

VivaNews™ - September 2007

A Jumping-Off Point™

“The Impression of Increase”

“The desire for increase is inherent in all nature. It is the fundamental impulse of the universe. All human activities are based on the desire for increase. People are seeking more food, more clothes, better shelter, more luxury, more beauty, more knowledge, more pleasure – more life.”

-Wallace B. Wattles, The Science of Getting Rich”

As I write this, I am on a plane coming back from Los Angeles where I attended the BrandU® 4-Day Intensive Workshop. My experiences there have gotten me thinking about “The Impression of Increase”, which I consider a necessary component for success. What is “The Impression of Increase”? Wallace B. Wattles, quoted at the beginning of this article, wrote the following in the chapter “The Impression of Increase” in The Science of Getting Rich: “The normal desire for increased wealth is not an evil or a reprehensible thing. It is simply the desire for a more abundant life. And, because it is the deepest instinct of their natures, all men and women are attracted to an individual who can give them more of the means of life.”

Let me put these words into a real life experience. Think of your last business encounter when you were on the client/customer end. Then ask yourself these questions: Did I come away from that experience with a positive feeling? Was I glad to have met/done business this person? Did I think well of this person? Did I know that I would definitely return again in the future to this service provider or vendor? Did I tell others how great the product or service was? Did I feel taken care of, valued, appreciated? Did I feel enlivened and energized by the experience? Did I come away feeling that I received more than I expected? If so, then this business owner gave you “The Impression of Increase.”

At the four day event I attended, not only did the BrandU® workshop creators/leaders Kim Castle and W. Vito Montone deliver more than they promised in their promotional materials, they were extremely generous in making themselves available to us with their expertise (which quite frankly is really genius).

One of the participants at the workshop had developed a revolutionary software that will be of benefit to just about everyone and he will be giving those of us who attended the opportunity to have it for free. In addition, he has wonderful plans to get this technology into the hands of schools and to organizations that serve people with learning differences.

I was talking with another attendee, who is a life and fitness/wellness coach, and gave her some ideas for her business, mentioning some of the results that women my age would like to see. During a break later that day, she gave me a comprehensive list of

suggestions that she wrote up for me so that I could achieve what I had said I wanted for my life. I also watched this woman speak to every participant with enthusiasm and joy throughout the four days – and her joy was infectious. And there were countless more examples of people sharing their products, resources, connections, ideas...and everyone experienced a sense of increase.

Generously sharing your time, ideas, knowledge and expertise and over-delivering on a promise are some of the ways that we can give “The Impression of Increase”. Here are some more ways we can do so both personally and professionally:

- Listening more than we speak
- Genuinely wanting and promoting the success of others
- Giving someone a “plug”/mention/free PR in your newsletter or Ezine
- Remembering a special occasion or event
- Sending cards on a regular basis just to say “Thank You for Your Continued Business”
- Sponsoring a contest and giving a prize
- Putting in a good word for/recommending others
- Giving with no expectation of receiving
- Adding a bonus to every product purchased
- Giving to a charity from the proceeds of your sales

And there are for more examples. Please email me with your favorite example at kate@vivacitynow.com. Making sure to build in “The Impression of Increase” for your customers, clients and colleagues is a jumping off point for your growth and success.

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