



9 SIMPLE STEPS TO GET

FOCUSED REFOCUSED & UNSTUCK

BY MATT MANERO



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Being unfocused and “stuck” inside our lives and careers is real. It happens to the best of us and it can crush our momentum and our success, if we let it. Recently, I set out to help employees within my company, Commercial Fleet Financing, Inc. (CFF), with a roadmap to help them get focused, refocused or for my high paid veterans, become realigned with their purpose so they can start to take their lives to the next level. Now I’m sharing this roadmap with you.

At CFF, our mission statement states, “CFF exists to help ourselves reach our full potential”. This concept of potential eluded me for many years. I thought I was trying to out run my competitors, my neighbors, my old man, and even some of my friends. Eight years ago, I realized that my competitive nature was misguided and came to the powerful understanding that the only thing I needed to out run was my potential. Our company has grown 600% during those 8 years and in 2018, we will do over \$150,000,000 in business.

Along the way, all of us has been frustrated, desperate, disheartened, unfocused and downright bummed out. So this quick roadmap can help all of us recognize it, address it and get past it. The next 10 pages are the roadmap. This simple roadmap is laid out so your team, your staff, your family and, most importantly, YOU can follow it to get away from feeling stuck and get back on track. We only have one shot at this thing called life...

Let’s get after it and get back on track. We start now.



REMEMBER WHEN YOU WERE BROKE

It is never difficult for me to remember the early days of my career, when I was broke. I'm talking busted broke. Down to my last \$40 on a Shell gas credit card broke. I used that last \$40 to buy milk and cereal and then made a commitment to myself to never being broke again. When I remember those days, I instantly remind myself that I will never go backward. I will never allow myself to return to that mindset, work ethic or financial situation.

You must do the same thing. If focus is eluding you, take a minute and remember what being flat broke felt like. Look at it like this...if your child needed food or medicine, would you be unfocused? Would you be frustrated? No, you would not. You would be laser focused, achieving whatever you needed to achieve to put food or medicine on your table.

Now, mentally focus on returning to your lowest point for just a minute. Remember how difficult it was, and now commit to never returning to that situation. Your focus will improve...instantly. In reality, most of us get unfocused because we get a little soft. We get a comfortable. We stop doing the things we used to do that got us out of being broke. You know it. Your daily effort, calls, visits, dressing for success, and overall intensity has waned a bit.

Knock it off. Each day you must focus on getting back to the basics. Doing this will help you get out of your funk and get back on track.



VISUALIZE YOUR FUTURE & COMMIT TO YOUR POTENTIAL

I believe that the next thing you must do, after remembering when you were broke, is take some time and visualize your future, before it happens. Take some time to sit back, put your feet up and just think about your future. Ask yourself the following questions: Do you want your future to look like your past? Can you really live another 1, 5 or 10 years, with the same situation you currently have? Chances are you answered no to these questions. That is why you are stuck and why you need to get either focused or refocused on getting your life to the next level. Either way, it starts with the same simple process.

So let's start. Kick back, put your feet on your desk, close your eyes and start to dream. Don't worry about how you will make your future happen, or how you will afford it, just see it. See it in full color. The views, the sounds, the emotion, the happiness, the love. Soak it all in, because the next few pages are going to help you either get focused or refocused so you can achieve a life that, up until now, you've only been dreaming about.

BONUS TIP: Don't worry about how you will get to your future. Your subconscious mind, the action you take and maybe even a little luck will take care of that. The key is to set the plan of your life in motion which starts with visualizing the life you want, before it happens.



TALK IS CHEAP. WHO ARE YOU WATCHING, READING, & LISTENING TO?

I love asking this question to people who are stuck. “Who are you watching, reading or listening to?” In almost all cases, their answer is “no one”. Presto...no wonder you are stuck. As humans, we need connection. Real connection. Connections that come from talking, moving, sharing, visiting, touching, reading, talking or speaking. Think about it, you are often most happy when you are engaged in one of these activities.

