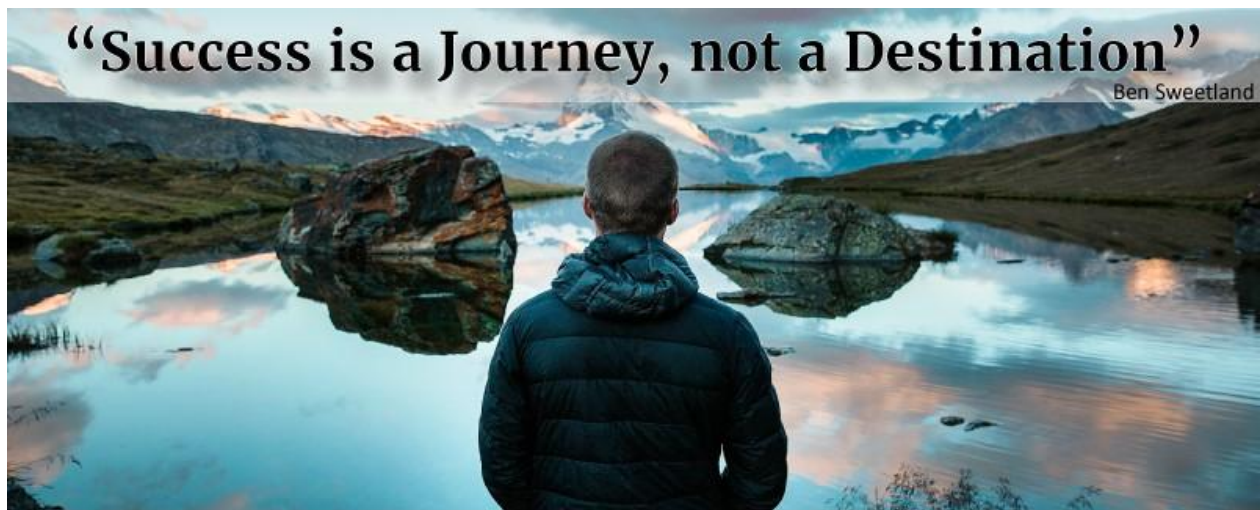




Steps for Success Guide

Achieve Greater Outcomes and Success in Your Life and Business!

Our Steps for Success System, Guide, and Tools shall help you achieve more over time!



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“What I do best is share my enthusiasm.” 89

“Good enough never is.” 89

“I am not judged by the number of times I fail, but by the number of times I succeed. And the number of times I succeed is in direct proportion to the number of times I can fail and keep trying.” 89

“There is more in us that we know. If we can be made to see it for the rest of our lives, we will be unwilling to settle for less.” 89

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Steps for Success Guide

Section 1: Steps for Success Introduction, Welcome to the Team

1-1: Introduction

Our Steps for Success System and Training introduces you to manageable steps that you can develop to motivate you and bring you success in all areas of your life! It is meant for long-term sustainable measures where you can understand, activate steps, and realize success in your life in all areas.

We have set high standards and goals for our company, training, and team. Our vision embraces longevity and exceeds generations – we believe “a wise man leaves an inheritance for their children’s children” ...

However, we realize that our success is determined by your success. Therefore, we are committed to providing you with the latest information, foundational truths, innovative systems, and support.

This Steps for Success System Guide and Training, concepts, and continual mentoring, combined with your willingness and commitment, will result in tremendous achievement. Together, we can build a future that will make a positive difference in your life, your family, your career / business, your clients (those you serve), and the community you reside in!

It is our desire that the personal and business goals you have set for yourself far exceed your expectations. Our Steps for Success Training is designed to help you do that!

To Your Success,

Ted Landgraf





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1-2: Our Team and the System

Our Steps for Success Guide and Training will show you how you can achieve your goals!

We have spent years evaluating the information contained in our Steps for Success System with people from all over the world, in all professions, and all economic brackets! They ALL have benefitted from our training!

Note: All information contained in section one through ten, along with all documents, procedures, processes, standard operating procedures, and all other documents is © Ted Landgraf. You are authorized to utilize all the information in this Step for Success Guide and Training, truths, any conferences, recorded messages, and other data to gain greater success in the areas you have identified and desire to achieve.

It is important that you understand the following as you read all the training material.

1. For this training to work, you must apply what you learn (refer to section 10 about the science of successful people in our world).
2. Participate in any conference calls, trainings, interact, apply the training, and review any updates and apply these updates. Some of our clients engage with the Steps for Success System Guide only and others engage with support, regular training, and development.
3. There will be live training calls and recorded training calls for those members who have selected this along with this Steps for Success Guide. This includes the system, steps, sections, and sub-sections.
4. This system is designed for you to read any section you want (you can jump around – each section is not in order of what you should read or not read).
5. The goal of this Steps for Success Guide and Training is to help you develop your life and become more successful in all your endeavors. As you grow you, your business and other areas of life will grow.
6. When you apply the principles of this training you will have a higher success ratio in your outcomes and business! This system will allow you to concentrate on those who are doers and connectors, instead of those who are not. Instead of spending 80% of

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your time on those who do not want to become clients or do not want to make things happen, you will become more efficient at building long-term relationships that are mutually beneficial.

The bottom line: Those that follow the steps over the next 12 to 60 months with consistency will have greater outcomes and business success!

What Should You Think About, Strategize, and Implement?

Below are some areas for review, think on, understand your strategy, and implement for greater outcomes.

- ✓ Carefully examine your business and understand its core competencies.
- ✓ Understand how you earn an income in what you do.
- ✓ Listen to as many conference calls and training calls as possible.
- ✓ Keep track of each prospect in your prospect list and carefully organize your new leads and appointments, determining their need / challenge, what to do next, how to follow up, and what to do for sustainable relationship building.
- ✓ Set your personal, financial, and business goals and do them! Refer to section 8 about goal setting.
- ✓ Purchase leads and appointments regularly. Networks connect with people and develop long-term partners.
- ✓ Stay in contact with your prospects, leads, and appointments via email, phone, and any other means to provide them what they need. Follow up is the key to success in any business.
- ✓ When a company or person becomes a client, treat them how you would want to be treated. Let your entire communications, responses, work, actions, and services delivered reflect this. Remember, your success is dependent on people and how you treat them and how they FEEL you treated them.
- ✓ Your business is about relationships. You are in the business of developing relationships through prospecting!

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- ✓ People want relationships they can trust. This trust is built by giving personalized service and following through with what you say!
- ✓ Highlight this in all that you do in marketing and sales (refer to section 2, 5, and 6 for marketing).
- ✓ As you develop relationships, always ask yourself: what DO THEY NEED? What is their challenge? How can you serve them? What type of solution can you bring to them to help them?
- ✓ Network with your chamber of commerce, professional associations, and other organizations in your community regularly.
- ✓ Advertise on a regular basis (refer to our marketing tools section about newspaper ads, online advertising, classified advertising, magazine advertising, professional journals, etc.).
- ✓ Purchase leads, advertise, utilize Social Media, and other forms of business development to find new clients, channels, strategic partners, and people who will see YOUR STORY and SHARE YOUR STORY. Make sure you keep track of your Return on Investment for business development.
- ✓ In all your marketing and prospecting, follow up with people you have contacted (refer to section 2 about what follow-up means to your success).
- ✓ Approach businesses in an introductory manner (not sales) on a regular basis (refer to section 7 about how to approach businesses and our marketing tools section).
- ✓ There are many more methods of marketing and prospecting. Review each section for more in-depth details.
- ✓ Continue the steps above every week and track activity to ensure that you are working effectively, and effectively using the steps. The more you do the steps above, the more success you will have.

You have just completed the first step towards a new future. Take your time and read on. As you read each training section, apply every step and principle and your success will increase!

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Special Note: As you read the Steps for Success System, keep in mind that the success of your business is about building long-term clients through prospecting, marketing, promoting, selling, and following up regularly each week.

The rest of the training is powerful, helpful, motivational, and will help you succeed in your life and business as you grow.

Bottom Line

If you do not lead by example, very few people in your team will do the same!

Team or By Yourself

As you go through our system, think about your goals, and participate in the training. Think about whether you want to build a team in your company or are you going to work your business alone?

1-3: System Sections

Training 1-3 outlines what each section is about from an important level for organizational and effective purpose.

- ✓ Section 1 – Introduction.
- ✓ Section 2 – Marketing, Phone, Scripts, Prospecting, Follow-up, and Promoting.
- ✓ Section 3 – Why, Faith, Success, it is up to you, Winning, ABC's, Thinking, Life, and Phrases.
- ✓ Section 4 – Business phases, Daily success steps, Financial freedom, the Power of systems, invest in your business, Repetition, what do people want, Leadership, Success truth, and what you must do.
- ✓ Section 5 – Business cards, Taxes, Email marketing, Email signatures, and Professional email.
- ✓ Section 6 – Follow-up for email, mail, and social media.

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- ✓ Section 7 – Selling, Sales, managing objectives, Success takes time, selling opportunities, Sales call plan, Effective communications, selling process, Prospecting, closing styles, Presentation styles, Sales tools, Time saving tips, and Successful salespeople.
- ✓ Section 8 – Your course to success, why set goals, how to set goals effectively, what your goals are, powerful attitudes, goals outlined, and financial goal setting.
- ✓ Section 9 – Leadership, No overnight success, Influence, Steps, Discipline, Life prioritization, Leaders and followers, Trust leadership foundation, Vision, Potential, and lasting leadership.
- ✓ Section 10 – People success secrets.

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Section 2: Marketing, Phone, Scripts, Prospecting, Follow-up, and Promoting

2-1: What is Permission Marketing?

Why is Permission Marketing Important?

People in business need to know what permission marketing is. Why? If you don't know the meaning, you will not get the results you want!

People do not want to be interrupted in their life. People do not want to be exaggerated. People do not want to be sold after a long day at work. People do not want to be pitched....

Is it any wonder that people go the other direction when they see a sales professional coming towards them?

Seth Godin, author of the book "Permission Marketing" refers to this unpopular, irritating technique as "*Interruption Marketing*".

A person's loud, inconsiderate, intrusive approach delivered without regard to a person's feelings, results in little or no results and creates resentment from those that know you.

Only 8% of sales professionals can close sales despite the anger and resentment. The remaining 92% do not have this skill.

The more it happens the worse it gets.

When you think about it, all forms of traditional advertising and promotion qualify as "*Interruption Marketing*". Let's explore that concept below.

According to Godin, Americans are bombarded with something like 3,000 advertising messages every day, on average. Most of them are simply ignored.

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So how do these advertisers get your attention?

They try everything from packages that shout "buy me" from the shelf to selling with....

How do you respond?

You try even harder to shut out the intrusion. It's a vicious circle that keeps getting larger. Most businesses are still trying to build their business with the same old tired, irritating methods!

Identifying Interruption Marketing

Do the senders of junk mail ask if they can send it to you?

Do the advertisers on TV ask if they may interrupt the show you are watching?

Do the telephone marketers that call have your consent?

Do bulk email advertisers ask if they can send you their spam messages?

If you didn't ask for it, then it's interruption marketing.

Furthermore, did your prospect ask for you to call and pitch them?

The Simple Truth

If your prospect did not specifically request your information, then you are using interruption marketing.

Why it does not Work.

So, what is the natural reaction to interruption marketing?

It is the urge to get away and as the target withdraws the advertiser shouts louder. The louder he shouts and the more the prospect tries to escape. It becomes a battle of wills!

If your prospects did not ask for your ...



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Won't your enthusiasm conquer all?

Self-help gurus have preached the doctrine of enthusiasm for centuries. If you believe in yourself and your message, then your enthusiasm will be contagious and irresistible. *Oh, really?*

The bottom line is most of the people you know are not prospects.

That brings up the important question.

How can you build a business if most of the people you know are not prospects and the rest of the world has withdrawn into their cocoons?

Build Business Using Target Marketing

Target marketing does not totally depend on calling people unexpected; prospecting those that do not want to become clients and recruiting those you do not want in your team, false enthusiasm or hyped-up advertising. We are not asking you to stop these methods but change your tactics and how you approach people.

Implement our Steps for Success Training over time for Your Business Success.

This will take time and will not happen in a week, a month, and 3 months. It will take you several months.

Our methods utilizing leads, appointments set by our partners, marketing tools, our support, our prospecting section, and many other techniques will help you market, prospect, recruit, and build long-term clients and a team.

2-2: Greater Outcomes: Phone Tips, Phone Success, and Phone Steps

What are some things you should do before calling anyone?

Get your attitude set!

See the value of what your customer is getting. Review the entire company website. Review the

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products and services you offer. Review your goals in accordance with your weekly activities. Make sure you have reviewed our Steps for Success Training and understand the value, support, and **Tools**.

If you understand the value, the opportunity, the system, what you will be able to do for the client, and the team you have, you will have the passion you need, and others will catch this passion. This passion will produce more success because people will see it!

Ask questions and listen.

Be a person of few words. Listen and you will have respect from the person you are talking with.

Email each person the website.

Include their name in the title of the email. If you do not have their email, ask them on the phone for it. Then, let them know you will be emailing them some information about your solutions based upon what they shared with you (their challenges, needs, problems), as well as regular email updates.

Call each person a day or two after you have talked to them the first time to ensure they received your email and ask them how you can be of help.

Email them on a regular basis. Refer to step 3 above.

If you get voice mail leave a message as if you were talking to the person without the voice mail.

Call each prospective client back every few months about the last meeting and/or conversation you had with them (therefore it is important to keep detailed notes about the person, their needs and wants, personal areas, and any other areas).

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Only call people that are interested on the first call. If you do get voice mail, you will not be able to ask questions.

Let each person know that you can help them with their needs (only let them know this if this is true).

You can help them meet the needs of their organization. Then, email them as a follow up with your website, any new information, strategies, brochures, etc.

Continue following up with each prospect on a regular basis. This will build trust over time. This is one of the main reasons why people become clients - trust.

Regular communication is the key.

Ways to Call Prospective Clients and How-to Follow-up

A – Local Business Calling

This is for calling businesses in the yellow pages in your territory.

The first thing you will do is to keep track of each business in your prospecting record book (in Word, Excel, a binder or your CRM system).

This would include tables that have the company name, date, contact person, phone number, email address, notes/needs, and next follow-up date.

The second thing you will do is call the prospect with the following script:

Hello,



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May I speak to the owner or manager and what is their name (this is what you ask the receptionist or the person answering the phone)?

Hello _____, this is _____, I represent _____ (your company name). I am a local business owner or businessperson.

I would like to email you some material that will show you how we can help you _____ (what are the solutions you are providing / what is going to make the prospective clients life better?).

What is your email address?

I will send you an attachment/flyer that outlines how you can benefit with our solutions _____. I will call you back in a few days to answer any questions – is Tuesday or Wednesday better?

Have a wonderful day.

Email to send:

Hello,

Thank you for your time.

Attached is the information I spoke to you about regarding some of the solutions that will help you to _____.

I will call you as discussed.

If you have any questions, please let me know.



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Sincerely,

You're Name

Website

Phone Number

Email Address

B – Purchased Leads

This is for calling those who have requested more information about the solutions you provide.

Again, keep track of your prospects always in your prospecting record book – Follow up is one of the key factors for success in any business.

Greet your prospect.

“Hello, this is ____ a local businessperson or owner; you filled out several questions about how you would like to get more information about how to _____. Do you remember doing this? Great.”

Tell them, *“I just emailed you the information with:*

“Hello ____” (their name) in the subject of the email. Email them your website and your personal information, along with a brochure / presentation. Include your name, phone, and email.

“Is this a suitable time? I need about 3 minutes of your time to explain the flyer/brochure just emailed to you as well as how we may be able to _____.”

If the person says yes, explain what we do, as the prospective client reviews the flyer with you.





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Answer any questions they have. Then, set up an appointment with them to go deeper with their needs and challenges. This is the next step in building trust, finding out more about them, and assessing their needs so that you can provide a solution.

If the person tells you that it is not a suitable time to talk, ask them, *“would it work better to call you tomorrow or would the next day be better?”* Set the day and time to call them. Then, call them at the set day and time. Tell them, *“In the meantime, you can review the flyer and write down your questions for when I call you. Have a wonderful day.”*

In all correspondence, faxes, emails, meetings, and appointments, let each person know about your website and if they have any questions, a lot of detailed information and answers are at your website and/or feel free to email and/or call.

C – Set Appointments

These are prospective clients where our sales appointment partner has set the appointment for you to meet the client.

“Hello _____, this is _____ a local businessperson with _____. We have a meeting on ____ day, at ____ AM/PM. I have just sent you an email with my personal contact information.”

“I have included our website – you can review this for more information.”

I would recommend about 30 minutes for us to meet to review, summarize your needs, and see how we may be of help.

“I look forward to meeting you.”





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D – Calling on Businesses.

These are people that you go to see – business to business in your territory.

You will follow the same methodology as calling on the phone to your local businesses. The difference is, you are going from business to business asking to speak to the manager and/or owner, gathering their information (business card) and giving them your business card. Then, you follow up by email and/or fax and phone call.

E – People You Know

This call is for the people that know you (the people that you have emailed personally – friends, family, business associates, chamber of commerce, networking, associations, etc.)

“Hello, _____. This is _____. I just emailed you some information about how you and your company can _____ (your solutions, what you offer, your products and services). Attached is a flyer that briefly describes the process. Please take some time and review the flyer and our website.”

“Would tomorrow or the next day be better to call you back and answer any questions?”

“Have a wonderful day!”

Close each person by soft selling

Let the person know what your Unique Selling Proposition is. What are you bringing to the table? What makes you different from those in your space?

Always present an attitude that thanks each person for their time and let them know that you are there for any questions via email and phone.

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Our Goal is to build relationships with long-term clients (PEOPLE) who we want to do business with. We do not want to do business with just anyone, even if it is profitable.

Important Note

If the prospective client does not want any more emails and/or phone calls, take them off the list immediately. If you send anything else after they have told you not to, you are violating their space and we only want to pursue those who value a mutual beneficial relationship.

Special Note

“Success is a collection of relationships.” JC Penney

2-3: How Do You Qualify Relational Prospects and Clients?!

Prospect Qualification Script

How do you qualify prospects and obtain the right clients? Below are some tips, steps, questions, and information outlining some great ways to qualify!

Step #1

Identify Your Prospect’s Needs

What you do when you first call your prospect – say something like the following:

“Hi, Mr. / Mrs. Prospect, this is (your name) a local business owner or local businessperson, how are you today? “Great! I’m calling you in response to your request for more information about our business. You filled out a form on the web at (state the date on the lead).”

If you are calling someone you know let them know you are calling about a way for them (their company) to _____. Ask them if this is a suitable time to take a few minutes of their time.



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"I'd like to ask you a few questions if I may." Find out what they are looking for (for those leads that were purchased).

Listen and take notes so that you can offer the solution for what is needed. The worst thing that happens many times is that we get set on our agenda and do not listen to people. When we listen, people feel better and tell you things that would not tell you.

Special Note

One effective way to start a conversation in a friendly and positive way is to make a remark about the area they live. You might even ask how the weather is where they live. Small talk is a highly effective method to breaking the ice whether you know the person or not.

Now that you have broken the ice, you will want to ask them three pertinent questions that will eliminate 90% of all the objections and smoke screens they would otherwise produce later.

Remember that the purpose of these questions is to have your prospect give you enough information about their current situation so that you can decide if you are able to help them, want to take them as a client, or not. While you are doing this, BE GENUINE!

This is true of 99% of everyone you will EVER meet!

Question #1

"What do you do and what does your company do?"

Get them to talk about their job, how long they've been working there, how their company is doing, etc.

Question #2

"What are your objectives in your company at this point and what are some of the largest obstacles right now?"

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Your prospect might say, *"Well I don't know yet. I haven't even heard what it is that you are doing?"*

Respond sincerely saying, *"Well, I am not asking for a commitment. What I mean is, for us to help our clients, it is important to know how we can help. Then, we apply the solutions to help you succeed."*

Question #3

"Unfortunately, with most companies _____ (state what you are offering to them – i.e., the number one concern for companies around the globe are 'how do we get new clients and retain our current clients'). Is this happening to you?"

Find Their Pain!

What made them fill out the form to become a lead?

These questions are meant to get your prospect to tell you in one way or another: what the hurdle is, what is the pain, and what needs to be fixed in their company. What is your prospect looking for?

It is of utmost importance that you get your prospect to tell you this aloud before you go to the next step.

If done properly, you will dispel most of the objections that most people give because you weren't interested in their needs.

Step #2

Qualify Your Prospect

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Don't hesitate to let your prospect know that you are qualifying him or her. Let them know that you are taking them through a series of steps to see if this is beneficial for them and you. This is a matter of common courtesy and respect.

I always have let my prospects know about our successes so that they know we may be able to help them with the areas we have had success within their organization.

Utilize past successes for your confidence and success (refer to your website for some of the companies and industries and your own business experiences). Tell the company story. Tell your story. People can relate to stories more than anything else.

Important Note.

Make sure that everyone has the same story about your company and is sharing the same story.

Prospective clients will see that you are about quality, are interested in their best and bottom line, want what is right, and that you are not looking for just any client to do business with. You are building your business one brick at a time and creating a client for life.

With that said, you simply tell your prospect that you're going to give them a little bit of information about what you might be able to do for them. After you find out what your prospects needs are you will want to see if he or she is serious about changing the company's financial circumstances.

Give Your Prospect a 30-second Power Presentation.

"Well ... let me tell you a little bit about our company and methods. Our company is integrated with _____. With these areas, the fit is a win-win between you and our company. Our company management and leadership are some of the finest you will encounter."

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After you have asked your prospect if this is something, they would like an appointment, say something to the effect of this:

"Great. I will see you on ___ day, at ___ AM/PM. We will need about - ___ hours to review your company in the following areas: _____."

"Also, I am emailing you our website and one-page flyer that will give you more information about the process. I will see you on ___ at ___. Have a wonderful day."

Special Note

It is one client, call, appointment, day, & step for success.

Follow-up with each prospect via email, phone, post card (mail) and anything else it takes!

Remember

As you build relationships and clients one at a time, it is not only the initial revenue, but the long-term. How much is each client worth in dollars, relationship, experience, and referrals? The reward from all aspects is worth finding those you want to have as clients. One client can be worth millions of dollars for the life of the client. More importantly, it is about the relationship, the experiences that come from your services, being able to help your client succeed, the referrals, but most importantly some of the incredible friendships that take place.

Yes, is a numbers game, but it worth the consistent effort!

2-4: Where is Your Fortune?!

Fortune is in the Follow-up!

Where most people succeed and earn the large incomes in any business is in the follow-up!

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People that start working for themselves often run into a unique challenge on their way from "leaving the rat race" to running their own successful business.

Once their marketing machines are running smoothly, generating leads is not a problem. The next challenge is generating the most profit from the existing flow of leads. One crucial key to generating maximum profit per lead is follow-up. The fortune lies in the follow up!

Unfortunately, many times, we neglect follow-up.

The typical marketer may send one follow-up email, mail out a single brochure, make one follow-up call, or send out one fax, and then sit back and wait... Wait for the prospect to visit our web site, become a client, email with further questions, or take another desired action.

THAT is a big mistake!

Even seasoned marketers, who are keenly aware of the value of follow-up, sometimes neglect this crucial activity.

Offline follow-up, of course, is more time-consuming and expensive than online follow-up, considering the time and expense involved in long distance phone calls, mailing or shipping of marketing materials, and so forth. You must use both online and offline methods to maximize your success.

