



LIVE TO WIN
7 WEEKS TO
BALANCED SUCCESS





ZIGLAR LIVE TO WIN

Big Problem! Most people don't have a compelling _____, a big _____, and a clear definition of what _____ really is.

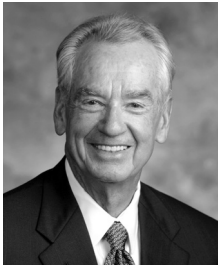
The result of this Big Problem? People are _____ and not a _____.

“If you aim at nothing, you will hit it every time.” -Zig Ziglar

This leads to a life filled with _____, _____, and _____.

“_____ success is my goal” _____ / _____

The solution to this problem – Understand what success is and the fastest way to get there.



“Success is not a destination, it's a journey.”

“Success is not measured by what you do compared to what others do, it is measured by what you do with the ability God gave you.”

“Success is one thing you can't pay for. You buy it on the installment plan and make payments every day.”

“Success is the maximum utilization of the ability that you have.”

The 8 things in life everyone wants

H _____, H _____, P _____, S _____, F _____,

P _____, O _____, M _____, F _____, H _____

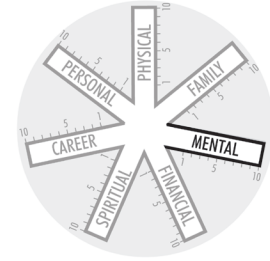
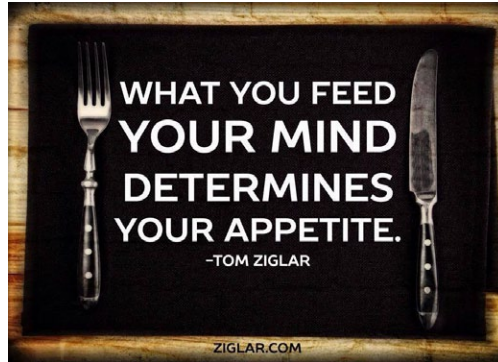
My personal definition of success _____
_____.

Write down three words that would describe how you would feel if you achieved your definition of success.

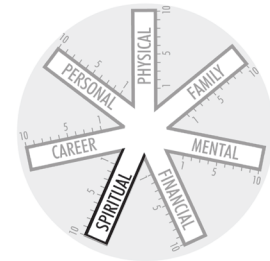
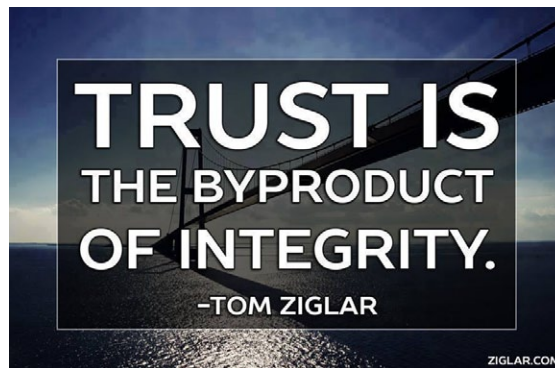
Write down three words that would describe how you would feel if someone came to you and said, "Because of you I achieved my dream."



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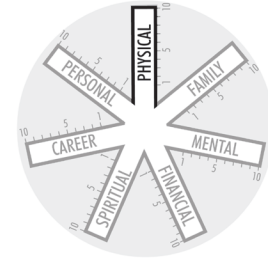
I _____ “What you feed your mind determines your appetite.”



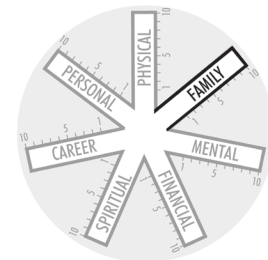
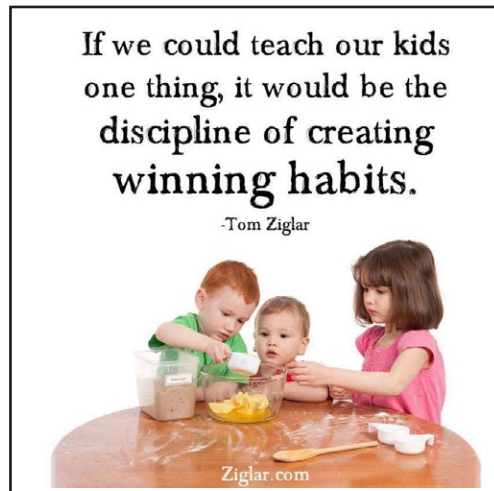
C _____ and I _____ “Trust is the by-product of integrity.”



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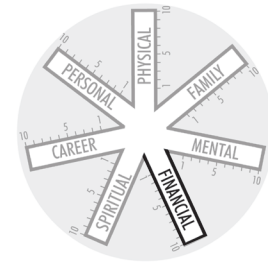
P_____ **C**_____ “Do it and you will feel motivated to do it.”



I_____ and **E**_____ “If we could teach our kids one thing it would be the discipline of creating winning habits.”



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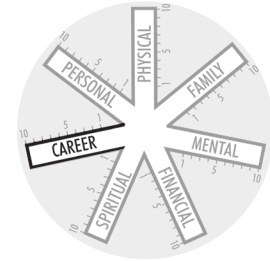
D _____ “Work for a dream and not a paycheck.”



G _____ “A goal properly set is halfway reached.”

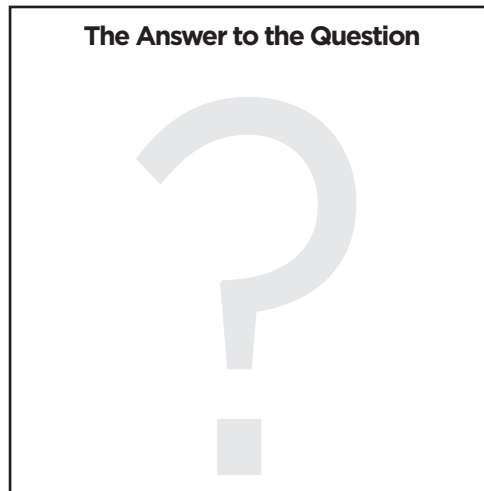


ZIGLAR LIVE TO WIN



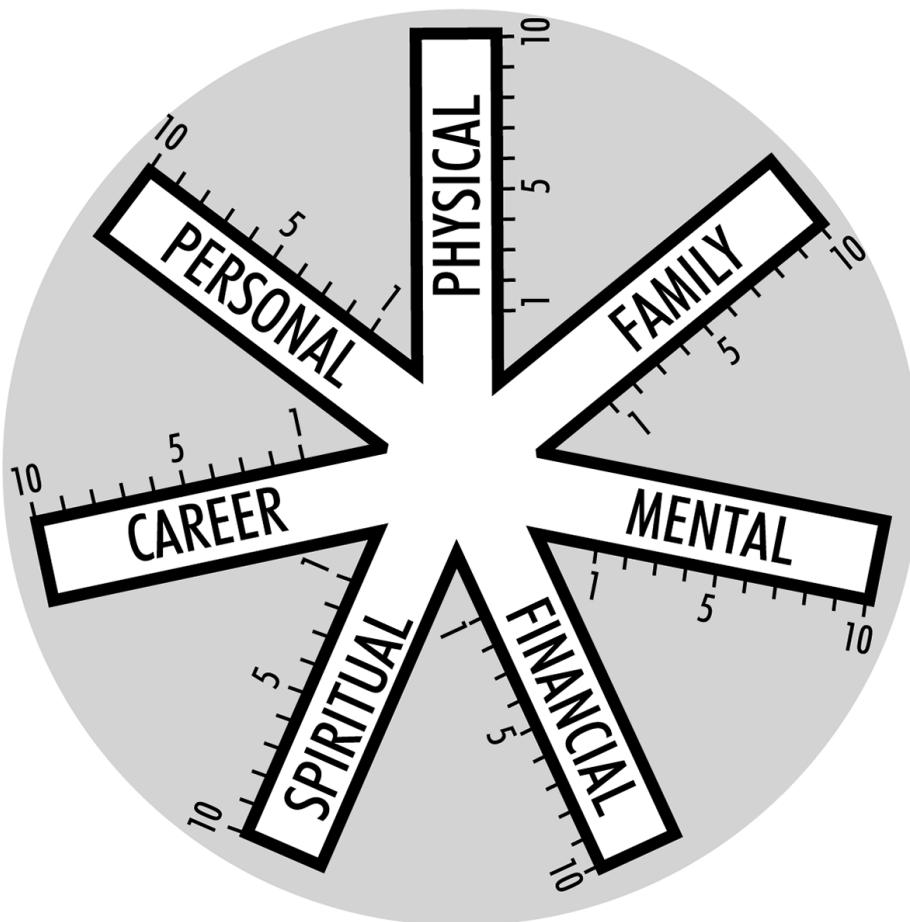
A _____ x E _____ x S _____ = **P** _____

“When your image improves your performance improves.”





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The Sequence of Success

“Input influences _____, _____ influences output, and output determines _____.”

- Anonymous





The Sequence of Successful Change:

O _____

C _____

H _____

What we input determines our optimism!

Fredrickson - positive psychology researcher at the University of North Carolina

Negative thinking shuts down p_____ - fight or flight

Positive thinking unleashes our c_____

Our INPUT determines our thinking



Z I G L A R L I V E T O W I N

Teresa M. Amabile, a professor of business administration and director of research at the Harvard Business School.

Criticism and setbacks have _____ to _____ times the impact than a positive result has in a project.

“We found that of all the events that could make for a great day at work, the most important was making progress on meaningful work — even a small step forward,” said Professor Amabile, a co-author of “The Progress Principle: Using Small Wins to Ignite Joy, Engagement and Creativity at Work” (Harvard Business Review Press, 2011). “A setback, on the other hand, meant the employee felt blocked in some way from making such progress. Setbacks stood out on the worst days at work.”

Lesson - Increase positive input, and severely limit negative input.

