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CHUCK TALK: The real answers to your success are in the heart

Taking a dive into 'Lake Me' will tell how serious we are

BY CHUCK MACHE

If you knew that swimming in this particular lake would provide you with all of the answers that you could possibly ever need to be a tremendous success in your business life, would you jump in?

Before you answer, let me tell you that the name of the lake is Lake Me. And in Lake Me lives the truth about how you can take your business life to levels that you've only considered. But to survive in Lake Me, you must deal in the truth, because if you don't, you will merely tread water for as long as you can, and then eventually drown. Would you still jump in? If the answer is yes, then read on.

So much is said and written about understanding your customer. I write and talk about it all the time. You certainly need to develop a profile of the customer that best fits your model. You have to understand the best way to attract those customers. You definitely better have a plan to understand their needs.

You have to be able to understand their pain points and determine how you can make that pain go away for them. There is no doubt that you had better have a complete understanding of the customer you are trying to attract and then build your entire marketing world around pulling that customer toward you.

You can find "how to" information everywhere on that subject. Better yet, go find the very best and mirror some of what they do.

Some questions are easy

But that's all surface stuff, really. At least compared to what lies beneath in Lake Me. Walk to the edge of the water and put your toe in. Instantly you are asked these three questions:

- What are your goals?
- What is your plan to achieve them?
- What stands in the way of achieving them?

You quickly answer those questions. You've heard them for years, answered them for years. You ask yourself. "So what's so different about Lake Me?" It seems like your usual cozy place to swim. Then you wade up to your waist and suddenly you are hit with these questions:

- Do your goals really mean more to you than the paper they are written on?
- Are your actions really supporting the pursuit of your goals?

- What are the consequences if you don't reach your goals?

Deeper questions about self

The water seems a little colder now and you become certain that Lake Me is not your typical "fun in the sun" swim fest. Even so, you turn to your right, and while your feet can still reach the bottom, you do a little half dive into the water and come up standing. Completely soaked, you are asked these questions:

- Are you being completely honest with yourself?
- Are you willing to make the real sacrifices necessary to reach your goals?
- If your answer is yes, then why haven't you?

You look around and you see that there are many like you who have just taken a quick dive under and come up. Many have a perplexed look on their faces as they stand pondering the questions.

Most of you turn and head back to shore thinking to yourself that Lake Me is nothing special. You've heard it all before. It's not that nice of a day for a swim, and, you forgot to put sunscreen on anyway. Also, if you've been in one lake, you've been in them all. You have things to do.

And a handful turn the other way, looking out toward the water because they want to know more. Sure they know they need to have product knowledge, understand their customer thoroughly, and have a solid marketing plan to attract customers.

Sure they know that their goals need to be meaningful, believable, and attainable. All this they already knew, just as they knew they could find these answers in the shallow part of the lake, somewhere between a toe in the water and being in waist deep.

Then they dove in and began swimming deeper and deeper into Lake Me. And then there was one final question that was put before them as they dove to the bottom:

What's really in your heart?

Answer that question and you will understand Lake Me.

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Chuck Mache, President of Chuck Mache Communications, is a speaker, executive coach, consultant and author of "The Four Kinds of Sales People: How and Why They Excel and How You Can Too." He is also a featured expert on the top-rated Entrepreneur Magazine Radio Show in a segment called "Chuck Talk" (online at www.EntrepreneurTalkRadiocom). Learn more and sign up for Chuck's complimentary monthly newsletter at www.ChuckMache.com.