

A Fire Within



Passionately Transfer Your Message
to Others for Greater Success

By Jeffery H. Glaze

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- ❖ Belief in anything
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Foreword

In the course of my life, I have been in many different types of sales and service positions. In each case I was given scripted presentations, methods and guidelines to follow. Not one of the companies involved offered any type of training to address the complex issues that could further my success. I would learn the presentations, recite them, fail and try again. Eventually I would end my relationship with the company and move on to the next opportunity.

Every opportunity I was given was doomed to failure because I had not yet learned the principles I am about to share with you. In the last year as I have been creating a business of my own, I have experimented with many different philosophies on positive mental attitude and business networking. I will be sharing just some of what I have learned in this document. I could not possibly share everything I have experienced in such a short book, but the title is representative of the content.

When you really believe in something, you can tell others about it (and most likely you will), but it is HOW you tell them that makes all the difference. If you have an enthusiastic fire inside of you that you are unable to transfer to others, you will journey through life without the success that you could accomplish if you were able to share that fire, excitement, and enthusiasm in a way that lights the fire within someone

else. If you keep your fire hidden from the world, you will not reach the level of success that you could have achieved if you were able to share or transfer your enthusiasm.

Do not expect this book to provide you with all of the answers. I will reveal to you some of the things that I do that have made a difference for me, but you will need to practice on your own to discover what works for you.

There are many helpful articles and archives on my web site, www.atlantaevent.com. I suggest that you look there for more information.

You will also want to read books and articles from popular authors on enthusiasm and positive mental attitude to expand your personal growth.

1 Belief in anything

Do you believe in yourself? Many of us have a tendency to question ourselves daily. We question our feelings, our appearance, sometimes even our own motives for doing the things that we do. When we face each day with those kinds of questions about ourselves, we are actually wasting precious time and mental processing power that could be better directed toward our own progress and success.

How many times a day do you ask yourself if you are making the right decisions? Do you torment yourself asking whether you have made a mistake, or do you make your decision and move forward? Do you make mistakes and learn from them, or do you spend countless hours wondering what things could have been like if you had done something a bit different?

For people to believe in themselves they must first realize that no one is perfect. When you think about it, it is in our imperfection that we are set apart as individuals, human beings who are worthy of the friendship of others who are imperfect as well. As we move forward in our lives from day to day, we are surrounded by imperfect people. We are not alone. We are in a world that cries out for repair, redemption, and respect. Therefore, why should we not believe that we are as good and worthy as anyone else

regardless of our position on the social ladder, or the size of our bank account?

Why should we hold ourselves in lower esteem than our favorite celebrity or sports figure when in reality they may actually have many more flaws in their character than we ever could? We look at them and determine them to be successful. We judge it by their apparent lifestyle, by their income, or sometimes simply by how beautiful they are.

In reality, those we hold in such high esteem are people just like we are. Although they may have experienced a greater amount of financial success than we have, ultimately they are just people. So what sets them apart from us? What causes us to look at them with such high regard? Is it because they are simply better at delivering the message that we carry inside of us but are unable to convey? It may be true, but I think it is more than this.

I believe it is because they convince us to believe in them, their skills and talents. How is this accomplished? Deep down they must truly believe in themselves. They are capable of conveying self-confidence to such an extent that it draws us in as we try to capture some of their energy for ourselves. Those who are merely good at demonstrating confidence must gradually begin to “believe their own press” so to speak. If they continue to achieve a great level of success yet never really develop the confidence

they are good at portraying, they may suffer the same fate as other “falling stars.” When these people finally come crashing down from their lofty position, people look on in wonder and say, “What happened?”

I would like to take belief a step further. Do you make a living by selling a product or service? Have you ever tried to sell a product or service that you did not believe was as good as the sales pitch that you were told to use in order to sell it? Were you successful? If so why? Perhaps if you could sell under these conditions, it was not because you believed so much in the product, but because you believed in your skill as a salesperson.

It is even easier to sell a product when you believe in the product or service enough to use it yourself. If you try to sell something that you would never buy even if you had a need for it or the money to pay for it, it is nearly impossible to sell. Why is this?

Enthusiasm is generated by something that we can believe in. Passion is the root and the tree of enthusiasm grows from it. But there is another element necessary for success. You must be able to release the enthusiasm.

For some of us, the fire within stays exactly right there, within us. We never release it as the mighty force that it truly is. We might call it being

shy. My question to you, if you are in fact a shy person, is what do you profit from being shy? I would think that the answer to that question might be an emphatic “NOTHING.”

