

What Does the Fable, Chicken Little, Have To Do With Attracting Clients?

When you complain without providing a solution, you take away your personal power.

Instead, focus on your choices:

1. Change your Mindset
2. Do Something Different
3. Get Involved and Change It



There's an old folktale called Chicken Little. It's a story about a chicken who believed the world was coming to an end all because an acorn fell on his head.

Throughout the story, he kept shouting, "the sky is falling!"

On his way to see the King to tell him his findings, he focused on telling everyone that the sky was falling and many people along the way bought into the idea that the sky was falling. There are many endings to this story. One of the endings tells of Chicken Little's

demise when Chicken Little and friends met a fox called Foxy Loxy who led them straight to the fox's den instead of the King.

Entrepreneurs can learn a lot from this fable. When things go wrong, what do you do? How do you react? Are you a person who steps it up or are you like Chicken Little and focus on the worst case scenario? It's easy to fall into that whiney state of mind. We all have done it from time to time. Things don't quite go our way and we make excuses.

While complaining is not the same as having a negative emotional reaction, complaining is an active energy. The more you complain, the more you summon your energy to attract something else to complain about.

Think of complaining as your intention – a goal for your future. Do you want the complaint to be your goal or do you want to focus on an outcome? When you complain it takes away your personal power.

Instead of complaining, focus on your choices:

1. **Change your Mindset.** Mindset plays a critical role in developing solutions to our problems. Your mindset will determine your actions every time.

Are you shutting yourself off to other people's viewpoints or taking your eye off your end game because you're so focused on complaining? If you're using words like "I can't" or "It will never work" or "I've tried everything" these are indications of a closed mindset.

Instead, seek out a new perspective. Find an experienced mentor outside of your circle of friends who can help infuse original ideas and challenge you to look at your problem from a different perspective.

Why find a mentor outside your circle of friends? Simple: group think. Every week, I hear a client say, "I never thought of it that way." A mentor can help impart their wisdom especially if they have already experienced the problem you're trying to solve. Be open to their

contributions and when you do, watch as your energy follows the flow of the solution not the problem.

2. **Do Something Different.** Doing something different may not always involve creating something radically new either.

Many of my Entrepreneurial Edge System Alumni will initially say they have a good marketing strategy until they learn the systems approach. When they start putting together their sales flow and how to systematize their marketing, it's like they are looking at how all of their marketing pieces fit together for the very first time. They learn a different approach that brings in consistency into their existing marketing tactics resulting in a continuous flow of pre-qualified prospects and higher conversion rates.

Doing something different does not always involve a severe shift. When we looked at one of my clients marketing practices, we identified several small adjustments to how she was filling her workshops. Within just two months, she ended up with an 80% increase in her client base.

3. **Get Involved.** Some people might say it costs nothing to complain. Respectfully, I disagree. When you don't get involved to change your situation, the cost is your happiness and satisfaction. When you are actively involved, the rewards can help you grow your impact in the world. The Wright Brothers challenged the notion of flying and today the world has been transformed all because they got involved.

As the Master of Your Inner Entrepreneur, if you want to create a life and profitable business you love, pull out that complainer weed. Instead, set your positive intention to plant today what you want to harvest tomorrow.