

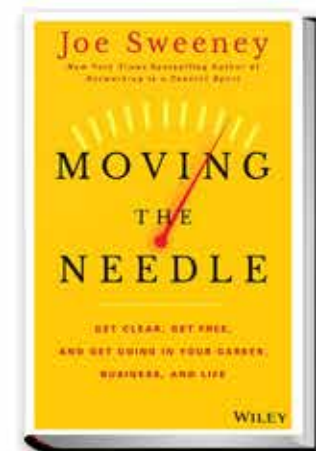
A hand is shown in the top right corner, holding a piece of white chalk and drawing 'X' symbols on a dark chalkboard. The board is already filled with several 'X' and 'O' symbols, some of which are drawn with a thick, slightly blurred line, suggesting they were made with chalk. The symbols are arranged in a somewhat haphazard pattern, with some 'X's and 'O's appearing to be part of a larger, partially drawn diagram or game plan.

JOE SWEENEY'S
WINNING

GAME PLAN

PLAYBOOK

TIME-TESTED PLAYS TO GET CLEAR,
GET FREE AND GET GOING IN
YOUR BUSINESS AND PERSONAL LIFE.



Lesson 1 - Recap

When It Comes to Getting Clear, First Get Quiet

Keep these thoughts in mind as you consider making some major changes:

- To get clear, it's important to get quiet.
- Realize that today's technology makes it almost impossible to get quiet. That means you'll have to act intentionally.
- Establish a morning routine that includes quiet reflective time. Start by spending 10 minutes each day in silence. If you can't find 10 minutes, start with 2 minutes.
- Try to turn off smartphone notifications and check your e-mails two or three times a day. You will become much more productive and free from distractions.
- Look for ways not to be so busy, which will greatly increase your opportunity to get clear.
- Remove clutter by taking care of 1- to 3-minute tasks immediately.
- Try to free up time for yourself by finding areas you can cut back on, such as watching TV and getting caught up on social media.
- Become aware. What do you eat, drink, think, and do? What are your favorite activities? With whom do you spend time?

- After you figure out what you want, create a big enough why.
- Manage the momentum on your journey by securing proper support.
- Be thinking about creating a game changer in your life. What's one thing you could do today or this week to shake things up?

Exercises

1. Do you currently take quiet time in your day? If not, where and when will you take time to pause and get quiet?

2. Fill out the Winning Action Plan. Create a goal for each of the following five categories. Start with an end in mind, asking why you have chosen this goal and listing the action steps needed to reach the goal. Think through how you will keep the momentum going and what support will be needed. Be sure to list in detail.

3. What would be a great game changer in your life? What steps do you need to take to make it happen?

4. What do you need to say no to in your life to get clear?

Winning Action Plan

Goals	Why	Actions	Manage Momentum	Secure Support
1. Business	1.	1.		
	2.	2.		
	3.	3.		
	4.	4.		
	5.	5.		
2. Personal	1.	1.		
	2.	2.		
	3.	3.		
	4.	4.		
	5.	5.		
3. Family	1.	1.		
	2.	2.		
	3.	3.		
	4.	4.		
	5.	5.		
4. Health	1.	1.		
	2.	2.		
	3.	3.		
	4.	4.		
	5.	5.		
5. Financial	1.	1.		
	2.	2.		
	3.	3.		
	4.	4.		
	5.	5.		

Exercises

1. Consider the scale that follows, and then determine the number that corresponds to where you think you are in terms of life balance:

1 (Out of whack) **5** (So-so) **10** (In great balance)

2. Where do you think you are in terms of satisfaction for your life?

1 (No satisfaction) **5** (Down the middle) **10** (Happy days are here)

3. Some might say they're not balanced but they're fulfilled. What are your numbers telling you? What do you have to do to move your numbers toward a 10?