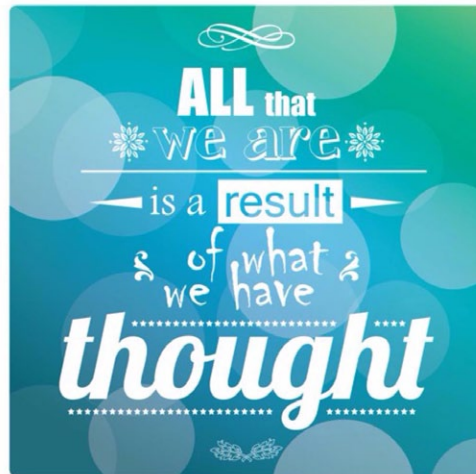


The right INPUT broadens our p_____ for the future

Fredrickson refers to this as the “broaden and build” theory because positive emotions broaden your sense of possibilities and open your mind, which in turn allows you to build new skills and resources that can provide value in other areas of your life.



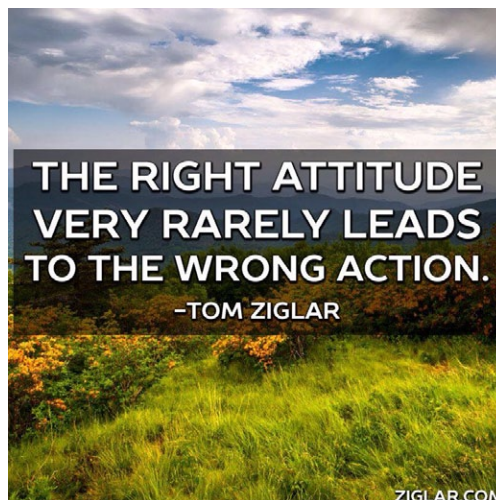
Z I G L A R L I V E T O W I N



The latest report, in *The Journal of the American Medical Association*, suggests that seniors with this positive bias are _____ more likely to fully recover from a bout of disability.

When Dr. Levy looked at 660 participants, she found that those with positive age stereotypes lived _____ than those with negative stereotypes. The research was published in *The Journal of Personal and Social Psychology* in 2002.

What might account for this finding? In her paper, Dr. Levy speculated that people with positive age stereotypes have a stronger will to live, and that this might affect their ability to adapt to the rigors of older age. Also, people with negative age stereotypes may have a heightened cardiovascular response to stress, with attendant ill health effects.

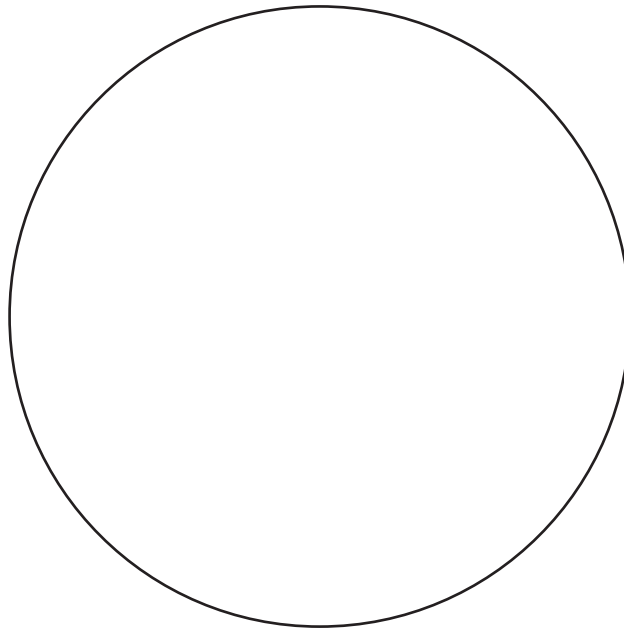




Change Your Mental Diet

You are what you are and where you are because of what's gone into your mind. You can change what you are and where you are by changing what goes into your mind. ~Zig Ziglar

Sources of Input



Divide the circle into a pie chart. Put one source of input into each slice and make the slice size relative to the impact that source of input has on you.

Questions to Consider:

1. What types of input are on your chart? Were you surprised by anything on your chart?
2. What do you notice about the amount of positive or negative input you have?
3. Do you have enough positive input? If not, how can you get more positive input in your life?
4. How can you turn the negative input into positive input?

Thoughts are the software of the mind. ~Diane Dean



List Three Bad Mental Habits You Have

1. _____
2. _____
3. _____



List Three Good Mental Habits You Want

1. _____
2. _____
3. _____





Bad Mental Habits

N_____self talk - critical of self

Automatically r_____negatively

Complaining

Procrastination

Going to sleep to _____ - negative input

FEAR

Making E_____

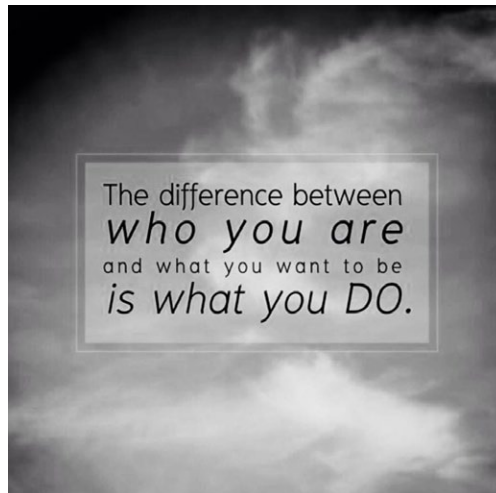
Easily distracted and waste time

Negative Internet time

Think negative things about others

Associating with negative people by c_____

Gossip and talk negative about others





Good Mental Habits

Practice the attitude of g_____ first thing in the morning

Talk positively about others

Read my positive s_____ t_____ card and daily a_____

Read the right things

Listen to the right things

Associate with the right people

Get a positive a_____ partner

Complete tasks and give myself credit when I do

Develop and review a v_____ list

Use positive language

Focus on W_____ I am

Attend webinars and trainings that build me up

Strive for balanced success - physical, mental, spiritual, family, work

P_____













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WEEK ____

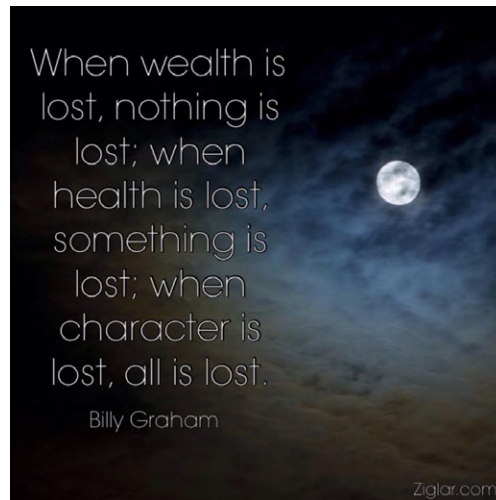
Mental → Input

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Bad Habit  | |
| Good Habit  | |
| Identify your goal  | <hr/> <hr/> <hr/> |
| My benefits from reaching this goal  | <hr/> <hr/> <hr/> <hr/> |
| Major obstacles and mountains to climb to reach this goal  | <hr/> <hr/> <hr/> <hr/> |
| Skills or knowledge required to reach this goal  | <hr/> <hr/> <hr/> <hr/> |
| Individuals, groups, companies and organizations to work with to reach this goal  | <hr/> <hr/> <hr/> |
| Plan of action to reach this goal  | <hr/> <hr/> <hr/> <hr/> <hr/> |
| Completion Date | |



Spiritual → Character and Integrity

“The number one reason for my success is my character and integrity.” Zig Ziglar



According to the 1828 Noah Webster American Dictionary of the English Language, character is:

Character, noun



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1. A mark made by cutting or engraving, as on stone, metal or other hard material; hence, a mark or figure made with a pen or style, on paper, or other material used to contain writing; a letter, or figure used to form words, and communicate ideas. Characters are literal, as the letters of an alphabet; numeral, as the arithmetical figures; emblematical or symbolical, which express things or ideas; and abbreviations, as C. For centrum, a hundred; lb. for libra, a pound; A. D. for Anno Domini; etc.

4. The peculiar qualities, impressed by nature or h_____ on a person, which distinguish him from others; these constitute real character, and the qualities which he is supposed to possess, constitute his estimated character, or r_____. Hence we say, a character is not formed, when the person has not acquired stable and distinctive qualities.

7. By way of eminence, distinguished or good qualities; those which are esteemed and respected; and those which are ascribed to a person in common estimation. We enquire whether a stranger is a man of character.

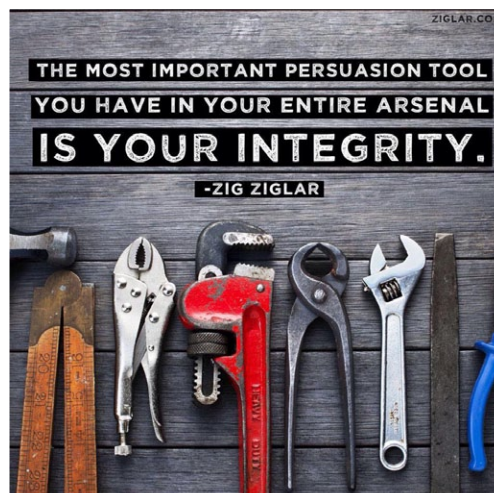
CHARACTER, verb transitive

1. To engrave; to inscribe.

2. A particular aspect or configuration of the heavens.

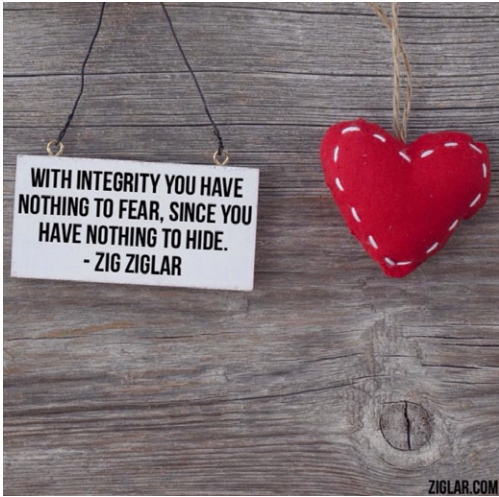
Character is c_____ into us out of habit and becomes our reputation.

When we c_____ our habits we can c_____ our character and our reputation.





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The 1828 Noah Webster Dictionary says that integrity is:

Integrity

INTEG'RITY, noun [Latin integritas, from integer.]

