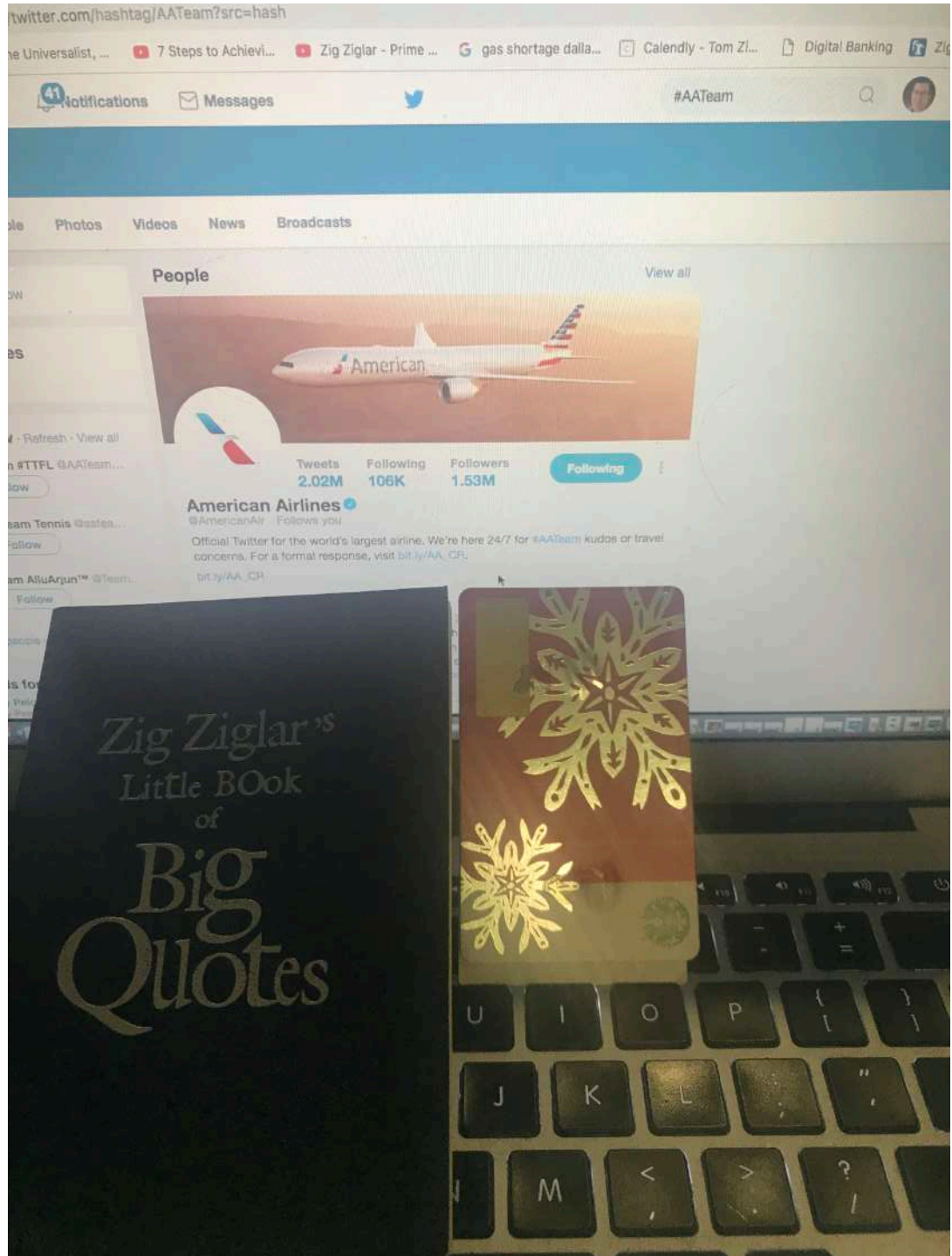


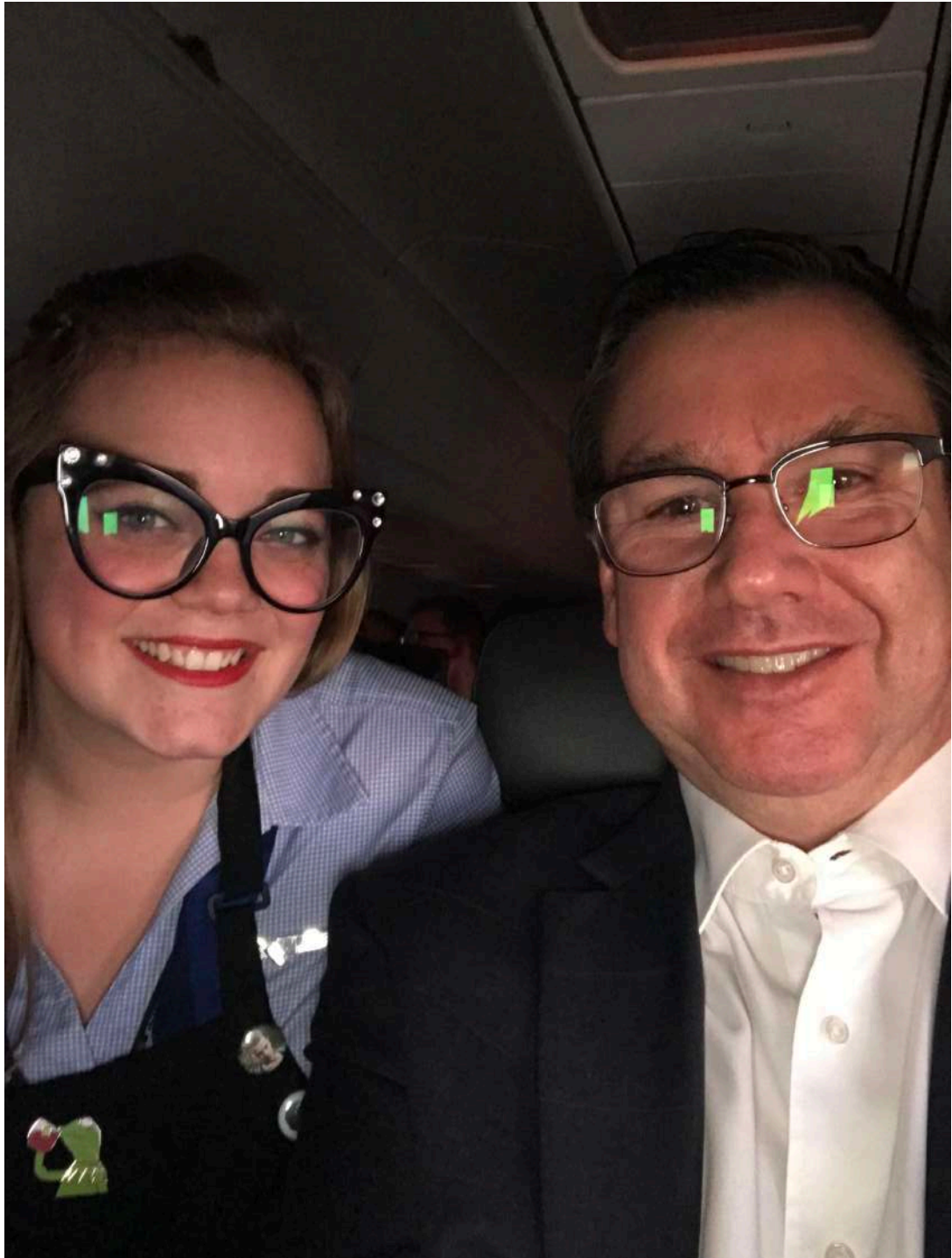
**TOM ZIGLAR**

CEO OF ZIG ZIGLAR CORP

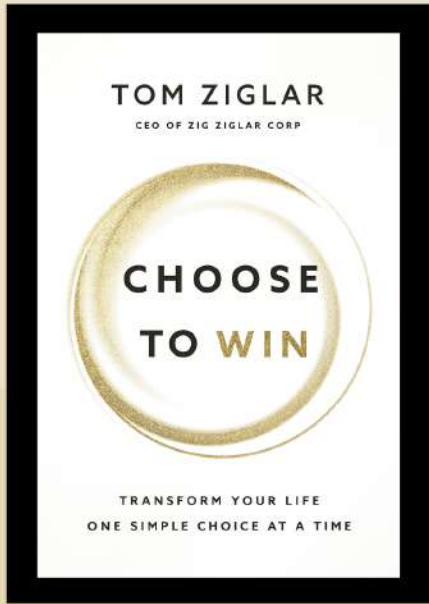


TRANSFORM YOUR LIFE  
ONE SIMPLE CHOICE AT A TIME









**ACTION**  
The habit of right implementing



**STRATEGY**  
The habit of right planning



**MINDSET**  
The habit of right thinking

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INPUT

**DO**

**PHYSICAL**  
PERSISTENT CONSISTENCY

