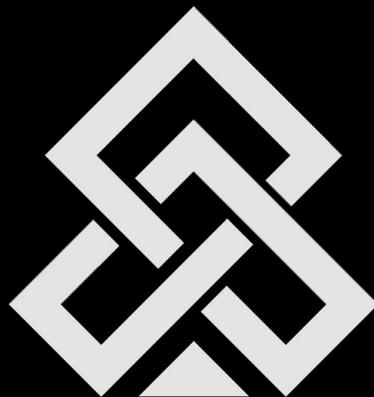


FUNDAMENTALS

The 2 key objectives of this program are to give you more confidence, and to help you have more influence in your life and the lives of others.

This workbook is a companion piece to the video series that will take you through the steps of becoming the best version of yourself.

What you
need in life
& business
that wasn't
taught in
school



MARK FRENTZ

Success. Inspiration. Fulfilment.

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“You were enrolled in a fulltime informal school called life. Every day in this school you will have the opportunity to learn lessons. You may like the lessons or think them irrelevant or stupid, but you will have them all the same. There are no mistakes or failures, only lessons. Growth is a process of trial and error, experimentation. The failed experiments are as much a part of the process as the experiment that ends up working. A lesson is repeated until it is learned. A lesson will be presented to you, in various forms, until you have learned it. When you have learned it, you can then go on to the next lesson. Learning lessons does not end. There is no part of life that does not contain lessons. If you are alive, there are lessons to be learned.” ~ Earl Nightingale

Introduction

"Information is only valuable if you take the necessary action."

When we become the person we need to become to take the consistent action we need to take and we do the things we need to do, we will not only gain the results that we want but we will keep the results we want. Through this process remember not to "should" all over yourself, don't be afraid to dig deep, and let me teach you how to fish.

IMPACT

This course is designed to have a great impact on you. By the end of the 8 weeks students who do the work will become more aware of their beliefs in many areas of life, be given practical action steps to take, and understand how to motivate themselves.

Think about the choices you make in life. Dig deep and be honest with yourself. Look for patterns in your behavior and discover how you typically respond to emotions like fear, anger, and sadness. What about how you react when tired, stressed, or happy? Write down your patterns for each emotion here:

DISCOVERY

Questions will be asked throughout each lesson designed to help turn your attention inward so that you may reflect on where you are, how you got there, and how you can get to the next level. Take the time required here to really analyze the truths of your life without fear of others' opinions.

Think to that voice inside your head, do you often tell yourself what you 'should' do? What about when speaking to others? How do you feel when you are told what you should do, either by yourself or others?

ACTION

Take some time to think about what you don't want more of, sit in the muck. Then think about what you do want and make a commitment. Write your commitment here:

NOTES:

Use this area to take note of key points that resonate with you through the videos, as well as any questions you have and topics to discuss.

"The fact is, when you get your life in order in your personal life, you also get your life in order within your business life."



1 - Motivation

"When you can master your own motivation you can take control of your life"

Motivation is the key to understanding how you and those around you act and react in situations. It can be an invaluable tool when trying to influence someone in business. The first step in understanding how to influence others is to look at how you yourself are motivated. Motivating yourself is a key skill for running a business, and the skills you will learn in this section are universal and can be applied to many areas of your life.

IMPACT

First connect with your emotions and acknowledge that you have them, then analyze what emotions are at play when you make decisions. The subconscious brain reacts quickly and relies on emotions to make decisions.

What have you been told about money, success, sales, and conflict? What have your personal experiences been? What have you observed in the actions of those closest to you? Have these become your internal beliefs?

DISCOVERY

When you are emotionally engaged in something you struggle to see the patterns. Start to understand what motivates you. Find someone who asks deep challenging questions and brings up awareness and do the work.

What outside factors were at play in guiding you to major life decisions? Explore what drives you. Do you run away from pain? Do you run towards pleasure? What typically motivates you more? What fears do you have? Is money (or loss of) a motivator? What about accountability? How do you feel about disappointing yourself?

ACTION

Begin the process of daily visualization. As you visualize close your eyes, fast forward a year into the future, be in a place where you would be if you were successful. What would you be doing? Where would you be? Who would be around you? What is the weather like? What do you smell? What do you hear? Notice the details of what you see around you. How do you feel having accomplished so much in the past year? How confident are you? How grateful are you? How easy is it to make decisions now? Do this for 1 to 3 minutes a day, twice a day. Confuse your brain, trick yourself into believing the visualization is your reality, become excited about it, and let your brain subconsciously start working towards it.

