

# I Can't

"I can't." Sound familiar? A very powerful statement, isn't it? We have all heard it and said it. Here is a short exercise that can be used to dilute its power.

Write out a list of five things you can't do that pertain to working as a financial advisor. Each statement must begin with the words "I can't." Such as: "I can't open accounts that have substantial assets," or "I can't get to work before 8:00 a.m.," or "I can't ask for referrals." It is important to write out the list of 5.

Now go back to your list, cross out the word "can't" and replace it with the word "won't." Do this with all 5 statements. Now read the list aloud. An original "I can't" statement, which may have read, "I can't ask for referrals," would now read, "I won't ask for referrals." Another example, "I can't get to work before 8:00 a.m.," now reads, "I won't get to work before 8:00 a.m."

Substituting the word "won't" for the word "can't" makes a big difference, doesn't it? I believe that "won't" implies we probably can do it, but when we look around and determine the price we have to pay in order to do it, we somehow decide that the price is too high.

The issue of can't versus won't is not a question of right or wrong. It is one of understanding what we really mean—or sometimes trick ourselves into believing.

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