**HAVE**

**FAMILY**  
INFLUENCE & EXAMPLE

**FINANCIAL**  
DREAMS

**PERSONAL**  
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**GIVE**  
**CAREER**  
PERFORMANCE

**LEGACY**

The fastest way to success is to replace bad habits with good habits. —Tom Ziglar



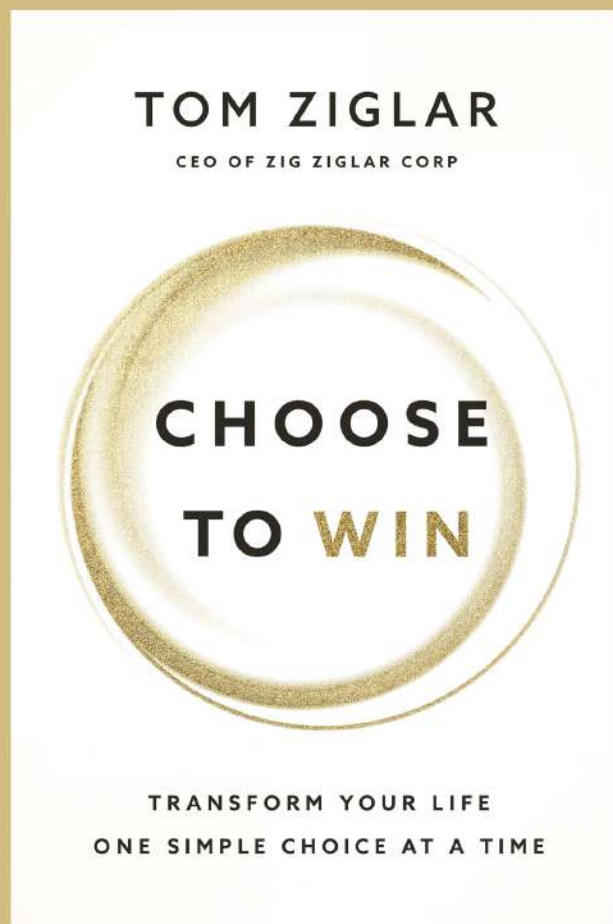
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DESIRE  
WHY  
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GIFTS  
TALENTS