NOTES:

Use this area to take note of key points that resonate with you through the videos, as well as any questions you have and topics to discuss.

"Long-term motivation is tied to hope and visualization, be consistent and do it every day to see progress."



2 - Goals

"What got you here won't get you there. Don't base future goals on what you already understand."

Become aware of your vocabulary when setting goals. Try, might, may, if, and someday are words used to get out of situations we are afraid of. Consider instead how it will feel when... When you are specific and you can visualize it clearly you are more likely to work towards it because your mind believes it is possible. Focus only on 'C' Type Goals. Those that are completely outside of your framework which you have no idea how to attain. When tied to your emotions and senses they are very inspiring. "I know where I am going, I am not sure how to get there."

IMPACT

Becoming too self-aware without taking actions leads to never accomplishing, while acting without thinking tends to ruin relationships. Connect with those close to you and get their feedback on how they see you. Does it line up with how you see yourself?

Come up with a system to ask yourself in every situation if you need to be more aware or take more action. Find the sweet spot between 'what about' and 'why not'. Be aware, learn and grow. What can I learn AND what action can I take now?

DISCOVERY

There are 9 areas of life where we all must improve. Financial health, physical health, mental and emotional health, personal development, relationships, daily work, self-transcendence, rest, and spirituality.

Prioritize all the goal categories above. Select 1 or 2 to grow substantially this year, set 3-5 as a secondary growth focus, and the rest as things to maintain. Write your list here:

ACTION

Pick a goal, choose a method, and start today. Begin the process of daily visualization. As you visualize close your eyes, fast forward a year into the future, be in a place where you would be if you were successful. What would you be doing? Where would you be? Who would be around you? What is the weather like? What do you smell? What do you hear? Notice the details of what you see around you? How do you feel having accomplished so much in the past year? How confident are you? How grateful are you? How easy is it to make decisions? Do this for 1-3 minutes a day, twice a day. Confuse your brain, trick yourself into believing that is your reality.

NOTES:

Use this area to take note of key points that resonate with you through the videos, as well as any questions you have and topics to discuss.

"The idea of goals is to expand yourself. Don't make them too far fetched, but do make them outside of your comfort zone."



3 - Decisions

"A true decision is a promise you make to yourself that you keep."

If you want control in any area of your life, take consistent action towards your goal. Don't be afraid to say 'no' to great ideas, it leaves room for you to say 'yes' to the best idea. Remember nothing really happens based on one decision. It is the accumulation of many decisions that set you on that path. Luck is when preparedness meets opportunity, opportunity is there all the time. Do you have the skillset to recognize and take advantage of the opportunities available to you?

IMPACT

When you make decisions it helps those around you as you become a leader for them. Remember that decision making can not be avoided, and that making no decision is in fact making the decision to procrastinate and move further away from your goal.

Do you want it, or are you committed? Decision is the difference. Decisions get past excuses. Are you willing to change and grow and do the work required to get it? Set a new baseline standard for expectations, don't settle for breaks and distractions. What do you want in life? What commitments and baseline standard have you set today?

DISCOVERY

Worry, confidence, and emotion all get in the way of decisions. Take ownership. Take responsibility. Take action. Do not 'go with the flow'. Do not base your decisions on marketing gimmicks geared to the masses. Mitigate your losses and prepare for your future opportunities now.

Look at successful people and analyze what they are doing. Did they hire coaches, read books, or develop new skills? Look at once successful people who struggled late in life. What were they not prepared for? What areas of life did they neglect? What changes can you make now to protect your future? Write your list here:

ACTION

There are many action steps for decision making. Do everything with a focus on the long term, not the short term. A failed action and a successful action are both short-term. Becoming a failure or a success is a long-term endeavor. Of the list below, select a few that you can do now and take action. Action always flows out of decision making, if you are waiting you have not made a decision.

