

iCAN ATTITUDE — LESSON ONE

Winning and losing are on opposite sides of the same coin – and that coin is called the iCAN Attitude. But most people don't even know what an iCAN attitude is, let alone how to create it.

The iCAN attitude is a creative > actions > results cycle that begins with my choice of thoughts. As I internalize ideas or become emotionally involved with my thoughts — I create the second stage in forming an iCAN attitude; I move my physical being – mind and body – into an iCAN vibration. My conscious awareness of this iCAN vibration is interpreted as a variety of feelings. The mind is aware of those feelings and ultimately determines whether my feelings will be positive or negative **by my choice of actions**. Those actions if repeated will become habits and will form my character.

My iCAN attitude is a manifestation of my thoughts, feelings, and actions. My iCAN attitude and my results are inseparable. They follow one another like night follows day.

My iCAN attitude means forming positive habits: I will choose my words carefully to reflect an iCAN attitude, which is a master key to attracting, acquiring, and maintaining customers.

My iCAN attitude allows me to teach clients something, which will add-value to their experience with me; I encourage them to respond in kind.

My iCAN attitude only builds value in my brand. These values must substantiate my company's position as a thought-leader in self-care, making me a go-to resource for my target group.

My iCAN attitude will help my clients see their current situation in life through the Five Pillars. Showing them what the future could look like will create the awareness they will require to advance.

My iCAN attitude gives me serenity. I know that at any given moment I could face many challenges and circumstance, most of which I have absolutely no control over. But I make better decisions with the one thing I do 100% control — my iCAN attitude.

If I surrender control of my **iCAN attitude** to what appears to be a negative situation, I will react to that situation. And more often than not, reacting is inappropriate. On the other hand, if I remain objective in spite of the situation — in other words, if I choose an **iCAN attitude** I will respond to the situation appropriately thereby creating a winning situation.

I make up my mind, that right here, right now, I choose an **iCAN attitude**!

"If You Don't Understand People, You Don't Understand Business."

—Simon Sinek