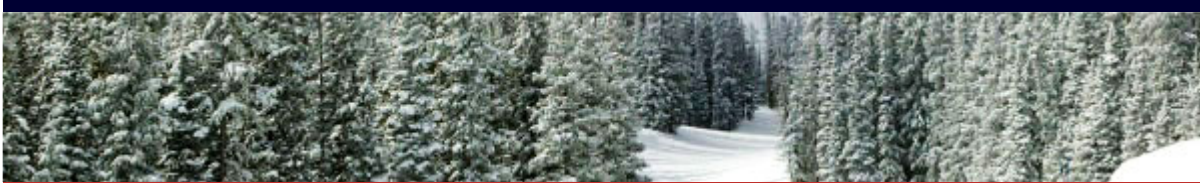


## Cynthia Everhart

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**From:** Matt Anderson [matt@thereferralauthority.com]  
**Sent:** Wednesday, February 20, 2008 7:50 AM  
**To:** cynthia@twistcom.com  
**Subject:** Imagine Your Clients Getting An Inspiring Touch Like This Every Month

Matt Anderson, Referral Coach, 7207 Old Sauk Road Ste A, Madison, WI 53717



### Some Monthly Inspiration For You...



Happy February!

This is an example of what the Loyalty E-Zine will look like. It will feature your name in the inbox as well as your contact info across the top (where mine is right now) with your picture (in place of mine). For more information and to sign up for this hassle-free way to touch your clients with something of value without selling them anything but you, the brand, go to [www.thereferralauthority.com](http://www.thereferralauthority.com) starting on February 25th!!

I have decided I'd like to start sharing with you some of the ideas that have helped me a lot in the past. I am so grateful for the people I've met over the years growing my business and to be able to do what I do for a living. Now I see it's time to 'share the wealth' in the hopes you find some of this information valuable too. I'd love to hear from you about it. You can do the same and share what you like by forwarding it onto others. If there are two things I've learned, it's that none of us are perfect and that most of us need to hear something several times before we *do* anything about it! Have a great month. Always feel free to drop me a line!



Now that we're two months into the year,

## 2 Quick Questions to Ask Yourself About 2007:

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- 1. What was the highlight of 2007?
- 2. What do I not want to experience again from last year?

## 2 Quick Questions to Ask Yourself About 2008:

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- 1. What would I do this year if I knew I couldn't fail?
- 2. What would make 2008 the best year I've ever had? How do I want to feel?



Success Secrets of JK Rowling,  
Author of the Harry Potter Books and  
Britain's Richest Woman.

1. **Know who you are and what you really want:** After her divorce in Portugal and her mother's death from multiple sclerosis, she lived on welfare with her baby daughter in a tenement apartment in Edinburgh. *"I have never forgotten what it was like to live in poverty. I became myself - everything else was stripped away."*  
*"I wished more than anything (growing up) that I would be a writer."*  
How does she feel about writing now after the seven Harry Potter books? *"I love it and I need it."*
2. **Do everything you can to fulfill your potential:** *"I'm a born tryer."* People who reach their goals consistently take more action than average people. This is the only point she repeated in the sixty-minute interview: *"I'm a tryer"*. Taking that first step is often believed to be the most important step of all.
3. **Focus on your strengths.** Even she has felt like a fraud achieving so much success. Does she now? *"Less and less."* How does she want to be remembered? *"That she did the best she could with the talents she had."* Because she has focused on what she's good at, writing makes her feel a

*"sense of completion."* This is true for all who concentrate on their strengths.

4. **Have courage.** While she admits that *"it's really incredible to me"* how she turned her life around from living on benefits and being clinically depressed to having more money than the Queen of England, she says her number one virtue is her ability to act in the face of fear.
5. **Know your definition of happiness/success.** For her it is a *"happy family."* Not least since she most certainly did not grow up in one. What is yours? Make sure it's one you can feel good about now and don't need to wait 10 years for.



**Renew Your Commitment to  
Spending Daily Time  
Visualizing What You Want**

*"Imagination is everything. It is the preview of life's coming attractions."* Albert Einstein

\*Scientists have discovered that our brains use exactly the same processes whether performing a real life task or just picturing it in detail in our heads. The brain cannot tell the difference.

\*Your creative subconscious mind thinks only in pictures and when you feed your brain compelling vivid images, it will sense a disconnect and go to work on making your images a reality for you.

\*Emotions make all the difference to your success when visualizing, so think of feelings you want, as well as sounds, smells and tastes too.

\*Stop trying when the positive feelings wane

\*Be patient and persistent. While most of us are not Olympic or professional athletes, it is surely not a coincidence that many of them use visualization to bring into their lives what they want.

**3 things will start to happen over time:**

1. Your brain will create solutions because it will keep asking itself: 'How can I make this happen'?
2. Visualization creates new levels of motivation and you will start doing some things unexpectedly.
3. You will attract people, resources and opportunities you need to reach your goal.

For example, if you are single and picturing a great relationship consistently in your mind, you will become more aware of either the pain you have been feeling or of the pleasure you really want and take more effective action!

Sources for:

Feature 1: Questions adapted from Executive Coach Nina McGuffin at [www.NinaMcGuffin.com](http://www.NinaMcGuffin.com)

Feature 2: Source: A Year in the Life of JK Rowling, ITV (UK), 12/30/07

Feature 3: Source: Jack Canfield, *The Success Principles*

## **P.S. Have a rich and rewarding month!**

I truly hope you found some value in this. Feel free to get in touch any time. I'm always happy to help.

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