- Start small. Make a decision based on your goals.
- Buy a really nice journal. Learn from your decisions (What happened? What can you do differently? What can you do to help yourself immediately? How much anxiety is attached to your indecision?)
- Ask yourself great questions. What is the best case scenario? What is the worst case scenario? How can you mitigate the outcome? How bad do you want it?
- If you're impulsive; slow down and understand yourself better. In the beginning take a few minutes to confirm it is in line before making decisions (What are my goals? How does this lead me to my goals?).
- Practice constantly (what to wear, watch, buy... take the lead firmly and confidently).
- Create a new atmosphere. Ask for accountability and tell those closest to you. When you ask for advice rather than making a decision, apply a penalty like paying into the learning jar.
- Change your language. Make an action measurable with your words (details and deadlines).
- Focus on pre-made decisions. Think of possible scenarios that will come up to derail you and decide how you will react if it happens so you can act based on your plan, in a moment of clarity.
- Attach new emotions. Every time you make a decision, celebrate it and start to associate positive feelings with experiences.

NOTES:

Use this area to take note of key points that resonate with you through the videos, as well as any questions you have and topics to discuss.

"It isn't always the decisions that take the longest to make, or that require the most effort that yield the greatest results and impact"



4 - Beliefs

"If you correct your beliefs and make better emotional connections to your business you will succeed in business."

Most people modify their actions, habits, and routines when they want to change but doing that is only addressing the symptom. You must address the root cause, the beliefs, thoughts, and emotions to start a new cycle. When we change our beliefs and our emotional attachment to things in business, we change our lives. Your emotional brain reacts much faster than it responds.

IMPACT

Most of our beliefs are general understandings of what has happened to us in the past, and it is usually misinterpreted and one sided. We all have different experiences, different interpretations, and different beliefs from emotional attachments formed. You must see things from someone else's view.

When you are not getting the desired results, how do you typically respond? When you are emotionally overwhelmed what do you typically do? What beliefs do you have and how do they affect you? What illogical things do you do on a consistent basis? What emotional connections do you have to words or situations?

DISCOVERY

A belief is something we hold as a certainty, a conviction, not necessarily a truth. It is based on ideas formed from our past experiences and those around us. The quality and quantity of the idea is what helps solidify it in our minds, and that is what must be challenged.

What do you believe? Where do those beliefs come from? Are they serving you and your goals? How can you change those ideas and create new beliefs?

ACTION

What are some of your non-productive habits? What are the pain and pleasure points attached to those actions? What purpose is that old belief serving? Begin to challenge those beliefs. What have you heard about this idea growing up? What did you see from others? What did you personally experience? What new belief could you replace it with? Become more self-aware, and see the advantages and disadvantages. Start using new phrases like "my experience has been.." or "my understanding was.."

NOTES:

Use this area to take note of key points that resonate with you through the videos, as well as any questions you have and topics to discuss.

"If you question anything enough, you will eventually doubt it"



5 - Responsibility

"Taking responsibility for your own success, failures, and actions is a key to long-term success."

If you believe your actions will lead to failure or success you are more likely to get 'lucky' on a consistent basis because you will start taking action to move towards your goals. If you believe your success is based on outside forces and circumstance you will be proven to fail more frequently due to your own resulting inaction.

IMPACT

Mistakes are okay if you have an internal locus of control because you can learn from them, adjust and be ready for the next opportunity. Your confidence in yourself and your abilities is directly related to how much control you have in your life.

Do you have an internal or external locus of control? How often do you believe you will fail no matter what choice you make? Is fate stronger than choice? Ask yourself if you blame others for your mood or actions, frequently purchase lottery tickets, are afraid investing is 'risky', or limit planning on the future because fate will intervene? What can you do to start taking responsibility and control of your life?

DISCOVERY

The more responsibility you take in your life, the more power you will have in your life. Many people don't want to admit responsibility because they think it will imply fault. You must take responsibility for the choices you make and the consequences that come from them.

You have a role to play in the situations you find yourself in. Think of things that have happened in your life, who was at fault? What responsibility did you have? What did you do? Are you ready to be successful? Are you ready to do what you need to do? What skills do you need to work on?

ACTION

Focus on yourself. Practice not caring what other people think. Their opinion does not matter. Become dependable. If the opinion of others is holding you back in life, stop caring about it. Practice giving your opinion without apologizing. Stop focusing on your situation, and focus instead on what you can do about it. Ask yourself every night "What could I have done differently?" and "How could I have been better prepared earlier so this situation wouldn't have happened?"

NOTES:

Use this area to take note of key points that resonate with you through the videos, as well as any questions you have and topics to discuss.

"Be a creator of opportunities. Take responsibility for everything you do as well as the actions of others."



6 - Relationships

"All problems on the planet can be solved through strong families and relationships."

