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**12 Ways to Make Monday Mornings...Better**  
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- √ Know who **YOU** are and what you **BRING**.
  - √ Sell your message, **NOT** your product.
  - √ Develop your market, **KNOW** your niche.
  - √ Build your **“BRAND”** and your audience.
  - √ Develop your network **BEFORE** you need it.
  - √ It's not who you know but who **KNOWS YOU!**
  - √ Build your **ALLIANCES**...carefully.
  - √ Protect your **REPUTATION** at all costs.
  - √ Act as if...become the **EXPERT**.
  - √ Know your **COMPETITIVE EDGE** and deliver more than promised.
  - √ Believe **NOTHING** that's said, believe **EVERYTHING THAT'S DONE**.
  - √ Stop **SETTLING**, position yourself to **SELECT**.
- \*\* Bonus - Know that, all things are possible if you only BELIEVE.**

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