

Part One: Show Up

1. Wake Up and Pay Attention

If I have ever made any valuable discoveries, it has been owing more to patient attention than to any other talent. —*Isaac Newton*

Exercise: Paying Attention

Think back over this past week and recall an instance where something came up that got your attention. It might be something small or relatively insignificant, but it's stayed in the back of your mind. At work it might be the way an employee responded to a client question or the way a box looked before shipping. In life it might be the way your pants felt a bit tight or how you unexpectedly snapped at one of your children before bedtime. If you weren't happy with the way the box looked before shipping, maybe you're also not happy with the way the entrance to your office looks and the first impression you're making to clients. It's significant because this small thing you noticed is really indicative of something much larger. Perhaps you snapped at one of your children because there's really an issue with your spouse you need to clear up that has you unsettled. Find the hidden gem of realization behind that seemingly small detail you noticed when you were paying attention.

If you can't think of something right now, keep paying attention. Something will come up this week.

BUSINESS INSTANCE:

REALIZATION:

LIFE INSTANCE:

REALIZATION:

2. Think Long, Think Wrong

If you want to be successful, you must stop making excuses and instead make decisions promptly and definitely. —*Napoleon Hill, American author*

Exercise: Decision Making

List a decision you've been wavering on, or an idea you've been hesitant to make a firm decision about. List the issue and then list three action steps you are going to take to begin to get the ball rolling.

BUSINESS ISSUE/IDEA:

ACTION STEPS:

LIFE ISSUE/IDEA:

ACTION STEPS:

3. Do it Now...Then Do it Again... and Again...

The way to get started is to stop talking and start doing. — *Walt Disney*

Exercise: Action Plan

List one action you would like to consistently make. Maybe it's exercising or taking vitamins or calling your top ten clients twice a year to check in. Whatever it is, list the action you want to practice consistently and then plan for it, right now, in your Google calendar, your planner, Outlook, or whatever method you use to keep your schedule.

CONSISTENT ACTION I CHOOSE TO TAKE IN MY BUSINESS:

FREQUENCY: (3 times a week, daily, etc.)

CONSISTENT ACTION I CHOOSE TO TAKE IN MY LIFE:

FREQUENCY: (3 times a week, daily, etc.)

I HAVE WRITTEN DOWN OR RECORDED WHEN I WILL TAKE THIS ACTION: ☐

4. Monitor and Adjust

When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps.
—*Confucius*

Exercise: Adjustments Needed

List one area of your life or business that you need to monitor that you currently are not. Then define the method you will use to monitor it. If you don't know how to monitor something, make a decision to find someone who does. (For less than \$100 I had my accountant set up a Cashflow Analysis report. We've now used that same report format for over seven years!)

AREA TO MONITOR IN BUSINESS:

HOW I WILL MONITOR:

AREA TO MONITOR IN MY LIFE:

HOW I WILL MONITOR:

5. Eliminate Distractions

You will never reach your destination if you stop and throw stones at every dog that barks.
—Winston Churchill

Exercise: Distraction-Free Zones

Here's my **business challenge** to you: For one week, do not check your email first thing in the morning. Come into your office and sit down for a minimum of two hours and accomplish something *before* you check email. If you have instant pop-ups letting you know there's a new email arriving, turn those off. To manually send/receive is to ensure that you're checking emails on your terms, not your computer's terms. And, unless the structure of your business makes it impossible (you have to be honest with yourself here), I want you to also turn off your phone for that two hours. Then record the results below:

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

How did it feel to do something of merit before heading down the rabbit hole of email and phone calls? I have not found *one person* yet who does not instantly increase their productivity through this one tip.

Here's my **life challenge**. For at least two hours every night, turn off your phone and your computer and be completely present with your family. Then record the results below:

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

How did it feel to have uninterrupted time with your family?

What differences did you notice?

6. Look, Listen and Learn

Every man who observes vigilantly and resolves steadfastly grows unconsciously into genius. —
Edward G. Bulwer-Lytton, English politician and writer

Exercise: Listening Lesson

Today, when someone asks you a question, I want you to ask them a question back before answering. I want you to listen to their answer and observe things from their perspective. Then I want you to do it again. Make it a habit of not just answering a question, but asking more questions of them and seeing if you can foster a new perspective or discover a new opportunity available to you. Do it both in your business and in your personal life.

