

How To Be The Chosen One

20 Ways to Stand Out From The Crowd

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A bit about myself

Hi, I'm Amit Sodha and I definitely stand out from the crowd. Some of those reasons are natural attributes. I'm 6'2, well groomed, chubby, but athletic. People tend to remember me wherever I go because I look and act different. In the course of assembling the writing of this material I've done some silly things, but ultimately those mistakes have given me insider knowledge on what makes people remember you, accidental or not.

Some of the things that make me stand out also are unnatural. For example, I'm a stand-up comedian, a broadcaster/presenter, a life coach, a writer, a public speaker, I work with disabled children, I'm a blogger, I volunteer at schools, I interview celebrities, I'm an avid badminton player, I can do the Rubik's cube in about 2 minutes, I can juggle, I used to be a magician, I'm a runner, etc. to mention just a small portion of my life.

How many people that you know have a portfolio like that? Do you?

The variety of things that I do not only gets people curious about me but I also end up being part of a plethora of social circles which in turn allows me to get to know a large volume of people.

Intro

"In this climate, you have to be the one to stand out from the crowd" - Lord Alan Sugar (The Apprentice)

They say that the world is becoming increasingly competitive. It's said as if it's something bad however, if you think about what it means, in that we as humans we've had to rapidly adapt and evolve our creative faculties; surely that is anything but a bad thing? It just means that we've had to expand our perception of the world.

Just look at the way the Internet has changed things. Before, people were concerned with TV ratings but now it's all about YouTube hits. That has meant that anyone now has an avenue through which to share their creativity.

This book is not all about TV and media though. It's about finding creative ways to stand out from the crowd. Whether you're going for a TV audition, or an interview for a 9-5 job that you really want, or just to be the life of the party to make new friends.

I'm going to share my secrets with you on how you can be the one to get picked or noticed and probably, most importantly, remembered! It's actually very easy and these methods are

pretty much common sense; they just have to be applied.

I'm hoping that at least one of these methods will be useful to you in the sense that it will give you options you can try to get noticed, if up until now you, have haven't been getting much luck.

If you are going for interviews, and you are not getting picked, I'm going to help by giving you any tools and tricks that I know.

How it began

I was actually born in a place where there was not much ethnic diversity; I was the only brown face in my school. Immediately it made me stand out from everyone else. I was different and I eventually became heavily aware of that difference. From my perspective, I was the same as anyone else but to everyone else, I was different.

Once, at secondary school, I had to do a small project which was to draw a sunflower. I remember that my friend did a perfect representation of the sunflower whereas mine was rather haphazard and it didn't even look like a sunflower! However, soon after, my art teacher called me to come to his office. I was scared; I thought I'd done something wrong.

When I arrived, I asked before anything was said, "what's my punishment?" But, he actually called me there and told me he really loved my picture! He thought it would be awesome if I could turn it into a card to give to the Prime Ministers wife when they visited the school! I was thrilled! I was hardly a high academic achiever, and because of that reason, I was rarely given opportunities.

That one was purely accidental, but it got me noticed, and since then I've never forgotten how that fluke got me picked.

The purpose of this book

I was at a school recently doing a careers speed dating event. I realised that all the girls there were very intelligent, but they all shared a similar insecurity. Because they were as smart as each other, their perception was that they were going to have to compete with people equally intelligent when starting their careers.

It was strange because I'd seen the same insecurity at a different school where the kids were not as academically intelligent.

So the truth is, you could be super smart, but does that necessarily mean you're going to get picked? You could have a smart person V an averagely intelligent but, charismatic individual. Who would you put your money one? I'd go for the latter as I place a higher value on charisma, and the ability to be enchanting, than I do grades.

A note on attention seeking

I remember that there was a time in my life I was accused of being an attention seeker and because of that, my whole life, I thought that was a bad thing. I then realised that there was absolutely nothing wrong with it at all.

I realised it when I went to my first audition and everyone there was just like me, they were loud, proud, fun loving people who enjoyed being a bit silly in public and making idiots of themselves. That is in no way a bad thing. Many people, through wanting to become the centre of attention in some way, have gone onto do great things like be actors, comedians, or presenters.

