



NO

Wrapping Up

Learning to say “no” can free up hours a month. Stop giving away your time to everyone that asks for it. Here’s an example of how to say no. Be sure to [watch the video](http://www.wmck.co/saynowithrajesh) where Jodi and Rajesh Setty (www.wmck.co/saynowithrajesh) discuss a five-step approach to saying no.

1. **Repeat the request.** For example, you know that I am from South India and then you say, “Raj, you’re from South India. Can you teach me how to cook Indian food?” or something like that. I have to repeat, “So Jodi, you are asking me how to cook Indian food.” So that we both know what I’m about to say no to.

2. Next, **you have to say, “No.”** That’s the only word. It cannot be a conditional no. It has to be NO as in there are no strings attached to it. You want me to teach you how to cook Indian food? “No.” You know that I said no to it, and there was no “Today I am busy,” and all those things.

3. **State a reason.** It can be as simple as, “Because I suck at cooking.” It could be very simple, but you must give a reason because everybody wants to know, “Why not?” “You want me to teach you how to cook Indian food? No, because I suck at it.”

4. **Give an alternative,** if possible. I can say, “But my wife Kavitha, she would love to help.”

5. Finally, **steer the conversation toward a strength. Teach the person what a good request for you would be.** Say, “But if you ever want to start a company and you want to run your idea by me, I am here for you.” They can ask whatever they want, but you bring them back to your area of strength.

“Jodi, you asked me how to cook Indian food. No, because I suck at it, but my wife Kavitha may be able to help. If you ever want to start a company and you want me to review the business plan or anything, I’m the person for you.”