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# GET WHAT YOU WANT

HOW TO GO FROM UNSEEN TO **UNSTOPPABLE**

A PDF COMPANION TO THE BOOK

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## CHAPTER ONE

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# What's Holding You Back?

### YOUR TURN

#### Awareness

Write your origin story. What is the story you tell yourself why you can't do something? What triggers you? Sometimes you must dig deep and go back to an early memory like I did. No one is judging you. Don't hold back.

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## Acceptance

Has there been something about yourself, someone else, or a situation that you have not been willing to accept? If so, what outcomes are you getting right now?

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What parts of yourself are you willing to finally accept? What can you change? What can you not change?

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## Action

When thinking about what is holding you back, can you name what your part is? How are you going to go about changing it?

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Now you have a formula that you can use all the time, not just when it comes to your origin story. You can use the formula throughout your day and let it guide you. Here is how I have found it works well. The 3A's turn into three statements to complete:

I am aware that \_\_\_\_\_.

I accept that \_\_\_\_\_.

My action is to \_\_\_\_\_.



You don't have to overthink your answers. They could look like these examples:

I am aware that I do enjoy the work I do, and that I am tired.

I accept that I don't feel like showing up for my meeting today.

My action is to take a walk before my meeting and go easy on myself during the meeting.

Or:

I am aware that there is risk to this, and also reward.

I accept that I am feeling nervous about leaving my corporate job and going all in on my entrepreneurial dreams.

My action is to repeat this exercise for more clarity. I know more will be revealed at the right and perfect time.

Or:

I am aware that I have some really good friends.

I accept that I am feeling scared and alone.

My action is to call a friend who has offered to help me.

Or:

I am aware that I cannot change my mother.

I accept that my mother is late whenever we arrange a time to get together.

My action is to take a book with me to read while I wait for her to join me.

## CHAPTER THREE

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# Steps to Getting What You Really Want

### YOUR TURN

#### Having Non-Negotiables

What are some of your non-negotiables in your business and personal relationships? What are your expectations and beliefs about how you want to be treated?

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## Advocating for Yourself

Take some time to think about your values and how you define them. Then write them down in a journal or notebook. Here's a quick and extremely effective exercise I do with my clients on values.

What matters more to you than money and family? Make a list of everything that comes up for you.

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Now, ask yourself why, and write down the answers. Those answers are your values.

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With your values in mind, what are some steps you can take to advocate for yourself?

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## CHAPTER FOUR

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# Find Your Purpose

### YOUR TURN

Below are a series of deep-dive questions I ask each of my clients to help them get clear on their purpose.

Purpose

Why do you get up every day and do your work?

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What about you makes people feel great about themselves?

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Why is your ultimate dream important to you?

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What kind of impact do you want to make?

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Using your notes from these four questions, write as many compelling reasons as you can for why you show up every day.

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Now, omit all but three reasons. Only leave the most important three.

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Now, omit all but one. The one that is left is your purpose. What is your purpose?

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An easy way to being sure you have landed on the right purpose is to complete this sentence:

My purpose, \_\_\_\_\_,  
is alive when I feel \_\_\_\_\_.

Here are some examples from myself and my clients:

My purpose, impact, is alive when I feel freedom.

My purpose, connection, is alive when I feel recognized.

My purpose, independence, is alive when I feel secure.

My purpose, fulfillment, is alive when I feel joy.

My purpose, empowering others, is alive when I feel gratitude.

Do you need to reword your purpose?

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What excuses do you think could get in your way of following your purpose?

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How do you plan to overcome these excuses?

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Passions

What are your main passions? Think about what lights you up, brings you joy, and makes you feel excited, expansive, and maybe even nervous to do. Pick one to three.

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What is the ONE BIG PASSION you've wanted to start or do for a while now that you just can't stop thinking about? (*Just pick one for now.*)

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What do you have experience in already that could support your ONE BIG PASSION?

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## CHAPTER FIVE

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# Becoming the Visionary

### YOUR TURN

#### Thought Download

In the space provided, write down all the thoughts you have about your situation. Don't hold back. Don't edit. Don't judge what you're writing. Whatever you think, write it down.

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Now that you have all the thoughts written, make a list of the top five feelings you have about these thoughts.

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Make a list of the top five feelings you would *like* to feel.

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When you feel the way you want to feel, what kind of thoughts do you think you will have?

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### Creating Your Vision

Creating a vision is a vital step in successfully getting what you want.

Answering the following questions will help you create your one-sentence vision for your business or your life. You can use it for both.

For example, here is my one-sentence vision statement for my business:

*My vision is to support leaders who are ready to accelerate their impact and create iconic success.*

And here is the one-sentence vision statement for my life:

*My vision is to trust in a power greater than myself and be a prisoner of nothing.*

To begin, here are some questions to help you brainstorm:

What is your goal?

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What is the contribution you want to make?

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What aspirations do you have for your work? Your life?

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What do you hope someone says about the work you do?