This book addresses a part of that. The part of you that longs to be noticed. No one enjoys being left out or being treated as if they are not there. It's up to you though, if you've ever been in that situation then with the aid of this book you can do something about it. You can stand out and be noticed and get results.

Fitting in Vs Standing Out

I remember a time when the order of the day was fitting in, rather than standing out. You only need to look at the papers, at celebrity pop culture, to see the levels to which some will go to stand out.

Those kinds of people don't care if they get good reviews, or bad reviews, they just care about getting reviewed. They care about being noticed because in turn that means exposure, something probably worth more than the sales of their albums.

In the past, if you didn't fit in, you were an outcast, but luckily in this day and age, creativity and individuality are rewarded and it's a necessity now!

The Internet has changed the the barriers to entry. People, companies and products have all had to adapt to the changing conditions and you are no exception. There are so many benefits to standing out that fitting in is almost not even an option anymore. Those who try and fit in may as well go stand at the back of the queue before they get to ask for more.

I'll share a quick story; I was in Vegas not so long ago. I went with some friends and one of my friends is a Sikh. He wears the turban and has the full Sikh beard. When we were out at clubs and bars, I can't even begin to tell you how much attention he got! People, the ladies especially, loved the fact that he was different. They all wanted to have their pictures taken with him and stroke his beard! - LOL The rest of didn't stand a chance. Standing next to him, we were all boring and average, he was the interesting one!

Well, I won't bore you any longer with my monologue so lets get started!

1. Style

Our style says a thousand things about us. One thing I'll say from the beginning is that you don't have to be the most fashionable person on the planet, you just have to know how to

carry yourself.

I'm a larger framed fellow so I can't go to the designer stores and buy the latest fashions. I buy what I think looks good and what feels comfortable. However there are a few certain rules I will always apply.

i. I tend to be quite bold, in small doses. What I mean is I'll wear a standard suit but perhaps I'll wear a bold tie. Something smart that makes a statement about me. I won't wear cheesy ties with cartoons all over them, after all, I'm not 12 anymore.

ii. I also will wear a watch that grabs attention. I have a collection of about 10, non expensive, but quality watches that are attention grabbing.

The most expensive one I ever bought cost me about £250 and is massive, but looks great. People always comment on it and that is the desired result. It's one extra thing that's going to make people remember me over the others.

If I'm going for a TV audition, as I mentioned earlier, because of my size, it's not as easy for me to wear the latest fashions, I do however make an effort to look good and be well groomed. I make sure my goatee is well trimmed and my hair is smart.

iii. You can make your own combinations to stand out but the last thing I will touch up with regards to style is shoes. Pick great trainers or shoes that people will notice and LIKE! I find when I wear nice shoes or trainers people will always comment on them.

Get second opinions but what you feel comfortable wearing and doing is most important here.

2. Vocals

Your vocals can be adapted and trained. You don't have to be a singer to get vocal coaching. As a radio presenter I went through a phase where I was working hard and I strained my voice so I got a vocal coach to point out why that was happening.

If you don't have the greatest of voices don't worry, you can't use what you don't have but if it's different, whether it be high and squeaky like Mickey or deep like Barry White, all these things aid you to stand out.

Your voice-print is unique to you but there are still a few things you can do to help yourself like working on your tone.

Do you speak with a monotonous tone or do you speak with the kind of levels that lift people and keep people engaged? Remember that both can be powerful. Think of a deadpan comic you know, One of my favorites is Jack Dee. He's dead pan but he uses his tone with great effect.

Because he is dead pan, when he says funny things it makes them that much more funny.

However you speak the key here is clarity, does your message get across? Perhaps you can't articulate your words as well as they sounded in your head?

I think we've all suffered from a dose of that and the cure is simple; practise! Writing is a great way to help alleviate this symptom because you can construct on paper what you're thinking with greater ease. Over time it will be adopted by your pie hole.

So the key here is regardless of your tone the priority is getting the your message across and the other part is secondary.