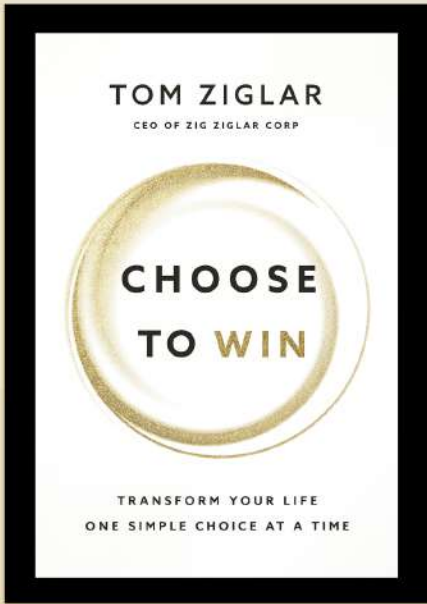
**SURVIVAL** → **STABILITY** → **SUCCESS** → **SIGNIFICANCE** → **LEGACY**



 **Ziglar**



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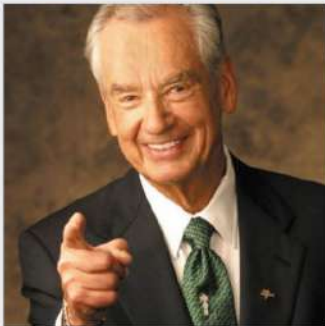
**LEGACY**