IN BUSINESS:

Question Asked of Me:

My Response:

What I discovered that I might have missed had I not really listened:

IN LIFE:

Question Asked of Me:

My Response:

What I discovered that I might have missed had I not really listened:

7. Yes, Yes, and Yes

Never allow a person to tell you “no” who doesn’t have the power to say “yes.”

—*Eleanor Roosevelt*

Exercise: The Experience of “Yes”

Sit where you are right now and repeat “yes” out loud a few times and feel that vibration. Then say “no” and feel that vibration. Record your observations below.

When I said “Yes” I felt:

When I said “No” I felt:

This really isn’t that complicated. You can *feel* the difference between “yes” and “no” just by saying them out loud. Can you imagine the change in your business, and your life, when you change your predominant vibration to that of “yes!”

8. Get GRAND with Your Goals

Start doing what is necessary, then do what is possible, and suddenly you are doing the impossible. — *St. Francis of Assisi*

Exercise: GRAND Goal Setting

G = guaranteed

R = recorded

A = authentic

N = noble

D = daring

Take a few moments to write down what you'd like to create in your life. Don't over-think it! Below are the nine areas to get you started. You may not have goals in every category, or you may want to add categories I don't have listed.

1. Family and friends
2. Spirituality
3. Business and career
4. Wealth and finances
5. Health and body
6. Play and fun
7. Love and romance
8. Personal fulfillment
9. Artistic and creative

I encourage you to not leave this exercise here on this page. Refine your goals so you feel you've got the three most important goals in each category. Then write them or type them up on another piece of paper. Lastly, post them in places where you will see them, and read them daily.

9. “Show Me the Money” Baby

Don’t be afraid to take a big step if one is indicated. You can’t cross a chasm in two small jumps.
—David Lloyd George, British Prime Minister from 1916 – 1922

Exercise: My Top Three

List the top three *money making* activities in your business:

1.

2.

3.

Now I want you to take a Post-it note and write at the top, “Today I will focus on.” Then add the three activities you’ve listed above. Put that Post-it note on your computer and look at it every day. Begin to spend as much time as possible on those three activities.

List the top three *personal growth* activities that will make the biggest difference in your life:

1.

2.

3.

Now I want you to take a Post-it note and put at the top: “Today I will focus on____,” and then list the three activities you’ve written above. Put that Post-it note in the drawer next to your toothbrush. (I’m making the assumption you brush your teeth at least morning and night!) Every day, begin to focus a portion of your day on each of those three activities.

10. Get Over It

The gem cannot be polished without friction, nor man perfected without trials. —*Chinese Proverb*

Exercise: Getting Over It

For this exercise I want you to get a sheet of paper (or two or three depending upon how much have to get over!) Write down every person, situation, or circumstance you are still holding onto that you need to “get over.” Then I want you to write a letter surrounding that situation, describing in great detail how you were affected and how it made you feel. Be brutally raw and honest. Remember, you are forgiving the person or letting go of the situation for you. Write until you have nothing left to write. Then take that paper and shred it, burn it or tear it in a thousand pieces. Emotionally release it as you physically destroy it. The goal is just to get it out of your body, on to paper, and left in your past – where it belongs!

11. Always Be Learning

He who knows most, knows how little he knows. —*Thomas Jefferson*

Exercise: Ten by Forty

I want you to look at your schedule right now and decide where you are going to fit in ten minutes of learning a day for forty days. This is not extra time you need to fit in somewhere; this is going to *replace* something you're already doing. Here are some options:

- If you listen to the radio in the car, just replace ten minutes of listening to the radio with ten minutes of an educational or personal development CD.
- If you get up in the morning and watch the morning news (or the evening news before you go to bed), just replace ten minutes of that with ten minutes of inspirational material.
- If you read the newspaper, take just ten minutes of that time to read something that's going to help you grow in your professional or personal life.
- If you sit in the lounge at lunch or on breaks, still do that; just take ten minutes of that time to fill up your mind with a book or CD that's helping you learn something new.

