

# Success Systems for Life®



**Learn How To Achieve Your Goals & Be The Best You Can Be**

**12 Proven Step-by-Step Ways To  
Improve Your Attitude,  
Increase Your Efficiency,**

If every parent, teacher, and preacher would devote only 30 minutes each week with their children, class, or congregation reviewing and following this course, they could raise their level of self-esteem, increase confidence, and increase an individual's level of income substantially.

Start now, and very soon "the worry of a job" could be a thing of the past. Earning enough income to "get-by" would no longer be in your vocabulary.

**Success System for Life** © is your **Success Guide** for Life!

Get serious, spend 30 minutes a week studying this course, and your financial future could change! You could be living your dream!

The author of **Success System for Life – Mr. Fred Fitts** – has been involved in motivational training for over 60 years. He was raised by a father who read, followed, and taught from Frank Bettger's best selling book, "How I Raised Myself From Failure to Success in Selling." In fact, he still has his Dad's first edition of the book!

**No matter what kind of work you do,  
the Success Systems For Life®  
can help you do a better job, get ahead,  
and achieve your goals!**

*From the author: "As the author of this Life System – I daily learned from the very first "Masters of Motivation." Almost all of the greats will tell you that you must have a PLAN, a GOAL, an OUTLINE and TIMELINE to reach that goal.*

*"The bottom line is: How are you going to increase your income in a relatively short period of time to a level that allows you to reach your goal? I want to teach you how to do that, and how to solve your problems and take control of your life and your future."*

**Success System**  
*For Life* ©

*The Bold Approach*

*We want you to be the best you can be!*

Birmingham, Alabama

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**Success System**  
*For Life* ©

Get out of debt, invest in your family, travel the world, and fulfill lifelong financial dreams. Aren't these things that we all wish for? But just wishing isn't enough. Once you have this program, you must then take reasonable and proven steps to implement it. There are many "Secrets to Success."

However, first and foremost, always remember that the main Secret to Success lies in YOU, not in the work you do. With that in mind, we now offer you the detailed tools you need to start making your financial life a success. With them you can make those wishes and dreams come true.

**We want you to be the best you can be, and to fulfill your dreams financially.**

**MOTIVATION AND YOUR LIFE**

Are you afraid to take chances? Does that fear paralyze you, making you incapable of actively seeking the changes you know are needed?

Are you afraid of life and the demands it places on you? Do the demands seem overwhelming at times?

Do you dream of a better life, but those dreams seem under attack? Do the obstacles in your path seem insurmountable?

The old counsel was never truer than today, "Find a purpose and fling your life into it." When you act boldly and decisively, you adhere to this noble ideal.

A parable: The eagle and the jelly-fish are said to be composed of the same kind of cells. But one is spineless and backboneless, and without stability; he drifts with the tide. The other soars to the most sublime heights, seemingly effortless, but with great strength and purpose. Which will you be?

Are you satisfied to just work along, or do you want to soar higher? Have you the ambition to advance? If so, stick to your efforts to go forward. It would be better for you to struggle climbing higher than to stay at rest in a rut. Do not be content to simply be average. Make your mind up to be far above the average.

The ability to control your motivation may be the single greatest skill in life. A skill? Certainly. Motivation is a matter of thinking about what you want and learning how to achieve it. As you learn

more, you put the techniques you've learned into everyday practice. Being motivated can help stop all those bad habits we have, such as procrastinating when we have a job to do. It teaches us to be more self-confident. It has nothing to do with ability! It's a skill, learned and practiced over-and-over, every day.

***“Make decisions from the heart and use your head to make it work out.”***

That doesn't sound too hard because that is the way you already deal with day-to-day decisions. The decision to become more motivated is a simple one, because in your heart you know it's the right one. It is decisions like this that determine your success in life.

Perhaps it will help to understand that life is constantly testing us for our level of commitment, and “life's greatest rewards are reserved for those who demonstrate a never-ending commitment to act until they achieve.” Consider this a “crossroads” – a time to learn about yourself and start to make changes in the way you deal with life. A time to go from a path of fear and confusion, to understanding and acceptance that life may never be perfect, but it can always be rewarding and fulfilling, if we want it to be.

Motivation takes action. Undertake consistent action and you will make progress. Make progress, and you will achieve goals. Achieve goals and those things you value will be yours. Enter into anything you do with earnestness. Master the details. Take on your life with determination and intelligence.

The hope that each life can be made better---and the individual determination necessary to translate hope into reality---was central to Martin Luther King Jr.'s message. King's notion of individual responsibility, along with the refusal to have a victim's mentality, was a key part of his teachings. Make it a part of your life. A little determination will carry you a long way, past obstacles that previously seemed impossible to get past.

***“The secret of success is constancy of purpose” Disraeli***

### **GET ON PROSPERITY'S ROAD**

The world is advancing! Time worn ideas are being replaced with new ideas and the vistas of possibility are unlimited! These concrete ideas are becoming known throughout the world. We wonder today how the folks of yesterday lived. Tomorrow the challenges and problems of daily living presented will be solved with amazing rapidity. We are awed at the stupendous matters that are now handled with such remarkable simplicity and speed. People seem to go from pauper to millionaire, at the same speed. The possibilities are so unlimited one hardly can comprehend the infinitude of the undertakings. The demands of the age are sometimes so far-reaching and incomprehensible that the average person might think they are unprepared to cope with it successfully. The world is making strides that demand the progressive spirit, and those who would put an obstacle in the way are a detriment to mankind and prevent the accomplishment of the things that are destined for the up-building of humanity.

Do you say that “fate” is against you? You should realize that seventy-five percent, or more, of those who left their mark on the world started out in life with absolutely no chance whatsoever compared with those you are constantly ignoring. Millions of people would think themselves marvelously lucky to have the advantages you have.... To get an education, to travel from place to place, to have access to books and libraries, to have all sorts of opportunities to learn a trade or a business - and be paid while learning it. Let no one dare to say that there is no opportunity! Just think of the opportunities that have been opened

up by the development of the computer. Think of the new fields it has opened to workers in its limitless application to human needs, its possibilities to emancipate mankind from drudgery! And there are a thousand lesser inventions and discoveries made every day.

With these advances, there are a thousand avenues opened every day for the ambitious. Disraeli said: "The secret of success for life is for a man to be ready for his opportunity when it comes." So be ready for opportunities! No matter where you go, no matter what your circumstances or environment, if you are made of the right kind of stuff, you will find the opportunity to make something of yourself - for your greatest opportunity is not outside, but right inside of you! Never take any excuse for defeat!

The line that distinguishes between prosperity and happiness may be so indistinctly marked that it will take the keenest perception to observe it. But somewhere, somehow, you will find the course if you watch. The person who plants the "flowers of hope" where discouragement existed does a successful work.

This is the opportune time to fashion the course you will pursue this year! If you plant your own "flowers of hope" you create your own garden - and reap the rewards of success, prosperity, and happiness.

## **ACHIEVING GOALS**

We want you to reach your goals, achieve wealth, financial freedom, and peace of mind.

Having the ability to accomplish any goal that you set for yourself will make you respected in all walks of life. Not only will you feel good about yourself, but you'll also inspire someone else along the way, as well.

It's not all serious, and it's not all difficult. It can be a lot of fun! Every accomplishment must start with the decision to TRY. Forget any mistakes of the past, but think about who you are now. Who have you decided to become? The decision to become more motivated is a real accomplishment. You have taken the first step on the road to success! You realize there is opportunity for more, and you want it. In fact, the opportunity is unlimited!

Live life to the fullest. Experience everything. Take the opportunity to learn from your mistakes: find the cause of your problem and eliminate it. And don't think of your goals as the final end. This is a process. Think of the person you will become as you set out to achieve them. Seek wisdom, knowledge, and new experiences.

Roy Disney, brother of Walt Disney and a leading American executive, said: "When your values are clear to you, making decisions becomes easier." So what are your values? It is your values that will help guide and motivate you through this process. Value yourself and what you are capable of achieving. Think about what you value most in life, and let this course reinforce those values and the commitments you have made. These are your goals.

Now that you have set your goals, concentrate your efforts. Have faith in your ability to make progress once you have determined your path. Enjoy each success you have, and be proud of it.

Picture yourself in your mind's eye as already having achieved your goal. See yourself doing the things you'll be doing when you've reached your goal. You can put your subconscious to work toward making

your mental pictures come true. Go over your day in your imagination before you begin it. You can begin acting successfully at any moment.

See the things you want as already yours. Think of them as yours, as already in your possession. You can live your dreams if you pursue them. If you could only understand thoroughly how the human mind works, you'll realize that it is so much better if you fill the mind with positive ideas in order to create positive reality.

By taking control over your mind's unlimited powers, you will be able to handle complex situations; you can easily come up with solutions to tough problems, you can clearly think of new ideas, you can improve your decision-making abilities, and you can become more confident than ever before.

### **BEING SELF-CONFIDENT**

Building self-confidence is probably a lot easier than you think. And when we say self-confidence, we mean having the assurance to deal with problems and stressful situations without fear and insecurity; being able to handle stressful situations and to resist the pressure and dominance of excessively dominant people. Self-confidence will help you take more control over situations that are important to you.

Most people are simply not naturally assertive. "Bully's" and excessively dominant people were not trained to be that way - they are merely allowing their own insecurities to rule them and push them to do things in terribly harsh ways. Having self-confidence is something entirely different from being domineering. Pity the "bully" and move on.

#### **Muhammad Ali on Self Confidence:**

*"It's lack of faith that makes people afraid of meeting challenges, and I believe in myself."*

If you believe in yourself and love your business, you will get ahead. No earthly power can keep you down. The door of opportunity is wide open for you. It is up to you to qualify for admission.

One of the first things you can do to be successful is to eliminate all negativity around you; whether it be negative people or any other negative factor. It all serves the same purpose, to kill your once positive attitude.

You can become more self-confident, and not let your fears (and other people) run the show. You can choose to build your self-confidence and raise low self-esteem! *"Even if you haven't encountered great success yet, there is no reason you can't bluff a little and act like you have. Confidence is a magnet in the best sense of the word. It will draw people to you and make your daily life.. and theirs.. a lot more pleasant."* (Donald Trump)

Confidence is a necessary ingredient for success. It is evident through the body language and speech of those that have reached the pinnacle and those climbing to the top of any successful endeavor. You can sense confidence from successful individuals, not just by what they say, but how they say it. Confidence sells, whether it is in yourself, your product, or both. Some people seem to be born with it, just as with charisma, however everyone is capable of increasing their confidence and projecting a charismatic confident image.

## **Here are some points to help you be more self-confident:**

**Be prepared.** Ensure you know all the facts in advance. Be as knowledgeable as you can about a subject, and be open to learning more. When you know that a situation is going to arise over which you'd like to have some influence, prepare your facts, do your research, do the sums, get the facts and figures, solicit opinion and views, be able to quote sources; then you will be able to make a firm case, and also dramatically improve your reputation for being someone who is organized and firm. Keep your mind alert; think out your business problems. Always try to be a few steps in advance of the other person.

**Plan for the situation.** When you know you are going to be in a situation that has importance for you, anticipate the various scenarios in your mind, role-play in advance, so you don't feel surprised or off balance. Anticipate other people's behavior and prepare your own responses in advance.

**Visualize yourself behaving in a firmer manner.** See yourself "standing firm" when the occasion demands it; saying firmer things, asking firm clear, probing questions, and presenting well-prepared facts and evidence. Practice and condition yourself to resist, rather than cave in, for fear that someone might disagree with you or have a tantrum.

**Project a confident image.** Just as you must think positively about yourself, to project confidence to others you must remain positive in your thinking and communications. You must think positively, because if your thoughts are negative, your speech and body language will reflect it. Thoughts are the beginning. It was once said, "Be careful what you think, because speech follows thought, action follows speech, habit follow action, character follows habits, and destiny follows character." Confident people are positive people. Communicating positively is more than just the words you choose. Regardless of your words, people will read and believe your body language. Open posture, eye contact and smiles project confidence, where closed posture, folded arms and lack of eye contact give negative messages. Stand up straight and do not stoop or slouch. Your posture and bearing project a message regarding your self-confidence. Listen to the tone of your voice. The exact same words, said in different tones, change the meaning. Listen to people you believe are confident, and distinguish the tone of their voice that helps project that quality. Work toward ensuring your tone of voice projects the confident image you desire. Finally, act confident. Even if you are not confident in something, act as if you are. Acting confident creates a habit pattern, and the more you act it, the quicker you will become someone who exudes confidence like the best of them. Remember the old expression, "fake it until you make it."

**Be calm.** The main thing you can do in any situation where you want to appear self-assured is to stay calm! Don't be jittery – moving, talking or laughing too much. Force yourself to take slow breaths and clear your brain of everything except dealing with the situation in which you find yourself. If you add a moment of silence and calm to any situation – others will be calm, as well.

**Have faith in your own ability.** You don't have to know everything or handle everything on your own, but if you tell yourself you are capable of doing something, you usually are! Tell yourself you are dependable, capable, and reliable, and you will be.

**Practice self-confidence.** You can increase your self-confidence through practice. Practice self-confidence in small situations. Perhaps it's as simple as saying "hello" to a stranger in an elevator, or being the first to put out your hand for a hand-shake. Perhaps it means being the first to offer to take on a task when others don't. Practice where no one will necessarily notice; where the spotlight isn't on you; where feeling a bit foolish won't undermine you. Look at the areas of your life where you don't feel



confident, and see if you can identify the simple, unthreatening places where you could practice at being more self-assured.

**Make self-confidence a routine in your life.** The focus of the building self confidence routine is to eliminate all those distractions that are interfering with your concentration on the event at hand, and to put yourself into the positive, confident frame of mind that you want to present to others, whether in person, or via technology.

**Use self-praise as a confidence building device.** Instead of allowing your mind to produce negative messages, consciously override these messages with positive praise about what you've done or do well. For instance, say to yourself, "You really handled that crisis well yesterday..." , or "You're really great at...". Your self confidence will bloom more readily in a positive mental climate. Most negative influences exist only in our own heads. So don't allow them to intrude on your every day life!