Due to its speed and low cost, email could be considered the ideal follow-up marketing tool; couple this with a phone call to let prospects know you emailed them. We would also recommend other technology tools (i.e., Skype, social media, and so forth).

Why is there a need for follow-up?

It is a fact that most people typically don't buy (or take other desired action) because of an initial marketing contact, even if they are a perfectly targeted, prime candidate.

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Eighty percent of all sales take place after the initial contact of the phone and in-person. What's more, it's not unusual for some follow up marketing contacts to generate the same percentage of sales or other desired action as the initial contact.

There are a variety of things that can prevent prospects from taking desired action because of initial marketing contact.

For instance, they may:

- Have forgotten about your offer.
- Be procrastinating for one reason or another.
- Have misplaced your offer, or in the case of email, accidentally deleted it.
- Your email went into their SPAM folder.
- Be swamped with so many other things to do that they haven't yet found enough time to act.
- Be distracted by "information overload" or other things in their busy lives that they either missed your first contact entirely or haven't had time to act on it yet.
- Do not have enough information to decide what to do about your offer.
- Do not understand what you are offering.
- Haven't developed enough trust in you.... or any number of other reasons.

You've heard the following cliché before, but it's worth repeating: "marketing is a numbers game." The greater number of contacts you have with a prospect, the greater chance they will finally act on your offer.

This other saying is harsh, but it true:

**"Some Will,
Some Will Not,
So, What,
Next."**

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Different prospects will, of course, be at various stages of the sales process. Some may be just one follow up contact away from acting on your offer; other prospects may require several more contacts before they finally act.

The question is, *“will you persist at follow up long enough to motivate your real prospects to act on your offer?”*

Follow up may seem like a mundane activity, but if you want maximum sales, you should seriously consider implementing a systematic follow up system.

Therefore, you’re prospecting book is an absolute necessity so that you know where you are, what you have been doing, and where you are going (we recommend you engage a Customer Relations Management System, Auto Responder Follow up Email System, Smart App Technology, etc.). Otherwise, you' are probably wasting a significant percentage of resources you invest to acquire your leads and are overlooking a gold mine!

Ways and Means of Effective Follow-up

Once a lead and/or prospect has expressed an interest in your offer and asked for more information, a special approach is necessary. You cannot simply send the lead a summary of your offer and then forget about it. Your lead has now become “special case ‘(hot prospect)’ potential revenue”! Refer to section 2 and section 7 about how to follow up with specific steps.

You need to follow-up and then follow-up some more until you reach a logical conclusion that will either result in a sale or the removal of the lead from your list because the lead has decided against your offer.

To accomplish an effective follow-up procedure, you should ideally isolate "hot leads and warm leads" from your other leads (cold) and send special follow-up emails and calls - regularly.





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Whatever you do - do not forget about the most crucial aspect of your business. There is truly a fortune in the follow-up!

2-5: What is the Difference Between Selling and Promoting?!

The Difference between Selling and Promoting

Most people do not like to sell, and most people do not like to be sold. People enjoy purchasing and enjoy promoting. Promoting is something every person has, and it comes from a person's enthusiasm about a company, team, system, product and/or service.

When a person gets excited about something, they will share this to others.

When a person promotes (shares their experience), the result is the value of the product and/or service is successfully communicated.

This, in turn, results in more income as a person promotes their experience and value of what they have experienced, seen, and read about with others in the organization.

Promoting is the way MOST THINGS GET SOLD!

Jurassic Park did \$750,000,000 worldwide by 1995. Yet, the advertising budget was less than Arnold Schwarzenegger's Last Action Hero movie. Last Action Hero did terrible in the box office. People all over the world, because of their experience, promoted Jurassic Park.

It is believed that more than two billion people have watched Jurassic Park! That is what we call successful promoting by people!

Very few people are great at selling, but most people are incredible promoters! You can see this with children when they want something.

Which is easier - promoting or selling?

The answer is promotion!

"There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success." (Ted Landgraf)



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How do you promote?

Get a belief in you, your company, what you are doing, the services and products you offer, your team, what you offer companies, and how the opportunity of being in the position you are in can change your life in all areas!

As you do this, your enthusiasm will increase, along with your belief and you will promote naturally.

You can do this by: Studying your website; Listening and participating in training calls; Attending meetings; Reading and applying this "Training Steps for Success System" ©; Reading, understanding, and following our steps, processes, procedures, and methods; Building and providing the services to clients; purchasing leads and appointments regularly; and Practicing this on a regular basis.

Sales are talking.

Promoting is giving.

When you want something from somebody and they say, "No", how do you feel? When you give something (promoting) to somebody and they refuse your offer (gift), how do you feel? You may feel disappointed, but you know that "Some Will, Some Will Not, So What, Next".

Promoting starts with how you feel about yourself (your self-worth - how you value yourself). Then, the value you place on our services and products for you. And how you view the real value of the opportunity is for you in what you offer.

After you have evaluated what you do in your business will do for you and others, you will want to share with others. This is a natural tendency in all of us – this will cause you to promote. The more you promote the more success you will have.



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No one will be able to keep you from your enthusiasm, belief, and promotion. This is your Jurassic Park!

Go out and share this! With Promotion, you do not sell.

You become an information giver to others by sharing your experience, your savings, and your better way of life, your opportunity, and many other lifestyle areas that this business provides.

2-6: What is Reverse Marketing?

Reverse Marketing

Reverse marketing is a form of marketing that utilizes people who are trying to sell and/or market their product and/or service to you.

How do you get the best results with reverse marketing?

1. Lead with Questions.
2. Get permission from the person (permission marketing).

Three things will happen from the person who is contacting you:

- Not be interested.
- Hear more about you, what you offer, and your company.
- Build a long-term client and networking relationship.

When someone calls you or you meet with them:

1. Person starts talking to you.
2. Hear what the person is offering from their business.
3. There might be a benefit to work together with leads in your business – your local insurance agent, local banker, local CPA, Lender, Business Planner, Venture Capitalist, etc.

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4. If there is not a benefit to both parties (you and them), let them know about what you are doing.
5. *Tell me about your business* (Let them talk).
6. Build a rapport and relationship on the phone and/or in person.
7. Ask Questions. How is your company? How long has the company been around? How long have you been involved? What is your name, email, phone and company?
8. Find out where they are at with their commitment to their business.

You never know who knows who.

It is about listening and valuing each person, as well as letting each person know what you do. You want business relationships that are give and take, not just one sided.

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Steps for Success Section Notes

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Section 3: Why, Faith, Success, it is up to you, Winning, ABC's, Thinking, Life, and Phrases

3-1: The WHY of Success!

How do you get to the "why"?

Every person on planet earth acts and does what they do because of the "why" in their life. The Why is the reason behind all our goals and what we do every day.

An example of this would be - I want to earn \$ 20,000 per month. Why? I will use this money for charity. I will pay my bills off. I will spend more time with my kids. I will go to Paris. I will....

To **get to your why**, you must do some soul searching and thinking about your life.

To get to the "why" for others, you must be efficient at prospecting, follow-up, and communication. It is a numbers game to find those who will find their own why and make their why become reality.

You will develop your "why" as you work with others, prospect, recruit (if you are building a team), and help others succeed.

Because this is such a crucial part of your business, we have listed **four basic steps to effective prospecting below:**

1. **Use conversation and probing questions** to help the prospective client see their company, hurdles, and needs by listening to them. In other words, "how can you help them achieve success in their job and company?" Or, "do they like not having enough money in the budget to expand this department." Or "do they worry about how to meet payroll." Or "are they worried about being terminated?"





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2. **After these probing questions**, which can be depressing, you can offer hope. What does this mean? **Give them an example of what your solution can do for them** including an example of what you and your company did for another person and organization. If you do not have your own story, use another person's story in the team, as well as your organizations stories.
3. **Present the company, team, strategies, solutions, and your expertise as an answer**. Do not sell. Inform them. In other words, provide them with your website, brochure, and any other materials. Give them the overall picture. Let them know you will follow up with them to answer any questions.
4. This last step is where most people miss the mark. This is where you **take the solution and opportunity away**. This is where you require the prospect to qualify as a client. What do we mean by this? If you are going to spend time, energy, and money providing solutions, you want to pick the right people. By picking the right people, **you want work with people that want what you have** and want something better for their company. People that will answer their why! People that want to get to their goals, even though they do not know how (they will do what it takes).

When you follow the above steps, methods, and our system, those that become clients will be coming to you, without you having to push people along. This places you in the category as the professional and the authority. This method brings you results.

It is true, that business is a numbers game when it comes to sales, marketing, and building a business. You will need to treat your business as any business – you will need more people – more leads, appointments, and prospects.

Those who fulfill their goals do what it takes to get there with step-by-step, day-by-day, practical methods. These committed people always win at the end because they pay the price at the beginning. They believe in what they are offering for solutions.

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Your job is to follow-up with every person as an information giver until each person becomes a client says no, or you decide that this person is not someone you want as a client.

Prospecting, sales, marketing, and the promoting process is an incredibly good thing, because it allows you to get to know each prospective client enough to decide whether you want them as a client.

Keep in mind that **peoples' circumstances change**. When someone does say no, they are not necessarily saying no to you, but the timing is an issue. If a person says no to you, ask them if they would mind if you followed up with them six months down the road.

Keep contacting your prospects on a regular basis as you have outlined in your prospecting book.

Stay in touch with them.

In the numbers game of business, it is not that some people do not qualify. Many people will disqualify themselves for one main reason: The lie!

What do we mean by “The Lie”?

Many people do not know the why behind their life. Even if they find out the why for their goals, they need to pay the price.

There is a price for everything!

Some people think they are just going to join something, have their business grow, and make money. This is an absolute lie!



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Even if a person is willing to pay the price, you must have a belief in what and whom you are representing. If you do not have this belief, how can you start? Do your due diligence in studying what you have. Make sure you understand so that you can succeed.

Also, more than anything else, you must have a team.

If you do not have a team, whereby anyone, given the willingness and determination, can succeed, you will probably lose. You must have support.

The above process is easy if you will do the following:

- Write down your goals.
- Answer the question of “why” for your goals.
- Pay the price before you start.
- Be willing to grow.
- Be responsible for your success.

3-2: How Does Your Belief Affect You?

What is Your Belief?

All accomplishment begins as an idea, thought, or plan. Then, it is acted upon. When the action taken is sustained, it is called **persistence**.

When persistence keeps going, even during difficulties, then persistence has become faith.

Acting upon an idea, thought, or plan, is faith, when it persists. As a person continues to persist in their faith, as they apply actions on a regular basis, success becomes the manifestation.

Believing is a Demonstration of Faith (Belief)

When acting is deliberate, it is a demonstration of believing. The quality of believing can be measured by measuring the action against the persistence. Some believing starts out strong



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and joyful, but soon withers, for lack of the root of persistence. Some believing grows but gets choked out by too many distractions. The good believing persists in a focused way.

About anything you can think of would make a representative analogy in support of this thinking.

Getting from point A to point B requires finishing the journey, no matter what happens. People must see your offer to buy it. The more people that see your offer, the greater success you will encounter.

All people both Doubt and Believe All the Time

People go to work and persist through the workday. Then, they receive their pay. Even if they may not enjoy the process, they believe in what they are doing, recognize the coming reward, and persist in earning it. In that respect, being one's, own boss is peculiar, because not everyone wants to boss themselves into getting a self-employed job done. The key to being one's own boss is in the "boss" part.

Knowledge is power when it is activated into a personal, sustained effort.

Faith is shown by doing.

Believing is shown by active human will. Information is useless, until it is translated into personal change. The value of knowledge determined by the actions of the individual and whether they choose to use their knowledge or not.

- If you knew you could win, would you make the effort?
- If you knew you could never ultimately fail, would you make the sustained persistence necessary?
- If you knew you could have your dream fulfilled, would you pay the price of focused behavior, to accomplish it?
- Is wealth something that someone gives you or something you earn, through achievement?

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- Is there such a reality as something for nothing, or are our handfuls of seeds waiting for our work?
- What does it take?
- Have you been wondering the same thing?
- What does it take to be successful in the world of business or just in the game of life?

Are you where you thought you would be 5 years ago?

- Do you have the income that you desire?
- Are you helping those around you to become successful in their life?
- Are you spending the time you desire with your loved ones?
- Is the home that you live in the one that you have always dreamed of (not just the structure but the people that live with you)?
- Do your kids go to the school of your choice?
- Are you serving and impacting sustainable outcomes in your non-profit endeavors?
- Have you grown in knowledge, ability, and understanding?
- Is helping others, earning great income while doing it, and having someone say thank you to you of great satisfaction?
- Are you ...?

Write these questions and anything else that motivates you, down. These are your guidelines to your “success thermometer.”

Is your current life the way you want it to be?

Will your life be where you want it to be in five years?

3-3: What do Successful People do to Be Successful?

What do successful people have in common?

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They never quit!

Three fitting examples of this are listed below.

Edison invented the light bulb and many other things that have changed us forever.

Were the thousands of experiments failures and the one experiment, which created the light bulb, a winner? No!

Each experiment was one step closer to success. Edison learned from every experiment and he did not quit. These so-called failed experiments helped him win the final experiment. We all benefit from light 24 hours per day because Edison persevered and did not quit.

"**Success is 99% perspiration with 1% inspiration**", he stated.

Honda (created the Honda Corporation)

Mr. Honda started out building motorized scooters. He wanted to build cars. He began to develop the engine for his cars and ran into failure #1 - financial difficulty.

Then, he produced the engine for his cars. World War II started ... there was no metal for the manufacturing of his cars. He went bankrupt - failure #2.

Then, Mr. Honda turned lemons into lemonade! Mr. Honda had several people pick up the steel remnants and he used the salvaged steel for his new autos. Each failure was success turned inside out.

Honda is one of the largest automakers in the world because he did not quit.

J.C. Penney started one of the very first retail conglomerates.

Mr. Penney told my grandfather, Carl Landgraf, years ago: "*Carl, success is a collection of good relationships.*"

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Mr. Penney was in debt to the equivalent of more than \$100 million (in today's value) and was told to file bankruptcy when he owned JC Penney's (the retail store....).

Mr. Penney did not. His vendors, employees, friends, and customers knew what he was about, what he stood for, and his actions were reality in how he treated those around him.

He eventually paid back every debtor. He prospered during the depression, because he learned about the real value of people, relationships, and how to treat every single person.

Success is a collection of relationships.

Key Success Tips

- People never fail! They quit.
- Set your goals.
- Write them down.
- Focus on your business as a tool that will get you to where you want to go.
- Focus. Commit. Dedicate.

Set so many hours per week and do not quit! A successful business takes 3 to 5 years to start making a profit. This business requires several months of your consistent efforts.

Only you can make this happen. This is the why behind your reason for working, dreaming, and acting.

3-4: Proven Life Success Tips

What do the successful do in business?

Have Written Goals

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- Know what they want out of life.
- Have direction and dreams.
- Are not confused and lost.

Apply Total commitment

- Apply Action daily.

Are Organized

- Does not waste too much time looking for documents.

Have Good Record Keeping

- Keeps accurate records of transactions.

Are interested in other's profits and financial success.

- Cares about the needs of their clients, their team, employees, and all those associated in their team.

Available

- Can be reached easily by phone, email, and/or cell phone.

Return Calls Promptly

- They do not leave people with the feeling that they are not important.

Informed on How to Succeed in Business

- Keeps learning new things by reading and studying and applying what is learned.

Keep Agreements and Appointments

- Communicates on a regular basis with their team and clients.

Follow-up with Prospects and Clients

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- This is where most people fail, and few succeed.

Never Gives Up

- Have a 90-day, 6-month, 12-month, 24-month, 60-month, and life plan.

Does not get discouraged by small problems and inconveniences.

- Are consistent, persistent, and persevere.

Never bad mouths other companies and people

- They know that anything can happen to the best companies (called life - nothing is for sure in business).

Serious about what they are doing in Business.

- They know the why for what they are doing.

Has Self-esteem

- Does not mean they think more of who they are than others but believe in who they are.

Are Never Lazy

- Reaps the rewards of their organization's effort by being an example.

Professional

- They think things through before acting.
- They support their team.
- They always encourage.

Believes in the Company (has great services, products, and the team)

- Reliable services, goods, and a team.





Steps for Success Guide

Manage the Complaints of Clients, ISC's, and Employees

- They do not ignore people.
- They do not look at this as a problem, but as a solution giver.
- Finds a solution for each challenge.

Recognizes and Praises Organization and Team Achievers

- Praises people during good acts.

Works their Business weekly (not weakly)

- They know that "steady plodding brings prosperity."

Glad for Other Successes

- Love to see others get ahead in life.

Never Blames

- Never blame the company, the services and products, the marketing, the client, the lack of support from others, etc.
- They realize that if others can succeed under similar circumstances, they can too.
- Takes responsibility.

Realistic about Expectations for Their Effort

- Knows that dreams, supported by their goals, which have come from their why takes time and work.

Are in Contact with Positive People

- "Birds of a feather flock together."

Are Patient

- Willing to put out the necessary effort and resources to earn the money desired.





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Pass Timely Information to their Team and Clients Immediately

- Communicates and engages everyone in their team and clients.

Never Complains

- Does something about what is bothering them?

Does not depend on Just Other Efforts

- Depends on personal effort and never wants something for nothing.
- Leads by doing and acting.

Will invest in their business, (appointments, leads, advertising, brochures, flyers, marketing, online, and any other means)

- Are not security oriented.
- Being in business for yourself and being a leader will require you to spend money and invest time to make money.
- Does not wait and watch.

Does not take "No" Personally.

- No only means "not now - give me a good reason to say yes" or "this is the wrong time."
- Does not give up because people say no.

Copes with Changes from the Company, Team, and Clients

- Flexible in thinking (life changes).

Believes in the Company Services and Products

- Not just in it for the money.

Not Influenced by Negative Comments from business associates, family members, relatives, friends

- Listens to both sides (positive and negative).



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- Can think for themselves.
- Thinks about the Wright Brothers and what they were telling people ... "We are going to teach people how to fly in the sky" - How about Bill Gates - "Invest in our company - Microsoft - a little company in Seattle, Washington that will help people communicate with each other all over the world...."

Is organized.

So that a lot of time can be **spent talking to potential clients and building their business.**

Understands there is no perfect company.

- In fact, the longer the company has been in business, the more complaints and bad marks are against them.

Plans to Succeed.

- Plans to win.

Has a Professional Appearance

Does Not Give Excuses

Does Not Think They Know Everything

- "The more you learn, the less you know."

Keeps up with the latest happenings.

- In the business world, the industry, the Internet, marketing, and what is happening in their community, etc.

Physically Fit

- Has energy and passion about what they are doing.

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Strives to Do Their Best

- Does not settle for anything less than Excellence.

Does Not Believe in Rumors

- Checks the facts and the source of information.

Believe that "If is to be, it is up to me!"

- Each of us must make our own choices in life.

The successful business owner and businessperson embraces the work in their business.

3-5: What are 40 Life Changing Success Tips?

40 Success Tips!

Below are forty applicable success tips, as reviewed and implemented over time, shall increase your success outcomes in all areas of your life. Review them, think on them, apply them daily, and see your life successes grow!

1. A correct start must include written goals and plans.
2. Does not wait for everything to be exactly right to start. It never will! Start now, with whatever you have. The things you need come to you as you work towards your goal.
3. Realize that "rejection" is natural. For every twenty people you contact, expect 19 "no's" for every "yes." You may very well expect nineteen rejections. This way, the rejections won't bother you because you expect them. Also, realize that they're not rejecting you - they're simply rejecting an idea. Just keep moving ahead. Be persistent, ignore the rejections, and you'll get more than enough "yesses" to build a successful business.
4. Always remember SWSWSW: Some will. Some won't. So what? Someone's waiting. Next! This is not to be mean spirited but to stay focused. We are not telling you to treat people terribly, but to continue to move forward.
5. Treat your business as a serious, full-time business, and it will become one.

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6. Follow-ups are just as important as the initial contact. If a person hasn't become a client yet, following up with more information can turn the tide. Many people report that they get their best clients after following up 3 to 5 times.
7. Be patient. You will work the hardest your first six months and get compensated the least. Large incomes never take place overnight in any business. They only come after you've put in some time, work, added some clients, and honed your skills. As this takes place, the income naturally follows.
8. Any business around the world is a numbers game. If you can add communication, regular contact and empathy to the package, success is already placed in your hands. This numbers game helps you to get to those who you want to do business with and develop a foundational relationship with.
9. Don't give your own self, clients, team, and any other people involved in your business unrealistic expectations.
10. Be willing to invest more money into your business than you get out of it in the beginning.
11. Don't quit. The only way to fail is if you give up.
12. Ask people, along the way, for their opinion about the services and products we offer. It's an effective way to determine what objections they might have to becoming a client or team member and allows you the chance to overcome those objections with them.
13. Formulate a plan of weekly activity and be persistent in following it (if you fail to plan, you plan to fail). Sticking to your plan is essential for success.
14. Assist your clients and build your team as much as you can. Serve each person – let them know that you offer your support. Lead by example with all those around you. In helping others, you help yourself become successful. It's also a wonderful way to make life-long friends.
15. Don't mail out a few brochures or contact a few people and expect the money to start rolling in. Expect to work your business consistently for a substantial income.
16. Being in business for yourself but not by yourself allows you to earn while you learn. Think of your first three to six months primarily as a training period. Don't expect large

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earnings until after you've educated yourself, gotten in the trenches, and allowed what you have learned to click in.

17. Don't waste time on skeptics or non-motivated people.
18. Always replace those in your organization who do not want to work. Always grow your business.
19. Don't constantly whine and complain to your team. Realize that what you accomplish is in your hands – no one else's. Also realize that, when you see a problem, 90% of the time there are factors you are unaware of. Don't jump to conclusions. When you have a problem, present it in a concise letter as positive, constructive criticism. Offer solutions, if possible, too. Not only will this approach get you better results, but also, you'll be building your relationship with your team, client, and business instead of tearing it down.
20. Don't do things for your people that they should do themselves - or you will create "cripples."
21. Focus! You cannot become successful in business trying to do many things at once.
22. Always present yourself and your business in a professional and ethical manner.
23. Stay with the facts. Don't exaggerate.
24. Lead by example.
25. Learn as much as you can each day while you are always working – always pursue excellence.
26. Think big! Small desire produces small results just as small fires produce little heat. Have big desires in all that you do.
27. Know that most people crave recognition. Recognize your team and clients who are doing good things with praise and rewards. Keep the contact with them close.
28. Communicate constantly! Stay connected with everyone in your business regularly. For your key people, make it daily if possible. The methods you can use are numerous like meetings, phone calls, email, text, voice mail, postcards, etc.
29. Ask for referrals. Ask, E.g., "Do you know anyone, any companies, who needs to reduce their expenses and improve their business?"
30. Always be enthusiastic!