When people ask you what you do for a living how do you answer the question? Do you answer with flare and excitement or do you answer with monosyllabic words whilst looking down at your shoes?

Here's a challenge for you, even if you do nothing or don't have the greatest job in the world try figuring out and rehearsing a way of answering that question that will inspire interest with your audience.

3. Jokes

Learn to tell jokes and always keep a few in your arsenal. This is great for when you're out an about and perhaps networking at parties. When you've been going to these things long enough you'll realise that event's follow very similar patterns.

If you find yourself entering a discussion where there are 3 or more people present eventually the conversation will always gravitate towards jokes people have heard recently. **BAM!** That's your opportunity to swoop in with your cache.

Keep some ready for various occasions. Keep some clean ones ready as well as some dirty ones to stir things up a bit.

Here's one I made up which is like a Christmas cracker joke. Just so you know...it's a bit cheesy:

What type of cheese is always cold? Brrrrrrrie. (I said it would be cheesy!)

Here's one of my favorites that always gives people a giggle! I would love to credit the person who invented this joke but I have no idea who that is...It's not mine but it's a great one to use!

A woman was very distraught at the fact that she had not had a date or any sex in quite some time. She was afraid she might have something wrong with her, so she decided to seek the medical expertise of a sex therapist. Her doctor recommended that she see the well known Chinese sex therapist Dr. Chang. So she went to see him. Upon entering the examination room Dr. Chang said 'OK take off all your clothes.' The woman did as she was told. 'Now get down and crawl reery, reery fass to odder side

of room.’ Again the woman did as she was instructed. Dr. Chang then said ‘OK, now crawl reery, reery fass back to me.’ So she did. Dr.Chang shook his head slowly and said ‘Your probrem vevy bad. You haf Ed Zachary diease.....Worse case I ever see. Dat why you not haf sex or dates.’ Worried the woman asked anxiously ‘Oh my God Dr.Chang what is Ed Zachary Disease?’ Dr. Chang sighed deeply and replied.....’Ed Zachary Disease is when your face look Ed Zachary like your ass.’

4. Anecdotes

I work with disabled kids and every year we have a Christmas bash for them. One of the things we do is do a ‘Question of Sport’ style quiz.

One of the rounds is a mystery guest round and just like on the TV show we, the volunteers, dress up in costume and the kids have to try and guess who we are.

A few years back I dressed up as Elvis but last year I dressed up in a sari and did a Bollywood dance. It was so funny I decided to put it up on YouTube...it’s given all my friends and family a huge giggle. I’ll send you a link to it if you want.

And there is a very simple anecdote. It’s nothing complicated; just a short story of a silly video of me that is currently floating around on YouTube. Anecdote’s can be thrown in at any time. They can be a conversation starters or can link to something you’re already talking about.

Have a few of these ready and at your disposal at all times. You never know when they’re going to come in handy. Make sure they’re personal to you or have some level of relevance.

The reason for this is that people remember stories and always pass them on. It may come up in a future conversation whereby they say ‘Oh it’s funny because I was talking to this one guy the other day and he was saying the same thing happened to him’.

What happened there? They not only remember your story, but remembered you too!

5. Hobbies

Hobbies always make you interesting to other people. Take some up; of course, not just for the sake of it, but hopefully ones you actually enjoy!

I’ve had many over the years. I used to do salsa dancing and if I had a pound for every time salsa dancing popped up into a conversation I would have probably be around £67 richer. It doesn’t sound like much but trust me, it’s a common subject.

Find something you enjoy and focus about it and then don’t even wait for there to be an excuse to bring it up, kick off the conversation about it. People love conversation starters. When you kick of a conversation about something you are suddenly the expert for that short period of time.

People will then look to you for advice about it if it's something that they're interested in taking up too.

I recently learned how to do a Rubik's cube. I can now do it in about 2 minutes. Ever since I was a child I wanted to be able to do one. If you can do it, it really changes people's perception about you. For some bizarre reason, when people find out I can do one, they seem to think of me as some sort of child prodigy or genius.