**Make a list of your passions, beliefs and values:** Make a list of the things that are really important to you. Start with the things you know you're committed to, like a partner, a house, your family, some volunteer work, parts of your job, hobbies, etc. Finally, add things that motivate and inspire you - music you listen to, walks you take, people you admire, authors you read, food you relish, etc. You need to know and acknowledge those qualities, skills, values and beliefs that you can rely on and that tell the world who you are.

**Don't place an inordinate significance on what others think.** Don't blame others for making you feel bad. We all have problems in life we have to deal with, and others are usually too involved in their own life to worry about yours. Accept that, and deal with your own situation without worrying about what they may think of you. Avoid people who tell you that you need to fix or improve some aspect of your life. If you are honest with yourself, you'll know what needs improvement, and you'll work on it yourself! Oprah Winfrey said, *"the greatest lesson of my life [has been] to recognize that I am solely responsible for it, and not trying to please other people, and not living my life to please other people, but doing what my heart says all the time."*

**Stop complaining to other people.** Stop telling someone what's wrong with someone else. Stop moaning about your fate. Avoid complaining, and instead always try to think of something positive to tell people when they ask how your life is going. Cut down on your daily dose of dissatisfaction.

**Put mistakes behind you.** The past is the past. Do not dwell on perceived failures. You can not change the past, you can only learn from it. Recognize past tasks that did not succeed as you planned as learning opportunities and drive forward with new knowledge toward the successes of the future.

**Be proud of your accomplishments.** It's alright to tell people when you believe you have done something well. Not in a bragging way, but with the sense that you did it well and feel good about it. If you wait for others to tell you how brilliant you are, you might have to wait a long time! When you feel you have accomplished something, it's okay to ask that others affirm that. *"One of the marks of excellent people is that they never compare themselves with others. They only compare themselves with themselves and with their past accomplishments and future potential."* (Brian Tracey - self-help author)

**Try new things.** You'll be surprised that the more new things you try the better you'll get at the everyday things. The more new experiences you allow into your life, the more confident you will feel in unknown situations. New experiences add to your overall knowledge. Trying new things will increase your abilities. So don't be afraid to TRY!

**Continue learning.** Realize the value of education and then cultivate earnestly, aggressively, ceaselessly, the habit of self-education. The more you know about any given aspect of your life, the more confident you will be. Donald Trump doesn't have to know everything. He recognizes that he has employees who do. But he appreciates the importance of taking the time to learn what they know. He takes time to listen to their ideas. He takes time to think, to ponder the direction of Trump Enterprises. Do the same for yourself; take time to think, to read and learn. The availability of books is at an all time high, whether it be at your local library, or on the Internet. Research those things that affect your life and your work. Obtain the knowledge you need.

Self-confidence is important, and something that can be learned and promoted in your life. **Robert F. Kennedy** said that *“Only those who dare to fail greatly can ever achieve greatly.”* It doesn't come naturally, but can be earned. **Arthur Ashe** said that, *“One important key to success is self-confidence.”*

Don't be afraid of out-growing your job or your position in life. There's a large place to fill when you have proved your ability to fill it.

Are you up to the application of self-discipline that is required to achieve success in your personal life and in your business life? Those who reach the greatest degrees of success will be those persons who reach within themselves and call on their ability to self-discipline themselves in areas that create forward progress in one's life. Is that you?

### **HAVE A POSITIVE OUTLOOK!**

We all can make a conscious decision to have a positive outlook about life. Negativity is nothing more than a bad habit. So make having a positive outlook a good habit! It is well worth the effort. You'll not only be able to cope better, you will be all the happier for doing so. You can have control over the negative things in your life. Your life does not have to be unfair. A positive outlook can even improve your health!

#### **Here are some steps you can take to improve your habit of being positive:**

**Give compliments, and look for the compliments others give to you.** Make the effort to give compliments to others, even about the little things. You'll feel better about yourself, and you'll see that by finding the good in others, you'll notice your own good points. And you'll also be more aware of the complimentary things people say about you. Be polite, to everyone.

**Surround yourself with people who have a positive outlook on life.** Negative people will only bring you down...don't let them!

**Look for the beauty in your life, and seek to add to it.** A sunny day, a beautiful flower, a cute puppy, even a neat paper you just finished. Enjoy the small beauties in life, and you'll realize they surround you.

**Don't accept criticism without question.** If someone makes a critical remark, ask yourself if it is a fair comment. Ask yourself if you would let that person say that about a friend of yours. And don't be overly critical of yourself. Give yourself a chance!

**Finding fault.** There are constructive ways of "finding fault" – whether it be with yourself or others. You have no right to find fault with others unless you can suggest a way to do it better. You have to mix it with a little kindness and a lot of care. If you take a sincere interest in people, they will know it, and be accepting of any criticisms or suggestions you might make.

**Assess your positive qualities.** Make a list of your positive qualities, and seek to add to it!

**Consider what you can contribute to any situation, and look at it as an opportunity.** Don't just put down other's efforts, or your own. Make a conscious decision to add something positive. Consider the possibility that everything that happens to you is an *opportunity* to expand in to a fuller potential, and a more powerful and meaningful life. Do not deprecate your own importance or ability.

**Allow humor to enter your life.** One thing we all have in common is a sense of humor. And it can be found in everyday situations. Be kind in your humor, but be open to laugh – even at yourself. Just as you like to be around cheerful people, if you are more cheerful others will want to be around you.

**Set high standards for yourself.** Don't think you know it all, and don't be satisfied with what you *do* know!

## **PERSONALITIES and MOTIVATION**

People we meet tend to try and label us by defined personalities. Would they call you the sensitive type? Or perhaps they look on you as an extrovert? Or as an idealist, or a rationalist. But let's assume that you know yourself better than anyone else, and know that you are not so easily labeled! Perhaps you understand that we are all a combination of many traits and habits.

Learning to understand your own personality, and to accept portions of it that make you feel good about yourself, or to recognize those portions that hold you back from being the best person you can be is the first step to making changes that will make your life better, and is the key to any motivational training.

Let's test ourselves, and see what we learn! Go to the **Characteristics Chart** and pick the characteristics you think you have. We give you some of the aspects and strengths of various personality types. See if you can find those traits that best describe yourself. And while you are at it, see if there are traits you wish you had. You will see that just because some traits can be categorized, it doesn't mean they are bad or wrong. And probably you have traits that don't fall into only one particular category.

So there is no right or wrong personality. The trick is to determine those traits you have or want, and find ways to either enlarge or improve on them, or ways to achieve them. Ways that will help you deal with life and the challenges and potentials it offers.

It's called motivation, or personal development. These imply that you can motivate yourself to change and improve your life! Your personality is open for change and improvement. And we want to help you do that!

## **MANAGE YOURSELF!**

The choice is yours. The ultimate goal of managing yourself is to feel good and achieve what you want. Always remember that you have a choice. You have to decide what you want to do, and then do it. Simple, huh?! But whether you are employed professionally, or are self-employed, you must set certain rules for yourself that can guide your day, and keep annoyances and problems to a minimum. No matter what your position is or what job you have, you have to set guidelines to "survive."

Remember that you must form plans and concrete ideas to organize yourself in order to obtain the greatest results, the results commensurate with your resources and possibilities. The secret of success lies fundamentally in being organized, coupled with the wonderful opportunities that are to be found.

### **The following guidelines will help you keep your perspective and manage yourself and others better:**

**Evaluate yourself.** Take the time to make a list of your specific skills and levels of competence. These are your "strengths." Now make a list of your weaknesses....and be honest with yourself! Review your "weaknesses" often, and make plans to improve on them. This may include taking a night course to teach you what you need to know, or finding the right literature to help you.

**Organize yourself.** Set up your work-space and keep it for "work only." Avoid clutter. Keep it tidy. If you have to shuffle things to find something you want, you're not organized. Develop a filing system to keep track of your paperwork. This sounds simple, but it will require a little time and effort on your part, but it will be well worth it. Invest in preparing your work site, and you won't waste time in the future dealing with it.

**Prioritize.** Make a list of the things you think need to be accomplished, and the amount of time you think the tasks might require. Most important, recognize that this is a process -- you never really "finish" your *to-do* list -- your list is there to help you keep track of details. Keep and refer to your list daily. Update it as you complete tasks or add new ones. If you are unable to get to an important task one day, move it to the top of the list for the next day. Just seeing the things you have accomplished on your list will add to your feelings of accomplishment, or will remind yourself to tell others congratulations for a job well done in a timely fashion.

**Establish your work hours.** Establish the hours you have to work. Calculate how long you think it will take to accomplish projects or do a specific job, and put that next to its entry in your "to-do" list. The first visible, undeniable sign that things are out of hand is that you're working too many hours. Note how many hours you are working per week. Set a limit and stick to that limit. Ask your peers or boss for help. Consistently overworking will only wear you out, wear out those around you. Consider other ways to take care of back-log situations, such as hiring temporary help.

**Recognize the signs of stress.** Different people show their stress in different ways. Some people have "blow ups." Some people get very forgetful. Some people lose concentration. For many people, they excel at their jobs, but their home life falls apart. Know your signs of stress. And observe others for their stress signals. For yourself, take a moment to walk outside when you feel stressed, or just move away from your work area and gaze out a window for a moment. Acknowledge the stress, and you will feel empowered to reduce it.

**Plan for crisis moments.** Phone calls, sick employees, lost paperwork, disagreements between employees all seem to suddenly crop up and demand immediate attention. It can seem like your day is spent responding to one crisis after another. Quit responding to the crisis and instead respond to the problem that causes the crisis. If possible, have someone else handle small details, and plan ahead for times when you or co-workers are sick or on vacation. Have a back-up plan and resources available. Recognize what is important from what is urgent. Learn to respond to what is important, rather than what is urgent.

**Get a mentor or a coach.** Perhaps you have a knowledgeable friend that you can talk to. They don't have to be in the same business. Take them to lunch occasionally, and allow them to hear about your situation and make suggestions. You don't have to take their suggestions, but at least you might find other options. Your supervisor can be a very good mentor and coach. Many people have "been there, done that" and can serve as great mentors to you. Listen to them.

**Learn to delegate.** Don't be afraid to let some of your work be done out of your hands. More can be accomplished – faster - if you delegate. Delegating is giving others the responsibility and authority to carry out tasks. You maintain the accountability to get them done, but you let others decide how they will carry out the tasks themselves. Delegating is a learned skill. Start learning it.

**Communicate as much as you can, often.** Have at least one person in your life with whom you are completely honest. In an office, hold regular meetings to share thoughts and ideas. Don't wait to talk to others about work when you only think there's something new to say. There is always something to communicate, even if to say that things are going well. Don't assume others know as much as you do. Err on the side of too much communication, rather than not enough.

**Solving problems.** Since we have already recognized that you will spend part of your day solving problems, try to think of effective ways of solving the normal problems you face each day. Get input from others about common problems. Consult a specialist, if necessary. Ask questions that might lead to creative problem solving. Others might view a problem differently than you do. Their input could be valuable. If the problem is people, try talking with them one-to-one and work through their problems individually, before allowing further confrontation.

**Recognize accomplishments, by yourself or others.** Every day we tackle problems, but seldom take the time to realize that we solved them. We're too busy moving on to the next one. Recognize the accomplishment. Take a moment to show gratitude if someone else handled it or give yourself a pat on the back if you did, before you move on to the next one.

**Time Management:** Time management is MANAGING YOURSELF! You can't slow time down or speed it up. Identify the times you are most refreshed and clear-headed, and tackle the most difficult tasks of your day then. Try to start projects at the time you promised yourself you would. Give yourself a little "down time" after accomplishing a task before you move on to the next one. Reassess the things on your "to-do" list often, and adjust the time you think might be required, if necessary. If you have free time before the end of a day, see if there are small tasks that might be accomplished then, to free up time for larger issues the next day.

**Don't make assumptions.** Never think you "know it all." You don't! And don't allow others to tell you they do. If you work from the premise that there is more to know, you will be open for other solutions. Don't assume others are taking care of something, unless you specifically discussed it.

**Don't procrastinate.** If you have handled the biggest challenge of the day first, when you are fresh, other problems you might encounter during the day can be prioritized or taken care of easier. Use your "to-do" list to remind you of the things you wanted to get done that day, and do it then! If it must be put off, immediately move it up your list of things to do the next day.

**Make time for yourself!** If all you do is work, the broader picture might escape you. Has the news of the day passed you by? Have you made time to explore new things? This might actually help you in your work. By being involved and up-to-date with the world outside your office - you open yourself to new ideas. By taking time to spend with family and friends, you may be reminded of how to deal with your co-workers. Quiet time spent reading a book or watching a movie can refresh you and clear your head of the clutter of work. Take the time to exercise and eat right. By being kind to yourself, you sustain your health, and make all of those work problems easier to handle.

**And finally, pass on your knowledge – if only by example!** The first step in teaching, and by far the longest, is by example. For instance, it is idle to preach good manners if you have none; or to teach tolerance when your whole being is an expression of indignation and anger. It is silly to speak of good humor when you cannot take humor with a smile. Become a mentor, yourself. There are always those eager to learn and amazingly grateful for any help someone can give. Do it with dignity and character, and with a generous spirit of giving.

## **FISCAL RESPONSIBILITY**

One secret is in not only having the ability to make money, but to hang onto it. The cardinal principle of *thrift* is not so much saving or miserly living and practice, but spending wisely. The rules for a successful and happy life govern a place for spending, and also a place for giving. Fiscal responsibility is essential to creating a better, stronger, more enjoyable life for yourself and your loved ones. Along with it comes an increased awareness of our diminishing resources and the need for a lifestyle of voluntary simplicity, the increasing movement toward personal responsibility and self-reliance.

Your aim is to derive personal benefits and aid others. The encouraging situation of commerce today ought to be enough incentive. However, in this era of development and progress it is going to be penny-wise and pound foolish for the individual not to put forth every effort to realize on our resources. That is the basic principle behind things such as recycling. Being good to our planet is only sound practice.