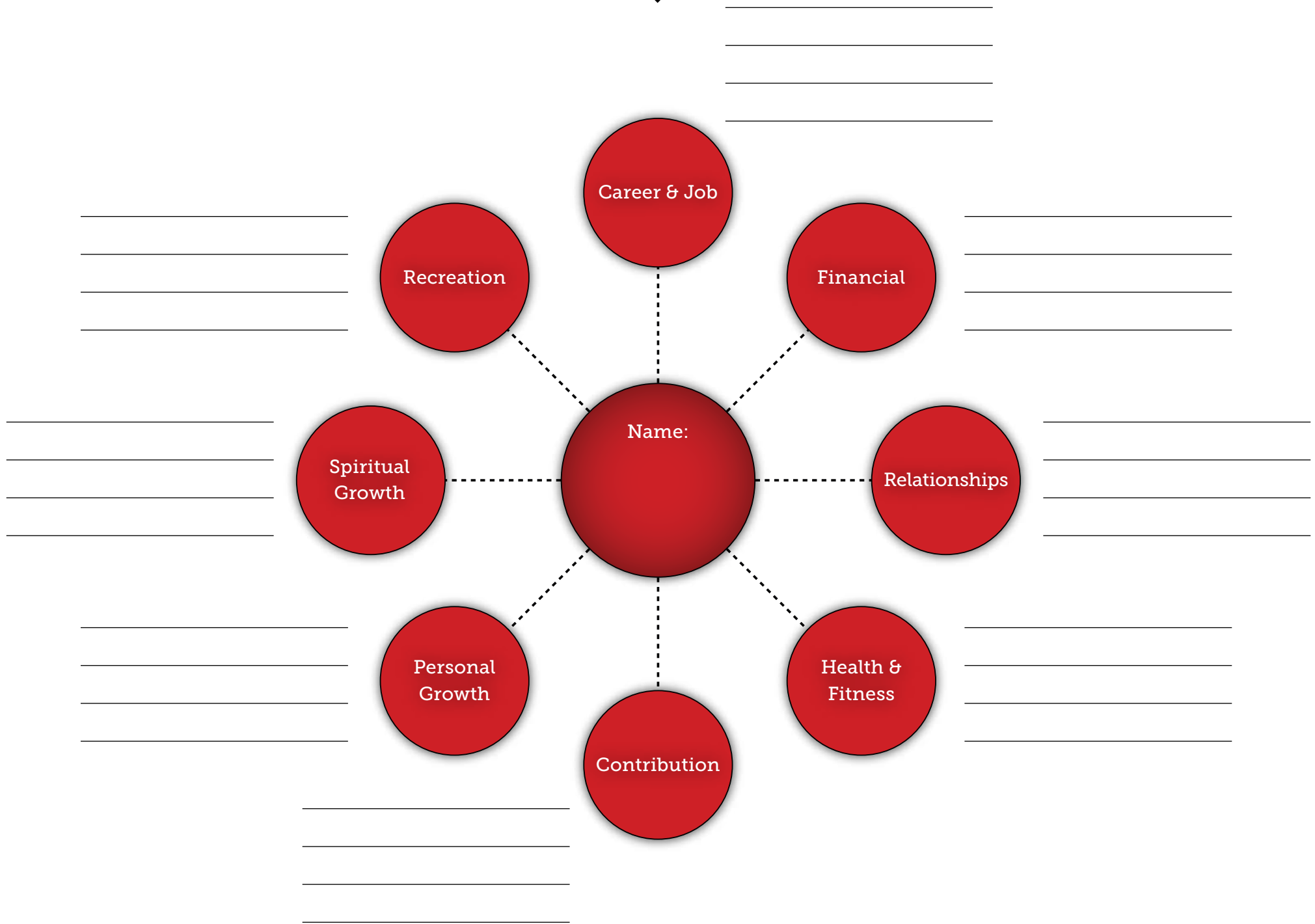
4. Fill out your own Life Decision Wheel chart and start to create more balance in the following eight areas that will help you become more effective in your professional and personal life. What specific plans do you need to make in each area to be sure you are touching each plate on a weekly basis?

1. Career
2. Financial
3. Relationships
4. Health and fitness
5. Contribution
6. Personal growth
7. Spiritual growth
8. Recreation

5. Once you study the Life Decision Wheels chart and reflect on your life, list five steps you can take to move toward greater balance and fulfillment in your life.

1. _____
2. _____
3. _____
4. _____
5. _____

Life Decision Wheel



Finding Life's Mission



Formula for Success

Based on your life mission, build a formula for success for future employers, prospects and networking opportunities.

I Want To Be:	What Can I Do To Take Action?
Highly Desirable	<ol style="list-style-type: none">1.2.3.
Uniquely Obtainable	<ol style="list-style-type: none">1.2.3.
Economically Irresistible	<ol style="list-style-type: none">1.2.3.