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31. When you come over innovative marketing and promotional methods that work well, share them with the people in your organization.
32. Build and continue to build your prospect list for clients. Add to it daily. Keep a prospecting book and update each person as you collaborate with each person.
33. Read books about anything that is pertinent to business, procurement, marketing, people, communications, networking, team building, and any other book that will help you become an even greater leader.
34. Don't become obsessed with getting the large client. Go after each client, one brick at a time and those other "big" clients will come if they are supposed to.
35. Be organized, but don't allow the act of organizing to keep you from the important things: Marketing – Selling – Follow up – Working – Delivering Services.
36. Don't let little problems upset you. Concentrate on the many positives...and the "big picture."
37. Always remember that the only thing that will never change is that there will always be changes. Don't let changes upset you. Know that you will have to deal with changes and other obstacles, both big and small, continually. Be prepared to be flexible.
38. Don't be a negative thinker and don't let the negative attitudes of others (even if they're family members, friends, or peers) influence you. All the great men and women in history had to overcome the naysayer that said it couldn't be done - and then went out and did it. Think for yourself!
39. Don't be derailed by "perfection paralysis." Realize that you won't be able to do everything perfectly. Do the best job you can and then move on to the next project (keep moving with your goals).
40. Have fun! People can't resist someone having fun. Make your business so much fun that others will flock to you.

3-6: If it's to be ...?!

Remember Always...

"If it is to be, it is up to me."

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Nothing Works According to a Progression Chart

A sound long-term business is built carefully, with the right team, with those clients that want to be clients, and steady diligence on your part. Businesses built too fast tend to not be built on a foundation of long-term.

It is far better to spend more of your time with prospects who want to be clients and those that want to work, than a lot of clients who will take too much of your time with things that are not related to your goals, as well as those in your team who spin their wheels and waste your time.

When I build clients and teams, I can spend a lot of time with each person and company, making sure they understand what I am offering and discovering what their goals and expectations are.

Then, together, we can map out a plan for their success. Mapping is easy, and if applied, provides a successful business team.

I find that one of the most powerful aspects to my prospecting and recruiting collaborators is my presentation and willingness to listen to the needs, ambitions, and goals of the prospect and the team. I'll sit down with a yellow legal pad, and write down what they say, be it money, health, or family. I then help the prospect break down the goal into manageable and reasonable sub-goals, and immediately give advice on the attainment of the first sub-goal.

Later, after I've seen the person/company achieve the bulk of their goal, I'll give them my notes. It's pure joy to watch their face as they realize, full force, that over time they have done exactly what they said they would.

Example ...

Brad, who just became a part of our team, wants to earn \$ 20,000 per month.



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I ask him, *"In what time frame do you want to earn this money?"* He replies, *"Well, reasonably? Six months."* "OK," I say. *"That's possible. To earn that amount every month, I think you'll need four clients per month who desire our solutions. Let's start this week with getting them."*

I'll then give him everything I've got, tell him everything I know, and encourage his success while pointing out the pitfalls. Once that sub-goal has been attained, I've done my job. I've empowered Brad to go out and do the same thing again, only this time by him. He's empowered, capable, and ready.

With this, I help Brad to write down the numbers of calls, marketing, activities, appointments, prospecting, and other things to make this happen. I break it down with Brad in documented format, giving him an outline for each day, each week, each month, and the next year.

Honesty is an Important Part of My Success

Working within the business world, I know several business owners who routinely make more than \$30,000 to \$100,000 per month.

It's important to make sure your team, (especially the new team members) knows what it takes to make an income that is up there. They need dedication to their company, their team, their services and products, and their life.

Your job, as their leader, should be to root out the evils of self-defeating behavior. If they want to earn that kind of money, you've got to be prepared to make sure they do.

The best way to do this is with constant contact and support--you've got to encourage them to do their best. You know they can! And by so doing, you are the best you can be.

I would recommend a weekly team meeting where you sit down with the person and evaluate what they did, where they were at last week, what they have accomplished, and where they



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need to pick it up for the next week to come to stay on track. If you cannot meet face to face, you can conduct this meeting by conference call.

Successful Sales and Marketing are More than a Method.

It's the cooperation of people and services and products. To utilize its full potential, you've got to utilize yours.

We Encourage Everyone to Do this!

- This means, first (and I hope this isn't a unique twist), that every Leader must personally help his or her team.
- We also must personally protect our company, business, and the industry we are in.
- Every company that fails due to a bad reputation is a nail in our collective coffin.
- By providing services and products with excellence, delivering your solutions, increasing success to those around you, with support to your team, and others who support those in your team, a level of integrity is attained while each person earns what they have set out to do.

3-7: Winning with Power is a Mindset!

What are You Believing and Thinking?!

Below are some quotes from famous people and how they felt (feel) about life, success, and obtaining wealth. Please read each one and let these life truths become a part of your heart and mind.

There are three reasons why people fall short in life (this can be easily fixed with your effort):

1. Lack of confidence and self-esteem to be a winner. In our team, you will be able to learn from some of the industry's best whenever you need help, direction, and answers.
2. Do not know how to achieve success.
3. Do not know the steps (first step, second step, etc.).

"There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success." (Ted Landgraf)





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Successful People are Always Setting Goals

They do not stop once they obtain those goals. For these people, success is not a destination, but a river that carries you in the right direction.

"Success is a journey, not a destination."

Ben Sweetland

Perseverance is key!

"Slow and steady wins the race."

Aesop

You are what you think you are!

"Our life is what our thoughts make it."

Marcus Aurelius

Being pushed in the right direction happens when we are around the right people. Some of the biggest successes in history were almost failures...

Source Unknown

"Iron sharpens iron; so, a man sharpens the countenance of his friend."

Proverbs

"We all have creative potential (this has been proven by science). When you are creative, it is easier to find solutions to problems." "People see only what they are prepared to see."

Ralph Waldo Emerson

Words are powerful!

Source Unknown

"He gave man speech, and speech created thought, which is the measure of the universe."



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Shelley

"First determine that the thing can and shall be done, and then you will find the way."

Abraham Lincoln

"Diligence is the mother of good luck."

Benjamin Franklin

"The greatest revolution of my life is the discovery that individuals can change the outer aspects of their lives by changing the inner attitudes of their minds."

William James

"I do not know anyone who has got to the top without hard work. That is the recipe. It will not always get you to the top, but it should get you pretty near."

Margaret Thatcher

"I shall pass through life but once. Let me show kindness now as I shall not pass this way again."

William Penn

"He, who walks with the wise, grows wise, but a companion of fools suffers harm."

Proverbs

"Keep your focus ... Be in tune ... Move in the right direction ... It is not too late!"

Ted Landgraf

"You are today where your thoughts brought you; you will be tomorrow where your thoughts take you."

James Allen

"There is only one success - to be able to spend your life in your own way."



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Christopher Morley

Planning, goal setting and constant evaluating is important...

Source Unknown

"Happy is the man who finds wisdom."

Proverbs

"Steady plodding brings prosperity."

Proverbs

Colonel Sanders (Kentucky Fried Chicken) started his company in his sixties with his social security check.

Ray Kroc (founder of McDonald's) did not sell his first hamburger until age 52.

Orville Redenbacher's popcorn did not make it big until he was sixty-one.

There is a winner in ALL OF US! What are You Going to Do About IT?

3-8: As a Person Thinks!

"As a person thinks so are, they..." What a powerful statement!

Do you believe this? It is partially true.

You must you feed your mind with truth and speak those truths on a regular basis to see your goals with success.

Please take some time and ponder the statements below. They are not just statements... they are life!

"There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success." (Ted Landgraf)



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One of the greatest business minds of this generation, stated: *"Sustainable advantage is (success ... long term results...):*

- *The obvious.*
- *The little things.*
- *The accumulation of little things over the years."* Tom Peters

"Goals are dreams with deadlines." Diana Scharf Hunt

"I not only use all the brains I have, but all I can borrow." Woodrow Wilson

"Go the extra mile. It's never crowded!" Executive Speedwriter Newsletter

"When we seek to discover the best in others, we somehow bring out the best in ourselves."
William Arthur Ward

"Enjoy the little things, for one day you may look back and realize they were the big things."
Robert Brault

"It's easy to get good players. Getting 'em to play together, that is the hard part." Casey Stengel

"A good plan executed right now is far better than a perfect plan executed next week." George S Patton

"Skate to where the puck is going to be, not where it has been." Wayne Gretzky

"Never ruin an apology with an excuse." Kimberly Johnson

"Steady plodding brings prosperity. The diligent shall be made fat." Proverbs

"There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success." (Ted Landgraf)



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"Whatever you do, do something. Set up your goals, write them down, give your goals a deadline, and go for it with a vengeance!" Ted Landgraf

What are You Desiring, Thinking, Saying, and Doing Today?!

3-9: The ABCs of Business

Powerful Attitudes, Beliefs and Created habits needed for success in ... The foundational A, B, Cs for your business.

Need a Strong Belief

As you get in the habit of telling your clients the story about you, your company, and your experience, you will gain more belief and confidence. See it as a company with integrity, being in business with a mission, having the best support for the company, team, clients, and all others.

A company that provides great service to all clients, where the management knows what they are doing, and the services and products are of great value.

If you do not believe in your company, you cannot pretend with others. People know if you really do or do not stand behind your company.

Be an Information Giver (Not a Salesperson)

Business is a teaching basis.

The best way to teach is to lead by example and be available to your team to empower each person.

Your success depends directly on your ability to help other people be successful - teach people to be better than you and you will succeed even greater.

"There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success." (Ted Landgraf)





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Will you succeed? Yes or No....

"Will" is the most common verb in the English language. Ask the question: "What will it take to succeed - am I willing to do what it takes?"

If you are not willing to do what it takes, you will not succeed. You must believe you will succeed.

This belief will help you get the how to your success as you apply effort over time.

One way to empower your belief is to be clear about why you are in this business. The bigger your why, the better you will do.

Believe in Your Services / Products

To be a product of the product, you must see the value in your product.

What drives a lot of businesses is word of mouth. This is the most powerful marketing in the world.

Have a Positive Belief about Your Business

Your success is 90% enthusiasm and 10% know-how. There are many people having incredible success that have little experience.

Communication is Vital

It is a proven fact that the more you communicate with your team, your clients, and the company, the more success you will have. Spend time every week talking, emailing, leaving voice mail messages, and any other means. Be available.



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Have Passion for What You are Doing

Passion means: Intensity – Drive - Conviction.

This passion comes from you doing the business. As you get this passion, this will motivate others from your clients and team.

Pay the Price One Time

I have seen many people ruin their own success over and over. They work hard for a few months and start laying the groundwork. Then, as they are about to hurdle the first wall and start seeing greater success, they quit. After quitting, they go onto something else and do the same thing.

It takes some time to set things up, to market, to plant seeds with people, to prospect, to recruit to.... See success.

The common thread of every single person who has earned incredible income is they did not quit! They kept going every day paying the price every time, until time and effort came together, and the payoff came.

3-10: What You Desire and Think, Becomes What You Say and Do ...

What are Some Life Truths?

Below are statements from people that have succeeded in their prospective life areas and professions. When you read these quotes, really let them sink in, because they are true-life statements!

"The key to developing people is to catch them doing something right."

Ken Blanchard/Spencer Johnson

"There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success." (Ted Landgraf)



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"People who produce superior results feel good about themselves."

Ken Blanchard/Robert Lorber

"Feedback is the breakfast of champions."

Rick Tate

"No one can make you feel inferior without your permission."

Eleanor Roosevelt

"Things not worth doing are not worth doing well."

Ken Blanchard, William Oncken, and Hal Burrows

"Success is not forever and failure is not fatal."

Ken Blanchard/Don Shula

"When you stop learning, you stop growing."

Source Unknown

"In life, what you resist persists."

Werner Erhard

"Don't work harder, work smarter."

Unknown

"Nice guys may appear to finish last, but usually they are running in a different race."

Ken Blanchard/Norman Vincent Peale

"What motivates people is what motivates people."

Ken Blanchard/Norman Vincent Peale





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"If you want to know why your people are not performing well, step up to the mirror and take a peek."

Ken Blanchard/Norman Vincent Peale

"If you want your people to be responsible, be responsive to their needs."

Ken Blanchard/Norman Vincent Peale

"People with humility don't think less of themselves, they just think of themselves less."

Ken Blanchard/Norman Vincent Peale

"Never! Never! Never! Never! Give Up!"

Winston Churchill

"Trying is just a noisy way of not doing something."

Source Unknown

"You may fool the whole world down the pathway of life and get pats on your back as you pass, but your final reward will be heartaches and tears if you've cheated the man in the glass."

Dale Wimbrow

"Think big! Act big! Be big!"

Norman Vincent Peale

"Real communication happens when people feel safe."

Ted Landgraf

"All good performance starts with clear goals."

Ken Blanchard



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"Without Vision the people perish."

Proverbs 29:18

"A river without banks is a large puddle."

Ken Blanchard/John Carlos/Alan Randolph

"Your game is only as good as your practice."

Ken Blanchard/Don Shula

"You get from people what you expect."

Ken Blanchard

"Never punish a learner."

Ken Blanchard/Spencer Johnson

"The only job security you have today is your commitment to continuous personal improvement."

Source Unknown

"There is no pillow as soft as a clear conscience."

John Wooden

"Positive thinkers get positive results because they are not afraid of problems."

Ken Blanchard/Norman Vincent Peale

"Servant leadership is more about character than style."

Ken Blanchard

"Leadership is not something you do to people. It's something you do with people."

Ken Blanchard/Patricia Zigarmi/Drea Zigarmi



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"Walk your talk."

Source Unknown

"Knowing where you're going is the first step to getting there."

Ken Blanchard

What are You Thinking, Saying, and Doing?

3-11: What is Your Story? What Will Be Your Story?!

How are You Using Your Life?

Below is a remarkable story. As you read this, think about what is important in your business, family, personal life, and any other areas.

I have those one thousand marbles left before I am seventy-five if I should live that long. This would be a wonderful way to motivate yourself to change from what you have always done, to what you have wanted to do. Every time a marble goes from the supply bin to the trash bin, another Saturday has been subtracted from your life. If this gets you to take the action you need to change, then it becomes more pressing as the marbles decrease. Fool the tables, finish out the marbles, and start putting them back in.

One Marble at a Time

The older I get, the more I enjoy Saturday mornings. It's the quiet solitude that comes with being the first to rise, or it's the unbounded joy of not having to be at work. Either way, the first few hours of a Saturday morning are most enjoyable.

A few weeks ago, I was shuffling toward the basement shack with a steaming cup of coffee in one hand and the morning paper in the other. What began as a typical Saturday morning ... ended in a great life lesson?



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Let me tell you the story!

I turned the dial up into the phone portion of the band on my ham radio to listen to a Saturday morning swap net. Along the way, I came across an older sounding chap, with a tremendous signal and a golden voice. You know the kind; he sounded like he should be in the broadcasting business. He was telling whomever he was talking with something about "a thousand marbles". I was intrigued and stopped to listen to what he had to say. *"Well, Tom, its sure sounds like you're busy with your job. I'm sure they pay you well but it's a shame you must be away from home and your family so much. Hard to believe a young fellow should have to work sixty or seventy hours a week to make ends meet. Too bad you missed your daughter's dance recital."*

He continued, *"Let me tell you something Tom, something that has helped me keep a good perspective on my own priorities."* And that's when he began to explain his theory of a "thousand marbles."

"You see, I sat down one day and did a little arithmetic. The average person lives about seventy-five years. I know, some live more and some live less, but on average, folks live about seventy-five years. Now then, I multiplied seventy-five times fifty-two and I produced 3900, which is the number of Saturdays that the average person has in their entire lifetime. Now stick with me Tom, I'm getting to the important part."

How Long Did It Take?

"It took me until I was fifty-five years old to think about all this in any detail"; he went on, and by that time I had lived through over twenty-eight hundred Saturdays. I got to thinking that if I lived to be seventy-five, I only had about a thousand of them left to enjoy."

"So, I went to a toy store and bought every single marble they had. I ended up having to visit three toy stores to round-up one thousand marbles. I took them home and put them inside a large, clear plastic container right here in the shack next to my gear."

"There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success." (Ted Landgraf)





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"Every Saturday since then, I have taken one marble out."

"I found that by watching the marbles diminish, I focused more on the really important things in life. There is nothing like watching your time here on this earth run out to help get your priorities straight."

"Now let me tell you one last thing before I sign-off with you and take my lovely wife out for breakfast. This morning, I took the very last marble out of the container. And the one thing we can all use is a little more time."

"It was nice to meet you Tom, I hope you spend more time with your family, and I hope to meet you again here on the band. 75-year-Old Man, this is K9NZQ, clear and going RT, good morning!"

Time is a Gift!

You could have heard a pin drop on the band when this fellow signed off. He gave us all a lot to think about. I had planned to work on the antenna that morning, and then I was going to meet up with a few hams to work on the next club newsletter. Instead, I went upstairs and woke my wife up with a kiss.

"C'mon honey, I'm taking you and the kids to breakfast." "What brought this on?" she asked with a smile. "Oh, nothing special, it's just been a long time since we spent a Saturday together with the kids. Hey, can we stop at a toy store while we're out? I need to buy some marbles."

Work like you don't need the money.

Love like you've never been hurt.

Dance like nobody's watching.

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Everyone should buy marbles and then ask him or herself how they want to "lose their marbles".

3-12: Are You Next – Are You Prepared?

How Do You Plan Ahead?!

The information below is not for the purpose of scaring you. The purpose is to help you plan for your success and not be found without an income.

The dates and companies will change, but the principle of mastering your life will not.

Are you next? How secure is your job?

Even if it is at this moment, the average career length is less than 3 years in the U.S. Many times, this is not by choice for the employee. What are you doing to be prepared?

When we wrote this there were many things happening (there are even more things happening now)!

Motorola 15,000 laid off, Disney 4,000, Chrysler 60,000. Markets in relentless downfall. Slowest growth in years. And do you feel comfortable you're going to survive?

Tens of thousands of people losing their incomes is hard to comprehend when stated as faceless, impersonal statistics but the cold reality is the embarrassment and stigma of bankruptcy is in their future.

Here's what a leading newsletter is saying...

"So today, I'd like to reiterate our warning. While the "condition" I referred has passed, the idea that a recession lies ahead is no longer regarded as the party-pooping suggestion of obscure newsletter writers.

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The NASDAQs loses -- about \$4 trillion so far -- have reminded investors that markets can go down. And when they go down the consequences for your money... your business, your family... can be dire."

You see, when the income stops, the never-ending monthly bills rapidly tear away at your fragile veneer of confidence and security. You keep saying, this next month will get better but it never does. What savings you had starts to evaporate faster than the NASDAQ bubble.

You try to convince yourself that things will get better, though your "true self" knows better. Bills that caused some pain when you had steady income now pierce your soul -- the checkbook balance is in a free-fall.

You find yourself not keeping the balance up to date because you're afraid of what you'll find. That's it -- the final throws of financial devastation are upon you. You gasp, trying to regain just a sliver of your former security. But it's too late.

It starts with losing your car, then maybe your house. Just keeping the lights turned on is a struggle. The bill collectors start their onslaught of harassing phone calls. Shame, guilt and hopelessness take over your daily thoughts. You wake up with "night sweats" -- even your subconscious knows it's over! The last flicker of hope is snuffed out like a candle.

You're constantly haunted by the questions!

"What if I did things differently? What if I had set up a stream of income for my family and myself? Could I have avoided all this pain, humiliation and guilt?"

Yes, you could have. But it takes foresight.

The kind of foresight you now have. That's if you still have your job. Creating security should be your number one concern before it's too late. It takes months of considerable effort to generate a recurring income that can protect you in times of crisis.

"There is a price to pay for all things in life -- success - failure. The reality is it takes more energy for failure than success." (Ted Landgraf)



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Adopt the attitude of Scrooge when he realized he still had time to change things -- to avoid the tragic future he foresaw. Joy was his overriding emotion, to know he had been given a second chance. He took this with immediate action to make things right – he changed his future. Yes, you to have the same chance to change what could be a bleak, not-so-distant future. You see, cruel "pink slips" have no mercy. They have no emotional attachment for their victims – only blind duty to reduce payroll.

Planning and Implementing

As you are planning and implementing your goals, with the above information in mind, do not think from your own experience. Think out of the box and what could happen, so that you are prepared.

There are many things happening in this global market, new global economy, developed and emerging economies, and other factors, YOU MUST BE PREPARED!

What are you doing today to be prepared?

3-13: What is Your WHY?

Your WHY is vital to Your Life Outcomes!

It is not attaining the thing that motivates us, but the WHY behind it.

Below are some quotes that might be of motivation to you.

It's the start that stops most people.

“There are no secrets to success: Don't waste time looking for them. Success is the result of perfection, challenging work, learning from failure, loyalty to those for whom you work and persistence.”

General Colin Powell

“There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success.” (Ted Landgraf)





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“What I do best is share my enthusiasm.”

Bill Gates, Cofounder and CEO, Microsoft

“Good enough never is.”

Debbi Fields - Founder, Ms. Fields Cookies

“I am not judged by the number of times I fail, but by the number of times I succeed. And the number of times I succeed is in direct proportion to the number of times I can fail and keep trying.”

Tom Hopkins, Sales trainer and writer

“There is more in us that we know. If we can be made to see it for the rest of our lives, we will be unwilling to settle for less.”

Kurt Kahn, Founder, Outward Bound

The six steps to be a better listener:

L: Look at the person speaking to you.

A: Ask questions.

D: Don't interrupt.

D: Don't change the subject.

E: Empathize.

R: Respond verbally and nonverbally.

“Live your life so that your children can tell their children that you not only stood for something wonderful - but you also acted on it.”

Dan Zadra, CEO, Creative Director Compendium Inc.



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Zig Ziglar tells of visiting the Washington Monument. As he and his party approached the monument, he heard a guide announcing loudly that there would be a two-hour wait to ride the elevator to the top of the monument.

Zig Ziglar

However, with a smile on his face the guide then said, "There is no one waiting to go to the top if you are willing to take the stairs."

King Duncan, King's Treasury of Dynamic Humor, Seven Worlds Press

If you start your day with these four questions, you will make every day a more productive day...

- What's the best thing that can happen today?
- What's the worst thing that can happen today?
- What can I do today to make sure that the best thing does happen?
- What can I do today to make sure that the worst thing doesn't happen?

Today is a Gift! You will never have it again!

"There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success." (Ted Landgraf)





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Section 4: People and Business

4-1: What are the Four Phases? Which one are you at?

Four Business Phases -- What to Expect

Phase 1

The first phase takes place in the first 30 to 90 days. This is thinking:

- If I could find a few large clients that have large spend categories.
- I will recruit a lot of salespeople, team people, and the business will just roll in.
- I can wait for the business, because this is such a great concept – the business will just come to me!
- This will be easy!
- Every business will sign up!

People who start, who have never been in business, are usually driven by excitement. The excitement is good and is important. Some will prospect and recruit and sell clients because of this excitement, only to find that some of these prospects are not the type of clients they want and the team they recruited are not who they really want on their team.

Phase 2

In the second phase, which takes place after 60 to 90 days, some begin to realize that finding a certain number of people is not the answer.

It's all about developing clients, employees, and team members – PEOPLE. This is where most people quit because they realize this takes work and personal development. Most people have lost focus on the long term (being money focused and not value focused), they think, "I have not earned a lot of money". This is where you must find out why each prospect wants to become a client, are the clients you have the types of clients you want to keep finding, and are

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the team members/salespeople you recruited building your business in the manner you have planned for?

Some of the thoughts at this stage are:

- I have spent some of my time recruiting those who do not do anything after they become a part of the team. I must not have what it takes. I must figure this business out.
- I should quit because I have only found a few clients.
- The amount of income I have made in proportion to the time spent has not been worth the effort.
- I will never retire from this business if I must always market, sell, promote, prospect, and recruit.

Those who make it through the second phase realize that they have gotten plugged into a team, leaders, and a system that works! The most effective systems are the ones that find emotional reasons within their prospects, clients, and team members. This is the why behind the goals.

