

How To Use The Power Of NO

by

Tom Justin

Author of [How to Take No For An Answer And Still Succeed](#)

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They have defeated more men than all the armies in history. They have left men and woman in ruins along with relationships, businesses, and futures. They are the powerful emotions of disappointment, rejection, humiliation, and failure. They are among what I call the NOs of life. There is a real and positive power in these NOs, and you can learn how to use this power for your immediate advantage.

These same destructive emotions can become an arsenal for good in your life. Their negative energy can be used just as the martial artist uses the negative energy of his opponent to conquer what was intended to defeat him.

Like it or not, all of us have to deal with various forms of these "NOs." We do what we can to avoid them, but they come, no matter what. Any one of these NOs can defeat you—but remember—you can defeat any or all of them. It all depends on your mindset, your passion and your decision to convert the power of the NO into a positive force for your benefit. The first key is to understand the reality of NO.

When I first began giving the seminar we called, [How to Take No For An Answer And Still Succeed](#), I was astounded at the power of No. Its power had defeated me or held me back many time in my life without my ever realizing it. I could look back and realize that when I was the most stuck in my life it usually came from one of these NOs. Since the book was first released, people

have told me that they had no idea how easily they'd allowed the NOs of life to defeat them, again, without realizing it until much later.

The following are descriptions of the three kinds of “NOs,” along with 7 steps that you can take to overcome them and convert their negative power to a positive power. And believe me, this goes far beyond positive thinking!

The Three Kinds of NO

- **The “Maybe NO.”** We might also call this the “baby NO” or the non-NO. When someone gives you this type of NO, it might be a device to elicit more information from you. Or it could just be a test. It might also be an automatic response, as some people immediately say NO to any request that involves some kind of a commitment on their part, be it time or money. You can often identify this NO because it comes quickly. The “Maybe NO” is not really a NO at all; in fact, it almost always is just a camouflaged

“yes,” or at least a “maybe,” unless you choose to perceive otherwise. If the request is important to you, always assume that a first NO is a “Maybe NO.”

- **The “Interim NO.”** This is where you begin to examine new strategies. If we were to use a travel analogy, it’s where you would get off one plane, wait and then get on another. In your personal life, it might be a relationship going bad or a business in trouble. This is a signal to shift, to make some key changes. It’s a destination, but only temporarily. For example, if your spouse is deeply unhappy and you find that you’re not communicating, this is when you make pivotal decisions to improve your relationship or to move on. It’s where you rethink your situation. The “Interim NO” is the most important NO, because this is the stage where you can alter the situation before it turns into a “Final NO.”

- **The “Final NO.”** This is the beginning of either greatness or oblivion. It’s where the most important decisions in your life are made. There is no mistaking this No--it’s “that’s it, the end,

Sayonara.” The marriage ends, the job is lost or the business goes bust. But, on the positive side, it’s also a place of renewal. It’s up to you to define the “Final NO.” This is where you make the most important choices of your life. You may choose to see it as the final destination or the beginning of an exciting new journey toward victory. It is the first stage to future YES’s.

How to Deal with NO Effectively

1. Embrace it. The NO has already happened; you can't undo it.
2. Learn from it. Examine the trail of the NO backwards, not out of regret, but to discover why the situation occurred and to prevent it from happening again.
3. Recall opposites. Think of a previous similar situation in your life that had a positive outcome. All “NOs,” when you consciously embrace them, can lead to the “yeses” of life.
4. Acknowledge the “NO,” first to yourself, then to others—colleagues, family or friends. Accept responsibility.

Sure, others may have had a hand, but pointing blame gets you nowhere.

5. Repair relationships. If you feel that one of the end results of any NO was a damaged relationship, do what you can to set it right.
6. Reverse direction—move on and up. Take any NO of life and form a mental image of it as a large, red “NO.” Then slowly visualize the letters turning green as the letters reverse to “ON.” Think, “ON” to the next opportunity.
7. Congratulate yourself. The winners in life are seen as those who have amassed the most—the most friendships, the most success, the most stuff...and the most “NOs.” Every successful person became great despite (and quite possibly because of) a long string of “NOs.” No matter how many NOs they encountered, they kept on going. So can you.

Tom Justin is the author of How To Take No For An Answer And Still Succeed, the book that shows the reader how to defeat

the stress of all forms of rejection, disappointment, failure and humiliation.

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