Lesson 4 - Recap

You Can Get Clear When You Understand People's Needs

- Three basic needs in life stand out above the rest: the need to belong, the need to love and be loved, and the need to know that your life has meaning and you made a difference to others.
- The Harley-Davidson brand recognizes the need people have to belong. The formation of the Harley Owners Group, or H.O.G., which has become the world's largest factory-sponsored motorcycle club, tapped into the idea of personal freedom.
- Harley-Davidson understood the fundamental need we all have to belong to something bigger than ourselves. When you buy a Harley-Davidson motorcycle, you become part of a family.
- Coca-Cola showed that the soft drink company understood the need to love by creating "I Want to Teach the World to Sing (in Perfect Harmony)" television advertisements in the 1970s.
- Companies such as Harley-Davidson and Coca-Cola understand that people will forget what you said, that people will forget what you did, but that people will never forget how you made them feel, according to poet Maya Angelou.
- You'll be surprised how doing something for others when they don't expect it takes the focus off yourself and frees you up to tune in to the lives of others.

Basic Needs

Needs	What can you do to meet these three needs of your clients, coworkers, friends, and future employers?
Belonging	1. _____ 2. _____ 3. _____ 4. _____
Love and Be Loved	1. _____ 2. _____ 3. _____ 4. _____
Make a Difference and Have Meaning in Life	1. _____ 2. _____ 3. _____ 4. _____

Lesson 5 - Recap

Clarity in Differentiating Yourself

- Contemplate your uniqueness and what differentiates you from others. You want to figure out how you can become more highly desirable, uniquely attainable, and economically irresistible. Understanding this is a key step in getting clear.

- If you look at business examples, not many companies or individuals have all three characteristics. Two that stand out are Apple and Chrysler. How can you differentiate yourself and your business?

- These four steps will help you see major advances in the way you can get clear, get free, and get going. They are:

1. Ask.
2. Listen actively.
3. Take action.
4. Believe and receive.

- *Ask* means to ask politely, persistently, and creatively, which will give you the best chance to receive a yes or an affirmative reply.

- *Listening* actively means you're giving someone your complete attention. When you listen closely to what's being said, you may hear an opportunity to offer help or advice, thus giving you another chance to give, not get.

- *Taking* action means that you follow up on promises to do something, whether it's running down a request or finding out information.

- Finally, *believe and receive* means having faith in yourself and what you're doing. When you really believe something is going to happen, it's remarkable how many times it really does.

Exercises

1. What's the last product you purchased that you thought was highly desirable, uniquely attainable, and economically irresistible? Did those attributes turn out to be true?

2. How can you become more highly desirable, uniquely attainable, and economically irresistible to others?

3. Can you think of examples when you asked creatively? Actively listened? Acted intentionally? Believed strongly in your ability to help others?

4. Of the ask, listen, take action, and believe and receive steps, which ones are you best at? Why?

5. Which ones could you improve on? How?

Lesson 6 - Recap

Getting Clear by Creating Your Ideal Day and Ideal Life

- Bob Buford, in his book *Halftime: Moving from Success to Significance*, writes that at some point in your life, it's important to pause and consider how to make the transition to living your ideal life.
- Buford says that visualizing where you want to be, what you want to be doing, and who you would like to be doing it with are key to living an ideal life.
- Besides planning for next week, you could also think about planning for the next year. A good time to reflect on what you want to do in the next year is during the holiday season between Thanksgiving and Christmas.
- Using either your smartphone or a planner, schedule any big business trips, people you need to see, board meetings you need to lock in, strategic alliances you need to make, and any personal plans, such as family vacations.
- Planning your ideal life is important, but few ever think that far ahead. Most people devote more thought to planning their next vacation than to planning their ideal lives. You'll benefit greatly if you set aside even a short time to visualize what your ideal life would look like.
- Creating a have, do, and be list will be a powerful tool you can use to accomplish your goals. The have refers to the things you want to have in your life. The do refers to things you want to do in your life or that you would feel good about. The be refers to who you would like to be or what you want to be known for.
- A key element in the development of your have, do, and be list is engaging in active daydreaming. This exercise is about manifesting people, events, and things into your life.
- Some of your have, do, and be desires could be very long-term goals. What's important is having things to shoot for as you try to live your ideal life.