Zig Zigar ✓

@ZigZigar

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Photos

Videos

Posts

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Events

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WATCH VIDEO

Liked

Following

Share



Watch Video

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Photos



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Community

See All

Invite your friends to like this Page

4,536,353 likes

4,380,638 follow



 Zigar

**Z**  
THE  
**ZIGLAR**

SHOW

TRUE PERFORMANCE

OVER  
**40**  
MILLION  
DOWNLOADS  
DAVE RAMSEY  
SETH GODIN



Ziglar

**AT ZIGLAR, WE ARE IN  
THE TRANSPORTATION BUSINESS...**

**WE HELP YOU  
GET FROM  
WHERE YOU ARE...**

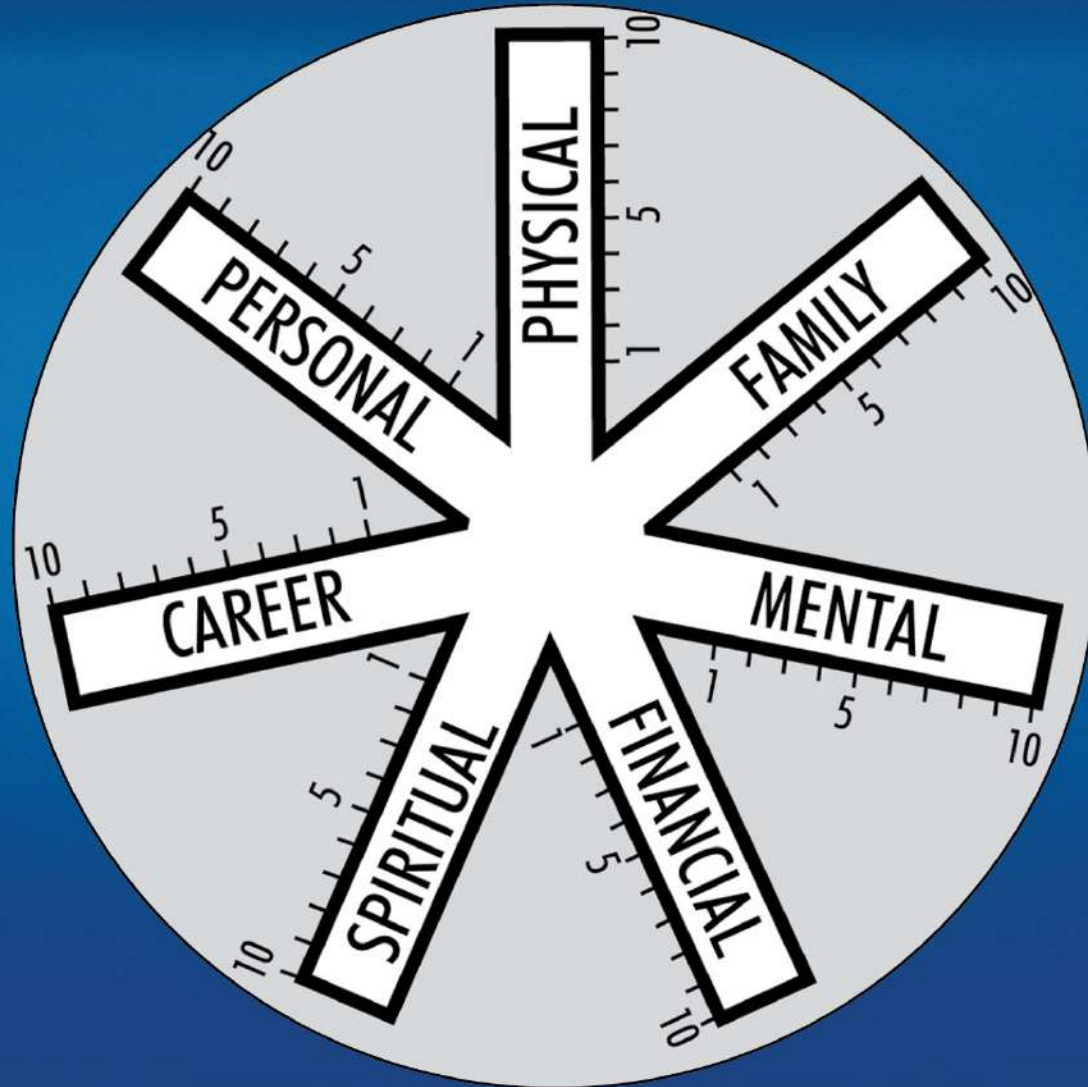


**TO WHERE  
YOU WANT TO BE.**

**FB/ZIGZIGLAR**



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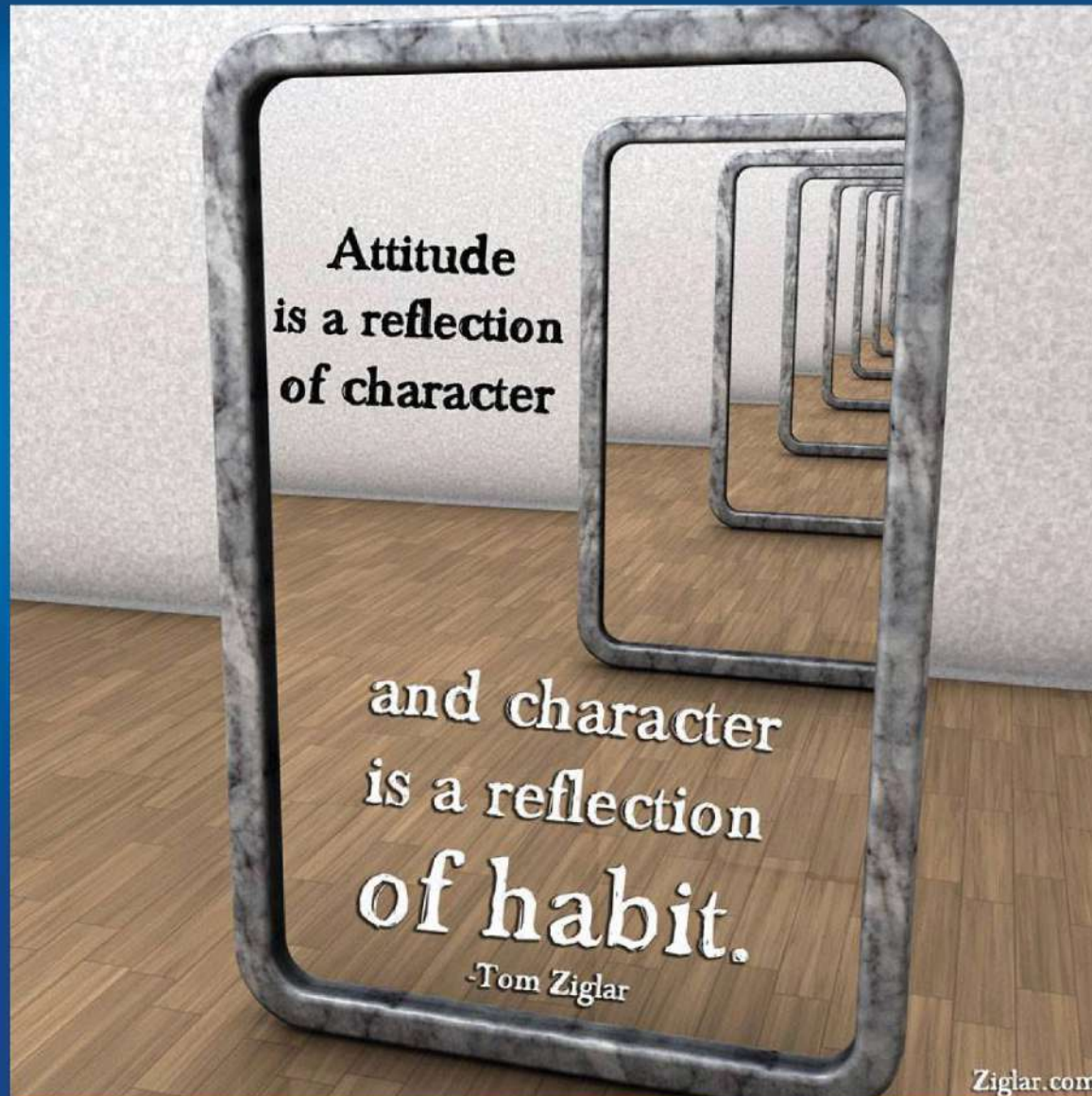








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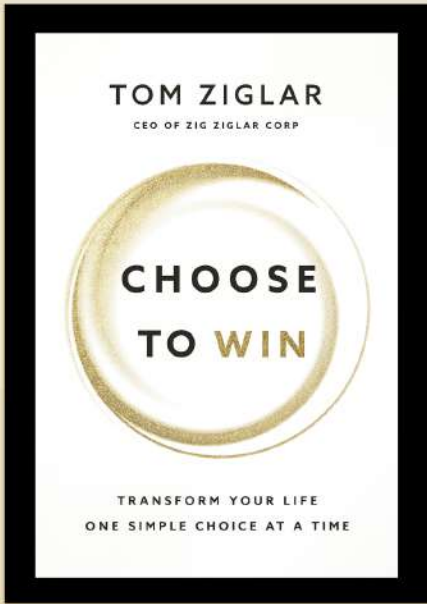
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**STABILITY**



