

WHAT IF?

SOL HICKS





Look Around **You**.



Let's Get Started

I'm **Sol Hicks**...





Why Not **Me**?



Write this down. 



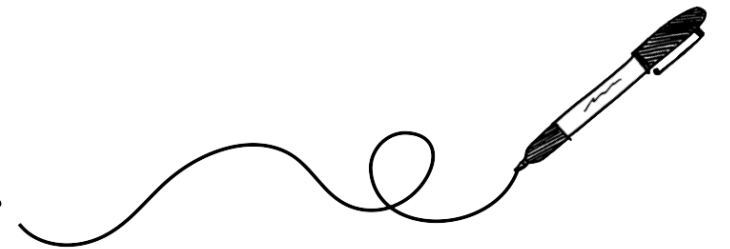
What **if**?

PRINCIPLES TO LIVE BY:



- 1) Always Acknowledge God & **Your Path**
- 2) Have **Love** & Compassion for your fellow man
- 3) If There is Something Worth Having, There is a Price to Pay **Before** having it.

Write this down.





DREAM **BIG**

“I’LL WORK FOR FREE”.

- 1) No **Car**
- 2) No **Home Phone**
- 3) No **Office**
- 4) No **Leads**



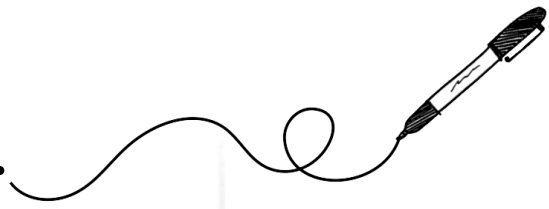


53 YEARS LATER...



What we do – **MATTERS**

Write this down.



There is room at the top.

For ALL of us!





Do You Believe in Something?

WE ALL DO.



You have
NOTHING to
LOSE
&
EVERYTHING
to **GAIN.**



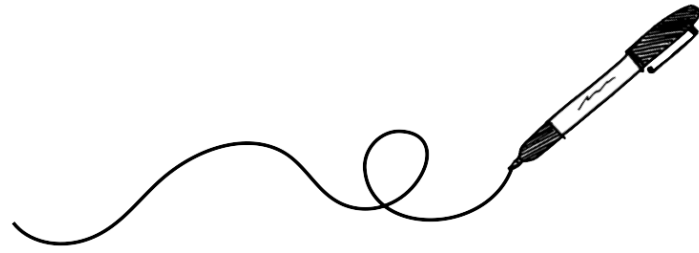


FEAR is a feeling...

COURAGE is a **DECISION.**



Write this down.



CHOOSE **SUCCESS.**





3 COMMITMENTS

- 1) Manage & Invest in **YOURSELF FIRST**
- 2) Identify Your **MARKET** & Establish Yourself Here
- 3) Multiply Efforts by **MAKING DISCIPLES**



COMMITMENT #1

MANAGE & INVEST
IN MYSELF *FIRST*

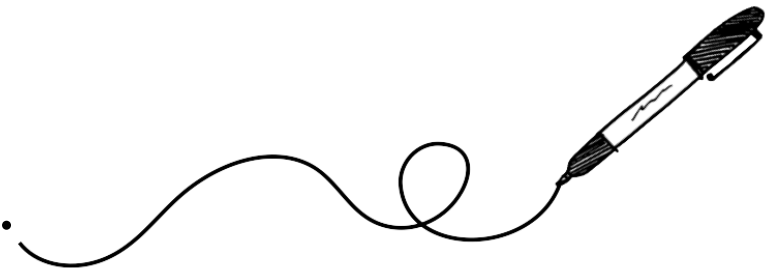


ANSWER THESE 7 QUESTIONS...



1. Who am I?
2. What do I believe about this business?
3. What do I know and am I teachable?
4. What is “off the table” and “up for grabs”?
5. Who am I doing this for?
6. How sharp is my “ax blade”?
7. What else is there besides my work?

Write these down.





QUESTION 1: Who am I?



CONSIDER YOUR ***PURPOSE***



EXERCISE

- List 3 **ROLES** you fill.
- Create 3 **GOALS** from each
- Create 3 **ACTION** steps for each goal





QUESTION 2: What do I believe
about this business?



ACT WITH ***SINCERITY***

“The battle to reclaim your expectation from disappointment is won or lost in that space between your ears. Ultimately, we do not become what happens to us. We become what we think about what happens to us.”

