

INCOMPARABLE  
**EXPERT**

# **How To Sell Without *Needing* Them To Buy**

A Close Look At Power Positioning

# Warning: This Material is Copyright Protected

Copyright © 2016 [IncomparableExpert.com](http://IncomparableExpert.com)

ALL RIGHTS RESERVED. Unauthorized duplication or distribution of this material in any format is prohibited.

**From: Jason Leister**  
RE: Attracting Clients

\*\*\*\*\*

I never did really well with those school fundraiser contests. I remember the whole school would get together to hear someone talk about all of the great prizes we could win by selling things and raising money for our school.

The prizes were pretty sweet, I recall. But I always knew, even during all of that hoopla in the assembly, that I probably wasn't going to be getting any of those prizes. (For the record, I never did.)

The first reason was that I had a real deep-seated belief that selling was evil—even though I didn't even know what selling really was back then. All I knew was that rich people were selfish and greedy—and that their success was most likely due to screwing someone out of something.

How's that for a bundle of B.S.?

The second reason was that I had no idea how to sell. The only clue I really had for how the process was supposed to go was that someone (somehow) got someone else to do what they wanted. How that happened, I didn't know. But it wasn't good... and certainly nothing that a self-respecting Christian boy like myself would engage in—I was sure of that.

In my home, "selling" didn't have a very high reputation.

Believe it or not, that wasn't the biggest obstacle I faced in the world of selling. The real problem was that I had been wired to live for what really is the *opposite* of selling. I was really a junkie, for lack of a better word. Let me explain.

My drug was something that didn't cost any money. The price was far steeper. I got my fix at the expense of my soul. Because my drug was the approval and validation of others.

I lived my life looking for approval. For someone to pat me on the head and say "*Good little boy, what a nice little boy.*" I needed it to make it through my day.

All those straight As? I got those As because I was scared to death not to get them. What would people have said? What would they have thought?

If you've ever become addicted to this drug of approval, you already know how much damage it inflicts on you.

**Something or Nothing? Why**

## “Need” Takes Up So Much Space

You might not have ever thought about it, but **need** isn’t nothing. It is actually a thing. It takes up space. It fills your body, mind and spirit, if you allow it. And when you are full of this, there is no room for you to attract anything else.

Need is actually some-thing. It fills the space inside you that might otherwise be made vacant to accept something else into your life.

This is why walking around the world in a state of need never gets you anywhere or any thing. There’s no place to receive anything, so you end up with no more than when you started.

If you’re going to go to all of the effort to attract clients with smart positioning, it makes sense you’d first make an available space for them. That’s why I always make such a big deal about eradicating the feeling of need from your being.

As I mention in the Big Self Blueprint, at the end of the day, we’re all looking for love. Money represents that to some of us. Clients represent that for some of us. But no matter what that energy looks like on the outside—no matter what form it takes, it’s just love we’re all looking for.

So most of humanity is going through life looking to get the love they never received. You might think this sets us up for a mushy moment where we all wallow in all of the challenges we had as children. We can talk about all of the love we never got. We can tell the stories that explain why that happened and how that is to blame for our what’s happened in our life.

But that doesn’t do you any good. It certainly doesn’t do me any good.

So let’s take a more productive road. The road where we all understand that love is something we must learn to give ourselves. This is probably the most important life skill there is. Because if you can’t give yourself the love you want, you’re never going to be able to receive it from another.

I wish I could say all of this was my idea. But it wasn’t. I’m eternally grateful for learning all of this from Michael Brown’s *The Presence Process* and other books he’s written. If you haven’t read any of his writings, you are missing out in a major way.

But what does this have to do with client work? The short answer is everything. Because learning to give yourself the love, approval and validation you so desperately seek from others is step #1 to eradicating that feeling of “need” from your being.

This is the work you do first, to prepare the way for attracting clients. If you skip over this step and move right to building your client attraction system, you’re going to run into problems. You’ll frustrate yourself to death because you’ll start attracting clients you aren’t prepared to deal with. You’ll screw things up in an unending number of ways. Yes, clients will be coming into your world, but they’ll be leaving just as quickly.

You’ll be repelling them, because you’ve skipped over the foundation work. Your unfilled “need” will send them running.

Learning to **give** yourself what you are craving from others is an amazing skill to develop. When you can do that, you can walk around attracting clients into the space that is now available.

So let's move on to attraction...

### Opposites Do Not Attract

Have you ever noticed that some of your clients really drive you nuts? That they know just where your hot buttons are? The ones that really get you steamed? Have you ever wondered why this is the case? What are the chances that you'd end up working with clients who really know all the specific ways to drive you nuts?

