

Creating Lasting Wealth Workbook

Chapter Two Exercise

What is your personal action style?

Are you the type of person who prefers to take massive leaps or smaller steps to reach your goals? If you're unsure, take a look at your past successes. How did you tackle big goals in your life? Did you create smaller measurable goals or did you jump in with a plan and make it happen? There's nothing to write here unless you feel inspired to do so. Simply take note of your goal setting and achieving personality and remember it when it comes time to take action.

Chapter Three exercise

What are your strengths as they apply to your business?

For example, you may be an excellent chef but unless you're selling your products online that's not a strength which applies to your business. If your business is to provide online coaching for people who want to land their dream job and your strength is goal setting and clear communication then those strengths definitely apply to your business.

Chapter Four Exercise

When you're thinking about your USP, think about what makes you better than your competitors and how your customers will benefit from your product or service.

There's only one catch: your USP has to focus on something that your customer actually cares about. Being different is good. But it's not enough. Your USP needs to communicate what makes your business different in a way that actually matters to your potential customers.

Chapter Eight Exercise

Write down 5 goals you have for your business. Be sure to include how you're going to measure success and the tools and resources you're going to use to test/track the data.

The Art of Negotiation – Learning to Negotiate to Boost Profits and Maximize Returns -
Workbook

1. What types of negotiators have you come into contact with? What was the experience?

2. Practice recognizing and assessing body language. Document your experiences.

3. Practice being aware of your body language and signals. Document your experiences.

The Art of Negotiation – Learning to Negotiate to Boost Profits and Maximize Returns -
Workbook



The Art of Negotiation – Learning to Negotiate to Boost Profits and Maximize Returns -
Workbook

4. Practice building rapport with people you meet. Pay attention to the changes, if any, in their demeanor. Document your experiences.

Chapter Three Exercises

5. What negotiating tactics have you used, if any? How did it work out?

The Art of Negotiation – Learning to Negotiate to Boost Profits and Maximize Returns -
Workbook

6. What negotiating tactics have you come into contact with? How did the negotiation work out?



7. Outline how you can use the laws of influence and persuasion to better your business relationships and negotiations.

Chapter Four Exercises

8. If you have a pending negotiation, at this point, use what you've learned and apply it to your process. If not, try to reconstruct a recent negotiation and see if you can break it down into steps. From those steps see if you can look back and see how the collaborative process might have made a difference.

The Art of Negotiation – Learning to Negotiate to Boost Profits and Maximize Returns -
Workbook

9. Practice recognizing tipping points. Document your experiences.



10. Practice creative problem solving. Document your experiences.

11. Practice recognizing buying signals and getting small degrees of commitment.
Document your experiences.
