

Monday Morning MOTIVATION

Positive self-talk for people who care about customers

Introduction

It's great to have a supportive boss, be part of a strong team and have family and friends that cheer you on. The encouragement that comes from the outside most definitely *feels* motivating. But the bottom line on what motivates you is YOU. With the pictures and sounds you form in your head, and the sensations you feel in your body you create your own version of reality anew every day.

The mind is a virtual reality machine. It can't tell the difference between that which has actually happened and that which you vividly imagine. It will do what you tell it to do with the set of instructions you give it with your self-talk.



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When the little voice in your head says, "*I can, I can, I can do it!*" You will most likely be able to do it no matter what others say. *Your word* is pretty influential. As we like to say, "The behind follows the mind."

But when the little voice says, "*I can't, I can't, I can't.*" it takes a *whole* lot of encouragement from the outside to overcome whatever is holding you back.

You are in charge of motivating you. You are the CEO of your own life; the author of your own play; the architect of your own garden.

Think about the things you love to do. It doesn't take much work to motivate you to do them. You either remember the last time you participated in that activity or you imagine doing it in the future. As you create the picture and sounds and feelings of being there – surfing, swimming, singing, cooking or throwing a Frisbee – you create a desire. You desire something that has value to you.

The higher the value, the higher the motivation.

One sure way to get motivated to do something is to see the *value* in doing it.

Anyone who "touches" the customer has a unique opportunity to create customer happiness. You are the moment of truth. You make the difference. Depending on your skill in communicating, negotiating, solving problems and dealing with conflict, you evoke a set of feelings in the customer that will either be felt as "positive" or "negative."



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The more positive experiences you put out into the marketplace, the more profitable your company will be. **The more deliberate you are in delivering your best every day, the more successful you will be in your work and your life. You are responsible for creating your own success daily.**

Monday Morning Motivation messages will help focus your attention on a single customer focused INSIGHT. They will suggest some SELF-TALK that will motivate you throughout the week. They will encourage you to be creative with an IDEA stimulating question or two. Once in a while, we'll include an appropriate link or resource.



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Every week you'll get one short page like the one following – read it on the first day of your week and use it as tool to keep yourself motivated, happy and successful. Print it out, write your ideas, share them with others and save them in a binder. After several weeks you'll see that you are creating a manual of great customer care habits. Practice makes profit! [Sign Up Now!](#)

JoAnna Brandi's

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This Week: Mind The 'F-Factor'

Good Morning!

This Week's Insight is ...



The Customer's experience is made up of all the Feelings they have as a result of interacting with your organization at any touch point. Their experience is based on their perception of the value you deliver ~ whether that value is tangible or intangible. Customer Happiness comes from over-delivering!

This Week's "Self-talk" is ...



I enjoy making customers feel good. I know that when I make someone feel good, it makes me feel good too. Since like attracts like, I know that when I put positive energy out into the world it will come back to me.

This Week's Idea Generator is ...



Make a list of all the positive emotions you know.

See if you can name a dozen different emotions. How many do you know how to create?

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