

Yes Lives in the Land of NO



Transcript

The Land of NO is a discouraging place populated by frowns, and shrugs, and scowls, and furrowed brows.

Everyone is so solemn, so somber, so deadly serious, you'd think they were expecting the end of the world.

If you have an idea, Naysayers point out how "Oh, it'll never work."

ReNay Sayer: Nope, forget it, no, no, no, ain't going to happen

If you're looking for opportunity, doors are politely but firmly shut in your face.

(Chorus of NO).

If a project excites you, a wet blanket is promptly dispatched.

And heaven forbid you should dream of new possibilities! There are more than enough Soldiers of Stagnation to trample your spirit.

The Land of NO is everywhere...

Woman #1: No.

Woman #2: No.

Man in back: Uh-uh.

Man in middle: No.

Woman in front: Nope.

Man at desk: No chance!

Man in suit: When pigs fly!

Woman #1: Absolutely not.

Woman #2: Uh... no.

Man in suit: Are you crazy?

Woman: What part of "no" don't you get?

Woman #2: Read my lips. No.

Man in warehouse: No.

Man #2: No.

Man in suit: How many times do I have to say "No"?!

You can find the Land of No in businesses, in sales, in government, in organizations both large and small...

And the Land of No is found in other parts of life too.

Looking for housing...

Seeking an education....

Applying for jobs...

Yeah Butts: Yeah, but you don't have the right kind of experience.

Hunting for financing....

NomoMoney mumbling: Insufficient income for mortgage payment... lines of employment... unable to verify...

In romance and love...

Even In family life...

Little girl: No broccoli!

Yet despite all of this, the Land of No is not a place to be avoided. And why?

Because the Land of NO is where YES lives.

Yes Lives in the Land of NO.

But how do we find the Yes?

The Land of NO is so daunting,

so discouraging,

so disheartening...

How do you find your way?

First, understand that finding YES is first and foremost an inside job – inside us, that is.

And it starts with attitude.

What's going on in your own head?

What are your expectations?

If you expect NO, you'll probably get it.

If you expect YES, it's not a guarantee but it certainly increases your odds of success.

And secondly, remember that your approach makes all the difference.

Have you thought through what you want to accomplish?

Have you done your homework and prepared for the objections you're sure to encounter?

Did you carefully choose the time and place to seek your YES?

How you respond to NO is critical.

If you give up after the first NO, or the first few NOs, then it's pretty unlikely you'll ever get to YES.

But if you hear NO as "not yet" or "maybe later" or "I can't give the OK but, uh, keep going because someone else can" then you've got a pretty good chance of finding your yes.

So, once you've got your attitude in gear, you've done your homework, and you're prepared to handle rebuffs, roadblocks, and rejections then what?

Then you begin your quest.

NO has many faces and you've surely meet some of them already:

Lotta Fear – she just has to say NO because she's frightened.

Yeah Butts – he will always point out why something won't work.

Nomo Money – all he can see is dollar Signs.

Don Rock de'Boat and his friend Stan S. Quo – they like things just as they are thank you very much.

And of course, there's Noway Jose and his assistant ReNay Sayer -- for whom NO is simply a bad habit.

Oh, and Red Taype who's just doing his job.

These aren't bad people, of course. It's just that it's always easier and safer to just say NO.

How do you handle these myriad of NOs?

Not all NOs are created equal so you'll need to develop a variety of techniques.

When you're confronted with Lotta Fear, it helps to address the feelings head on.

Hero: I understand how you feel. Let me see if I can just reassure you. Let's go through the pros and the cons.

When you're dealing with Yeah Butts, you need to have answers already prepared to counter his objections.

Hero: I'm glad you brought that up I thought of that too. Here's how we'll be prepared to deal with that....

Yeah Butts: Yeah But.....

Hero: Yep, you're right and here's our plan....

Yeah Butts: Yeah But.....

Hero: Got it. Here's our strategy.

When you're face to face with Nomo Money you'd better be sure you've crunched your numbers and can show a positive financial payoff for YES.

When Don Rock de-Boat and Stan S. Quo are giving you a hard time, you'll need to show them convincingly how keeping things as they are is a bigger problem than changing.

Hero: The world is changing and we need to change with it.

And if it's Red Taype who's your nemesis, show how cutting the red tape will make his job easier.

And finally, if Noway Jose and ReNay Sayer are the NOs you're confronting, the best thing you can do is show them how a YES will benefit them.

Hero: Here's what's in it for you...

People say YES when there's something in it for them. Well, that's true of all our negative characters. You have to help them find a way to say yes.

And finally, remember that you don't have to go it alone! Enlist the support of others. Make friends with people who've traveled to the Land of NO before. They can show you where the hazards and pitfalls are and teach you how to counter each NO.

Learn from those who are skillful at finding YES. If you want what they have, do what they do. For they know the power of positive doing.

"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'Press On' has solved and will always solve the problems of the human race."

Is there a secret to finding YES in the Land of NO?

Well, not really...

The secret is hidden in plain sight.

It's simple but not easy.

If it were easy, everyone would do it.

But if you have what it takes:

Passion for what you want,

Willingness to risk rejection,

Courage to face the unknown

And Commitment to stay the course,

Then the Land of NO is the perfect place to be— for that is where you'll find your YES.