Now, commit to doing it! Fill in the sentence below and sign your name. Do it for forty days, and then just keep repeating for the rest of your life!

I, _____, commit to expanding my mind for a mere ten minutes a day for the next forty days. I am going to do it _____. I look forward to all the new things I'm going to learn!

Signature

Date

Part Two: Be Bold

To be bold is to stand out. It's an attitude. It's an approach to living life to the fullest so you can have what your heart desires. The dictionary defines being bold as, "standing out to be noticed, such as bold text or bold type." That's what being bold in business is about. It's about standing out from the crowd. It's about separating yourself from everyone else out there. In life, it's about standing up for the only you there will ever be.

There are so many ways to stand out. Being bold in business is nothing new. Henry Ford did it when he engineered the 'assembly line.' Sam Walton did it when he was the first business to put all the check out registers at the front of the store. Zappos has done it with their unparalleled customer service. In tough economic times, though, everyone plays it safe by following the lead dog and staying with the pack. I believe we need to take the exact opposite approach. Look at what everyone else is doing, and put a twist on it. Find a way to do it better or different.

Stand up, stand out and be **bold**!

12. Be Authentic

Be yourself. Everyone else is taken. —*Oscar Wilde*

Exercise: Authenticity

IN BUSINESS: Where in your business do you feel like you're compromising who you are?

What can you do to be more authentic?

IN LIFE: Where in your life do you feel like you're compromising?

What can you do to be more authentic?

13. Be Different

The hardest struggle of all is to be something different from what the average man is.
—*Charles Schwab, American steel magnate*

Exercise: Being Different

List three unique things about yourself that you like:

List three more:

Now, list ways you can capitalize on those differences and use them to enhance your life, your business, and the lives of others.

14. Be Fearless

Avoiding danger is no safer in the long run than outright exposure. The fearful are caught as often as the bold. —*Helen Keller*

Exercise: Jump Anyway

Where in your business do you need to “jump anyway”?

Where are you letting the message of “be careful” hold you back instead of keep you safe?

What actions can you begin to take to move through some of these fears?

Where in life do you need to “jump anyway?”

Where are you letting the message of “be careful” hold you back instead of keep you safe?

What actions can you begin to take to move through some of these fears?

15. Be Optimistic

The last of the human freedoms – to choose one’s attitude in any given set of circumstances, to choose one’s own way. —*Viktor Frankl, Austrian neurologist and psychiatrist*

Exercise: Focus on the Positive Outcome

Is there any area of your business you tend to worry about?

What is the desired outcome in that area?

What steps can you take to focus on the outcome of that situation versus the details of it?

Is there any area of your life you tend to worry about?

What is the desired outcome in that area?

What steps can you take to focus on the outcome of that situation versus the details of it?

16. Be Non-Judgmental

Judge not lest ye be judged. —*Matthew 7:1*

Exercise: Judge Not

Are there places in your business you're pre-judging, selling clients short, or shooting yourself in the foot by making up your mind about something before you've given it a chance? Explain.

Is there someone in your life that you're pre-judging before you really know them? An employee? A client? A friend or family member? Explain.

Is there a product line you want to look into but have decided it won't work? Is there research that could be done to see if it has merit? Explain.

17. Be Aware of the Lesson

One day in retrospect the years of struggle will strike you as the most beautiful.

—Sigmund Freud

Exercise: Learning Lessons

Think back over the past month to one positive experience you had in business. What was the lesson for you to learn and take forward?

Think back over the past month to one negative experience you had in business. What was the lesson for you to learn and take forward?

Think back over the past month to one positive experience you had in life. What was the lesson for you to learn and take forward?

Think back over the past month to one negative experience you had in life. What was the lesson for you to learn and take forward?

18. Be in Right Relationship

Always do right. This will gratify some people, and astonish the rest. —*Mark Twain*

Exercise: Making Relationships Right

Where in your *business* is there a little (or big) mess you need to clean up? It might be with a former customer or supplier. It might be with a present or former employee. If there's any situation you think back on that makes you feel uncomfortable, that's the one. Take the necessary, and possibly uncomfortable, steps to put that situation in 'right relationship.'