Exercises

1. Using the table on the next page, Your Ideal Day, describe what an ideal day would look like.

The point of this exercise is to help you identify the activities that need to be in your day in your ideal day. Once you define the smaller tasks you need to accomplish every day and make working on these tasks a daily habit, you'll see how the power of effective habits helps you progress toward achieving your goals.

Start by describing your ideal day hour by hour. You may want to refer to your Winning Action Plan in Chapter 1 and your Decision Wheels in Chapter 2 before you start writing.

2. Next, define an ideal week. If you had 20 minutes to plan your week on a Sunday afternoon, what would it look like? Twenty minutes of planning on Sunday afternoon will save you several hours during the week. You might have a FEW meeting— plan *food*/meals for the week, organize your *exercise* time, and remember to stay hydrated with *water*.

This would also be a good time to revisit your Life Decision Wheels to make sure you're keeping all the plates spinning during the week. Are you doing something to advance each area of your life this week? Are you making decisions that enable you to keep the plates spinning?

Week of: _____ Food: _____
Exercise: _____ Water: _____

3. After you define your ideal week, it's time to tackle your ideal month.

What are some things you would like to see happen monthly in each area?

4. The period between Thanksgiving and New Year's Day is an excellent time to begin planning for the next year. Write down five big goals or tasks that you want to accomplish in the coming year.

1. _____
2. _____
3. _____
4. _____
5. _____

5. Write an entire page on what the ideal life would look like to you. Describe where you would be and what you would be doing.

6. Here is a list of questions to help you identify your ideal client:

1. Who are your ideal clients?

2. What is the size of their company, net worth, or transaction size?

3. Are they high maintenance?

4. Do they pay their bills?

5. Do they understand the value you bring to the transaction?

6. Can you hit your targeted gross margin or percentage ROI with these clients?

7. Can you grow with them?

8. Can you add value?

9. Can you alleviate their pain?

7. Complete the Life Planning form. What are some things you would love to have, would desire to do, or would love to be?

Your Ideal Day

Time	Your Current Day	Your Ideal Day	Time	Your Current Day	Your Ideal Day
6 a.m			3 p.m		
7 a.m			4 p.m		
8 a.m			5 p.m		
9 a.m			6 p.m		
10 a.m			7 p.m		
11 a.m			8 p.m		
12 p.m			9 p.m		
1 p.m			10 p.m		
2 p.m			11 p.m		

Your Ideal Year

List segments of your life, with goals you'd like to achieve by year's end. Example: Family, Hobbies, Business, Education.

1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.

Your Ideal Life

What would your life look like if it really turned out great? Write one full page in detail.

Exercises

1. Where are you in the cycle of life?

2. Do you view your life on the linear life plan, or are you in the process of reinventing yourself?

3. Are you doing work you love? What would your ideal career be, and what would it take to transition to that?

4. Do you foresee making a change in your career path in the future? Do you have the freedom to do that?

Lesson 9 - Recap

Freedom and the ZAP Concept: Zones, Alignment, and Paradoxes

- This three-step process is designed to help you find the freedom you desire and pinpoint a Zone of Genius where you are aligned with others. This three-step process of getting free is called the ZAP concept, which does three things:
 1. It helps you get into your Zone of Genius.
 2. It helps you get aligned with others and your goals.
 3. It helps you deal with the paradoxes in life and in business.
- When you implement all three— the Zone of Genius, alignment with others and your goals, and management of the paradoxes in life and business—you become freer personally and professionally.
- Gay Hendricks, author of *The Big Leap*, says that we live and work in one of four time zones.
 1. *The Zone of Incompetence*: This is what we are not so good at and don't like doing.
 2. *The Zone of Competence*: This is where you are competent and can get the job done.
 3. *The Zone of Excellence*: This is what you demonstrate proficiency in and enjoy doing.
 4. *The Zone of Genius*: These are skills you have that allow you to produce huge results in a relatively little amount of time.
- Working in your Zone of Genius means following your purpose and passions, doing what you truly love. Time spent in this zone is the most enjoyable, and you're engaged with your work and happy about the results that flow out of your effort.
- Most people spend between 5 and 15 percent of their time in the Zone of Genius. But if you can increase that amount, you'll see huge results.
- The second step in the ZAP formula is getting into alignment. Many times, we struggle to get free because we're out of alignment.
- The final step in the ZAP formula is managing paradoxes. You'll need to secure support that can help you manage the contradictions.