In other words, when you ask someone why they responded to your offer, or that they would like to join your team, the person will tell you many things. Whatever they tell you is their goals. You cannot provide anyone their goals! Goals are an individual's driving force and People need to have goals to succeed, whether it is a client who wants to reduce their expenses and improve their business or a team member who wants to earn a nice income working for a great company and team.

Phase 3

In the third phase, prospecting, promoting, marketing, selling, and recruiting become a rhythm. Confidence begins to emerge. The difference between dollar focused and value focused is learned. This phase takes place from about 120 days to 1 year.

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In this phase, frustration begins to set in, which drives them to the next and final phase. Their thoughts go something like this:

- My prospecting, promoting, marketing, selling, and recruiting are not hard. It is natural.
- I understand that these things are only the beginning. Developing relationships with my long-term clients, mentoring my team, and leading my employees are the answer.
- I am tired of some of my clients that waste a lot of time with little money – I want to find more clients like the clients I have where things go smoother, the business relationship is reciprocal, and the profit is on the higher end for less time spent supporting. Also, I only want to recruit those who want to work, earn great income, and take care of people.
- I would not have wasted my time with so and so if I knew they were not going to do anything.

Phase 4

In the fourth phase, collaborators are professionals in this industry.

They exhibit a unique difference between prospecting and recruiting. Everyone they recruit goes to work and produces. The predominant attitudes with the professional are:

- I enjoy qualifying people.
- Enrolling and selling people the right way provides rewards beyond comprehension. I will not waste my time chasing people. My clients and prospects must qualify before I will spend my time collaborating with them.
- I require prospects to sell me on them before I decide to conduct work for them as my client. I enjoy helping people get out of their terrible situations.

The above attitude can be seen in every top money earner with every company.

Some of you are wondering, "How do I get to the fourth phase?"





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It is not difficult, but it takes work. If you use the system we have provided, focus on your goals, and learn through the process, you will find the answers about how to develop relationships with the right people over time.

It is a numbers game.

Do not let anyone lie to you. You need to be consistent like any business to succeed. You need a daily plan of action that you conduct every single day, every week, every month, and every year.

People are busy.

People have problems (what I call opportunities where you listen, decipher the person's pain, and offer a solution that helps them). You must show people that YOU can be trusted before they will become a client. This all takes time, emails, leaving messages on their voice mail, and any other methods of follow up.

When a person says "no," do not give up, unless they are adamant about not wanting to do business with you or you know that this is not a client you want.

You must find your why.

Your why will carry you through the times ahead so that you stay focused and on track.

How big will you grow your business in 12 months? It is dependent on how hard you work, how consistent you are, and if you utilize our system. Let's apply the 80/20 rule. This is where 20% of your people will do 80% of your work, volume, and income. Let's take away 80% of the people above. This statistic is applicable to your prospecting, marketing, selling, clients, recruiting team members, and your team's activities.

Where do you want to be in one year? Write down your goal and pay the price.

Summary

If you get this, you will be 80% there.

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This means you must be consistent over the next 12 to 60 months with buying appointments and leads, using the system, and communications.

4-2: What Daily Steps Can You Implement in Business for Greater Success?

What do you do daily for 12 months to 60 months to grow your business and earn more income?

- Follow the system, the training calls, our website, our marketing tools, newsletters, and everything else we provide.
- Support your clients and your people in your team.
- Email and call each person every so often to say thank you ... what can I do to help you?
- Communicate to your team and the company on a regular basis -- Communication equals success!
- Use the phone to establish success.
- Buy leads and appointments on a regular basis. Without prospects, you do not have any appointments, which mean you do not have any clients.
- Never quit! "Steady plodding brings prosperity" and "do not despise the day of little beginnings".
- Listen to as many conference calls, webinars, and training calls for innovative ideas, encouragement, and direction.
- Read every single area in this training, review your goals regularly, and follow the steps. Why does a person go to college for 11 years to become a Medical Doctor? The same applies in any industry where you have the opportunity to earn \$100,000's per year!
- Get it in your mind and heart that "things take time." Anyone who has ever succeeded in any business worked consistently for more than 12 to 60 months.
- Talk less and listen to people more!
- Prospect, Promote, Market, Sell, Recruit, Develop, and Deliver each day.
- Total commitment plus total focus equals total success (word of mouth will always outperform any other types of marketing and sales).

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- Conduct regular meetings each week with your team and employees to cover goals, sales, marketing, direction, and appointments.

Bottom Line

Talk to more people and say less. The key is to tell your story as many times per day as possible. What is the story? Each person needs to find this out through the process of daily life!

- Each person who shares their story more realizes goals, outcomes, and objectives quicker. You are not a salesperson ... you are an information giver filling each person and organizations need.
- Each person, each client, each team member, and anyone else have needs.
- Each person is different in their why, story, purpose, and plan. It could be extra money; to Belong to something; Education; Training; Earn a full-time income; or Many other assortments of reasons.

When you serve, listen, and provide what is needed, you and others grow in many ways!

4-3: Financial Freedom: What is Involved?

Those that live the life they want pay the price!

The price for getting up when you want, vacationing where you want, living where you want, eating what you want, paying cash for what you want, giving money to whatever charity (cause) you want, and on and on....

Do you want time and money freedom?

A price is paid up front!

This means you are going to decide to do what it takes to get there! You will make this decision every day until you arrive at your goals (Refer to our Steps for Success Section 8).

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This means you understand ... Your business is a numbers game!

To find and build out a core group of clients, core team, and core partners, you will need to spend time and money on a regular basis!

All business owners understand, that for business success, new team members, new clients and new employees (if you are growing), must be found on a regular basis to stay in business. Any healthy and sustainable business requires growth for success.

Keep this in mind as you are building your business and its foundation over the first 12 months to 60 months!

How are You Growing Today?

4-4: How Important are Systems in Your Business, Team, and Your Outcomes?

What Does a Great System Do?!

In meetings all over the world business marketers and sellers have painted the perfect-world picture in full color magic marker ink on whiteboards. They draw out how you can earn a great income with their company, products and/or services, and then set you loose.

Some companies do teach and train on sales. Other companies provide some great training, but many do not outline the realistic steps, what kind of steps, what to say, where to get your prospects, how to build a successful business, and how to get where it is that you want to go. They do not give you the tools to build your business with.

Our company provides methods, tools, support, and service that help you in your business.



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A True Story

In 1954 a man named Ray was 52 years old. He mortgaged his house and invested his life savings to buy the exclusive rights to distribute a machine that could mix five milkshakes at one time. He dreamed of wealth.

Ray heard about a hamburger stand in California that was running eight of these machines. He headed for San Bernardino to see for himself. If he could find out how they were selling so many milkshakes, he could share the idea with other restaurants and sell a lot of mixers.

What He Saw

Ray had never seen so many people served so quickly when he pulled up to look. Seizing the day, he pitched the idea of opening several restaurants to the brothers who owned the restaurant, convinced that he could sell eight of his multi-mixers to each one.

The rest is history!

By 1963, more than one billion hamburgers had been sold, a statistic that was displayed on a neon sign in front of each restaurant.

Ray Kroc, building on a restaurant management system developed by the McDonald Brothers, revolutionized the restaurant industry. He did it by refining operations into easily replicable processes.

Can you begin to see the picture?

Instead of simply supplying franchisees with milk-shake formula and ice cream, Kroc sold his new partners a system.

That is why we have developed this tried and tested Training “Steps for Success” Book, provided on-going means of communications, provide continual training and conference calls for our team, developed a professional informational website to understand the process,



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provide SOPs, best practice, procedures, documents, and other necessary documents, and help you along the way as you develop your business as a member of our company.

This was how McDonald's created a chain where locations around the world mirrored the McDonald's image and serve food of the exact same size and quality required by consumers in each country.

It defied all traditional logic.

McDonald's, now a worldwide icon, is operated entirely by teenagers, working at near minimum wages, who know nothing about the restaurant business! The McDonald's system creates that success and it is completely independent of the skills or abilities of the employees.

Things have changed!

As you glance around the room you see that everything is different. The home you lived in before your journey to the past is completely different. It has been replaced by a much larger home. Technology has changed and continues to change. Our business world is a global market as never before. Things continue to change and the margin in business is less than ever before.

- What do we offer?
- What do companies need?
- Where do you fit in?
- What would have ...?
- What would have happened if Ray Kroc had applied his genius to another industry?
- What if Ray's "systemization" process had been applied to another business model?

You see, McDonald's system does not teach kids to cook French fries. It teaches them to push a button, twist a dial, drop a basket and listen for a bell. Anyone can be taught these steps. And the steps create the same fries anywhere in the world!

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Same tools, same ingredients, and same steps = same results.

It is the ultimate example of duplication. Even the system itself has been cloned many times by other companies like KFC, Burger King, and Taco Bell, all with comparable results.

What do all these companies have in common?

1. They provide consistent value to their customers.
2. Everything they do is clearly defined in their operations manual.
3. Their success does not depend on the level of skill of the workers.

You can't change history.

But you can learn from it and use what you learn to change the future. Our Steps for Success System will do just this!

Read, study, and apply all the principles in our training and you will see a significant difference in your business and life over time.

If you are going to achieve the kind of duplication that leads to real success, then you're going to have to have methods that work in your business.

A lot of "ordinary people" who have become wealthy from sales, marketing, financial services, insurance, and professional services, if the truth be known, understood simplicity without knowing it. They kept things simple and went out to others and showed them how to keep things simple.

With our Steps for Success System, and your commitment each day, you will be able to move forward.

Plug in, read, set your goals, and focus!

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4-5: Why Should You Invest in Your Business?!

Invest in Your Business

Whatever you decide to do, do not ever believe that a person can make money without spending money and expending time!

Whatever you do – do not waste something more important than money ... Your time ... Without the flow of money on products and services, you will not get paid! This applies to all businesses!

In other words, without you providing, or your team providing what your organization offers, whereby a person / company sees the value and makes a purchase, no one will get paid.

Making Money Requires Investment

There is no easy way to tell people the truth! It takes money to make money! If goods and services are not purchased (in any business), there will be no money earned, no profit made, and no business to work in the future!

We hesitated even placing this in this training section ... as there are many people that believe that they will succeed without time given and money spent.

Bottom Line

If you do not lead by example, very few other people will do the same. Thus, your income results will not become a reality in your business.

Whatever you do, do not waste your time!

Life is too short!



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4-6: Success Requires Repetition – Fortune is the Follow-Up

Perception depends upon follow-up.

This is so important, but very few people follow through....

Children are born with knowing what follow through is about, but by the time adulthood comes, it is forgotten by most.

Follow through is the ability to keep on asking, asking, and asking.

If any of you have children, you know what this means. Learn from the children.

Below is an example of what successful marketing, sales, and advertising must go through.

This includes any type of follow-up, such as: email, leads, appointments, newspaper ads, magazine ads, professional journals, chamber of commerce, associations, etc.

- The first time a person looks at an advertisement, it is not seen.
- The second time the ad is noticed.
- The third time there is a consciousness of its existence.
- The fourth time there is a remembrance of the ad being seen before.
- The fifth time the person reads it.
- The sixth time the ad is ignored.
- The seventh time the person reads it through and says, "Oh brother!"
- The eighth time, "Here's that confounded thing again!"
- The ninth time the person wonders if the ad amounts to anything.
- The tenth time the person thinks; "I will ask my neighbor, friend, co-worker if they have tried".
- The eleventh time the person wonders how the advertiser makes it pay.
- The twelfth time the person thinks - "perhaps it may be worth something."
- The thirteenth time the person thinks it must be a good thing.

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- The fourteenth time the person remembers that they have wanted such a thing for a long time!

Social Media

Social Media (Internet ads, email ads, social postings, blogs, etc.) take more times to be effective than real world advertising.

Does Thomas Smith's simplistic model have any support today?

Ebbinghaus, studying memory, concluded that the more complex and the longer the message, the more it needed to be repeated to get retention. Research since that time has confirmed the conclusion. Repetition with variation is, however, desirable. Repetition is necessary because there are many competing messages.

The Fortune is in the Follow Up!

4-7: What Do People Need and Want?

For your success, you must think about everyone else's success first.

If you will provide the areas below for your team and your clients, you will see success in your life in all that you do.

Support

To uphold, serve, endure, defend, and keep a person going.

Commitment

It is an agreement or pledge to do something in the future – an act of committing to trust another person.



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Focus

Is a center of activity, attraction, and attention, point of concentration; in focus means having or giving the proper sharpness of outline due to good focusing.

Communication

Communicating information to your team, Information exchanged between individuals through a common system.

Acceptance

This is the approval of another; to receive another; to believe in another.

Responsibility

This is the quality or state of being responsible. It is moral, legal, mental accountability, reliability, and trustworthiness; something for which one is responsible (burden).

Leadership

This is the office or position of a leader; Capacity to lead; Leaders.

Honesty

This is uprightness of character and action. It is an active and anxious regard for the standards of your profession, calling, and/or position; Fairness and straightforward of conduct; Adherence to the facts; Sincerity.

Steady

This means to be firm in your position - unflinching; stable, uniform; not easily disturbed or upset - Dependable.

Diligent

This is characterized by steady, earnest, and energetic application and effort.



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"Which road do you want today?" (Ted Landgraf)

Choose what you want and give it your all!

4-8: Leadership?!

What is a leader? What is leadership?

What does a leader mean to a business, a community, and a family?

To begin with, there are a lot of misunderstandings about success in business and income.

A lot of people think it is luck...

The real facts about any business you will ever build, start, and/or represent are "Steady plodding while looking for the right people brings long term prosperity".

This is where most people give up and quit. Why? Because the first 90 days are all about learning about the market, prospecting, promoting, marketing, selling, recruiting, and supporting your clients and team.

Most business millionaires earn most of their income from 20% of their clients. For your business, 20% of your business development people will produce 80% of your revenues and clients averaged out.

What is a leader and what is leadership?

The definition of a leader is a person that leads.

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The definition of leadership is the office or position of a leader. It is the capacity to lead.

The Definition of Lead

Direct a person on a course or in a direction; to bring a person to a conclusion (their goals); to act or serve as a leader (you serve your team); to provide direction or guidance.

The greatest leader and most successful leader are the one who serves the most. You must be willing to support, communicate, email, and be there for any of your team, employees, and clients. If you do this, people will begin to trust, work, and feel empowered because you are there for them.

4-9: Success Truths?!

Success Truth

The story and principles below are the absolute truth....

Please read it several times and get it into your mind and heart.

Any business you start will have these same factors for your success or failure...

The **people who succeed in business do the following** (many people who succeed do not have college degrees, do not have a high IQ, do not have a lot of money, and do not live in an incredibly good place...):

- Keep going no matter what.
Stay focused with their company for the long term (no such thing as get-rich-quick).
- Do not ever put down other companies and do not pillage other companies.

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- Do not get caught up in hype.
- Keep representing their company even when there are company problems, while they work things out and bring solution to the problem.
- Keep serving and developing clients, employees, and recruiting team members and business development people every month no matter what the results for the short term, because they know that if they stay on track, they will obtain their goal.
- Give at least a short term 12 to 60-month commitment to work their plan, business, and goals.
- Support every single person in his or her team (help them succeed).
- Communicate with the team.
- Do not complain about problems (they fix them).

The Real Key for Your Success

- A company that is here for the long-term.
- Goods and services that is in need and affordable.
- A compensation plan that is fair.
- A company that you feel will support you and will give you the truth.

We have all the above and more. Commit yourself to making it happen over the long-term!

You're Team

You must do whatever it takes, because no one else is going to do this for you.

I am reminded of a person who earns more than \$10 million per year and has for years...

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He was a college drop out. He did not know how to talk to people. He did not have any business experience. He did not have money. He did not have a suit. He did not have a home. He did not have any money.

BUT ... he had a dream!

He joined a company in 1982 by selling some of his things.

He worked, dreamed, cried, prayed and worked for 6 years straight full time on top of his construction job. That was back in 1982.

By 1988, he was earning millions of dollars every year because he did not listen to others tell him he could not. He encouraged himself, focused, worked hard, and learned everything he could from others.

He learned a lot more by falling on his face many times....

During this process, Brad learned the secret of his success and now lives the life that most dream about.

If you really want something different in your life, you must take massive action, produce your plan, write your goals down and not let a single person get in your way. This starts with you and will spread to others as you continue working on YOU. As these spreads to others, you will learn to become a servant and do what it takes to help others succeed.

4-10: What Can You Do for YOUR Business Success?!

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What Must You Do?!

The information below is for your success. It is not meant to discourage you, but to point you down the correct road, thus giving you maximum success in the shortest period. Is it worth the price for success in your business?

Succeeding Big...

Any business and anything you do in your personal life can be compared to farming. You must plant seeds, invest time, invest money, and care for those seeds you have planted. When a farmer plants seeds at the beginning of the farming season, the seeds are not left to their own care. Fertilizer, water, and other components go into creating a bountiful harvest. The same is true for those that save money.

Some folks save money every month and invest that money in favorable places. After so many years, the amount of money in their saving is large because of the compounding interest.

Unfortunately, there are some folks who think they can amass a fortune without planting the seeds that grow a fortune.

Planting seeds (money, time, effort, ideas, implementing our system, buying appointments, working leads, etc.) must take place on a regular basis for your life to become a plentiful harvest.

Truths and Points – Follow for Your Maximum Success....

It Takes Money to Make Money in Business

- What are some areas to look at for the development of your business or the business you represent for greater success?
- No inventory or low overhead?
- No office space to pay for (you can work from your home)?
- Are employees necessary?

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- Low entry cost?
- Little accounting?
- Do not need to spend many years learning the industry and business?
- Proven model?
- What is the market demand?
- Do you have a duplicable turnkey system?
- Global?
- B2B or B2C?
- How do you develop business?
- What is your Unique Selling Proposition?
- Do you have enough capital?
- Do you own the source, product, service?
- Can others represent you and what you offer, help others, and earn a substantial living?
-

Learn the Business with Eagerness

Understand your company! The more you know, the more your beliefs will increase, and the more your enthusiasm will increase!

Your business should be set-up to allow you to be a student and teacher at the same time. As you learn, you apply what you are doing, and become a teacher.

Steps for Success System

As you **read our Steps for Success System thoroughly**, do what it guides you to do, apply the principles, and you will have success over time.

Have Creative Enthusiasm

Most businesses are capital (money) intensive or labor (employees) intensive. This is your desire to succeed with your commitment as the foundation. Our support, Steps for Success System, assistance, and you're getting involved as a member with us will help you create

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business enthusiasm.

Enthusiasm means strong excitement of feeling; something-inspiring zeal or fervor.

Being creative will help you discover new, better, simpler, and easier ways to achieve your goal of success. We have great foundation tools, which will help you, succeed.... The most important task is that you find a way that works best for you.

Your Business should Provide Opportunity to Build with Sustainability

Building your client base, helping you with your techniques for leading and managing people, and your approach to problem solving. You can depend on our Steps for Success System and being a member for: Input, guidance, support, and anything else you need.

Though, you must make the decisions that relate to your business.

Desire to See People Succeed

Showing your employees, team members, and clients how they can succeed with their needs. Why? Your direct proportion to your ability of helping others see their goals accomplished equals your success.

Your team will need your guidance, support, development and know-how. If you do not have all the experience, what you have in enthusiasm, passion, and belief will make up most of the difference. Also, our system and training we provide to members will provide where there is lack.

The essence of successful business is "People Helping People".

Time

... is the only asset everyone has in equal amounts. Each of us - successes and failures, rich or poor, young or old, employed and unemployed - has exactly 24 hours per day, 168 hours per

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week.

The more focused and directed time you invest every week, the more results you will see faster.

Successful people know that time can be found for what they really want to do. Since most of us really want to earn more money, making the time investment is no problem.

Handling Challenges (known as so-called problems)

As you grow and succeed, you will have challenges arise. How you approach and manage these challenges will determine how large your business will grow.

When challenges take place, look at them as potential opportunities to be honest, create more solid relationships, and build trust because of your desire to support and help and find a solution.

Communication

On a regular basis, you must be up front with your team through email, phone, text, etc. Give your team (business development, employees, clients) ideas, support, offer help, and whatever else they need. It means letting them know that you care about their success and you are willing to fulfill this with your actions.

This means quicker responses to your clients. Customer service (PERSONALIZED SERVICE) is KEY!

With technology, a world environment, more information available to more people and the changes in the business world, there is more opportunity for you to succeed.

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In conclusion, what is required to succeed in your business or the position you hold as a business owner?

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Steps for Success Guide

Section 5: Tools for Your Success

This section outlines some great tools for organization, growing relationships, expanding your business, and keeping track.

5-1: Business Cards

Utilize your business cards. Take your business cards with you everywhere.

Why? It is because clients, employees, and team members can come from your business cards! We have developed several important business relationships with clients who have contact us through our business card.

5-2: Tax Deductions

Below is information about some of the tax deductions with your business. Instructions about Your Taxes, Records, and Money.

- ✓ Keep track of all your expenses by recording them daily.
- ✓ Keep each month separate - Use a folder for each month.
- ✓ Keep all receipts in each monthly folder.

Depending on the country you live in, you can potentially write off many things that pertain to business as a business owner, such as:

- ✓ Education (applicable to your business/company).
- ✓ Supplies (copies, paper, computer, printer, copier, phone, pager, cell phone, etc.)
- ✓ Postage.
- ✓ Travel (hotel, meals, etc. - leave your flyer/business card).
- ✓ Books, magazines, newspaper (any printed material that helps you with your business).
- ✓ Insurance.
- ✓ Car payments.
- ✓ Car maintenance.





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- ✓ Mileage.
- ✓ Utilities.
- ✓ Phone.
- ✓ Internet access.
- ✓ Rent (if you designate a specific space for your business in your place of residence).
- ✓ Advertising.
- ✓ Leads.
- ✓ Marketing.
- ✓ Sales Tools.
- ✓ Training.
- ✓ Computer, Printer, Scanner, PC Peripherals.
- ✓ And much more.

All the record keeping will help you to provide the details to our tax specialist or CPA for a best in practice operation.

With the above, you will increase your bottom line and have more money for your personal life, your financial well-being, and your business (dependent on the tax structure of the country you live in).

Your financial accountant and/or CPA can help you with the final details, what tax deductions can be taken, and your tax return. There are new tax deductions and tax rules that change each year.

We are not tax advisers. Consult with your professional tax advisor for what you can and cannot do!

5-3: The Psychology of Email Marketing

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Follow-up is important to any successful business.

From time to time, email your prospective client about what you talked about, what points were brought up last time on the phone, how you can help, and if they are ready to take next steps with your solutions that will help with their challenges.

- Members can refer to our marketing folder and Linked In folder for example letters that we use for business development, follow up, and relationship building.
- You can also write some of your own copy / letters from these example letters.

We would recommend utilizing a customer relations management system (Google CRM).

As you continue to follow-up, not being a pest, but providing information that is positive each time, your prospective client becomes more of a possibility of a client.

Follow-up builds rapport, more trust, and shows the prospective client that you are in this for the long-term. You are practicing what you are preaching and what you stand for in your company.

Keep up the magnificent work, because "Steady plodding does bring prosperity!"

5-4: The Power of Email Signatures

Email Signatures are Powerful!

Because they not only help you every time you create an email, but also direct the prospective client, team member, and employees to want to know more about you, your company, and how to contact you.

You make yourself available to people in this manner and you add more credibility.

