Go for No!

*This week I have the special opportunity to review **Go for No!**, written by Richard Fenton and Andrea Waltz and the tenth of fifty-two books in the **52 Personal Development Books in 52 Weeks** series.*

Andrea actually contacted me a couple weeks ago and asked if I would take a look at this new book that they've just written and include it in my series. Agreeing to review it, they promptly sent me a copy of their book.

In the spirit of *The Richest Man in Babylon* by George Samuel Clason, **Go for No!** uses fiction to impart the authors' lessons. It's important to note that although it is fiction, it is based "to a great degree" on Richard Fenton's life. Let's take a look at the back cover:

> **Sticks and Stones May Break My Bones, but "NO" Can Never Hurt Me!**
>
> *That's the lesson twenty-eight year old copier salesman Eric James Bratton is about to learn. And he's going to learn it from the most unlikely of mentors — himself!*
>
> *Imagine going to bed one night, then to awaken the next morning in a strange house with no idea of how you got there. Only this house doesn't belong to just anyone — it belongs to you…a wildly successful future version of the person you might one day become, providing you are willing to start doing one simple thing.*

As is customary before I read, I quickly skimmed through the book to get an overall feel of its content and layout. At first glance I was a little disappointed because it seemed to be a book written exclusively for motivating salespeople. However, after reading it today (it took me under an hour to finish), I realized that although *it is* intended for salespeople, it has some deeper and more profound teachings for those

who open their minds to it.

This week, I'll uncover some of these teachings as we delve into **Go for No!** So stay tuned…

Go for No! *is the tenth of fifty-two books in Life* [Training](#) *- Online's series* [**52 Personal Development Books in 52 Weeks.**](#)

Go for No: Chapters 1 - 9

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It is here, in the first nine chapters of the book, that you're introduced to Eric James Bratton — a less than stellar twenty-eight year old copier salesman. He's coasting along in life, as so many of us do, never realizing or coming close to hitting his potential professionally. But life as he knew it, was about to change forever.

One night as he was dreaming, Eric slipt from his bed, hit his head on the nightstand and awoke to find himself not only in an entirely different place, but a whole other time! There he was, 10 years into the future, where Eric found himself in the most unusual of circumstances — coming face to face with a much healthier, wealthier, happier and overall better version of himself.

Despite the plausibility of messing with the very fabric of the space-time continuum, meeting myself ten years from now, would be quite fascinating. Reading these few chapters made me think of the Rocking Chair Test that many self-help gurus like to extol. If you've never heard of the Rocking Chair Test, it basically involves picturing yourself years ahead, sitting in a rocking chair and looking back at your life. What things are you proud of doing? Who were the most important relations in your life? And did you spend enough meaningful time with them? What things, would you have had to do to have no regrets? etc.

The ability we have as humans to imagine ourselves in a future state can be a very beneficial tool in improving our lives. The authors of **Go for No!** are on to something here. Instead of going to the future and looking back at a life already lived. What if you could travel ten years into the future and meet a healthier, wiser, more successful you? What kind of questions would you ask yourself? This makes for a great visualization/creativity exercise.

For example, as you go to bed at night, visualize meeting a future, more successful you. Ask your future self what it was that got you there. What things needed to

change in your life in order for you to reach that level of success (whether it's your health, knowledge, financial state, whatever). As I've begun to do this (since yesterday), it has already opened up areas of my life which I see as opportunities for growth and change.

So what kind of questions would you ask yourself? This is exactly what Eric has the opportunity to experience. We'll continue with more of the story tomorrow…stay tuned!

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Go for No: Chapters 10 - 18

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Yesterday we left off with Eric having somehow traveled ten years into the future (aging 10 years along the way) and meeting up with his alter ego.

Being that this book is fiction, it takes the first nine chapters just to set up the plot and character sketches. to Today we finally get into the meat of the book — the lessons which you've been waiting for that deal with your own personal development. (After all, *this is* the **52 Personal Development Books in 52 Weeks** series, and not *52 Fiction Books…* series. So let's get on with it…

At the start of chapter ten, we find our intrepid time traveler Eric meeting up with his 10-year-into-the-future successful self in a restaurant. There, they both discover that their lives had seemed to run in perfect parallel up to their college years, when their paths diverged. It appeared that while working in retail sales, the successful version of Eric had a life-changing event.

