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Andrea Waltz, Co-Author of "GO FOR NO!" #1-Seller on Amazon Reveals How Embracing the Word "NO!" Can Help You Get Clients Now, Generate More Sales Bigger Profits!

Episode #381

#1 Bestseller On Amazon!

You want to get more clients and make more money, but it's the fear of hearing the word no. From prospects and clients, keeping you from reaching your goals and enjoying the lifestyle you deserve. The idea is to just be willing to execute on those, go for no moments. And when you do that a few times, and a couple of times she'll hear no.

And then you'll attempt something, but maybe you wouldn't have normally ask in a moment that maybe you would have previously talked yourself out of, but now you're thinking in your head, Oh, I'm going to go for no, I'll just try to get a note here. And you get a yes. When that happens, that's the epiphany.

That's the turning point where the person says I get it.

The desire you have to contribute, be accepted and be recognized by others is unfortunately all too often hijacked by an innate fear of rejection. Hearing pain of rejection can explode like a sniper's bullet. The chest for most of us. Rejection is an experience you take personally, when you have invested your time and effort, blood, sweat, and tears into your business.

A simple two letter word can be devastating. Everybody knows that the success of your business doesn't come by necessarily being the biggest, the best or the fastest. It comes from being the most innovative and adaptive. And ironically, we often forget the underlying truth rejection experiences have given birth to cutting edge ideas and solutions.

In many cases, rejection has been the Genesis of many, a brilliant solution solutions that would have otherwise been unthinkable. Had it not been for the blow to our ego and the anguish that followed. Thankfully, you can learn to embrace rejection in a way that



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all but eliminates its sting. The amazing news is that once you learn to deploy the strategies we're covering in today's episode, you will no longer for your try to avoid rejection.

In fact, when you learn that pursuing rejection with the end goal of succeeding can lead to your biggest successes in business, you'll begin to actively pursue and look forward to it. As entrepreneurs, we constantly have to ask for the things we want. This is true, whether you're just starting out, fighting through those tough early years, or as a result of the new COVID economy, taking a more established business in a new direction, there are countless objectives and responsibilities.

You have to meet every single day in business. And one of the most important is that you must constantly pitch your products and services to prospects and clients. This constant pursuit means that you hear the word no often, even when you're not hearing it, you're worried that you're gonna hear it. And that's because as I mentioned at the outset of today's episode, Rejection is the darkest and deepest of human fears.

Think about how study after study reveals, how rejection stands apart from all other emotions, most emotions originate and live in the limbic system. But what really sucks is that rejection activates the areas in your brain that are connected to physical pain. In fact, in a recent article, in the proceedings of the national Academy of scientists, they pointed out that rejection, unlike every other emotion mimics physical pain.

This is one of the reasons why we do our best to avoid rejection, the subconscious association between pain and hearing the word no, from a prospective client results in a feeling of dread, much of the time blocking you from asking for what you really want. You know, the subconscious association with pain and hearing the word no from a prospective client, often results in a feeling of dread, blocking you from asking for what you really want.

On the other hand, when you do ask the fear of pain and rejection causes you to ask in a nonassertive insecure way, which is often the death knell of your sales pitch. If you want to transform the fear of rejection to a feeling of empowerment, allowing you to become more successful and profitable than ever one thing's for sure.

You have to learn how to regulate the disruptive emotion that comes with rejection or the anticipation of it. If that sounds like something you'd like to achieve for yourself, I have great news for you. Andrew waltz co of go for now, which is the best-selling book on amazon.com in its category by multiples.

Manger is going to show you how to instantly and effortlessly overcome the fear of rejection on today's episode. And by the end of the show today, you're going to have the confidence to ask for what you want in a way that makes it far more likely that you're going to hear the words. Yes, I'm Ken Newhouse, your host, and I want to welcome you to episode three , one of the get clients now podcast.

The show that teaches you how leading experts and successful entrepreneurs think take action and win. As you learn the strategies the Andrea reveals today. Imagine how your confidence will grow. Imagine how obtaining new clients can become easy and



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effortless how your business can become more profitable and successful simply by learning how to transform the fear of rejection into feelings of empowerment and success.

Imagine how your business bank account in life can change by following the strategies that Andrea gives us on today's show. If you're ready to learn those strategies, strategies that help you manage your fear, regain your composure, control your instincts and choose rational responses that make people want to give you what you're asking for.

Let's welcome, Andrea, onto the show. Andrea, I'm gonna go ahead and welcome you on behalf of myself and the members of the get clients now, nation, or welcome to the show. How are you doing today? Thank you so much, Ken. I am doing a fantastic, so Andrew covered your bio in the introduction to the show. It's quite a bio.