You learn to communicate in certain ways for certain reasons that helped you at certain points in time. Many of those established patterns no longer serve you in adulthood. Any time someone is exerting power and control to get their own way that is abuse. You must first become aware of your own patterns, then take action to adjust your behavior. Watch for raised tone of voice, saying 'do this now or get in trouble', passive-aggressive behavior, financial abuse, verbal abuse, cultural abuse, etc.,

IMPACT

Teach children that their "no" should always be honored and respected. If an adult does not respect when a child says "no", the child can not feel safe and should express their boundaries and leave if needed.

The below are common symptoms of sexual abuse, though they may also be present for other traumatic events such as divorce, trauma, and bullying. If you see non life-threatening abuse taking place, speak with a professional to determine what appropriate types of action you can take, and how to step in and give support.

- Inappropriate sexual play with toys or adults (red flag)
- Self-harm; cutting, burning, eating disorders (red flag)
- Larger vocabulary for sexual organs (yellow + flag)
- Unexplained drastic changes in mood or emotional state (yellow + flag)
- Unaccountable fear of people or places or situations (yellow flag)
- Becoming extremely secretive (yellow flag)

DISCOVERY

Clients, customers, family, and friends are all responding to situations based on their personal history, internal stories, and personal patterns. You need to be able to hear where they are coming from not just what they are saying, and speak to that.

What kind of people are you spending time with? What do you need to do differently? How can you grow in those areas? Who can you spend time with that would be better for you? What kind of person do you want to become? Who do you know that exhibits these traits? How would they react in the situations you experienced today?

ACTION

Take responsibility for the relationships you already have. What past patterns of yours are at play? What needs to change? What action can you take? Identify 1 person you would like to be like who is 5 to 10 years ahead of you. Get to know them, pay attention to them. Identify what skills and attributes they have that you could develop. Let them rub off on you, allow yourself to grow in the areas that they are strong in.

NOTES:

Use this area to take note of key points that resonate with you through the videos, as well as any questions you have and topics to discuss.

**"The better I get at communication
the less I use abuse in my family."**



7 - Communication

"When we admit something wrong, people tend to trust us more, not less."

Assertive communication is speaking what is on your mind and what is important to you and asking that of others. It is clear and confident, not selfish. When interacting with someone you can put your problems aside and deal with the other person. This is called leadership. An apology is not supposed to be paying someone off to feel good about yourself. An apology is an admission of what you did wrong. You do not need to offer an excuse or explanation. Admit where you were wrong, and determine how to prevent it in the future.

IMPACT

What is the emotion you typically tie to communication? Most communication is tied to self-protection. Stop being selfish and hurting your clients. Passive communicators hide, aggressive communicators push people away, and passive-aggressive communicators just confuse everyone.

In what business situations do you run away? When do you stand your ground and fight? How do you communicate? Describe what it looks like; body language, tone of voice, and language used. How is that serving you and your goals? How would your business change if you had a different communication style or were more assertive?

DISCOVERY

We need to be cognoscente of what can be going on beneath the surface of an interaction. What are the primary emotions in the emotion cluster (fear, anger, sadness) that are driving the secondary emotions that is shown to others? What is really going on beneath the surface?

Start paying attention to somebody else's body language in different situations and notice how you feel. Ask others about your body language in various situations and how it makes them feel. What do you do often? How do others feel? What is your intention? Are you communicating effectively?

ACTION

Hierarchy of needs: the lower the level, the more foundational and rooted it is. If you do not have a lower level, you are unlikely to be able to meet your higher level needs. Without environmental security it is hard to feel safe, without safety it is hard to love, without love it is hard to feel your own worth, without your own value it is hard to live out your fullness.

Be vulnerable and transparent when communicating in personal relationships. Give others insight into what you are thinking and feeling and why. Express your needs, be clear, and let them help. Spark interest and differentiate yourself with your vocabulary so people pay attention. Use this golden phrase and see how people react: "I feel ___ when ___ because ___. I need you to _____."

NOTES:

Use this area to take note of key points that resonate with you through the videos, as well as any questions you have and topics to discuss.

"Become a better communicator so that you can become a better influencer."



8 - Sales & Influence

"You have the greatest potential to impact others when you learn to influence through business."

Most people modify their actions, habits, and routines when they want to change but doing that is only addressing the symptom. You must address the root cause, the beliefs, thoughts, and emotions to start a new cycle. When we change our beliefs and our emotional attachment to things in business, we change our lives. Your emotional brain reacts much faster than it responds so you need to get to the root of your reactions and change it.

