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## 2 Reasons Why "Saying No" Can Get A "Yes"

### 1. Don't Doesn't Work...

Why is it that when people tell us not to do something it seems to happen as if by magic? How many times has someone said, "watch you don't fall" just before someone goes crashing to the floor? Could it be that by saying don't do something you could cause that thing to happen. Yes! Absolutely!

Here's an experiment...

*Right, I don't want you to think of a pink monkey...Now don't think of that pink monkey dancing and playing a purple guitar...*

*And whatever you do, please don't imagine that the pink monkey is dancing on the back of a green elephant riding a motorbike.*

While I can't actually prove you weren't thinking those thoughts, I'm 100% certain that you were.

"Not" is just a word - but as humans we usually have to experience something in order to understand what "not" to do something would be like.

I actually tried a headline out that simply said...

*"Do Not Read This Ad..."*

The response rate went up by almost 500% from the previous headline I used!

What would you do if you received an envelope that had these words written on it...

*"Do Not Open This Envelope"*

I know what I'd do!

### 2. I Want It, I Want It, I Want It!

If something is not readily available it increases in desirability and value. Just think about diamonds or precious metals. They're little more than pretty stones or shiny metals. We can create equally attractive jewellery without them yet people will put their life at risk, commit crimes and even kill people to acquire them.

If you are selective about who you choose to work with, people will attach much more value and pride to working with you. Harvard Business School understands this, DeVeers understand this, Ferrari understands this. Harley Davidson actually turned its business around by creating an 18 month waiting list.

So tell people they can't have you and give them a positive (or aspirational) reason why and many will go out of their way to find a way of getting to the top of your waiting list.