But what I'd like you to do. And I ask this of all my guests is if you could take a minute or two, give us your backstory, tell us how you ended up writing a bestselling book. We know it's with your husband. We'll get into that a little more detailed, but how did you go from going to college at long beach state to end up writing a bestselling book, to starting some of the businesses that you've done and achieving the tremendous success, bring us up to speed.

So we've got a good platform from which to start the interview. Gotcha. So, yeah. I graduated with a bachelor of science in criminal justice, which, uh, I have done absolutely nothing with and worked my way up. The, I guess you could say the corporate ladder at lens crafters, where I met my husband. He convinced me that we should quit our jobs and become outside speakers and trainers.

And we had no marketing budget. We were bootstrapping everything. We, our business cards were horrible. Our brochures were horrible. But what we decided to do was differentiate ourselves by writing a short self published book. So that's what we did. And that was the first book that really opened the doors for us in terms of the clients that we wanted to work with.

And back then it was retail organizations, anyone that you would find in the mall, like the big fortune retailers. So. That is really how we got started. Go for no is actually our third book and it did not start off as a best-selling book at all. In fact, we hit number one on the Amazon sales and selling lists years after we wrote over now, wow.

Talk about delayed gratification, years. That's crazy. I forgot who referred your book to me. And they said, you've got to have this person on your show, but I looked at the five-star reviews. You have like a bazillion five star reviews, the lessons are timeless. The story is amazing. In fact, the story is almost like back to the future.

I thought of that movie when I read your book, but let me do this. I typically ask my guests. What's something about you that people in the marketplace could be your clients, your coaching members typically don't know about you, that you'd like them to know, but I'm going to put a spin on this. I'm not going to ask that question.



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I'm going to ask you this. What's something about you that people in the marketplace. Think they know about you, but they got it all wrong. Something they think they know about you, but it's not actually correct. They've got it backwards. They've got it wrong. I think that, I think that people think that people who are, you know, speakers and authors and experts out there have everything figured out.

And really, I think the thing that I would tell people. That they have a complete misconception about is that most of the time, because we're always, you know, kind of pushing our comfort zone. Um, most of the time I have no idea what I'm doing. So that's, that's really the big misconception we learn as we go every, every turn.

So that's the big thing. Yeah. That keeps that's totally in line with what you teach in the book. And we're going to dig into that in just a minute. So, as I mentioned, I alluded to earlier, you wrote this book with your husband, Richard. And so what I'd like to know is who came up with the idea, what was the spark that led to the idea of, Hey, let's write this book and who is the person?

Is it you or Richard or someone else who came up with the idea to write this story? Because it's really, let's just shelve the lessons for a second, the business lessons, because they're actually very in-depth and they're very helpful. And their profile upstate they're profound. But from the story perspective, and that's something I've been studying intently for a while now, because I want to be a better copywriter and better marketer is how to tell better stories.

The story of your book is amazing. So who's the person, you know, what was the spark that led to this and who gets the credit for coming up with the idea to write the book? I'd have to give Richard all of the credit for that. Yeah. He was the one who wanted to write it as a fable and I didn't. And the reason I didn't was because the very first book, which was called unlocking the secrets of retail magic was a fable as well.

And it had kind of a supernatural twist. And then we wrote a couple other smaller, small books for the retail industry. And then when it came time to write, go for no, we knew that we wanted to have a story in it, the central story, um, that we call the Harold story, which is. How our main character learns the go for no philosophy and how it transpires in his life.

But I wasn't in favor of writing it as a fable. I just thought it should be kind of your standard. Uh, we call them, you know, talking head preachy books, but he very much wanted to write it as a table. And then we decided, well, if we were going to do that, to do what we really love to do, which is we love writing.

Things that are a little bit different. We wanted to have kind of a supernatural twist. We wanted to have something unusual. So in the, in the book, Our main character goes to bed one night and he wakes up in a house that is owned by a wildly successful future version of himself. He, when he wakes up in this house, he has no idea who it belongs to, but he comes to find out that it belongs to him.

It's just him in the future years from when he went to bed. And we spend the rest of the book following our main character, Eric, around him and his successful future



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version of, of himself. The two of them kind of get together and they start comparing notes because our main character wants to know, Oh my gosh, how is it that you are so wildly successful and I'm kind of mediocre.

And the secret is they figure out that there was this gopher. No moment. And so we really had fun with that. We knew we wanted audiences to have this emotional connection to the story and the characters and to suck them in. That was the goal. Yeah. You definitely suck people in and I will do this before.

I start as with every guest I have on the show and I'm especially happy to do this. I'm going to guarantee the book. So, if you're listening right now and you haven't read the book, invest in the book, it literally it's, what is it like an hour and a half read? If you read slow an hour, if you read fast, if you read a lot, but the lessons are profound, invest in the book, it's going to pay off for you.