Being *thrifty* is just a matter of good common sense, in this day and age. We all have to take care of the fundamental needs of life: getting something to eat, something to wear, and a place to sleep. Until you have those problems well in hand, be very, very careful about money matters. And don't allow yourself the futile efforts of trying to create security, meaning or purpose to your life through material acquisitions and an expensive lifestyle. Many find that they live exactly within their means, whatever those means are! That as their income may fluctuate, their spending keeps pace with it. These people need to take a hard look at their priorities. Don't be one of those who lives from "paycheck to paycheck," no matter what amount the paycheck is!

These are the certain basic actions and goals to being successfully *thrifty, and fiscally responsible*, in your own life. These are fundamental *money principles* needed for success, prosperity and happiness. Some are basic, and no doubt are already practiced by many of you. But it never hurts to have a refresher course, and to review your actions with regard to money.

**Work and earn.** Seems like something that doesn't need to be mentioned, but the truth is that the money we earn is the money we are more likely to respect and be careful of how we spend. The earning of money, and the fulfillment it brings, are a source of pride and achievement. It can be a direct reflection of the time, effort and energy you have expended. All important things that we want to *conserve!* Think of your money as the time you have spent, invested, in earning it.

**Know what your basic costs of living are.** While budgets might not always work, being aware of how much your current housing and living expenses are, is essential. It is also important to know when you are setting goals for yourself; as those goals have monetary milestones. How can you improve on your standard of living (if that is one of your goals) if you don't understand the amount of money needed to achieve that?

**Record expenditures.** Become aware of the current flow of money in your life - how much comes in and how much goes out. Tabulate your monthly expenses. Be conscious of how you spend money. Keep track of every penny that comes in and every penny that you spend - *every penny*. Categorize all of your spending needs and wants. And yes, they are two separate things... needs, and wants. Once you are aware of your spending, you will naturally spend less. Simultaneously, learn to live on less. Define what is "enough." The amount of money that you are able to save from unnecessary expenses will add to the amount you are able to save, and thus invest. The amount of money you are able to save or invest equates to the less time, effort and energy you have to expend in your lifetime.

**Avoid credit card debt.** You know this. The interest paid on credit card debt is simply unacceptable, and is a huge drain on your resources, on the amount of time you must work in order to pay it.

**Pay bills promptly.** Besides knowing how this improves your credit rating, which it does, it also alleviates anxiety and frees your mind to devote to more important matters.

**Have a bank account.** This is essential in keeping track of your expenditures. It is also essential in managing money, and paying the expenses you incur. Checking accounts are cheap, and sometimes even free. If you had to pay bills in cash or money orders, the amount of time, energy, fuel, and service charges are far more than any checking account fees. And do not write checks if the money is not in the bank, period. Again a simple notion, but the amount of fees for overdrawn checks represent huge interest rates against your money.

**Carry life insurance.** Take the time to learn about the various types of life insurance. If you don't do it as a way of investing, do it for your family's sake.

**Own your own home.** A home is the one of the most important investments you will ever make. Do whatever it takes to become a home owner. Take advantage of every opportunity to become a home owner. It will repay you over the years, as an investment alone, due to appreciation. And the stability it provides will enhance your efforts, and concentrate your energies.

**Make a Will.** This will allow you to designate how the things you have of monetary value are dispersed, and will avoid huge problems for your family.

**Invest in safe securities.** As your diligence in saving increases, the monthly amount of money that you are able to save and invest can also increase through raises in salary, a second job, lowered expenses, as well as by reinvesting of the income from your existing bonds or savings accounts.

**Share with others.** The ultimate reward. Commit to a higher purpose, a greater service. What are your reasons for wanting to achieve financial independence? Having a higher purpose in your life has a direct effect on your success in any financial program.

## **12 SIMPLE WAYS TO ACHIEVE YOUR GOALS**

**Use one of the following 12 lessons each month, and use the corresponding evaluation form to test yourself.**

### **OVERVIEW**

We want to help you be the best you can be, at everything you do. Start by including these thoughts in your everyday life. Review the *Twelve Steps to a Better You* every week. It will help you be a better person and employee. You'll find you'll enjoy what you do at work and at play. All of the topics are examined in closer detail after this overview, including a *Self-Examination* for you to complete after reading the sections and applying them to your daily life.

#### **#1: ATTITUDE**

Your daily attitude is a direct reflection of what you think of yourself. You must like yourself to be able to greet customers with sincerity and show true, genuine interest in serving their needs. You work for your customers. Over 60% of loss of business is due to employee attitude.

#### **#2: EFFICIENCY — HOW'S YOURS?**

Here are six steps to help you enhance your efficiency at work: 1) Have a list of duties and assign priorities. 2) Have a goal and a plan of action. 3) Be flexible and adjust to your customers needs. 4) Approach every task with sincerity and enthusiasm. 5) Make follow-up notes and refer to this information. 6) Ask for additional duties outside of your department.

#### **#3: CUSTOMERS PAY YOUR SALARY - SO TREAT THEM LIKE KINGS AND QUEENS.**

Remember — customers pay your salary; therefore you should treat them like “kings and queens” at all times. Who are your customers? To answer this question, we must first know who you are. From the



moment you were born, and for the rest of your life, you are a salesperson. From the first cry for food to the hard selling days of your teenage life, you are selling yourself — to your family, friends, boss and those who pay your salary — people we refer to as “customers.” There is a simple rule to live by called The Golden Rule — ‘do unto others as you would have them do unto you.’

#### **#4: MANAGING YOUR BOSS.**

Although a simple task, it’s one that creates more fear, resentment, and self-pity among employees than any other. Your boss is your boss, so accept it. Approach all work assignments with the “1, 2, 3, done” method: 1) Completely understand, or ask about the assignment; 2) Fulfill the duty with a positive attitude; 3) Pat yourself on the back when completing a “job well done.” Now you have your boss’s attention.

#### **#5: GETTING ALONG WITH PEOPLE**

Attitude and a sincere interest are key in getting along with those around you. Put yourself in their shoes; understand their needs, wants and desires. Life is a lot more enjoyable when shared with others. So ask, listen and share — and truly care about the needs and desires of your customers, friends and family members.

#### **#6: FIRST IMPRESSIONS — HOW’S YOURS?**

First impressions are lasting ones. Make sure yours is a sincere one. List, or write down the qualities you would like your best friend to have. Then instill those qualities in yourself when dealing with customers. Put yourself in their shoes and go the extra mile. Nothing impresses anyone as much as immediate follow—up.

#### **#7: TIME MANAGEMENT.**

How is it possible for time to fly when we are on vacation or at play? And why do the hours seem to drag when we are at work? Have you ever asked yourself those questions? Very simply, approach work as energetically as you do your free time, and put the same effort into your work as you do your time off. Amazingly, you will enjoy your work, be more efficient and time will fly!

#### **#8: LEARNING CURVE.**

What do you know about your company? Ask for all information available about who started the company; what the goals are; how the end results will be achieved, and what possible job opportunities are there, within the company, that may be available for me in the future? Then ask yourself what can you do to help your boss and the company increase business.

#### **#9: 24 HOUR A DAY RESULTS.**

Put your heart and soul in everything you do and treat others as you would like to be treated. No matter with whom you find yourself involved in a heated discussion at work or at home — take ample time to think before you speak ... by counting to 10. Most disagreements are caused by a lack of understanding. What does this have to do with results? If you think about the situation, try to understand it, then put your heart and soul into achieving a successful goal —you’ll find that hard work — and “hard play” — is

much more satisfying. By approaching any tough situation this way, you'll have good reason to be proud of yourself 24 hours a day!

#### **#10: I DON'T HEAR YOU!**

Most people do not listen as carefully as they should. Their minds are often on several things at one time. So listen and repeat the instructions you are given to yourself, or out loud, if applicable. Then, ask what you do not understand. If you do not feel you can rely on your memory, write it down. Your boss will be impressed — provided you follow through.

#### **#11: ARE YOU ON THE RIGHT ROAD?**

Be the best you can be. Your job is what you do for a living, and it's your means to the end result. You must enjoy it, and be good at it. That's why you should approach your job with the same enthusiasm and eagerness that you do to life's greatest pleasure. By doing so, you'll make your job more enjoyable, because you'll know that you're the best you can be.

#### **#12: RULES TO LIVE BY.**

The key to "all rules to live by" is to remember "the choice is yours" — success or failure, happiness or sadness and, for the most part, good health. These things all hinge on attitude and desires. How are yours? To be successful in life, your first choice must be to adopt a positive attitude. There is good in everything. Find it. If you do not have something good to say about those around you, don't say anything at all. The choice is yours. Make it a positive one.

## **12 STEPS TO A MORE SUCCESSFUL YOU!**

### **#1: ATTITUDE: WHO REALLY PAYS YOUR SALARY?**

Yes, we know your payroll check is issued from the company you work for and signed by the owner, your boss or a comptroller. But who do you really work for? Who pays your salary? The answer is customers, plain and simple. Whether you are a law clerk, lab worker or assembly line worker, customers are the only reason you have a job.

It is very important, at the point of purchase, to have a trained professional to service the customer — but, no more important than the people who handle the products from raw material to manufacturing, shipping and distribution. Quality products are produced by conscientious, dedicated employees. Success in selling is dependent on quality products, the value received and the sincere representation at the point of purchase.

If your company or office deals in a service that is not dependent on manufacturing, your job is still just as dependent on quality, value and sincere presentation at the point of purchase as that of a retail merchant.

What is the bottom line? You work for your customers and over 60% of lost business is due to bad employee attitude. How does this affect you if you are not in contact with the customer? To begin with, an employee with a positive attitude cares about the quality of the product or service. Next, because he or she cares about the quality of the product or service, he or she makes sure all time obligations are met, and the delivery of the service or product is executed when and where expected. When the employee cares about quality and delivery, he or she is ready to deal on a one—on—one basis with the customer. Your fellow worker and those you socialize with are also your customers. You are a representative of your company 24 hours a day. Your attitude and vocal opinion of your work is a direct reflection of your product or service. Remember, attitude, attitude, attitude!

Your attitude first depends on how well you like yourself. Think about it. Do you really like yourself? Your every action is a living billboard advertising you. How could you expect your co-workers, friends or customers to like you unless you like yourself? How do you know? Listen. Listen to what your co-workers, friends or customers say or don't say. You will find that a bad attitude encourages a bad attitude, and no sincerity encourages no sincerity. Do you think that none of this applies to you? Think about it. Chances are you do not know how to listen. Do you really listen, or are you thinking about what you are going to say when the other person stops talking? Want to find out? Repeat what a person has asked you before you answer the question.

A) Practicing listening. It is a big factor in your ability to serve your boss, “the customer.”

B) Evaluate your attitude. Make a list of what you like about yourself, and what you don't like about yourself. If you think about it, your customers (this is everyone you come in contact with) have probably already made their “lists” about you and amazingly it is probably the same as yours.

C) Make a 24-hour a day habit to be sincere, listen, and truly care about everyone around you. You will be amazed how much better you will like yourself.

First week's summary:

1. Exceed your customer's expectations

2. Listen and act

3. Put yourself in your customers shoes

4. Smile

5. Dress neat and keep your work place neat

6. Posture — stand and sit erect

7. Welcome criticism — thank your critic

8. Go the extra mile — find the best in what you do

9. Compliment others — make it a daily goal

10. Like yourself. Maintain a positive attitude. Congratulate yourself for a job well done. Be sincere and others will respect you. You are good at some things, discover your talents. The fear of failure is lack of knowledge, uncertainty, low self-esteem, unable to control our actions and negative thinking. Overcome fear — like yourself, keep a positive attitude, have a sincere concern for others. Be flexible, find the good in what you do, love your work, learn from adversity, accept criticism and use it to improve yourself.

**Remember: ATTITUDE, ATTITUDE, ATTITUDE. It's a direct reflection of who you are and how you work.**

Your monthly self-evaluation will reflect your use of this material. Your belief in yourself is a must for your success.

## Self Evaluation #1

Name (please print)		Company (if appropriate)	
Address			
City	State	Zip	
Telephone Number		E-mail	

These questions are designed to help you in your journey of self-improvement. We suggest you consider giving them to your employer upon completion. If you don't have an employer, then you need to refer back to them each week.

Your answers should be an honest opinion of yourself.

Employee: complete one form after reading each of the 12 statements. Write the appropriate letter that best describes you in the blank before each statement.

- A — I do not need improvement or change.
- B — I am making an effort.
- C — This does not apply to me.
- D — I have greatly improved or changed for the better.

- \_\_\_\_\_ Understanding of who is responsible for you having a job with your company.
- \_\_\_\_\_ Attitude when dealing with customers.
- \_\_\_\_\_ Attitude as it relates to your company's product or service.
- \_\_\_\_\_ Attitude about yourself.
- \_\_\_\_\_ Social Attitude (how you look and act in public).
- \_\_\_\_\_ Accept criticism.
- \_\_\_\_\_ Go the extra mile.
- \_\_\_\_\_ Attitude about others.
- \_\_\_\_\_ Maintain a positive attitude.

**Always be the best that you can be!**

## #2: EFFICIENCY: HOW'S YOURS?

The best example of the ultimate in efficiency is commercial and military aircraft. They are totally controlled by a "Planner." — A written list of instructions for maintenance and a written 'check list' for the pilots. It makes no difference if the time between take-off and landing is 15 minutes or two hours. Every time the aircraft is ready for take-off, the same written list is checked off item by item. The same occurs on landing. Nothing is ever assumed. A pilot with 30 years experience repeats the process with each take-off and landing just as a student pilot does with his or her first flight. The point is, success is achieved by having a written plan and following that plan daily. Success is important in take-off's and landings and this is similar to what you are doing with every customer you greet. It is accepted practice in business. By spending 5% of your time planning, you can achieve 95% of your goals.

