

# *Persuade to profit*

## **7 Laws of the Universe**

### **Law of Cause and Effect:**

For every cause, there is an effect and for every effect there is a cause.

There is an equal and opposite action to every reaction.

Nothing is an accident or happens by “chance” in the universe.

- Business: You landed a huge deal? That was probably months in the making.
- You had an awesome revenue month? You probably did enough sales calls.
- A big opportunity presented itself? That’s probably a reward for something you did before.
- You got more visibility? You put yourself out there more.