

The Art *of* Saying No

By Clara Capano



The truth – You cannot do it all.

Steve Jobs said that he was just as proud of what he didn't do as he was of all that he did accomplish.

We are all busy and the demands of life are growing each day. It is nearly impossible to keep up. Especially when it comes to running a successful business and keeping sanity on the home front.

So, what do we do?

One of the greatest secrets to success is in learning how to say No.

I know even as you read this, many of you have already started with the self-talk and the fear. So, for a moment just let the message sink in for ...

You cannot do it all.

As a coach and speaker, I work with people on this all day long. I learned the power of the word NO when I hit a wall; I was over-worked, tired and did not have time for the important things in my life. In fact, I didn't have a life at all. I burned out and unhealthy. I was so focused on being there for everyone, that I was not there for me. And it all started to crumble.

I had to learn to say No.

A key thought to remember – when you say YES to something, you have to say NO to something else.

Here are some strategies that helped me to learn the Power in saying NO:

“One of the greatest secrets to success is in learning how to say No.”

Ask yourself 2 questions:

So, what do we need to say NO to? In saying NO, we want to make sure we are not coming from a place of negativity, but rather one of focus and productivity. We need to start looking at our time as an investment and knowing that when we choose to do one thing, we are also choosing to not do another. Basically – we have to say NO to something.

One strategy that has helped me is to get clear on what I am saying YES to, so I can understand what I need to say No to. When an opportunity arises, I ask 2 questions:

Does doing this make good business sense? And

If I agree to do this, what will I have to say No to?

If the choice does not help me and support my business goals, or if what I need to give up doing doesn't work for me – I say NO. End of story.

Remember – you cannot do it all. You must choose. So, make sure that when you choose something it is in alignment with your goals and does not take you off focus from what is most important in your life and business.



HAVE SUPPORT

It can be hard to make decisions on our own. So many ideas sound *GREAT*. You may need others to help you. I call this group my Brain Trust. If I have an idea or an opportunity and have difficulty knowing if I should go forward or pass, I go to my Brain Trust. This group is my center and keep me focused. They ask me questions and help me look at the opportunity from all angles. Sometimes they just laugh and shake their heads at me because we all know the right answer.

Choose the people in this group carefully. They do not need to be your best friend or significant other. They are there to help you and protect you from yourself. Look for people who are honest and not afraid to be honest with you and are clear on *YOUR* goals.

PUSH YOU

Come from a place of Love. They will challenge you, so you must have faith in them that all they are doing is meant to help *YOU* and help you stay on your path.

BE HONEST

There is only so much time in the day. We each get the same amount – 168 hours a week. So, you need to start being honest, not only about what you want to do, but what you *NEED* to do. What is the highest and *BEST* use of your time. And only do those things.

Business owner and Speaker, Christie Wright has said – an honest NO is better than a dishonest YES. You must be honest with people.

We live in fear of saying NO. We worry we will hurt feelings, lose business or miss out on something. So, we agree to do things that really are not in our best interest and then we build resentment and resistance.

We understand that it is ok and give ourselves permission to say NO.

A few months ago, I was putting together a Mastermind group and invited one of my good friends and successful business women to join. Her response:

“I am sorry, but I need to decline. I just do not feel I can commit to this at this time.” My response ... ‘Great answer!’ She was honest with me and I would rather have she tell me NO than to commit and not participate when she was there.

Lesson – be honest about what you can do. Others will appreciate your honesty, and it may even empower them to do the same in their world.

TRUST

You must trust that the right people will support you. Live in abundance not scarcity and the right people will come to you.

I often see people lose control of their time because they give their time to the wrong people. Here is the reality – you *DO NOT* need to work with everyone. You need to identify the right people who will respect you and your process.

Just as we evaluate our time to see if it makes good business sense, the same is true for the people we work with and spend our time with. We need to ask:

“Does working with this client make good business sense?”

It has happened far too often that we take on the wrong client who is not in alignment with us....and it *NEVER* goes well. We run in circles, build frustration and often lose sight of the things we really need to do.

You need to say NO to clients who do not fit in your process. I know this can be scary, but it is the *BEST* thing for you and your business. When you pass on the wrong people, you make room for the right ones. Focus on serving them.

PLAN YOUR TIME AND CREATE FLEXIBILITY

We talk about seeing your time as an investment. Create a game plan to make sure you are set up the correctly and with the right intentions for your time. Life, however happens. Even the best laid plans can fall apart.

Have a Plan B – time blocked in your schedule to handle the unexpected. For me, my plan B is Fridays. I know most people do not want to have a training or coaching session on Fridays so I hold a couple house open that day. This way if a client needs to move a time or something comes up that needs to be addressed – I have the time carved out to handle it without disrupting the rest of the week.

For some of you, one day may work, for others it may be 30 min in the morning and again in afternoon. It doesn't need to be a long time – just a place holder. When you have that time available, it will reduce stress and keep you focused on where you need to be.

TELL THEM WHAT YOU CAN DO

In saying NO our focus goes to a place of negativity. We see it as a dis-service to others. One strategy is to focus on what you *CAN* do, not focus on what you cannot do. Most of us have a need to help and connect, and we want to honor that. You may not be able to do what they are asking ... but you may be able to do something.

Tell them what you *CAN* do -

Maybe you can meet with them at a different time

Can you refer them to someone else?

Can you give them some tips to help them locate the information they need?

You can still be of service to them even if you do not do it yourself.

Saying NO is one of the *BEST* things you can do for yourself. It will put you in control of your time, your business and your life. People will always ask you for things they want – that doesn't mean you have to stop what you are doing to focus on their needs. Remember, you can still serve them even when you say NO.

Believe in your dream. Honor your goals. Be brave and have courage.

Your dreams are worth it.



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Be brave and have courage.”***



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About Me

I find that confused or scared people don't move, they stand still. But when they get clear they take action. As a coach and consultant, my focus is on unlocking that vision and bringing clarity to their life and goals so that they can take action and move forward to become the best version of themselves.

I believe in:

- Helping others
- Following your passions
- Having fun and loving what you do
- Being authentic - be you

The way to success is through helping and giving to others.

Through my process I promise to give you my best, to be honest and kind, yet also push you toward growth. We will have fun and unlock solutions and strategies allowing you to not only become more productive, but to live a more balanced and fulfilled life.

Let me help you unlock your potential and transform into the person you dream you can be. Let me bring you CLARA-TY.

Education / Certifications

I received my MA in Communications and Professional studies from the University of Denver with a specialized MBA with an emphasis on Organizational Development and Leadership.

I also have the following certifications:

- Integrity Selling Coach
- Ninja Selling Instructor
- Master Level Ninja Coach
- Tony Robbins - Certified Coach
- EQ Certified Instructor

**Want to hire Clara for your next
event or personal coaching?
Call her at 303-956-2309**