MAKING DISCIPLES





QUESTION 3: What do I know &
am I teachable?



LEAD WITH **CONFIDENCE** & **CURIOSITY**



QUESTION 4: What is “off the table” & “Up for Grabs”?



COMMIT TO **CHARACTER.**
KNOW WHEN TO **COMPROMISE.**



QUESTION 5: Who am I doing this for?



SERVE YOUR **PASSION.**



QUESTION 6: How sharp is your “ax blade”?



ENHANCE ***PERFORMANCE.***

“The most successful
men work smart, not
hard.”

— *Bangambiki Habyarimana*





QUESTION 7: What else is there besides my work?



STRIKE **BALANCE.**



INVEST IN YOUR

PHYSICAL

SPIRITUAL

EMOTIONAL

RELATIONAL



WHOLE SELF



COMMITMENT #2

IDENTIFY YOUR MARKET

&

ESTABLISH CREDIBILITY THERE



MARKET GROWTH FORMULA



CHOOSE YOUR MARKET

- Filling a **NEED**
- Connected By **PROFESSION**
- Directed By **PASSION/BURDEN**
- Access to **INFLUENCERS**
- **ANCILLARY MARKET** Potential





SEE ALL OF YOUR NETWORKS

- Who said “yes”? **EXPAND** in that network.
- Who said “no”? **IMPROVE** in that network.
- Who is connected to your connections? **CULTIVATE** that network.
- Who likes what you like? **COMMUNICATE** with that network.
- Who lives where you live? **BECOME KNOWN** in that network.

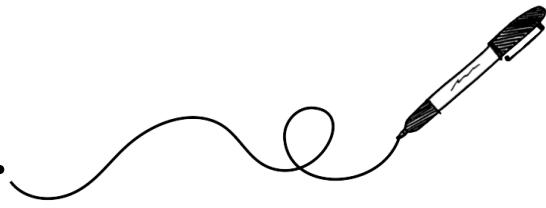


COMMITMENT #3

MULTIPLY EFFORTS BY
MAKING **DISCIPLES**

[HERE'S PROOF.](#)

Write this down.



A **DISCIPLE** is a person who has **benefited** from or been **changed** by his or her association with you and is now **committed** to ensuring that others experience you in the same way.





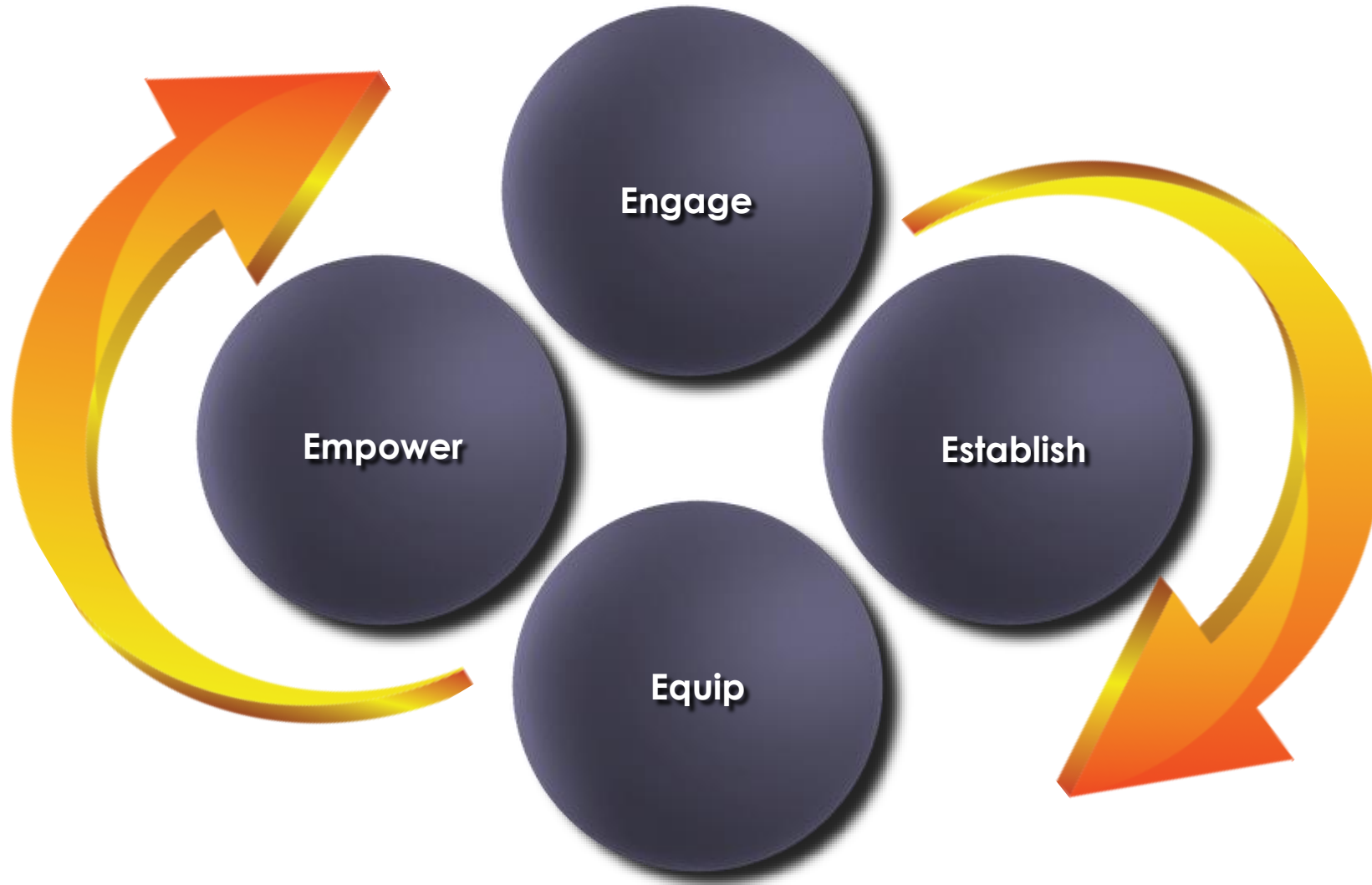
A client refers you to others.

