

REDEFINING  
THE BEST WAY  
TO DO BUSINESS  
IN THE  
21ST CENTURY



31441 SANTA MARGARITA  
PKWY, #115  
RANCHO SANTA MARGARITA,  
CA 92688  
PHONE (949) 525-8412  
JANUARY 15, 2020

**With 15 reporting, EAOC members had \$51,473,000 in total sales in 2018.**



In this week's morning meeting, we had the pleasure of sharing our podium with International Keynote Speaker Erik Swanson, of Habitude Warrior!

Erik boasts a lengthy 21 years' worth of speaking and coaching appearances, most impressively

being invited to speak at the Business and Entrepreneurial school of Harvard University, as well as joining the Ted Talk Family with his latest Tedx speech, "A Dose of Awesome." (If you would like to book Erik to speak to your team, you can check that out [HERE](#).)

In fact, Erik speaks to over a million people every year, and it's easy to see why—we left feeling motivated and totally equipped for efficient goal-setting and time management in 2020.

Only 3% of people actually set goals, and kicking off a brand new year is the perfect time to create that to-do list (or, the "not-to-do list," as Erik points out is equally effective.)

It's as simple as leaving the house with 12 business cards today,

TO SUCCEED IN  
BUSINESS IT'S NOT  
**WHAT**  
YOU KNOW BUT  
**WHO**  
YOU KNOW THAT  
COUNTS MOST!

#### SCHEDULE

**Jan 22nd—Leslie McCarthy  
NFP Property & Casualty  
Insurance Services, Inc.**  
**Jan 29th—Hal Grimshaw  
Belden Hiramoto Liu & Co., LLP**

#### GREETERS JANUARY 22ND

**Donny Delfin  
Pacific Western Bank**  
**Lisette Silverman  
KB Works**  
**Gary Gregg  
Creating with Glass**



and then making sure you RETURN HOME with 12—OTHER people's cards, of course. Then, in true EAOC fashion, follow-up with these leads, and SHOW THEM HOW to sign up for your product.

Erik says the top two reasons for low conversion rates are:

1. *The lead was never ASKED*
2. *The lead was never shown HOW to sign up*

Erik provided closing strategies and secrets that made the entire formula simple and doable, and most certainly applicable to any of the numerous industries represented in the EAOC.

Members were provided excellent tried-and-true tips on how to train their minds to REMEMBER, one of which is the 3-step trick on how to remember a new contact's name:

1. *Place name at the beginning of the first sentence.*
2. *Place name at the end of the next sentence.*
3. *Repeat name three times to yourself.*

By connecting with 12 new leads a day simply through our assigned business card collection, our memories will surely benefit from this one!

We can't thank Erik enough for sharing his wisdom and direction with us, and we look forward to his upcoming conference April 24th, right here in Orange County!

For more information on Erik, please visit: [HabitudeWarriorConference.com](http://HabitudeWarriorConference.com).

## **JANUARY 29th**

### **SAVE THE DATE!**

**Before and after our morning meeting, EAOC's very own Teresa Taylor will VERY generously be shooting headshots for all members who would like to participate! Please watch for an email with available times, and pro tips from Teresa on how to get the most out of your photos.**

**Open Classifications**

**Automobile Detailing**

**Awnings & Canvas**

**Business Brokerage**

**Dry Cleaning**

**Mechanic**

### **Thought for the Week**

*"The pessimist complains about the wind.*

*The optimist expects it to change.*

*The realist adjusts the sail."*

*- William A. Ward*