Exercises

1. Do you know when you are in the Zone of Genius? What are you accomplishing when you're in that zone?

2. How many hours a week do you spend in your Zone of Genius? The Zone of Excellence? The Zone of Competence and the Zone of Incompetence? Use the Time Zone Tracker to record how you are spending your time. Study your chart and take steps to spend more time in your Zone of Genius.

3. How did you answer the question in the chapter about what you love to do? Are you getting to do what you love to do in your current position?

4. Would you say the company you work for has a workforce where everyone is aligned and is of the same mind? Do you think the employees are aligned?

5. What's the biggest paradox you've experienced in a work setting? How are you dealing with that paradox?

Lesson 10 - Recap

Habits and Getting Free

- Good habits make us more effective and productive. If you really want to change your life, start by changing your habits.
- Adopting a new routine and staying with it helps a new habit become ingrained. Good habits free up our mind to concentrate on other activities.
- If you need to lose weight and make a health turnaround, then don't delay one day. Start with a time of reflection, and make a plan to do something about your health.
- You will have more opportunities to learn something that could be useful to you and to your career if you're not solely focused on entertaining yourself with watching TV and online videos while participating in social media.
- Speaking ill of others is a ruinous habit because it creates negative energy. What you say almost always gets back to the person you're talking about.
- Before saying something not very nice, step back and ask yourself these three questions:
 Is it good? Is it useful? Is it truthful?
If you can't say yes to all three, then don't say it.
- Before you go to bed, take 10 minutes to reflect or read something inspirational or uplifting, or you can write in a journal the answers to the following questions:
 1. What was the best thing that happened today?
 2. What am I most grateful for today?
 3. What did I do to live my ideal day today?
 4. What is one new thing I learned today?
 5. What did I do to meet my goals today?
 6. What am I most looking forward to tomorrow?
- Instead of getting up in the morning and checking your e-mail, settle into the day by taking anywhere from 2 to 20 minutes being quiet, either reading or reflecting.
- Don't forget to drink lots of water, get at least 7 hours of sleep, eat healthy and avoid processed foods, limit alcohol, stay away from sodas, and exercise at least 20 minutes every day, even if it's just a walk around the neighborhood.

Exercises

1. What are some of your bad habits?

2. What effects do these bad habits have on your life, career, and relationships?

3. What's one bad habit you need to drop and replace with a healthy habit?

4. How much time do you spend on unimportant tasks each week?

5. What are some productive activities or projects you could better spend this time on?

6. How much of your life do you dedicate to education and learning versus entertainment? What is your actual ratio of hours per week spent on entertainment compared with the number of hours per week spent on education?

Exercise:

Before you go to bed, take 10 minutes to reflect or read something inspirational or uplifting, or you can write in a journal the answers to the following questions:

1. What was the best thing that happened today?
2. What am I most grateful for today?
3. What did I do to live my ideal day today?
4. What is one new thing I learned today?
5. What did I do to meet my goals today?
6. What am I most looking forward to tomorrow?

Lesson 11 - Recap

Get Free with Energizing People and Activities

- Getting free requires you to identify self-limiting thoughts and behaviors that are holding you back and then eliminate them. If you're not feeling free, you might want to ask yourself whom you are hanging out with or where your thoughts are coming from.
- Exercise forethought about the movies you watch, the books you read, the films you see, and the shows you watch on TV.
- Who energizes you? You want to hang out with people who invigorate you, ask good questions, tell great stories, and listen to what you have to say.
- Make a list of 10 people who energize you the most. When is the last time you saw some of these folks? Do you need to make plans to get in touch soon?
- You'll never go wrong making friends with people over 80 and kids under eight. The wisdom of our senior friends and the innocence and youthful curiosity of children will give you a better perspective on life.
- To increase the odds of surrounding yourself with those who can keep you animated and lift your spirits, you should employ the Rule of Three. Although there are people we can spend 3 minutes with, you want to gravitate toward friends and acquaintances with whom you'd love to spend 3 hours or 3 days.