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 Zigar

# What is the fastest way to Success?





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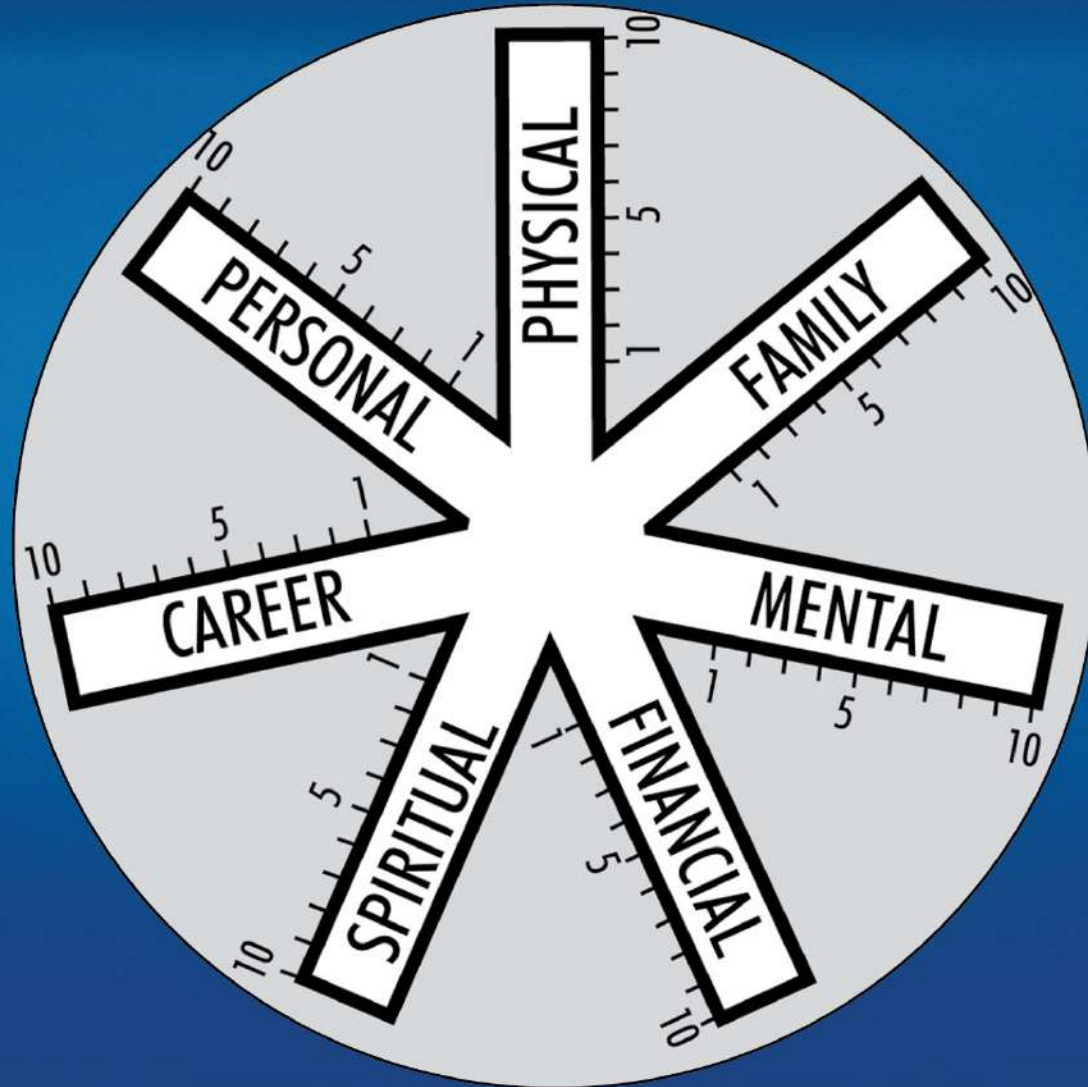


**THE FASTEST WAY  
TO SUCCESS IS  
TO REPLACE BAD HABITS  
WITH GOOD HABITS.  
-TOM ZIGLAR**

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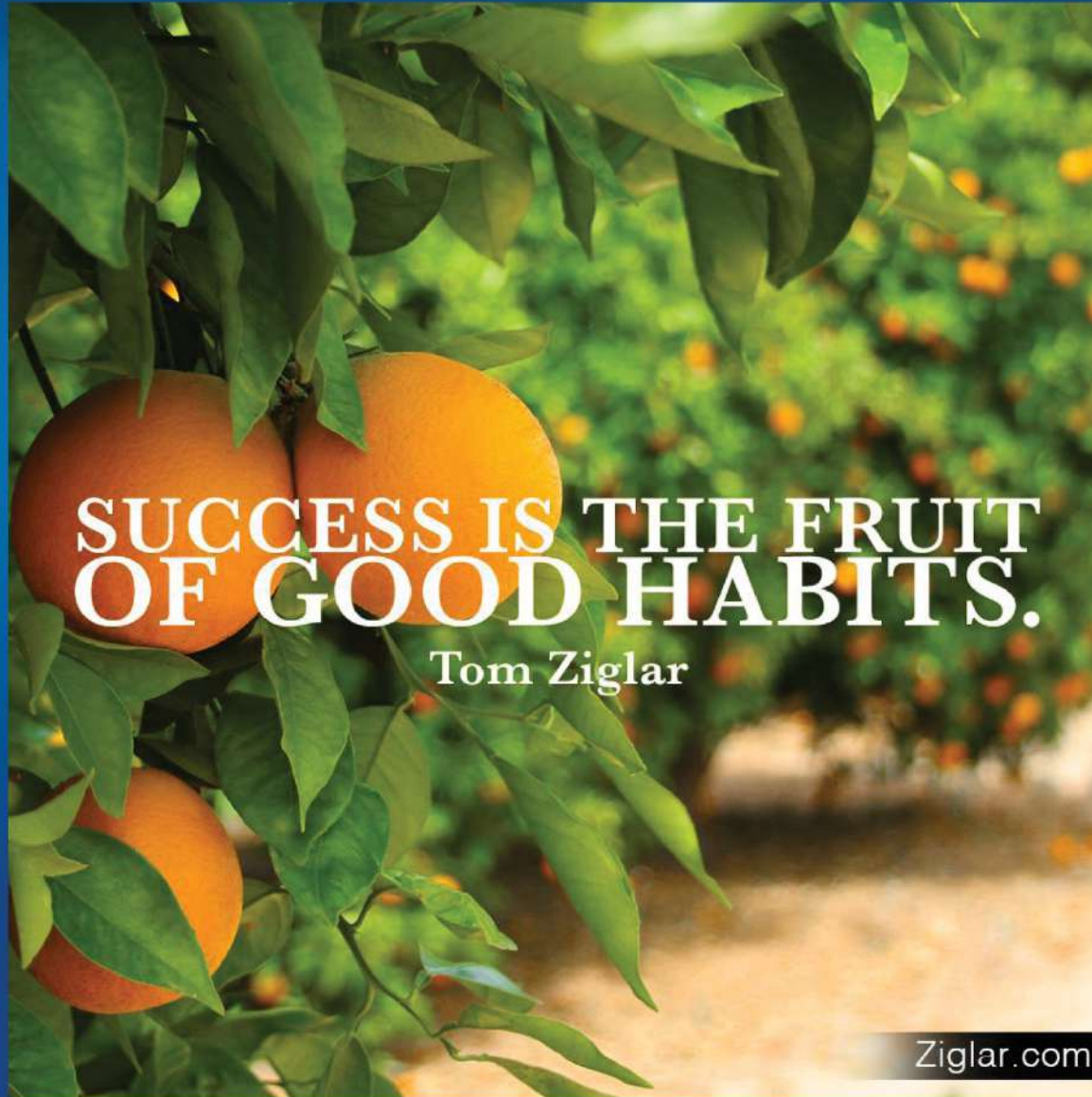