Huge. And even if you know that the information that's in the book, this is going to stir up your mind is going to help you remember, it's going to encourage you. It's going to excite you, get you moving in the right direction, especially now in the light of, in light of COVID. If you invest in the book, if you deploy this, just read it.

If you say Ken, you know what? I didn't get a lot out of this. Email me@customerserviceatnewhouse.com. I'll buy the book from you. That's not going to happen though. You're going to thank me again and again and again, because the book, everybody loves a good story. Again, shell the lessons and they're tremendous and profound is a great story, which you don't see often in this type of book.

Most people who try to write fiction. For our business book, struggle with the quality of the writing. I was really intrigued by how, why you guys did that. That's why I was really interested to know who came up with the idea. Cause it was really good. So what I'd like to know from your perspective, Andrea's personal perspective, the protagonist in the book, Eric Breton, from your personal perspective, what was the biggest single lesson that.

Past Eric learned from future Eric in the book. Yeah, I think the single biggest lesson that our protagonist learns is that in order to increase your success, you have to be willing to fail. He learns a different way to view failure and success. He doesn't you spent has spent his whole life, uh, not wanting to fail.

Being afraid of failure wanting to be a successful. And now he has learned this new way of thinking, which is I need to be willing to fail. I need to want to fail. I need to embrace failure. And there's a scene where the two of them are having dinner. And the successful version of him is like, Eric, you better learn to fail.

I want you to say that you like it. I want you to say you will love it. And he's like, I don't want to do that. I don't want to do that. And, uh, right. And the successful version was like, no, you have to learn to do that. Or you're paying for dinner. Yes, exactly. You're picking up the tab. Okay. So what do you say to the listener then based on these principles and these lessons, what do you say to the person who let's say they're super talented?



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Let's say that they've got a fabulous business model. They've got a tremendous service. They really are that much better than the competition where they've got a product that really is, that really is superior to the other competing products in the marketplace. What do you say to that person? Who's essentially not achieving the level of success they should be achieving in light of COVID with or without COVID all based on that one, two letter word that's holding them back.

Yeah. So I would say increase the number of nos you are hearing in your business. Very simple. If you're not where you want to be, you need to. Be willing to fail more, be willing to have more clients, prospects, customers tell you no more often. And that will change. Yeah. So the two letter word that's holding most of us back is the word now is the word.

No, absolutely. Which is why the book is called gopher. Now it's all about being intentionally willing to increase your failure rate, intentionally willing to hear the word no more often, knowing that when you do that, that's when you put yourself in an opportunity to hear more yeses and even people that are very, very successful.

No great salespeople might say I have no problem. You know? Close over %. I do this, I do that. So one of the things that we tell people is so go for bigger nose. Then, then you're obviously not playing at a higher high enough level. If things are so easy and you're closing all the business that you want and you're, you're hitting your sales goals, then push yourself outside your comfort zone.

And. Figure out, well, how do I, how do I get nos from either bigger prospects, more customers, tell my story at a higher. So just to clarify for the person listening, we, you're not telling them. And I just wanna make sure you're not telling people that they should go for no, to the extent of being rude or crass or pushy or overbearing or anything like that.

You're just saying, push the envelope. See what you can get out of yourself by getting, you know, pushing harder and getting people to see to the point where you get people to say no. Absolutely. And in fact, it's kind of the opposite because it's really the gopher. Yes. Pushy, aggressive sales, like a sales person.

That's like, you know, Ken, I am going to do whatever it takes to get you to say yesterday. Right? That's that pushy salesperson? No, we're actually saying. No is a perfectly acceptable answer. The problem is, is that most people aren't asking enough. And so it's not about being manipulative or pushy or anything.

It's really about looking at the gopher, no moments in your business, because we all have them from the very beginning of meeting somebody, whether your businesses, something like coaching or consulting to something where you're providing services or selling products. Throughout the entire interaction from the very beginning to the end, we all have these go for no moments where we have the opportunity to ask somebody, to make a choice, make a decision to do business with us.

When we do that, then it's what kind of, how do we want them to do business with us? Can they, should they get. X product or service or Y product or service or all of our products or services. So we have these go for no moments. What we have to be



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doing is executing on them. Being willing to accept a no, you don't have to expect a no, uh, you don't have to literally fail in the process, but you have to be willing to accept it as part of the process of your business.

Okay. So how is it then that little children. Can hear the word? No, like mom, I want a cookie mom. I want a cookie. Can we get ice cream? Can we go, can we get ice cream yet that you juxtapose that with adults? And I'll take it a step further with professionals, people who are professional. It was very successful people.

How is it that they can literally, I could give them a test and I could say, I want you to write it an essay, answer to this test. I want the definition for failure, and then I want the definition for fail. How is it that virtually everyone would get a hundred percent on that test yet in business, in practical life, in a business setting, adult people, adults are getting these two words confused.