It's not chance actually, it's just energy.

We attract those with energy like the energy we are giving off. Because of *The Secret* and all of the *Law of Attraction* stuff, this probably is not a new idea to you.

Like attracts like. We get what we are. So if you're living in a state of fear, you attract more fear. If you're living in a state of abundance, you attract more abundance.

If you've grown up with a certain emotional wound, you're going to tend to attract people with a very similar emotional wound. They will *feel* that in you (even if they know nothing about you) and will resonate with that.

In terms of clients, we tend to attract clients with energy similar to ours. This is why some of those clients annoy the hell out of us. The reason we find what they do so annoying is that it reminds us of ourselves.

More than that, the stuff that annoys us **most** is often the very same list of things we most dislike about ourselves.

(This is why I tend to view these annoying clients more as "teachers" than anything else. They are showing me my very own opportunities to grow. They are actually quite valuable if you view it that way.)

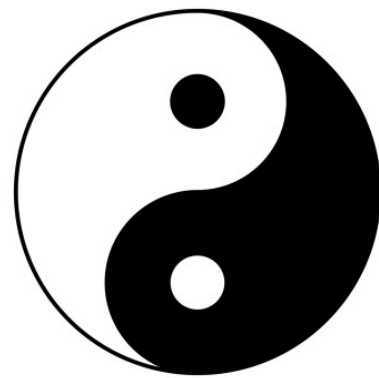
And people wonder why we service providers can go nuts?

So if we attract those who are like us, what does that do to the old maxim that "opposites attract?"

Well, both can't be true right? So what's the explanation? How can two poles of a magnet attract each other if they're opposites? Doesn't like attract like?

I didn't understand the reasoning behind the answer to that question for a long time. But I think it's important to go through this so you are very clear about how the attraction process works.

With clarity comes the ability to make better decisions.



## The Secret is Polarity

We **do** attract what is like us. And opposites **do** attract. But when we're talking about opposites, we're talking about different polarities of the same substance!

Take black and white for example. Black and white are "opposites." But really, they are the two poles of the same thing, which is color.

White is the presence of all colors. Black is the absence of all colors.

Again, I wish I had figured this out on my own. I didn't. But I found the answer. For a good explanation of this (and one I found very helpful) read this article:

[http://www.yourdivineinheritance.com/Law\\_of\\_Attraction.html](http://www.yourdivineinheritance.com/Law_of_Attraction.html)

An important sentence from this article: *"like and unlike are the same; opposites are identical in nature, but different in degree."*

On one level, it's deep. On the other level, it's pretty simple.

**The bottom line is this:** You're always attracting things (clients) towards you that are LIKE you, although they may be different in degree (polarity).

A very obvious example of this is the attraction that is between the masculine and the feminine.

If you've never read David Deida's *Way of the Superior Man*, you might look it up. It's one of those books that will probably offend 80% of the people who read it, at least a few times, even in the first few pages.

Women, you might find it valuable. I don't know. But for me, it's basically the manual that I wish I had been given back when I was 18. It's a quick rundown on how to be a man and stand in your power... and what that even means.

According to Deida, it's the POLARITY between the masculine/feminine that creates the attraction, the passion, the PULL. This polarity is caused by the varying degrees of energy. Think of the most masculine man, think of the most feminine woman. The difference between those extremes is polarity. They attract each other.

*(Note this has nothing to do with men, or women. it's about energy. Women can have masculine energy, men can have feminine energy.)*

I enjoy books like Deida's because they **challenge**. They force you to open up and accept new ideas or to shut down and reject them. Over time, you become very aware when you are "shutting down" and refusing new ideas simply because they're new. You can see yourself acting dumb after a while. :)

I still remember the first time I relayed some of the ideas from that book to a friend of mine. She said, “*That’s exactly what kind of man we woman want...*” Dang!

The book focuses on relationships between the masculine and feminine and what governs the attractive force between them.

But understanding how the energy works can do much for you in your work with clients. It’s all energy after all. And learning how it moves gives you a huge advantage.

### **The Clients in Your Life Are Not a CAUSE, They Are An Effect**

The reason we’re digging deep into all of this stuff is so that you can make smart decisions about **where to place your focus and energy** when it comes to getting clients.

Most service providers place their time, attention and energy “out there,” outside of them. Then they wonder why nothing changes—they don’t have a clue why the clients aren’t showing up.

After reading this report, however, you’ll know that the only thing that does any good to begin attracting great clients is to focus your time, attention and energy on the **source** of all of your future clients: **that is the energy that you are putting out into the world.**

This isn’t mysterious and it’s in no way mystical. It’s just science and energy. That’s what powers everything in our lives—energy.