Devote 10 to 15 minutes each day to your daily planning. You will find it is a joy to jump out of bed each day if you have listed your daily activities the night before.

Prioritize every thing you need to accomplish that day, from the most important to the most trivial. List these things on paper — not in your head. Leave room for notes as required.

After you have completed your list, review it. Use the note section for telephone numbers or other information on those things that warrant it. Then stick to your plan. For those events you are unable to complete, make a note reminding you of their incomplete status, and transfer it to the next day's list, if necessary.

Be realistic in your daily goals. You may have a project that requires two or three days to accomplish. Devote all your time to your project, if it is feasible. Make a plan just for that project. If time will not allow you to devote all of your attention to the project, than set a beginning and ending time for the project each day until it is completed. Can you image a N.F.L. team without a game plan?

To help you be more efficient, list all of the people and businesses you call in your electronic address book, or write them on 3" x 5" index cards. You will save hours each month by not having to look up numbers, addresses or important dates for birthdays or other special events in your life. Efficient companies keep separate files on each transaction and customer. Files are cheap, so set up home files on each individual need or important piece of information you have, from receipts to bills.

If you are employed in the retail industry, keep 3" x 5" index cards, a daily planner, or your Blackberry for your customers. When you introduce yourself to them, ask their name. After you have established a rapport with them, whether they make a purchase or not, ask them if they would like you to contact them about any upcoming sales or shows. Ask about birthdays, anniversaries or special events you might help remind them of. Whether or not they give you their name and number, you have impressed them and they will remember you. The next time they are in, refer to your records and call them by name. If they give you special event dates, call or contact them a week or so in advance. Not contacting them is the worst thing you can do. This same principle should be used for s boss and co-workers. Know their important dates and acknowledge them.

## Self Evaluation #2

Name (please print)		Company (if appropriate)	
Address			
City	State	Zip	
Telephone Number		E-mail	

These questions are designed to help you in your journey of self-improvement. We suggest you consider giving them to your employer upon completion. If you don't have an employer, then you need to refer back to them each week.

Your answers should be an honest opinion of yourself.

Employee: complete one form after reading each of the 12 statements. Write the appropriate letter that best describes you in the blank before each statement.

- A — I do not need improvement or change.
- B — I am making an effort.
- C — This does not apply to me.
- D — I have greatly improved or changed for the better.

- \_\_\_\_\_ List priorities and utilize your time efficiently as possible.
- \_\_\_\_\_ Have worked on your outline for success, and have a plan of action.
- \_\_\_\_\_ Do you follow your plan of action daily?
- \_\_\_\_\_ Do you devote daily planning time? At the same time each day? Is it part of your routine?
- \_\_\_\_\_ Does your daily plan include efficiency?
- \_\_\_\_\_ Is your overall plan for success realistic?
- \_\_\_\_\_ Do you keep a file of key people and important information about them?
- \_\_\_\_\_ Do you practice name recall: can you remember names?

**Always be the best that you can be!**

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### **#3: CUSTOMERS PAY YOUR SALARY, SO TREAT THEM LIKE KINGS & QUEENS**

Even if your job doesn't put you in direct contact with the buying public, you still have the same influence on your customers as does the salesperson that is in direct contact with the retail purchaser. Why? Because everyone is a customer! Your family members, co-workers and everyone else with whom you come into contact are your customers. That's why you must always remember — if you have a bad attitude about your job, or you don't care about the quality of your work or your work environment, it will show 24 hours a day.

**WHAT DO CUSTOMERS EXPECT?** The same thing you do. They expect you to sincerely care about their needs and have the answers to their problems. The golden rule sums it up, "Do unto others as you would have them do unto you." Remember it all day and everyday of your life.

**VALUE.** The customer wants to feel he or she is getting his or her moneys worth, not so much in the price, but everything that they are receiving for their money, including your attitude.

**DEPENDABILITY.** The product or service you offer is expected to be as represented. So are you. That's why you must do what you say you will do, and your product must provide what is expected.

**INFORMATION.** Know your product or service. Keep up with what is happening in your profession and industry. Read the inserts and instructions that comes with your products. If you do not know the answer to customer's questions, be honest. Tell them you do not know, but will find out as quickly as possible.

**COURTESY.** Over 60% of the customers that find a new place with which to do business results from bad employee's attitude. Of course, you can't please everyone — but they will remember where they were treated with respect.

**ATTENTION.** Greet customers with a sincere welcome and not with a "mush mouth." Speak clearly, tell them your name and that you will be glad to answer their questions or assist them in any way you can. Then repeat your name and say, "just ask for \_\_\_\_\_." If your name is not common, suggest an association method to help them remember, or use humor techniques, such as, "You know—Tom, as in Tom Jones without the voice or money." People like to ask for someone by name, but are reluctant to call for you without a name. Do not stand over them.... just be close and available.

**SINCERITY.** Show a true, sincere interest in your customer and his or her needs. Start with product or service knowledge. Know your product. Then listen carefully to your customer. If you know what they want, you can sell them on your product or service as well as on yourself.

Before you complete your evaluation sheet, review your copy of "13 Steps To A Better You." Your belief in yourself and your company is a must for your success. Make what you are learning a way of life. It pays!

### Self Evaluation #3

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Name (please print)		Company (if appropriate)	
Address			
City	State	Zip	
Telephone Number		E-mail	

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These questions are designed to help you in your journey of self-improvement. We suggest you consider giving them to your employer upon completion. If you don't have an employer, then you need to refer back to them each week.

Your answers should be an honest opinion of yourself.

Employee: complete one form after reading each of the 12 statements. Write the appropriate letter that best describes you in the blank before each statement.

- A — I do not need improvement or change.
- B — I am making an effort.
- C — This does not apply to me.
- D — I have greatly improved or changed for the better.

- \_\_\_\_\_ Do you understand everyone around you is a potential customer?
- \_\_\_\_\_ Do you know what your customers expect?
- \_\_\_\_\_ Are you following the "golden rule"?
- \_\_\_\_\_ Do your customers receive value? What do they expect and do you offer it?
- \_\_\_\_\_ Has your product or service knowledge improved?
- \_\_\_\_\_ Are you better at being the best you can be?
- \_\_\_\_\_ How is your sincerity?
- \_\_\_\_\_ Are you courteous and attentive to your customers?
- \_\_\_\_\_ Do you treat customers like *kings and queens*?

**Always be the best that you can be!**



#### #4: MANAGING YOUR BOSS

It sounds like such a simple task, yet we are all self-employed and really work for ourselves. But to ease the task, we join forces with others who provide products and a work place. To operate efficiently, we assign duties and refer to the owner of the business or manager as “boss.” He or she may be the BOSS just because he or she was there before you, but they are still the boss. They are not mind readers, they are human (I know, in some cases, it could be questionable.). They have quotas, deadlines and conditions beyond their control that affect their judgment at times. The first step in boss management is to have a complete understanding of what is expected of you. Ask for the time to go over your duties and job descriptions. Ask for your work perimeter and additional activities you can do to help achieve the company’s objectives.

Listen very carefully. There is no such thing as a dumb question. If you do not completely understand something, ask questions. Write down what is expected of you. Do the work that is assigned to you first, (unless asked by your boss to do otherwise). Then when you have completed your work, volunteer for more duties. Do the obvious. After you become efficient at your duties, make it a point to notice duties of your boss that you could help out with. Ask for these duties to free his or her time for more important duties. Be sure you know where to report and how informed your boss wishes to be.

Do not assume that additional duty assignments give you the authority to make major decisions. Be sure to obtain your boss’s approval before you make an important decision.

Under no circumstance should you place your boss in a position of choosing sides or pitting employees against each other. If you have a problem, take it to your boss in confidence and state your side. Expect him or her to review the other employees’ position, then accept the results and put the issue behind you. This is the kind of quality behavior expected of employees with a future.

On or off the job, always be supportive of your company, your boss and your co-workers. You are a walking, talking billboard for your company. Let everyone know you are proud to be a part of the greatest place in town.

If you are in outside sales and require the attention of your boss and customers after you have made your last appointment of the day, make a cold call if it is between 3:30 to 4:00. The customer will be in a state of shock at this unheard of jester. More than likely, it will make his or her day, and you will receive more attention than the first salesman that called that morning.

Like Frank Bettger said to insurance salespeople, knock on enough doors and say, “You do not want to buy any insurance, do you?” You will find someone that will say “yes, I do.” You’d better make sure your boss is sitting down when you hand them a cold call sales that was made after 3:30. The only situation that could be better—and it applies not only to outside salespeople, but to anyone that works outside—is to tackle a job or a cold call on a rainy Friday afternoon ... after 3:00.

The bottom line is that managing your boss is simply managing yourself.

## Self Evaluation #4

Name (please print)		Company (if appropriate)	
Address			
City	State	Zip	
Telephone Number		E-Mail	

These questions are designed to help you in your journey of self-improvement. We suggest you consider giving them to your employer upon completion. If you don't have an employer, then you need to refer back to them each week.

Your answers should be an honest opinion of yourself.

Employee: complete one form after reading each of the 12 statements. Write the appropriate letter that best describes you in the blank before each statement.

- A — I do not need improvement or change.
- B — I am making an effort.
- C — This does not apply to me.
- D — I have greatly improved or changed for the better.

- \_\_\_\_\_ Do you realize that everyone is self-employed?
- \_\_\_\_\_ Are you as dedicated to your company as if you were the owner?
- \_\_\_\_\_ Are you efficient in your assigned duties?
- \_\_\_\_\_ Do you understand what "manage your boss" means?
- \_\_\_\_\_ Are you listening and asking about those things you do not understand?
- \_\_\_\_\_ Do you understand responsibility and know when to ask for decision approval?
- \_\_\_\_\_ Are you a real asset to your boss and company?
- \_\_\_\_\_ If you are in outside sales, are you making 4:00 pm cold calls?
- \_\_\_\_\_ Have you improved your sales presentation?

**Always be the best that you can be!**

## #5: GETTING ALONG WITH PEOPLE

Your ability to get along with people is one of your greatest assets. Your success is directly related to your ability to work with other harmoniously.

The majority of the public likes a person who is friendly and wears a smile. The price is cheap, but the return is priceless. It costs you nothing to smile and be friendly. This attitude is like a magnet — it draws people to you. How many times have you heard, “He’s a grump,” “nobody likes a smart aleck.” Negative thoughts and actions attract negative people. Positive, bright, cheery and friendly people attract similar people. You have always heard that “birds of a feather flock together.” So associate yourself with people who look on the bright side of life.

If you want to “soar with eagles, don’t surround yourself with turkeys.” You will find the “eagles” among those that enjoy the company of positive, friendly people. It is a quality that is found in the higher echelon of successful companies and a quality that leaders possess on and off the job.

Friends are another one of your greatest assets. What is a friend? Someone that is there when you need him or her. A person that wants nothing, and asks for nothing in return. Someone that stands by you, or stands up for you, whether you are present or not. And someone that has an ear when you need one, yet never repeats what you have told them in confidence. But to have one, you must first be one.

It is a group of people of whom you can ask anything, and expect a sincere answer knowing it was given to strengthen — not offend you. Your inner-circle could be made up of a number of people you know — the board of directors, family members, friends or co-workers, with each having a “special knowledge” of a certain field. It is a group of people that sincerely care about you, and want to help you better yourself emotionally, mentally and physically.

Now let’s talk ego. If you have one, leave it at home. Modesty is the best policy. If your boss has an ego, learn to deal with it. Smile, nod and say to yourself “this too shall pass.” In time, a person’s ego will swallow him or her up, so you will pass them on your way up as they are on their way down. Your ability to develop friends and to be an asset to your company could be permanently damaged by an inflated ego. If you have one, lose it. Don’t confuse pride and projecting a positive attitude with ego. Stand tall, smile and be proud of yourself. If you are sincere, it will rub off and help you attract new friends and customers.

You can never have too many friends. Nurturing casual acquaintances into friends creates an asset bank for repeat business. The best way to develop new friends as well as customers is to be a good listener. Get them talking about themselves, interject with subjects you both have interest in, and then show a sincere interest in the person.

To be successful at work, you must be able to get along with your co-workers. As much time as you spend together, you should develop their friendship. It will not only make work more enjoyable, but it will increase productivity, sales, profit and this is why you have a job.

No one needs enemies. They occupy your conscious and unconscious mind. They clutter your mind needlessly. It takes time to convert enemies to friends. But it can be done with friendship. Make a conscious effort to be genuine in speaking well of them to their friends. Always have something good to say about everyone and smile when you greet them. Keep it up, and they will not be able to stand it and in time, if you are sincere, you will win them over. It will be good for your career.

Always be nice to everyone. You will become known as the “nice guy”. These are the people companies want up front, the show person, and the spokesperson. You will be the one talked about for advancement. You must be genuine; you cannot fake sincerity very long.

## Self Evaluation #5

Name (please print)		Company (if appropriate)	
Address			
City	State	Zip	
Telephone Number		E-Mail	

These questions are designed to help you in your journey of self-improvement. We suggest you consider giving them to your employer upon completion. If you don't have an employer, then you need to refer back to them each week.

Your answers should be an honest opinion of yourself.

Employee: complete one form after reading each of the 12 statements. Write the appropriate letter that best describes you in the blank before each statement.

- A — I do not need improvement or change.
- B — I am making an effort.
- C — This does not apply to me.
- D — I have greatly improved or changed for the better.

- \_\_\_\_\_ Has your ability to get along with people improved?
- \_\_\_\_\_ Are you surrounding yourself with positive, motivated people?
- \_\_\_\_\_ Are you developing an "inner circle." Is it a group you can talk confidentially with?
- \_\_\_\_\_ Do you know the difference in ego and pride? Have you curbed your inflated ego?
- \_\_\_\_\_ Are you nurturing new friends?
- \_\_\_\_\_ Do you understand being a good listener is an asset in cultivating friends?
- \_\_\_\_\_ Have you improved your relations with your family? Are they also your best friends?

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## #6: FIRST IMPRESSIONS: HOW'S YOURS?