And as a result, fear holds them back. Somehow they see that fail. I failed in this attempt somehow means that I am a failure. Talk about that. I want you to run with that for a minute or two. Yeah, a couple of different layers to this. First of all, when we're kids, we have all kinds of that fantastic persistence, tenacity kids.

Don't see. No, as the end, we see it as just the beginning. We have this amazing adaptability and willingness to be creative and willingness to fail. And then somewhere along the line, whether it's at age eight, , , something right around there, there's this incredible enlightenment that happens. And it's really us becoming self-aware and we realize, Oh, people are judging me.

And that is what shrinks our. Interest and wanting to make mistakes and wanting to fail because we all of a sudden recognize that people are judging us and that judgment becomes far more important to us then. And our concern about that judgment becomes far more important to us than achieving the task at hand.

So when you're learning to ride a bike, And you're falling and you're falling and you, you don't care. You don't care how silly you look because your ultimate goal and achievement is to ride your bike with your friends. Say you don't care how painful it is and how foolish you look. So how, what happens as adults now, of course, as we have this self-awareness we fear of this judgment.

And then as adults also, we end up with, I think, personality traits and characteristics like perfectionism and like control, where we don't want to have to go through the painful process of failure. And we're. And a lot of our value is tied up in how we're perceived by others. And so we want everybody to see the great successes.

We don't want anybody to just see our failures or mistakes. We don't want to fall on our face in front of other people and stuff. Then what happens is it's really just this constant battle between those two things. You know, wanting to achieve something, but wanting to look good. And so there's this constant tug of war between doing things that will get us to our goals and achievements, but doing them somehow in such a way that we don't fall on our face.



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So there's a lot of agony that goes on. That's why for, um, and we don't say this in the book, but one of the underlying themes is we really have to give ourselves permission to fail. If you willing, you know, We don't use that exact language permission to fail, but I think that's very important. Yeah. One of the big lessons and you didn't come right out and say it, but this is what I got from it is it's really important to have an internal locus of control versus an external locus of control.

Meaning that things external to me, perceptions results are going to affect my choices in my business, in my life versus internal being internally. I have an internal locus of control means I make the decisions I interpret. I don't necessarily consider. I do consider them, but I'm the one who ultimately makes the decision and controls the direction I go in.

And so, you know, last time I checked, I don't know too many people who said no to doing business with me. In fact, I do that. I do that more often with prospective clients than they do with me, but I do hear it from time to time. No, this isn't gonna work out and there could be a, um, you know, a variety of reasons, a myriad number of reasons why they say no, I don't look at it personally.

I don't ever hear a no. And then go back and say, gee, I wonder if this person's probably thinking the worst of me. They're probably telling everybody all these bad things about me and my business now, because they said, no, this wasn't the one time or whatever in my experience. And I get your thought on this just quickly.

I don't see that that happens. I don't believe that it happens. It may, but generally speaking that's in my mind if it occurs, which it doesn't, but it's not reality. Yeah. It's actually as a, um, as an issue, as a problem that we find that we have to solve. People take no. So personally this is probably one of the biggest issues I see, come up for people is, is this idea of taking a personally?

So the fact that you are like, Hey, I get the no, and I don't go back and start and start taking it personally is a great thing. A lot of people aren't like that, but unfortunately, and so that's one of the things. That we work on when people, you know, read our book or take our courses, just helping them adopt these mindsets and go for it.

It was really, uh, you know, I say it's kind of a three pronged, um, ideal is that it's a, it's a philosophy in, it's a, it's an idea. And it's also a strategy all packaged into one. That makes sense. So I had a question that just kind of popped into my mind. I want to think how I want to ask this, but you know, we live in society today where everything's about being faster.

We want to be successful faster. We want to make more money faster. We want to get new clients faster. In fact, the name of my podcast is get clients now, which implies speed fast do it now. But when we talk about failure, it's really counterintuitive to tell someone. For them to wrap their head around this whole concept of failing faster.

You talked about that superficially, but spend a minute or two going a little more detail about failing faster and why that's really, really important. It's also necessary to be able to fail fast, or if you want to achieve success. Yeah. So failing faster is actually the fourth step in our five failure models and the five failure models.



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And I'll cover them real quick. One is the ability to fail. It's where everybody starts. % of the people. Level two is the willingness to fail, which we find people reach when they read, go for no is they, they get the idea. Well, all three of those are really super powerful level. It's the wanting us to fail.

It's saying I didn't hear no today. I'm not performing at my full potential. I need somebody. I need to be reaching out enough times or trying enough things. That I'm getting at least one. No. So that's the wanting us to fail. That's level three level four then is failing bigger and faster. I mentioned failing bigger a few minutes ago, and that's getting those big nos from those clients, those big prospects customers.

