

A Monthly Newsletter Featuring Bryan Dodge

July 2018 Edition

Undeniable Truths

Steps on the Road to Making a Change and Getting Positive Results

Truth of Imagination

Imagination is the key to opportunity. Every great invention or advancement of any kind began with a single thought. That thought was given over to the imagination and new ways were designed to bring about positive change. Even accidents can become great discoveries once someone's imagination takes hold. Every day we enjoy items like automobile tires, Post-It® notes and Play-Doh® because of the imagination. Your ability to generate constructive ideas is infinite.

Even daydreaming can be constructive, if you do it for the right reason. Let your imagination run wild. When you have an idea, write it down, meditate on it and ask yourself what you can do to make it a reality. Every advance begins with an idea in the mind of one person. What happens in your mind will happen in time.

Personal Development

Most of us fly too close to the ground. Too often we do not give ourselves permission to soar. It's time to start focusing on possibilities, rather than on limits or obstacles.

Making a leap means moving outside your mental boundaries. If you rethink how you are thinking, you can multiply your performance potential. You must let your desire guide you, instead of being boxed in by perceived constraints.

Seeking this leap means violating the boundaries of the probable. It means achieving well beyond the obvious. Do not limit your desires to what "you think" you can have. Start going after what you want. You must give yourself permission to dream, to risk. You must set yourself free.

A 10 or 20 percent improvement is not the idea at all. This would represent only incremental gain. Moreover, it might be an impressive performance in a situation with unusual obstacles or a very difficult set of circumstances. But while such a goal might be challenging, it would not represent a leap, which is what we are truly seeking today. Instead of an additional 10 percent or so, a leap produces a dramatic gain, an exponential increase that is truly needed in today's market situation. Leaps are, by definition, rather astounding and certainly unconventional.

Do not get the idea that anything you can think of is possible. Sorry, it's not. But what does lie within your reach is enough to stagger the mind. You can double, even triple, your level of success. Far beyond that, you can leverage up your performance to the second or third power or even beyond.

True, there are limits, but you don't need to worry about them. Your real limit is far beyond your artificial mental boundaries. The real limits will not box you in, but the false ones you are carrying around in your mind are a self-imposed prison.

So how do you break out that jail? By surrendering some of your old beliefs and sacrificing some of those "sensible" thinking patterns. So-called common sense can be a curse that puts a ceiling on how far you will reach or how high you will see yourself flying in the world. Remember my favorite statement: "Life is too short not to be happy, and too long not to do well." Today it's more than just a paycheck, bigger than money itself. It's called pride.

Follow your gifts; they will help you.

As a case in point, go to the story of the fly. The little insect could have turned away from the window and followed the path of least resistance to the open door and out to freedom. Ten seconds of effortless flight would have produced total success. Instead, it spent hours of frustration and panic beating its wings

against the windowpane, its fruitless attempts ending in death on a dusty windowsill.

This is not an argument against self-discipline or persistence. These are true virtues in life, and two keys to success. However, sometimes the best strategy is to change direction, implement new ideas, learn new skills, and try a new avenue that is more productive. Stay away from getting caught in the same old rut.

My advice to you is to quit thinking about trying harder when you see that it's not producing the results you want. More effort is not the answer in that situation. Remember, nothing changes until you change, and once you change everything around you will change. From my heart, I wish you the best of direction, so that your outcome is one that will benefit not only you, but many others as well. Life is too short not to be happy, and too long not to do well. Set a goal to do both.

Personal Financial Tip - Dollar Cost Averaging

"A Penny Saved Is A Penny Earned"

Early in my sales career, I listened to an audiocassette called "What Makes Johnny Tick." The author was a sales manager analyzing the difference between Johnny Champion, who was a consistent closer and high producer for himself and his company and Joe Average, who was just as his name implied, average. Both had the same identical opportunity each day yet Johnny consistently brought in more money for his company and himself than Joe did. The difference was that Johnny brought more value to the job by constantly refining his sales skills, keeping his attitude in check, and always learning more. Joe just kept showing up.

David Cottrell and I co-authored a book titled "Becoming The Obvious Choice" which deals with this issue. In this month's newsletter, I would like to expand on the theme of that book, which is "How can I increase my earning capacity?"

To earn more at your job you must become more valuable. Here are three thought-provoking income-enhancing strategies.

Deliberately and regularly contemplate how you can improve your value to your position. Ask yourself the following questions and meditate on the answers.

