

I AM Jeffrey J. Halperin.

I AM “THE DIFFERENCE MAKER.”

I CAN make a difference in your life.

I WILL teach you what you need to know to become a success, to fulfill your goals in life and most importantly to learn how to LIVE and ENJOY the life and success that you have.

These are truths not fiction.

Now THAT is a pretty presumptuous beginning!!! Don't you think?

But what if, I really CAN do that?

Earl Nightingale, founder of the self-help company Nightingale Conant once identified the best way of improving your chances of being successful is by; “Doing the exact opposite of everyone else.” “Don't give in to the urge to follow the crowd; swim against the stream and you'll realize much more success...”

That is what separates me, and what I do, from the rest of the pack.

Are you in your 30's, 40's 50's even 60's and up? Unemployed?

Maybe employed, but hate your job? Do you go to work on

Monday and can't wait 'til Friday?

Have you reached a crossroads in your life and/or career and don't know which way to go? Have questions about how it all works?

What are you going to do now?

Do you feel out of touch? Maybe even a bit lost? How about depressed? Do you just need a little “ego boost?”

I've been there done that! And came out smiling, happy, content,

smarter, more confident, more enthusiastic, “livin’ large” as they say, loving life and smelling roses on an every day basis. Life is better than ever before.

You see, there really is an “Art to Living.” An “Art” to knowing how to live and getting the most from this life we were given.

Follow me!

At a time when many people are struggling to keep their homes, their jobs and their heads above water I believe a voice of reason, compassion, inspiration and wisdom can be of help. I don’t intend to solve the problems of “the world,” just one person at a time.

Want to know how it’s done?

What is this “difference?” I can tell you! I can show you! But, you have to want to change your life. Let me repeat that.

YOU HAVE TO “WANT TO CHANGE” YOUR LIFE!!!

If you do I can help you. It comes from inside of you! It’s there! You just need to let it come out! No tricks! No guessing games!

Question #1, Do you know how to sell? Yeah I know everyone knows how to sell. I am sorry, but “NO”, everyone does not know how to sell. Not “the way” I teach it. Not “what” I teach.

You have to know how to sell. Knowing how to sell includes; knowing and believing in yourself, having total confidence in your abilities and being able to effectively deal with and/or interact with people. Whether it is a prospective; client, employer or life partner, you must be able to; determine their needs, establish a rapport without looking like you are trying to do so, build a presentation to fulfill those needs using the rule of three, maintain the rule of

K.I.S.S., utilize your charm, wit and knowledge to close, seal the deal by knowing when to shut up, walk out with the check, the job or win his or her hand in marriage. Is that you?

What does selling have to do with changing your life?

Everything! That is my job! Trust me it works!

Question #2 The really hard one.

Do you believe that you are in life exactly where you want to be?

Do you believe it is because you brought you there?

Have you ever sat down and connected the dots of your whole life?

I mean really sat down and traced every move every change every LIFE CHANGING OR JOB CHANGING decision you made since your teenage years? And did you determine why you made it and who if anyone influenced you? Influencing you is not the same as making a decision for you. Another individual may have swayed you but YOU made the decision. If you had that decision to do over would you do it differently?

What would change in your life if you did?

I am willing to bet dollars to donuts that you've never done that. Now I know I can help you.

You see! There really is an "Art" to living, especially to living as a happy individual.

When you are ready to take full responsibility for your own life and every decision that you have ever made contact me and we will start to work on you and your new life. We can start to work on making you a happy, fulfilled, successful, life-loving individual.

One who looks forward to and relishes getting out of bed every morning and looking forward to what the new day will bring.

Oh Yeah You Will!!!!

That's why I AM "THE DIFFERENCE MAKER"

You can start by reading this book!

What part does Selling have in life? Let's take a look! Selling is the oldest profession known to man

“When two people get together one buys and one sells.”

Which one are you? Are you buying or are you selling? The end result tells the tale.

The equation is as follows;

If you know how to sell, and most importantly know how to sell “you”

That knowledge translates to having confidence and believing in yourself and your abilities

Which equals a more confident and happier you

Which will help you produce the results you want to achieve for your life

In whatever profession you choose

That equals the happiness and fulfillment you seek

The satisfaction of knowing who you are, what you have and what you will have for your life

That's why learning the “Art Of Selling You” is so important

Simple isn't it? Yes, and it works!

Selling takes practice. Some people have a knack for it some need to work a little harder. If you have a bunch of brilliant ideas or a great product and don't know how to sell them all you have is a bunch of ideas that are brilliant and a terrific product no one will ever know about. So somewhere, someone's got to sell them for you. But what I am talking about is;

“THE ART OF SELLING “YOU””

If you are selling yourself to a prospective; client, employer or life partner, or selling a product, you'll find; **there is no difference.**

The process is the same and you need to know it all, from A to Z.

Let me ask you a question.

Can you sit down with someone face-to-face right now and; expound on your abilities and strengths, create and establish confidence in those abilities and strengths, in **a practiced and organized fashion**? Can you effectively do that in 3-5 minutes?

I was listening to a top-notch attorney friend of mine, who was having difficulty, putting a package together to “Sell Himself” to a prospective client/employer on a one-on-one basis.

Sometimes the quality of humility, while commendable at the right moment, inhibits a person from blowing one’s own horn and that is a detriment. You must be aggressive in sales. Tenacity can substitute for aggressiveness at times but when selling yourself you have to tell the story with an enthusiasm that is contagious and in a manner that exudes confidence.