What have you, and the failings fast piece is really just about. Having the speed into it. It's about not taking the process slowly. It's getting those as fast as you can in one way, just from a sales standpoint, it's about disqualifying. You know, it's not spending a lot of time trying to see if something is a fit it's just qualifying quickly and figuring out is this a good fit?

And if it's not. Moving on quickly and trying something else. The faster you innovate the faster, you know, the, the example is if, uh, and this can be applied to any business, any interests industry whatsoever, but somebody was an actor. You wouldn't say, wow, they should try to go on an addition maybe once a week.

No, try to go on three additions every day, right? The faster you'd get those nos, the faster you're going to get accepted and end up with a role. So that's what we mean by failing fast. Nice. And I was going to ask you, you know, you're a person who's really big on hearing the word, no pushing for no going for now going for bigger nose.

How does the person get to the point of going for now, like wanting and hearing and actually desiring to get that response from prospective clients, you get there by doing it and trying it. That's the only way. And, well, what happens is when we tell people, listen, we all get taught, trained to operate with a Goffrey S mindset.

And we've also created kind of a marketing challenge for ourselves, like naming know, calling our book and our brand go for no, and nobody wants to hear the word. No, right. But when we tell people, listen, the subtitle is yes. Is the destination. No is how you get there. So ultimately we want people to get yeses.

So the idea is to just be willing to execute on those, go for no moments. And when you do that a few times, and a couple of times she'll hear no. And then you'll attempt something that maybe you wouldn't have normally ask in a moment that maybe you would have previously talked yourself out of, but now you're thinking in your head, Oh, I'm going to go for no, I'll just try to get a note here.

And you get a yes. When that happens, that's the epiphany. That's the turning point where the person says I get it. If I am willing to hear, no, often they yeses are out there and then from then on, they just completely understand it and they embrace it. It's just getting people to try it and having that little bit of an open mind to not just close us off, say, well, I want to hear yes.



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And so this is a ridiculous strategy or a ridiculous philosophy, which happens. I understand that it does happen. So I, you know, I may have asked this, I'm having a senior moment as you know, I was hit, but maybe you don't know. I was in a head on collision with a dump truck. When did the light come on?

Where you're like, Hey, listen. Going for now is that's it. We got to push, we got it. We don't, you know, this is it. This is the strategy we have to use. When did that happen for you? Or was that for, with Richard or both of you guys together? Tell me about that. So it was both of us together. Um, when we met, he had this go, his big go for no moment was when he worked at the men's clothing store.

When he was younger way before we met. And his sales were abysmal. He thought they were going to fire him. The district manager, a guy by the name of Harold came in one day to watch himself and watch kind of watch everybody else. See what was going on. And Richard ended up having this great sale. It was \$, and Harold congratulated him, but he asked him a really important question.

And the question he asked him during this visit was, he said, you know, I watched you sell Richard. It was great, but what did I, I'm just curious, what did that customer say no to, and that was the question that really hit him like a punch because rich thought he had this fantastic sale, right? He, it was \$,.

Not a hundred. Yeah. Yeah. And this is way back in the day. Right? So that was a lot of money back then in a menswear store, rich himself had never spent that much money on clothes and his life because he's just a young guy selling clothes. And so he realized that the customer hadn't said no to anything.

And Harold's told him in that moment that he basically was a good salesperson, but his fear of the word no was going to kill him. And if he could just get over that, he could be a great, he could be one of the great ones. And in that moment of questioning him, Rich went home that night and he decided he was going to change his whole strategy.

And he did, and he became an award-winning salesperson and got into training and management. And so this was a idea and a philosophy that was something that he talked about all the time in his career, along the way. We're certainly not the only ones by the way, Ken to ever have said, you know, don't fear a no go for no, the Sandler training system talks about, go for the no, right.

So we understand we're not, we're not, it's not like we, we invented the wheel here. We just packaged it. And I think a way that's really kind of sticky and palatable for people. When we left LensCrafters and started our business together, it was teaching all of the sales philosophies, the management philosophies, customer service, the things that we had kind of done on the job for years go for no was one of those things.

One day we walked into the break room at one of our clients, uh, locations, and we saw a big sign on the wall that said, go for no. And we, it started to, we started to notice everything that we taught our clients in a four hour, eight hour workshop go for no, was the thing that everybody really took away.



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It was actionable. They got it. It was easy to implement. Any, anybody could start hearing no more often. And then we said, okay, go for Noah's a thing. So we wrote the book, but then even after writing the book, it was many, many years until we fully transitioned our business to be strictly focused on this idea, to not be people who talked about every aspect of the sales process or really anything else for that matter.