I do not say this to criticize. I say this from the perspective of a person who was formerly shy. I have been there and spent nearly forty-two years wasting my life away in the shadows of outgoing successful people wondering what their secret was. I was a prisoner of my own fears, mostly the fear of rejection. If you ask anyone who knows me today, I doubt that the word shy would pass through their lips when describing me.

My point in telling you this is **YOU CAN CHANGE!**

The lessons here:

You must first believe in yourself before others can believe in you.

If you don't already believe in yourself, you can learn.

2 Building your self-confidence

I believe that we are born with self-confidence. We do not come into this world with fears, issues, phobias or anything holding us back. These are learned behaviors. That's right, we learn the behaviors and responses that our families, friends and society teach us.

I remember when my children were young. I taught them to be afraid of strangers, not to trust people, to stay in the house after dark, to be safe and to be secure. I was teaching them to be afraid. Yes, fear is a wonderful warning system when it comes to real danger and risk. When overdone, however, teaching fear to instill caution and discernment can actually teach our children limiting beliefs.

You know what I mean... those pesky "voices in your head"...

"Don't try that! What if you fail? Then you'll have to explain the failure to your family and friends. Just sit here. It is safe and warm. Come on, there are some beers in the fridge. Turn on the TV and relax."

A little extreme maybe, but hey, fears and limiting beliefs can be very extreme. They can prevent you from being successful in business and relationships.

Self-confidence is easier to gain than you might expect. It can be learned, and there are many tools out there to re-educate yourself. Books, tapes,

seminars, videos and CDs on the subject can be extremely helpful. You can relearn confidence in yourself as long as you do but one thing. Practice it. Every day, in every area of your life remember what you have read or heard and implement it. That is right, motivational books get published and end up on the New York Times bestseller list not simply because of marketing and advertising efforts, (although sometimes that is the case) but because the thoughts and ideas they contain are tried and true and generally CAN work if applied!

I had read many books, listened to tapes, CD's, even old records by Dr. Norman Vincent Peale for many years. None of them ever did me any good until I started applying what I had learned. Practice is the key to changing your life. Believe me, practice does make perfect. (Not trying to say I am perfect, but I am a heck of a lot better than I used to be!)

Work on building or re-building your self-confidence. It will help you to overcome the shyness that keeps the fire locked inside of you. Releasing that enthusiasm can and will change your life. I really do guarantee it!

The lessons here:

Tap into the many resources available to help you return to the self-confidence you were born with.

Practice is the key to change.

3 Dragging yourself along

Having raised children, the phrase “dragging someone kicking and screaming “ has real meaning for me. If you are new to networking (and even if you have been doing it for years) you may find yourself, dragging yourself kicking and screaming from one meeting to the next. If that describes you, check out the next sentence because it really does apply.

If you ARE dragging yourself along to networking functions, everyone that you come into contact with can feel the dread that you are radiating. If you are not comfortable in the networking environment, you will never be truly effective at it. I have heard it said that when you are attacked by a dog and you are afraid, they can smell your fear. When you are approached by someone in a networking environment, do you suppose they can smell the dread if you are not at the top of your game, or can they just sense it from your body language?

Have you ever gone to a networking meeting when you were not feeling well? Let's say you have a cold or the flu? Aside from being a germ spreader, you probably found that you were not very effective at communicating with the people there. The same holds true if you have had an argument with someone, if you've had a bad day, or if you are tired.

There are many reasons why you may not be at your best. You will probably have a bad networking experience unless... you have mastered the skill of evoking enthusiasm.

Enthusiasm will not eliminate the effects of a cold or flu, but it can help you overcome most other obstacles to effective networking related to attitude. Every time I am going to a networking event and I am tired and feel unenthusiastic, I wonder to myself how things will go. I wonder if I will be able to deliver my message in an effective way if I do not feel very energetic.

I had this happen recently. I drove from the north side of town to beyond the south side for a business expo. On the way there I had to keep pinching myself to keep from falling asleep at the wheel. By the time I arrived, I had been on the road for over an hour and was a bit overheated and weary. As I walked to the building, I felt as if I was literally dragging myself in. Imagine what a waste it would have been had I driven all of that 40 or 50 miles risking life and limb and then not effectively deliver my message when I arrived.

Here's what I did. Once I was inside the building, in the air conditioning, I took a moment to transition. There were several hundred people in attendance, but I made no effort to speak to anyone. I walked through the exhibit area breathing in the atmosphere. I looked not at the people milling

about, but at the enormous opportunity that was filling the room to overflowing. I shifted my thoughts from the traffic and the heat outside to the excitement that would come from meeting new people, sharing new ideas, and promoting my services. I looked inside myself at the service that I provide and how it benefits others. I pondered the best approach and what I was going to say as I met person after person. Now I was ready.

