“Zig Ziglar is the real deal! He’s an authentic voice, a light, and a life changing mentor and model for millions.” — SETH GODIN

ZIG ZIGLAR

FIND YOUR SUCCESS CODE

BORN TO WIN

ZIG ZIGLAR
AND TOM ZIGLAR

Take Your Business to the Next Level

BornToWinBook.com
### Born To Win for Personal Wheel: Assessment Sheet

**Directions:** On the following pages rate yourself from 1-10 in each category. Divide your total by 10 to reach your final number in each category. Using spokes of the wheel image below, plot your number in each category and connect the dots to see how smooth your ride is.

<table>
<thead>
<tr>
<th>Physical</th>
<th>Mental</th>
<th>Personal</th>
<th>Career</th>
</tr>
</thead>
<tbody>
<tr>
<td>appearance</td>
<td>attitude</td>
<td>recreation</td>
<td>love what I do</td>
</tr>
<tr>
<td>regular checkup</td>
<td>intelligence</td>
<td>exercise</td>
<td>understand my job</td>
</tr>
<tr>
<td>energy level</td>
<td>formal education</td>
<td>friendships</td>
<td>co-worker relationships</td>
</tr>
<tr>
<td>muscles toned</td>
<td>continuing education &amp; training</td>
<td>principled but flexible</td>
<td>productivity</td>
</tr>
<tr>
<td>regular fitness program</td>
<td>creative imagination</td>
<td>forgiving attitude</td>
<td>understand company goals</td>
</tr>
<tr>
<td>weight control</td>
<td>inspirational reading</td>
<td>build self-esteem of others</td>
<td>understand my activity in</td>
</tr>
<tr>
<td>diet &amp; nutrition</td>
<td>inquisitive mind</td>
<td>express love and respect</td>
<td>relationship to my goals</td>
</tr>
<tr>
<td>stress control</td>
<td>self-image</td>
<td>meals together</td>
<td>appreciate company benefits</td>
</tr>
<tr>
<td>endurance &amp; strength</td>
<td>enthusiasm</td>
<td>family relationships</td>
<td>opportunity for advancement</td>
</tr>
<tr>
<td>enough sleep</td>
<td>automobile university</td>
<td>dealing with disagreements</td>
<td>well-trained for my job</td>
</tr>
<tr>
<td>TOTAL ÷ 10 =</td>
<td>TOTAL ÷ 10 =</td>
<td>TOTAL ÷ 10 =</td>
<td>own my business/have career path</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spiritual</th>
<th>Family</th>
<th>Financial</th>
<th>TOTAL ÷ 10 =</th>
</tr>
</thead>
<tbody>
<tr>
<td>believe in God</td>
<td>listening</td>
<td>proper priority</td>
<td></td>
</tr>
<tr>
<td>inner peace</td>
<td>good role model</td>
<td>personal budget</td>
<td></td>
</tr>
<tr>
<td>influence on others</td>
<td>principled but flexible</td>
<td>impulse purchases</td>
<td></td>
</tr>
<tr>
<td>spouse relationship</td>
<td>forgiving attitude</td>
<td>earnings</td>
<td></td>
</tr>
<tr>
<td>church involvement</td>
<td>build self-esteem of others</td>
<td>living within income</td>
<td></td>
</tr>
<tr>
<td>sense of purpose</td>
<td>express love and respect</td>
<td>money in savings</td>
<td></td>
</tr>
<tr>
<td>attitude for giving donations</td>
<td>meals together</td>
<td>adequate insurance</td>
<td></td>
</tr>
<tr>
<td>prayer</td>
<td>family relationships</td>
<td>investments</td>
<td></td>
</tr>
<tr>
<td>Bible study</td>
<td>dealing with disagreements</td>
<td>financial statement</td>
<td></td>
</tr>
<tr>
<td>abundant gratitude</td>
<td>time together</td>
<td>debt free</td>
<td></td>
</tr>
<tr>
<td>TOTAL ÷ 10 =</td>
<td>TOTAL ÷ 10 =</td>
<td>TOTAL ÷ 10 =</td>
<td></td>
</tr>
</tbody>
</table>

**Diagram:**

- Personal
- Physical
- Family
- Mental
- Spiritual
- Financial
- Career

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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/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
___ 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 = ________
Directions: Using the totals from your personal and business assessments plot your results below on the spokes of the bike. Determine if your handlebars of vision are complete, you have a chain of goals, your gears are in place, you have a sturdy seat of character, and don’t forget persistent consistency. The final and most important step is to add God to the center of both wheels.