1. Wholeness; entireness; unbroken state.

The constitution of the U.S. States guaranties to each state the integrity of its territories. The contracting parties guarantied the integrity of the empire.

2. The entire, unimpaired state of any thing, particularly of the mind; moral soundness or purity; incorruptness; uprightness; honesty.

Integrity comprehends the whole moral character, but has a special reference to uprightness in mutual dealings, transfers of property, and agencies for others.

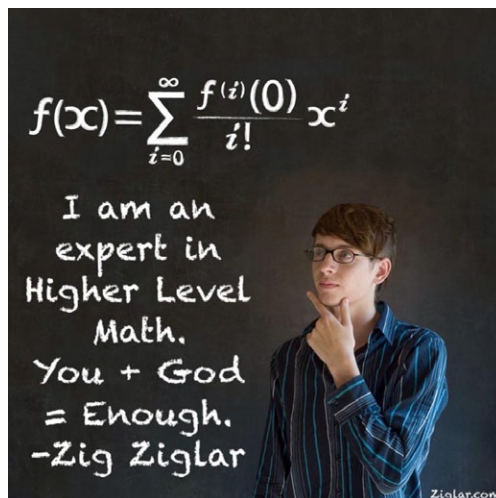
The moral grandeur of independent integrity is the sublimest thing in nature, before which the pomp of eastern magnificence and the splendor of conquest are odious as well as perishable.

3. Purity; genuine, unadulterated, unimpaired state; as the integrity of language.

Integrity and purity go hand in hand.

How pure is too pure?

What amount of impurity is acceptable to allow into our life?





Z I G L A R L I V E T O W I N

The 1828 Noah Webster Dictionary says that spiritual is: SPIRITUAL, adjective

- 1. Consisting of spirit; not material; incorporeal; as a spiritual substance or being. The soul of man is spiritual.
- 2. M_____ ; intellectual; as spiritual armor.
- 5. Pertaining to spirit or to the affections; pure; holy.

God's law is spiritual; it is a transcript of the divine nature, and extends its authority to the acts of the soul of man.

- 6. Pertaining to the renewed nature of man; as spiritual life.
- 7. Not fleshly; not material; as spiritual sacrifices. 1 Peter 2:5.
- 8. Pertaining to divine things; as spiritual songs. Ephesians 5:19.

Making it Personal

By definition, spiritual is m_____ and i_____.

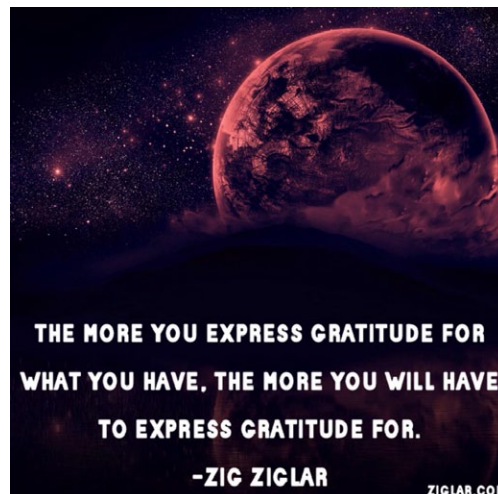
Our character and our integrity are what make up our q_____ of
s_____. In fact, our character is comprised of all of our qualities -- honesty, loyalty, and discipline,
to name just a few.

Who do you know who is a leader, an example worth following, who has a high degree of character and integrity?

Write their name here _____.



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Place a ★ by the five qualities that you feel you currently possess

Place a ✓ by five qualities you want to further develop

Honest
 Intelligent
 Goals
 Organized
 Responsible
 Commitment
 Punctual
 Self-starter
 Optimistic
 Enthusiastic
 Motivated
 Decisive
 Focused
 Disciplined
 Persistent
 Positive mental attitude
 Team player
 Energetic
 Competent
 Self-image
 Common sense
 Integrity
 Manners

Gratitude
 Teachable
 Dependable
 Pride
 Diligent
 Thrifty
 Resourceful
 Extra-miler
 Sober
 Loyal
 Respectful
 Caring
 Affectionate
 Supportive
 Sincere
 Attentive
 Personable
 Open minded
 Good-finder
 Educated
 Service attitude

Passion
 Convictions
 Encourager
 Vision
 Faith
 Wisdom
 Courage
 Confident
 Humble
 Smart
 Hard worker
 Authoritative
 Self-control
 Fair
 Communicator
 Consistent
 Creative
 Knowledgeable
 Humor
 Good listener
 Teacher
 Obedience

Choose one of the qualities you want to develop and write an action step of how you can develop that quality in your life.

Action step:



Time to get real!

Write down the quality that gives you the most trouble – an undeveloped quality. (Hint: it most likely is not on the list.)

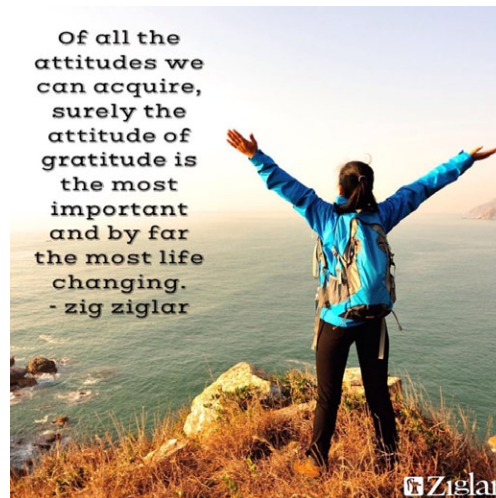
_____. Describe in one sentence how it is holding back your progress in life_____

_____.

Write down the quality you most want to develop in yourself. (Hint: it is on the list with a checkmark by it!)

_____. Describe in one sentence how developing this quality in yourself will change your life

_____.





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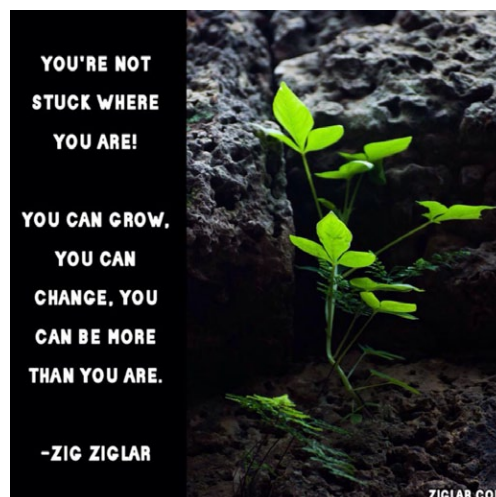
Learning from the best - Ben Franklin

In 1726, at the age of 20, Benjamin Franklin created a system to develop his character.

In Franklin's autobiography, page 38:

It was about this time I conceived the bold and arduous project of arriving at moral perfection. I wished to live without committing any fault at any time; I would conquer all that either natural inclination, custom, or company might lead me into. As I knew, or thought I knew, what was right and wrong, I did not see why I might not always do the one and avoid the other. But I soon found I had undertaken a task of more difficulty than I had imagined. While my care was employed in guarding against one fault, I was often surprised by another; habit took the advantage of inattention; inclination was sometimes too strong for reason. I concluded, at length, that the mere speculative conviction that it was in our interest to be completely virtuous was not sufficient to prevent our slipping, and that the contrary habits must be broken, and good ones acquired and established, before we can have any dependence on a steady, uniform rectitude of conduct. For this purpose I therefore contrived the following method.

In the various enumerations of the moral virtues I met in my reading, I found the catalogue more or less numerous, as different writers included more or fewer ideas under the same name. Temperance, for example, was by some confined to eating and drinking, while by others it was extended to mean the moderating of every other pleasure, appetite, inclination, or passion, bodily or mental, even to our avarice and ambition. I proposed to myself, for the sake of clearness, to use rather more names, with fewer ideas annexed to each, than a few names with more ideas; and I included under thirteen names of virtues all that at that time occurred to me as necessary or desirable, and annexed to each a short precept, which fully expressed the extent I gave to its meaning.





Z I G L A R L I V E T O W I N

These names of virtues, with their precepts were:

Temperance

Eat not to dullness; drink not to elevation.

Silence

Speak not but what may benefit others or yourself; avoid trifling conversation.

Order

Let all your things have their places; let each part of your business have its time.

Resolution

Resolve to perform what you ought; perform without fail what you resolve.

Frugality

Make no expense but to do good to others or yourself, i.e., waste nothing.

Industry

Lose no time; be always employed in something useful; cut off all unnecessary actions.

Sincerity.

Use no hurtful deceit; think innocently and justly, and, if you speak, speak accordingly.

Justice

Wrong none by doing injuries or omitting the benefits that are your duty.

Moderation

Avoid extremes; forbear resenting injuries so much as you think they deserve.

Cleanliness

Tolerate no uncleanness in body, clothes, or habitation.

Tranquillity

Be not disturbed at trifles, or at accidents common or unavoidable.

Chastity

Rarely use venery but for health or offspring, never to dullness, weakness, or the injury of your own or another's peace or reputation.

Humility

Imitate Jesus and Socrates.



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My intention being to acquire the highest of all these virtues, I judged it would be well not to distract my attention by attempting the whole at once, but to fix it on one of them at a time, and, when I should be master of that, then to proceed to another, and so on, till I should have gone thro' the thirteen; and, as the previous acquisition of some might facilitate the acquisition of certain others, I arranged them with that view, as they stand above. Temperance first, as it tends to procure that coolness and clearness of head which is so necessary where constant vigilance was to be kept up, and guard maintained against the unremitting attraction of ancient habits and the force of perpetual temptations. This being acquired and established, Silence would be more easy; and my desire being to gain knowledge at the same time that I improved in virtue, and considering that in conversation it was obtained rather by the use of the ears than of the tongue, and therefore wishing to break a habit I was getting into prattling, punning, and joking, which only made me acceptable to trifling company, I gave Silence the second place. This and the next, Order, I expected would allow me more time for attending to my project and my studies. Resolution, once because habitual, would keep me firm in my endeavors to obtain all the subsequent virtues; Frugality and Industry, freeing me from my remaining debt, and producing affluence and independence, would make more easy the practice of Sincerity and Justice, etc., Conceiving, then, that, agreeably to the advice of Pythagoras in his Garden Verses, daily examination would be necessary, I contrived the following method for conducting that examination.