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Did you know that you could dramatically speed up the preparation of email and email replies by using the “signatures” feature?

Yahoo, GMAIL, Hotmail, and many other free email accounts also have the signature file option available.

Some applications for which the “Signature” features can be used (Email “Signature” Benefits):

- Standard email messages of any kind.
- Standard replies when someone asks to be removed from your mailing list.
- Standard replies when someone asks for more information.
- Insertion of your name, telephone, email and website address at the end of an email.
- Insertion of your email and website addresses anywhere in an email.
- Insertion of “remove” options and disclaimers in your emails.

Professional Signature Example

If you have any questions, would like me to call you, and you would like to go forward with anything we have discussed, please let me know.

Best Regards,

John Doe
Your Company Name
Title
Phone
Email

https://www.____.com

You're Tag Line

Utilize Your Email Signature Today!

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5-5: Are Your Emails and Communications Professional?!

Professional Emails and Communications

The problem with email is that it has created a ‘familiarity’ that often borders on the unprofessional”!

I was raised in the “old school” where every letter or note you wrote had a formal beginning, respectful body, and a formal ending.

When you received a letter or note, you knew it was addressed to you and you knew from whom it came.

Here are some of the things we have found over the years:

- Many people create an email without taking into consideration what the recipient will see. Exceptional care needs to be taken in every email (read it before sending – better yet, compose it in word, save it in your client’s folder and then, after editing, send it).
- Many people write an email, forward an email or reply to an email, and forget to insert or amend the “subject” line. The result is that because the subject is often not clearly stipulated in the body of the email either, the recipient does not know what the email is about.
- And the spelling... The most used email programs today are undoubtedly Microsoft Outlook, Microsoft Outlook Express, Internet Explorer, Gmail, Yahoo, and MSN (Hotmail). They all adhere to the same standards - HTTP or TEXT email format, standard line wrapping, font and formatting features etc. Before you send an email, view it yourself in the program in which you compiled it, and you will see for yourself what the recipient is likely to see. The question you should ask yourself is - “Am I satisfied? Would I be happy to receive this email? Does it look professional?”

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Here are a few quick and easy to implement “tips and tricks.”

- Your “senders” name. In Outlook, click on Tools/Accounts and the Mail tab, highlight your email account; click on Properties and under “User Information,” and look at “Name.” What do you have in there? Is it something witty or humorous like “Luke Skywalker” or “112Brich”? If so, consider that this name is what the recipient will see in the “from” field when reading your email. Will the recipient know the email is from you? Is it professional? Does it project the desired image? In Outlook, Internet Explorer and Netscape, the “Name” setup is similar.
- Always start your email with “Dear [name]” or “Hello [name]” or even “Hi [name].” Let the recipient know you are writing to him or her.
- Where possible, even say “Hi [name]” in the subject line - followed by the subject of your email. A recipient is more likely to take the time and read your email if it’s personalized!
- Create a “signature” that is automatically included in your new emails. The same “signature” can be inserted in forwarded emails and replies with just two mouse clicks. Please see my previous email on how to set up signatures - I will re-send it to you if you wish and you let me know. A signature “ends off” your email with something like “Best Regards” or “Sincerely” and can also be set up to include your name, telephone, email address and website address (refer to the marketing folder with letters for example signature).
- Do not use bright, garish backgrounds or stationery in your emails. You may think they attract the recipient’s attention, but the effect can be exactly the opposite. They also increase the size of your email. This means that it will take longer to send.
- If you’re not confident of your spelling and grammar, compile your email in Word and check spelling and grammar - then copy and paste it into your email program. It’s as fast. Most email programs do check spelling for you if set up to do so, but it’s a time consuming and laborious process.
- If you really want to be certain of how professional your email looks, compile and send a test email to yourself. View it using different email programs if you have them installed on your computer. See for yourself exactly what the recipient is likely to see.



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Your Business is “Email”

If your email is unprofessional, confusing, not correctly addressed or signed, sloppy, abrupt, rude, abusive or incomplete – how can you expect to succeed in your business?

Please | Thank You!

Finally, please and thank you go along ways in portraying courteousness, appreciation, and respect for others. Yes, we are all busy! Yet, the few extra seconds is worth long-term relationship with those who you desire to engage in and work with!

What Are You Portraying? What Are You Presenting?

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Section 6: Social Media Engagement, Email Marketing, Follow Up, Marketing, Relationship Development

This section is all about developing relationships with the right people utilizing social media engagement, prospecting, targeting, marketing, email, and other proven techniques for greater outcomes and success.

6-1: Follow-up Letters (for email, mail, the internet, etc.)

All our marketing letters for email, mailing, person-to-person, and marketing can be found in the marketing folder and Linked In for our members. You can use these by posting, sharing, emailing, and/or mailing these to your prospective clients.

The key to any success in anything in life is “build relationships with the right people.”

Our processes, marketing, and techniques will help provide you an idea about what you can develop that is specific to your business, team, and story, so that you can select whom you want to work with, instead of just shooting in the dark.

It takes several follow-ups (sales calls with phone, email, and sharing tools) to make a sale in the real world. Do not think it will take the same number of emails and sharing to gain a client for your business.

This is used to enhance your phone call, in person appointment, and follow-up.

It does work but must be used and organized. Every time you email, share, and make a phone call, make sure you record this action in your prospecting book (or CRM system).

As you read, review, and use each section in your business building, keep in mind that people are motivated differently. Some are motivated by excitement. Some are motivated by helpful information. Some are motivated by belonging. Some are motivated by fear at their job of the unknown or how they are going to solve their dilemma there. Some are motivated by





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motivational stories. ALL are motivated by being listened to, treated with courtesy, and respectful and steady follow-up.

As you build your team, business, and anything else, understand there are many ways to capture a person's attention.

Important Notes

Refer to Folder Thirty-Four for marketing letters and Linked In Letters (for members only). It is important that everyone in your team have the same message so that the branding and story is the same, yet still personalized.

We recommend you utilize an auto-responder system and blog as well for the different segments of people in your business (i.e., prospective clients, client, team, recruiting for business development, and so forth).

6-2: Linked In and Social Media

Social Media and Linked In are great tools for discovering others, prospecting, targeting specific people and organizations, appointment setting, and building long term relationships with great outcomes. This area is for members only and is an entirely different training and implementation. It is well worth learning and applying for your greater outcomes!

Refer to Linked In and Social Media Folders to gain:

- ✓ Relationships.
- ✓ Prospects and Clients.
- ✓ Business Development People.
- ✓ Strategic Partners.
- ✓ Segment Industries.
- ✓ Professionals and Experts.
- ✓ Affiliate Partners.
- ✓ Other Targets.

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Section 7: Business Development

7-1: What is Selling – Sales

Sales is one of the most important items and topics in business, whether you are in sales or not, because sales determine the success of every single company in the world. Did you know that the majority of CEO's and Business Owners have been in sales?

As you will see, everyone sells without knowing it. Some of the best sales take place without people even knowing it.

According to Webster's, sales can be defined as:

1. The exchange of goods or services for an amount of money or its equivalent.
2. The act of selling.
3. An opportunity for selling or being sold.
4. Demand.
5. Activities involved in selling goods and/or services.

7-2: What is an Effective Business Development Plan for Greater Outcomes?

Managing and Selling with Objectives

A lot of people set their sales goals, plan their sales goals, and start their selling path only to forget about what they planned.

It is one thing to know where you are going, but if you do not apply your selling goals and objectives every week for your entire sales goal period, you will never arrive at your completed goals.



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Whether you like selling or not, we all spend most of our time when we are with friends, family, relatives, and the business world selling. We sell best when we believe in what we are selling (**promoting is a better word**). It is in your best benefit to know the process, understand how to plan your objectives and goals, and know what a successful sales professional applies in their life.

The information in this section will help you, your client, any team member, and any successful in business.

The first step in sales success is to know where you are going.

There is an old saying that “if you do not know where you are going, it does not make any difference what route you take; but if you have a destination, each move that you make will either take you closer or farther from your destination.”

By defining your sales objectives, you will be able to work smarter, you will be able to focus better, and you will be able to accomplish your objective with your sales, your team, and your overall defined business plan.

The quote below says it best about how important setting your goals, objectives, sales plan, and business plan are.

“... Each moment of the day, I make decisions about which activities I am going to work on and complete, and that these decisions, many of which I have given almost no thought to, ultimately determine what I do with my life and the level of success I can achieve.”

Below are several tangible steps that will help you achieve whatever objectives you decide upon.

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Define Your Goals

Set goals that help you prioritize your selling activities (marketing, prospecting, promoting, and recruiting) that helps you make better use of your time (this will also help you at the psychological level).

Before you commit yourself to attain your goals, you should evaluate whether your goal is achievable and challenging. Goals that cannot be achieved will not motivate you – goals that are not challenging will not motivate you to improve your productivity.

Some examples of common business goals are:

Sales Volume

\$1 million in sales for the year

Market Share

Achieve 5% market in my territory.

Profitability

Earn \$ 200,000 this year from my production.

Number of clients

Enroll 20 new clients this year.

Size of clients

Enroll 5 companies with sales of more than \$50 M.

Rewards Implementation

Rewards implementation is important so that you will be motivated to achieve the goals and objectives for you, your sales and/or your team sales.



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Write and Document Your Plan

As you outline your action plan and write down your goals, this mentally commits you to attain your objectives, and affirms your belief and commitment in being able to achieve your goals and objectives.

With your goals and objectives in written format you will be able to stay focused, make necessary changes in your plan to stay on target, and you will be able to communicate with any collaborators (ISC's) that engage in your plan.

Track Your Results

Think about and find someone you can meet with on a regular basis to review where you are with your plan, your goals, your financial goals, and your sales goals.

These meetings will help you review your action plan and make any necessary adjustments in the plan itself. The importance of this is to review your progress enough to take corrective action if some of your key goals are not being met.

Determine Your Completion Dates

As you define and give your goals and objective completion dates an opportunity to test your conviction that you can achieve your key results by a specific date and to evaluate the relative priorities of different tasks takes place.

Examples of these dates are:

- Start with a yearly goal.
- How much you want to sell (yearly revenue).
- How many sales you and/or your team will do?
- How much money you want to earn and what it takes to earn this.
- What markets you will focus on (businesses – small, medium, large; clients; ISC's – building an organization and/or sales team), how many hours per week you will work, and things of this nature?





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Develop a Monthly Goal

This monthly goal will outline a benchmark of where you should be in the process from a number's standpoint.

For example: If you are building an organization of people and/or a sales team – the first month, I will recruit 1 or 2 referrers and obtain two clients; the second month.... And so forth. Or, if you want to focus on selling clients, your goal may be to enroll (sell) twelve companies that have a gross dollar amount of more than \$50-100 Million per year. Your monthly goal would be to enroll one company per month.

From your monthly goal, weekly goals are set and implemented. Then, weekly goals are broken down into daily goals. These daily goals will include steps, objectives, tasks, and other components so that you can accomplish your yearly goal.

You will review your daily actions of what you are doing, what you did for that day, and what you need to do different for that day and the next day to stay on track.

Special Note: The key to creating an effective action plan is to evaluate each activity that you are involved with, and then prioritize the activities that you want to focus on to help you achieve your key results.

Budget Your Resources (time, team, and finances)

After you have created your action plan, you will need to allocate the resources you are going to use to accomplish your activities.

This section is self-explanatory (you have what you must work with). Keep in mind, which most of the wealthiest and most successful people started with little. In other words, they did not come from a wealthy family.



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The most creative plans and success stories have come from those with few resources. Many times, the most valuable and profitable resource is your creativity.

Define Your Key Results

After you have defined your goals or objectives, you should define your performance criteria, or key results, that you will use as milestones to help you define progress toward achieving your goal.

An example of this would be: Close two new accounts per month; or make thirty phone calls each day; or leave out one hundred brochures per day; or go on one appointment each day set through our appointment partner; or...

Evaluate Your Strengths and Weaknesses

Evaluating your strengths and weaknesses is often the most difficult phase of the goal-setting process, because in many situations you do not have enough information to be certain that your analysis is complete or accurate.

As you are working your plan and objectives and reviewing your daily and weekly activities, you can change the tasks and steps area to get you closer to your goals.

Determine Your Course of Action

At this point, you should be ready to develop an action plan that describes how you will achieve your objectives.

The key to creating an effective action plan is to evaluate each activity that you are involved with, and then to prioritize the activities that you want to focus on to help you achieve your key results.



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Make Room for Daily Growth Time

Take time daily to realign and lift you up. Like a car needs fuel, you will need to be encouraged, focused, energized, and realigned.

Some of the examples would be:

- Daily reading.
- Listening to inspirational stories.
- Taking daily notes.
- Journal.
- A time of quietness.
- Live calls that are educational, motivational, and inspirational.
- Work with a Leader (Coach, Mentor, Etc.) to help you stay on track.
- Etc.

In summary, the ten steps to improving your productivity with examples are listed below:

Define Your Goals

Example:

Earn \$ 200,000 per year – Spend more time with my family (work less) – work from where I want to work...

Rewards Implementation

Example:

From attaining my monthly goals, objectives, and sales results – I will have a celebration dinner with my team – At the end of the year, I will take my family on a 1-week cruise vacation...

Write and Document Your Plan

Example:

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My plan is written down – blocks of time are scheduled for the activities that will help me achieve my goals...

Track Your Results

Example:

I will track my daily progress and actions and I will check in with my team leader (someone who you can be accountable to) on a weekly basis...

Determine Your Completion Dates

Example:

I will reach my sales, goals, and objectives by _____ (the date you have defined and written down) ...

Budget Your Resources (time, team, and finances)

Example:

I will spend 30% of my time prospecting, recruiting, and selling – I will spend 10% of my time training, supporting, encouraging, and communicating with my team and/or clients – I will spend 40% of my time working on procurement projects – I will spend the remaining 10% of my time developing myself – I will spend 10% of my time on administration ...

Define Your Key Results

Example:

I will close two new businesses every month – I will recruit two new ISC's per month (if you are building a team) – I will help every single person in my team for total success by calling them, encouraging them, emailing them, etc.

Evaluate Your Strengths and Weaknesses

Example:



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I have a lot of sales experiences, but I have never developed an organization and/or a team – Or, I have no sales experience, but I know people will buy this because of my enthusiastic ability – Or, I know a lot of people, but I have never been in business before – Or, I know procurement, but do not know the sales process.

Determine Your Course of Action

Example: I will follow my written daily, weekly, and monthly plan – call corporate accounts, utilize the Training, get on training calls, ask questions, read about sales and marketing, build a team with those I know and with leads, etc....

What is Your Plan, what are You Going to Do, and What are You Going to Make Happen?!

7-3: How Important is Time in Relation to Your Success?!

Achieving Success Takes Time

Most people do not know how to utilize their time effectively. You might seem busy. You might feel like you work all the time. You might feel like you have little time left at that end of the day. To really see how effective, you are at your time, a simple time audit can be conducted. Once you identify where your time is going, you can eliminate the time wasters and recapture valuable productive time.

What are the 10 Major Timewasters ranked by 10,000 U.S. Business Executives?

1. Shift priorities.
2. Telephone interruptions.
3. Lack of priorities or objectives.
4. Attempt too much.
5. Drop-in visitors.
6. Ineffective delegation.
7. Cluttered desktop (lose things).

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8. Lack of self-discipline.
9. Inability to say “no.”
10. Meetings.

Time Audit?

We must make a conscious effort every day to control events in our life if we are going to manage our time effectively. There are several areas that must be addressed in your time audit and in your time management.

Plan You're Workday

The secret to effective time management is learning how to plan events so that your high-priority tasks are managed first. Taking time to plan your workday is a discipline that requires commitment and regular attention throughout your day.

Overcome Distractions

The distractions that are within your control (self-imposed distractions) include: procrastination; selecting tasks with the wrong priorities; attempting to accomplish more than can be done in a specific time; and social interruptions. In organizing your day well, you will be able to minimize the impact of distractions.

Time Audit

A time audit is exactly what it means – taking inventory about how you spend your time in your work. This will help you find out where your day “really goes.” To do a time audit, you will need to track and record what you are doing each minute throughout your day.

The data you collect from your time audit will help you determine if your activities are consistent with your business objectives and will help you identify major time wasters that are decreasing your daily productivity.

Your time audit can best be set-up by tracking each activity in fifteen-minute time blocks.

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Record your activities on paper (daily planner) in hourly blocks of time. Every fifteen minutes stop what you are doing and write what you are doing in the fifteen-minute time block. At the end of your day, you can analyze what you did and how much time you spent on each task. Compute your time findings for each task and review your findings honestly. As you do this, you will be surprised on what you can improve in with your activities and output.

Activities and Output

Activities are the things you do during the day. Output is what you achieve. Activities are of no value if you do not have the output you want. The keys to increasing your productivity and achieving your objectives are to determine which of your activities are the most important, and to prioritize those tasks.

The Payoff

The primary purpose of a time audit is to make you aware of how you are spending your time, so you can reprioritize activities to help you achieve your objectives.

Overcoming Procrastination

The key to overcoming procrastination is to prioritize your work. After doing this, focus your efforts on completing your most important tasks before taking time to complete less important tasks or socializing.

Helpful Tips for Overcoming Procrastination

- Use check lists.
- Make a radical change.
- Group Similar Tasks
- Do not chase perfection.
- Avoid pressure.
- Finish what you are doing.
- Set deadlines.
- Get the worst over first.

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- Start projects as soon as possible.
- Conduct time audits regularly.
- Review your daily and weekly check list a few times per day.
- Think about your reward for your output.

Eliminate Interruptions

Interruptions decrease your output by diverting your attention from high-priority activities to lower-priority activities and by requiring you to mentally “reorganize” your work. The average time it takes for a person to become focused when interrupted is 6 minutes. If you are interrupted ten times per day, you lost 1 hour getting yourself focused.

Be on Time

When you are on time you set the example for others to do the same. A person being late is a big-time waster.

Plan for Success by Committing to Yourself

Special Note: Take a few minutes every morning and prioritize your checklist of things to do that day. This is crucial for your success so that you know where you are at and where you are going that day. Visualize yourself as an energized and organized person.

7-4: Do People Buy Based on Price and Availability?!

Sales – Price and Availability

Many people think that buyers make their decisions based on price and availability. This is rarely the case.

Buyers make their decisions on many things, such as:

- Style of goods and/or services.
- First impression of person, brochures, and/or presentation.

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- Reputation of company being represented.
- Little or no references.
- Past client experience and results.
- “Perceived” quality of goods and/or services.
- Cost of goods and/or services.
- Confidence of potential buyer in salesperson.
- Quality of sales professional.
- Personal factors.
- Lack of follow-up.
- Lack of knowledge of the salesperson.
- Lack of individualized touch by salesperson.
- Wrong time for buyer (buyer is distracted).
- Buyer is not interested and never will be.
- Buyer does not understand what you have to offer.

How is Your Business Development Plan and are You Following It?

7-5: What are Selling Opportunities?!

There are Many Selling Opportunities!

Prioritizing your day and your selling opportunities is important. If you do not prioritize and use some type of planning system to track what you are doing, your workdays will be interruption-driven, and you will not be able to leverage your selling time to maximize your sales potential.

Some Selling Opportunities

- Find a map and visualize the area you want to develop. Then, create a plan and implement your focus on this area for your sales activities.
- Purchase appointment setting and leads from our partners.
- Present your offering to your solutions targeted to your market.

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- Leverage client relationships (existing clients are your best prospects for new products and services).
- Requests for information from potential clients and possible ISC's. You can use this request as an "invitation" to qualify their needs and concerns and begin collaborating with them to develop a solution that meets their needs.
- Using business cards and flyers/brochures to visit businesses (a very relaxed way of selling). You go business to business giving each manager and/or owner your business card and you get his or her business card. As you do this, you thank the person by sharing or email for meeting them. Then, you place the person in your follow-up sales system (See Folder 44 Follow Up Spreadsheet – you can also purchase a CRM – if you Google, some CRMs are free). Call each person about every two months about some good news about a client reducing their expenses, improving their business, helping them with a solution to their problem, or some other good piece of information.
- Referral sales are usually the easiest sales to close because referred prospects usually grant you a problem-solving role early in the selling relationship.
- Phone book selling (find a phone book for the territory you live in). Open the yellow pages. Get a blank book of paper and sectionalize one page at a time with the following sections: name of company, phone number, email address, contact person, and notes. Start with section A in the yellow pages of your phone book. Call each company and ask who is responsible for _____ (this would be your decision maker for your solutions). Our target person is purchasing the goods and services at their company. Let them know you do _____. At _____ (your company) we _____ (what you provide). Take a minute and write down the person's name in your note section. Ask to speak with this person (if the person is not there, leave a voice mail with your name, phone number, the purpose of your call, and that you are sending an email / share to their attention). If you get the person on the phone, let them know you are sending a share or email that will show them what you do and why it will benefit them. After the initial contact follow-up with a phone call, email and/or share every few months.
- On a good day, all you must do is show up! In other words, being where you need to be and in the activity of selling on a regular basis, will help you sell.

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- Develop inactive prospects. Contact them every 2 months with a tip or some valuable information or with a testimonial from one of your clients.
- Hand out or mail brochures, information packets, and/or flyers. Whatever you do, make sure your marketing material is compelling. If it is not, do not give it out.

What Are You Doing for MORE Selling Opportunities Each Day?!

7-6: Develop a Business Development Call Plan

Regardless of a person's reason for making a sales call, knowing what a person wants to accomplish and what they are going to say is important. Knowing these two things will give a person a much greater chance to meet their objective.

This can best be accomplished with two tools:

Business Development Call Form

By completing this form, you will be able to review your sales call, plan your strategy for the next visit, and plan your strategy for your next call. Analyze what you are doing right or wrong in the selling process and communicate with other leaders who might be able to give you some of their input.

Plan for Success

Spend enough time to develop your sales plan to maximize your effectiveness, your efforts, and your areas that need to be changed.

7-7: What Does it Mean to be an Effective Communicator?!

Effective Communications = Greater Success!

Being an effective communicator means the difference between limited success and total success. If you are building a sales team through ISC's and building a large client territory, it is crucial.

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The secret to effective communication is learning how to establish an open, productive dialogue. Dialogue means sharing ideas without trying to change the mind of the person you are communicating with, and without trying to prove that their position is right or wrong. Opening this type of dialogue with people you are communicating with creates an environment that is conducive to honest, open, and straightforward communication.

When you and others are open to discussion, you are well on the way to working cooperatively. When this happens, you and those you are communicating with are open to moving the process forward for whatever concerns and needs are being discussed. At this point, you will be able to identify and provide the solutions and/or answers.

Effective communications begin with a conscious effort to understand the communication process, and to create an open dialogue with whom you are communicating.

To really understand communication, you need to understand the communication cycle.

- What you intended to say (learn to think before you speak).
- What you said (what you think you are saying is often quite different from what you are communicating).
- What your listener heard (you cannot control what your client hears).
- What your listener thought he or she heard (after receiving a communication, a client must interpret the communication).
- Feedback from your listener to verify the communication (a client may or may not respond to your communication). This lack of feedback may make it difficult to determine whether your communication was received as you intended it.

Be an Effective Communicator!

7-8: How Important is the Relationship Development Process? What is the Process?

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It is the Difference between Success and Not!

The relationship development process (relationship development process) is important. Without knowing and understanding this, your business development and relationship success will be limited.

Some of the steps in the process are outlined below.

Sell You First

You cannot move the relationship and selling process forward until you qualify your client's needs and concerns. And you cannot qualify your client's needs and concerns until your client feels comfortable enough with you to discuss their business.

