



Master Class

How to Be a More Successful [Introverted] Entrepreneur

We have created this special Support Guide so that you have clear and easy to implement action steps to follow so that you can get the most from the great tips and tricks Roger taught in the Master Class.

We suggest you print out this **Support Guide** and using a pen or pencil, write out your answers, your comments and your notes. Remember, this is one way to “**Lock in Learning**”.

Section 1: **Make Networking More Profitable and More Pleasant**

1. No small talk – **Only VITAL talk**
 - a. Pick topics you are PASSIONATE about
 - b. Create a list of topics in advance so you are prepared and ready
 - c. Use your introvert talents of insight and observation to ask leading questions
 - d. Have meaningful discussions

2. Don't make acquaintances – **MAKE FRIENDS**
 - a. Make a habit of using Vital talk to create friendships

3. **Help Others**
 - a. Use body language and SMILE
 - b. Give yourself a task to do so that you stop feeling awkward
 - c. Go help people – find someone who looks uncomfortable and go up to them
 - d. Focus on helping that person
 - e. Solve your (new) friends' problem
 - f. Give support – you get more out of it when you give support than when you get the support!
 - g. Focus on meeting a new friend – helping – vital talk

Section 2: The Way YOU Think About Stress Determines Its Impact

- Change the way you think about stress to use it to your **ADVANTAGE** in every situation
- **The way you think about stress determines its impact.** So pay attention to how you are thinking as you get stressed. It can fill you with power or it can sap all your energy/fill you with fear... your choice!
- Try thinking this thought: ***"Thank goodness I am feeling stress - it is helping me to rise up to accomplish the (Entrepreneurial) task at hand."***
- The way to stay on the good side of stress is to think about stress in a good way
- When you feel stress around you it isn't a sign that this is an (introvert) problem, it is a sign that you are human.
- As the Yerkes Dodson chart shows - stress is both our friend and our enemy - learn how to make it work FOR YOU!



Section 3: Combine your Entrepreneurial Talents and Introvert Personality to Create Success

The goal is to recognize when your Introvert side is making decisions that the Entrepreneurial side should be making. And then adjust which role is leading, so that better decisions can be made to increase your income, sales and profit!

1. Take on a role

- a. Everyone plays roles...
 - i. When the phone rings at work we pick it up and go into a “sales” role
 - ii. When we prepare for a presentation we go into a “demonstrating” role
 - iii. When we are instructing staff or customers we go into a “teaching” role
 - iv. When we go to a networking event we go into a “socializing” role
 - v. When we arrive home we go into a “parent-partner-cook and bottle washer” role(s)

2. Keep a log

- a. For 1 day, keep a log of the different roles you play. Try to keep track of the time spent in each role. Use the log on the following page.

3. THEN use the acquired knowledge and understanding to play the best role in each situation

- a. Choose when your Introverted personality should be playing the lead role
- b. Choose when your Entrepreneurial side should be playing the lead role
- c. Whichever role is leading, give it the support it needs to accomplish the goal at hand