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After spending time reflecting on your answers, write your one-sentence vision here:

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Post your vision somewhere you can see it daily. I have mine posted on my computer screen, so I see it every day. It's best to have it memorized so you can easily share it.

## CHAPTER SIX

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# Creating a Blueprint for Success

### YOUR TURN: CREATING YOUR OWN BLUEPRINT

#### *Offer*

What is your expertise? What do people typically come to you for?  
What are you the absolute best at that someone else would find  
extremely valuable?

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### *Prospects*

What do your prospects want? What are your prospects' challenges, beliefs, and goals? What is their dream come true? What do they want more than anything that you can provide?

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### *Results*

Can you realistically provide what they need? If yes, what are the best ways you can do that? What are the results you (or your services) promise? For example: Is it a service, program, method, or product that you can create to give your prospects what they need?

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### *Permission to Pivot*

What work or project do you need to let go of or remove today that is holding you back for serving the prospects?

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## Consistency

What needs to happen consistently for you to reach your goals?

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## CHAPTER SEVEN

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# Pitch It Perfect

### PITCH TEMPLATES TO GET YOU STARTED

Hi X,

My name is [INSERT YOUR NAME], and I'm such a fan of [PRODUCT/  
COMPANY/ BRAND].

I've been an avid [FAN, CONSUMER, LISTENER, READER] for X years  
and love what you're creating with [INSERT SPECIFIC PROJECT,  
PRODUCT, OR WORK OF THEIRS].

I appreciate what you said about [INSERT A SPECIFIC IDEA,  
TEACHING, OR CONCEPT YOU'VE LEARNED FROM THEM OR ADMIRE  
ABOUT WHAT THEY DO].

Hi X,

Hope you are doing great! I enjoyed your story on [MENTION A RECENT  
STORY THEY DID THAT YOU WATCHED OR READ]. In fact, I just  
downloaded the X that you recommended—great stuff!

Let me introduce myself; I'm X, [INSERT ELEVATOR PITCH HERE].

I think I'd be an excellent resource for future stories on [X OUTLET] and would love for you to keep me in mind for expert contributing opportunities.

Some of my specific story ideas include:

[COULD BE A MUST-HAVE, HOW-TO, OR ANY TIPS OR TRICKS YOU HAVE LEARNED THAT ARE UNIQUE AND HELPFUL TO THEIR READERS]

1. [PROPOSED TITLE OR TOPIC—SUMMARY OF CONTENT]
2. [PROPOSED TITLE OR TOPIC—SUMMARY OF CONTENT]
3. [PROPOSED TITLE OR TOPIC—SUMMARY OF CONTENT]

I'm also equipped to weigh in on [WHATEVER YOUR EXPERTISE IS, SUCH AS FASHION TRENDS, BEAUTY MUST-HAVES, OR HEALTH TOPICS].

My bio and website are below. Thanks so much for considering these stories, and I look forward to connecting and working with you soon.

Best,  
X

[QUICK BIO WITH LINK TO WEBSITE AND SOCIALS]

## YOUR TURN

Use one of these templates to Pitch It Perfect!

If you want more support, I'd love for you to join my free webinar! You can sign up at [pitchitperfect.net/webinar](https://pitchitperfect.net/webinar).

## CHAPTER EIGHT

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# How to Negotiate to Get What You Want

### NEGOTIATION QUESTIONS CHEAT SHEET

Keep a copy of this somewhere you can easily reference when you're on the phone or near your computer.

#### Getting Ready to Negotiate

##### Self-Reflection Questions

- What is my goal with this negotiation?
- How much time will this take to produce success and quality results?
- What services or resources will I need to provide quality results?
- How does this negotiation help grow my brand, business, or ability to carry out my vision?
- What business goals does this impact short term? Long term?
- Is this negotiation mutually beneficial? If not, how can I make it so?

## Setting the Stage

### Your “Get Curious” Questions

- So I know how to best be of service, can you share with me your goals?
- What is the scope of work?
- Are there important stats, processes, or procedures I need to be aware of to better provide results for you?
- What is the approval process like on your end?
- Do you have a deadline in mind to reach this goal?
- Is there important branding or messaging I need to be aware of?
- Do you have examples of previous achieved goals or successful collaborations that you can share?

## YOUR TURN

What other questions do you plan on asking the prospect or yourself to make sure your negotiation is a success? Add them here!

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## CHAPTER NINE

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# Limitless

### YOUR TURN

Imagine a scenario beyond your wildest dreams. What does it look like? What does it feel like? What could you do with all that money, time, freedom, and resources? What could you have? What could you build? What would you use your money to create or help with? Who and what could benefit from all the money you make? Write that down here:

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If you have money right now and it's already exceeded your wildest dreams, can you expand that dream? Can you imagine having even more? Doing more? What would that look like? Write that down here:

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If you’re currently avoiding “dealing with money,” what can you do today to change course? Do you have your own credit card? Have you checked your credit lately? Your bank statements? Do you regularly check in on your financial goals or talk about them with your significant other or spouse? If not, what needs to change? Give yourself an honest assessment of your financial health and well-being here:

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