IMPACT

Give and receive in every area of life including money. Maintain balance. Invest in others. Handle money often to keep it on the forefront of your mind, do not be afraid of it. Money is a tool. Tools are designed to make us more efficient, learn to use them wisely not dangerously.

Do you understand the value of money? Do you treat every dollar like a small investment regardless of size? What is your money moving towards? Start to spend money on your own learning and growth (long term), rather than frivolous things. Use cash rather than credit or debit cards to make it more tangible. Pay attention. Have a budget (a plan) and be aware of what is happening with your money.

DISCOVERY

Focus on listening, influencing, and solving the problem for the client. If you are in business and you offer something of value that people need and you do not sell that thing- you are selfish! Who cares about your fears or comfort? Put aside discomfort in yourself and serve the greater need.

A sales objection is just a question you have not yet answered for the customer. Work with a person within your business and role play. Practice asking for the sale realistically asking open ended questions and resolving objections. What questions could you ask to understand their short term fears and long term hopes? How can you address them?

ACTION

Figure out your money paradigms and deal with them. What did you hear, see and experience? What do you really believe? What is your value? Are you worth a lot of money? What are your fears about money? If that fear happens, how will it play out? Can you come up with a plan/system to mitigate that fear and stop it from happening?

NOTES:

Use this area to take note of key points that resonate with you through the videos, as well as any questions you have and topics to discuss.

"Money is a tool that you use every single day whether you understand it or not. Start to become greater than a toddler in your understanding of money"



9 - Marketing 101

"Marketing is creating visibility and credibility, while influencing people over a period of time"

Marketing is about visibility and credibility. The first aspect of marketing is visibility. Without people knowing you exist, no one can purchase your product. Credibility is helping people understand who you are, what your product is, and how your product can help them. Finally, you need to help people understand that by taking action you can satisfy their needs. Sell ideas and feelings. Solve the problems and speak to what motivates your customers (fear and hope).

IMPACT

What marketing strategy will you use? You do not have to do what others in your field are doing. Find something that fits your personality and desires. Make it your own, if you are a speaker use your voice, if you are a writer then write, get to the top of the list on review sites by being you.

What is your elevator pitch? Hit on specifics and challenge them in a unique way. Give yourself the opportunity to explain yourself in your terms. Hit on emotions. Hit on the value you offer. End with a question. Get them thinking. Keep it in your control.

DISCOVERY

Network with other professionals who serve your ideal customer in a different way than you do. Who else does your ideal client interact with? These people should be at the same stage in business or further along than you. Reach out to them, investigate them, and make referral programs with them. How can you establish trust and credibility with these referral partners?

ACTION

Who is your ideal client? Build your client avatar. Where do they live? How old are they? What is their level of education? What have they accomplished? Get specific and clear. The more details you can learn about this person the better. Describe them here:

NOTES:

Use this area to take note of key points that resonate with you through the videos, as well as any questions you have and topics to discuss.

"The more I spend on my own coaching, education and growth, the more money I make"



10 - Business Systems

"There is a huge difference between working on your business and working in your business."

If you have a business where you have to do a major component of it, you can't sell it. People buy systems. They look at the quality of the idea and how smoothly it runs. You must be able to delegate every aspect and create systems to be successful or all you end up with is a job where you work for yourself. Identify what is holding you back from delegating and take action to improve in this area. Invest the time now to become more efficient so you end up with more time later on.

IMPACT

Watch a video, practice what you learn, have a checklist readily available. Following this simple system allows you hire new people and have them producing at the same standard within a few days as someone who had been there for years.

How would you instruct an alien from another planet on how to do the task? Begin mapping out systems for processes in your business:

DISCOVERY

Iterate, invent, and improve. What is your product? What is the value you bring? How can you make it better? How can you bring more value? What could benefit your customers that no one else is offering and can you offer it? What do you bring to the market place (tied to your Why)? What do you need to focus on? What can you do to improve the customer experience? Come up with 5 new business ideas every damn day.

ACTION

Write out a customized daily business routine for yourself. Remember to have a space for attitude (gratitude practice and exercise), focus on what makes you the most money, utilize the power of mornings, ask yourself how you can improve, learn something new, and sell something every day.

NOTES:

Use this area to take note of key points that resonate with you through the videos, as well as any questions you have and topics to discuss.

