's a noble one.

If you fully embrace the importance of these ideas and manifest them in all of your business interactions, then this can truly be a pivot point in your professional evolution. A shift toward this mindset can make all the difference in the world. We believe that measurable improvements will occur in your business (and in the lives of those lucky enough to benefit from your help) if you begin incorporating these perspectives into your daily routine right now.

In that light, we encourage you to share your experience by clicking below:

<http://norton.poll daddy.com/s/invisible-manifesto>

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