We strictly talk about this philosophy. So that actually took a while. And that actually was kind of scary because we said like, could people actually make a living just talking about the word? No. And as it turns out, you can. And her clients are not a bunch of two year olds. So just keep that up. If you're a parent, you got the job.

If you're a parent, you got the joke. If you don't have kids yet, totally. Over your head, you got that, Andrea I'm. Sure. Okay. So obviously the person listening, who's struggling with this, who's struggling with, you know, really pushing the boundaries or may, like I mentioned earlier, just be super, super good at what they do, but they're just not hitting on all eight cylinders.

When we talk about the model of failure and success, what's something that my listener can do to reframe their model of failure versus success. That's going to help them Excel in business. So in the book we have that model where we encourage people to see the new way of looking at failure, rejection, hearing the word now.

We've all been taught and trained that it's kind of a decision where we either have to be successful or we fail we're we're in the middle failure. Rejection hearing the word. No is on one side. Yes. Success. Everything that we want in life is on the other. And we have to choose between the two, the new models where you have to embrace the idea that failure, rejection hearing the word no is in the middle.

It's separating you and success. The yeses, all of the stuff that we want to achieve in our lives, the goals are on the other side. And so it's really about not avoiding no, not avoiding rejection, but moving through that process. And it's messy and it's not, it's not necessarily what people want to hear.

They want to hear the easy strategies, the hacks, the. How can I jump over a jump around it? You know, not have to experience this. And yet when you study successful people, they don't go around stuff. They just barrel right through it. So it's embracing it as fast as you can go and mean for no fast and then getting, making that progress towards what you're trying to achieve.

Yeah. I like to tell my children, they're almost all adults except Hannah. Now Hannah is a young adult. She's . If it was easy, everybody would be doing it success isn't easy. And that's why most people will never be successful. You know, as an example, in the book I'm writing on podcasting, the average podcast, or stops by the eighth show, that's the average person.

There's almost three quarters of a million podcasts. Now on iTunes. I imagine all the people, you know, most of those shows, the vast majority of those shows have eight shows or less, and they give up. They push through it, they give up. And so with respect to that, I'm going to ask you, let me ask you a hard question.



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Give me, give me an, I know you'll give me an honest answer. What's been in the pursuit of going for now. What's been your biggest failure in business and what'd you learn from it?

Well, yes. So it was a great question. I've had so many, it's hard to know where to begin. Probably our biggest failure was because we wrote go for no, and it was, you know, a story we're big fans of writing fiction. In fact, Richard and I, one of the things that we've done is written a book paranormal suspense series, pages that took us three years.

That was one of the things we did just for fun. On the side we had, uh, we wrote, um, a few movies for ups. When we lived in Los Angeles, we actually had an agent. Never sold anything, which is kind of a classic story for a lot of screenwriters, a lot of spec scripts of screenwriters in Hollywood. That's not the biggest note that we got a lot of nos in that process.

One of the scripts that we wrote that we decided a few years ago, that it would be really a cool idea. This is like bright, shiny object syndrome to write a book. That was basically from one of the scripts, one of the screenplays we had written and it was called Lincoln on the lawn. And it was about Lincoln, Abraham Lincoln showing up on the white house lawn.

Yeah. Out of nowhere. And, and is he real, is it really Abraham Lincoln? And it's, it's kind of a, it's kind of a thriller, but it was an excellent movie script, but the book did not, the book was good, but we were really misdirected in terms of what we were trying to achieve with that. And what we, uh, kind of thought we could do with that.

It was, it had absolutely nothing to do with the business that we had spent years creating. We just wanted to do it because it was fun. So that was a huge learning experience because we probably spent a year and I estimate somewhere between and \$,. Creating that book and spending a lot of money on the marketing.

And then in the end, we sold not , copies, not copies, copies. So, um, we eventually had , books recycled somewhere in the Tampa, Florida area that we had, we had purchased. So that was a huge unmitigated failure. Now the interesting thing about that failure is that we have since decided that we want to teach other people.

To do what we have done over the years, writing short self published books. So we ended up writing a book called million dollar book formula, and we talk about the Lincoln book in that. And we actually have analyzed and dissected what made it such a failure. And we've also dissected what made it go for no so successful and some of our other books somewhat successful.

And so we've actually figured out a way to monetize that horrific failure, which is a success in the end. So it really wasn't a failure. It was an investment in future success. You could have given up, but you said, no, I'm not giving up. We're going to use this to our advantage. So let me ask you just a few more questions and then I'm going to talk to you about your business and how people can learn more about you and get in touch with you.

But so obviously over your lifetime, you've learned from your own experiences, you and Richard, great business lessons, lessons, and fish, your lessons in success. And I'm



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sure like myself, you know, a lot of very successful people who. Had been willing, uh, and, and always, uh, readily available to share what they've learned as well.