I made a little book, in which I allotted a page for each of the virtues. I ruled each page with red ink, so as to have seven columns, one for each day of the week, marking each column with a letter for the day. I crossed these columns with thirteen red lines, marking the beginning of each line with the first letter of one of the virtues, on which line, and in its proper column, I might mark, by a little black spot, every fault I found upon examination to have been committed respecting that virtue upon that day.

<http://www.ushistory.org/franklin/autobiography/page38.htm>



ZIGLAR LIVE TO WIN

Form of the Pages

| TEMPERANCE. | | | | | | | |
|--------------------------------------------------------|----|---|---|---|---|---|---|
| <i>Eat Not to Dulness; Drink not to Elevation.</i> | | | | | | | |
| | S | M | T | W | T | F | S |
| T | | | | | | | |
| S | ** | * | | * | | * | |
| O | * | * | * | | * | * | * |
| R | | | * | | | * | |
| F | | * | | | * | | |
| I | | | * | | | | |
| S | | | | | | | |
| J | | | | | | | |
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| Cl. | | | | | | | |
| T | | | | | | | |
| Ch | | | | | | | |
| H | | | | | | | |



Z I G L A R L I V E T O W I N

List three bad Spiritual habits (qualities) you have: (like page 13 of the LTW workbook)

- 1.
- 2.
- 3.

List three good Spiritual habits (qualities) you want to develop:

- 1.
- 2.
- 3.

Bad Spiritual Habits

Not being upfront

Not reading God's Word

W _____

Not being still

Skipping p _____ time

Not going to church

Negative thinking

Angry

Jealous

Self-c _____

Gossiping

Critical of others

Lack of c _____

Prideful

E _____ attitude

Lack of gratitude



Good Spiritual Habits

Reading God's Word daily

Being t_____

Stress and worry-free

Attitude of g_____

Daily prayer and quiet time

TWO Chairs

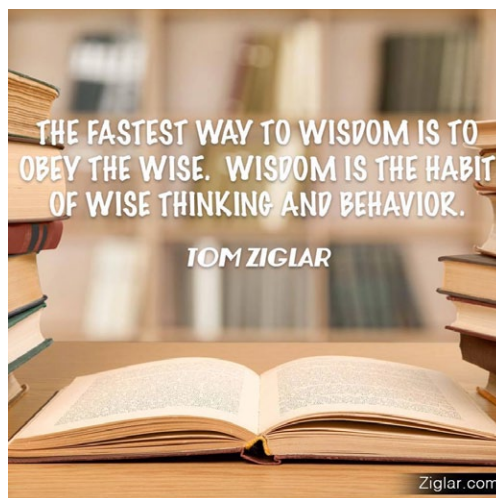
Fellowship/church attendance

Generous

Seeking w_____

D_____ develop my qualities of success









Read books on spiritual leadership





WEEK ____

Spiritual → Character & Integrity

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| <p>Bad Habit</p>  | |
| <p>Good Habit</p>  | |
| <p>Identify your goal</p>  | <hr/> <hr/> <hr/> |
| <p>My benefits from reaching this goal</p>  | <hr/> <hr/> <hr/> |
| <p>Major obstacles and mountains to climb to reach this goal</p>  | <hr/> <hr/> <hr/> |
| <p>Skills or knowledge required to reach this goal</p>  | <hr/> <hr/> <hr/> |
| <p>Individuals, groups, companies and organizations to work with to reach this goal</p>  | <hr/> <hr/> <hr/> |
| <p>Plan of action to reach this goal</p>  | <hr/> <hr/> <hr/> <hr/> |
| <p>Completion Date</p> | |



Z I G L A R L I V E T O W I N

Additional resources for Spiritual, Character and Integrity development:

<http://www.discipleshiptools.org/apps/articles/?articleid=37084&columnid=4166>

<http://michaelhyatt.com/characteristics-of-spiritual-leaders.html>

<http://www.virtuescience.com/virtuelist.html>

<http://www.graceonlinelibrary.org/home-family/christian-parenting/49-godly-character-qualities/>

<http://www.whatchristianswanttoknow.com/10-character-traits-of-jesus-to-emulate/>

<http://www.casagrandebaptistchurch.com/CharacterTraits1.html>

<http://www.swapmeetdave.com/Bible/CharList.htm>

rating chart good!

<http://www.growingprosperity.com/personal-development/leadership/christian-leadership-10-godly-character-traits-to-overcome-negative-traits>

compares the good vs the bad



Diet - The Purity Diet

The Pure and Simple Approach

Eat pure food - food the way God made it

It works like this:

Pure food = G_____

Impure food = B_____

What is pure food? Pure food is simply food the way G_____ made it. No chemicals, no preservatives, no refining or processing, as raw and natural as possible.

Fruits, vegetables, nuts, grains, and all kinds of meats.

Here are the questions I ask myself about food, and I do them in this order as well:

1. Is it pure? See definition above. If yes, proceed to number 2.
2. How many calories does it have? Nuts are pure and they have lots of good calories. Vegetables are pure and they have low calories. The key is balance and variety. Make low c_____ /high n_____ choices when possible.
3. Is it organic and/or grown locally? Number 3 is the bonus question. I don't go crazy on this one or limit myself if it's not organic or grown locally. But if you have the choice, this is better.

Benefits: Feel great, look much better, sleep soundly, fewer sicknesses, have way more energy, and food tastes great!



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How Pure is Pure Enough?

My good friend James Howard of Honinteg Consulting asked me this question: "If a hospital delivers 10,000 babies a year, what is an acceptable number of them to drop?"

Percentage-wise, dropping just one baby would be a very good success rate, unless you happen to be that baby (or its parent)! So, obviously, the goal is to drop none.

What about purity? Let's say you are making a giant five-gallon pot of the world's best homemade chili. How much dog poop could you put in it before it impacted your desire for the chili?

What about your mind? How much profanity and negative garbage is okay to allow into your mind? And since you can't live life without being exposed to some negative input, shouldn't you have pretty good "filters" to make sure the negatives get cleaned away before they get to the vital parts?

If you run an engine in a dirty and dusty environment you had better clean or change that air filter on a regular basis. If you watch a lot of TV, or surf the Internet haphazardly, you had better plan on spending extra time putting the good stuff into your mind.

The best way to keep an engine running smoothly is to make sure you give it pure fuel, run it in a clean environment, and change the filters on schedule. Our bodies and our minds work the same way. Our minds need pure and positive input, our bodies need pure food, and we must develop filters that trap and discard that impure stuff that we are exposed to.

Think about the miserable people you know - they let the bad stuff in, and they don't have any filters to keep the bad stuff from gumming up their engines.



Exercise - The Simple Workout

Here is my simple workout. Before you start, make sure you get checked out by a doctor.

The Simple Workout Part 1 - Cardio



Start slowly. Begin by doing 15 minutes on a cardio machine or walking at a moderate pace. I don't think it matters where you start, JUST START! If you can only do five minutes, that's no problem.

Be consistent. Work out at least four times a week. C_____ is key.

Build up. This is the fun part. Every time you work out, do a little bit more. Either up the time by one minute, or the intensity level by one. Dad says you can make radical changes in minute steps. He is right! No matter where you start, or where you are in your own plan, you can always do just a fraction more.

Variety. Always be changing your routine. Instead of 40 minutes doing one thing, do three different things for 10 minutes each. I put his suggestion into play right away and my results really improved. When you work out do at least three different machines. I alternate between different types of elliptical machines, the treadmill, stair masters, bikes, and rowing machines. Ten minutes on each one and the time flies!

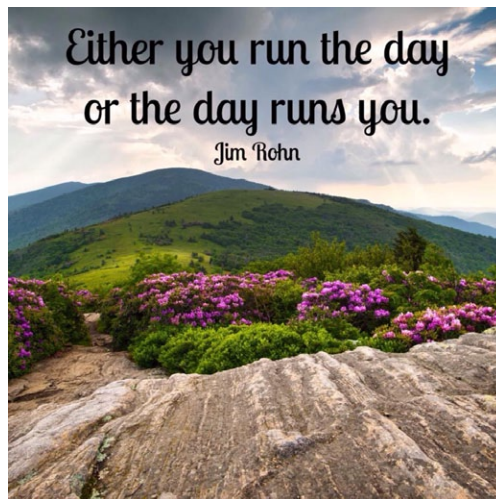
Intensity. After you have been working out for several months change the intensity levels of your workout. Alternate between sprint and slow pace. Instead of getting on the bike for 10 minutes keeping the same pace, warm up and then sprint until your heart rate exceeds the beats per minute recommended for your age for intensity training. Then pedal slowly until your heart rate drops below 120 bpm. See how many times you can repeat this cycle in 10 minutes and then change machines and do the same thing. I strongly encourage you to get a d_____ ok before you do this. Bonus: Get a heart rate monitor to help you get the most out of your workout.



Sleep – The Simple Maximizer!



Whatever your goal is: physical, mental, spiritual, financial, family, career, or personal, the right amount of sleep will increase your chances of being successful!





ZIGLAR LIVE TO WIN

According to research published in the *Annals of Internal Medicine*:

1. Sleep c_____ your diet. If you are getting less than 7 hours of sleep a night then your ability to make good food choices goes way down.
2. People who are trying to lose weight on a diet who do not get enough sleep lose h_____ as much fat and suffer from hunger and bad moods.
3. Poor sleep actually changes your fat cells and your body no longer properly uses insulin, causing fat to be stored in all of the w_____ places.
4. Research published in the *Journal of Clinical Endocrinology and Metabolism* found that sleeping less than six hours triggers the area of your brain that increases your need for food while also depressing leptin and stimulating ghrelin. If you love that constant hungry feeling of never being satisfied then just sleep less than 6 hours!
5. A study published in *Nature Communications* found that just o_____ night of sleep deprivation was enough to impair activity in your frontal lobe, which controls complex decision-making. Not enough sleep equals a processed food carb binge!
6. Research published in *Psychoneuroendocrinology* found that sleep deprivation makes you select g_____ portion sizes of all foods. "Make that 4 donuts please."
7. Research published in the *American Journal of Epidemiology* found that women who are sleep deprived are 33% more likely to gain _____ pounds over the next 16 years than those who get at least 7 hours of sleep a night!
8. Lack of sleep not only reduces your likelihood of working out, it also reduces the effectiveness of your workout. Your body cannot recover from the workout because lack of sleep increases the hormone cortisol which decreases the growth hormones your body produces and needs for recovery.

