

The Business Connector

A Quarterly Newsletter from AmSpirit™ Business Connections

Being An Everyday Hero

Spring 2000, Volume 2, Issue 1

We all want to be a hero. Why?

Because everyone loves them and wants to associate with them – which would be great for our personal and professional lives.

Heroism, however, need not take on the traditional dictionary meaning of being “strong, noble, or courageous.” And a heroic deed need not be something that has a lasting historical significance. To be a hero in the everyday sense we need only do something positive that we are not otherwise obligated to do.

An everyday heroic feat could certainly be referring someone a new client or customer. It could be providing someone the name of a good mechanic, an honest attorney or a reliable handyman. It could even be sharing a personal insight or an old family recipe.

Being an everyday hero is easy. What may not seem as easy is finding an opportunity to do so. The secret is finding and taking advantage of *Heroic Opportunity Statements*.

What is a *Heroic Opportunity Statement*? It is a statement that provides us with an opportunity to assist someone.

What is an example of a *Heroic Opportunity Statement*? “Help!” When someone says “help,” we have an opportunity to assist him or her or someone else. In short, we have a chance to be a hero.

Certainly “help” is an obvious example. What about not-so-conspicuous *Heroic Opportunity Statements*?

Consider the statement “Help!” Experience has taught us that when

someone says “help,” we have an opportunity to be a hero. To be an everyday hero, we simply need to develop similar instincts for these other everyday statements.

After all, we are exposed to *Heroic Opportunity Statements* each and every day. It is not that we fail to hear them. Actually, embedded within our daily conversations are opportunities for us to be an everyday hero. The problem is that we simply fail to view these statements as opportunities.

The truth is, however, that most every statement we hear has some heroic opportunity. Consider statements such as “we are new to town,” or “I’m sick of commuting to work,” or “I’m quitting my job and starting a business.” Each is filled with some opportunity for heroism – whether or not we choose to acknowledge it.

Actually, embedded within our daily conversations are opportunities for us to be an everyday hero.

Once we have identified the *Heroic Opportunity Statement* (and we now know that we are exposed to dozens of these everyday), we need to assess how we can be a hero.

Once more consider the statement “Help!” When someone says “help,” experience has taught us that before we can effectively react we must assess the situation. This is imperative to being a hero. After all, if after hearing the plea, we react by gathering a bucket of water, we would be applauded if we are responding to a fire, but maligned if someone is stuck in a tree. With everyday *Heroic Opportunity*

Statements, assessing the situation is equally as important.

Consider the *Heroic Opportunity Statement* “I’m quitting my job and starting a business.” Although this is not a direct cry for assistance, the statement is riddled with literally dozens of potential opportunities.

“What business are you getting into?” might be an obvious first question. Depending on the answer, we might have referrals for clients or customers. This is a heroic feat.

“Are you going to incorporate or operate as a sole proprietor?” would be a relevant inquiry. If the answer involves hesitation, a blank stare or the phrase “I don’t know,” our relationship with established and reputable attorneys, accountants and other business advisors could prove valuable. This is another heroic feat.

Who? What? Where? When? How? We could pose dozens of other questions that could lead to dozens of other opportunities for us to refer business, expand someone’s network or provide our insights – all of which are heroic feats.

Once we become known for these acts of everyday heroism our networks will flourish. People will not only seek to bask in our compassion, but they will also reciprocate it – which is the reward.

In summary, being an everyday hero can be a powerful stimulus to our personal and professional lives. To be an everyday hero, all we need to do is train our mind to identify *Heroic Opportunity Statements* and then thoroughly assess and act upon those opportunities. Let’s go be a hero.

AmSpirit Business Connections assists sales representatives, entrepreneurs and professionals increase business by promoting the exchange of referrals. For more information about AmSpirit Business Connections contact **Frank Agin** at (888) 267-7474 or visit its website at www.amspirit.com. Copyright © 2003 Frank J. Agin. PERMISSION TO REPRODUCE AND DISTRIBUTE THIS DOCUMENT IN THIS ORIGINAL FORMAT IS HEREBY GRANTED.