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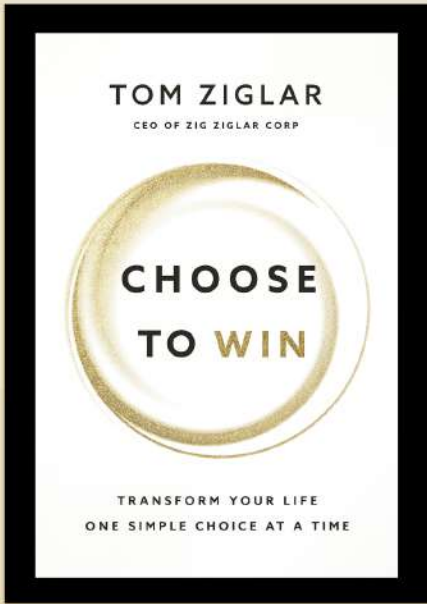
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SUCCESS IS THE FRUIT  
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What's Your WHY?



# Legacy

Legacy is when you teach and transfer the habits that build character, integrity, and wisdom that will ripple through eternity.



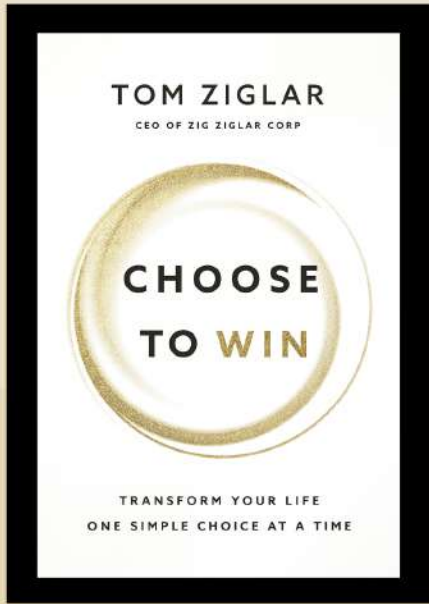


Zigar

**“LEGACY IS A  
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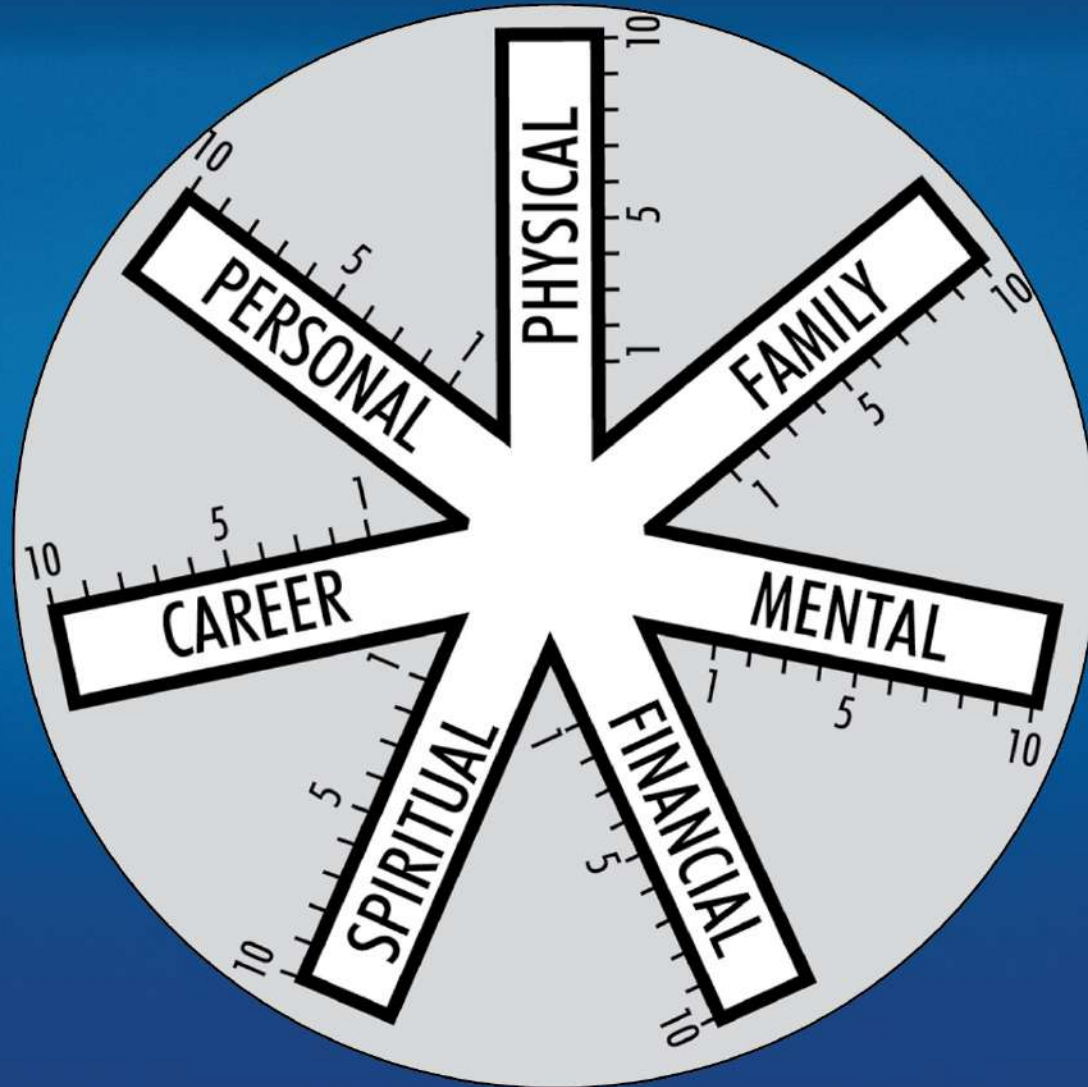
**SIGNIFICANCE**



