**Lecture Three: Staying Consistent**

**Your Investment:**

One of the most self-destructive and self-sabotaging traits that you can have, other than a poor work ethic, is the desire for instant gratification. Anything that you don’t have to put time and effort into in order to see a substantial lasting return, isn’t an investment, it’s a gamble. If you want to make a ton of money while making almost no effort and no investment, I suggest you go buy a lottery ticket.

An investment doesn't mean that we are automatically talking about money. In fact, the type of investing we are talking about is worth way more than money. When you invest your time, energy and effort into your clients, contracts and deals the return on investment is always going to be greater than you ever imagined.

No matter what it is, whether it’s trying to build your email list, grow your following on social media, to even personal things such as losing weight - these things won’t happen overnight.

 **How to show you are invested:**

The easiest way to show your customer that you are invested in them and that they have made the right choice by investing in you, is staying consistent. That means being proactive like we discussed, checking to see how you can provide better quality service to them. Making sure they are happy with the service you are already currently providing to them. Even when they haven’t spent money with you yet. That’s how you let your potential clients know that you care about more than just getting money out of them.

Something everyone wants in life, whether a business or an individual, is stability. Stability builds long term confidence and trust that will save you all types of headaches and problems down the line.

Nothing is easier to trust and believe in, than someone that always shows up, always picks up and responds, that checks on you without being asked and is there when you need them. *Don’t be so hungry for results that you neglect or sacrifice providing quality service overtime before and after you have collected payment.*