

# The Single Secret To Preeminence, According To Jay Abraham: Think Differently

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Several weeks ago I had the long-anticipated opportunity to meet author and marketing/business strategist Jay Abraham. Abraham is a key influence to multiple of the people I've interviewed for this column including Daymond John, Steve Sims (Bluefishing), Joe Polish and others. He's the author of four books including "Getting Everything You Can Out of All You've Got: 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition" and "The Sticking Point Solution."

In 2000, *Forbes* named Abraham one of the top five executive coaches in the world in an article that has also been cited by Daymond John.



Jay Abraham, master of marketing THESHARKGROUP.COM

It was a stunning interview. Eighty minutes later, I left with a desire to listen to all 800 hours of the material he offers as a free resource via the [50 Shades of Jay Abraham](#) section of [www.Abraham.com](http://www.Abraham.com). Of the many pieces of wisdom I look forward to sharing, the first is preeminence—the elusive quality desired by every organization and entrepreneur.

Of all the desires and approaches executives attach to their public relations—“We need to tell our story! I want awareness! When somebody

looks up our category, I want my company's name to appear first"—Abraham teaches a fundamental truth. The single secret to genuine preeminence, he says, is to "think differently." Forget the burning need to "tell our story," "shout louder" and impress readers and viewers with varieties of shock and awe. Instead, learn to think through the recipient's eyes.

*"What can I do; what can I say to create so much value for my recipients, and reciprocally for the people they serve that is so irresistible they simply have to take note?"*