First impressions are very important, and your first one is hard to overcome—good or bad. That's why you must be sure yours is always good.

You are an image of your home life, as well as the company you represent. You must conduct yourself in a manner that will portray the best image at all times.

Your attitude, when dealing with customers, is believed to contribute as much as 60% to the purchase-making decision. That's why first impressions, when dealing with the public, are essential to the success of your company.

Your boss and co-workers continue to judge you on a daily basis. And if you have not adapted your way of life to reflect the best you can be, right now is the time. Since your every action is what your boss and co-workers use to form their impressions of you, there is no room for being phony. You must sincerely care about yourself, your family and personal life, your job, your boss, your co-workers, your customers and your future. If you do, your associates will see it, and it will help you to rise to the top. Remember — be the best you can be, at everything you do!

### Self Evaluation #6

_____		_____	
Name (please print)		Company (if appropriate)	
_____			
Address			
_____			
_____	_____	_____	
City	State	Zip	
_____		_____	
Telephone Number		E-Mail	

These questions are designed to help you in your journey of self-improvement. We suggest you consider giving them to your employer upon completion. If you don't have an employer, then you need to refer back to them each week.

Your answers should be an honest opinion of yourself.

Employee: complete one form after reading each of the 12 statements. Write the appropriate letter that best describes you in the blank before each statement.

**A** — I do not need improvement or change.

**B** — I am making an effort.

C — This does not apply to me.

D —I have greatly improved or changed for the better.

\_\_\_\_\_ Do you believe a customer's first impression of you is good?

\_\_\_\_\_ Do you believe someone you've just met has a good first impression of you?

\_\_\_\_\_ Does your boss and co-workers have a different impression of you now than they did 6 months ago?

\_\_\_\_\_ Do you have the ability to make an unconscious effort to make a good impression at all times?

\_\_\_\_\_ Has your attitude when dealing with customers improved over the past six months?

\_\_\_\_\_ Do you enjoy your home life more now than you did six months ago?

\_\_\_\_\_ Are you a better employee and more productive?

\_\_\_\_\_ Are you controlling your emotions, and have you trained yourself not to raise your voice?

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## **#7: TIME MANAGEMENT**

Have you ever been to Weight Watchers? They have the greatest example of time management possible. You should join, whether you need to lose weight or not. During the first meeting, they provide you with lifetime management—except theirs is called weight management. They have you write down everything you eat for a week when you eat it, not at the end of the day. Among other things, I found out that the six cookies I ate every night were really six trips with four to five cookies each.

Do the same thing with your time for a week. You will see how important your day really is. Yes, I am sure you stay very busy, but at what? There are only 60 seconds in a minute, yet some people produce twice as much as others. Do they run faster? No. They are just organized.

Most of us are at our best the first part of the day. Accomplish the tasks that require more skill first, and leave the “by-the-number” jobs for the afternoon.

Some of you may say, “I work eight hours and do the same thing every day. I have no choices.” Do you work in a stock room? Wait tables? Sell in a retail store or change tires or oil? What do you do between boxes or customers? Try picking up, cleaning up and reading labels for information. Anything you can do to make your work place look better, and any knowledge you can acquire about your product allows you to make more sales in less time. This increases profits and provides a reason for your job.

To be the best you can be at work and play requires you to be extremely efficient. You are probably aware of the 80/20 rule. 80% of the sales are made by 20% of the people. It also applies to work. 80% of the work is accomplished in 20% of your time, and the other 20% takes 80% of your time. Analyze what you do. Are you spending too much time on low return duties? Can you eliminate or delegate some of your duties to free up time for more productive work?

As you lay out the next day's duty list, prioritize. Does the job have to be done? Does it need to be done as thorough a job as I have done it in the past? Is there another way to accomplish the work in less time?

How much time do you spend looking for something? Is your desk or work station clean and organized? Is everything in its place, and is there a place for everything? Refer to your company's time management chart. Eliminate duplication and shorten unnecessary time consuming functions.

Remember: Your time is money, so use it wisely.

Improve your productivity. Spend your time where it will generate the most money and provide the most satisfaction for you. Work on your boss's pet projects. Lay out time saving programs and present them to your boss. The more efficient your work place is, the more profitable your company is. Employees that take the incentive to prove they want to be part of the team are very valuable to any company. Take the incentive and prove that you are valuable, too.

Start by being prepared. Lay out your daily duties the night before. Know your product, service or job. Like yourself and exhibit a positive attitude at all times. Volunteer for high visibility tasks or community projects. You'll benefit from your name or picture appearing in the news media as being associated with worthwhile causes. By volunteering for those duties that nobody wants to do, and completing the job with enthusiasm, you will impress your boss.

Do not abuse personal perks available to you. Keep your personal business to a minimum while at work. Never talk negative about your company or boss. Always speak with pride about your company.

Control your emotions. Train yourself to never show anger in reaction to criticism from your boss. Kill those around you with kindness. Never raise your voice when you are angry at home or work. Lower the volume; speak softer and kinder. Soon you will be accepted as a "level-headed untouchable." Then you will be included in discussions about plans, goals or problems, and your opinion will be valued in deciding on a solution.

Most anger and flared tempers, especially at home, evolve over nothing. For the next two weeks, try handling all problems with a soft voice and ideas of what can we do to correct the problem. Try saying, "I am sorry, I will try to improve," regardless of whether you believe you are right or wrong.

### Self Evaluation #7

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Name (please print)	Company (if appropriate)	
Address		
City	State	Zip

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Telephone Number

E-Mail

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These questions are designed to help you in your journey of self-improvement. We suggest you consider giving them to your employer upon completion. If you don't have an employer, then you need to refer back to them each week.

Your answers should be an honest opinion of yourself.

Employee: complete one form after reading each of the 12 statements. Write the appropriate letter that best describes you in the blank before each statement.

- A — I do not need improvement or change.
- B — I am making an effort.
- C — This does not apply to me.
- D — I have greatly improved or changed for the better.

\_\_\_\_\_ Accomplishment at work?

\_\_\_\_\_ Written list of work duties are a part of your daily program?

\_\_\_\_\_ Utilizing your daily prime time to accomplish the jobs that require the most skill?

\_\_\_\_\_ Have you added the non-required duties to your routine job, helping efficiency and profits?

\_\_\_\_\_ Has your ability to achieve more at work and play improved?

\_\_\_\_\_ Have you sacrificed quality for quantity as the answer to time management?

\_\_\_\_\_ Is your life more organized?

\_\_\_\_\_ Is your time spent generating more self-satisfaction?

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## **#8: LEARNING CURVE**

Doctors, lawyers, insurance agents, real estate salespeople and a host of other sales and technically related occupations routinely attend continuous education programs. Some are even required by law. Why? Can



you imagine someone in the computer hardware or software industry who did not stay abreast of the changes in their industry, almost daily, continuing to be successful?

At no time in history has the competition for the dollar been more competitive than it is today. Education is the cornerstone of your success. Your company's existence is dependent on your knowledge of the company and its products or services. Here's an example: In eastern Tennessee, Mayfield Dairies milk and the container in which it's kept are not touched by anyone until the route man places it in the dairy case. Their entire plant is as clean as you wish your house was. You could eat off the floor in any corner of the plant. Quality control is state-of-the-art. How does the public in their trade area know this? Every employee from route sales to floor sweepers proudly tells everyone they see every day. After hearing about their work environment for years, I drove one hundred and eighty miles to Athens, Tennessee and told them I just had to see if what I had been told for years was true. It was more impressive than I expected. Do you have this knowledge and pride in your company?

Some of you are saying, "Gee, they must think I intend to spend the rest of my life selling T-shirts and jeans in this place. Do they think I own this place?" As a matter of fact, we do. The art of selling yourself never changes—and the better you are at selling yourself, the more successful you and the company you work for will be. An employee educated on their company's production services impresses the boss and the customer.

Have you ever noticed in larger chain grocery stores, 90% of the employees know where 90% of the stock is located and they will drop what they are doing to locate anything for you—with a smile. Why? The competition is fierce and the margin of profit is slim. They cannot miss a sale. Your attitude must be the same about selling yourself and your company's product or service.

How do you go about doing this? Start by learning about the company's history; the successes and failures. Talk to your boss about future plans. Expect an opportunity for growth with the company. Let your managers know you are willing to take on new duties and challenges. Ask for any information that is available on the products or services offered. Read the label or inserts on the products you sell. Impress your boss and customers by the amount of knowledge you gain.

If it is applicable to your job, on your free time, visit a business similar to yours. See what they are doing that is different than what your company offers. Talk to friends that are in the same line of work, and ask how they do things. Then take this information to your boss. Get involved in the growth of your company by learning about your company.

Again you may say, "But I am part-time or a seasonal worker. I am in school and only want to earn spending money." You missed the obvious point. You learn to sell yourself and to successfully climb the corporate ladder. That's why you must give yourself and your current job 110%. If the players on an N.F.L. team waited around all season until they displayed their best efforts, would they ever make it to the Superbowl?

Every job is just like learning English. It never changes. A verb is a verb and a noun is a noun. You simply repeat and acquire knowledge from elementary school to college. Never stop learning. Read everything you can find on motivation and product knowledge. Remember — you are selling yourself first.

## Self Evaluation #8

Name (please print)		Company (if appropriate)	
Address			
City	State	Zip	
Telephone Number		E-Mail	

These questions are designed to help you in your journey of self-improvement. We suggest you consider giving them to your employer upon completion. If you don't have an employer, then you need to refer back to them each week.

Your answers should be an honest opinion of yourself.

Employee: complete one form after reading each of the 12 statements. Write the appropriate letter that best describes you in the blank before each statement.

- A — I do not need improvement or change.
- B — I am making an effort.
- C — This does not apply to me.
- D — I have greatly improved or changed for the better.

- \_\_\_\_\_ Is continuous education now a part of your life?
- \_\_\_\_\_ Are you a more product employee because you are more knowledgeable about your company and it's products and services?
- \_\_\_\_\_ Are you spending more time educating yourself about subjects of interest to you?
- \_\_\_\_\_ Have you noticed more enjoyment at work as a result of your extended work related knowledge?
- \_\_\_\_\_ Is the fact that you are more knowledgeable about a subject allowed you to be more proficient?
- \_\_\_\_\_ Is it obvious that your boss is impressed because of your sincere interest in what you do?

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## #9: 24 HOURS A DAY RESULTS

Time is the only thing you cannot change. You've heard the term "working 48 hours a day." What it really means is utilizing time to produce the most results. "Boy, she can really squeeze a dollar." She receives the most from each dollar by wisely shopping and spending." Why? "Coupon queens" stretch their *spendable* dollars — sometimes as much as 50% by taking advantage of manufactures discount coupons and by doubling and tripling the face value of these coupons.

What does this have to do with time management? To produce the most results 24 hours a day, you must squeeze every productive second out of the day. That doesn't mean you can't kick back and read a good novel, watch a ball game, nap in a hammock or go to the theater. By all means, do it and do it with gusto! You need this time to put aside all thoughts and potential problems. Most of your problems are minor setbacks that can be resolved by facing them head on.

Now that you understand that results occur from everything you do 24 hours a day, understand that this includes everything from breathing and sleeping to work and play. First and foremost, check "our attitude". Please refer to #1 Attitude before you continue this lesson. Remember, you must like yourself to produce results. Your attitude is the key to results.

Next, use every second as efficiently as possible. Please refer to #2 "Efficiency, How's Yours?" before continuing. You must have a plan of action, and you must to follow that plan. Goals are never achieved by those without direction and purpose. If you were asked what you wanted out of life and your answer was more money than you could spend you probably wouldn't get it. Your only hope there is having a rich uncle or winning a lottery. There is nothing wrong with wanting lots of money. I have tried it both ways and it is a lot more fun to have lots of money. Like an old shoe, it feels good. Money comes from having a goal, a plan of action to achieve it, and a real map to success. Plot your course directly to your destination. Allow for wind, current, bad weather obstacles and negative thinkers — and always remember....*elligitimis non carborundum*.

After you've obtained your destination, keep a positive mental attitude. Then you can move to step #2, your success list. Successful people have a direction and they spend time daily on their plan of action. This is how they are able to achieve so much more each day, than most people do. Associate yourself with successful people. Success breeds success.

Not only do you need to feel good about yourself (attitude), but you must be motivated to hit the floor running in the mornings and like the feeling. Some years ago, automobile race drivers realized they were athletes just as much as football or basketball players. They started an exercise program, hired some trainers and professional dance instructors. They found that aerobics not only improved their stamina, but it also improved the efficiency of their pit crews. Three or four years ago, a 22-second, four tire, and fuel top-off pit stop was fast for a Nextel Cup Grand National crew. Now, they are achieving the same results in 12 seconds. They attribute this efficiency, in part, to their improved physical conditions and aerobic training. Any increase in your physical activity will have a positive affect on your ability to achieve more. Not only will you feel better, but you will look better. With your doctor's approval, make an exercise program a part of your life.

We are a nation that believes looking good is important 90% of the time. 90% of your body is covered with clothes. By being a smart shopper, anyone can look sharp. It does not take a different outfit each day, but by changing belts, scarves, shirts, ties and coats, you can change the look of an outfit. It does not take fifteen minutes to press what you are going to wear. Always have your hair and nails trimmed and clean. Shine your shoes, stand erect and smile.

A good sound sleep is also necessary for you to be alert and sharp all day. You have probably said, "I am too tired to sleep." A hot shower or bath before bed is a good way to relax. A lot of executives take a short nap at lunch and, as a result, are sharp through the afternoon and evening. You may say, "yes, but, I punch a clock and do not even have a seat at lunch much less a place to nap, after lunch." On breaks, splash water in your face, sit down and close your eyes for a few minutes or take a short walk. It will work wonders.

