

# The Success Touchstones™

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The specific steps for creating a Profound Change  
and mastering your Power of Presence.  
A life and work that is Centered, Confident & Strong.

I have served and closely studied the most successful people in the world.

These high achievers have all, in one way or another, mastered what I consider to be the core foundation for any success. Each with their own "style" - but with strategies or steps essentially the same for all.

They also form the foundation for all my consulting work:

## The First Step is to own your Power of Presence...

Below are The Growth Foundations™ and The Success Touchstones™ which I have developed by serving and studying the most successful legends of sports, the stage, cinema, exploration, the creative arts, the business world and more.

Read and MASTER the steps enclosed.

Be able to clearly and ENTHUSIASTICALLY answer the questions I ask of you.

Then read it again. And again. Make a recording of yourself reciting them and ask yourself if you are being true to the Touchstones every day. Are you "touching" them in all you say, do and serve? Consistency is the key.

You will succeed if you make this an ongoing foundation for all your goals.

## The Growth Foundations™

Your Journey Begins by asking yourself these questions. This is your foundation upon which to build The Touchstones:

- What is your "Why?" The "why" or emotions / inspired force behind all you do.
- Why do you do this work? Is it what you LOVE to do?
- What do you most enjoy teaching & sharing, and why?
- Who do you most love working for / serving / teaching. Even if your not currently at your "dream job," there are people you enjoy serving. Who are they and why?
- Can you CLEARLY explain why this group gives you so much satisfaction? Can you state in a POSITIVE manner why you prefer to be in their service (and not just complain that you don't like those "other" people because...).

There is either negativity or POSSIBILITY.

You cannot build a dream upon negatives.

A "positive - dissatisfaction" with a current job or position can be a good motivator... to work hard at that job so you can grow and move forward. Upward.

But remember; you MUST be positive in your approach for this to work for you.

People who just “get by” with their daily job and don’t give their best often delude themselves with the fantasy of “I’ll work hard when I’m doing what I love.” No, you won’t. You will not even know how to put the effort in if you’re just sitting back and waiting for a “big win” to fall into your lap. Work positively, wherever you currently are! Especially if it’s a stepping stone to where your heart truly wants to be.

Are you almost deliriously happy in describing what you do and who you serve? Does it inspire you, especially when describing it to others? If not, then perhaps it's not your true calling?

Or more likely...

You might need a coach to help you find, fine tune and focus the way in which you can do so both joyously and successfully.

Do you have a mentor to guide you or look up to in following your dream?

Someone who can help you avoid the mistakes along the path they have overcome, and teach you skills that can save you years of struggle on your own?

Once you've answered the above, you can move on to mastering:

# Dr. Jack Barnathan's Success Touchstones™:

1. Upon **FIRST CONTACT** you must eliminate Fears and help those you wish to serve feel **SAFE** and **COMFORTABLE** with you and your company.

The ability to communicate this is essential or **NOTHING ELSE** will work.

This is your brain's defense mechanism and it's as old as time itself.

Upon first contact, either you are a **THREAT** to your perspective client / market - or a **SAFE SUPPORT**.

The brain's first question is whether you are a "T-Rex" ready to **EAT** them, or something safe and positive for their growth. This is a defense mechanism built into us since the stone age.

It's one or the other. Your words, actions, blogs, business card and handshake all tell a story. They all reveal whether you will make them feel safe - or ready to run away.

Someone may recite to you a list of why it makes good "sense" to buy their product... but if your "**gut instinct**" tells you no - it's **NO**. You won't do it. And you shouldn't.

It amazes me how many in "Fitness" and "Wellness" think they can build a future upon making people feel **BAD ABOUT THEMSELVES** and practically humiliate them - often **AT THEIR FIRST MEETING!**

Who will trust you after that? No one. You will fail, and probably deserve to.

**THIS IS WHY** you must be able to **PASSIONATELY** and **CLEARLY** communicate "what is your why" to them. Let them know your work is a passion, not just a paycheck.