A **disciple** brings others to you.

A client is an associate.

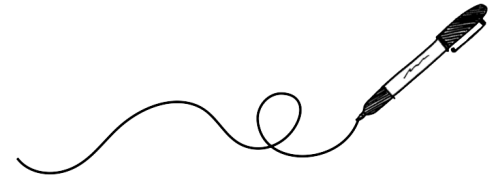
A disciple is an **ADVOCATE & EVANGELIST** for you.

MAKING DISCIPLES BEGINS WITH YOU



ENGAGE

Write this down.



In order for a person to **LEAN** on you, they must first know that you can hold their weight. Do you treat them with respect, show up on time, know your stuff, understand and have a good reputation, do what you say and say what you do?

The key here is **TRUST** in your ability.



ESTABLISH



They should grow in knowledge, confidence, understanding.

Don't belittle them at this stage. The goal is to build them up, not tear them down or give them the impression that you know everything and they know nothing.



EQUIP



COLLABORATING on a plan for them invests them in their future and equips them to make decisions about it. The goal is not for you to tell them what you want them to have, but for them to tell **YOU** what they want.

You cannot want more for them than they want for themselves.

If you do, they will not be invested in the products. They will see them as

expendable if times get hard.



EMPOWER



Once people are equipped to make decisions for their families, they feel empowered to make a difference in the lives of others. The sense of security you have given them is now something that they can communicate about to others.

They will **LEAD** others to you, others that you might not have access to otherwise.





What **Now**?



3 ROADS TO TRAVEL:

- 1) Complacency to **Courage**
- 2) Getting to the top to **Generosity**
- 3) Let Go to **Legacy**

Write this down.





LEAVE THE LIGHT ON

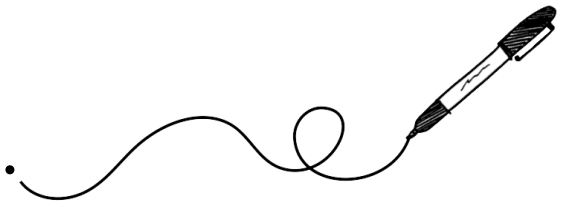
Duplicate your **spirit**...





WHAT DO YOU SEE?

Write this down.



LET ME TELL YOU WHAT I SEE...

You are **MORE** than the person you see in the mirror.

You have **MORE** to give than what's in your hand.

You are **GREATER** than your numbers and stronger than
what you've already done.

TOMORROW IS YOURS!





THANK YOU