**LEGACY**



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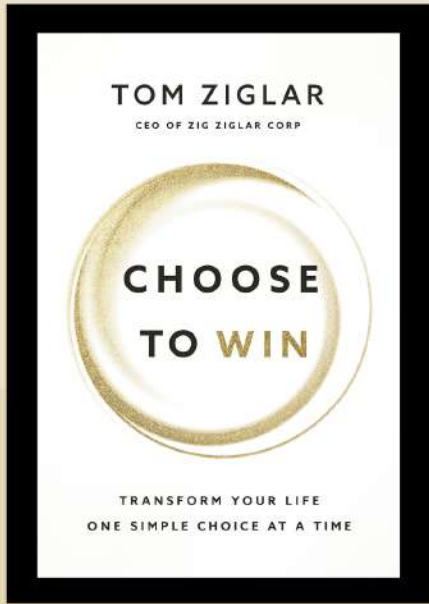


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**WHAT YOU FEED  
YOUR MIND  
DETERMINES  
YOUR APPETITE.**

-TOM ZIGLAR

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# The Ziglar Performance Formula

Attitude x Effort x Skill = Performance





A TREES'  
**FRUITFULNESS**

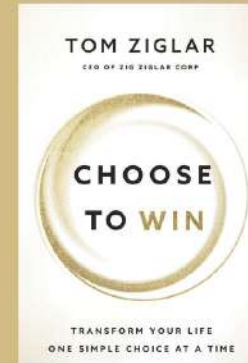


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DEPENDS ON ITS  
**ROOT-FULLNESS**



ChooseToWinBook.com  
THE FASTEST WAY  
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**WITH GOOD HABITS**



### 50 Performance Habits That You Can Choose to Own

The following assessment is taken directly from the book *Choose To Win* written by Tom Ziglar. Your performance - the results you get - are determined by the habits you have. Take this assessment to identify the habits you can adopt that will change your performance, and your life!

Following are performance habits in the areas of attitude, effort, and skill. Please take a personal inventory and rate yourself in each one of the habits by marking a 1, 2, or 3 in the blank to the left of the number. (Note, for this group exercise you are only doing one section of the 50 habits.

- 1 means it is an unrecognized or undeveloped habit
- 2 means you have it but tend to do only the minimum required
- 3 means you "own" it and exceed expectations in this area on a regular basis



Individually review all of the one that you marked as either a 1 or a 2. Circle the two habits that if you moved to ownership level 3 would have the biggest impact on your success.

In your group discuss the habits you circled.

As a group pick two habits that you feel would benefit the most people and write down three ways to take action on making this habit a part of your life.

Habit # \_\_\_\_\_

**Three ways to take action:**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_



Now write the habits you choose and the 3 action steps on the large piece of paper and pick a group presenter to present to the group.

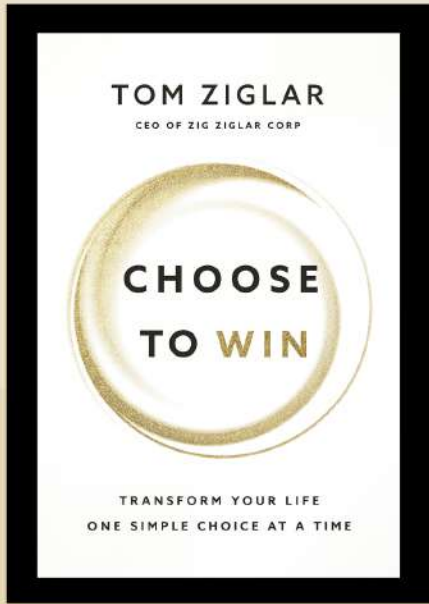


CHOOSE  
TO WIN



## ATTITUDE Habits:

- \_\_\_\_\_ #1. Determine your attitude in advance – choose to celebrate the good news and embrace the setbacks with an overcoming, “can do,” positive attitude before the situations happen.
- \_\_\_\_\_ #2. Body language – engage your face, your smile, your demeanor, your entire body, so that those around you know you are committed, helpful, listening, and someone they can count on to solve the problem.
- \_\_\_\_\_ #3. Be curious – being curious about someone else and their challenges is one of the greatest and most powerful compliments you can pay. Being ready with questions like, “Can you tell me more about that?” and “How does that impact you?” Opens doors and allows you to serve others.
- \_\_\_\_\_ #4. Focused – determine your primary focus in advance when working on a project or with people and let your attitude and demeanor show your focus.
- \_\_\_\_\_ #5. 100% All In – be committed! Be all in or consider not doing it at all. Make sure your words, actions, and body language back up the expectations you have set.
- \_\_\_\_\_ #6. Act with purpose – be intentional in your actions, knowing that each thing you do gets you one step closer to your desired outcome – acting with purpose demonstrates confidence.
- \_\_\_\_\_ #7. Be grateful – each day take some time to reflect on the experiences, people, and opportunities that have enriched your life and position you to achieve your dreams and goals. Gratitude is the healthiest of all human emotions.
- \_\_\_\_\_ #8. Be generous – with your time, treasures, and talents. **“Opportunity seeks out the generous.”**  
**Rabbi Daniel Lapin** People you want to do life with, and who refer business, don’t spend much time with misers and Scrooges.
- \_\_\_\_\_ #9. Take an inventory – at the end of each day take an attitude inventory – where did you do well and what can you do better next time?
- \_\_\_\_\_ #10. Relish the small stuff – understand and believe that the many small things done right and with the right attitude give you the best chance for success – and usually don’t take much talent or skill. **“The big shot is just the little shot who kept on shooting.” Zig Ziglar**
- \_\_\_\_\_ #11. Tell the truth in advance – even if you don’t “feel” like it right now, decide how you want to feel and speak it as if you already feel that way.