Where in your *life* is there a little (or big) mess you need to clean up? It might be with a former boyfriend/girlfriend. It might be with a family member, friend or neighbor. If there's anyone you think it would be uncomfortable to run into at the store, they're the one! Take the necessary, and possibly uncomfortable, steps to put that situation in 'right relationship.'

19. Be Excessive

Make happy those who are near, and those who are far will come. —*Chinese proverb*

Exercise: Expectations Exceeded

What are some small things you can do in your business right now to over deliver? How can you surprise and delight your clients?

What are some small things you can do for the people closest to you right now that will surprise them in a positive way?

20. Be Risky

The dangers of life are infinite, and among them is safety. —*Goethe*

Exercise: Being Risky

Where in your business are you playing it too safe?

Where are you holding things too tightly?

What can you do to put your business out there in a bigger and bolder way without being reckless?

Where in your life are you playing it too safe?

Where are you holding yourself back?

What can you do to put yourself out there in a bigger and bolder way without being reckless?

21. Be Open

It's wonderful to have a beginner's mind. —*Steve Jobs*

Exercise: The Experience of Being Open

Think of a time you were open and things flowed easily: doors opened, you met the right people, you were able to help others, and you felt good. Write down what you were doing and how you felt.

Think of a time you were closed off and things did not flow easily: decisions didn't produce the results you wanted, and the people and resources you needed to make something happen were not available. Write down what you were doing and how you felt.

Now, which one would you rather experience? Make a choice to be in the flow, and repeat often and emphatically, "I am always in the right place at the right time, meeting the right people." And if you'd like, add in "I lead a charmed life." It's a great life to lead!

22. Be Still

Silence is a source of great strength. —*Lao Tzu*

Exercise: Being Still

I want you to set your phone for a one-minute alarm. Then for one minute I want you to just sit and breathe and keep repeating to yourself, “Be here now.” Don’t let any other thoughts come in, just “Be here now.” Let your breathing become rhythmic. How did you feel after that one minute?

Decide to take five minutes at some point each day and simply breathe and repeat to yourself, “Be here now.” Commit to it. Consistently. And watch the magic reveal itself to you.

Show UP Be BOLD Play BIG Book Exercises

Part Three: Play Big

Playing big is about cultivating an expanded mindset. To go somewhere you've never gone, or to accomplish something that's bigger than you are, you've got to think a certain way and direct your thoughts towards certain outcomes. It's about mastering your mind and remembering that you're here for greatness. Playing big is about maximizing every bit of success, prosperity, opportunity and fun in your business — and your life.

23. Love What You Do *and* What You Sell

Believe in your business more than anyone does. Passion is at the top of the list of the skills you need to excel. —*Sam Walton*

Exercise: Loving It

Make a list of all the things you love about your business, your product, and your clients. Don't stop until you reach 100!

Make a list of all the things you love about your life, your family, yourself. Don't stop until you reach 100!

Now focus on these things and add to the list as more come to you.

24. Dream Big

Who wants a dream that's near-fetched? —*Howard Schultz, Chairman of Starbucks*

Exercise: Dreaming Big

Close your eyes and begin to breathe deeply. From this place of relaxation, think back to what your dreams were when you were young. Go back as far as you can remember. Record those here:

Then breathe deeply again, and think back to when you first started your business or career. What were your dreams for your business/career at the beginning, when you started? Record those here:

Now going back to the place you started, and integrating that with where you are now, define what BIG is for you in THIS MOMENT. What would make a BIG difference in your life right now?

25. Act As If

Act as if you were already happy and that will tend to make you happy. —*Dale Carnegie*

Exercise: Acting As If

Think of an area in your business where you don't feel you've represented yourself well. Maybe it's your business cards, the sign in front of your office, your answering machine message, or maybe it's your letterhead. List things below you can begin to do to "act as if" you are where you want to be.

Think of an area of your life where you've not represented yourself well. Maybe it's keeping your purse messy or your car trashed. Maybe it's your appearance or your self-discipline. List things below you can begin to do to "act as if" you are where you want to be.

