

DR. AARON HEMSLEY



Keep Pushing Yourself

**SUCCESSFUL,
PASSIONATE
PEOPLE
ALWAYS
MAKE THE
CHOICE TO
GROW.**

If you are 100 percent satisfied with where you are right now, then flip to a different article. If you know you are performing far below your potential, then start taking notes and read this article as if it was a personal letter to you from your performance coach.

If you are suffering from a bad case of skepticism or cynicism you might want to stop and identify the price you pay for those terrible personality traits. Neither age nor experience is an acceptable rationalization for failing to rekindle the passion in your life. If they were, the following would have remained anonymous: Thomas Jefferson, Winston Churchill, Lee Iacocca, Georgia O'Keefe, Picasso, Eleanor Roosevelt, and I know that you could add the names of other people who achieved their greatest heights after their 65 birthday. In spite of the problems in their lives, each of these individuals was able to create and sustain passion for years after the date that most people decide to do nothing.

Passion is always linked to caring about something that is more important to us than our own safety. We learn to protect ourselves by making

ourselves immune to the thoughts of helping others, even when those "others" are people that we should and do care about. We learn to protect ourselves from disappointment and defeat by deciding "it's not my problem." Once we make that decision, it's easy to deny that we have to push ourselves to expand our talents and prepare ourselves to make a quantum leap in our incomes.

"GOOD ENOUGH" IS NOT GOOD ENOUGH When we choose the safe route — to continue to act tomorrow the same way we acted yesterday — we have made a fatal mistake. As soon as we decide "that's good enough" and we stop pushing ourselves to reach new heights, we begin to limit ourselves and we bring mediocrity into our lives. Mediocrity robs of us the joy of creating new talents.

When weighing the options of living fully versus living safely to avoid the potential pain of disappointment, rejection and failure, passionate people always make the choice to grow. This means they have to choose to expose

themselves to situations where they are going to look foolish and to make errors. Passionate people have the courage to look into the future and to prepare for it. As we lose passion, our view becomes shorter and shorter until all we can consider is the pain that we are presently experiencing and our primary motivation is to eliminate the pain instead of developing our talents.

Apathy is one of the great enemies of passion. Without realizing it, we can slip back into the comfort of failing to take the necessary steps to promote future growth. Inactivity may appear to be safer, but in the long run it is the road to self-destruction. It lacks the depth, the richness and the vitality that accompanies the risk-taking financial advisor. I am not talking about taking financial risks; I am talking about taking emotional risks — risks that will produce a stronger and better you.

SUGGESTIONS Think about expand-

PERSONAL COACH

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ing your life by doing those activities that seem the most difficult.

Seek out the fun in what you do and the way that you do it.

Keep a performance journal and each day take the time to write about those activities that have forced you to grow. Also discuss the choices you made and why.

When you feel bored, jump into another productive activity.

How about making a list of the most influential people in your community that you do not know; then call and set up an appointment to meet them. Examples would be the Mayor, the president of a Fortune 400 company, anyone who has recently had his or her picture in the paper (cut the picture out and mail it with your congratulations before you call).

Look for the humor in every encounter.

Increase your physical activities.

Take a non-business class (e.g. poetry) at the local university.


If you are stuck and can't seem to get out of your rut, hire a coach.

Believe in yourself.

Target 25 high-net-worth prospects. Find out what they do for recreation and somehow get yourself to the same place at the same time.

I have a friend whose primary method of prospecting is number 10. Each year he checks the list of the 500 richest people in America and he begins a file on each of them. Every time he sees or hears something about them, that information goes into his file. He told me that one of his prospects was a duck hunter and somehow he ended up on the same duck-hunting trip. Another one loved to fish and he was on the same trip with five other people in Belize for two weeks. One of his biggest clients

loved to cook and somehow they were the only English-speaking students in an elite Paris cooking class for five days.

Everyone else is making cold calls and he's fishing in South America, hunting in California and cooking in Paris. Two weeks ago a new friend of mine in Paraguay asked me, "How can I invest my money in the U.S.?" He wants his money to be there in 20 years when he's ready to retire and he has no faith in South American companies. He earns seven figures and is CEO of a major South American pharmaceutical company. I have to believe that there are thousands of similar people in every Central and South American country. Apparently no one is working in this market. You may have to learn the language and you may have to recreate yourself, but you will never find a better time to begin than today. No one has been holding you back but yourself. 



2003 Advisor Hall of Fame

Since 1991, Research has inducted 63 outstanding financial advisors into its Hall of Fame, which honors those individuals whose careers in the business have been truly outstanding. We are not just looking for advisors who are top producers, but for those who have earned the recognition

of their peers, contributed to their communities, and who by their contributions have helped honor the profession.

Candidates must meet the following criteria:

- Minimum of 15 years as a registered representative.
- Superior performance in building business, servicing clients and managing money.
- Recognition and respect of peers.
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2003 Advisor Hall of Fame Data Sheet

Nominee's Full Name _____

First _____ Middle _____ Last _____

Firm Name _____

Address _____

Phone (_____) _____

Nominee's Social Security Number _____ - _____ - _____

Dollar amount of Assets Under Nominee's Control:

\$ _____

Production Mix: Stocks _____% Bonds _____%

Insurance _____% Funds _____% Managed Accounts _____%

Number of Years with Current Firm _____

Number of Years in Industry _____