Key Learning point: If you had to choose between eating right, exercising, or getting enough sleep, the best choice would be to get enough sleep!





ZIGLAR LIVE TO WIN

Bad Physical Habits:

- Going to bed too late
- Not working out
- S_____ breakfast/meals
- Not enough physical movement
- S_____ eating
- Eating out
- Unhealthy eating
- No weight training
- E_____ eating
- Smoking
- Not enough sleep
- Over eating
- S_____ drinks
- Lazy
- Eating processed foods









Good Physical Habits:

- S_____ hours of sleep or more
- Regular exercise
- Eating pure food
- Drinking lots of w_____
- Plan my meals at home
- Healthy evening snacks
- Balanced healthy meals
- Daily increase my p_____ and intensity



WEEK _____

Physical → Persistent Consistency

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| <p>Bad Habit </p> | |
| <p>Good Habit </p> | |
| <p>Identify your goal </p> | <hr/> <hr/> |
| <p>My benefits from reaching this goal </p> | <hr/> <hr/> <hr/> |
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| <p>Plan of action to reach this goal </p> | <hr/> <hr/> <hr/> <hr/> |
| <p>Completion Date</p> | |



ZIGLAR LIVE TO WIN

IN'FLUENCE, verb transitive To move by physical power operating by unseen laws or force; to affect.

1. To move by m_____ power; to act on and affect, as the mind or will, in persuading or dissuading; to induce. Men are influenced by motives of interest or pleasure. An orator may influence the people to take arms, or to abandon an enterprise.

2. To move, as the passions, as, to influence one by pity.

3. To lead or direct. This revelation is sufficient to influence our faith and practice.

Noah Webster's 1828 Dictionary defines example:

EXAM'PLE, noun egzam'pl. [Latin e xemplum.]

1. A pattern; a c_____; a mode; that which is proposed to be imitated. This word, when applied to material things, is now generally written sample, as a sample of cloth; but example is sometimes used.

2. A pattern, in m_____ or m_____; a copy, or model; that which is proposed or is proper to be imitated.

I have given you an example that you should do as I have done to you. John 13:15.

5. A person fit to be proposed for a pattern; one whose conduct is worthy of imitation.

Example has more effect than precept.

7. Instance serving for illustration of a rule or precept; or a particular case or proposition illustrating a general rule, position or truth. The principles of trigonometry and the rules of grammar are illustrated by examples.



ZIGLAR LIVE TO WIN



Zig Ziglar influenced people by creating H_____ and then connecting with
_____.

Connecting with Identity means being real, being transparent, admitting your mistakes and asking for forgiveness.



You Influence your family by being the person you are. Choose your input wisely and focus on your
Q_____ of S_____ so that your Influence creates Hope.

You set the Example for your family by doing the right things.

Influence and Example are simply Being and Doing the right things. You have to Be before you can Do, and Do before you can Have.



ZIGLAR LIVE TO WIN

“You can tell the quality of a man’s heart by where his eyes are focused.” Tom Ziglar



B_____ “with” them





ZIGLAR LIVE TO WIN

To a c_____, love is spelled T.I.M.E.



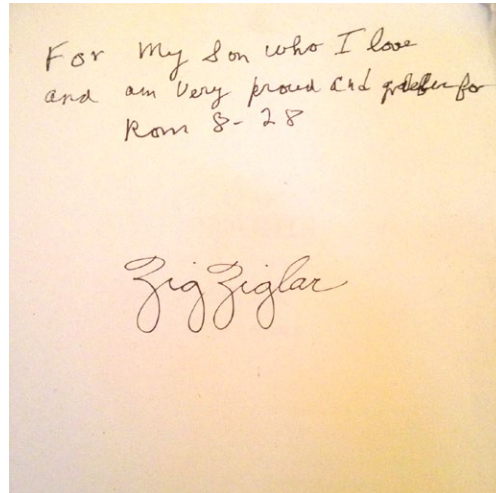
Hold h_____





ZIGLAR LIVE TO WIN

Leave m _____



Be i _____





ZIGLAR LIVE TO WIN

T_____ about the important things

- God
- Sex
- Money

Create the right e_____

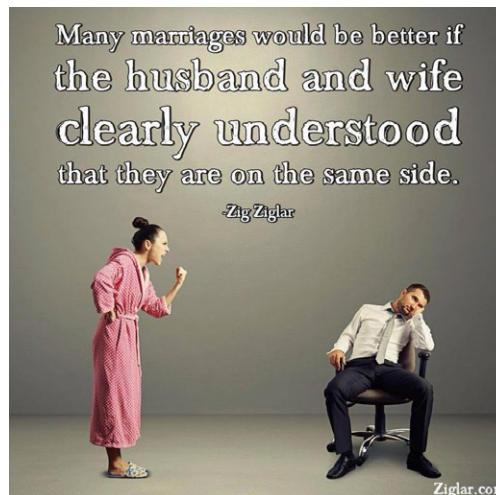
"My role as the husband is to create the environment that will allow my wife to become all that God created her to be."
Jim Norman



Set B_____

"Don't ever take a fence down until you know the reason why it was put up," G.K. Chesterton

Be a t_____





ZIGLAR LIVE TO WIN

Bad Family Habits:

- Not spending time with spouse
- Not spending t_____ with kids
- Poor family relationship skills
- Not listening or paying attention
- Self-c_____
- Lack of quality time
- Not eating dinner at table together
- Not spending time with extended family
- E_____
- Not being the parent
- Taking for granted
- No p_____ teaching moments
- No one-on-one time with each person









Good Family Habits:

- P_____ time with family
- Schedule regular family time and spouse time
- One-on-one time at least once a week
- D_____ night
- Be kind
- Plan time with extended family and out of town family
- Pay attention! Focus on the needs of my family
- Intentional family learning focused on the key issues of life
- C_____ every day intentionally
- Play games together
- Make traditions
- Appreciate them
- Build r_____ skills
- Use texting in the right way



WEEK _____

Family → Influence and Example

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| <p>Bad Habit </p> | |
| <p>Good Habit </p> | |
| <p>Identify your goal </p> | <hr/> <hr/> |
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Financial → Dreams

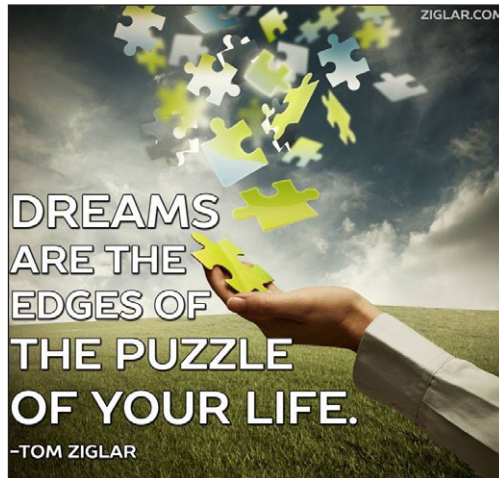


Dream A _____ is key! You must have clarity in the connection between what you do to earn money and your dreams.



Your dreams impact everything. Having clearly-defined dreams will:

- E _____ you
- I _____ you
- U _____ you



Question? Are your dreams written down? In detail? Broken down into small, bite-sized goals?

Never forget:





ZIGLAR LIVE TO WIN

Time to dream! In the next five minutes write down as many dreams as you have - DREAM BIG!
My Dreams:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Circle one dream you want to focus on right now.



ZIGLAR LIVE TO WIN

Four keys to making your dream a reality:

1. Start before you feel ready
2. Break big dreams into s_____ steps
3. Get comfortable with the feeling of uncertainty - comfortable vs effective
4. Change your p_____ - make a mental movie of you in the middle of your dream

Write the dream that you circled right here: (write it big and bold!)

Now write the movie scene description of you in the middle of your dream - lots of detail and lots of emotional and sensory words:



Z I G L A R L I V E T O W I N

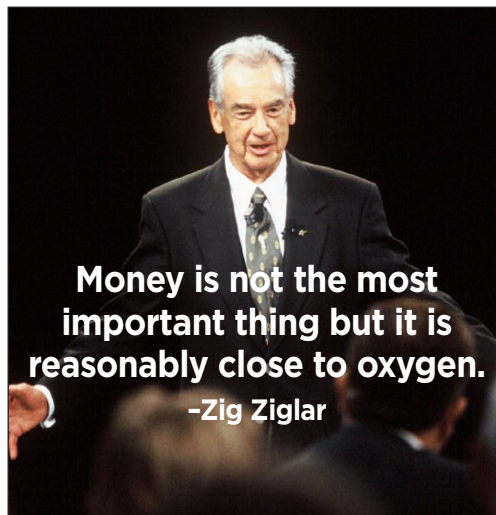
How does that feel? Now imagine that you have accomplished this dream. How would you feel? Write down three emotions that you would feel if you accomplished this dream:

- 1.
- 2.
- 3.

Here is the bottom line. You must take o_____ of your dreams - nobody else will!

Write this down and say it out loud: "I am ridiculously in charge of my dreams." Sign your name right here!_____.

Dreams take t_____ and m_____.





Z I G L A R L I V E T O W I N

Getting your financial house in order will determine how much time and how much money you will have to pursue your dreams. Financial success gives you the ability to have time flexibility and money to apply to dreams.

The most common money mistakes:
(check out these sources of information):

<http://www.investopedia.com/articles/pf/05/041405.asp>

<http://www.forbes.com/sites/learnvest/2013/01/08/the-13-biggest-money-mistakes-people-make/>

Mistake No A1: Not having a Why and a Dream!