The mind is like a computer. But while, a computer has limitations on the amount of information it can store and retain, the mind is unlimited. Do not waste any time. If you car pool or commute, read or listen to training or motivational tapes. Purchase or check out of a library a foreign language course. Take correspondence courses. But never stop learning. If your job's regular pace is slow, ask for addition duties. It not only will increase your ability to produce, but it will impress the boss. If you work as a cashier, have a duty that has some down time, or you must man a station, ask if you can read or listen to motivational and educational tapes. Do not waste time.

Join the community theater, or volunteer your time to activities you're interested in. If you are interested in the medical field, volunteer at a hospital. You will be surrounded by people with the knowledge of that area. Barter your time. Do you want to learn to fly or take dancing lessons but don't have the money? Offer to clean up, run errands or whatever you can do to help in exchange for training. Make every minute count.

It makes no difference what you do. Be the best you can be. Even if you know you are part- time and your job is being eliminated. Put 110% into your job and ask for other duties. Stay busy. While it might lead to an opening in another department, it will clarify you as a supporter and assure you a letter of recommendation from your boss for your portfolio as you climb the ladder of success.

Your written daily planner is the key to utilizing every minute of your day as well as providing more time for you to do the things you enjoy.

### Self Evaluation #9

Name (please print)		Company (if appropriate)	
Address			
City	State	Zip	
Telephone Number		E-Mail	

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Your answers should be an honest opinion of yourself.

Employee: complete one form after reading each of the 12 statements. Write the appropriate letter that best describes you in the blank before each statement.

**A** — I do not need improvement or change.

**B** — I am making an effort.

**C** — This does not apply to me.

**D** —I have greatly improved or changed for the better.

\_\_\_\_\_ How is your attitude these days?

\_\_\_\_\_ Are you more productive than you were nine months ago?

\_\_\_\_\_ How's your vision of your goals? Can you see over the horizon; are you on course to your goals?

\_\_\_\_\_ How is your attitude around negative thinkers?

\_\_\_\_\_ What about your efficiency?

\_\_\_\_\_ Have you improved your appearance?

\_\_\_\_\_ Have you done anything about improving your physical condition?

\_\_\_\_\_ Are you striving to increase your ability to learn?

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### **#10: "I DON'T HEAR YOU!"**

As a child, you probably played "Gossip" — the game where one person whispers a statement into the ear of the person next to him or her, who in turn repeats the statement until everyone in the group has heard — or thought they heard — what was initially said. It is a humorous, but enlightening game, because what was heard was probably not what was actually said. The problem is not in hearing or comprehending the statement, but in being too involved in thinking about repeating the statement to the next person. As a result, the person doesn't listen as carefully as he or she should — or could have.

This is a problem a lot of people have. Have you ever day-dreamed in class? You can become so engrossed in thought that you do not hear anything else. That's why you need to direct all of your attention to the person speaking to you. This is the only thing that is important at that moment.

Another problem we have in listening is that we become so busy thinking about what we are going to say, we do not actually hear what is being said. There is a big difference between listening and hearing. Lawyers are trained to listen. Not only do they listen, but they write down what you say down — in court and during depositions. They have a court reporter writing every word, so they can read and analyze every statement. This is a big factor in their ability to win cases. Listening is important to their livelihood. It is also important to your livelihood. Your job is dependent on your ability to listen, concentrate and act on what you are told.

Fear is a big factor in people not listening. They fear they might not give the correct answer, so they are thinking about an answer while the person is giving instructions. Listen to what is said. Repeat it and ask, “Is this correct?” There is no such thing as a dumb question. There are many good memory courses available in book and cassette form that teach you have to hear, understand and train yourself to remember. Taking notes is an excellent way to help you remember. Repeating the statement out—loud is also helpful. It is a good way to remember names, and a persons name is important to them. You will find part of the memory process training is teaching yourself to listen and understand.

Association is used to remember names, as well. Associate your customer’s name with a name that is the same as someone you know, or the same as a person of high visibility. Association can also be used to help you remember facts and instructional information. Always repeat what is said to you out loud immediately if possible, if not to yourself. At your first opportunity, write down all instructional information you have been told. Form an outline system so you are not bogged down in paperwork. Review your notes everyday until you are proficient at the task.

In summary, you must give your full attention to the person speaking to you. Do not think about an answer. Listen to what is being said, repeat the statement, and ask if you correctly understand what you have been told. Write it down at your first opportunity. Then read the instructions or statements everyday until it is a natural part of your work.

### Self Evaluation #10

Name (please print)		Company (if appropriate)	
Address			
City	State	Zip	
Telephone Number		E-Mail	

These questions are designed to help you in your journey of self-improvement. We suggest you consider giving them to your employer upon completion. If you don’t have an employer, then you need to refer back to them each week.

Your answers should be an honest opinion of yourself.

Employee: complete one form after reading each of the 12 statements. Write the appropriate letter that best describes you in the blank before each statement.

**A** — I do not need improvement or change.

**B** — I am making an effort.

**C** — This does not apply to me.

**D** —I have greatly improved or changed for the better.

\_\_\_\_\_ Your ability to comprehend.

\_\_\_\_\_ Is it obvious to others your ability to comprehend? Has it improved?

\_\_\_\_\_ Are you using association or another system to improve your ability to remember names, dates, and places?

\_\_\_\_\_ Is it obvious to your family that you are more interested in them due to your ability to listen?

\_\_\_\_\_ Is your ability to be more knowledgeable about your company's product or service better because you have listened to them?

\_\_\_\_\_ Do you address customers by their name as a result of listening?

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### **#11: ARE YOU ON THE RIGHT ROAD?**

First, you must know where you want to go. Then, define what skills and knowledge you need in order to get there.

Enjoying what you do is a key element in your success. With the proper training and knowledge, you can enter most any field of endeavor. Your success will then depend on your desire and attitude. Even if you are working a job that is merely the means to the end, behave as if you own the company by giving it 110%. Why? You made a deal when you were hired. Your boss needed someone to do a job and you agreed to do it. You must do your best at everything you do. It must be your way of life. When you move on, or do such a good job that you're offered a better deal, you need your boss to support you.

Have you written down your life goals and what you have to do to achieve them? This, as well as your attitude, is the first steps to getting where you want to go. Do you treat everyone with respect; and the way you would like to be treated? Do you live the golden rule? Nothing else matters until you like and respect yourself as well as those around you. It does not hurt to tell them you care, and say thank you with a smile.

Next is desire; How badly do you want it? Are you prepared to pay the price? Will you put 110% into everything you do to achieve your goal? I always enjoy hearing the group *Alabama* sing and a lot of other stars talk about their overnight success and others talk about all the money they are making. But, *Alabama* will tell you about the years of worn out vans and broken down beds they slept in and the odd jobs they took to eat and the all night gigs night after night. They also tell you about those that stood by them and helped them on their way to the top. They never forget those that stood by them.

You have a different situation. Don't forget who is paying you now, and who is making it possible for them to pay you. Honor your job, do more than is expected, and treat your customers, mates, friends and family like kings and queens. You'll find it will be your greatest asset on the road to success.

Currently you may not be where you want to be, doing what you want to do. If you are not and you have the desire to achieve your life goals, consider yourself to be in training. If you are not giving your boss and company your best, then you are not training yourself to be successful. Everything you do and every customer you meet must be approached as if your life depended on its success. It does, if you want to reach the top. That customer or co—worker just might be the stepping stone to your goal. How you treat them, and how your attitude and actions differ today, will influence their opinion of you from now on.

Being on the 'right road' requires you to be the best you can be every day.

### Self Evaluation #11

Name (please print)		Company (if appropriate)	
Address			
City	State	Zip	
Telephone Number		E-Mail	

These questions are designed to help you in your journey of self-improvement. We suggest you consider giving them to your employer upon completion. If you don't have an employer, then you need to refer back to them each week.

Your answers should be an honest opinion of yourself.

Employee: complete one form after reading each of the 12 statements. Write the appropriate letter that best describes you in the blank before each statement.



- A — I do not need improvement or change.
- B — I am making an effort.
- C — This does not apply to me.
- D — I have greatly improved or changed for the better.

- \_\_\_\_\_ Are you on track to achieve your life’s goals?
- \_\_\_\_\_ Don’t kid yourself. Do you have a written game plan for your success?
- \_\_\_\_\_ Does your game plan include steps and a time schedule to reach your goals?
- \_\_\_\_\_ Are you living the “Golden Rule?”
- \_\_\_\_\_ Have you made the decision to pay the price to achieve your goals?
- \_\_\_\_\_ Do you treat every customer as if they were the *king and queen*?
- \_\_\_\_\_ Are you giving your boss your best at all times?
- \_\_\_\_\_ Is your family visibly pleased due to your improved attitude at all times?

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## #12: RULES TO LIVE BY

The key to all “rules to live by is choice — and the choice is yours. Let’s start with attitude. Before you continue this lesson, please review lesson #1: ATTITUDE.

To be successful in life, your first choice must be to adopt a positive attitude. Look for the good in everything. If you can’t find it, help to make it. Many of us in the motivational and sales business have a mutual friend whose parents were ministers. The wife was such a positive person, and in a circle meeting it was said “Why, I bet you could find some good in the devil” her reply was, “Well, he is persistent”. Think positive. Your first rule is to choose a positive attitude.

Desire. You can be whatever you want to be, but don’t confuse desire with dreams. They often go hand and hand. Chase your dream with desire and create a plain of action. Set goals, write them down and refer to them regularly. A goal is not just a new car or a home — it is a game plan of how to reach your goal. Remember: Desires — attitudes — action.

Cleanse your mind. It is easy to load your mind down with so many unimportant things, — things you cant control, and have no real bearing on your success. The world is full of negative thoughts. It never ceases to amaze me to hear the amount of job and manager bashing that takes place in the break rooms at

work. Try injecting positive comments, — what’s good and how you can make it better. Oh yes, they will think you are crazy at first, but keep it up, and they will join the positive band wagon or work through the break. Either way, you win. Now take your positive attitude into your home life.

Actions speak louder than words. Don’t tell me; show me. Go the extra mile at work and at play. Produce more than is asked of you. Idle time is forever. Treat your job as if you owned the place. Take pride, pick up, straighten up, and clean up. Check yourself out in the mirror. Your boss is depending on you. Your company really needs you. Go the extra mile. It will be noticed.

Laughter is the best medicine. Those that can laugh at themselves relieve tension, avoid depression and clear their minds for positive, clear thoughts. Find humor in the work place. Always laugh with those around you, and not them. There is a fine line between enjoyable laughter and ridicule. As a child, it was so easy to gang up on the little ones.... but you are no longer a child.

Count your blessings. Why do you have a job? Because the company you work for has customers whose needs must be filled. Who can fill their needs best? One that realizes their value. Even though your job might be sweeping the floor or washing dishes, you must believe you have the most important job there. Do more than is expected of you and realize that the success of your business is dependent on how well you service your customer by being the best at what you do. You are a very valuable asset to your company. Go the extra mile, and you will be rewarded.

Smile while you work and show people that you enjoy what you do. It is the means by which to reach your ultimate goal in life. Wear your positive attitude 24 hours per day. Try it for a week, and then see how easy it is to count your blessings.

**Doomsday, live today as if it were your last.** Yesterday is unimportant; there is only today. Live today and don’t worry about tomorrow. Smile and say thank you. Say, “I love you” to your loved ones. To all others, show it in your every action. Treat everyone you meet as if there was no tomorrow.

Make every day a going away party for everyone around you. Life is a big party for those that choose to join.

You might think, “This makes me tired just reading it. There are not enough hours in a day to attempt all that is asked of me.’ Do you think a marathon runner starts with a 26 mile run? Add a little each day, and you will enjoy work and play a little more each day. You will also find you feel better, sleep better, and amazingly, there will be more free time to enjoy life with those around you.

It’s your life ... and your choice.

### Self Evaluation #12

---

Name (please print)	Company (if appropriate)	
Address		
City	State	Zip
Telephone Number	E-Mail	

These questions are designed to help you in your journey of self-improvement. We suggest you consider giving them to your employer upon completion. If you don't have an employer, then you need to refer back to them each week.

Your answers should be an honest opinion of yourself.

Employee: complete one form after reading each of the 12 statements. Write the appropriate letter that best describes you in the blank before each statement.

- A — I do not need improvement or change.
- B — I am making an effort.
- C — This does not apply to me.
- D — I have greatly improved or changed for the better.

\_\_\_\_\_ Is your attitude positive at all times?

\_\_\_\_\_ Is it apparent you are looking for the best in everyone?

\_\_\_\_\_ Where are you in your "Quest for the Best" – your goals? Are you firm with your desire – attitude – action?

\_\_\_\_\_ Have you learned to sort your thoughts? Can you control your thoughts?

\_\_\_\_\_ Are you so positive that those around you must go in the closet to have negative thoughts?!

\_\_\_\_\_ Are you going the extra mile at work?

\_\_\_\_\_ Are your actions showing? Is it obvious your pride is showing?

**Always be the best that you can be!**

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## Your Personal Self-Evaluation

Personal self-evaluation of \_\_\_\_\_. This information is for you to use to evaluate your progress. Keep the completed form for your records.

If you are sincerely interested in improving yourself and would like to be a better employee and if you want to be an asset to your company, be honest with yourself as you answer each question.

After reading each statement write the letter in the blank that best describes you.

**E**—Excellent

**A**—Above Average

**S**—Satisfactory

**U**—Unsatisfactory

\_\_\_\_\_ **ATTITUDE:** Your attitude as it relates to yourself, family, friends, co—workers, management, life in general.

Comments \_\_\_\_\_

\_\_\_\_\_ **EFFICIENCY:** Overall rate yourself on your entire work day. Your ability to utilize your leisure time to the fullest.

Comments \_\_\_\_\_

\_\_\_\_\_ **SERVICE TO OTHERS:** Your overall ability to serve customers, co—workers, family and friend& Do you like to serve others?

Comments \_\_\_\_\_

\_\_\_\_\_ **ACCEPT SUPERVISION:** Can you manage your boss through your acceptance of orders? Do you have the ability to fulfill the request of your family and friends?