Therefore, one of the most common reasons we lose focus is because we lose connection. We have not had a good laugh. We have stopped working out. We have stopped doing date night. Or, quite simply, we have stopped watching, reading or listening to people that make us feel motivated, skilled up or inspired.

The third step to getting focused or refocused is to ask yourself this question and, if you don't like the answer, fix it. Pick up the book. Pick up the weights. Re-enroll in the crossfit class. Stream YouTube videos of people that inspire and motivate you. Who you are reading, watching or listening to matters...BIG TIME!

BONUS TIP: Commit to using your work commute better. Each day, on your way to and from work, commit to streaming inspirational books or videos. Commit to watching, reading or listening to better content for one week and watch how quickly your focus, energy and happiness comes back.



REDEFINE YOUR IDEAL “TARGET” CLIENT

In my first book, “THE GRIT” I regale a story of the 3 types of bears that hunt in Alaska. The 3rd type of bear is the one at the end of the stream, fighting against the seagulls, the foxes, and the rats to find scraps of salmon to nibble on. They are skinny, hungry and scared. This is the same thing that happens when we lose our focus in business and our careers. We lose focus on the big catch...OUR IDEAL CLIENT, and we end up working with anyone who doesn't tell us to go “pound sand.”

At CFF, our ideal client is perfectly understood by everyone. We call it a “557”. This means that our ideal client has 5 years time in business, 5 trucks in their fleet and a 700 credit score. Our best salespeople understand this profile and work hard to compete in the marketplace to find them. The salespeople that struggle the most in our office tend to fight against it. They want to put “round pegs in square holes”. They forget that at CFF, we work best with a 557 and instead focus on pushing through the “116”. This would mean that the prospect would have 1 year in business, 1 truck in their fleet and a 600 credit score. It's just not a good fit for our business model. But because they fight against the company's ideal client, they constantly struggle, just like the 3rd type of bear in Alaska. You must know your ideal/target client.

Review your last 10 deals. What did they all have in common? Was it geography? Was it credit rating? Where they all in the same industry? Did they all have similar revenue size? The process of identifying your ideal client is one of the fastest ways to get yourself refocused. Because once you know who you are ideally suited to serve best, you will once again have the confidence to go out into the market place and “hunt” the type of client that your can best serve and that can bring you the most revenue.

BONUS TIP: Data matters. Are you keeping vital stats on your customers? Do you have a system or CRM that can be customized to capture this vital and unique data? Focus on the creation of your ideal client...it matters.



FISH IN THE PROPER POND

Once you have refocused on your ideal client, you need to duplicate your chances for success by fishing in a pond that has these the types of clients that you have identified as “ideal”. When you stop fishing in the right pond, you’ll lose focus of your ideal client and start grasping at straws for business opportunities. You may not realize it, but you have forgotten what works, because you have convinced yourself that you love the newness of trying to find new ways to find clients. But this need to chase the newness is not a high value activity and can often times lead to “shiny ball moments”.

It has never been easier to find the right pond to fish in than right now. In this day and age, information is readily available at every turn. You can quite simply type in your ideal client into Google, YouTube or LinkedIn and find qualified leads. Here is a real life example that worked in my office. Since my company finances industrial equipment and are experts in the tow space, I can search LinkedIn for CEO, towing company, Dallas, and get a list of over 20 results. These are prefiltered, prequalified, ideal clients that we can easily do business with today. By the way, I built my business... cold calling out of the yellow pages...but you don’t have to. Use technology to easily help you find your ideal client.

BONUS TIP: Once you have reviewed the data points of your ideal client, go buy a list of them. Use Salesgenie, InfoUSA or a host of other list providers to buy leads that are as close to your ideal client as possible. Then pick up the phone, send an email blast or put a stamp on a direct mailer and connect with them.



START WITH DAILY GOAL SETTING

My friend Grant Cardone says it better than anyone- “Have goals so big that your problems pale in comparison.” It is so true, and this simple quote from GC has, on many occasions, reignited my focus when I needed it most.

When I am feeling frustrated, bummed out, or even downright scared, I remind myself of my massive goals and my potential, and within seconds, my emotional issues are gone and I’m fired up to push on. You have lost your focus because you have stopped focusing on your goals, your dreams, and your potential. But remember, talking about your goals is cheap. You have to commit to them and then take action towards them.