Mistake No. 1: Excessive/Frivolous Spending

Mistake No. 2: Never-Ending Payments

Mistake No. 3: Living on Borrowed Money

Mistake No. 4: Buying a New Car

Mistake No. 5: Buying Too Much House

Mistake No. 6: Treating Your Home Equity Like a Piggy Bank

Mistake No. 7: Living Paycheck to Paycheck

Mistake No. 8: Not Saving for Retirement When You're Employed

Mistake No. 9: Not Having a Game Plan for Getting Out of Debt

Mistake No 10: Not Doing the Math before you Take Out Student Loans

Mistake No 11: Not Having a Budget

Mistake No 12: Not Having Enough in Emergency Savings

Mistake No 13: Not Understanding the Terms of a Co-signed Loan

Mistake No 14: Not Realizing that a Car Payment can Affect Other Goals

Mistake No 15: Not Having a Will ESPECIALLY if you have Minor Children

Mistake No 16: Not Having Life Insurance if you have Minor Children

Mistake No 17: Not Having Long-term Disability Insurance

Mistake No 18: Not Having a Plan for Your Finances



ZIGLAR LIVE TO WIN

So what is the plan? By far the best plan I have seen to get control of your finances is the Dave Ramsey Baby Step plan. This is taken straight from his website: <https://www.daveramsey.com/baby-steps> and I highly recommend you get and read his book, *Total Money Makeover*.





From Dave Ramsey's website:

Take Control of Your Money One Step at a Time

Building a new future with money is a lot like building a home. You don't add the roof until you've finished framing, and you don't frame until the foundation is secure. Dave Ramsey's Baby Steps are designed to help you out of debt and stress and into a life of saving and giving. We're all in different places with money. Start right where you are and get where you want to be. Know-how is 20% of the equation. Behavior change and self-discipline make up the other 80%. You can do it! Just follow the steps.

Here's The Process:

1. \$1,000 to Start an Emergency Fund

An emergency fund is for those unexpected events in life you can't plan for. Whether there's a plumbing issue and everything but the kitchen sink is draining, or your brakes are squealing at every stop sign, you can be ready!

2. Pay Off All Debt but the House

List all debts but the house in order. The smallest balance should be your number one priority. Don't worry about interest rates unless two debts have similar payoffs. If that's the case, then list the higher interest rate debt first.

3. 3 to 6 Months of Expenses in Savings

This step is all about building a full emergency fund. It's time to kick debt for good, with 3-6 months' worth of emergency savings. Sit down and calculate how much you need to live on for 3-6 months (for most that's between \$10,000-15,000) and start saving to protect yourself against life's bigger surprises like the loss of a job. You'll never be in debt again—no matter what comes your way.

4. Invest 15% of Household Income Into Retirement

Now it's time to get serious about retirement. With no payments and a full emergency fund, put 15% toward the retirement of your dreams. Between your 401(k), Roth IRA, and Traditional IRA, you have a lot of options. Find the fit that is right for you. The money you were using to attack debt can now help build your future.

5. College Funding for Children

College tuitions and housing expenses continue to rise. Don't let college sneak up on you. Saving now will put you ahead of the game when your kids graduate from high school. Two smart ways to save for your kids' college are a 529 college savings fund or an ESA (education savings account). These are both tax-advantaged savings vehicles that let you save money for your kids' education expenses.

6. Pay Off Home Early

It takes the average family five to seven years to pay their home off early. Just imagine life with no mortgage. There's only one more debt standing in the way of freedom from all debt! Apply all the extra money toward paying off your home. Not only are you paying off your home early, you'll be saving tens of thousands of dollars in interest fees.

7. Build Wealth and Give

This is the last step and by far the most fun. It's time to live and give like no one else! Build wealth, become insanely generous, and leave an inheritance for future generations. You know what people with no debt and no payments can do? Anything they want! Now that's leaving a legacy.



Z I G L A R L I V E T O W I N

Bad Financial Habits - List your top five - circle the one you are going to replace with a good habit this week!

1.

2.

3.

4.

5.

Good Financial Habits - List five and pick one that you are going to start doing this week!

1.

2.

3.









4.

5.



WEEK _____

Financial → Dreams

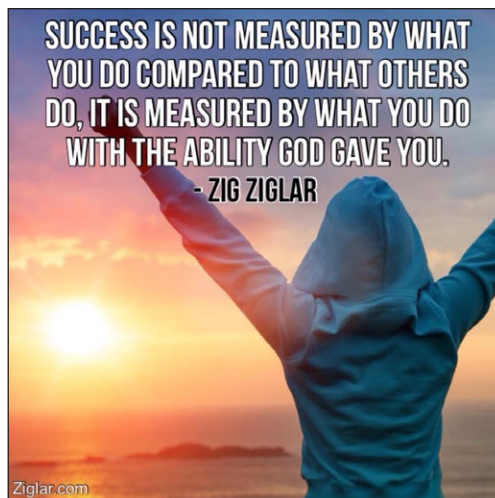
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| <p>Completion Date</p> | |



Personal → Goals



In order to have consistent success in achieving goals, the goals must be Personal!



In order to have true success in life, you must have balanced success. This is why this program is called Live To Win - 7 Weeks To Balanced Success



ZIGLAR LIVE TO WIN



All too often we forget two things:

1. To have real and meaningful Personal Goals
2. To set specific goals using a system that works – every time you do!

What are Personal Goals?

Personal Goals focus on the things in life we really want for ourselves. It is important and necessary to have goals in all areas of the Wheel of Life, and most all benefit us personally. However, many times we don't take the time to work on goals that are truly for our own benefit first. Now is the time focus on yourself! When you are the best you possible, everyone benefits.

Examples of personal goals:

1. Hobbies
2. Recreation
3. Friendships
4. Community activities
5. Quiet time
6. Appropriate social media
7. Growth time
8. Time management



Z I G L A R L I V E T O W I N



Now list at least five specific Personal goals you would like to work on:

1. _____

2. _____

3. _____

4. _____

5. _____

Now circle one of the five goals you want to work on right now.

Goal Achievers do three things that the rest of the world doesn't do:

1. They write down the goal in detail
2. They work on the goal every day or as often as necessary
3. They have an accountability partner



Step Three

THE SIX QUESTIONS: Ask yourself these six questions, all of which must have a “yes” answer:

- A. Is it really my goal?
- B. Is it morally right and fair to everyone concerned?
- C. Is it consistent with my other goals?
- D. Can I emotionally commit myself to finish this goal?
- E. Can I see myself reaching this goal?
- F. Does it meet the requirements of the Basic Eight?



Step Four

THE BASIC EIGHT: Review your confidential Dream Sheet once more and apply the Basic Eight to each item on your list. If you can answer “yes” to any of these questions now it can be considered a goal. This step finishes the qualifying of your goals program and officially brings your dream to a goal that can be achieved.

1. Will it make me *happier*?
2. Will it make me *healthier*?
3. Will it make me reasonably *prosperous*?
4. Will it make me more *secure*?
5. Will it help me make more *friends*?
6. Will it give me better *family relationships*?
7. Will it give me more *peace of mind*?
8. Will it increase my *hope for the future*?



Step Five

CHARACTERISTICS OF GOALS:

1. Some goals must be big (out of reach, not out of sight) to make you stretch and grow to your full potential (e.g., lose 37 pounds in 10 months).
2. Some goals must be long-range to keep you on track and greatly reduce the possibility of short-term frustrations (e.g., buying a house).
3. Some goals might require analysis and consultation to determine where you are before you can set the goals (e.g., sales, educational, financial, weight loss).
4. You must have daily goals to keep you disciplined and in touch with the “nitty-gritty” details of daily life (e.g., action steps).
5. Goals must be specific so you can pinpoint and envision them more easily, increasing motivation (e.g., eating sweets only on Sunday).
6. Some goals must be ongoing because they are processes, such as “keeping my work space organized” (e.g., maintain fitness and weight loss).

Look at your goals, determine what type of goal they are and note beside each one (i.e. LR, Big, Daily, etc.).



General Goals Procedure Chart

| GOAL #1 | GOAL #2 |
|-------------------------------------------------------------------------------------------------|---------|
| STEP #1 IDENTIFY YOUR GOALS | |
| STEP #2 MY BENEFITS TO REACHING THIS GOAL | |
| STEP #3 MAJOR OBSTACLES AND MOUNTAINS TO CLIMB TO REACH THIS GOAL | |
| STEP #4 SKILLS OR KNOWLEDGE REQUIRED TO REACH THIS GOAL | |
| STEP #5 INDIVIDUALS, GROUPS, COMPANIES AND ORGANIZATIONS TO WORK WITH TO REACH THIS GOAL | |
| STEP #6 PLAN OF ACTION TO REACH THIS GOAL | |
| STEP #7 COMPLETION DATE | |

CHARTING MY PROGRESS

Goals I set, worked toward, or reached this year.

| GOAL | DATE STARTED | DATE REACHED |
|------|--------------|--------------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |



ZIGLAR LIVE TO WIN

Bad Personal Habits

1.

2.

3.

4.

5.

Good Personal Habits

1.

2.

3.









4.

5.



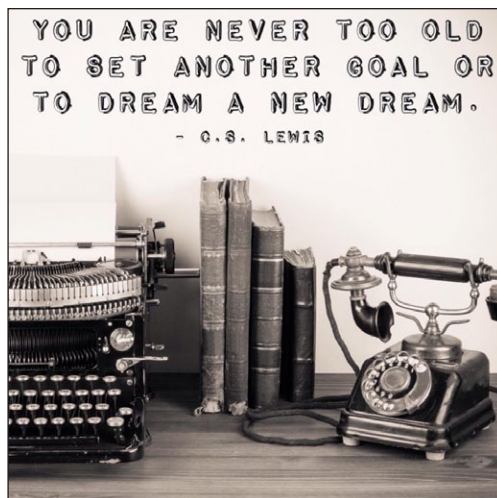
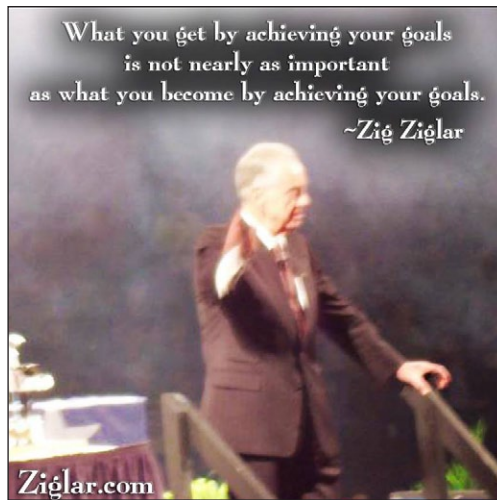
WEEK _____

Personal → Goals

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
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ZIGLAR LIVE TO WIN





Career → Performance



Our career is the economic engine of our life. We could be a business owner, a sales professional, or a salaried worker, but one thing is for certain, how well we perform will largely determine how much we get paid.