Comments \_\_\_\_\_

\_\_\_\_\_ **HOW ARE YOU AT GETTING ALONG WITH OTHERS?** Your boss, co-workers, family and friends.

Comments \_\_\_\_\_

\_\_\_\_\_ **WHAT ARE OTHER'S IMPRESSION OF YOU?** Are you liked and accepted? Do others look up to you? Are you a leader or a follower? Does your family and friends enjoy being with you?

Comments

\_\_\_\_\_ARE YOU A GOOD MANAGER OF TIME? Do you utilize your time efficiently at work and leisure?

Comments\_\_\_\_\_

\_\_\_\_\_DO YOU HAVE AN INTEREST LEARNING? Do you strive to learn everything you can about your company and its products or service? Do you attempt to learn everything you can about your fields of interest?

Comments\_\_\_\_\_

\_\_\_\_\_PRODUCTIVE RESULTS: Are you producing to the best of your ability both at work and leisure? Are you as productive as you can be on the job?

Comments\_\_\_\_\_

\_\_\_\_\_ABILITY TO LISTEN AND COMPREHEND: Do you understand instructions? Do you know how to listen?

Comments\_\_\_\_\_

\_\_\_\_\_ARE YOU ON THE RIGHT TRACK? Do you have your goals written down? Do you have a plan of action to reach your goals?

Comments\_\_\_\_\_

We recommend that you use a 3-ring binder to keep your on-going self-evaluation program. Review this form after you complete each monthly evaluation form.

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## Characteristics Chart

### **Sensitive Character Traits:**

***Familiarity.***

Individuals with the Sensitive personality style prefer the known to the unknown. They are comfortable with, even inspired by, habit, repetition, and routine.

***Concern.*** Sensitive individuals care deeply about what other people think of them. Concern, empathy, care, awareness, cautiousness, reserve, reticence; high-mindedness, refinement, idealism; reliability, steadiness, effectiveness, thoroughness, concentration, responsibility.

***Circumspection.*** They behave with deliberate discretion in their dealings with others. They do not make hasty judgments or jump in before they know what is appropriate. Know for their circumspection, thoughtfulness, deliberativeness, discretion, and ability to concentrate.

### **Conscientious Character Traits:**

***Hard work.*** The Conscientious person is dedicated to work, works very hard, and is capable of intense, single-minded effort.

***The right thing.*** To be Conscientious is to be a person of conscience. These are men and women of strong moral principles and values. Opinions and beliefs on any subject are rarely held lightly. Conscientious individuals want to do the right thing.

***The right way.*** Everything must be done "right," and the Conscientious person has a clear understanding of what that means, from the correct way to balance the checkbook, to the best strategy to achieve the boss's objectives, to how to fit every single dirty dish into the dishwasher.

### **Aggressive Character Traits:**

***Command.*** Aggressive individuals take charge. They are comfortable with power, authority, and responsibility.

***Hierarchy.*** They operate best within a traditional power structure where everyone knows his or her place and the lines of authority are clear.

***Tight ship.*** They are highly disciplined and impose rules of order that they expect others in their charge to follow.

### **Self-Confident Character Traits:**

***Self-regard.*** Self-Confident individuals believe in themselves and in their abilities. They have no doubt that they are unique and special and that there is a reason for their being on this planet.

***Ambition.*** Self-Confident people are unabashedly open about their aspirations and possibilities

***Competition.*** They are able competitors, they love getting to the top, and they enjoy staying there.

**Polite reserve.** Socially they take care to maintain a courteous, self-restrained demeanor. Polite reserve, courtesy, self-restraint, politeness, coolness, well-mannered, conforming, self-effacing, self-discipline, self-control.

**Role.** They function best in scripted settings, vocationally and socially: when they know precisely what is expected of them, how they are supposed to relate to others, and what they are expected to say.

**Privacy.** Sensitive men and women are not quick to share their innermost thoughts and feelings with others, even those they know well. Privacy, creativity, artistry, imagination, spirituality.

**Perfectionism.** The Conscientious person likes all tasks and projects to be complete to the final detail, without even minor flaws.

**Perseverance.** They stick to their convictions and opinions. Opposition only serves to strengthen their dogged determination.

**Order and detail.** Conscientious people like the appearance of orderliness and tidiness. They are good organizers, catalogers, and list makers. No detail is too small for Conscientious consideration.

**Expedience.** Aggressive men and women are highly goal-directed. They take a practical, pragmatic approach to accomplishing their objectives. They do what is necessary to get the job done.

**Guts.** They are neither squeamish nor fainthearted. They can function well and bravely in difficult and dangerous situations without being distracted by fear or horror.

**The rough-and-tumble.** Aggressive people like action and adventure. They are physically assertive and often participate in or enjoy playing competitive sports, especially contact sports.

**Dreams.** Self-Confident individuals are able to visualize themselves as the hero, the star, the best in their role, or the most accomplished in their field.

**Self-Awareness.** These individuals have a keen awareness of their thoughts and feelings and their overall inner state of being.

**Poise.** People with the Self-Confident personality style accept compliments, praise, and admiration gracefully and with self-possession.

## TOP STRENGTHS

**"Creativity [originality, ingenuity]:** Thinking of novel and productive ways to conceptualize and do things; includes artistic achievement but is not limited to it"

## Top Strengths

**"Perspective [wisdom]:** Being able to provide wise counsel to others; having ways of looking at the world that make sense to oneself and to other people"

## Top Strengths

**"Leadership:** Encouraging a group of which one is a member to get things done and at the same [time maintain] good relations within the group; organizing group activities and seeing that they happen"

## Top Strengths

**"Perspective [wisdom]:** Being able to provide wise counsel to others; having ways of looking at the world that make sense to oneself and to other people"

"**Love**: Valuing close relations with others, in particular those in which sharing and caring are reciprocated; being close to people.

"**Humility / Modesty**: Letting one's accomplishments speak for themselves; *not* regarding oneself as more special than one is.

"**Prudence**: Being careful about one's choices; *not* taking undue risks; *not* saying or doing things that might later be regretted"

"**Self-regulation [self-control]**: regulating what one feels and does; being disciplined; controlling one's appetites and emotions"

"**Persistence [perseverance, industriousness]**: Finishing what one starts; persisting in a course of action in spite of obstacles; "getting it out the door"; taking pleasure in completing tasks"

"**Integrity [authenticity, honesty]**: Speaking the truth but more broadly presenting oneself in a genuine way and acting in a sincere way; being without pretense; taking responsibility for one's feelings and actions"

"**Fairness**: Treating all people the same according to notions of fairness and justice; *not* letting personal feelings bias decisions about others; giving everyone a fair chance"

"**Citizenship [social responsibility, loyalty, teamwork]**: working well as a member of a group or team; being loyal to the group; doing one's share"

"**Open-mindedness [judgment, critical thinking]**: Thinking things through and examining them from all sides; *Not* jumping to conclusions; being able to change one's mind in light of evidence; weighing all evidence fairly "

"**Perspective [wisdom]**: Being able to provide wise counsel to others; having ways of looking at the world that make sense to oneself and to other people"

"**Bravery [valor]**: *Not* shrinking from threat, challenge, difficulty, or pain; speaking up for what is right even if there is opposition; acting on convictions even if unpopular; includes physical bravery but is not limited to it"

"**Persistence [perseverance, industriousness]**: Finishing what one starts; persisting in a course of action in spite of obstacles; "getting it out the door"; taking pleasure in completing tasks"

"**Persistence [perseverance, industriousness]**: Finishing what one starts; persisting in a course of action in spite of obstacles; "getting it out the door"; taking pleasure in completing tasks"

"**Vitality [zest, enthusiasm, vigor, energy]**: Approaching life with excitement and energy; *Not* doing things halfway or halfheartedly; living life as an adventure; feeling alive and activated"

"**Social intelligence [emotional intelligence, personal intelligence]**: being aware of the motives and feelings of other people and oneself; knowing what to do to fit into different social situations; knowing what makes other people tick"

"**Leadership**: Encouraging a group of which one is a member to get things done and at the same [time maintain] good relations within the group; organizing group activities and seeing that they happen"



**"Appreciation of beauty and excellence**

**[awe, wonder, elevation]:** Noticing and appreciating beauty, excellence, and/or skilled performance in various domains of life, from nature to art to mathematics to science to everyday experience"

**"Spirituality**

**[religiousness, faith, purpose]:** Having coherent beliefs about the higher purpose and meaning of the universe; knowing where one fits within the larger scheme.

**Prudence:** Being careful about one's choices; not taking undue risks; not saying or doing things that might later be regretted

**"Self-regulation [self-control]:** regulating what one feels and does; being disciplined; controlling one's appetites and emotions"

**"Vitality [zest, enthusiasm, vigor, energy]:** Approaching life with excitement and energy; *Not* doing things halfway or halfheartedly; living life as an adventure; feeling alive and activated"

**"Prudence:** Being careful about one's choices; *not* taking undue risks; *not* saying or doing things that might later be regretted"

**"Hope [optimism, future-mindedness, future orientation]:** Expecting the best in the future and working to achieve it; believing that a good future is something that can be brought about"

## NETWORK MARKETING

### Marks of a Good Salesperson – No Matter Your Job!

All of us are, on some measure or level, salespeople. We must sell ourselves and our ideas even if our careers lie wholly outside the world of traffic and trade.

Following are twelve steps that hold suggestions for everyone, no matter their profession in life: .

**Analysis:** We must analyze the business of the person who whom we would “sell,” the problems of the institution we would serve, the nature and the needs of the minds we would convince.

**Synthesis:** We must synthesize or bring together the facts our analysis digs up and the situation in which we would sell or serve.

**Leadership:** We must lead or be always a step ahead of the person we would sell or the institution we would serve, for this leadership, this step ahead breeds confidence and respect without with little can be accomplished.

**Manners:** We must have good manners – not merely the good manners of the dinner table, but good manners of the mind. The boor is inefficient wherever you find him.

**Integrity:** Without integrity, even brilliance achieves but a short-lived success.

**Faith:** Science advances by doubt, but, by and large, the prizes go to the believers – the people who believe in themselves, in what they have to offer, and in those they would sell or serve. The doubters have advanced knowledge; but the believers have advanced the world.

**Recuperation:** The priceless capacity of coming back quickly after meeting difficulties is fundamental.

**Interest:** We neither sell a person or an institution, save occasionally, unless we are genuinely interested it them or it.

**Activity:** The world yields its prizes only to people of sustained activity. This does not mean a fussy and feverish rushing about, but a capacity for sensible and sustained work.

**Imagination:** The power of imagination brings dull facts to life and relates them to the people and problems tot which we seek to apply them.

**Focus:** A world of knowledge about the job in hand may be but so much baggage in which we lose ourselves and our point unless we bring all this knowledge to clear focus upon the sale or decision at hand.

**Vitality:** a good brain and a brave spirit may go for nothing if we lack the vitality and enthusiasm to back them up.

## **Secrets to Success in Network Marketing**

"By following a plan, taking advantage of a company's training and support, and staying committed and goal-focused, anyone can achieve a great level of success and financial security"

*Home Business Connection Magazine*

Network Marketing requires and DEMANDS Personal Growth and Development. There is no other way to succeed. If you have the right attitude, skills and habits to bring to MLM, you will have the necessary foundation to build your business. Success is something which cannot be imposed. It has to be earned. Being successful is a habit and like every other habit it can be cultivated. Success is not a single event – it is a winning mindset. Network marketing is one of the best places where you can find the opportunity to develop a winning mindset. But only those who are willing to learn can hope to benefit from this opportunity. And if you will take the time to understand the following, you too can succeed:

**Understand the company information and how to present it.** Use the tools provided by the company to make your business a success, including all literature and marketing materials provided, such as brochures and live conference calls.

**Understand the product(s) information and how to present it.**

**Understand the pay plan, and how to present it.** You should always be able to cover the pay plan in general terms.

**Understand that Network Marketing is all about Leverage.** It involves you building a team of distributors and then leveraging their time and efforts that, combined with yours, can potentially build a solid business.

**Understand that it is all about COMMUNICATION.** You must bring an adequate communication style, habits, focus, and skills with you into this business

**Understand that it is about MULTIPLICATION.** You must multiply Leaders in your group, and they must multiply the duplication process, and results with their team. You need to find a Mentor, and this usually is your Sponsor.

**Understand how to TRAIN.** MLM Training Material shouldn't start with prospecting, recruiting, and closing. It needs to start with YOU first. Success must start from within You. Use common sense and be prepared to grow as a person and your business will naturally follow.

**Understand how to RECRUIT.** Learn how to generate your own targeted leads and prospects. You need a consistent flow of targeted prospects on a daily basis if you want your business to grow consistently

**Understand that Network Marketing is all about DUPLICATION.** The tasks you duplicate are prospecting, contacting, presenting, following up, and getting the decision. You also duplicate training, recruiting, building for events, and getting a new distributor started, among other tasks.

### **Secret # 1**

You must make a 1 year commitment! Patience is the key. It takes about 1 year before true "Geometric Progression" begins to take place. It's no coincidence that:

- Most network marketers quit within the first year.
- Most network marketers fail.
- Network marketers that stick it out for a year or more usually end up becoming the new "Heavy Hitters."

### **Secret # 2**

Build your downline wide fast! Make a commitment to recruit a new member into your first level on a daily basis. Momentum is a key factor in keeping you dedicated to your efforts.

### **Secret # 3**

The majority of your time should be spent recruiting new people. Most programs tell you to spend your time training your downline to duplicate your efforts.

**Guess What?** We're all unique.

- Some network marketers build downlines mailing postcards.
- Some are strong in getting top search engine placements
- Some are strong at holding "In Person" meetings
- Some use classifieds and email.

You can't force your downline to be you; you can only help them build their own system. You'll also get a major headache trying to work with the people that aren't going to do anything but quit on you in a few months. Offer your help and those that are serious to "grow" the business. Communicate regularly with your downline members. Build a relationship with your sponsor and upline.

### **Secret # 4**

There is no real secret to a large downline! 99% of a large downline is built by giving it time to do its work! So if you want to be a "Heavy Hitter in network marketing, get out there and start recruiting!