Of course I'm not, but it's the perception that matters. It's the way that others perceive what you do.

6. Hair

Get a good stylist. If you've been doing your hair the same way for years and you still insist on having that side parting, then perhaps it's time for a change.

You don't have to go all out and shave your head but just get someone professional to try a few things with your hair and see how it goes. People won't often comment on hair, especially when it comes to men, but they will secretly envy your doo!

Girls, you have more options, you can get your hair dyed, permed, relaxed etc etc. The options are limitless but experiment, see what really works and what gets the best reactions.

Boys, your options may be a tad bit more limited but you still have plenty of options. If you have relaxed hair, you can go for the Tom Cruise, flowing look so your hair 'flicks' in the wind. Trust me when I say people will be jealous of your flowing locks.

If you have Afro hair again you have so many different options of styles you can try.

There are endless possibilities when it comes to hair. The great thing about hair of course is, that if one does not work, you can always wait for it to grow out, or for your natural colour to return, then try something else.

7. Beard

If you're a man, keep it smart and neat. Stubble can also enhance a mans appearance. I have quite a baby face and so being clean-shaven makes me look very young.

I've been complimented on my stubble and most women seem to like the stubble. If I'm going for an interview or to pitch a client who is female, I'm definitely keep a shadow to have a more alpha-male appearance.

Ladies, a beard for you is a no no!! Bleach or thread that facial hair!

8. CV

Here's where things get technical and where people often lose a lot of points. Have a

look at your CV, if you were hiring, and someone gave that to you, would you take them seriously? Would you choose to interview them? Would they even get to that stage?

Be brutally honest with yourself with your CV as it's your sales pitch. It's the first contact people have with you without actually meeting you so It's going to speak volumes.

So lets get down to the nitty-gritty.

i. How many versions of your C.V. do you have? If you're about to say one I'm already about to buzz you out of the contest. You can't just have one copy of your C.V. these days and expect to get very far.

The truth is you're probably going to have to tailor it for each job. However, I'm not a total unforgiving sod, so for now you don't have to do that, but you will along the way save the various versions of your C.V. and send off the one that is most appropriate to the role.

I can't possibly talk about all the various combinations here but whatever your skill set and profession, no doubt some jobs will place emphasis on certain skills and other jobs will focus on others, that's why they will need tailoring.

ii. Make sure you also copy and paste the job description at the bottom of your C.V. and then hide the text. That way when they use electronic scanners it will more likely flag your C.V. up as a suitable candidate.

iii. Use powerful inspiring language on your C.V.'s and cover letters. Here's an example of the opening lines on my C.V.

- **A professional, award winning and certified individual.**
- **Articulate and confident coupled with adaptability and creativity.**
- **Experience of addressing, presenting and speaking to large audiences.**
- **An innate dedication to personal growth, team building and exploring human potential.**

What do you think of those, do they make me stand out?

Here's a line I used from one of my cover letters:

I am deeply passionate about the power of social media and it's something which I feel I can bring much to. I have a deep desire for learning which comes from an internally inspired drive for reaching people.

How does that feel as you read that? Did it come across as someone who is desperate for a job or from someone who is smart confident and intelligent?

As I mentioned earlier use inspiring and confident language rather than a desperate begging tone.

iv. Keep the design of your C.V. very simple, as simple as possible, and follow the exact same font and format throughout. Make sure everything is aligned and that it has been spell checked thoroughly!

9. Portfolio

I do understand that having a portfolio isn't always applicable but you can still have a portfolio about yourself and your skill set. You saw a brief bio about myself at the beginning of this book. Do you have a special place where you keep all your rewards and recognitions in one place? If so why not?

You don't necessarily have to have a blog or website but it's not a bad idea to explore that boulevard.

Even on your CV it's good to include a section of your personal achievements. Don't worry if everyone doesn't take notice of it, someone is going to mention at some point and that's my personal guarantee.

As part of my personal achievements on my C.V. I mention that I met the Prime Minister whilst at school. When I was job hunting about 7 years ago, it was amazing how many times the interviewer got curious enough to ask me about that.

