

10 Paradoxes of Life

(A paradox is a seemingly contradictory statement)

- 1) If you want something badly enough, you have to let it go; set it free. It will then come back to you in some way, shape or form
- 2) In order to gain control, you have to give up control
- 3) The more selfish we become (as in looking after yourself), the more we can afford to be generous to others
- 4) The more you focus on money, the less of it you are likely to have!
- 5) If you want to meet your ideal partner (in business or in life) stop looking for him or her
- 6) You've got to **believe** you can do it before you prove you can, and you've got to **prove** you can do it in order to change your belief that you can!
- 7) We satisfy our own needs best when we satisfy others needs first
- 8) The more we listen **to** others the more we get listened to **by** others
- 9) In business life, word of mouth marketing is the world's best way to build a constant business, and yet it is the best known marketing secret. Everyone knows how important word of mouth is and yet we are far less clear on how to 'spread the word'
- 10) Less is more. The less we strive for things the more easily they come. If we have less diversity we have more depth. If we have fewer clients we can give them more time, more support greater service and so on.

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