

7. Yes, Yes, and Yes

Never allow a person
to tell you “no” who doesn’t have
the power to say “yes.”

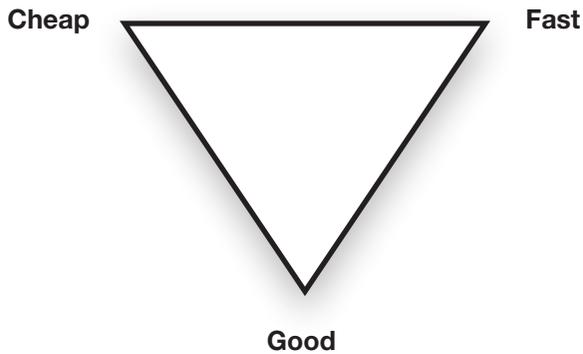
—*Eleanor Roosevelt*

The whole package of showing up is to not only be present, but to be open to give once you’re there. Our company motto is, “Find a way to say ‘yes.’” I think it’s one of the greatest advantages small businesses have over large companies, which have multiple layers of approval that even the simplest change must pass through.

My first response is always “yes.” You want special packaging for your upcoming event? *Yes, we can do that.* You want to take that set of jewelry and sell it as two separate pieces? *Yes, you can do that.* You want a different chain on that standard necklace? *Yes, we can change that.* In small business, there’s no reason to say “no”!

The great thing about saying “yes” is that you can always change your mind later and say “no”! I’ve found the following triangle can help get you out of most circumstances if you’ve said yes and you don’t think you can deliver.

Show Up. Be Bold. Play Big.



The diagram above shows a triangle with three sides: Cheap, Fast, and Good. I explain to clients that I can say “yes” to two of the three. They can have it cheap and fast, but it’s not going to be good. They can have it cheap and good, but it isn’t going to be fast. Or they can have it good and fast, but it’s not going to be cheap. It always brings a smile. And a realization.

This works for both the product and service industries. I’ve used it with my product (jewelry) and my services (coaching and speaking). I’ve found it to be true in hundreds of businesses in all industries, from restaurants to construction to lawn care to salons to consulting. It crosses both the service and the product industries. So it doesn’t matter what question I’m asked, the answer is always “yes.” And then I show them

Part One: Show Up

their options. Your business will grow faster and your life will become more exciting if you find ways to say “yes”!

In life, when we start to say “yes,” things just seem to flow easier, especially as a parent. When I intentionally observed my answers, I found many times I was automatically saying “no” to my kids when I could actually say “yes.” Why couldn’t the kids empty the linen closet and use all those sheets to make a cool fort? Why not jump on the trampoline in the rain? Will it really hurt to have a popsicle before dinner just this one time? It feels good to say “yes.” It has the effect of making life feel like more of an adventure. Try it today. Every time you find yourself about ready to say “no,” re-evaluate. Is there a way to say “yes”?

Exercise: The Experience of “Yes”

Sit where you are right now and repeat “yes” out loud a few times and feel that vibration. Then say “no” and feel that vibration. Record your observations below.

When I said “Yes” I felt:

When I said “No” I felt:

Like I said in the introduction, this isn’t rocket science. You can *feel* the difference between “yes” and “no” just by saying them out loud. Can you imagine the change in your business, and your life, when you change your predominant vibration to that of “yes”!