



# GO FOR THE "NO"!



## ACCEPTANCE VS REJECTION



- Feels good
- Validates ideas
- Closes the loop



- Feels negative
- Invalidates ideas
- Causes self doubt



## REMEMBER THE STORY ABOUT THE POTTERY CLASS?

Aiming for acceptance is quite like the part of the class who needed to turn in the perfect pottery piece. You spend all your time crafting something perfect for just that situation. Rejection = devastation. All or nothing.



## SET REJECTION GOALS.

Choose your weapon, Grasshopper. Discovery calls? Workshops? Products?

- How many do you need to schedule or sell to be successful?
- Multiply by ten. This is your rejection goal.
- Give yourself a timeframe. (example: in the next 100 days I want to get 100 rejections.)
- Optional: keep a visual record of your results.



**SENSEI SAYS: WHAT WOULD YOUR LIFE LOOK LIKE IF YOU NO LONGER FEARED REJECTION, GRASSHOPPER?**

