

From: mailer@infusionmail.com <mailer@infusionmail.com> on behalf of Travis Lee
<travis@nobspugetsound.com>

Sent:

To:

Subject: For 2016, Think NEGATIVE

Hi Jack,

It's a brand new year and I'm sure by now you've heard a zillion recommendations for how to make it your very best ever... including the standard fare of eat better, exercise more, get out with friends on a regular basis, that sort of thing.

Over the coming weeks we'll be sharing a few points on that topic ourselves, but before diving into the more positive angles to take, I thought it might be a nice change to offer of up some contradictory advice:

THINK NEGATIVE

By that, I don't mean adopting a sourpuss doom-and-gloom attitude towards the coming days. Instead, what I want you to do before listing out what you DO want to experience in 2016, is to ponder what you absolutely DON'T want.

For example, famous marketer Jeff Paul once sat down and made a list of everything he did NOT want in his life. This included wearing neckties and jackets, commuting from the suburbs to the city every day, etc.

Then he used this list of "NOs" to govern decisions about business opportunities he said yes or no to, the way he built his business and so on.

It's sometimes easier to define what you don't want instead of what you do want.

I think it's a useful goal-development exercise to make a list of all the things you absolutely, positively are unwilling to

have in your life.

For additional “food-for-thought” on the topic along with more creative angles on goal setting, I suggest you mark your calendar for Jan. 19 for our [GKIC Marketing Power Lunch](#) taking place at ACME Billiards and Events in Tukwila. We’d love to have you join us there. [Just click this link to save your seat.](#)

We start at 11:30AM and end at 1:30, and it's just \$47 to join us again. Put it in your plans and we'll see you there!

To Your Success,

Travis Lee

253-859-7322 To view this email in your browser [Click here](#)

3D Mail Results
6205 S. 231st St
Kent, Washington 98032
United States
(888) 250-1834

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