That's one of the nice things about knowing people who are kind of in the same area of life as you are. But if my listener was to come to you and say, Hey, listen, I want to be really, really successful. I want to, I want to attain the top % in my industry and my niche. I want to be one of those top % players in my niche.

Andrew, what's the best lesson, the best. Suggestion, you could give them you've ever learned in your lifetime, whether you've come up with it through your own personal experience, or someone has actually shared it with you and just like curiously you've learned from it. What is, what is the best lesson to help that person or suggestion you could give them to hit top % status in their industry or niche?

Hmm, that's a great question. Well, I would say, I guess I'm going to look at this from a girlfriend note perspective. And this has to do with just focusing in, I like the question because it's very specific in terms of goal. And I think that's the biggest problem people have is just having too many disparate goals and really not knowing where to begin.

So the fact that you've narrowed down that question is solved. So one of the biggest problems right then, and there is. Having too many goals, not being focused, not really understanding and having clarity of what you want. So that brings me to being really focused from a gopher note perspective. And I would tell that person figure out what the three to four super important go for.

No moments are in your business, and then start telling your story as fast as you can, to as many people as you can and executing on those moments. In other words, asking people and giving them. And invitation to do business with you and try to get as many nos that we'll need to as many assets as possible.

That's good. That's good. All right. Just one more question then. We're gonna talk about what, uh, the stuff you guys are working on your book, your coaching program. I know you've got just a variety of different things you guys are working on, but every what's the one question today that I didn't ask that I should've asked.

Oh yeah. The one question I would say probably. I do get asked fairly often, you know, what has been our biggest. And I think you kind of asked something like this, but what's been our biggest, no. So we did talk a little bit about that. Well, we talked about one of our biggest failures, which was really us getting distracted, which entrepreneurs tend to do all the time.

It's constant battle. The biggest? No, we got though was probably in . We had self published go for no, a few years before that. And we ended up getting in, into the hands of a New York agent who went around to all the biggest publishers. We were right on the verge of getting a deal with the biggest publisher in the world.

I'm sure you can think of what their name is. I don't even have to say them, so I'm going to choose her and we. We're right. They're about ready to get the deal. And we're waiting for



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the offer to come over the fax machine and it didn't come that particular morning. So we called our agent. We're like, Hey, they were supposed to fax over the offer today.

And he said, yeah, hang on. Let me give him a call. I called back and he goes, ah, they pulled the plug at the last minute. They decided that your book's probably not going to sell the number of copies that they want. So you guys are on your own. So we decided right then and there that we were going to make, go for no more successful on our own, but that was probably the biggest, no, and as it turned out, it was actually a great note to get.

Sometimes there are bad yeses out there and I think actually that turned out to be one of them. So luckily we got, that was our biggest, no that we got. Yeah. That's awesome. Actually, one of the worst yeses you can get is from the wrong client. Yes. Working with the wrong people is like the death knell of your business.

Okay. So let's do this, Andrea. Obviously we can get the book go for now on Amazon and every major bookseller. How about your website? Tell us about your website. Tell us about the things you're working on now. Cause I know you got a couple of different things you're working on. How can people find out more about you?

And if they're interested in working with you, give coaching program. Yes. You have a coaching program. We do we have, um, so what we have is I would encourage people to go to gopher know.com, definitely get the book. It's really the foundation of everything and the foundation of the philosophy and strategy we've got on our website, all kinds of resources, including something fun called the no quotient quiz that you can take.

And that will you answer these questions and we'll give you a score as to where you are in your. Kind of beliefs and current philosophies around failure or rejection on the word now. So you can get your no quotient. That's a fun thing to do. Also at gopher, no course.com. We have our online training program, which is very much like the book.

We're not big into a lot of fluff and a lot of nonsense. So we kept it really short. It's just a three hour. module, a little bite bite-size pieces that take you through all of the ideas behind gopher know the mindset and the strategies. And then we have our Facebook group, which is kind of my way to do our ongoing coaching.

And we do go for no challenges there as well. So another fun thing people can do if they're in the course or on their own is just challenge yourself. Do a seven day or , go for no challenge. See how many notes you can get in a short period of time. That's a great way to implement. So I'm going to also guarantee the gopher, no chorus, but here's how that works.

Courses and workshops. Seminars are completely different than a book. You can email me and I'll just take your word for it. However, if you sign up for Andrew's course, which I'm going to guarantee, you've got to participate in the core. So Andrea will have to give me feedback as to do this person, watch the videos.

Did this person do the work? So on and so forth. And if in fact you do all that, you're going to be able to say, this is one of the best investments I've made in my business. If for any reason



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or some weird, bizarre reason you do all that. And you can't say that again. Email me@customerserviceatkennewhouse.com.