Good news! No matter what you do, there is a simple formula you can master that will help you achieve the highest level of performance. Most important, what you want is the right kind of performance. We call this True Performance.

True Performance is the ideal accomplishment of a Goal, Aspiration, or Objective that benefits everyone involved.

The Ziglar Performance Formula:

$$A \times E \times S = P$$

Attitude x Effort x Skill = Performance

Early morning first day on the job

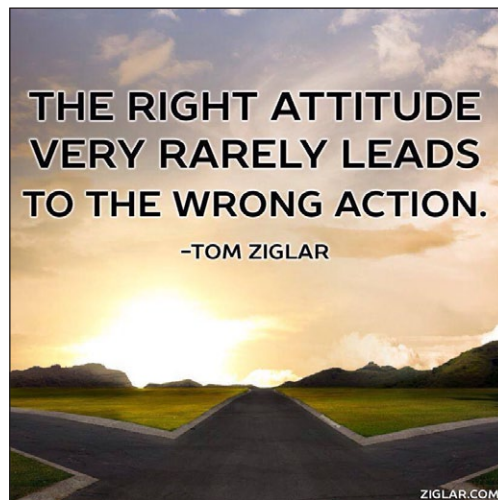
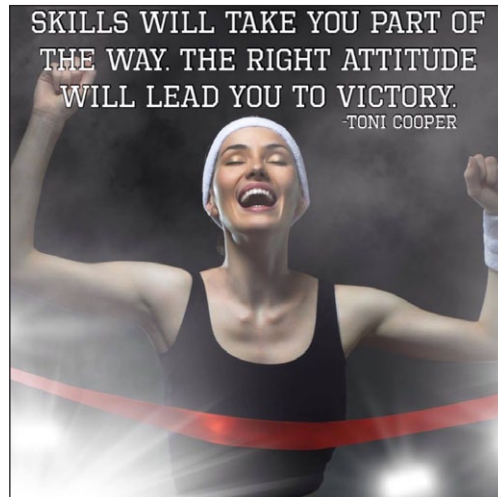
_____ X _____ X _____ = _____

First day on the job

_____ X _____ X _____ = _____



Z I G L A R L I V E T O W I N



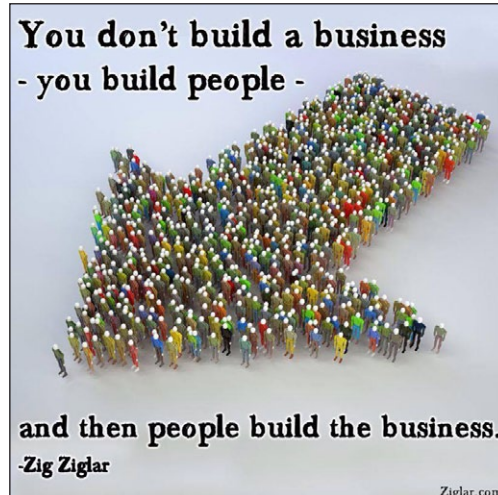
Your attitude, not your aptitude, determines your altitude.



ZIGLAR LIVE TO WIN

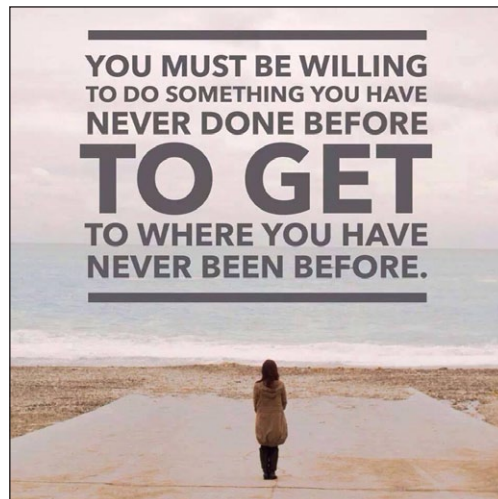
Second day on the job

_____ X _____ X _____ = _____



Third day on the job

_____ X _____ X _____ = _____





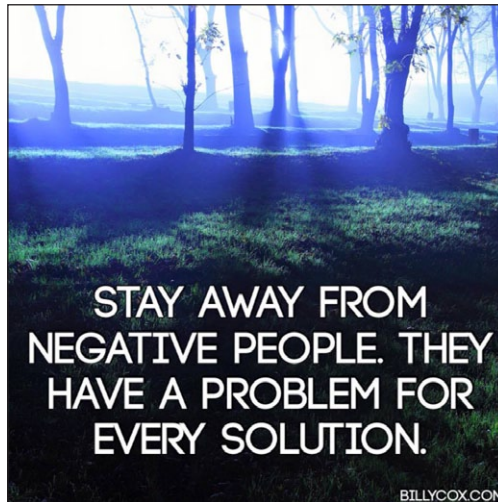
Z I G L A R L I V E T O W I N

The difference between average performers and top performers is the “ownership mentality”

_____ X _____ X _____ = _____

The impact of a negative attitude on performance

_____ X _____ X _____ = _____





Z I G L A R L I V E T O W I N

The key to improving my attitude, effort, and skill, is creating habits that build each of these areas! When I do, improved performance is the result.

It all starts with attitude. Attitude drives everything!

Attitude X Effort X Skill = Performance





ZIGLAR LIVE TO WIN

Digging deep - Now that attitude is driving effort we need to improve our skills

The business owner Career Wheel:





BUSINESS WHEEL

Category Assessment Sheet

Marketing

- _____ Meeting or exceeding my sales goals through effective lead generation and promotion strategies
- _____ We have a clear position in the marketplace
- _____ We have clearly defined our prime target market
- _____ We have clear definitions of our products and/or services
- _____ We have a pricing strategy that is profitable
- _____ We are consistently marketing to our house list (client base)
- _____ We have an effective referral relationship program
- _____ We have an effective referral/affiliate reward system
- _____ We have a written, posted marketing calendar
- _____ We have an effective Internet marketing system that includes websites that clearly communicate what we do, and utilize SEO, and we are consistently capturing e-mail addresses and using them to communicate to our e-mail audience, and we have a strong presence on social media
- _____ TOTAL ÷ 10 = _____



Sales

- _____ We answer the telephone live
- _____ We have an effective telephone answering/
transferring system
- _____ We have an effective sales script that appeals to our
target market and closes the maximum number of
inquiries
- _____ We have an effective system for responding to
Internet leads
- _____ We have an effective sales process for each of our
profit centers
- _____ We have an effective up-sell and down-sell process
- _____ We have effective processes and scripts for
overcoming objections
- _____ We have an effective process for identifying ongoing
and changing customer needs
- _____ We have clearly defined account management
policies and procedures
- _____ We have effective customer management software in
place
- _____ TOTAL ÷ 10 = _____

Operations

- _____ We have developed our unique service experience
- _____ We have clear-cut service systems in place that are
exceeding our client expectations
- _____ We respond immediately to client concerns
- _____ We have clear-cut return policies
- _____ We get customer feedback on a regular basis to
ensure we are exceeding expectations



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- _____ We have regular production meetings to ensure on-time delivery
- _____ We have a key customer appreciation process
- _____ We have effective project management processes in place
- _____ We have inventory management and office supplies/equipment processes in place
- _____ We have the latest, most effective equipment to deliver our unique service experience
- _____ TOTAL ÷ 10 = _____

Administration

- _____ We track and report total sales daily
- _____ We track and report sales by profit center weekly, monthly and annually
- _____ We track and report sales by referral/affiliate/ad source weekly
- _____ We track and report sales closings daily (# of calls vs. # of sales)
- _____ We track and report number of returns or re-services as often as they occur
- _____ We track and report our profit and loss weekly
- _____ We track and report our balance sheet monthly
- _____ We have a cash flow management process in place
- _____ We plan our taxes annually before year end
- _____ We review our legal and insurance exposure annually (or as often as required)
- _____ TOTAL ÷ 10 = _____



