

Biz Buzz



End First Impressions and Begin Lasting Connections

It's time for us to take a leap. To leave behind conventional thinking about how we interact with each other and begin to expand what is possible. Think about when you last related powerfully with someone you first met. You may have heard yourself say "we just clicked" there was a chemistry about us that was hard to explain.

"Hard to explain" this is the place of LASTING connection. This is the place you have been before. It is the place beyond rationality and the so called "easy steps to follow". It is the place where the mind is open and still. Your confidence is obvious but quiet. An attractor field is set-up that others want to connect to. It is the place we want to go.

Here's the leap it's time for us to take. By dropping the judgments associated with first impressions, we begin to listen deeper, remain open and therefore create within the other person a strong lasting message. It seems like a paradox, drop your conditioned tendency to evaluate, screen and analyze and you actually build the kind of impact a good impression was supposed to create.

The point is, it's not about relationships, it's about relating. Everyone is in relationship whether close or distant, good or bad. But are we relating in a way that penetrates the other person deeply and profoundly opens them up?

You might respond isn't that the purpose of a good first impression? It allows us to connect, feel safe, show them we can be trusted? An impression is not a connection. An impression is a surface understanding, a perception of what we think or feel the other person is or should be. The concept of first impression keeps your mind and spirit lazy, foggy and limited. We become unable to perceive beyond the definition set up by the rules of first impression.

A lasting connection is deep and closer, it creates possibility. A new energetic relationship is set up that is more relaxed, open and strong. With connection you free yourself and the other person from unnecessary expectation, allowing both of you to move forward together.



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■ A Temporary Impression that Really Lasts.

At your next trade show brand your potential customers with a temporary tattoo of your logo and web address. This is a fun way to create excitement and interest around your booth, company, and/or product.

Ask us how you can start branding your customers today.

■ Always Be Thanking.

Show your customers that you appreciate them and stand out from your competition by sending thank you cards with your logo and branding. Use these cards to thank new customers for their business and to thank customers that make a big purchase or refer you to a prospect.

Remember to thank potential customers for taking the time to meet with you and suppliers that have provided great value. A thank you card with a glowing testimonial will often end up in the Reception area of many companies.

Contact ideas company today to order pre-printed thank you cards with your logo.

