

Focus on Confidence, Not Cheap Solutions

Whether you are a job seeker or dental industry consultant or coach, you aren't there to invent a solution for employers or followers. Solutions are a dime a dozen and already exist. Your job is to orient them to those solutions faster and more efficiently than they can do themselves.

So, in effect, YOU are the real solution – you embody what those solutions represent. You are the leader that is going to help get them out of the predicament they are in. Again, they need you to do that because, by themselves, they are unable to replicate what you can do in a reasonable manner or timeframe.

Employers, mentors, and customers need solutions quickly and efficiently because they have a very strong desire (and even a need) to thrive. And when balancing the cost of paying for your expertise and thriving are pitted against each other, thriving almost always wins – in fact, it's often a no-brainer!

However, to convince them you are the one to help them thrive you have to instill CONFIDENCE in them. So, as you market your business or look for a job, focus on strategies that build confidence in clients and employers. Think carefully about every single action you take and ask yourself, how does this build confidence that I can help them thrive?

If an action or strategy builds confidence, run WITH it! If it doesn't, run FROM it!