## 2. Establish your knowledge and mastery of this profession while earning TRUST.

We're not suggesting you be a "bully" or egomaniac. You must clearly communicate how you have mastered this profession / service and therefore have worked hard to earn their respect, and trust.

This includes certifications, recognition (like Master of Fitness Design Certificate of Award), experience, personal knowledge, testimonials, teachers, communities you are respected in, etc.

Show them you know what you are doing because (again) you LOVE it so and have invested the time and energy to attain a level of mastery devoted to exceptional service.

They are hoping it is all you think about day and night - and you SHOULD be thinking about it day and night if it's your TRUE calling.

## 3. Share your "UNIQUE FACTORS."

The "special" service / product / ability... which is **unique** to you alone. These create a genuine interest in learning more about you.

Here is your sense of intrigue, mystique, style...

This is where I spend a good amount of time with my consulting clients in first defining, and next designing strategies for CLEARLY & CONSISTENTLY sharing their "special qualities." This will attract the community (market) you will best serve, and help them realize that YOU and you alone are what they need. You are not just "different." That's not enough. (infomercials do that well, but in the end leave you empty.) You are unique. You are what they need.

I have long referred to the time we are living in as "**the age of distractions.**"

With all the electronic "voices" shouting (texting, tweeting, messaging...) at us daily from our smart phones, etc. most adults have a FRACTION of the attention span their parents or grand-parents had. You must make an impression that is clear, unique and true. It cannot be "forced in" from the outside. It must be something that is unique to you alone.

If you think you don't have something unique to share, sit with me over a cup of coffee or lunch and after a couple of hours you will leave understanding and finally "owning" what exactly is your unique strengths(s), and how you can best share it with the world.

## 4. Communicate how your unique service / ability can become an "invaluable" support to that client.

If you are unique, consistently provide exceptional service, share information and insights like no one else you can be of "value" to your clients. But your goal must be more.

To move beyond "good, better or best" to **invaluable**.

"Good is no longer "good enough."

If you are **invaluable**, you can (over time) be respected as **irreplaceable**. In any economy. In any competitive market.

They will pay your price. They will value their appointments with you and even line up to receive your services.

Look at the people who sleep overnight on the sidewalk so they can pay a high price to own the "new" iPhone! Apple applies the Touchstones perfectly. Look at the most successful companies you know - the products and services you "love." You will see they all apply these principles consistently.

And are often the most successful in the world.

Make yourself special in their eyes through your unique, mystique filled personality, experiences, vision, enthusiasm, passion and inspired, creative ideas.

ALL my consulting work comes down to these essential steps. In 30 years of serving unique successes in sport, fitness, the arts, business and more, I decided long ago to stop saying (like everyone else) "**wow**," and instead began asking the question: **How?**

These principles are common to all who create profound change and earn the win to follow. Each expressed with their own unique "style" and abilities, causing them to become one of a kind, and therefore invaluable to the market they most wish to serve.

That is your goal:

- CREATE a Profound Change.
- OWN your unique Power of Presence.
- BECOME centered, confident & strong in all you share and do.

These three foundations are the focus of all my consulting work. They are part of what makes **my own work unique and one of a kind** to those I am honored to serve.

Read all the above that I shared with you over and over until you are seeing examples of it all around you. This is the path to success.

If you are wise enough to recognize it, here is a tremendous gift.

Make it work for you.

If your work is intensely meaningful and you are thoughtfully committed to creating a **PROFOUND CHANGE** and **owning your Power of Presence**, then having Dr. Jack Barnathan as your personal coach is a possibility.

Call and ask for Nicole to discuss available appointments and answer any questions specific to how we may serve you.  
212-710-4337

Limited appointments are available for 2014.

It is always an honor to serve those striving to become, and share their **unique** best with the world.

With great respect for you and your inspired dreams,

**Dr. Jack Barnathan**

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