10. Web presence

In this day and age if you don't know how to setup a simple site or blog, LEARN! You can have your C.V. and portfolio online and it makes it much easier for people to find out about you.

Bloggers will often use it as a means to supplement their income. Just think of the world in terms of the Internet these days and how everyone is doing something online. Whether it's just have a social network profile they do have something there.

However, lets flip this on it's head. Maybe you don't want any kind of online presence? Well that's actually okay! It will also make you stand out. Because everyone is doing it, it doesn't necessarily mean that you have to do it too.

If you do decide on having a web presence go with the times. Create a site that will spark peoples interest in you. Get someone to take quality professional head shots of you, even if you're not going for a modelling job. You'd be surprised at how much value people place on that first impression.

Also keep the site clean and tidy and use a very simplistic layout. If you look at my blog - <http://www.unlimitedchoice.org> you'll that that I've kept it very simple. I used a white background and slightly off-black, or grey, text to keep it easy to read. No big banner ads hogging unnecessary space. It's just simple and does what it says.

11. Lexicons

Get good with words and learn how to use them. In certain situations people are going to want you to speak Queens English e.g. at an interview, but what kind of language do you use that makes you stand out? Have you ever invented a word that has caught on?

Think back to a time when you were at school and there was slang word going around that had a certain kind of meaning. Maybe it was an already existing word whose meaning had been changed.

I can think of a great example. There was a time when the word 'sick' meant a bad thing i.e. you're ill or someone commits a terrible act. But then suddenly a few years back the word 'sick' started to mean something good. In it's new context it means great, excellent, stupendous!

Do you know what an IGUIG is? I actually just found out it's a place in the Philippines but it's also an acronym I coined about 2 years ago and it stands for - I'll Go If You Go. Are you an IGUIG kind of person or do you take risks and go by yourself?

Another great example is the word 'Bromance'. A hybrid word and without me telling you can you guess which TV show it's from? I'm willing to bet you do know and you've used the word.

How about the Film Jerry Maguire where Cuba's character mentions the word 'Quan'. Again, I'm willing to bet you've come across it and have even used it.

So you see, language can be very powerful in itself. Consciously think about what lexicons you adopt and add into your repertoire of vocal vernacular.

It will make you stand out.

I used to work with a guy, a long time ago, his name was Orion, he used to kind of look like a bad boy, goatee, dressed fashionably, and yet he spoke very clearly and his use of words was just serene.

It was that contrast that always made him stand out to me. The best thing was, he didn't realise he was doing it, he probably doesn't even remember me but I will always remember him for that particular quality.

12. Life of the party

When you're invited to parties do you walk in you like you own everyone and everything in the room or do you quickly find a quiet corner? You were waiting for me to say that one is better than the other right? Wrong!

If you're loud, exuberant and have that kind of artiste persona, use it well. And when I say that occasionally change your approach. If everyone is expecting that of you. Stay quiet. See what happens. Likewise, if you're the quiet, shy type, walk in like you're a Milan fashion

designer diva!

The key here is to break expectations.

Okay, so that takes care of your entrance but how about the rest of the party? Are you able to approach people on a whim and start a conversation about anything?

I truly am not a fan of the status-quo. I don't like asking the same ol' questions; "So how are you? What have you been up to?" etc blah etc. How mundane is that! *YAWN*

I'm gonna throw in a quick conversation starter.

"On the way over here I was on there tube and even though it's freezing I saw a group of students raising money for charity but spending the entire day in just their boxers..."

How simple was that? Just walk up to people and share a story, an interesting story that is, of your journey.

I find it easy to blend into other people's conversations while at a party. It's not eavesdropping. If people are discussing things openly at a party then it's for open discussion. It's a simple rule I use.

If people are talking about a subject that reminds you of a song or a movie jump in with that. Then the whole topic of movies will come up and then a whole host of other subjects will spawn from that too. Get multiple groups of people to join in that topic.

In networking scenarios it works wonders. Where you have to network, I'm not really a fan of the direct approach of why you're there, I prefer to develop a genuine rapport with people before I ask for something.