26. See It for Yourself

What we see depends mainly on what we look for.

— *John Lubbock, Pioneer of evolutionary theory*

Exercise: Seeing It & Scripting It

I want you to close your eyes and breathe deeply for about one minute. Then I want you to, in your minds' eye, see your business, and your life, exactly how you'd like them to be twelve months from now. Bring in all five senses — see it, hear it, smell it, taste it, and feel it. See every little detail. Now “script” what you saw below. Write out in great detail the vision you have for your business and your life. (I personally do this every 90 days and it's amazing when I review the previous 90 days' writing. Often, a good portion of what I wrote actually happened!)

27. Celebrate All Successes....and Failures!

If it's good, it's wonderful. If it's bad, it's experience. —*Eleanor Hibbert, British writer*

Exercise: Let's Celebrate!

How in your *business* can you begin to celebrate successes? Where are there opportunities for acknowledging wins, accomplishments, and successes?

What mistake or failure do you need to let go of and begin to see the victory in it?

How in your *life* can you begin to celebrate successes? What wins, accomplishments and successes in your life can you begin to acknowledge?

What mistake or failure do you need to let go of and begin to see the victory in it?

28. Quit the Blame Game

People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and if they can't find them, make them. —*George Bernard Shaw*

Exercise: Taking Responsibility

Where in your business have you been making excuses, blaming (whether it's the economy, the government or the competition) or justifying your current position?

List three action steps (IE: Low sales numbers? Make ten extra calls...) you can take today to begin overcoming those excuses and justifications:

Where in your life have you been making excuses, blaming others or your past, or justifying your actions?

List three things (IE: Overweight? Walk fifteen minutes...) you can do today to begin overcoming those excuses and justifications:

29. Master Your Thoughts

Be master of mind rather than mastered by mind. —*Zen proverb*

Exercise: Master Your Thoughts

Think about something you would like to create in your *business* (hire a new team member, set a sales record, redo the website, or earn an award). Write it in great detail, using all five senses, here:

Now come up with three simple statements that encapsulate this vision and align your thoughts with your vision. Take these three statements and connect with them once a day for the next forty days.

Think about something you would like to create in your *life* (a new partner, a new home, weight loss, or travel). Write it in great detail, using all five senses, here:

Now come up with three simple statements that encapsulate this vision and align your thoughts with your vision. Take these three statements and connect with them once a day for the next forty days.

30. Have Some Fun

Fun is good. — *Dr. Seuss*

Exercise: The Fun Factor

What are the three things you dislike doing the most at work?

What are some creative ways you can make those tasks more fun?

How can you delegate some of those tasks?

What are the three things you dislike doing the most at home?

What are some creative ways you can make those tasks more fun?

How can you delegate some of those tasks?

31. Allow Others to Help You

Many hands and hearts and minds generally contribute to anyone's notable achievements. —
Walt Disney

Exercise: Allowing Even More

Below list a minimum of ten times in the past week someone has helped you. It can be as small as allowing you to go through the door before them. It can be as significant as introducing you to a potential client or giving you a testimonial.

For the next week, I want you to write “EVIDENCE” at the top of a page, and each night, record all the times someone helped you — big and small. Begin to focus on all the assistance you’re given each day, and you’ll find even more floods your way.

32. Give Back

If America is the pursuit of happiness, the best way to pursue happiness is to help other people. —
George Lucas, American film director, producer and screenwriter

Exercise: Giving Back

Just as you plan out your marketing for the year, I want you to plan out your giving for the year. Start with a quarterly basis, and eventually you might even want to plan it on a monthly basis. Below, record ways you can systematically give each quarter of the year.

January – March:

April – June:

July – September:

October – December:

33. Be Grateful for Everything, All the Time

Gratitude is not only the greatest of virtues, but the parent of all others. —*Cicero*

Exercise: Eating Grasshoppers

Think about a recent failure in your business. Something that didn't turn out the way you wanted. What can you be grateful for in that experience?

What good came out of it?

Think about a recent disappointment in your life. Something that didn't turn out the way you wanted. What can you be grateful for in that experience?

What good came out of it?