Exercises

1. List several people who energize you. What about them has you looking forward to spending a meal or a weekend with them?

2. Who are the five people that you spend the most time with? Are they energizers or energy drainers?

Professional:

1. _____
2. _____
3. _____
4. _____
5. _____

6. Personal:

1. _____
2. _____
3. _____
4. _____
5. _____

3. List 3 types of *activities* that give you energy. What types of activities drain your energy?

4. List 3 types of *events* that give you energy. Which kinds of events drain you of energy?

5. List 3 *places* that give you energy. What places drain your energy?

6. How would you describe your energy level on a scale of 1 to 10? What energy level do you need to accomplish your goals? What is the gap? What can you do to close the gap?

7. When is your energy level the highest: in the morning hours, midway through the day, or into the evening hours?

8. What do you want to accomplish this week? List and prioritize. (Examples: work 45 hours, see two of my kids' soccer games, or visit ill parents.)

9. Top 25 Energizers

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____

Lesson 12 - Recap

Get Free with Your Money

- People generally fall into one of four categories when it comes to money:
 1. *A mind-set of scarcity:* Individuals with this frame of mind often feel like there's never enough to go around.
 2. *A mind-set of security:* Individuals with this frame of mind tend to feel like they have enough money to live on and can typically pay their bills.
 3. *A mind-set of success:* Individuals with this frame of mind typically have more than enough money, but they worry about their investments and retirement accounts.
 4. *A mind-set of abundance:* Individuals with this frame of mind realize there's more than enough for everybody. They see the world as a place of abundance where there's more than enough for everyone.
- People with a scarcity of money mind-set can improve a situation by reframing how they think about money.
- The solution in many households is to run up credit card debt, which becomes a form of modern-day slavery.
- Many financial counselors recommend that you pay off your smallest debt first instead of the debt with the highest interest. Knocking out even small debts can motivate you to get all your debt down to zero.
- Check out www.becomingminimalist.com as a tool to help you get free with money.

Exercises

1. Where are you on the money mind-set category? What changes can you make to begin moving from scarcity to security to success to abundance?

2. When's the last time you took a firm look at your finances? Do you need to come up with a plan to help you reach your financial goals?

3. Describe in detail how much is enough.

4. Determine your needs and your wants as well as how much discretionary income you need. How much do you really have available to spend each month?

5. Study how economics should be affecting your spending. Do you recalculate your fixed costs as gas prices go up and adjust your discretionary income accordingly?

6. In terms of housing, are you buying or renting only what you need? Think about this as well as all the additional expenses included in the purchase. Ask yourself honestly whether this home will bring freedom or place a burden on your life. Repeat this exercise with the cars you drive, the technology you use, and the major purchases you make.

Lesson 13 - Recap

The 5/10/15 Plan

To help you stay organized as well as focused in your personal life as well as your professional life, follow the 5/ 10/ 15 plan. Here are the basics of this system:

- The 5 refers to having five meetings or encounters a day. A meeting or encounter creates a connection, moves your agenda forward, or gets you closer to your goal or desired outcome.
- The 10 refers to sending out 10 letters or pieces of correspondence, mainly on corporate stationery, every day. Personal e-mails can count in this area but not impersonal e-blasts.
- The 15 refers to making a minimum of 15 phone calls a day. Many people in business have no problem fulfilling this directive.
- The 5/ 10/ 15 plan is a system that works because the calls and letters help make connections that can lead to face-to-face meetings. When you meet face to face, it's easier to see eye to eye.
- The most critical thing to say at the end of a phone call is, "If there is anything I can do for you and your family, please let me know." We're all in business to serve others, no matter what we do for a living.
- Don't forget the value of a handwritten note.
- Be known as the person who returns phone calls and answers e-mails. You don't want the reputation of someone who ignores people who try to get in touch with you.

Exercises

1. To get started on the 5/10/15 plan, create five copies of the 5/10/15 plan for the week ahead. Make a list of 10 potential prospects. Focus on working these names into your 5/10/15 this week.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

2. Now list five prospects who became clients at one time or another. What did you do to move them from prospects to clients?

1. _____
2. _____
3. _____
4. _____
5. _____

3. Who are your best clients?

1. _____
2. _____
3. _____
4. _____
5. _____

4. What makes them your best clients? When's the last time you contacted each of these clients?

1. _____
2. _____
3. _____
4. _____
5. _____

5. If you work for a company, who are the top three producers? List them. Why are they so successful? What are their habits and communication skills?