Once an organic rapport has been achieved then I'll start the networking process, but not before.

There are people who approach me when networking, they might want to come onto my radio show and plug their product, they'll do this without even asking how I am?

For me, that is networking suicide. People will possibly still help you, but they'll do it more out of obligation rather than out of a pure desire to help you.

13. Attitude

I'm going to use a very crisp example when it comes to attitude.

A friend of mine, also in the showbiz world, had a website created for her. It looked wonderful, but as soon as I started to read her bio I saw a big problem. Her language was such that it didn't evoke a feeling of someone who's a top showbiz personality, more like someone who was desperate to get higher in the field. It screamed "HIRE ME PLEASE".

Ask yourself honestly, what has, having a desperate attitude every gotten you? Has it led to your success or demise? I'm sure there are always exception to the rule but I'm sure they are few and far between.

Now envisage a person, who comes across as confident in their words, relaxed, laid back. Imagine you were interviewing a person for a job who you sensed had plenty of options because they were confident, would that not make you desire them more?

It's the same principle in the dating scene. Desperate individuals come across as very unattractive but people who are confident, not arrogant, will always come across as more attractive to the opposite sex.

A good friend of mine said to me that she'd never been asked out...she was 30!! One evening, as she was getting to go out with her girlfriends, I said to her, it's all about her attitude. If she went out feeling like a princess, a diva, a woman with confidence, a woman with options, then she'd have no trouble pulling at all.

That night she got asked out twice.

I was applying for a job at this company for a role I had no experience for. I got turned down flat. So I emailed the MD and said to him here's 10 reasons why you should hire me. It was a risk. It could so easily have backfired. However, he then got in touch and wanted to meet me. I didn't get the job, but I learned so much from that experience and I got much further than if I did nothing at all or took no proactive steps.

Attitude is everything

14. Personality

Have you ever been accused of having little or no personality? Did you recently have a fun-ectomy? Sadly, there's no magic cure for this. It's just up to you to develop one.

Don't sit there thinking to yourself "but that's just me, I'm shy, quiet, etc!". You are magnificent at your core. You were born with unlimited potentiality to be, do, or have anything you choose, we were all born with that level of equality. Sure, our environment might partly determine where we end up, but it's not the icing on the cake.

This part is up to you. You can turn any of your weaknesses into strengths anytime you choose.

15. The 'Thing'

What's your thing? Perhaps you wear a feather boa with your suit! Perhaps you wear gleaming shoes of red sequins or wear exceptionally tight jeans. Perhaps you do magic when out and about!

What's your thing? Do you have a thing? Do you have something that people will always remember you for? If you're at school now, do you have something that your classmates will always remember you by? Perhaps you do great impressions or are the best chess player in the school.

Have you got a thing? If not, why not? It's simple, you don't know yourself well. You've been too reserved to discover what you could possibly be about.

I mentioned earlier about the Rubik's cube, I also do magic, I can spin a basketball on my finger for hours on end, I can do nun-chukka, I'm not a bad dancer, I'm good at telling jokes and when I do comedy I always do strange and funny entrances that people always remember.

What's your thing? What is the thing that people will always remember you by? What is the thing that is always going to be synonymous with you?

16. Social Networking

I have a friend who is prolific on social media; especially twitter. He has a very large following and is known as a seriously left wing blogger. One night he and I were out at a party and he decided to post up pictures of our frolicking.

At first he thought it might not be such a good idea but loads of people loved it, they said it was hilarious seeing a different side to him.

I have friends who keep their Facebook locked down and only use it to keep in touch with very close friends and family.

However you choose to use social media to stand out, just remember that everyone is going to see it. I have a google alert set up so I know every time someone searches for me by name. Often they'll see good stuff about me, like my blog and some flattering articles written about me.

There have been plenty of stories in the media of people not getting jobs or losing their jobs because of what employers, or potential employers, see about you on social media sites.

However, I prefer not to think about it too much. Just remember, that the media is only ever going to give you one side of the story. I'm sure there have been times when people have been discovered because of the amazing things that they've done through social media.

