

## Are you a 4C or a 3F

There's an interest grabbing title! If you have been following my blogs you would know I am hitting contact relationship and marketing hard. I feel that is the fundamental step in building any business to be successful. So, what is a 4C? I can explain it best below, stop and think about both business and personal relationships.

Chemistry – Finding something you share with the other person, I like to think of it as a fist bump. We can always find common ground whether it's professionally or personally. You golf, sew, gardening, hobbies, children, lifestyle there is always something!

Character – Who you really are, we all can put on an act for a while but eventually your true personality will show. Do you care? Are you reliable? Are you relatable?

Competence - Are you good at what you do? People will challenge you to test your competence, are you somebody I want or need in my life.

Consistency – Many of us look at a person and see consistency, whether in their job, the gym, there relationships. We all desire consistency in our own life, display it!

Now let's look at the other side of my title, 3F's. Too many times I hear from the public they just wanted their commission check. "We were buds and I thought friends until they got paid and then gone." Here are the 3F's:

Find them – Online leads, social media more than likely NOT referrals

Fleece them – Yes, get them to buy from you at any cost, promises, saying the right thing

Forget them – Burn that bridge, hide from them when you see them, not a life I want

I do hope you become a 4C if you are not one already. Most professionals I run into are or close to being a 4C. Yes, I have had 3F's in my life who only wanted what they could get out of me, use me, abuse me then toss me aside. When I see them at functions I can tell they are very uncomfortable, but you know what? I'm NOT!

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