1. _____
2. _____
3. _____

The 5/10/15 Plan

5 meetings/encounters (daily)	What's in it for <i>them</i> ?	15 phone calls (daily)	What's in it for <i>them</i> ?
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	
10 correspondences (daily)		6.	
1.		7.	
2.		8.	
3.		9.	
4.		10.	
5.		11.	
6.		12.	
7.		13.	
8.		14.	
9.		15.	
10.			

Networking

1. Rate your networking savvy on a scale of 1 – 10 (1 being poor, 5 being average, and 10 as excellent)

Why do you give yourself that score? _____

2. Now, rate yourself regarding each step on a 1-10 scale. Anything below a seven should be a goal to focus more attention on, the next time you network.

- Not hesitant to introduce yourself _____
- Looking people straight in the eye _____
- Flashing a sincere smile _____
- Saying something positive about the person _____
- Giving a firm handshake, not a wet fish _____
- Repeating the person's name _____
- Keeping your focus on the person you are meeting _____
- Paying attention to your body language _____
- Keeping the conversation going by asking questions _____
- Never forgetting that you can only make a first impression once _____

Add up your score and divide by 10. How does your score compare to your score in number 1? Are your people skills actually stronger than you think? Which skills do you need to develop?

List the 5 people that are your best connections:

	Who are they?	How have they helped you?	How have you helped them?
1.			
2.			
3.			
4.			
5.			

List the 5 people that you want to meet (not celebrities)

	Who are they?	Who can help you meet them?	Value Proposition?
1.			
2.			
3.			
4.			
5.			

Lesson 14 - Recap

Wingmen and Bird Dogs

- Establishing and working with a strong support system made up of wingmen and bird dogs will help you get going.
- Wingmen are your sounding board and are available to talk with you about what's happening in your life and what you're feeling.
- A wingman will pick you up when you fall down and get in the foxhole with you when times get tough. A wingman will tell you to keep your head down until the offensive fusillade is over and when the time is right to advance.
- Ask two or three close friends or good friends to become your wingmen. These sounding boards can give you clarity and focus on matters large and small.
- The Friend Assessment Quotient, or FAQ, is a 1-to-5 scale that will help you determine who your friends are, especially in the business world. The purpose is to help move the 1s, 2s, and 3s to 4s and 5s. Here is a breakdown:
 - *1s are people you don't know.* These are all the people you haven't yet met.
 - *2s are the people you know by name and not much else.* They can be people you'd like to get to know or who sound like they would be interesting to meet, either at work or where you congregate during your free time.
 - *3s are your acquaintances, people you have met before and know well enough to say hello to.* You've chatted a few times but haven't established relationships with these people.
 - *4s are your family and good friends.* Generally speaking, these folks are in your circle of friends. You have known each other for a period of time and enjoy each other's company.
 - *5s are your lifelines, your inner circle, and your wingmen.* The 5s are your closest friends, the ones who play the biggest part in your day-to-day life and whom you'd call in the middle of the night if there were an emergency. They are the friends who'd be there for you no matter what.

Exercises

1. Do you have any wingmen? If you do, make a list of your wingmen.

2. Why are these wingmen on your list? What are their strengths?

3. If you don't have wingmen, whom could you ask? Why?

4. How will you develop your relationship and stay accountable? Lunch once a week? A coffee break together?

5. Do you have any bird dogs in your life? Whom could you ask?

Locating Your Networks

1. Friends

2. Family

3. Neighbors

4. Former Co-Workers/Supervisors

5. Corporate Executives

6. Alumni Associations

7. Education Associations

8. Professional/Trade Associations

9. Professionals (lawyers, accountants, bankers, doctors, etc.)

10. Business Owners (dry cleaners, store/club owners, hair stylist)

11. Religious Organizations

12. Personal/Support Groups

13. Community Groups

14. Volunteer Groups

15. Sports/Activity Groups

16. Kids' Sports

17. Internet/Social Networking

15 Rules to Break

1. Don't talk to strangers
2. Mind your own business
3. Wait your turn (no act, nimble/quick)
4. Play fair (ethics vs. meekness)
5. Don't speak unless spoken to (reach out – waiter, parking lot, etc.)
6. Don't toot your own horn (special talents = tell others)
7. Don't bother people (interact = add value)
8. Play by the rules (what rules, whose rules)
9. Don't stand out
10. Stick with one thing (adult A.D.D.)
11. Avoid rejection
12. Don't be pushy (Costas example)
13. Don't ask for favors (3,000 miles, 300 seconds)
14. Important people don't have time for you
15. Follow the proper channels (process/protocol = B.S.)