Perhaps they've raised awareness of a good cause or raised loads of money or just put their skill to good use in a different way.

Perhaps pictures of you puking up whilst out on the binge shouldn't always be put up for the whole world to see. But you can do amazing things through social media. You can stand

out and really make a difference.

17. Using the element of surprise

If you do watch TV then you've probably heard of shows like the X Factor and Britain's Got Talent. Last year there was an incredible woman who walked onto the stage. She was a scraggly middle aged woman who was a teeny bit eccentric.

She looked like a normal person until she opened her mouth and sang an incredible rendition of I dreamed a dream. No one expected vocals like that from a woman who looked like she lived at home alone and owned about 20 cats.

Overnight she became a global sensation through YouTube. I think the most powerful factor there, even above her talent, was the element of surprise.

Comedy is the same in that it uses an element of surprise or breaks an expectation that brings people to attention. So if you have a meek demeanour, imagine the impact on your audience if you had a big booming voice? Or imagine if being totally deadpan you deliver lines that literally have people ROFL!

Here's another simple tip if you feel brave enough: - If you're invited to a formal event, dress down, maybe smart casual, everyone is going to remember you. If you are invited to a casual event, dress smart, always be the one to stand out.

18. Honesty

In my mind, this part is simple, be as honest as you can at all times. If you're at an interview and you get asked a question that you don't know, don't suddenly turn into a politician, because they won't be looking for that.

Say you don't know and maybe add how you might find the answer or where you'd go to get it.

Honesty is rare these days, hence, being honest will automatically make you stand out.

19. Languages

I often visit Costa coffee and often there are lovely young European women working there as well as at my hair dressers too. When I'm there I get them to teach me their languages. I love learning languages but the great thing is it will make you stand out.

Imagine you're at a party, you meet someone from Hong Kong and then you greet them in Cantonese. They're surprised and respond with a smile because you've made the effort to honour them in their culture.

So you respond by saying "Lei Ho". Then you instantly spark a conversation by asking them

to teach you more.

I've learned to greet in many languages, at a count, probably about 15 or so. I've also learned some other phrases, for example, in Mandarin, happy new year is "gong xi fa cai".

There you've learned something new. But do you know the difference between Mandarin and Cantonese? I'm betting that half of you reading this probably don't. So learn, people always appreciate it when you learn and take an interest in their culture. They will in turn take an interest in you. It will then be your turn to shine.

20. Get good at stuff

I can do the Rubik's cube in about 2 minutes. Hardly life changing stuff but still it intrigues people. I used to keep mine at my desk at work and people used to walk by and ask if I could do it. I was like sure, mix it up and I'll show you!

I'm a decent badminton player. I've learned some trick shots which are not always impressive among my badminton peers but when I play against some people who are new they always drop their jaws.

I've already mentioned some of the things I'm good at, how about you, what are you good at? What do you excel at that is rare?

Can you twiddle a coin between your fingers or do those amazing coin tricks. Can you read people's palms?

If you're not good at anything, (which I very much doubt,) then I suggest you find some things to get good at.

Just like I always wanted to learn how to do the Rubik's cube, what have you always wanted to be able to do. What fascinated you as a kid and made you think "I wish I could do that"?

In Closing

It's not just about standing out for the sake of standing out. It's about standing out with a purpose.

This book just barely scratches the surface of what you can do. You are born unique and most of spend our lives trying to fit in rather than do what they really want to do. That's when people are unhappy, because they spend so long and use up so much energy trying to fulfill the expectations of others.

Your uniqueness is your strength. Every single gift you've been blessed with, no matter how minute, is your ticket to standing out. Each of us is born with potential gifts. You need to explore what yours are and share them with the world in your own unique way.

Sure, we have much in common, and this is not about tearing down what brings us together. This is about our individual desires, goals and journey's that we've embarked upon which has led us to where we are today.

A big part of this comes down to love. Do you love your uniqueness enough that you can carry it with pride? Without shame or reservation in any form? Are you afraid of the part of you that longs to make a fool out of itself?