Set some new goals that you can achieve on a daily basis. Here are some examples. “Today, I will make 75 cold calls into laser focused lists of my ideal clients”, “Today, I will close 2 deals and will not leave the office until I do”, “I will complete the crossfit bootcamp 3 days this week.” When you are getting focused or refocused, the scale of your goals does not matter. The key is that you have goals set and that you are taking the action to achieve them each and every day.

BONUS TIP: Start using a calendar in which you write your goals down.

Whether that system is your Outlook calendar, a 10X Planner (www.grantcardone.com) a Monster Planner (www.coachburt.com) or a 5 Second Journal (www.melrobbins.com/books), get one and start to use it consistently.



BE “INTENTIONAL” WITH YOUR ACTIONS

Guessing at success sucks and it rarely plays out. In other words, we need to be “intentional” with our actions. Because of this fact, in order to get focused or refocused, we need to have more intention with everything we do. This is particularly true with your client interaction. EVERY SINGLE TIME YOU INTERACT WITH A CLIENT OR PROSPECT, you must first take a minute to focus on the reason for the action. What is your desired outcome of the interaction? People who lose focus, have lost their intention. They just start making calls like, “Hi Mr. Jones, I’m just calling to touch base with you?” Really? Give me a break. Get focused and get intentional with your actions.

The call should go like this, “Mr. Jones, the reason for my call today is because I care about you, and based on our last conversation, you said you were buying again this month. I don’t want either of us to miss out on another awesome experience of working together. What are you buying this month?” See the difference? When you start to refocus yourself and your actions on intention, your value goes up in the market because you begin to show care and benefit to your clients.

BONUS TIP: Before you pick up the phone or walk through the front door to speak with a client, take 30 seconds to ask yourself...“What is the intention of this interaction? What do I want to come away with?” Then, go get it. You might think it is being presumptive or pushy, but trust me, your clients will appreciate your directness and focus.



MAKE A PROMISE & DELIVER ON IT

We will do more to please someone else than we will do to please ourselves. We will let ourselves down (sometimes way too often) but we don't want to let others down. Therefore, when we make promises to others we will often work our asses off to live up to them. That is why making promises to others is so important to getting focused or refocused.

Start making promises to other people. Find a running buddy and promise that you will run with them every Monday, Wednesday and Friday at 6 am for the next 30 days. Tell your client that you will have your quote to them by the end of the hour. Commit to your boss that you will come this weekend. Start making more promises to hold yourself more accountable which will force you to get refocused. Without the fear of letting others down, we will often do nothing for ourselves. Make lots of promises to everyone around you.

This simple act will create pressure to produce. Focus comes from making commitments to others and being accountable to those commitments.



DO IT FOR 1 WEEK STRAIGHT

Did I really just say repeat this process for only one week? Yes I did. I believe that change does not happen over a long period of time. I believe it can happen in an instant. Therefore, I believe that if you can hold true to the quick steps in this booklet for just 1 week, you will see your focus, your performance, and your happiness skyrocket.

Think about it...what is the alternative...do nothing and live the rest of your life in the current state you are in? I sure hope not. Because when people don't get "unstuck" or "focused" or "refocused" they often get negative. They blame the company, or the boss, or the economy and they often look for greener pastures. Come on man...we have both done it. We left the crappy opportunity to find a better opportunity, only to realize that the new opportunity started to look a whole lot like the old opportunity eventually. Why? Because, it is the same us. We have not changed.

Lack of focus happens to all of us at every level. The difference is how long we are willing to allow ourselves to stay unfocused. One of the greatest travesties I see in this world is so many people never push themselves to get "unstuck" and therefore, they never tap into their true potential. It used to be me. It might be you now. But both of us are better than that. We are capable of more. We deserve more. We need more.

Let's use and reuse this quick roadmap to recognize and fix ourselves when the thing called "lack of focus" hits us. Zebras can change their stripes...I'm living proof.