The other part to selling you, is having the belief in yourself and the abilities you possess. Do you? Do you even know what they are? Sometimes we are not the best judges of what we are really capable of doing, or have done. I am willing to bet that if you look back at your life, at what you have accomplished and the obstacles you have overcome, even you would be surprised. If you related some of those stories to an individual that didn’t know you they would very likely find your accomplishments remarkable.

My friend is not unlike many people in his profession and not unlike many professionals in other industries. Whether you are or plan to be; an Accountant, a Doctor, Scientist, top line Executive, Teacher, Recent College or High School Graduate, Auto Mechanic, Entertainer, Sports Pro, ad infinitum, I can help.

One of the best examples is the person who is interviewing for the position of coach or general manager of a professional football or basketball team. The owner(s) put up a lot of money for that franchise and wants to make the right decision for his team. How

many times have you seen an owner select a lesser experienced, or younger than expected, candidate for the position? You can bet your bottom dollar, that candidate did one heck of a selling job on that owner or group of owners. You can also bet he or she did their homework and had a plan and a presentation prepared, when they went into that interview. Yes, they probably came cheaper than a more established, named coach or manager, but they still had to sell and convince that owner on what they WILL and CAN do for their franchise.

Even if you're a teenager in High School this knowledge will help prepare you for your career and the life you will choose. It will teach you how to sell yourself in any situation, whether it is to; a college interviewer, a prospective employer, a college coach or even a prospective life partner. Learning about who you are and how to sell yourself is building a foundation for your future. It is and will be "Your Edge" in life!

I'll go one step further. I don't care how old you are.

Regardless of your age, as long as you are alive and talking you are selling. Whether you are in your 40's, 50's, 60's, or even older you still have the capacity to learn and if you desire to do so I can help.

Your future is not past you. You have so much time left to achieve whatever you **want** to achieve. There's that word "**want**" again.

You need to look to this day and realize; yesterday is already a memory. And tomorrow is but a vision. But today, well lived, makes every yesterday worthwhile. And every tomorrow a blank canvas of hope yet to be painted, by you.

Man, Woman, live and achieve. You have so much to give and give back. Relish it cherish it. **I can help!**

Bob Ballard, the man who found the Titanic under the ocean, is still going strong at 67. He has found ships that sank as far back as

the 7th century and has even found John F. Kennedy's boat, PT 109 sunk during WWII. He is working as hard as ever. When asked what his best discovery was, he replied, "My best discovery is the one I am about to make."

What is your best sale or discovery in life? Is it the one you are about to make? I can honestly say it is for me. You don't stop because of age. Every day is precious, I say use it wisely. I have more enthusiasm for life today than ever before. I look forward to the next day and what am I going to accomplish, more importantly who am I going to meet? What exciting individual am I going to learn something from today?

"When the pupil is ready the teacher will appear."

Napoleon Hill

Like any salesperson you must have a set and practiced presentation for selling yourself! In order to build that presentation you have to know yourself. If you don't have one, then you definitely need me.

There is a thought process in selling, which like anything else takes practice to become proficient. This is in addition to whatever you got your degree in, from college. There is no course for this in college. There should be, but there isn't. Yet it is as important as what you learned in college and the degree you may now possess.

Regardless of what profession you have chosen. With your degree, or even your Masters or Doctorate degree, there's still hope. Let's say you didn't go to college and you don't have a degree. This will be your degree. If you know "How To Sell" your most important product, "YOU," you can reach your full potential.

My Friend Bobby A, an old used car salesman always said;
"The first person you have to sell every morning when you wake

up is “You” on “You” Then you are ready to go out and sell someone else on “You” and then you can sell the product you are hawking at that moment in time. But selling “You on You” comes first each and every day you get out of bed.”

That’s what I do. First I sell “You on You.” Then you will learn to sell “You” to someone else and then we can talk about how to sell the product or profession you choose for your life’s work.

If you will learn and study, the principles outlined in this book, you will become a success at whatever field you choose for your life’s work. And that includes how to think.

You will learn what I call “the nuances of selling,” yourself, as well as the knowledge of the product you represent. Regardless of your profession or your level of education you need to sell yourself to someone else even if it’s just your prospective Spouse. Yes, even in your personal relationships you need to know the same process as the insurance man, car salesman, lady realtor and the like.

In the year 2008 and 2009 lawyers and accountants as well as middle and high management executives have been laid off and are out of jobs. Not just factory workers and the middle or lower income people. As much as we have a shortage of competent medical personnel the hospitals are cutting back on them too. No one is exempt. There are lawyers, doctors, accountants and people with Master’s Degrees and PHD’s, in all types of business fields, closing businesses because of the recession of these times. Yet I challenge you and I assure you, the good ones, the best in their field will survive and do well. Even during a recession, they will do well.

The good ones, in all professions, at all levels of education, always do well, because the good ones know how to sell.

That's where I come in. I am the difference maker. I give you the "edge", which is the difference between being just one of the crowd or being a success and recognized as an expert in your field. Learning the "Art of Selling You" makes the difference.

95% of the business transacted in this country is done so on a personal basis because "the prospect liked the person selling them." That goes for the CEO on down to the individual consumer, regardless of their profession.

Which proves what they really bought was "You" the Salesperson

I said we were first going to sell "You on You", which now asks the question "do You really like You? And who are You really?" Let's find out! But First!