Open Dialogue

To resolve this dilemma, you **must open a dialogue with your client**, and then establish rapport by being open, honest, and nonjudgmental, and by maintaining a positive, enthusiastic attitude about your work.

See Yourself through Your Client's Eyes

- Be friendly and optimistic.
- Balance aggressiveness and being too timid.
- Avoid personal criticism.
- Do not use inappropriate language humor.
- Do not make your client feel defensive.
- Listen to Your Clients.
- Pay attention to your client's concerns.
- Do not interrupt your client.
- Write down your client's ideas on the form.

Ask for Your Client's Help

- Do not be arrogant about your success.

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- Your clients are experts.
- Shoot straight if you are shooting from the hip.
- Acknowledge contributions.
- Do not become a teacher or evangelist.

Outline your sales process, implement, review, and tweak for greater outcomes!

7-9: Successful Prospecting and Relationship Building

How Important is Prospecting in Developing Relationships?

Before you can sell, market, and promote your services and products, you will need to identify and contact prospective clients. This is called prospecting and is time-consuming and is one of the most time-consuming parts of business development and relationship building.

Depending on your business development situation, you may use both direct and indirect prospecting methods, such as direct mail, social media, telemarketing, advertising, cold calls, and trade shows for direct and indirect prospecting methods such as referrals, partnerships, social media engagement, seminars, articles, and networking with business contacts, to help you identify new prospects, clients, and relationships.

Other methods that speed up the sales process in prospecting are the appointments and leads from our partners. It is necessary to purchase appointments, leads, and targeted individuals on a regular basis to build your business with meaningful relationships.

As you prospect, make sure you identify those being prospected in 3 categories – hot, warm, and cold. These three categories are defined as:

- Hot – Those who are interested in your services and/or products.
- Warm – Interested but do not want to buy for 3 months or longer.
- Cold – Not interested and/or do not want to buy for 12 months or longer.

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When you are prospecting, when you are planning, and when you are working the process, it is important that you ask yourself the following questions for maximum results:

- Based on prior experience, what is the likelihood of closing the leads that are generated?
- How much will the prospecting activity cost in terms of time and money?
- Will the prospecting activity enable me to communicate with my targeted marketing opportunities?
- What is my best estimate of the number of leads that the prospecting activity will generate?
- Can I do anything that will help me be more efficient in my prospecting?
- Will my prospecting lead to meaningful relationships in the process?

Prospecting is Vital in all Successful Growth Outcomes!

7-10: How Do You Qualify People and Potential Relationships?

What Do You Do After Qualification?

Once you have identified potential people (clients) for your offerings, you will need to qualify their need for these goods and / or services and their level of interest in moving toward a buying decision.

How do you find out whether the person you have qualified needs these services?

Below are some sections that will help you identify this.

Need

The easiest way to qualify each person's need is to ask them broad questions to establish a dialogue about your prospects' problem and to help you reveal specific purchase concerns.



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Identify Personal Concerns

The most effective way to address your client's personal concerns is with specific explanations and examples.

Client Requirements

This is self-explanatory – what does the person need?

Money

Money determines whether the person has budgeted money to purchase goods and/or services that addresses his or her need.

Authority of the Person and Your Prospective Client

The more time you spend with the people in your prospective client's organization that are responsible for making or influencing their purchasing decision, the less time you will spend on those who are the wrong target for your offering.

Time

Most people will respond honestly to a direct question about when they will be making a buying decision.

Qualify Each Person for Your Greater Outcomes!

7-11: What are Some Effective Business Development and Relationship Building Closing Styles?

How Do You Ask for a Person's Business?!

The best way to ask for a person's business depends on how you were introduced to your prospective client, how you presented, what your relationship is to the person, if they are ready for our services, and your personality.



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The close is the step within the business development / selling cycle whereby the person is ready for a close.

Some closing styles are listed below.

Direct Question

This is when you ask the person directly for their business.

Earned Your Business

This is where you summarize all the work you have done for your client in the past (this is for existing clients).

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This is the pros and cons written down on a piece of paper, email, or project outline in electronic format – the pros (why they should buy) on the left and the cons (against why they should buy) on the right side.

Partnering

This is where you join forces with the person, your prospect / client, and partner with them.

Downsizing

This is where you suggest a solution that is too expensive for your client's budget and downsize the solution to fit your client's real needs.

Assumptive Close

This is where you assume the person (your prospective client) has already made a buying decision.

Time Out

This is where you set a deadline for their buying decision.





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Referrals

This is where you describe the benefits your clients have realized after implementing your presentation, services, and products – you propose the same to the person / people you are desiring to become your client.

Personal Appeal

This is what you can use with client who is susceptible to personal appeals such as “If I get one more sale this month...”

Cost-Justification

This is where you assume your client will make a buying decision if the cost is right.

Benefits Summary

This can be used when your prospect is on the fence. By reviewing the benefits of buying, your client will buy.

As you go through the prospecting process and relationship development process, you will become better, more polished, and more natural with each method.

Practice does make you better.

Prospect Right, Follow Up, Build Relationship, communicate with a Sincere Close, and Do the Right Thing for Sustainable Results!

7-12: What are Some Tips for a Better Presentation?

Ten Presentation Style Tips

1. Speak loud enough to be heard.

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2. Involve each person (your prospect and/or client) with eye-to-eye contact, gestures, nodding your head up and down, etc.
3. Keep your sentences short and simple.
4. Try not to speak with a monotone voice – add some tone and a little feeling.
5. Use normal hand gestures.
6. Avoid passive constructions (Ex: you “may”).
7. Use your normal speaking vocabulary.
8. Read your presentation aloud to check grammar and style.
9. Make sure you have enough time for a proper presentation (do not rush).
10. Do not overdo repetition to emphasize crucial point.

Apply, Practice, and Experience Greater Outcomes!

7-13: Are Business Development and Relationship Development Tools a Necessity?!

Business Development and Relationship Development Tools for Person-to-Person Success Outcomes

- Company Information – flyer, brochure, business card.
- Personal Information – flyer, brochure, business card.
- Person and Organization Interview Form – allows you to take notes during your meetings.
- Demonstration Material – Website, Power Point Sales Presentation, References (company and your own clients as you build your territory).
- Business Development Brochure – your unique selling proposition.
- Contract and Client Forms – client on-boarding next steps.
- Pricing – website, sales presentation, flyer, contract (percentage).
- Services and Products Information – on flyer, contract, website, etc.
- References – clients, partners, staff, and team.
- Company History, Mission Statement, Goals, and Vision.
- Success Stories – case studies.

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- Company Video Presentation.
- Audio and Video Testimonials.
- Company Knowledge Papers.
- Client Story Telling (unique testimonials).
- Marketing Content – introduction letter, follow up letter, and relationship building letters and information.
- Webinar and Story Telling Engagement.
- Social Media Strategy – people engagement from social media, real world, and other marketing avenues.
- Follow-up Processes, Systems, and Tools.
-

The entire system, process, tools, and team development process is critical to you and your organizations sustainable relationship outcomes.

7-14: What are Ten Time Saving Tips for Placing Calls?

Time Saving Tips for Placing Calls

1. Utilize a headset for multi-tasking (doing multiple tasks at once) and more comfort.
2. If you get voice mail, leave a message if you are returning a person's call so that they know you called – If you are calling for the first time making an introductory sales call, feel free to leave a voice mail introducing yourself, the nature of your call, your phone number, and the fact that you are sending them some information (share, mail, and/or email). When you call again to follow-up with your voice mail and the information you sent them, do not leave another voice mail. You want to talk to them over the phone – Keep calling until you get a hold of them.
3. Place calls early in the morning if they require some action to be taken later that day.
4. Time your calls to track how much time you spend on the phone.
5. Schedule important calls in your daily calendar, like any other business meeting.

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6. Don't spend too much time socializing; the person you are calling may be politely waiting to get back to his or her own work.
7. Set up your communication systems (computer, cell, phone, etc.) where you are not limited by room in your home, office, and when you travel.
8. Keep a record of the best times to call frequently called business associates.
9. Use call forwarding and speed dialing.
10. Make a schedule for prospecting.

You only have 24 hours per day! Work Smart!

7-15: Why Do Business Development People Fail or Succeed?

What are Some Negative and Positive Personal Factors for Failure or Success?

Negative Personal Factors

- Negative attitude.
- Low self-confidence.
- Abrasive personality.
- Lacks enthusiasm.
- Lacks personal or professional goals.
- Poor self-discipline.
- Poor organizational skill.
- No respect for leadership.
- Desire for different type of work.
- No interest in self-improvement.
- Dishonest.
- Unacceptable personal appearance.
- Problems - family, friends, or coworkers.
- Addiction and substance abuse.
- Unstable personal life.

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Positive Personal Factors

- Positive attitude.
- Optimistic personality.
- Collaborator – Good communicator.
- Ambitious.
- Purposeful – Learns new skills.
- Motivated for success.
- Well organized.
- Respects leadership and collaborators.
- Loves Job.
- Constantly strives to improve.
- Honest and ethical.
- Pays attention to personal grooming.
- Stable personal life.

Apply PDCA Daily! Plan, Do, Check, and Act for Greater Success!

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Section 8: Goals

8-1: What is Your Success Course?!

How Do YOU Define Your Course to Success?

Setting specific goals with dates is one of the most powerful things you will ever do. If you have never understood the POWER of establishing effective goals, please take some time to review the following training sections: Why set goals (Training 8-2); How to set goals effectively (Training 8-3); and Deciding what your goals are (Training 8-4)

For our purpose we are going to focus on business specific goals.

- 1. Client Sales and Team Recruiting** - The first goal you are going to set is to obtain your first client and start developing your team, business development people, and referral network. You will then continue with this activity in client development, teach your people about the sales process, and build this simple building block model.
- 2. Commit to work a specific number of hours per week** - Setting a goal of how many hours per week you will dedicate to building your clientele and team will determine your commitment and your success.
- 3. Setting a financial goal** - Establishing your financial goals for the next three, six and nine months will help you keep focused on your goal of financial freedom.

To make it easy just copy the listed goals below to a document and replace the text highlighted in BLUE with your own information. Once completed, print your goals out and place them in a place you will see these goals and objectives every day.

Here is an example of how you can write the above goals in a positive statement:

Goal #1: "I, **YOURNAME**, will enroll a paying client and recruit a motivated business development person by **(use a date two weeks in advance of today's date)** and help my client to reduce their expenses and will help my business development person sell and close new clients."

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Goal #2: “I, **YOURNAME**, will dedicate **X** hours per week, for the next twelve months, to build my business and will be committed to my success and the success of my team members.”

Goal #3: “I, **YOURNAME**, am committed to earning \$_____ per week by **DATE (3 months from today’s date)**.”

“I, **YOURNAME** am committed to earning \$_____ per week by **DATE (6 months from today’s date)**.”

“I, **YOURNAME** am committed to earning \$_____ per week by **DATE (9 months from today’s date)**.”

Of course, as you enroll and provide the work for one client every two weeks, you will have built twenty-four clients in one year.

With one business development person who comes into your team every month, you will have twelve people in your team the next twelve months.

You can set, write, and follow through with whatever goals you desire. The key is to have a plan – called goals.

Studies have shown that reviewing your goals often, preferably daily, will increase their effectiveness.

8-2: Why Set Goals?

The WHY Behind Setting Goals!

Goal setting is a powerful technique that can yield strong returns in all areas of your life.

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At its simplest level, the process of setting goals and targets allows you to choose where you want to go in life. By knowing precisely what you want to achieve, you know what you must concentrate on and improve upon, and what distracts you.

Goal setting gives you long-term vision and short-term motivation. It focuses your acquisition of knowledge and helps you to organize your resources.

By setting sharp, clearly defined goals, you can measure and take pride in the achievement of those goals. You can see forward progress in what might previously have seemed a long pointless grind.

By setting goals you can:

- Achieve more.
- Improve performance.
- Increase your motivation to achieve.
- Increase your pride and satisfaction in your achievements.
- Improve your self-confidence.
- Plan to eliminate attitudes that hold you back and cause unhappiness.
- Influence others to do the same.

Research has shown that people who use goal setting effectively:

- Suffer less from stress and anxiety.
- Concentrate better.
- Show more self-confidence.
- Perform better.
- Are happier and more satisfied.

More Confidence

Goal setting helps self-confidence by setting goals, and measuring their achievement, you can

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see what you have done and of what you are capable. The process of achieving goals and seeing their achievement gives you the confidence and self-belief that you need that you will be able to achieve higher and more difficult goals.

8-3: How Do You Set Goals for Effective Outcomes?

Setting Goals for Effective Outcomes

It is important that you understand that the way in which you set goals strongly affects your effectiveness. The following guidelines apply to setting effective goals:

Positive Statement

Express your goals positively: 'Execute this technique well' is a much better goal than 'don't make this stupid mistake'.

Be Precise.

If you set a precise goal, putting in dates, times and amounts so that achievement can be measured, then you know the exact goal to be achieved, and can take complete satisfaction from having completely achieved it.

Set Priorities.

Where you have several goals, give each a priority. This helps you avoid feeling overwhelmed by too many goals and helps direct your attention to the most important ones.

- **Write down goals to avoid confusion and give them more force:** Keep Operational.
- **Small Goals:** Keep the goals you are working towards immediately (i.e., in this session) small and achievable.

If a goal is too large, then it may seem that you are not making progress towards it. Keeping goals small and incremental provides more opportunities for reward.

Today's goals should be derived from larger goals.



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Set Performance, not Outcome Goals.

This is important. You should take care to set goals over which you have as much control as possible. There is nothing as dispiriting as failing to achieve a personal goal for reasons beyond your control such as bad business environments, poor judging, severe weather, injury, or plain bad luck.

Goals based on outcomes are extremely vulnerable to failure because of things beyond your control.

If you base your goals on personal performance or skills or knowledge to be acquired, then you can keep control over the achievement of your goals and draw satisfaction from them. For example, you might achieve a personal best time in a race, but still be disqualified because of a poor-judging decision.

If you had set an outcome goal of being in the top three, then this will be a defeat. If you set a performance goal of achieving a time, then you will have achieved the goal and can draw satisfaction and self-confidence from its achievement.

Another flaw is where outcome goals are based on the rewards of achieving something, whether these are financial or are based on the recognition of colleagues. In initial stages these will be highly motivating factors; however, as they are achieved, the benefits of further achievement at the same level reduce. You will become progressively less motivated.

Set Specific Goals

Set specific measurable goals. If you achieve all conditions of a measurable goal, then you can be confident and comfortable in its achievement. If you consistently fail to meet a measurable goal, then you can adjust it or analyze the reason for failure and take appropriate action to improve skills.



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Set Realistic Goals

Never set goals that are not attainable as setting goals too far out or too challenging, because they can become discouraging. Here are some common reasons why people set goals unrealistically high:

- **Other people:** Other people (parents, media, and society) can set unrealistic goals for you, based on what they want. Often this will be done in ignorance of your goals, desires and ambitions.
- **Insufficient information:** If you do not have a clear, realistic understanding of what you are trying to achieve and of the skills and knowledge to be mastered, it is difficult to set effective and realistic goals.
- **Always expecting your best performance:** Many people base their goals on their best performance, however long ago that was. This ignores the inevitable backsliding that can occur for good reasons and ignores the factors that led to that best performance. It is better to set goals that raise your average performance and make it more consistent.
- **Lack of respect for yourself:** If you do not respect your right to rest, relax and have pleasure in life then you risk suffering burnout. No matter how large your business is you always have the right to rest and enjoy what you have accomplished.
- **Setting Goals Too Low:** Alternatively, goals can be set too low which can keep you from growing and achieving true personal satisfaction.

Some Common Reasons WHY People Set Low Goals

- **Fear of failure:** If you are frightened of failure, you will not take the risks needed for optimum performance. As you apply goal setting and see the achievement of goals, your self- confidence should increase, helping you to take bigger risks. Know that failure is a positive thing: it shows you areas where you can improve your skills and performance.
- **Taking it too easy:** It is easy to take the reasons for not setting goals unrealistically high as an excuse to set them too low. If you're not prepared to stretch yourself and work hard, then you are extremely unlikely to achieve anything of any real worth.

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- **Setting Goals at the Right Level:** Goal setting at the correct level is a skill acquired by practice. You should set goals so that they are slightly out of your immediate grasp, but not so far that there is no hope of achieving them. No-one will put considerable effort into achieving a goal that they believe is unrealistic. However, remember that the belief that a goal is unrealistic may be incorrect. Such a belief can be changed by effective use of imagery. Personal factors such as tiredness, other commitments and the need for rest, etc. should be considered when goals are set. Now review the goals you have set, and then measure them against the points above. Adjust them to meet the recommendations and then review them. You should now be able to see the importance of setting goals effectively.

Thinking a Goal Through

When you are thinking about how to achieve goals, asking the following questions can help you to focus on the sub-goals that lead to their achievement:

- What skills do I need to achieve this?
- What information and knowledge do I need?
- What help, assistance, or collaboration do I need?
- What resources do I need?
- What can block progress?
- Am I making any assumptions?
- Is there a better way of doing things?

Applying the above section will truly help you set EFFECTIVE goals changing your life and those around you!

8-4: How Do You Determine Your Goals?!

Deciding What Your Goals Are

Determining what your goals are and where to establish them can be challenging. Below you will see some suggested areas that be used to set goals.

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Your Lifetime Goals

The first step in setting personal goals is to consider what you want to achieve in your lifetime. Setting Lifetime goals gives you the overall perspective that shapes all other aspects of your decision making.

To give a broad coverage of all-important areas in your life, try to set goals in all the following categories:

Artistic.

Do you want to achieve any artistic goals? What kind?

Attitude

Is any part of your mind-set holding you back? Is there any part of the way that you behave that upsets you? If so, set goals to improve or cure the problem, even if the goal is only to get help.

Education

Is there any knowledge you want to acquire in particular? What information and skills will you need to achieve other goals?

Family

Do you want to be a parent? If so, how are you going to be a good parent? How do you want to be seen by a partner or by members of your extended family?

Financial

How much do you want to earn by what stage?

Physical

Are there any athletic goals you want to achieve, or do you want good health deep into old age? What steps are you going to take to achieve this?



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Pleasure

How do you want to enjoy yourself? - You should ensure that some of your life is for you!

Public Service

Do you want to make the world a better place by your existence? How will you do this?

Social

Do you have any social ambitions?

Spiritual

Do you have goals specific to your faith and belief?

Once you have decided the areas you wish to establish your goals apply the principles you learned in; “How to set goals effectively (Training 8-3)” and watch them come true.

8-5: Powerful Attitudes are the KEY to Reaching Your Goals!

Establishing Realistic Goals is the First Step!

The next is having an attitude that will drive you forward to your goals materialize. Below you will find six foundational attitudes and habits that will help you in seeing your business goals happen.

You need to have a positive belief about your business.

With a belief in what you are doing (your business), your chance for success will be even greater. This belief is what spurs passion, enthusiasm, and excitement about the possibilities your business can bring you over time. This belief will help you stay focused as you are working daily to accomplish your goals.

It's true. In fact, 90% of your success in life is belief and enthusiasm.

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Even for those who do not know much about this industry, you will notice that many have success, because they have this belief in what they are doing within their business.

From this belief in what you are doing, many things will change. An example of this would be, “I am not prospecting, selling, marketing, or recruiting. I am offering you a service that is of incredible value that will provide a solution to your challenges.”

Your must have a great attitude about your business!

Your belief must be constant. Without this, people will see right through you. See your business and YOU with integrity, having a mission for being in business, one with a passion for its TEAM, business development people, clients, and employees.

Hold its management in high esteem. Be a believer! Never talk bad about other companies, people, and organizations.

If you do have a problem with your company, resolve it.

There will always be challenges with any company because there are people. The bottom line is to communicate, work through things, and resolve the area, which will only make YOU and your company, and your team better.

Believe in YOUR products and services.

What drives business the best and most is word of mouth. This is the most powerful marketing in the world. If you do not love your products and/or services, you will not be able to expect anyone else to care about them.

You must have an attitude of “I will succeed.”

Ask yourself, “What will it take to succeed? Am I willing to do what it takes?” If your answer is not a resounding YES, then the first obstacle that comes your way will be your reason to quit.



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You must be willing to serve others.

For you to succeed, you must help others succeed.

Each person will need something different from you – some will need to know you are there, some will need help with calling, some will need help with becoming more of a leader, some will need help with being accountable in their weekly activities, some will need help in other areas.... TEAM is what it is all about – Together Everyone Achieves More.

You must be honest.

This is true about people and about you. If you cannot be honest with yourself, you will not be able to truly accomplish your goals (dreams).

8-6: Outlined Goals for Your Success!

Find the Right Goals

“People are not lazy,” says personal development author Anthony Robbins. “They simply have impotent goals – that is, goals that do not inspire them.”

Many people have different goals. You may be dealing with a person whose goals in life are different from yours. It may not be laziness in a person, but a person who has not yet seized upon a sufficiently compelling reason to offer their total commitment.

Keep this in mind as you are collaborating with people, getting to know collaborators and supporting your team. Get to know each person and their goals, so that can encourage them on.

Use Goals to help you Grow.

A goal is an objective, a purpose. A goal is more than a dream; it’s a dream being acted upon. A goal is more than a hazy, “Oh I wish I could.” A goal is a clear “This is what I am working toward every day.”



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Nothing happens; no forward steps are taken until a goal is established. Without goals individuals just wander through life - They stumble along, never knowing where they are going, so they never get anywhere.

Goals are essential to success as air is to life. No one ever stumbles into success without a goal. No one ever lives without air. Get a clear idea and route where you want to go.

Without goals we cannot grow. The modern corporation does not leave its future to chance, should you?

Before You Start Out

Start your day, start your week, start your month, start your year, start your life, know where you want to go!

Two steps that will help you have a clear path:

1. Demand precise answers to these questions – what does it take to satisfy me? What do I want to accomplish in my life? What do I want to be?
2. Visualize yourself in work – visualize yourself in home – visualize yourself in social.

Desire, when Harnessed, is Power.

Failure to follow desire, to do what you want to do most, paves the way to mediocrity.

Success requires heart and soul effort and you can only put your heart and soul into something you really desire.

When you surrender yourself what you are supposed to do and need to do, when you let yourself become focused with these goals, you receive the physical power, energy, and enthusiasm needed to accomplish your goal. Deeply entrenched goals keep you on course to

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reach your target. When you surrender to your goal, the goal works itself into your subconscious mind. This subconscious goal constantly speaks to you the image you want.

Surrender to Your Goals

Let it obsess you and give you the automatic direction needed to accomplish what you want.

As you press forward to success, set goals: deadlines, target dates, and self-imposed quotas. You will accomplish only what you plan to accomplish.

Progress is Made One Step at a time

The step-by-step method is the only intelligent way to attain any objective. Sometimes someone achieves success all at once. But if you check the past histories of people who seemed to arrive at the top suddenly, you will discover a lot of solid groundwork was previously laid. And those successful people who lose fame as fast as they found it simply were phonies who had not built a solid foundation.

Evaluate Everything You Do Everyday

Ask the question "Will this help take me where I want to go?"

8-7: 1, 2, 3 – Financial Goal Setting!

Break it Down: A step-by-step Plan to Reach the Top in Your Business

So, you just started your company, or you have become a partner of an organization, or an Affiliate Partner, or you have taken a position to develop a team or you are mentoring your team. You have this idea that you will reach certain goals this month, this year, next year, and beyond.