Have you ever seen or experienced the phenomenon of crowd surfing at a rock concert? An individual dives from the stage and lands on the supporting hands of the people below who then move the person suspended above them around the crowd by passing them along. At the point that I begin to speak to the people in the room, I have become the crowd surfer. I just dive off the stage and into the crowd meeting people and delivering my message.

As I speak to each person, my enthusiasm builds suspending me above the crowd. Gradually I reach a level of energy and enthusiasm that will sustain and support me until I reach the last person. It takes endurance. In most cases I have only moments to share my message. In some environments, I must talk over the noise in the room. No matter the situation I encounter, I wait until I am mentally prepared before the delivery begins.

It is very important to remember that while you are in this state of excitement you must not lose sight of the needs of the people you are meeting. You must train yourself to listen to the people that you are talking to with genuine interest in what they are saying. To ignore them defeats your purpose. When you first begin to practice your enthusiasm, this will be the most difficult thing to balance. You don't want the folks you meet to walk away feeling like they have been knocked over by a runaway train. Hone your listening skills to be as effective as you possibly can.

There have been times when I have attended a function and not been able to proceed. I can usually tell within the first 15 minutes if it will be a good meeting for me or not. If for some reason I cannot generate the fire within, or release my enthusiasm, I will often make my way to the door. I find that it is better to leave than to meet people in a half-hearted manner. If I remain, how can I ever make any kind of positive impact? Have you ever spoken to the person who stayed when they should have left? It is a draining experience. *Note: This does not happen very often.*

The lessons here:

Always take a moment to transition and energize before entering a networking environment.

Develop a genuine interest for the people you are meeting.

Sometimes it is better to walk away from a networking opportunity than to walk in with negative energy.

4 Reach deep inside

We do everything for a reason. In our career or our business, we are there for a reason. For some the reason is simple - there are bills to pay. For others the reason is that we are doing what we love to do. We have a passion to do what we do.

When was the last time that you spoke to someone who said that they love to clean their house? If you were by some twist of fate to meet someone who loves to clean their house and you went to their house to visit, you would be walking into one really clean house! You could probably even give it the white glove test and find it hard to get a bit of dust on the glove.

When we have a great deal of passion for what we do, we do it much better than when we are doing it simply to make a living. If we do what we do just to get a paycheck, we may do it well enough to get by. But if we do it because we love to do it, we have a better chance of excelling at it. So what do we do when we are in a career that we have been training at for years, but our true passion lies in another direction?

For me, the right answer was to change careers, but it is not that simple to change careers especially if you have been with a company for several years or if your passion is not something that you think you can make a living doing. So, if a career change is out of the question, what do you do?

You reach deep inside yourself. Remember how you felt when you first decided to take that position with your company? How it felt that first week on the job? Remember how it was that first month in business, the excitement that you felt when you talked to someone about it? Remember the initial joy of becoming a business owner? Those feelings are still there inside of you. They have been forgotten or pushed down but they are there. Those emotions can be brought out again with a little bit of concentration. By focusing your energy and attention on them they can be revived.

What about other things that motivate you? Find something inside yourself that gets you excited and apply it to what you are doing. If you can't find anything to get excited about in what you are doing, maybe it is time to put your resume together or start your own business doing what you love to do. Ultimately without passion and enthusiasm for what you are doing, you will never reach your highest potential while doing it.

The lessons here:

Passion is the key to enthusiasm.

You may have to reach back to recapture the passion you felt when you first began.

5 Enthusiasm is key

People are naturally drawn to people who appear to be happy. If you have ever noticed, the person who complains or seems unhappy all of the time does not seem to attract people to them. Although we may have compassion for those having difficulties in their lives, we seem to be drawn more to positive individuals. Why is this? Because people want to feel good. That is the bottom line. Enthusiasm makes people feel good. It makes them feel good about you, your product or service, and about themselves. Remember the song “Girls Just Wanna Have Fun”? The truth is we ALL wanna have fun!

Take motivational speakers, for instance. The success of a motivational speaker lies in their ability to make you feel good about them and yourself. People are drawn to seminars that may offer no practical solutions to their problems just because the speaker makes them feel good. They feel good when they leave the room. It is this talent that makes a good motivational speaker very rich and successful.

The powerful motivational speaker has an effect on you like that of eating a very rich and tasty dessert. You feel very good and satisfied while listening to them, you walk away feeling like you can overcome any challenge, but when the feeling goes away you are left with nothing but a hunger for more. The only way that a motivational speaker can impact

your life is if they give you the tools necessary to evoke those feelings in yourself at any given time.

