Developing Your Reputation

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#1 source of your reputation will be in how you treat people.

It will not be in your diagnosis ability or your knowledge, many will have those and
many will be better at them than you and you will be better at them than some, but
how you treat people will be the most important factor for developing a good
reputation. Treat people with ethical, moral and social respect, and you will have a
good reputation.

Be on time for appointments.

If you deliver your written recommendations later, after the person has left the
consultation, then deliver them in the time that you have promised.

Respond in a timely manner to email and phone calls. This can become more of a
challenge once you start having numerous consultations and many students. I have
learned this the hard way myself!

If you say you will do something or send something, then do it. But be careful of
promising too many things such as the delivery of special recipes and articles by
email, etc. You may sincerely want to share these things and you may have the
sincere desire to send them, but these things can all end up taking time and they can
easily be forgotten or put off. But the person you promised them to will be expecting
them. So, don’t promise more than you can realistically deliver.

If you don’t know how to help someone, or if you don’t have an answer for their
questions, say so. Be honest.

Don’t let anyone who has come to you for a consultation “fall between the cracks.” In
other words, stay in touch, respond when you are supposed to.

It is a big boost to your reputation if you do things publicly such as speak at
macrobiotic events, publish books and magazine articles, become a faculty member
of a macrobiotic school, etc., but these will not all be possible for everyone. There
are a limited number of speakers, teachers and faculty members, and they are
usually people who have developed their reputations over many, many years. In the
beginning of my macrobiotic counseling and teaching practice, I really wanted to be
a speaker and teacher at these events and schools, but I was not invited. I was too
inexperienced at that time, but over the years as I developed and endured, then I
became more visible and recognized for my work. Then, I started to get invited. So,
be patient. If you endure, you will some day also be invited.
You can always write your own books. There are many ways now, especially through the internet, to publish your books for little expense. You can also write articles and submit them to Macrobiotics Today magazine. I know the editor personally, and he is always looking for new material by new authors. If you would like me to introduce you to him, I would be happy to do so. By having your articles published you can gain visibility.

Endurance is essential to developing your reputation. If you endure, then eventually you will be recognized as a valued contributor to macrobiotics. If you hide in the shadows or give up after one year, no one will ever know that you had something to offer and that it was worthwhile to seek you out. Many, may people have come and gone from the world of macrobiotic counseling and teaching. Some of them were incredibly talented and popular, but for one reason or another they did not endure. Endurance is very important if you are to succeed at sustaining macrobiotic counseling and teaching. Like a strong tree that endures many storms and seasons, you must become well rooted and dedicated to what you do. Keep your vision always clear and strong and then no matter what others say, no matter how many come or don’t come to you, through your endurance you will succeed.

But do not forget that your reputation will always be mainly known through how you treat people. Be a friend to all humanity. All humanity needs you.