So today is _____ and by _____ (write down a date one year later) you will be earning \$20,000 per month (\$240,000 per year).

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Great Goal! How do You DO IT?!

Follow your system, this process, and your organizations mission, vision, and procedures, apply your goals each day, and keep in mind and heart, the bottom line IS serving others (your team, clients, partners, ...). To develop relationships and clients, this starts through leads, appointments, prospecting, marketing, selling, providing your services / products, and supporting your team.

Hobby, Profession, or Business?

Here is where you find out if you are treating this like a business or like a hobby. If you are following your mission, vision, goals, system (our Steps for Success System), it's a business for you.

If you are utilizing our system, sharing the solutions, serving others, and investing in your business growth in resources, then it's a business.

Use the principles to break down your larger goals into an action plan full of smaller, daily proven, results oriented, accountable, and transparent steps.

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Section 9: Leadership

9-1: Why should You Grow as a Leader?

Leadership Growth!

To be more effective (influential), you must develop your leadership with you, your team, your employees, and your clients.

Leadership ability is the lid that determines a person's level of effectiveness.

To illustrate an example of leadership level and what must be done to take a business, project, team, and/or organization to the top, review the story below.

In 1937, two brothers opened a small drive-in restaurant in Southern California. As people became more dependent on their cars in the 1930's, drive-in restaurants became more popular.

These two brothers, Dick and Maurice, grew their business to the point where they leveled in their income and success.

They did not know what to do from this point to grow their success further. Dick and Maurice McDonald (known as the famous McDonald brothers – McDonald's restaurants) made the right choice by recognizing their abilities and inabilities. The brothers tried franchising their restaurants but failed miserably! They failed because they lacked the necessary leadership skills.

What did they do about this? They hired a gentleman by the name of Ray Kroc.

What did Ray Kroc do that the McDonald brothers could not do?

Ray Kroc had the necessary leadership abilities, the commitment, the desire, and he kept at it.



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Dick and Maurice were good restaurant owners. They understood how to run a business, make their systems efficient, cut costs, and increase profits. They were efficient managers. They just were not leaders.

As Ray Kroc began his 8-year journey with no pay, borrowing money, paying a few key leaders from his borrowed money, and sheer perseverance, he used his leadership ability to see his dream come true in 1961.

Some of you might be thinking that you cannot see success and/or be a leader.

Success is within the reach of about everyone. The higher you want to climb, the more you need leadership in your life.

9-2: How Do You Grow as a Leader?!

Leadership Develops Daily – Not in a Day.

It is the day-to-day things that are the most important. It is what you are doing in your present situation that will give you the platform over the long haul for leadership and success.

I am reminded about a successful leader as seen in history – Joseph. This man, and mind you every person has gifts and talents, had the gifts of administration, business, interpretation of dreams, wisdom, and several others.

His brothers sold him into slavery – he was a slave for 13 years. He rose to power in his position. He was then thrown into the dungeon (prison) for several years even though he had done nothing wrong. He rose to power in the dungeon and managed all the affairs of the jail.

After interpreting the dreams of two other prisoners, the dreams came to pass as stated, one being executed, and the other being restored to their position to the King he was forgotten about for a few more years. Joseph kept on being a man of character, did not waver in his faith





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and the dreams shown to him as a young person, and kept his focus and did what needed to be done in the situation he found himself in daily.

The next event that took place was amazing! The King had a couple of dreams and no one could interpret them. The person who had been restored to his position to the king a few years ago remembered Joseph. He told the King about Joseph and the interpretation of his dream and the other person's dream.

In a matter of a few hours, Joseph was bathed, shaved, dressed, and brought before the King. Joseph interpreted the King's dream and Joseph was elevated to second in command of all of Egypt.

In fact, because of Joseph and his character, obedience, faith, and belief in what he was called to do, Joseph's acts, management and leadership helped saved countless 10,000's of lives.

Remember, as you take store of where you are at in your life; let the present situation you are in be your foundational building block for your success and your leadership growth.

What Can You Do?

Let all things work together for your good and make the best of every situation and do not compromise your character and/or anyone else's character.

9-3: What are the Four Phases of Leadership Growth?

Your leadership development and leadership progress will occur according to the following steps ...

Leadership Phase One

I do not know what I do not know.

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Most people miss the value of leadership – it is believed to be for only a few.

For those that do not understand the value of leadership, they have no idea the opportunities they are passing up when they have not learned how to lead.

Understanding that leadership is influence (being able to influence others), a person will be able to know and from knowing they will be able to grow.

Leadership Phase Two

What I don't know I know.

At some point in life, we are placed in a leadership position only to look around and discover that no one is following us.

The learning process, a result of self-discipline and perseverance, is ongoing. Successful leaders are learners throughout their lifetime.

Do whatever you can to learn. Get around other leaders. Take notes. Read. Listen. Journal. Get to know yourself. Take classes. Go to seminars. Continue persevering and practice self-discipline in all that you do every day for the rest of your life.

Leadership Phase Three

When I grow, I know it, and it starts to show.

When you recognize your lack of skill and begin the daily discipline of personal growth in leadership, exciting things start to happen.

Apply the law of process – what you apply today, tomorrow, this week, this year, and so on; you will someday experience the effects of this in your leadership and the results of your leadership.



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Leadership Phase Four

I go from what I know.

This is an automatic phase. You do things because of your ability to lead being almost automatic from all the time, perseverance, lessons, and experiences you have been through.

The following phrase and quote say it best: “Champions don’t become champions in the ring – they are merely recognized there.”

“You can map out a fight plan or a life plan. But when the action starts, you’re down to your reflexes. That’s where your roadwork shows. If you cheated on that in the dark of the morning, you’re getting found out now under the bright lights.” Joe Frazier

Whatever you do, do not cheat yourself in every step of your preparation.

You will pay for it later if you do. It is an easier price to pay the first time.

9-4: There is NO Overnight Success!

There is no overnight success – sorry to disappoint you.

Many times, we witness someone rising to the top to our wonderment. Where did this person come from? Who is this person? How did they get so lucky?

There are very few lucky people in life. In 99% of all success cases, the person planned, worked, listened, persevered, believed, and kept on going for an extended period. Then, suddenly, their time came for their success.

The same holds true for you and everyone else on planet earth.



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To illustrate a man that really understood this I would like to portray a little history about a man that practiced lifetime success – Theodore Roosevelt.

Theodore Roosevelt, who became President of the United States, did not start his life in the way most people would picture a successful person.

Roosevelt was born puny, sickly, and skinny, had poor eyesight, and had debilitating asthma. His father did not know how he was going to make it. Roosevelt's father challenged Theodore when he was a kid by saying, "You have the mind, but you have not the body, and without the help of the body the mind cannot go as far as it should. You must make the body."

Theodore Roosevelt took what his father said serious – he started slow – he became one of the greatest U.S. leaders to ever live!

Roosevelt's list of accomplishments is remarkable. Under his leadership, the United States emerged as a world power. He helped the country develop a first-class navy. He saw that the Panama Canal was built. He negotiated peace between Russia and China, winning a Nobel Peace Prize in the process.

Theodore Roosevelt is a classic example of how a person can become an incredible success and an influential leader – without any of the necessary tools.

Anyone can succeed in leadership if the desire is there.

9-5: What are the Five Myths of Influence?

The true measure of leadership is influence.

True leadership cannot be awarded, appointed, or assigned. It comes only from influence.

As you study, observe, and engage leadership in life, you will find that things happen with those that know how to influence others. Leadership is influence – nothing more, nothing less.

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In understanding Leadership, which is influence, it is important to understand some of the myths associated with Leadership.

Myth – Knowledge

Sir Francis Bacon said, “*Knowledge is power.*” Most people, believing power is the essence of leadership, naturally assume that those who possess knowledge and intelligence are leaders. This is not automatically true. It is the activation of knowledge in your life that is power.

Myth – Position

Leadership is not based on position. Stanley Huffty says is best, “It’s not the position that makes the leader; it’s the leader that makes the position.”

Myth – Management

Many people think that leading and managing are the same. This is far from the truth. The main difference between management and leadership is that leadership is about influencing people to follow, while management focuses on maintaining systems and processes.

The best way to evaluate whether a person is a leader or a manager or both is to ask the person to create positive change. Managers can maintain direction but cannot change it. To move people in a new direction, you need influence.

Myth – Entrepreneur

Many entrepreneurs (identified as salespeople by some people) can persuade people for a moment, but a true leader holds long-term influence.

Myth – Pioneer

Being first is not always the same as leading. To be a leader, a person must not only be out front, but also have people intentionally coming behind him, following his lead, and acting on his vision.



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What are You Going to Do to Make it Happen?

9-6: What are Some Leadership Insights?

Below are some insights about leadership and the levels of leadership:

- The higher you go, the longer it takes.
- You never leave the base level.
- Steady plodding brings prosperity.
- The higher you go the higher level of commitment.
- The higher you go, the easier it is to lead.
- The higher you go, the greater the growth.
- You must know where you are at every moment and step of the (your) way.
- Each level of leadership is built line upon line, word upon word, and precept upon precept.
- If you are leading a group of people, you will not be on the same level with everyone.

For your leadership to remain effective, it is essential that you take the other influencers within the group with you to the higher level.

9-7: The Importance of Discipline

Discipline

To become disciplined is an important part of leading. The first person you will lead is you.

The real key to success is self-discipline. It is the work and preparation daily – the day in and the day out – that makes the person's leadership.

No matter how gifted a leader is, without self-discipline and the application, the maximum potential will never be reached.

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If you want to become a leader for whom self-discipline is an asset, follow these action steps below:

Stay Focused on Results

Anytime you concentrate on the difficulty of the work instead of its results or rewards, you are likely to become discouraged.

Don't Let Your Excuses Rule

Challenge and eliminate any tendency to make excuses.

Have a plan.

Plan your day, plan your week, plan your month, plan your year, and plan your life. Then, live by your plan. Check your plan daily and check your progress.

Do NOT Give Rewards until the Job is Done

Mike Delaney says it best – “Any business or industry that pays equal rewards to its goof-offs and its eager-beavers sooner or later will find itself with more goof-offs than eager-beavers.”

Activate Daily Discipline Aligned to Your Dream, Mission, Vision, and Goals.

9-8: How Important is Prioritizing in Life?

Life Prioritization = Success!

The ability to work towards a goal and the discipline to prioritize are essential to a leader's success.

The progressive realization of a goal defines success.

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Prioritization has everything to do with the 80/20 rule, known as the Pareto Principle. Twenty percent of your priorities will give you eighty percent of your production, if you spend your time, energy, money, and personnel on the top twenty percent of your priorities.

Some Pareto Principle Examples

- Leadership – 20 percent of the people will make 80 percent of the decisions.
- Time – 20 percent of our time produces 80 percent of the results.
- Job – 20 percent of our work gives us 80 percent of our satisfaction.
- Counseling – 20 percent of the people take up 80 percent of our time.
- Speech – 20 percent of the presentation produces 80 percent of the impact.
- Products – 20 percent of the products bring in 80 percent of the profit.
- Personnel – 20 percent produce 80 percent of the sales and income.
- Reading – 20 percent of the book contains 80 percent of the content.
- Donations – 20 percent of the people will give 80 percent of the money.

In understanding the Pareto Principle, you will understand that 20 percent of the people in your organization will be responsible for 80 percent of the company's success and team success.

Prioritization Tips

The following tips will enable a leader to increase the productivity of their team, leaders in their organization, and those willing to work:

- Determine who your top 20 percent of production.
- Spend 80 percent of your time with those in the top 20 percent (#1).
- Spend 80 percent of your personnel development dollars on your 20 percent.
- Determine what 20 percent of the work gives 80 percent of the return – train someone to do the 80 percent mechanical work – this will free up the producer to do what they do best and produce more.
- Invite the top 20 percent to do on-the-job training for the next class of 20 percent producers.

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The biggest part of what happens in anything we do is what we know – we teach what we know – we reproduce what we are.

As you build, review, and move forward in your goals and in the team, you develop make sure that you continually review everyone in your team.

Identify WHO the Top 20 Percent are in Your Organization / Team

If you do not know how to do this, follow the format below:

- Make a list of everyone in your team/organization – if you do not have anyone in your team, start and keep working and you will.
- Ask the following question about each person in your team – “If this person takes a negative action against me or withdraws his or her support from me, what will the impact be?” If the person will impact you, place an “X” besides their name. If the person will not affect you that much, do not place anything besides their name.
- When you get done going through the list, you will have between 15 and 25 percent of the names with an “X” besides them. These are the vital people you need to work with, develop relationships with, support, and communicate with.
- Take all your time, allocated money, and plan and work with these people in number 3 above.

It is not how hard you work, but how smart you work, steadily, over time.

9-9: What is the Difference Between Leaders and Followers?!

Difference – Leaders and Followers

Followers tend to react, and Leaders tend to initiate.

Leaders

- Initiate.
- Lead – communicate with any tool available (phone, email, mail, sharing, etc.).

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- Spend time planning.
- Anticipate problems – works and finds solutions.
- Invest time with people.
- Prioritizes calendar daily with long-term goals.

Followers

- React.
- Wait for things to happen.
- Look at things as problems, not opportunities.
- Live day-to-day.
- Spends time with people but does not invest in people.
- Calendar is filled with requests from others (not what they need to do to accomplish their goals).

Four Questions You Can Use to Assist Your Priority Process in YOUR Leadership

- What is most rewarding? Always have a reward when you do things.
- What is required of me? What can I do that no one else can do? Apply yourself and take ownership and responsibility!
- What gives me the greatest return? Am I getting the results I wanted? If not, why? What can I change?
- What can I do different to change this?

What are the three R's and am I applying them?

The three Rs are: Requirements, Return, and Reward.

Apply these in all that you do.

9-10: How Important is Trust in Leadership and Success?!

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Trust = Leadership Foundation

How do you develop and build trust?

This is an important question because trust is the foundation of leadership.

Every leader has had successes and failures. How a leader communicates any mistakes they have had, make, or will make can build trust or mistrust. Being open and honest helps a leader maintain trust and build trust.

Building Trust Requires Four Leadership CORE Qualities

- Competence.
- Character.
- Connection.
- Care.

People will forgive and look past occasional mistakes, but people will not tolerate a below standard character.

How is Your Trust Foundation?

9-11: How Important is Vision in Leadership and Success?!

How do you communicate and give vision to others effectively?

In collaborating with people, on truth holds true, “You can seize only what you can see.”

Being an effective visionary leader means you must look before you lead.

Vision is everything for a leader. It is utterly indispensable, because vision leads the leader and helps the leader communicate the target to others. This vision sparks the fire, the fuel, and the energy within, and draws him or her forward.

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To understand vision and how vision is a part of a leader's life, review these principles below:

- Vision meets others' needs – your vision must serve others.
- Vision helps you gather resources – one of the most valuable benefits of vision is that it acts like a magnet (attracting, challenging, and uniting people).
- Vision starts within – If you lack vision, look inside yourself.
- Vision Draws on history – many leaders' vision came from key events in their past.
- Vision gives life – “Without vision, the people will perish.”
- Vision comes from listening – you must be able to listen on several levels.
- The inner voice – this comes from within – vision starts within – it is the knowing of what your life mission is. It is what stirs your heart. It is what you dream about.
- The unhappy voice – Noticing what does not work helps you and gives you inspiration to work and plan from a different angle.

The successful voice – It takes the TEAM (Together Everyone Achieves More) to be successful. You must have a voice from a good team to succeed.

9-12: Who Does One Extend Influence?

When you empower others, you change lives!

The ability to empower others is one of the keys to personal and professional success. John Craig says, “No matter how much work you can do, no matter how engaging your personality may be, you will not advance far in business if you cannot work through others.”

J. Paul Getty said, “It doesn't make much difference how much other knowledge or experience an executive possesses; if he is unable to achieve results through people, he is worthless as an executive.”

Some bold statements above – But, true!

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When you empower people, you not only work with and through others, but you also enable others to reach the highest levels in their personal and business development.

Empowering is giving your influence on others for the purpose of personal and team growth. It is seeing people's potential, sharing your resources with them, and showing them that you believe in them completely.

To empower others, you must be able to have the following:

- Position – you cannot empower people who you are not leading.
- Relationship – it takes time and effort to develop relationships – effort is needed if you want to connect with people.
- Respect – Relationships cause people to want to be with you – respect causes them to want to be empowered by you.
- Commitment – people need to know you are going to be there for them.
- Attitude – a servant, humility, giver, secure, and not afraid to change.

How do you know if you are ready to influence (empower) others?

The questions below will help you set your foundation, plan, and team goals in the proper perspective:

- Am I willing to serve others and not take credit for myself?
- Do I believe in people and feel that they are my organization's most appreciable asset?
- Would I be willing to publicly give my authority and influence on potential leaders?
- Would I be willing to invest time developing people who have leadership potential?
- Do I believe that empowering others can accomplish more than individual achievement?
- Would I be willing to let others work me out of a job?
- Do I want to help those in my team become better than me?
- Would I be willing to hand the leadership baton to the people I empower and root for them?

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- Do I allow others freedom of personality and process, or do I have to be in control?
- Do I challenge and inspire others to become the person they want to become?
- Would I be willing to let others get credit for what I taught them?
- Am I only interested in my own life (finances, appearance, present, etc.), or do I see a legacy, and do I see those that I influence helping others over the next several decades?
- Do I actively search for potential leaders to empower?
- Do I tell people the truth with care and concern for their feelings (as you are influencing others, you will have to be bold and humble at the same time about helping your potential collaborators the truth)?
- Would I be willing to raise others to a level higher than my own level of leadership?

Stop for a moment and read the questions again – Let them sink in!

Do not let the questions above stop you but let them mold you and direct you in your empowerment (influence) of people.

9-13: How do You Empower Others to Their FULL Potential?!

Potential?!

It is a process of steps, as you have read Training 9-1 through Training 9-12. There are some steps you can use as a guide below our opening paragraphs.

After you have found confidence in yourself (your abilities and who you are as a person and as a leader) and in the persons you would like to empower, you are ready to start the process.

Your goal should be to hand over relatively small, simple tasks in the beginning and progressively increase each person's responsibilities and authority.

The less experienced a person is, the more effort and time it will take to for the process. No matter where a person is at, if their passion and desire is to become successful, become a

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leader, and change their life, you will be able to help them, and they will be able to help themselves.

The Steps below Will Help You Empower Others

Evaluate every single person you personally bring into your team (your team / employees). In this process, remember that all people have the potential for success. Your job is to see the potential, find out what they lack to develop their success (Ex: organization skills; time management; communication skills; etc.), and equip them with what they need.

In doing this, look at these areas in their life for proper evaluation:

- Knowledge – think about each person and what they need to know.
- Skill – examine the skill level they are at – have they been in business before? Are they a people person? Have they evaluated other leaders (books, tapes, seminars, etc.)? Have they been in this industry before?
- Desire – without this, no amount of skill and experience will help a person succeed.

What Must You Do?

- **Model for them** – Even people with knowledge, skill, and desire need to know what's expected of them, and the best way to inform them is to show them. People do what people see!!!
- **Give them permission** – As a leader and influencer, you may believe that everyone wants to be successful – unfortunately, this is not true. A lot of the failures in a person's life take place in their mind (before any action in their life). You must help others believe that they can succeed and show them that you want them to succeed. You can do this by helping them expect it (communicate, support, and listen) and by helping them verbalize it (speak what they want, write down what they want, and review every day what they want).
- **Give them your authority** – Share your power and ability to get things done with them.

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- **Show your confidence in them publicly** – When you transfer authority to the people you empower, you need to tell them that you believe in them, and you need to do it publicly.
- **Give each person feedback** – Praise, encourage, and tell others about what an excellent job they are doing, give them constructive criticism – communicate.
- **Release them** – Once the person is ready to go on their own, release them into their success fully. Give them as much freedom as possible as soon as they are ready for it.

9-14: Lasting Leadership?!

A leader's lasting value is measured by succession.

Leaders who leave a legacy for their team do the following:

- Think, act, lead, and support with a long-term view.
- Prepare your team, prepare any successors, and look out for the best interest of the team long-term.
- Your culture should be one of leadership.
- Create development of leaders from the bottom up – create a succession of leaders.
- For success tomorrow (weeks, months, and the year's ahead) pay the price today.
- There is not success without sacrifice.
- Hold team leadership above individual leadership.
- No leader can do it all alone – it is a team effort that brings success in anything we do in life.
- Uphold Integrity.

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Section 10: People Scientific Success Secrets

This training section has several secrets, known as real life success steps, which are conclusions from many scientists who have studied success in all walks of life.

Each success life secret (tip, truth, and step) is stated as a fact and a suggestion of how you can implement this in your life.

10-1: Let Your Speech be Slow.

It is not about the numbers of things you say, but what is understood. Good speakers master speaking more slowly than others.

“People rate speakers who speak more slowly as being 38 percent more knowledgeable than speakers who speak more quickly.”

Peterson, Cannito, and Brown (1995)

10-2: Do Things in Order

When you are pursuing goals, do them in order. You cannot skip steps to accomplish your goals quicker. Take your goals one at a time and enjoy the process as you move forward. If you do not, you will not move forward.

“Seven out of ten people who are satisfied with their careers express a keen sense of order – an appreciation for the different phases of a career and their progression to this point.”

Elliott (1999)

10-3: Competence

How good are you at what you do? Do you have tests or periodic evaluations to measure your performance? Understanding where you are at, what you are good at, and what you are not good at is competence.



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People who do not think they are good at what they do – who do not think they are capable of success or leadership – do not change their opinion even when they are presented with indicators of success. Instead, their self-doubts overrule evidence to the contrary.

Evaluate yourself on a regular basis – find out what you need to work on – as you work on yourself, you will begin to feel competent, which will make you competent!

“For most people studied, the first step toward improving their job performance had nothing to do with the job itself but instead with improving how they felt about themselves. In fact, for eight in ten people, self-image matters more in how they rate their job performance than does their actual job performance.”

Gribble (two thousand)

10-4: Do Not be Average.

Most people want you to be average – resist this at all costs! Do everything the best you can do them.

If you do succumb to being average, you risk your goals, your individuality, your unique ideas, and the potential of success locked inside of you.

“Psychologists have observed that unhealthy habits can spread through an office like a contagious disease. Employees tend to mirror the bad behaviors of their co-workers, with factors as diverse as low morale, poor working habits, and theft from the employer all rising based on the negative behavior peers.”

Greene (1999)

10-5: Change is Not Easy, but It is Possible

We hear about the possibilities for wonderful changes people can make in their lives, and we want to duplicate those results. When we try and are not quickly rewarded, we wind up feeling worse than we did before we started.

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Change is possible, but it takes time.

“Research on financial managers finds that 95 percent display a particular commitment to sectors in which they experienced their first success. Ultimately, this tendency leads to missed buying opportunities in other segments of the market and unrealistic enthusiasm for their chosen sector.”

Goltz (1999)

10-6: Winners are Made.

Winners are not born – winners are made!

Successful people get where they are by following a strategic plan. Winners get ahead by learning what it takes. Winners develop a blueprint and follow it – like building a house from a blueprint.

“Case study research on business executives reveals that 98 percent see their position as the result of plans and strategy and that more than half credit their use of a successful person as an example to help define that plan.”

Gordon (1998)

10-7: Act

People need to keep moving forward for their dreams to live. You need to do something every day to come closer to your dreams.