I prefer the speaker that teaches how to build the fire no matter how damp the wood, to the one that just lights a fire for the moment, don't you? In other words, it is more beneficial to learn how to generate enthusiasm than to feel enthused by the message of others but with no lasting effect. Then WE are responsible for what happens next. If we do not use what we have been taught and practice our new skills, we will remain just as unsuccessful as we were before we paid so much money for the seminar. This was a mistake that I made for years, all that information and no implementation.

In the networking environment and in the business world in general, enthusiasm is one of the things that help to determine your level of success. If you are offering the same product or service as three other people in the room, there better be something that helps you stand out from the others. The person who is capable of transferring excitement about their product or service has the best chance of being remembered by the prospective client. Have you ever been asked, "So what makes what you do different?" In some cases it is simply your enthusiasm that lifts you above the crowd.

Often you gain a new advocate for your product or service when you successfully transfer your enthusiasm. The receiver will begin sharing the excitement with you and for you. They will tell others about you, your product or service when you are not around. When you achieve this result, I guarantee you will realize a level of success that you may have previously found to be unobtainable.

Seth Godin writes about the benefits of creating an idea or concept that gets others excited. He refers to this as an idea virus. When you present an idea virus to the world, something that really excites, there will be those who catch the excitement and help you spread it to the masses in the same way that a flu infects the population each year. As these people talk to others about what you do, their genuine enthusiasm for it brings others to you. In doing this, you literally multiply your sales force, simply by creating excitement in others. That is transferring the fire within to another in a really big way! Isn't that an awesome concept?

I can't stress it enough: To generate enthusiasm when it doesn't already exist inside of you will require practice. You will need to learn methods that work for you. I would suggest reading or listening to Anthony Robbins. I have learned a lot from him. He provides real methods for changing your attitude, and these methods can be used and practiced to help you to learn to generate enthusiasm any time you need it. Enthusiasm is key. Enthusiasm unlocks the door to prosperity.

The lessons here:

Enthusiasm will make you stand out in a crowd and people will automatically be drawn to you.

When you successfully transfer your enthusiasm about your cause, product or service, you have effectively recruited a volunteer salesperson.

You may have to work at generating enthusiasm when you need it.

6 Spreading the message

Now you know some of the ways that enthusiasm can affect you and your business.

You have a message that you want people to pay attention to. By generating enthusiasm, you will be more successful in spreading that message to the masses.

A last example I will use is the power of television and enthusiasm.

Imagine if you will, you are watching your favorite television program and a commercial comes on at the break. The person on screen speaks in a monotone voice. They have no excitement in their voice or in their expression. They are talking about an exciting new product that will change the world, but they have no enthusiasm whatsoever. How would you react? Would you pick up the phone and order?

A gentleman named Ron Popeil knows the answer to that question. He is a self-made millionaire. He knows that enthusiasm sells. Do you remember the Veg-o-Matic, the device that sliced and diced vegetables? Have you heard the name Ronco or Popeil? In the seventies, eighties, and into the new millennium, Ron Popeil has been the genius behind the television commercial and infomercial that features the host that is so excited that it seems that they are about to pop a vein. It is this type of

enthusiasm that is the secret to Ron's success and has been his method for over 30 years. Remember: The secret that Ron knows and practices is simply this... enthusiasm sells.

Do you have the fire of enthusiasm within or are you holding the fire of enthusiasm inside of you and doing without? Are you releasing the enthusiasm in such a way that it is contagious? If not, it is time to find out why and make a change. Once you have learned to generate enthusiasm, go out into the world and spread the word!

I'll be watching for you.

Summary of Lessons:

You must first believe in yourself before others can believe in you.

If you don't already believe in yourself, you can learn.

Tap into the many resources available to help you return to the self-confidence you were born with.

Practice is the key to change.

Always take a moment to transition and energize before entering a networking environment.

Develop a genuine interest for the people you are meeting.

Sometimes it is better to walk away from a networking opportunity than to walk in with negative energy.

Passion is the key to enthusiasm.

You may have to reach back to recapture the passion you felt when you first began.

Enthusiasm will make you stand out in a crowd and people will automatically be drawn to you.

When you successfully transfer your enthusiasm about your cause, product or service, you have effectively recruited a volunteer salesperson.

You may have to work at generating enthusiasm when you need it.

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Jeffery H. Glaze is the President of [MostCool Media, Inc.](http://MostCoolMedia.com), the parent company of AtlantaEvent.com. Jeff is available to address your organization on various topics related to business networking, marketing, and the power of enthusiasm.

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