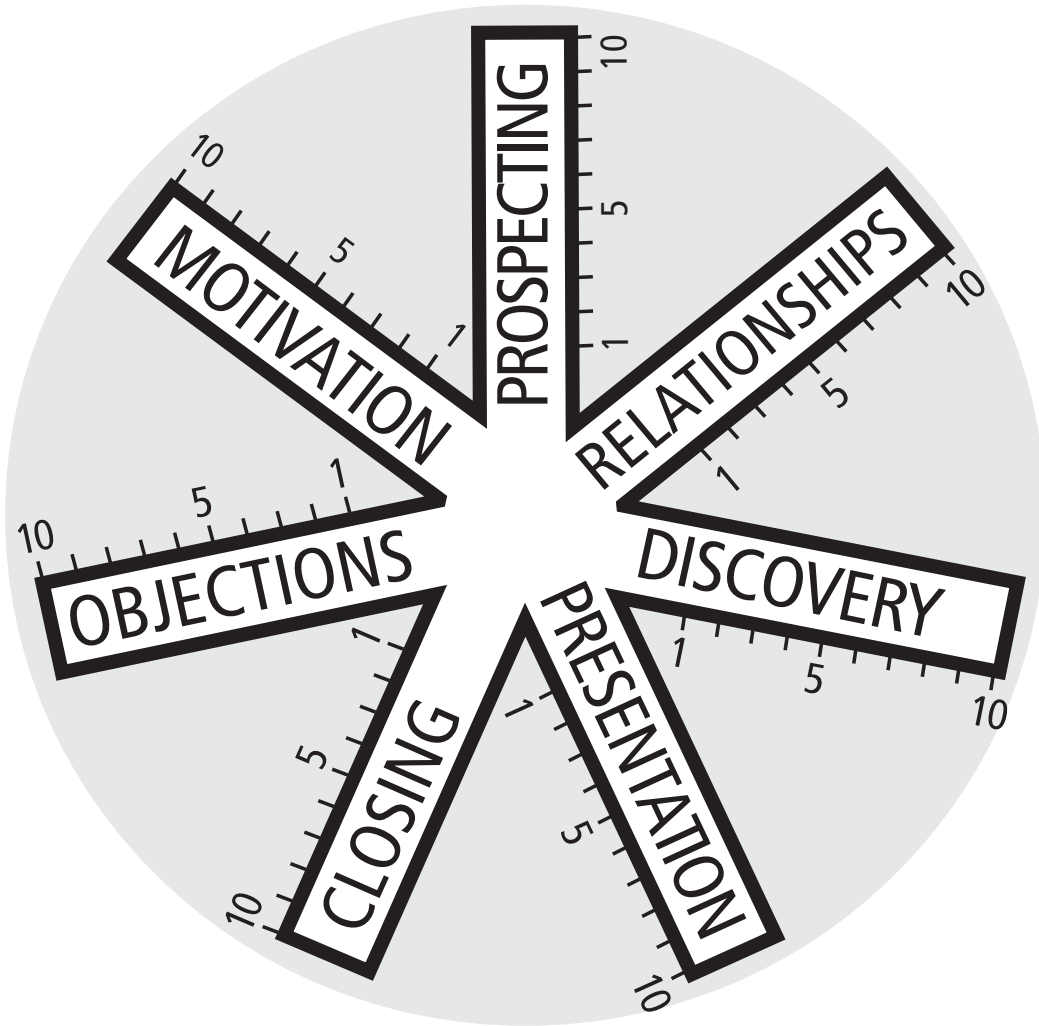
Leadership

- _____ We have a one-sentence mission statement that everyone understands and follows
- _____ We have effective management systems in place that include recruiting, hiring, orientation, training, coaching, employee reviews and termination processes, and have ensured they are legal
- _____ We have an up-to-date employee handbook
- _____ We have a written business plan that includes our vision, goals, a marketing plan, sales plan, operating plan and administration plan that is reviewed and updated quarterly
- _____ We have a written and posted organizational chart
- _____ We have regular team meetings
- _____ We have written position descriptions for every position
- _____ We have a training system in place for every position
- _____ We have policies and procedures for all areas of our business
- _____ We have an effective compensation plan in place that includes attractive pay and benefits that create high employee morale and retention
- _____ TOTAL ÷ 10 = _____



ZIGLAR LIVE TO WIN

The sales professional Career Wheel:





Born To Win for Sales Wheel: Assessment Sheet

Prospecting

- Identifying potential buyers
- Using social media to prospect
- Contacting the prospect
- Getting past the gatekeeper
- Creating voice mail and email messages
- Qualifying prospects
- Conducting face to face contact
- Keeping your pipeline full
- Researching the prospect
- Asking for referrals

_____ TOTAL ÷ 10 = _____

Relationships

- Implementing a "prospect-centered" sales process
- Making an effective sales call
- Recognizing the buyer's behavioral style
- Creating an environment of trust
- Using interpersonal skills to build rapport
- Adjusting to the prospect's personality type
- Moving from "small talk" into the business talk
- Transitioning to the next step of the process
- Focusing attention off self and onto the prospect
- Remembering names

_____ TOTAL ÷ 10 = _____

Discovery

- Using a methodology to identify needs
- Asking "high gain/high impact" questions
- Recognizing the prospect's needs
- Confirming the prospect's needs
- Linking your product/service to prospect's needs
- Understanding how your product meets the prospect's needs
- Transitioning to the solution
- Replacing an installed competitor
- Identifying prospect's needs – issues – concerns
- Gaining agreement the prospect recognizes his/her need

_____ TOTAL ÷ 10 = _____

Presentation

- Transitioning to the presentation
- Introducing your recommendation
- Understanding the value of your products/services
- Communicating the values – advantages – benefits
- Presenting the benefits of your recommendation
- Knowing the difference between "features" and "benefits"
- Linking your benefits to the prospect's needs
- Using non-verbal skills to support your points
- Eliminate the "uh, you know, I mean" usage
- Using voice inflection to convey meaning

_____ TOTAL ÷ 10 = _____

Closing

- Understanding why you ask for the commitment
- Possessing the confidence to ask for the order
- Understanding which closing strategy to use
- Developing a "closing attitude"
- Separating "rejection" from "refusal"
- Identifying possible closing techniques
- Understanding the closing process
- Identifying when to close
- Recognizing buying indicators
- Removing conflict from the close

_____ TOTAL ÷ 10 = _____

Objections

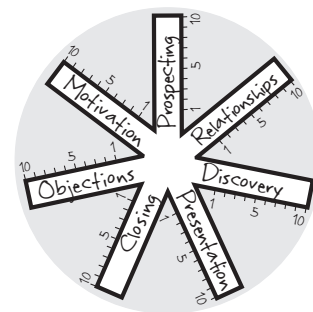
- Defining an objection
- Anticipating possible resistance
- Supplying new information to answer an objection
- Implementing a "formula" to manage objections
- Providing evidence to overcome the concern
- Using empathy statements
- Dealing with objections you cannot overcome
- When to confront an objection
- Questioning the objection
- Transitioning after the objection has been satisfied

_____ TOTAL ÷ 10 = _____

Motivation

- Staying motivated
- Ending sales slumps
- Investing in yourself
- Dealing with the emotional demands of the sales profession
- Setting goals
- Preparing for your daily selling activities
- Maintaining the proper mindset
- Believing in yourself
- Facing the "Fear Factor"
- Managing your time and activities

_____ TOTAL ÷ 10 = _____



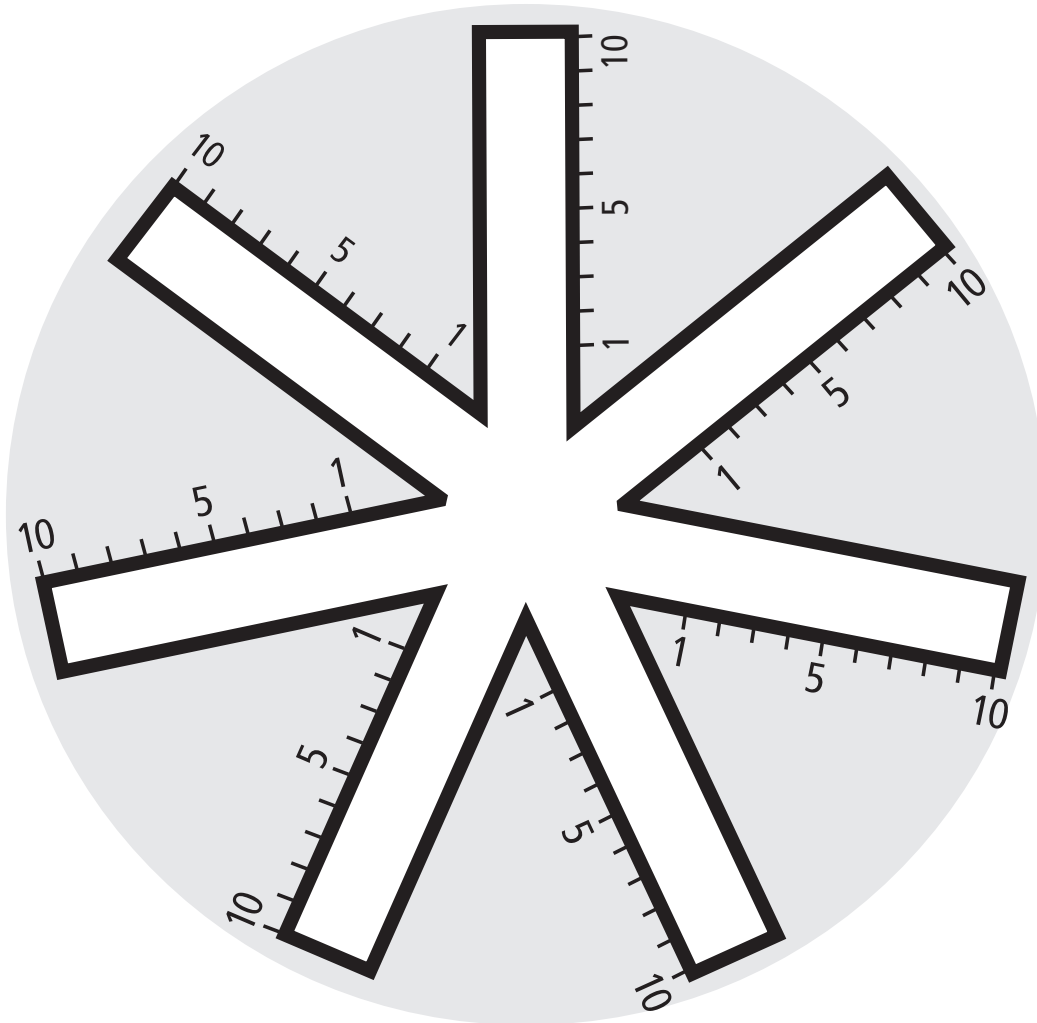
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ZIGLAR LIVE TO WIN

Build your own Career Wheel for the work you do. Please add four to seven spokes that best describe your major job functions. Then for each spoke write down 10 specific skills you can master that will give you top skills performance in that area. Now on a scale of 1 - 10, evaluate yourself on each of those specific skills.





Bad Career Habits

1.

2.

3.

4.

5.

Good Career Habits

1.

2.

3.









4.

5.



WEEK _____

Career → Performance

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| <p>Bad Habit</p>  | |
| <p>Good Habit</p>  | |
| <p>Identify your goal</p>  | <hr/> <hr/> |
| <p>My benefits from reaching this goal</p>  | <hr/> <hr/> <hr/> |
| <p>Major obstacles and mountains to climb to reach this goal</p>  | <hr/> <hr/> <hr/> |
| <p>Skills or knowledge required to reach this goal</p>  | <hr/> <hr/> <hr/> |
| <p>Individuals, groups, companies and organizations to work with to reach this goal</p>  | <hr/> <hr/> <hr/> |
| <p>Plan of action to reach this goal</p>  | <hr/> <hr/> <hr/> <hr/> |
| <p>Completion Date</p> | |