**“I Just Wanted to Reach Out…”**

I think one of the most important lessons I have ever learned in business, heck even in life, was to **Get Comfortable with Being Uncomfortable**. I am sure that most of you have seen this written somewhere. Usually it pops up on my news feed on Facebook a couple times a year or I see it on one of those inspirational posters in the doctor’s office with a cute kitten hanging from a tree or something. You may even be thinking while reading this, “Well of course you do that is the only way you can grow!” But how many of you have actually implemented it in your business?

**Do I Need to Make Outbound Calls?**

I would venture to guess that that most of you haven’t. I am sure that there are parts of your business that you have dipped the tip of your pinky toe across the uncomfortable line. Maybe it is writing that first offer or telling the drywaller that you want the outlet moved 2 inches to the left, but I would venture to say that most of you are not willing to get uncomfortable with one of the key marketing strategies you must use in your business! I am talking about Outbound Calling.

The reason I know most of you aren’t is because it is inevitably the first job that people ask me how to delegate off. My students are always asking for an ad or what criteria they should be looking for in an assistant, a VA or a call center. And I will tell you the same thing I tell them. That is the absolute last job you will ever delegate off in your business!

**What Are You Afraid of?**

What is it about making these calls that makes you so uncomfortable? Are you afraid of getting yelled at? Are you afraid of imposing? Are you afraid that they are going to look up where you live and TP your house?

I can honestly say, I have never really been uncomfortable with making that phone call in my real estate business. I think that it has to do with the fact that fresh out of high school I worked as a collection agent in one of the largest debt collection firms in the country. Trust me, there is no worse phone call you can make then the one where you are trying to collect money! (BTW Joe in Boston, thanks for explaining in detail where I could stick it. I didn’t even know that was humanly possible! 😉) No one wants that call! I have been hung up on, cussed at, you name it, but after everyone of those calls, I had to pick up the phone again and make the next call.

**The 10th Call is The Money Call**

As we all know, marketing is a numbers game. You have to send out a certain amount of marketing to get a certain number of deals to yield a certain profit. What would you do if I told you had to make 10 calls to get one 40K deal. Would you be willing to make the other 9 calls? Even if everyone of them yelled at you and hung up? Of course, you would? What if the number was 20 calls or 50 calls? You definitely would!!!

That is why it is so important to make that shift to pushing past your uncomfortableness. You never know if the 1st call or the 26th call is going to bring you in a 50K profit check. You just have to pick up the phone and make the call.

So if you are ready to start learning how to get comfortable with being uncomfortable, then join us - **CCIA Meeting – visit** [**www.cia-info.com**](http://www.cia-info.com) **for details.**