Taken From Go for No! Mastering the “Ultimate Strategy” for Failing Your Way to Success! **PERSONAL IMPLEMENTATION GUIDE ▪ PAGE 28** Copyright © 2007 by Courage Crafters. Inc. All rights reserved. ▪ (866) GOFORNO (866-463-6766) Duplication of this guide without the express written consent of the authors is strictly prohibited. **YOU NET RESULTS** has written permission from Andrea Waltz via email.

**“Go for No!” Concept #6…**

**Your reaction to YES and NO should be of equal emotional intensity.**

Hopefully, with all that we’ve covered, you’ve begun the process of changing your mental perspective regarding failure and rejection, and YES & NO. If you haven’t, it might be more than simply your perspective; it’s probably more deeply rooted in your emotions… your *pathos.*

While this may be counter-intuitive and go against what you’ve been taught and currently believe, to be effective in virtually any endeavor you need to have less emotion… less pathos… regarding the *immediate outcome* of any given situation.

The Pathos Scale

Consider the Pathos Scale below, with negative pathos on one end, and positive pathos reactions on the other. Right in the middle we have what we’ll call a lack of pathos, or NEUTRAL ZONE.

**The PATHOS Scale**

**NEGATIVE PATHOS NEUTRAL ZONE POSITIVE PATHOS**

**0 1 2 3 4 5 6 7 8 9 10**

**NO NEUTRAL YES**

For most of us, YES usually finds itself on the positive side, and NO somewhere on the negative side. The goal is to move most of our reactions toward the neutral zone.

Now, how far we are to ONE SIDE or the OTHER depends on several factors, including:

• *Our definition (perspective) on failure and success…*

• *Who is saying YES and NO to us…*

• *If the YES or NO is delivered to us in person, on the phone, in a letter, etc.…*

• *The way in which the YES or NO was delivered by the other person…*

• *And how BIG an opportunity is being decided on.*