



## **Life Strategies: Doing What Works, Doing What Matters**

by Phillip C. McGraw, Ph.D.

Review by Ann Marie Ladis

That's right – good ol' Dr. Phil. Whether you love his delivery or hate it, there is no denying that the Doc knows how to describe human behavior, and this self-help primer just may be the best sales psychology resource I've ever read.

If you've ever wondered why your independent living prospect isn't ready yet, despite challenges that may range from the mild – such as poor night vision, to the extreme – such as the need for 24-hour oxygen, look no further than this book to learn what causes this behavior and how to navigate it. I love his concept of life laws in particular, the idea of hidden payoffs in “Life Law #3 – People Do What Works... You eat what you don't want to eat; you eat when you're not at all hungry. You smoke when you don't want to smoke; you argue and lose your temper when you wish you wouldn't; you give in to the demands of others when it's the last thing you want to do... Why in the world do I keep doing that? I hate that, and I hate myself when I do it, so why do it do it? You cannot eliminate your negative behavior without understanding why you do it to begin with. Only then will you know the desired buttons to push to get the desired change in your own behavior or that of others.”

This book demonstrates how to “Identify the payoffs that drive your behavior and that of others.” Control the payoffs to control your life...and influence the life decisions of your prospects.

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