

Whenever you want a new perspective or fresh idea, use the 'What If'...exercise.

By Andrew Laing & Gary Wilkinson

Whenever you want a new perspective or fresh idea, use the 'What If'...exercise.

Andrew Laing & Gary Wilkinson
ajglobal@btinternet.com

The Affiliates Club <http://www.theaffiliatesclub.com>

We use this phrase almost everyday:

How many times have you asked yourself, "What if it rains?", "What if I'm late?" or "What if I win?".

Most of us already use "what if...?" to anticipate and prepare for all the everyday things we face.

"What if...?" is a great technique to get us thinking and to get us started.

At the beginning of the day spend five minutes thinking about the question: "What if I used another strategy of marketing?" or "What if I get a new big client?" "What if I automated more aspects of my business?" or "What if I gained 3 extra sales per day?"

It's a great way to think through opportunities and consequences of a course of action.

You can use "what if...?" for big and small issues. You can use "what if...?" to solve real problems, anticipate new ones, stimulate thinking or just get people involved.

Five minutes thinking of "what if...?" at any meeting or appointment shows everyone that you are thinking, anticipating, open to new ideas and willing to listen. "What if...?" is a great way to show commitment.

Who knows, something wonderful might come of it.

To help you with this exercise and to give you additional inspiration, use this helpful worksheet which is available in pdf. format.

<http://www.theaffiliatesclub.com/Whatif.pdf>

~~~~~  
There are many more workshops like this in The Affiliates Club.

There is also thriving and supportive discussion forum and The Affiliates Club provides you with a daily step - by- step marketing plan, motivational,

time management and brainstorming advice to keep your business on the right track.

Discover what makes The Affiliates Club such a close knit community:

<http://www.theaffiliatesclub.com>

~~~~~

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)