List 15 Ways To Reach Your Goal

Goal: _____

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

Lesson 16 - Recap

The Sweeney 22

- Before making a sales call or embarking on any type of business dealing, you need to figure out, ahead of time, what problems or pain that person may be experiencing. Then cast yourself in the role of presenting solutions to his or her problem or pain.
- Little gestures mean a lot. They are a way to serve others and help you differentiate yourself.
- Another way of differentiating yourself is by returning phone calls, texts, and e-mails in a timely manner. Being on time for meetings or calling if you're going to be late are also actions that speak volumes regarding your conscientiousness.
- When you're conducting business with another party, those on the other side of the table are consciously or subconsciously asking themselves three questions:
 1. Do you really care for me, or are you trying to peddle a product?
 2. Are you competent? Can you and your company really help me?
 3. Can I trust you? Are the claims you're making reliable and reasonable?
- The Sweeney 22, a questionnaire with 22 questions, will help you develop rapid rapport and connect personally and professionally with those you know in the business world.
- When using the Sweeney 22, you can add or substitute questions but the point is that doing business requires developing a relationship and expressing interest in those you interact with.
- Finding out more about a person gives you a chance to make an impression in a creative way that doesn't cost a whole lot of money.

The Sweeney 22 to learn more about a person

1. Birth date and location

2. Parents' names and occupations

3. Number of siblings

4. Names, sex, and order of siblings

5. Any nicknames of siblings

6. Memorable childhood experience

7. High school attended

8. Extracurricular activities in high school

9. College attended/graduate degrees/majors

10. Extracurricular activities in college/grad school

11. Career timeline

12. Marital status

13. Kids' names and ages

14. Spouse's name and occupation

15. Spouse/kids' hobbies/passions

16. His or her hobbies/passions

17. Most memorable adulthood experience

18. Favorite drink

19. Favorite food

20. Life's philosophy/mantra

21. Greatest life-changing moment

22. Any other unique information

Conclusion

25 Key Takeaways

- 1.** To get *clear*, get *quiet*. Take 15 minutes a day in the classroom of silence.
- 2.** If you can create a big enough *why*, the *how* will take care of itself.
- 3.** To find your life mission, combine your *passions* and *strengths* to *serve* others.
- 4.** If you want to get clear, understand the three most common basic needs of others. They are the need to belong to something bigger than ourselves, the need to love and to be loved, and the need to know that our life has meaning.
- 5.** The best way to keep balance in life is to become aware of all the plates spinning in our lives. Manage each segment of your life in an organized and focused manner.
- 6.** Understanding the elements of product differentiation, you can become more highly desirable, uniquely obtainable, and economically irresistible.
- 7.** It is important to create your ideal day on paper and do your best to live it each day.
- 8.** Designing your ideal day can help you to design an ideal week, ideal month, ideal year, and ideal life.
- 9.** Creating a *have, do, and be* list will make your life fun and adventuresome and will always give you things to look forward to.
- 10.** To become free really means looking at your self-limiting thoughts.
- 11.** You can become truly free only when you take 100 percent responsibility for everything in your life.
- 12.** Practicing the 200-year rule will help you become more grateful for the daily gifts you receive.
- 13.** Finding your Zone of Genius will help you create game changers in your work and life.
- 14.** In many business situations, alignment is more critical than strategy.
- 15.** Success in business and in life is more about managing paradoxes than about doing simple how-tos.
- 16.** Your habits are great predictors of what your life will become. If you really want to change your life, change your habits.
- 17.** You haven't lived a perfect day until you have done something for another person who has no way of ever repaying you.
- 18.** Increase your energy dramatically by focusing on people, places, and events that excite you.
- 19.** If you can get the proper mind-set about money, you will prosper. Thinking about scarcity leads to more scarcity.