In a chance encounter with a district manager, Eric was told, **"your fear of hearing the word 'no' is the only thing standing between you and greatness."** For the successful Eric, this was life changing. He came to the realization that instead of following the paradigm which most people seem to follow — seeing ourselves as standing in the middle of success and failure, and that we should do everything in our power to move toward success and away from failure — he learned that failure is a necessary step on the way toward success.

A great majority of us, when confronted with failure, tend to turn around and go the other way. We don't see that just beyond the point of failure lies success, waiting with open arms. **The willingness to fail is what "set[s] successful people apart from the masses."**

The Five Failure Levels

Continuing on with the lesson about failure, Eric further learns that there are actually multiple levels of failure: (I found this to be one of the most insightful parts of the book)

Level 1 - The Ability to Fail: Everyone of us has the ability to fail. However, what keeps people at this level is the intense desire to avoid failure at all costs. Very few people, who stay at this level, accomplish much in life.

Level 2 - The Willingness to Fail: People who belong to this level have come to *accept* failure as necessary in one's path to success. A person at this level will tolerate failure just long enough until they get what they *need* in life.

Level 3 - The Wantingness to Fail: Here's where a shift begins to happen. *Wanting* to fail goes beyond mere acceptance and tolerance of failure. Instead, this desire to fail comes about because you believe that personal or financial growth will be the direct result. When you can get to the point where failure becomes fun, real success will begin to happen.

Level 4 - Failing BIGGER and Faster: If you believe that failure is good and failing faster is better, than you've arrived at this level. Moreover, if you plan to fail often, why not go for those big goals that are worth it!

Level 5 - Failing Exponentially: This level is set aside for those who can motivate and move others to action. They teach others the principles of failing often and big, thereby multiplying their efforts.

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Go for No: Chapters 19 - 29

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Setting "No" Goals

The final chapters are definitely more applicable to salespeople. They deal extensively around setting goals to increase the number of "no's" or rejections you receive on a day to day basis. The theory is, by focusing on hitting your "no" goals, you look forward to failure (which is a good thing if you read yesterday's post) and as a result you'll actually have more success.

The reason is, most salespeople focus on their "quota" that must be met for that month, week, or day. When that quota is reached, the average salesperson slows down knowing they are now "safe" because they've reached their goal. Excellence in salesmanship is never reached this way. Instead, when one focuses on increasing the number of rejections or "no's", they will as a direct result increase their rate of success and thereby improve their overall performance.

Can we apply this to general personal development? Absolutely. Let's take weight lifting for example. I recently finished the **Body for Life** program. In the weight-lifting portion of the program, one of the key factors is trying to hit your point of failure. Muscle, when pushed to failure, will by necessity adapt and grow. Although difficult, if you can frequently hit those absolute failure points in your workout, your progress will be much greater then simply hitting your repetition and weight "quota". So making a goal to increase the number of failure points in your workout will be very beneficial to your increased improvements.

Obviously this doesn't have universal applications. For example if you're trying to quit smoking, then going for failure — by increasing the amount of cigarettes you smoke — will be counterproductive. However, it applies perfectly to sales. And I don't mean just for salespeople. This could be applied to selling your own business plan, to selling personal services, to increasing your referrals if you're involved with

network marketing (like **Agloco** for example 🙂) and so on. If their is anything that you're trying to "sell" then going for no is a great strategy.

So what ever happened to Eric Bratton? Did he ever return home? Did he take the lessons he learned from his alter ego and create for himself a successful life? I don't want to spoil the ending so you'll have to read the book to find out for yourself…

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Go for No: Final Thoughts

*This week I have the special opportunity to review **Go for No!**, written by Richard Fenton and Andrea Waltz and the tenth of fifty-two books in the **52 Personal Development Books in 52 Weeks** series.*

As a disclaimer to my previous posts on this book, I'm probably not the best person — being that I've never been in sales — to provide a real-world review of the book. However, the concepts are easy enough to grasp if I ever need to present a business plan, etc.

Does it have personal development applications? Yes…with a stretch 😊 . Interestingly, the one concept from the book which became the "golden nugget" for me wasn't even part of the book's lesson. And that is visualizing myself having a meeting with a future successful version of myself 10 years down the line and picking his brain.

As far as a content-rich book, I think it's lacking. The authors use the entire storyline to stretch a sales concept that could be summarized in one sentence: **make goals to fail big and fail often**. But notwithstanding, if you're in sales, this should be required reading. And it may just be the one piece of information that you need which will bring you wild success.

If this is the information you've been waiting for, then the $12.00 purchase for that tid-bit is a no-brainer. Otherwise, look elsewhere.

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