### **This Isn’t About Sitting Around, It’s About Taking Action to Create the Highest, Best Impact**

So just in case you think this report is going to go the way of *The Secret* and gently imply you can sit under a tree and attract the life of your dreams, don’t worry. That’s an easy idea to sell, unless you want to sell something *else* in the future to the same people. You can’t burn bridges like that and expect them to come back.

So you can be confident that the path I’m talking about here involves some work.

Nothing much happens without action, as you’re probably well aware. But it’s the **energy fueling** that action that makes all the difference in terms of what comes back.

If you go out looking for clients with an intense fear that you’re never going to find clients, well, that’s probably exactly what you’ll get.

So the goal, from my view, is to make sure that the energy you are offering out to the world is going to attract the type of stuff you actually want. The marketing package you wrap yourself in needs to be based on the right things.

### **Being Your Big Self In a Little Self World**

This is where we get to the part about the Big Self. If you haven't seen the [Big Self Blueprint](#), here's what you need to know.

Inside your being, there are two versions of yourself. One is the scared, sheep-like version that's looking for validation from others. The other version is your best version of yourself. It's the person you were put on this planet to be. This is what I call your **Big Self**.

Your small self contains all of the parts of you that feel need. Your Big Self needs nothing.

Your small self is what keeps you from speaking up for yourself with your clients. Your small self doesn't want to "lose the business."

It's responsible for all of those clients you've had that just don't respect you. It's responsible for those clients who treat you like a slave instead of a professional.

Your small self is quite talented. Unfortunately, it's talented at all of the wrong things.

If you have clients that suck, know that **you** attracted them. Polarity and attraction are unbiased things. They will attract the bad just as they attract the good. You are the power that determines which energy is put out there. You are the power that determines what gets attracted into your life.

That's why digging out your Big Self from the rubble of our brainwashing is so important. Your Big Self contains the right flavor of energy to attract great clients.

This Big Self is the source of everything good that's to come in your future. It is you operating at your full potential. It is you living as your best self.

As you go about creating the systems and processes in your business, it's the energy of your BIG SELF that's going to attract what you want into your life.

And it's that energy that forms the foundation of your POSITIONING in the marketplace.

### **A Slightly Different Take on POSITIONING**

When you're selling yourself, mastering the art of positioning is pretty darn close to magic. One service provider, positioned well, will attract great clients, be paid high fees, and have excellent working relationships with clients.

The service provider who is not properly positioned (in the mind and body of their client) will not fare nearly as well.

This is true even if both service providers are equally skilled at their service.

The difference is positioning.

But what exactly is positioning?



In my experience, it's simply the position you hold in the mind and body of your prospect or client. There's a lot wrapped up into that. But basically, there's a certain combination of thoughts, feelings and ideas that the world has about you.

When you are a solo service provider, "positioning" makes an enormous difference. The good news is that you can exercise a great deal of control over this "position." It comes in two basic flavors: One based in authenticity and one that's not based in authenticity.

In other words, you can position yourself as the best version of who you are, or you can position yourself as something you're not.

I do my best not to judge the choices of others, so feel free to choose whichever path works for you. Each path comes with its own set of consequences.

I **can** say, that from a practical business building perspective, making yourself up into something you're not only works for so long. Eventually, the authentic you will make itself known.

I prefer to make that part of me known from the beginning. In fact, I prefer to use my authentic self as a strength, not something to hide. That would be my recommendation to you as well.

The reason this works so well is that your authentic "Big Self" already makes you unique in the marketplace. Surely there are parts of it the market will find more attractive than others. But the core of your uniqueness (U.S.P.) is already baked in to who you are. The work is to uncover what that is and learn how to communicate it effectively.

### **POSITIONING Goes Much Deeper Than the Level of Thought**

You can find a lot of books focused on helping you with "positioning" yourself as a service provider. Some are full of dos and don'ts. Others give you a laundry list of things to consider that help you stand out in your marketplace.

While those approaches might help some, I think they don't really get to the meat of what's responsible for attracting things into your life. They stay in and around the level of thought, as though you can "think" yourself to the goal.

They focus on the surface of what you look like to the world, but they don't dive deep into the source of what determines that look.

Worse than that, they walk you through a process of positioning yourself in a way to be accepted by the marketplace. To kind of "reverse engineer" what you have to look like in order to become attractive.

