

March 23, 2020

7 UP-lifting Actions in Today's Environment

1

Forget about yourself; focus on others...

Uncertainty can drive advisors into themselves, creating an environment of isolation and helplessness. Change your focus and go in the opposite direction, expanding your connection with your clients and potential opportunities, concentrating on helping them transform their negatives into positives. The more you focus your value onto others, the less you'll need to worry about your own situation. You'll become a source of confidence for everyone else.

2

Forget about your commodity; focus on your relationships...

In times like this, advisors become frightened about the viability of their "commodities" – the things they sell and the solutions they provide. Your focus here is to disregard your own commodity and focus on deepening the power and possibility of all your relationships – with family, friends, team members, clients and prospects. Every time you strengthen a relationship, the viability of your commodity will increase.

3

Forget about the sale; focus on creating value...

Clients/prospects don't like "being sold to" at the best of times, let alone in times of uncertainty. What clients/prospects want at all times is value creation – that is, solutions that help them eliminate their dangers, capture their opportunities, and reinforce their strengths. When you focus on providing these three solutions, the sales will naturally follow.

4

Forget about your difficulties; focus on your progress...

Things may not be as easy as they once were. New difficulties can either defeat you or reveal new strengths. Your body's muscles always get stronger from working against resistance. The same is true for the "muscles" in your mind, your spirit, and your character. Treat this whole period of challenge as a time when you can make your greatest progress as a human being.

5

Forget about events; focus on your responses...

When things are going well, many people think they're actually in control of events. That's why they feel so defeated and depressed when things turn bad. They think they've lost some fundamental ability. The most consistently successful advisors know they can't control events, but continually work toward greater control over their creative responses to events. Anytime there is fear or discomfort, it's an excellent time to focus your attention and energies on being creatively responsive to all the unpredictable events that lie ahead to give your clients confidence and help them sleep at night.

6

Forget about your complaints; focus on your gratitude...

When times get tough, everyone has to make a fundamental decision: to complain or to be grateful. In an environment where negative news is constant, the consequences of this decision are much greater. Complaining only attracts negative thoughts and people. Gratitude, on the other hand, creates the opportunity for the best thinking, actions, and results to emerge. Focus on everything you're grateful for, communicate this, and open yourself each day to the best possible consequences.

7

Remember that you have a team behind you...

In these unprecedented times, don't forget that you have a team at Regal that cares about you, your family, your practice, and your clients. Let us know if you need anything. It may be a conversation about an ill family member or about helping you find your next client. WE ARE HERE FOR YOU!

Most Sincerely,



Don Carlson, CFEd®
Executive Vice President / Equity Partner
Regal Holdings, Inc.



2687 44th Street SE | Kentwood, MI 49512 | 800.357.4757 | info@regalfin.com | regal-holdings.com