1. What results are expected of me?
2. How can I exceed those results and duplicate them?

3. What methods can I think of that will increase profits and decrease losses?
4. Why was I hired in the first place?
5. What ideas and innovations can I create that will make a major improvement in my company's success?
6. How can I be aggressive to become more valuable to the company and therefore increase my earning potential?
7. How often do you ask upper management what needs to be done to keep the company in a growth mode?

Develop a team attitude. A big negative factor that needs to be rejected is the "me against you" type of thinking (employee against employer). It will hinder your ability to perform with freedom. Be mindful of the undeniable fact that you cannot prosper unless your company prospers.

Study and imitate successful people. Constantly seek role models of people of integrity, leadership and accomplishment. The people you associate with determine what you will become. The books you read and the audio programs you listen to are a big factor in your personal and character development.

Take full responsibility of your own personal development. Remind yourself: Who am I really working for? (Hint; it's not your employer)

Faithful service is rewarded. Ultimately your income will match your service.

Becoming an Effective Leader

Problem Solving Skills

It was a critical time during World War II. General MacArthur and his troops were camped at the side of a big river, and they had to cross it. MacArthur called in his engineer and said, "Soldier, how long will it take you to throw a bridge across this river?" The engineer replied, "Three days." MacArthur said, "Good, have your draftsman draw up plans immediately." Three days later, MacArthur called the engineer back into his office to ask how the bridge was coming along. "Sir," replied the engineer, "the bridge is finished, and you can take your troops across now provided you don't have to wait for the plans."

The moral of this story is to keep your focus on the goal and do not get distracted with paperwork. The engineer demonstrated great leadership skills because he focused on the goal of building the bridge and did not get bogged down in paperwork. High achievers and great leaders do just that. They hire others to do the paperwork and they stay focused on the business of running the company and on the important things like customer satisfaction, sales, and the general growth of the business.

The biggest time saver in dealing with paperwork is to handle a piece of paper only once. Complete it, delegate it, or throw it away. Leaders don't get bogged down in paperwork.

The Results Roundtable

The excitement continues to build!

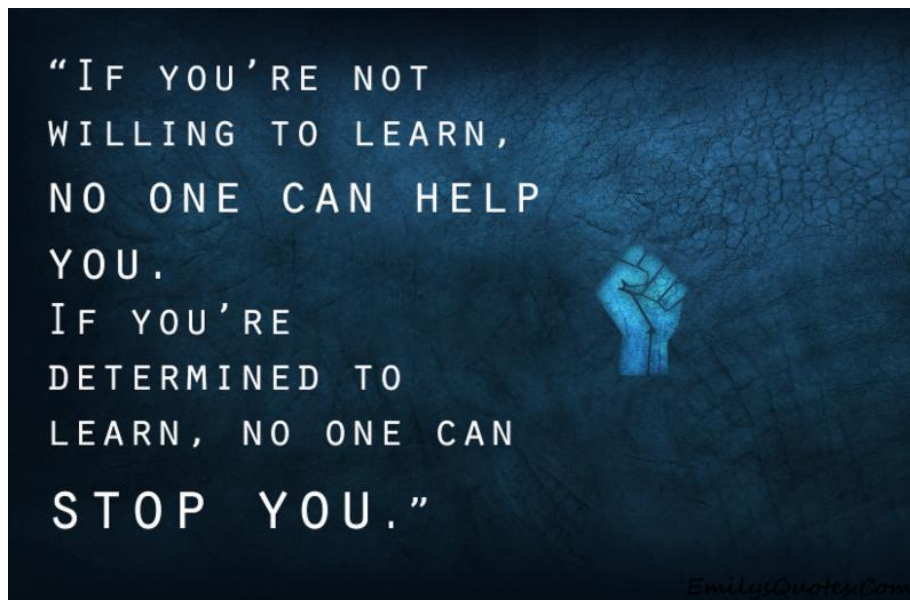
I can't express the joy I've had working on my new educational platform, and the buzz surrounding it!

A lot of hard work has gone into making this really easy to use, very informative, and most of all fun! I really am proud of what we're doing here, and I think you're going to really enjoy the content. It truly is designed to be your one stop shop for personal growth and professional excellence!

I've got some great guests coming up on the SSN radio broadcasts that I think all of you will really like! Not to mention the video lessons, articles, and live webinars!

You should see an email near the end of the month or early next month on how you can try it out for no charge!

Stay tuned for more!



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