“Those who do not feel they are taking steps toward their goals are five times more likely to give up and three times less likely to feel satisfied with their lives.”

Elliott (1999)





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10-8: Find Your Motivation Where You Can Get It

Use what you really care about to make yourself enthusiastic about how things turn out.

“When evaluated in national surveys against such crucial factors as intelligence, ability, and salary, level of motivation proves to be a more significant component in predicting career success. While level of motivation is highly correlated with success, importantly, the source of motivation varies greatly among individuals and is unrelated to success.”

Bashaw and Grant (1994)

10-9: Seek the Tall Plateau

Set your sights, not on reaching an ultimate moment that will quickly come and even more quickly go, but on reaching a level of achievement that is both satisfying and sustainable.

“Studies of former Olympic athletes not surprisingly find that they are very capable and initiative-taking individuals. However, more than half of former Olympic athletes have trouble adapting to more traditional post-athletic careers because they cannot replicate the heights of success and recognition they once enjoyed in athletics.”

Sparkes (1998)

10-10: What You Fear is What You Will Get

Worrying about things going wrong increases the chances that they will go wrong.

In accepting that there will be success and failure, we are freed to achieve and spend time thinking about what we can do instead of what we cannot do.

“In a survey of high-tech employees, those who spend ‘a lot’ of time worrying about their jobs are 17 percent less productive than workers who ‘seldom’ or ‘never’ worry about their job.”

Verbeke and Bagozzi (two thousand)



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10-11: You Are Out if You Doubt.

Confidence spreads with successes, and lack of confidence multiplies with failures. If your confidence falters, turn to what you do best, and then take on more challenging tasks.

“People who feel less talented than those around them actually believe they will be outperformed in any task they might be asked to complete, ranging from knowledge tests to creativity exercises and even games.”

Mayo and Christenfeld (1999)

10-12: Keep Your Goals in Front of You

Keep your goals where you can see them every day.

Your goals should offer you direction, hope, and encouragement.

Create your goals, use them, follow them, update them, and live by them every day.

“Successful people spend at least fifteen minutes every day thinking about what they are doing and can do to improve their lives.”

Sigmund (1999)

10-13: The future is Not Your Past

Your behavior steers your success – not where you grew up, not where you went to school, not ... whether your path so far has been easy or difficult.

Opportunity lies ahead – it is a matter of whether you choose to pursue it.

“The current pattern of behavior employees engages in (both inside and outside the office) is six times more likely to predict job performance than is their background and job history.”

Arrison (1998)



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10-14: Losses Can Be Good

Learn from your losses. The setbacks you experience are wonderful opportunities to gain experience. Not only can you learn what you have done wrong, but you can come to understand what has led you to make the choices you have made.

Practice gaining something every time things do not go your way.

“A majority of students who failed in college and later returned for their degree report that the biggest difference in their second chance was better knowledge of themselves and their capabilities and commitments.”

Robeson (1998)

10-15: Want Less.

Do not make the mistake of wanting everything.

Success in life is not a matter of getting everything. This is an impossible thing. Success is a matter of getting what you need.

“What success means is not universal. Studies of people who have attained nearly identical achievements in the workplace, for example, find great variation in their level of satisfaction, with some considering themselves tremendously successful and others considering themselves average or even failures.”

Maasen and Landsheer (two thousand)

10-16: Life is a Game.

Life is a game of odds. There is an element of chance in everything.

Every aspect of your education, career, and life has been affected by fate.

New opportunities are looked at or missed depending on who is paying attention that day.



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Realize that the more you play the game of life, the greater chance you have of winning. Some days will not be for you and some will be for you.

“Career analysts find that 83 percent of mid-career professionals believe chance played a significant role in their ultimate career path and that they highly value staying open for unexpected opportunities.”

Williams, Soeprapto, Like, Touradji, Hess, and Hill (1998)

10-17: Goals

Goals are living – they must evolve with you. Your goals will cause you to be motivated or your goals will cause you to stall. This all depends on the usefulness of your goals.

Keep your goals far enough away that you need to keep trying but close enough that you can someday reach them.

“Research on recent college graduates finds that 70 percent react to negative early experiences in the workplace by becoming defensive about their abilities. Because they shun feedback in the aftermath of a setback at work, they have trouble adapting their outlook and habits to help them succeed.”

Trope and Pomerantz (1998)

10-18: Lessons Can't Threaten

When you try to teach anyone something new, you must make it clear from the outset that the destination is someplace we would all like to go.

“Feelings of self-threat are the single biggest obstacle in gaining the willing participation of workers in new training programs. Moreover, feelings of self-threat tend to spread among co-workers as they share their concerns.”

Wisensfeld, Raghuram, and Raghu (1999)





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10-19: If You Feel Wanted, You Will Work Harder

Money, prestige, and all the other aspects of work we benefit from will be compromised if we do not think that those, we work for care about us.

“Lower management workers who felt like they were appreciated by superiors were 52 percent less likely to look for a different job.

Jones (two thousand)

10-20: Find Your Own Path

Before you try to live up to someone else’s expectations, or reproduce someone else’s success, ask yourself whether that is what you were really made for.

“Of people who feel they have failed to achieve success in their lives, 64 percent point to a specific standard set by others that they were unable to live up to.”

Arnold (1995)

10-21: It is Not How Hard You Try

You can spend a lot of effort, time, and money and gain nothing. Or you can spend modest efforts and gain success.

The purpose of what you do is to make progress in your goals, not just to expend yourself.

“Effort is the single most overrated trait in producing success. People rank it as the best predictor of success when it is one of the least significant factors. Effort, by itself, is a terrible predictor of outcomes because inefficient effort is a tremendous source of discouragement, leaving people to conclude that they can never succeed since even expending maximum effort has not produced results.”

Scherneck (1998)



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10-22: You Start It – You End It

Accept personal responsibility for your decisions and prepare yourself for the potential opportunities of the future.

“The ability to accept personal responsibility for work outcomes and to thrive under individual scrutiny improves your chances by 65 percent of successfully making the transition from working for a traditional large company to succeeding in a job at a small firm or as an independent consultant.”

Peiperl and Barcuch (1997)

10-23: The Enemy Can Be Boredom

Boredom will eat away at your persistence and resolve. No one can do the same job, requiring the same tasks, with perpetual interest and enthusiasm.

“Low-variety jobs produce twice as much employee turnover and three times less job satisfaction than high-variety jobs.”

Melnarik (1999)

10-24: There is Plenty of Time

We hear a clock ticking as we dream and plan. Our family, our friends, even the media all make us wonder when we are finally going to be there and why we are not there yet.

When it comes to success, there are no age restrictions. It takes as long as it takes, and when you reach it, you will not reject success because you are not the right age for it.

“Age is unrelated to people’s commitment to their job and their level of job performance.”

Tuuli and karisalmi (1999)





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10-25: Caring

Care is an integral part in a person's life and their path of success. It is investing themselves with those around them – people's time, people's lives, people's interests, people's concerns, people's well-being, and anything else that is important to those around you.

"Eight in ten CEOs report that a healthy family life is crucial to a productive business life and that the same key skill – 'interpersonal engagement,' the capacity to express concern and interest in those around them – is crucial to both home and work."

Henderson (1999)

10-26: Be Realistic.

The best self-confidence is based on a realistic assessment of all your abilities, and it highlights the path to all your dreams.

"Confidence, in combination with a realistic self-appraisal, produces a 30 percent increase in life satisfaction."

Sedlacek (1999)

10-27: Efficiency

Be efficient in everything you do.

An organization that wastes important resources, like the efforts of its workers, is an organization that will waste motivation.

"Corporate inefficiency reduces job satisfaction by 21 percent and increases employees' desire to find new employment."

Melnarik (1999)





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10-28: Work and Home Must Fit Together

Successful living is not a matter of success in the workplace or success at home – it is the combination of both.

“People at the peak of their careers report that reaching their goals in work increases their commitment to their home life because they feel a profound sense of security, which improves their time outside of work.”

Persley (1998)

10-29: From Within Comes Creativity

Creativity is different from hard work and effort – creativity in one’s life requires genuine inspiration. It is the product of a mind thoroughly intrigued by a question, a situation, and a possibility.

Creativity comes when we focus on something we really want and when we are doing something we want to!

“Experiments offering money in exchange for creative solutions to problems find that monetary rewards are unrelated to the capacity of people to offer original ideas. Instead, creativity is most frequently the product of genuine interest in the problem and a belief that creativity will be personally appreciated by superiors.”

Cooper, Clasen, Silva-Jalonen, and Butler (1999)

10-30: Small Successes Are the Key

A jigsaw puzzle is the best word picture for pursuing your goals. The ultimate outcome for that goal (goals) is the outcome, but to get there, you must put the puzzle together piece by piece.

Since you will spend most of your time trying to make progress, you must enjoy what you are doing to finish. If you are not enjoying the process, you must figure out a way to so that you can accomplish what it is you are trying to succeed at.



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Take joy from the process every day and use the small successes to fuel your continued efforts.

“Life satisfaction is 22 percent more likely for those with a steady stream of minor accomplishments than those who express interest only in major accomplishments.”

Orlick (1998)

10-31: Write Down Directions

Many people write down and plan their vacations, organize their itineraries, and plot their routes. When it comes to their life plan, very few people give it a thought.

It is important when you are considering your life plan – the path of your life, your goals, and what you need to do to achieve them – to write them down!

Writing down your plans, goals, and ideas makes them more real for you. Every step you take to define what you want and what you need to do to get it increases the chances that you will pursue these goals and someday achieve them.

“People, who regularly keep a journal, or some kind of written record pertaining to their aspirations, are 32 percent more likely to feel like they are making progress in their lives.”

Howatt (1999)

10-32: When You Get Knocked Down Get Back Up

So many situations in life seem out of our control!

Decisions are made that change our companies, our jobs, our lives – decisions we feel helpless to affect.

If you can accept some uncertainty and believe in yourself, there will always be alternatives available to you. You will always have a choice no matter what the situation.



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“When layoffs are announced, everybody is disappointed. But some people are overcome with woe while others are thinking of the next step. Self-image and acceptance of risk accounted for more than half of the reaction of workers who faced significant change in the workplace and were more important than nature of the changes themselves.”

Judge, Thoresen, Pucik, and Welbourne (1999)

10-33: Balanced Sleep

Sleep is a crucial factor in everyone’s life. Unfortunately, this is the first thing to go when trying to find more time.

When sleep is sacrificed for extra time, your purpose, efficiency, and ability is sacrificed.

Make sure you get the needed sleep you need on a regular basis.

“Most Americans have been sleepy at their job, and two in five report making errors because of sleepiness. Inadequate sleep reduces innovative thinking by 60 percent and flexibility in decision making by 39 percent.”

Harrison and Horne (1999)

10-34: Success is a Formula.

In real life, the main difference between people who achieve and people who do not is as exciting or mysterious, but it is as important.

It is simply conscientiousness. People who approach things with order, commonsense, consistency, and persistence will ultimately succeed.

“In a study of recent business school graduates, employee conscientiousness was five times more likely to predict supervisor satisfaction than was employee intelligence.”

Fallon, Avis, Kudisch, Gornet, and Frost (two thousand)



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10-35: Listening

Not talking does not mean you are listening.

We think about what we have to say, how much to say, and how best to say it. We invest so much in talking that we sometimes treat the time when we are not talking as a rest break. Instead, active listening, investing ourselves in what others are saying, is the only way we can learn from others and adapt what we have to say to correspond to the other person's perspective.

"Good talkers tend not to be good listeners. Indeed, people who think of themselves as good talkers tend to rate themselves as extroverted, while good listener's rate themselves as introverted. Good listeners are 60 percent more likely to try to put themselves in the other person's place – trying to see things through their perspective."

Paul (1997)

10-36: Not Trying is Failure

The fear of failure is powerful!

Nobody wants anyone else to know that they are not capable of doing something they tried to do.

Many people are motivated from this fear, so they constantly do things to prove others wrong. Others do nothing. The real thinking of many is "You can never fail if you do not bother to try."

Not trying is the ultimate failure. It means you can never make progress towards your goals.

"When asked to describe significant regrets in their lives, more than eight out of ten people focused on actions they did not take rather than actions they did. In other words, they focused on things they failed to do rather than things they failed at doing."



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Ricaurte (1999)

10-37: Avoid Inconsistent Emotions

Everybody likes some excitement in his or her world.

Depths of feeling bad usually follow the heights of feeling good – the best way to live your life is with consistent emotions. This comes from feeding your mind and soul with daily truth, daily motivation, and daily meditation.

A successful life is not to be found in one exciting day but in a steady, productive, fulfilling career.

“Long-term studies of corporate leaders find that seven in ten of those who survive longest in their jobs downplay both the best and worst outcomes they experience and keep their feelings relatively steady. They have what psychologists call a ‘focus on an acceptable average,’ not on the extraordinary, which is useful because almost every day turns out to be more average than extraordinary.”

Ingram (1998)

10-38: Get Input from Opposites

In life, there are starters and finishers.

There are big picture people and people that are great with details.

Some are tenacious in making sure a project gets done, while others are great at conceiving ideas.

When you involve people in your projects that are opposite of you, you benefit, and they benefit.

“There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success.” (Ted Landgraf)



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“Teams in the workplace composed of people with differing personalities are 14 percent more productive than teams composed of more compatible individuals.”

Fisher, Macrosson, and Wong (1998)

10-39: Get Experience.

Get experience any way you can!

“College students who served in internships were 15 percent more likely to find employment after graduation and 70 percent believed they were better prepared for the workplace because of their internship experience.”

Knouse, Tanner, and Harris (1999)

10-40: Negotiating

When you negotiate with people, do it with confidence or not at all.

You will face many negotiations in your life, whether for a pay raise or the terms of your next car purchase.

What determines a successful negotiation from an unsuccessful one?

Skill plays a big part. So does relative bargaining position.

If you lack confidence when you deal and work with people (negotiating) you will get the lesser portion.

“Lower self-worth translates into 37 percent less willingness to negotiate and use of 11 percent fewer negotiation strategies. Increased self-worth correlates with greater willingness to incur the risks of prolonged negotiation and greater adaptability. In short, the less confidence you have in yourself, the faster you will give up trying to get what you want.”

Greno-Malsch (1998)

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10-41: Tomorrow

Will tomorrow be a better day? If so, how?

What do you want?

What do you need to do to get to where you want to be?

What are your strengths?

What are your weaknesses?

What is the next step you need to take?

What are the facts?

Most people have a lot of plans and ideas. But we so rarely turn our ideas into our plans, thus creating our future, because little of what we think about progresses beyond concepts and opinions.

Define your goals and define your plans to attain them.

"People who construct their goals in concrete terms are 50 percent more likely to feel confident they will attain their goals and 32 percent more likely to feel in control of their lives."

Howatt (1999)

10-42: Eat Right and Exercise

Healthy habits increase our energy and improve both our performance and our satisfaction on the job. It may take more time, but in the end, preserving your own health makes possible everything else you want to do.

"There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success." (Ted Landgraf)





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“Comparing middle management employees, researchers have found that those whose careers continue to have momentum are 53 percent more likely to engage in healthy life habits than those whose careers are stalled.”

Roberts and Friend (1998)

10-43: If You are Not in Control, You Will Give up Faster.

What is the main difference between those that quit and keep going?

It is the person’s sense of self-control.

Those who persevere recognize that they are responsible, not just for pursuing their goals, but also for setting them. When you are in control, what you do matters and giving up never ever seems attractive!

“Research comparing students of similar ability finds that the distinguishing feature between those who maintain a strong work ethic in their studies and those who give up is a sense of control. Those who express a sense of control receive scores that are a full letter grade higher than those who do not.”

Medoza (1999)

10-44: The Difference between Everyone and You

As you watch the news, listen to the radio, read the newspaper.... Don’t let your perspective be shaped by attention-grabbing events.

The news does not cover people who had a good day, succeeded, and enjoy a wonderful family.

Don’t let the negative picture of the world cloud your perspective.

“There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success.” (Ted Landgraf)



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“People are seven times more likely to be optimistic about their personal future than they are about the future of their generation.”

Arnett (two thousand)

10-45: Before it Gets Better it Might Get Worse

The things you want the most are not the easiest to get. If this were not so, you would already have them.

We are faced with the daunting fact that to pursue our goals, to make our lives better, we must first endure and sacrifice.

You could minimize your efforts now, which would offer momentary comfort but leave you will be suited to achieve in the future, or you could maximize your effort now and create an ideal future.

“Among managers in upper-level positions, 84 percent report having had to deal with a ‘period of discomfort’ in their lives. Some took career risks, worked long hours, or acquired new skills, but they saw the sacrifice as necessary to pursue employment, promotion, and success.”

Atkinson (1999)

10-46: Conflict – Face it Head On

Ignoring conflict does not make it go away. This will just feed the conflict and make it worse over time.

Discuss conflicts between your work life and your home life because that is the only way you can make the situation better.

“Two-career couples were 56 percent more likely to express satisfaction with their marriage when they did not avoid dealing with conflicts and disagreements brought on by their work schedules.”

“There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success.” (Ted Landgraf)



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Howell (1999)

10-47: Whatever You Do, Own It

What you do represents who you are – your ability, your commitment, your passions, your vision – your potential to do something more!

“Satisfaction with work improved by 34 percent when employees felt they were individually responsible for their work output.”

McCaw (1999)

10-48: Be Honest.

Be honest about your future.

Lying to ourselves about our goals is like paying off a loan by taking out an even bigger loan. It makes today easier, but it makes tomorrow much more difficult.

“People who consider their careers to have been successful are 81 percent less likely to have exaggerated their career plans when they were younger.”

Ingram (1998)

10-49: Not a Victory

A victory at all costs is not a victory.

In your efforts to be successful, the emphasis must be on winning with a purpose, not merely on winning.

Our focus needs to be the big picture and what you really want.

“The will to succeed comes in two distinct forms. Hyper-competitive people (60 percent) focus on winning all the time, regardless of the importance of the matter. Self-oriented competitive



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people (40 percent) focus on doing well but with an emphasis on improving themselves so that they can do even better in the future.”

Glaman (1999)

10-50: What is The Point?

While many of us chase money, fame, prestige, recognition, and other things – the single most important thing you can chase is meaning.

When you have a purpose in all that you do, every day becomes valuable and every outcome, good or bad, worthwhile.

“Feeling there is meaning in your life is eight times more likely to produce satisfaction than is a high income.”

King and Napa (1998)

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Sum it Up!

To sum up all things from this Steps for Success Guide and you ... Life is short, life happens fast, and you only have one life to live. Embrace each day as a gift to you. Desire, think, say, and act out each day the path and purpose you have in life. Embrace and appreciate the low times and high times. Keep close to the heart always what is most important!

Much favored success to you!

Ted Landgraf

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About the Author

Mr. Ted Landgraf: A Profile of a Global Speaker, Empowerer, Trainer, Innovator, Leader, and Strategic Change Agent.

Mr. Landgraf is an experienced global presenter with a passionate and enthusiastic presentation and speaking style, empowering, motivating, and producing lasting change for individuals and organizations.

Hundreds of thousands of people have benefited from his presentations in more than 150 nations over the last 30 years with greater results in cost reduction, best value implementation, improved efficiency, development and delivery of sustainable best practices, profitability growth methods, revenue increase solutions, and team unifying practices.

Mr. Ted Landgraf has created, led, and delivered workshops, presentations, and life changing training's including topics, such as:

- Advanced Procurement Negotiations Strategies Middle East – Bahrain.
- Social Media, Linked In, Marketing, and Uniformed Branding – Several U.S. Locations.
- Gaining Clients, Business Development Processes and Implementation, and Global Marketplace Branding and Revenue Outcomes – Federal Way, Washington.
- Strategic Leader – Strategic Planning, Negotiation, and Conflict Management – Orlando, Florida.
- Leadership Strategy, Team Building, Communicative Processes and Outcomes, Business Goals with Impact and Results, Process Compliance, Success Strategies in the Workplace and Beyond, and Other Leadership Components – U.S., Canada, Europe, Southeast Asia, Africa, Australia, and the Middle East.
- Perfecting the Art of Procurement Negotiation Outcome Strategies, Bottom Line Improvement, and Sustainable Suppliers – Kuala Lumpur, Malaysia.
- Procurement Compliance, Cost Reduction, and Global Best Practices – Bangkok, Thailand.

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- Effective Vendor Spend Management, Tender Strategies, and Cost Reduction – Kuala Lumpur, Malaysia.
- Procurement and Finance Training - Assessment, Audit, Sound Procurement System – Dubai, UAE.
- Advanced Procurement Negotiations and Profit Improvement – Bangkok, Thailand.
- Procurement Audit for Public Sector – Singapore; and
- Procurement Fraud and Internal Best Practices and Audit – Several Southeast Asian Countries.

Mr. Landgraf's Life Changing Training's, Programs, Presentations, and Change Leadership Topics include:

- Advanced Procurement Negotiations.
- Audit, Compliance, & Regulation.
- Business Development, Social Media, and Marketing.
- Commercial Audit – Internal Audit and Best Practice.
- Contractor Purchasing System Review (CPSR).
- Cost Reduction and Supplier Partnership.
- Creating, Developing, and Implementing Cohesive and Sustainable Teams.
- Effective Bid and Tender Strategies for the Oil and Gas Industry.
- Effective Supplier Bid and Tender Strategies (all industries).
- Effective Vendor Spend Management and Strategies.
- Global Strategy and Leadership.
- Government Process Audit – Internal Audit and Best Practice.
- Leadership and Communications.
- Procurement Audit and Procurement System Development.
- Procurement Cost Reduction.
- Procurement Process and Solutions.
- Strategic Leadership: Strategic Planning, Negotiation, and Conflict.
- Steps for Success (Personal and Business Life); and

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- Much More!

Mr. Ted Landgraf has global experience empowering and changing the lives for many executives, leaders, and organizations in more than 150 nations, having increased profits in the tens of billions of dollars with sustainable outcomes.

Mr. Landgraf is a dedicated and initiative-taking executive with more than 30 years global Business, Training, Strategic, Procurement, Finance, and Leadership experience in many different industries, from small to Fortune MNC's.

Global Leadership and Executive Profile

- International Trainer: Many Businesses, Individual, and Team Topics in Asia, Europe, North America, South America, Africa, the Middle East, and Australia.
- Best Practice: Creation and implementation of Best Practice, Standard Operating Procedures, Governance, Turnkey System, Contract Templates, Training Systems, and Core Guides for efficient maximization of the team, cost avoidance, cost reduction, and sustainable practices in many organizations around the globe.
- Knowledge Management: Developed comprehensive, in depth set of Intellectual property in business processes, leadership, management, processes, business development, procurement, cost reduction, and other core business areas that are transferrable across all business sectors.
- Local, Regional, National, and Global Strategist: Developed and implemented many business plans for optimum communications, compliance, best value (lowest cost included), supply chain disruption and risk management, and supplier management.
- Turnkey Success Systems: Streamlined entire procurement and finance systems in many organizations (\$10 M to \$100 B +) increasing effective requisition, contract, order, and pay, thus reducing cost and time.
- Global Area Experience: Many Industries (Private, Public, Small, Large, Non-Profit, Local and National Government, Universities).
- Category Results: includes most Indirect Spend and many direct (1,000+ areas).

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Mr. Landgraf's clients, partners, and participants include professionals, entrepreneur's, executives, business owners, managers, directors, board members, and many more wonderful people from many diverse backgrounds and experience with more than 1,000 companies.

Don't just take our word ... Take our client's word!

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