"If you have systems you understand how to be far more efficient."



11-Attitude & Routine

"If you fight with one person it could be anyone's fault, but if you fight with everyone it is definitely your fault."

When you can understand how to manage your own state, you can start to understand how to manage other people's states and influence them. Become a leader. Perspective is key. Whatever you focus on will become what is real for you. Talk about the things that you appreciate, your strong points. It will influence how you view the world. Good days and bad days are based on attitude, not circumstance.

DISCOVERY

Emotions can fluctuate quite quickly. You can have more of the highs and less of the lows. Understand that emotions come and go and learn to manage them appropriately. The key is to invest with your actions. Find a way to let out the pressure during the discomforts.

What do you remember about situations? What do you focus on? Do you always hold on to the one negative thing or the discomfort? Do you focus on what was learned or gained? You have trained yourself to focus on certain things, so stop reliving negativity and retrain your brain to focus on positive things. Be the person you want to be around. Where are you lacking, what specific areas of life and business could you improve? What are your goals and how can attitude affect them?

ACTION

Notice your emotional state and respond, rather than react. Take control. Move away from pain and towards pleasure. Create new connections and be excited about the future. Ask yourself great questions each morning. Take a moment. Sit down. Ask yourself the question and see what happens.

NOTES:

Use this area to take note of key points that resonate with you through the videos, as well as any questions you have and topics to discuss.

**"When I talk about my wife in positive ways
I like her more."**



Reminders

"Information is just information. It is not wisdom. It is not practical until you apply it"

Take the lessons, pull out what resonates with you, make it your own, and discard the rest. Become aware and take action. See the positivity in the world, and give greatly. Invest in yourself, your business, and the lives of others. You are here to do great things. Challenge yourself, challenge those you interact with, and change the world through changing your business.

RECOMMENDED READINGS

The ONE thing by Gary Keller
The Miracle Morning by Hal Elrod
Biography of Bill Gates
Biography of Benjamin Franklin
E-Myth by Michael Gerber
The science of getting rich by Wallace Wattles

Find your Why by Simon Sinek
Lead the field by Earl Nightingale
Biography of Andrew Carnegie
Biography of John D. Rockefeller
Masters of Sales by Ivan Misner
Eat that frog by Brian Tracy
Where you end and I begin by Anne Katherine

JOURNAL RECAP

Invest in a great quality journal and pen. Make sure it is worth something. Every time you use it you confirm for yourself that you are worth it. Remember questions change your focus. Questions force you to think. They pull you out of your automatic patterns. Begin asking great questions.

Gratitude:

What am I grateful for? What do I enjoy most about my job? What do I enjoy most about my life? What do I enjoy most about my family? What do I enjoy most about each and every day? What am I most grateful for this week? What am I most grateful for this year? What truly makes me happy? What am I excited about? What am I most proud of? Who do I love? Who loves me?

Paradigms:

What do I believe? Where do those beliefs come from? Are they serving me and my goals? How can I change those ideas and create new beliefs? What are my patterns? How am I doing in this area? In what situations do I run away? In what situations do I stand my ground? What does my communication style look like? How would it feel to be on the same page as my partner? What could I have done differently in that situation?

Growth:

Where can I add value for my customers? What are my goals? What did I learn today? Where did I struggle and how can I do better next time? What will this teach me? What did I enjoy most about that person? What if I miss out on this? How did I get so lucky to have this opportunity? What have I given today? What have I learned today? How did I work towards my goals in life in positive ways today? How did I work towards my goals in business in positive ways today? How well do I listen to people's needs? How well am I communicating?

Emotions:

How can I turn this around? Is it possible to do one thing right now? What is one thing that I can do now that will work toward my goals? What is the cost of one thing? What is the potential reward from doing one thing?

ACTION STEP RECAP

Remember you are not expected to do everything at once. Focus on the one thing you can do today to move you closer to your goal, rather than splitting your focus in many directions. Be focused. Be deliberate.

Find your Why. Utilize the PDF provided to go through the steps laid out by Gary Keller and discover your ONE thing. It is okay if you iterate as you grow. Know where to focus your efforts and why you are moving in that direction.

Understand your beliefs. Become consciously aware of the things you are doing and the ways you are thinking, which allows you to question your beliefs in everyday life. Use the 4 column reactions to beliefs exercise to help here.