I think life is too short to do this. And to me, it screams "need" at a very deep level. You are manipulating yourself in an effort to be attractive to others. This type of action is fueled by the wrong motives and it will work against you. Because even though you won't **see** the need, the people on the outside will be able to feel it.

And they will find it repulsive. Or worse, it will actually *attract* those who share the very same energy. These folks, dear Reader, are not the clients you want. Trust me.

### **Seeding Your Big Self Into Everything You Do**

Positioning then, is the process of seeding your Big Self into every area of your business. This includes your website, your marketing materials, your phone message... everything.

You are consciously and deliberately **baking in** the energy that's going to attract the right clients to you over time.

There are many benefits to going through a process like this. One of the most powerful is that one day, most likely when you least expect it, you're going to catch yourself actually **believing** in your Big Self.

You're going to "slip up" and actually believe for yourself, the very thing you are working so hard to have the world believe: that you are far more talented, powerful and capable than you think.

You're going to forget about all of your fears, insecurities and needs and feel the power of the person you're really supposed to be. Once you feel that for the first time, you'll be forever changed.

You just watch, it'll happen...

"Positioning" is not an exercise you do in front of a whiteboard for six hours on some Saturday. It's a process that you live. It's a process that never ends. It's a never ending journey to UPGRADE the energy that you are carrying around with you through your life.

After that, it's about action. And plenty of it.

### **There Are Two Ways to Pursue**

One is out of need, one is out of desire. Those are two very different energies. **Wanting** something is strong... **needing** something is weak.

This means that attracting things can be a proactive pursuit provided you do it out of desire and not out of need.

You can sell hard as long as you are clear (and you make it clear) that you don't need anyone to buy. You can market hard as long as you are clear you don't need anything to happen because of it.

If you think that sounds crazy, I just challenge you to try it.

This is basically a complete detachment from the results on an energetic/emotional level. This is not just a neat thought. It's a feeling. You want to make sure you understand how these

things FEEL different. Think about those two paths (desire vs. need) for a moment and let the FEELING of each one really sink into your gut.

But aren't results the only thing that matters in business?

Sure. But that doesn't mean you have to care about them. In fact, the best way to get results is to focus on your actions and stop obsessing about what does or does not happen.

Ultimately, you have little control over outcomes. You have 100% control over inputs.

### **Power Positioning Made Simple**

I've been working on all of the things we've just covered for quite some time. It's a process. So if you're at the very beginning of the process, it might seem totally overwhelming.

First, understand that you're where you're at for a reason. It's a gift, not a punishment. Don't wish you were somewhere else, you never will be.

Second, this is work you must do for yourself. Apart from showing you the path, there's not much anyone can do *for* you.

You must do the walking on your own.

The benefits of making this journey, however, are immense. And they extend well beyond your business life into just about every area of your life.

So here is a brief recap of the roadmap....

**STEP 1:** Understand that "like attracts like." You get what you give. You attract those with the same underlying energy as that which you are emitting. If you emit need, you will attract those who need. If you emit power, you will attract power.

**STEP 2:** Get a clear picture in your head of WHO your "Big Self" is. What does this person act like? Talk like? Walk like? Feel like? Build a clear picture of this individual. The more detail you can add, the better. Visualize this person in your mind and focus on this person on a regular basis. What you are looking for is to develop an understanding of the **energetic signature** of this individual. That's a fancy way of saying that you want to develop a feeling for the type of energy this person is giving off.

**STEP 3:** Seed the energy of your BIG SELF into every system in your business. Your writing, your speaking, etc.

**STEP 4:** Over time, develop the discipline to begin to **act** as your BIG SELF in the real world. At the beginning, you might have to do this in spite of what you might be feeling. But this person IS in fact you. You're not faking it. But it's the version of you that's been covered over by years of crap. It's in the best interest of "the system" that you never uncover this person. If you're anything like me, that's motivation enough to get it cleared out :)

**STEP 5:** Take action and never stop. In other words, do the work to build your business. **THIS** action will produce results entirely different than the actions you've taken before because it will be flavored with the energy that can actually attract what you want. It's important that all of this action not be flavored by your need for a result. One quick way to eradicate your need is to figure out how to make your "marketing" about helping people. It's impossible to "need" and dispense help at the same time.

The quickest way to attract better clients is to "upgrade" your energy. You're not broken though. And there's nothing to fix. This "energy" is already inside you. I bet you know that. And hopefully, at a point in the very near future, you're going to be able to **feel** it as well.

Once that happens, your world will start to shift in amazing ways.

If you have any questions or comments, please don't hesitate to send them in.

Sincerely,

**Jason Leister**  
[IncomparableExpert.com](http://IncomparableExpert.com)