

# How Will I Serve?

## by Peggy McColl

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The 8 Proven Secrets to SMART Success

On Being a Dog with a Bone

This morning, (June 1<sup>st</sup>) I had the privilege of being a guest on Alan Rothman's syndicated radio show (serving coast to coast) called [www.businessstalkradio.net](http://www.businessstalkradio.net). Alan had Seth Godin as a guest on the same show. Interestingly enough, I was in Los Angeles attending Book Expo America and I brought Seth's new book, *The Purple Cow* with me so that I could study it intently. Alan was interviewing Seth about his new book: *The Purple Cow* (currently a New York Times Best Seller).

In *Purple Cow* Seth Godin urges the reader to put a Purple Cow into everything they build and into everything they do, to create something truly noticeable. *The Purple Cow* is really a book for marketers, but there are many valuable lessons in this book about being REMARKABLE.

One of the key messages I heard from Seth was the following (and I'm paraphrasing): The most successful people he knows are the ones that interact with people because they want to help people. These people live their lives always giving, without an expectation of receiving something in return.

I believe and fully support Seth's message. Giving is one of the most, if not THE most important message you will ever hear. Too many people go about their lives, expecting other people to bring things to them, and when they don't have their needs fulfilled by another they become disappointed and disillusioned.

Success comes as a result of bringing something of value to another and serving them in a way that is enlightening, empowering and expanding. If you ever attended one of my live seminars you would have heard me say that the most valuable lesson that I've ever learned is to "Be The Source". How does "being the source" tie into this message of giving? If you want to be successful, then cause another to BE successful. Give to another by helping them become successful. There are many ways that you can accomplish this.

Serving another includes being loving toward yourself. Serving another is not about serving another in a way that will leave you with less. Serving equals greater expansion for the receiver AND for the giver.

Post the question HOW WILL I SERVE? on your desk, or your mirror, or somewhere where you will see it every day. Ask yourself the question, and then act on it. Look for ways to serve your spouse/partner, your business associates, your employees, your employer, your customers, your children, your friends, and even strangers. Live with the daily mantra of "How Will I Serve?" and then watch YOUR life transform.

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