Improve your vocabulary. Keep people engaged by using new words that they don't typically hear from you in situations. Improve your emotional vocabulary as well as business vernacular.

Apologize. Admit what you have done wrong, do not offer an excuse, and instead offer a plan to prevent it in the future. How did they react? Take responsibility for the relationships you already have. What past patterns of yours are at play? What needs to change? What action can you take?

Identify people you would like to be like who are 5 to 10 years ahead of you. Get to know them, pay attention to them. Identify what skills and attributes they have that you could develop. Let them rub off on you, allow yourself to grow in the areas that they are strong in.

Study people and mimic them. Study one characteristic about someone and start to practice it yourself. Ask how they learned and how they grew in that area. Analyze body language, paralanguage and verbal language and mimic it.

Speak with gratitude. Focus on the things that are going well in business, relationships, and life. Share the negative stuff with a coach or therapist who can guide you through them, but not within your general daily interactions. If you are struggling with something in your life, speak about it with gratitude constantly (repetition changes perspective). Be sincere, don't make stuff up.

Visualize what you want, how you want to be, how you want to think, how you want to act. This will change your actions and affect how others treat you. The more you visualize the more you trick your brain into thinking that is reality. Nothing takes place until people visualize it on some level.

Practice kindness. Especially to yourself. You are the hardest on yourself than anyone else. Notice your vocabulary, no name calling, comment on the action only.

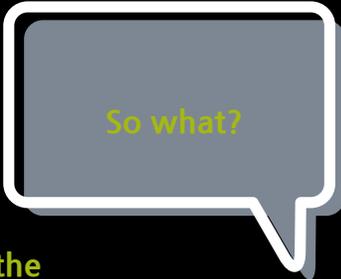
It's who you know- spend time with great people, with people who are beyond you in that area (attitude, business), as well as people you are better than so you can invest in them and their development. Pay someone with a great attitude to spend time with you (coffee, golf, take their program, get a coach)

Develop the perfect routine. Experiment. Try new ideas, be open to change and find a system that works for you. Talk to people you respect and ask what they do.

What is one thing on this list that I can start to do that will have the biggest impact on me? Go do it and enjoy the process.

"Gratitude is the best attitude"





Everything has a cost. If you are not willing to spend money, you spend more time and energy.

We don't know what we don't know.

So what?

Don't base future goals on what you already understand.

Those who do best fail in the past and use that new found knowledge to read the signs and make a plan for quick decisions in the future.

Fear is most powerful short-term personal motivator we have available to us.

Repetition is the mother of belief.

Information is just information. It is not wisdom. It is not practical until you apply it.

What got you here won't get you there.

If you use emotion you will move faster towards your goals because you will be more motivated than by the fear of getting started.

When you are focused on your priorities you will be far more confident in moving in a certain direction, which helps with decisions.

The world will forget every failure you make and remember your successes.

Humans buy feelings, not products or services.

Great decision makers have ordered minds.

Owning a business does not make you a business person.

If it is a choice between something that is logical and something that 'feels' right or wrong, we will typically go with the one that feels a certain way.

Just because you want something doesn't mean you have made a decision.

Any decision is better than indecision.

Everybody loves the action items.

A failure is a first attempt at learning.

You generally don't move anywhere fast when you are arguing with yourself.

I don't believe in luck. Luck is when preparedness meets opportunity, and opportunity is there all the time ~ Earl Nightingale

Success is the result of good judgement, good judgement is the result of experience, and experience is often the result of poor judgement.
~ Tony Robbins

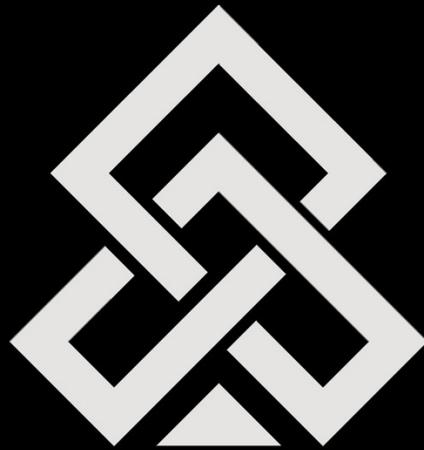
The problem is not knowledge, it's action.

The worst decisions we make in life tend to be the best lessons.



It all begins with a decision.

**Now Take
Action!**



MARK FRENTZ

Success. Inspiration. Fulfilment.