**Secret #5** Use your program's website to invite friends, family and business colleagues to join your program. Use multiple marketing mediums (ezines, traffic exchanges, classified ads, etc.) to increase your exposure. Write articles about your product/service and submit to ezines and article directories.

## The One Big Secret to Network Marketing

The One Big Secret to Network Marketing: "Hold a conversation with people about THEM, what THEY want in life, what THEIR dreams are, and then show them a SOLUTION that will motivate them and transform their life. DO NOT sell them anything. DO NOT recruit them. Simply keep the conversation spotlight on them, do not talk about you but talk about them, pour encouragement into them, and then show them how your business can catalyze that transformation they are seeking in their life. Let them know that your business is not for everyone, but if it is for them you do not want them to miss it. Do not pressure, but instead, REASSURE them. Reassure them that their life can be more than they ever thought it could be. And then show them the path that is Transforming your life.

## 5 Magic Words of Cold Market Prospecting

There is a phrase in MLM Recruiting that we call the **5 Magic Words of Cold Market Prospecting**. These words can open more doors than you ever thought possible. They also help recruit a ton of folks.

What would that phrase be?

*"Maybe You Can Help me."*

These words can open doors, create curiosity, and open the hearts of many people to give you a helping hand in your Network Marketing Business. You may be wondering what to say after those words? After all, what happens if that phrase gets someone's attention? What do you do? What do you say?

This brings us to the Golden Law of Cold MLM Market Prospecting:

"Recruiting Starts after the initial Contact... "

What does that mean?

We found that if we didn't try to recruit them right off the bat, but waited till the second meeting or even third, our ratio for success went up. And it went up tremendously. Many people have a tendency to jump into a conversation with a new prospect, without realizing that it may require some time to develop the relationship, and even give it time to BE THE RIGHT TIME to pursue the conversation full force.

Give your **cold** prospect room to breathe, and let a rapport start to develop a little. If the prospect is **cold** to the idea, give it some time. Hold more conversations. The desire to help may be there, but give it time to grow and be revealed. A lot of times, it won't happen immediately, due to the initial lack of any interest on the prospects part, or

bad experiences with others.

Wait till the second conversation to bring up your desire to seek them for your business, or who they might know.

This is only professional, and you are giving the relationship time to solidify and then mature into a real possible friendship. If you jump the gun too quick in MLM Cold Market recruiting, you will end up shooting yourself in the foot.

Here are the "5 HOT Phrases for Cold **market** MLM Prospecting" These are mainly for people that you will meet in the **business** community when Net-Working your business, which you should be doing all the time!

### **Hot Phrases for MLM Cold Market Prospecting:**

1) "I am a professional in the community like you." This states an important fact: You are one of them. And this will create the start of a CONNECTION right off the bat, and also establish who you are to the Cold prospect, from one professional to another. Network Marketing is a profession, and you need to start treating it like one, if you are not. You must maintain your focus. Don't waste your time on multiple programs.

2) "I am introducing myself to ." This sets up an important paradigm. You are taking the initiative to introduce and meet people in the community, and you are a take charge type of person. And it shows you really want to meet folks, as well it shows Leadership. When contacting prospects, less is better - do not overwhelm your prospects.

3) "I love networking with other professionals." This states one thing: You value other professionals as a resource. And you also show that you appreciate the fact that networking does work in the business world. And also that as a resource, a professional has value to you and your Network Marketing business, and vice versa.

4) "Maybe there is a way we could help each other." This establishes that you are willing to Increase and Improve your prospects business and life. And also you do care about helping people, plus you are showing Potential value right up front.

5) "Would you be open to some coffee sometime?" This is the proactive part of it, and it simply gives them a chance to engage the budding relationship, or not. Most professionals do have an interest in increasing their business, so you will get some interest, and some time with many of them.

But if they say they are not interested? Be a professional, and thank them for their time and wish them

well. And see if you can get a card for a thank you note to send them. "May I at least have a card in case I run across someone who would want your services?"

Understand that you as a network marketer should be out weekly meeting folks who may need your products and looking for you. But most don't do that as they stay tied to one or two ways to prospect.

Millionaires in this business have multiple leads working for them, all the time, everywhere, with anyone who is looking. You need Leads and Prospects to market your opportunity to. Who wants to pitch their business to only family and friends? That's just not professional. You need a consistent flow of targeted prospects on a daily basis if you want your business to grow consistently.

In your Cold market Network Marketing Prospecting, make sure of this:

You put yourself on the other side of the table think about how would you like to be approached, and treated. Then do it, with these phrases or variations of them. And turn your Cold prospect into a warming up prospect, then eventually a Scorching HOT MLM Prospect.

### **What are the 5 Rules of Reality in Network Marketing Motivation?**

**1) You MUST INSPIRE, not just Motivate.** The Greek definition for INSPIRE is "breath within." This means that you must create within the person the "breath" of confidence and energy that they can connect to and embrace. Success must start from within *You*.

How? Modeling.

You must be the role model and guide to show your **mlm** folks that you are worthy of following, and are a leader. Do what you ask them to do, and do it BIG. Show them that you believe in what you are saying, and you do it daily. And through your actions and words, let them "breathe" into their hearts, and keep them inspired and wanting to follow you into a greater life of Success in MLM.

**2) You MUST Praise, not just Promote.** Praise is the secret weapon to motivating people. Many times, we will promote the new folks who went up a pin level, and that is important. But praising someone for a valiant effort will motivate 10 times more.

Why? People will always appreciate being appreciated for the effort, not just the result. Motivation must have a foundation of praise and recognition. If you have that foundation and praise and recognize your people for their efforts, you will find that there will be more pin levels to celebrate.

**3) You MUST pour into them what has been ignored.** Most people never get much of any encouragement. That is out job in MLM. We must encourage those who not only need it, but all who are on your team. There is nothing more motivating than the right word at the right time. A word of belief, or a word of "I am there with you" can go a long way in **keeping** people on FIRE. You must pour into your **team** Big Thinking, Big Belief, Big Vision, Big Future, Big Life. You must constantly say the 4 most

powerful words in network marketing: "I believe in you."

If you pour into the person what has been ignored most of their life, they will follow you wherever you go, for the rest of their life. They will become 'addicted' to your encouragement and hope that they feel from you.

**4) You MUST introduce new Success ideas and Bigger Possibilities into their heart.** New ideas that enlarge a person are worth their weight in gold in MLM. Have you ever seen someone get ignited when they had an "aha" moment? You need to become the "aha master" and continually introduce new Success and possibilities into their life. Most jobs and family cultures are limited and shrink most people's dreams. Enlarge your teams' dreams.

The Million Dollar question: WHY ARE YOU THINKING SO SMALL? Ramp your **team** up with some Success ideas that will expand and enlarge their brains beyond where they have ever been!

**5) You MUST give personal time and attention to those who deserve it.** Nothing motivates more than personal attention in Network Marketing. Focusing in on one person for a time, maybe over lunch or coffee, and pouring into them individually. Personal encouragement is a great way to give personal attention to folks. Find out what is meaningful to them. Find out what they TRULY want in life, and listen to why. Discover what is important in life to them and why. Ask what they want to change more than anything about their life. Ask about family, kids, faith, hobbies, interests, etc.

Find out WHO THEY ARE. Discover what trips their trigger, and get them so excited that they would be 24/7 to get it. That is giving someone personal time and attention. It is worth it's weight in gold.

You cannot motivate anyone. But you can inspire and pour into them so they will motivate themselves to create an MLM business that could make them wealthy. Now THAT is true motivation in MLM and Network Marketing!

**Every sales person gets Rejection-** It helps to remember that rejection happens to each and every one of us at some point – or points – in our lives. It should be viewed as an opportunity to tweak the sales pattern: that is invariably what we are doing when we apply for a new position, we are selling our professional selves. And that is of course, much easier said than done. It can be a daunting task. Even the most successful sales people don't necessarily find it as easy to sell themselves as an employable commodity as they do another product or service.

Do you know what happens when you DREAM?

You "Dare (to) Reach Extraordinary Altitudes (&) Milestones."

That is what your company is about... helping people to:

- 1) DARE to Dream. Dare to become someone. Dare to go beyond where your friends are. Dare to prove everybody else wrong, who says that you cannot succeed!
- 2) REACH. Stretch every part of your mind, heart, and soul, and reach for what you want in life, not what someone else wants to give you after they take their part.
- 3) EXTRAORDINARY. Dare to reach for the Extraordinary Life! Walk in the Extraordinary! Think



Extraordinary! Become Extraordinary! Live Extraordinary! Grow Extraordinary!

4) ALTITUDES. You MUST soar higher in life than you ever have with your dream! The higher the Altitude, the more Magnetic the Pull of your Dream to you and the world!

5) MILESTONES. Reach for Extraordinary, Life Changing Milestones! Most people do not ever plan on hitting Extraordinary Milestones in their life let alone MLM. And because of that, they end up getting Millstones of Mediocrity hung around the neck of their future, dragging frustration and doubt all through their life.

Dreaming also is the basis for the WHY! Whatever has your heart, focus, passion, dreams, and desires, is your WHY.

It could be your children, your family, yourself, your church or faith, or even making a difference in other's lives, or all of the above. Your "WHY" is the driving force behind your business, and your dreams.

Here are some thought provoking questions:

"If money were not an object...what would your life be like?" Describe it!

"What would your PERFECT DAY be like?"

Next, complete the Wish List below. It's alright to hope for better things, a better way of life for you and your family. It's alright to plan for improvements in your way of life. It's directs your energy and helps you focus. Your efforts are what will make them happen.

10 Things I would like my efforts to bring into my life that don't currently exist:

(This could include a New House, New Cars, Vacations, College Money, New Wardrobe, Charity and Church Giving, Private Schools, Boats, Lake Place, etc).

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_
- 9) \_\_\_\_\_
- 10) \_\_\_\_\_

Experts will tell you to get the Answers and the Solutions first. We hope we have provided you with those answers and solutions that will lead to your success. Continue your journey of self-discovery and fulfillment.

**52 WEEKLY BULLETIN BOARD THOUGHTS**

<p><i>If you were another person, would you like to be a friend of yours?</i></p>	<p><i>There's one good point about people with inflated egos- they don't talk about other people!</i></p>
<p><i>Friends are made by many acts- and can be lost by just one - don't betray your friends.</i></p>	<p><i>I am a winner!</i></p>
<p><i>My future is in my hands. I will make the most of it.</i></p> <p><i>One of the best things to hold onto in this world is a friend.</i></p>	<p><i>Today I will let go of all my negative thoughts. I will begin to move to a new and positive thinking me!</i></p> <p><i>Do not assume your boss has intelligence equal to yours. He may actually have more.</i></p>

<p><i>Every minute you are angry, you lose sixty seconds of happiness.</i></p>	<p><i>How to make a boss happy - praise loudly, blame softly.</i></p>
<p><i>Some jobs have to be put off dozens of times before they completely slip your mind. Are you still putting off?</i></p> <p><i>Overcome the dread of changes, look for the advantages of moving onward &amp; upward.</i></p>	<p><i>Egotism is the ability to see things in yourself that others cannot see.</i></p> <p><i>Nobody has a money problem, it's always an idea problem</i></p>
<p><i>Never put off the little things. Your boss will notice.</i></p>	<p><i>Don't clutter your mind with the little things- it will keep you from going after the big things!</i></p>

*Today - makes an effort to do more than you  
are being paid to do.*

*Go the extra mile - you will enjoy the  
rewards your receive.*

*The world is out there waiting for me - if I  
will only try.*

*If you will do it right, it will end up right -  
the first time!*

*Happiness comes from being the person you  
really want to be.*

*I will reap the harvest - but I have to sow the  
seeds first.*

*Horse sense is what keeps horses from  
betting on what people do.*

*If you can't make light of your troubles, keep  
them in the dark.*

<p><i>Remember, a top banana is supported by the rest of the bunch.</i></p>	<p><i>A warm smile is the universal language of friendship &amp; kindness.</i></p>
<p><i>Nothing is impossible - except maybe dribbling a football.</i></p>	<p><i>Everyone needs love, especially when you think they don't deserve it.</i></p>
<p><i>Tact is the ability to close your mouth before somebody else wants you to.</i></p>	<p><i>The time to make friends is before you need them.</i></p>
<p><i>Try to recognize the possibilities in the worst of times.</i></p>	<p><i>I will be less selfish today. Build bridges - not walls.</i></p>

<p><i>I will become more mature emotionally, so I can react positively when I am around a negative situation.</i></p>	<p><i>Enjoy each day and be happy with what you have accomplished.</i></p>
<p><i>You can obtain your dreams - by setting your goals - written them down, and follow your plan one day at a time. Remember, the Pyramids weren't built in a day.</i></p> <p><i>True happiness is in giving, not in having or getting.</i></p>	<p><i>Always look for the good in everything. Find it and you will prosper.</i></p> <p><i>Let the other person talk once in a while You can't learn much by listening only to yourself.</i></p>
<p><i>The time to plan for someday is now.</i></p>	<p><i>The 5 P's - Proper Planning Prevents Poor Performance.</i></p>

<p><i>I will make the commitment to succeed.</i></p> <p><i>Hunt for the good points in everybody. Remember, they have to do the same in your case.</i></p>	<p><i>A pessimist is a person who thinks the world is against him, and it probably is.</i></p> <p><i>If I start right, I will end up right.</i></p>
<p><i>Listen to positive thinkers.</i></p>	<p><i>I have the freedom to choose my attitude.</i></p>
<p><i>The best thing to do behind a friend's back is to pat it.</i></p>	<p><i>Good enough really isn't good enough.</i></p>

<p><i>No person can think clearly when their fists are clenched.</i></p>	<p><i>Winning a hot argument has lost many a warm friend.</i></p>
<p><i>If you are too busy to feel miserable, you will be happy.</i></p>	<p><i>Dogs are man's best friend because they wag their tails, not their tongues.</i></p>