I'll get in touch with Andrea. I believe in her work so much on Richard's works so much that I'm willing to offer it my personal money back guarantee. And I'll remind you again. I do this every show. I have no affiliate relationship. Whatsoever. There are no special links you have to click on. I don't get any, there's no possibility I can make anything out of this.

Other than the fact, I know that I'm recommending high quality tools and training for you. And I can be confident in doing that. That's why I'm willing to put my neck on the chopping block and put my money at risk. Uh, so with that, Andrew, is there anything else you want to add before we wrap? I would just tell people to go out there and practice.

This is a life philosophy that basically comes down to asking. So the better you get and the more comfortable you get, just putting yourself on the line and taking, having a little bit of courage to ask a question. Even if it's asking for, you know, something, an upgrade at a hotel, if you are traveling these days or.

Uh, you know, asking for a free sample of the bait, local bakery, whatever it is, just, you know, practice, building your courage by asking. Yeah. And if you're really timid, if you're really a scaredy cat, find a two year old and just go up and ask them questions and every time they tell you, no, ask another one until you get you kind of desensitize yourself to hearing the word.

No. And then you can move up maybe to like a year old or a year old. And then like maybe to the bakery, like Andrea said, but I had Andrea, I had a really good time today. I really appreciate you being on the show. I know our listeners are gonna get a lot out of the show again. Thanks for being on the show today.

Absolutely. Thank you so much for having me, you know, framing your prospect's communication in a way that allows you to face the fear of rejection overcome and benefit from it is something we learned in today's conversation. Additionally, we've had many conversations about mastering communication on the get clients now podcast over the last year or so.

One of my personal favorites is episode three sales strategies that work even better. In a bad economy. My guess on that episode was Carson heady, man, that's become one of the leading voices today on effective communication. Certainly over the last four or five years, he's written a half dozen books or more on that particular subject.

And in episode three, we talked about the distinctions between effective communication and how it relates directly with our ability to get clients. Now, we went into detail on some of the key thoughts that you want to have in mind, as it relates to your ability to successfully communicate with prospects and clients.

Episode three is where you can find details for that. I'd also recommend episode three communication strategies you can use to succeed and sell more in the new COVID economy.



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With Mike Weinberg, best-selling author of new sales simplified Weinberg's work covers high-level communication. You can use to get more clients and make more sales.

That's a wonderful compliment to today's conversation. And most recently Weinberg authored the bestseller sales truth. The book that dives deep into the topic of high-level communication strategies you can use to make your business even more profitable. Episode three with Mike Weinberg for that. And then finally, I'd recommend episode three NLP communication strategies you can use to become more magnetic and persuasive with your prospects.

With Frank Soma, someone's a very successful entrepreneur, author and TEDx speaker. And we talked in detail in episode three on how to approach and communicate with clients who resist your offers and give you the dreaded. No, some strategies are so effective. In fact, that they've been instrumental to my success over the years, and they've actually changed my approach and how I feel emotionally about challenging conversations with prospects and clients.

Episode three is where to go for that. All of those conversations you can find on the Ken new house.com website. Before wrapping up. I want to quickly remind you that we're in the process of creating a free membership for you, where you're going to be able to access the entire library of conversations searchable by topic.

Since we began the podcast back in , when you become a member on Ken new house.com, you'll have instant access to my personal library, the book notes and the highlights that I've captured from Andrea Walton's book. Go for no. You'll also have access to the other books that I featured on the show for the last few years, plus access to a weekly strategy guy that will come into your email inbox.

Every Wednesday, the guide will feature all the links we mentioned on every show that links to books, resources, also other podcast episodes, as well as the most effective strategy we covered on that week's episode. Additionally, the guide will contain other articles online that I found that I think will be useful for you as well.

So be sure to listen for the announcement when we launched the new free membership portal, we're creating for you on Ken new house.com. And in addition to all that I've mentioned. The first subscribers. Remember this, this is important. The first subscribers are going to get a free digital copy of the updated version of my book profitable again, as well as a copy of my newest book, profitable podcast blueprint.

And speaking of getting past the no and getting better results in your business. Nancy Jutton is my guest. Next week. Jutton is the author of the best-selling book, get known, get paid, and she's also a thought leader in the area of guiding subject matter experts and speakers. Jen has developed a reputation for helping coaches, consultants, entrepreneurs, and professionals become well-known for their work.

Even if no one knows their names yet is also a contributing author to the national speakers association. Speak more marketing strategies to get more speaking business and



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the world's greatest speakers, insider secrets to move your audience to action. So join me for a conversation with Nancy Jetton next week.

Have a great weekend and I'll see you next Monday. Take care. Bye-bye.



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