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 **Ziglar**

“AT ZIGLAR WE ARE IN THE  
**TRANSFORMATION BUSINESS.**”

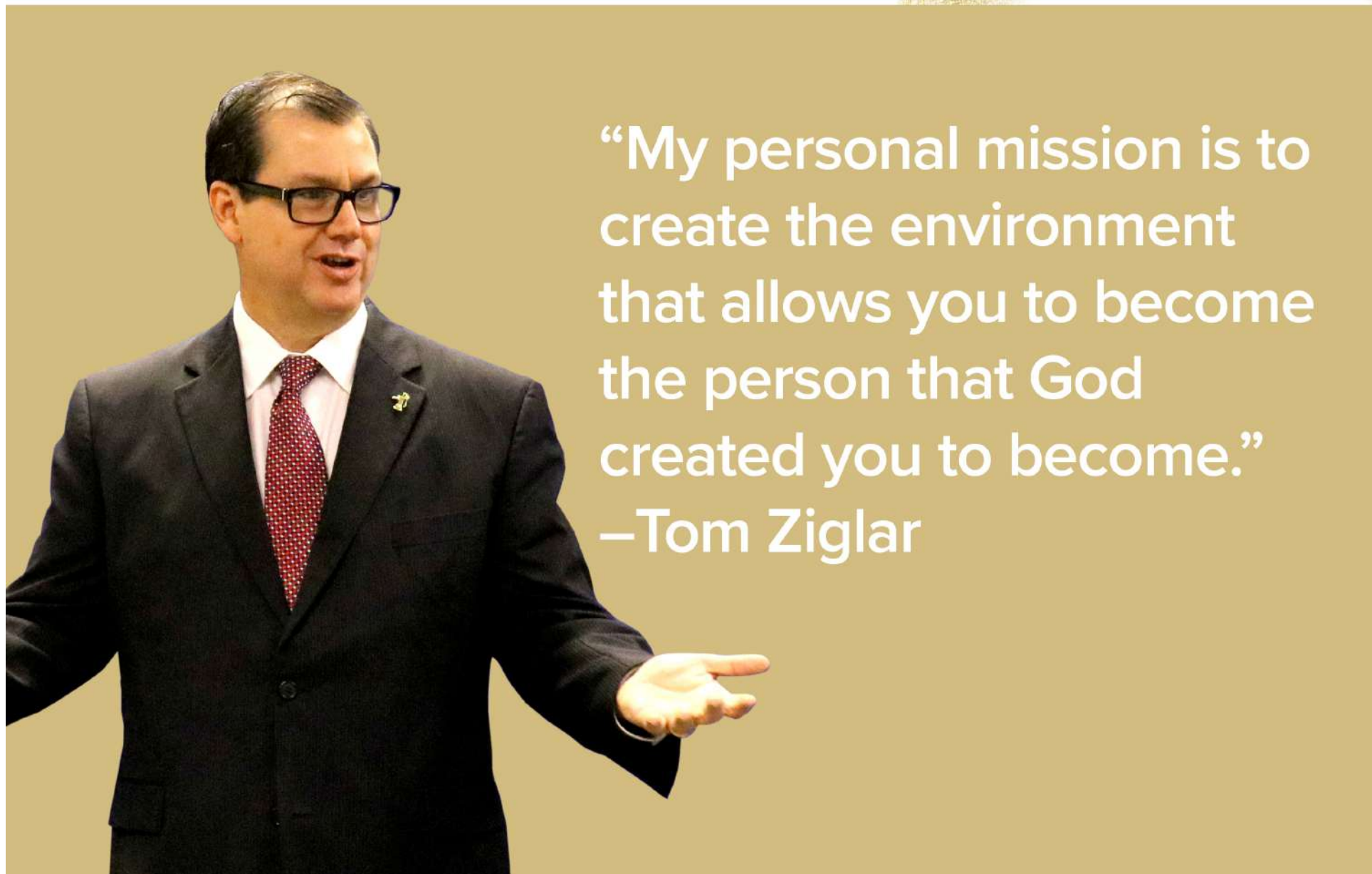


WE HELP YOU  
**TRANSFORM**  
FROM THE PERSON YOU  
ARE TODAY INTO THE  
**PERSON GOD**  
CREATED YOU  
**TO BE.”**  
-TOM ZIGLAR





 Ziglar



“My personal mission is to create the environment that allows you to become the person that God created you to become.”  
–Tom Ziglar



**BUILDING THE BEST YOU**

# The Choice is Yours!

**“You don’t have to be great to start but you have to start to be great.” – Joe Sabah**





# Ziglar Legacy Certification Program Levels

**Level 1**



**Ambassador**

Develop yourself and others in your community, industry, or company.

You may not charge for training at Ambassador level.

\$ \_\_\_\_\_

**Level 2**



**Trainer**

Includes Ambassador Level. Includes additional training to grow a successful training business.

At this level, you can offer training and products at a profit.

\$ \_\_\_\_\_

**Level 3**



**Coach**

Includes Ambassador and Trainer Level. You will be trained to deliver personal coaching, which is the fastest way to start making an income in ZLC.

\$ \_\_\_\_\_

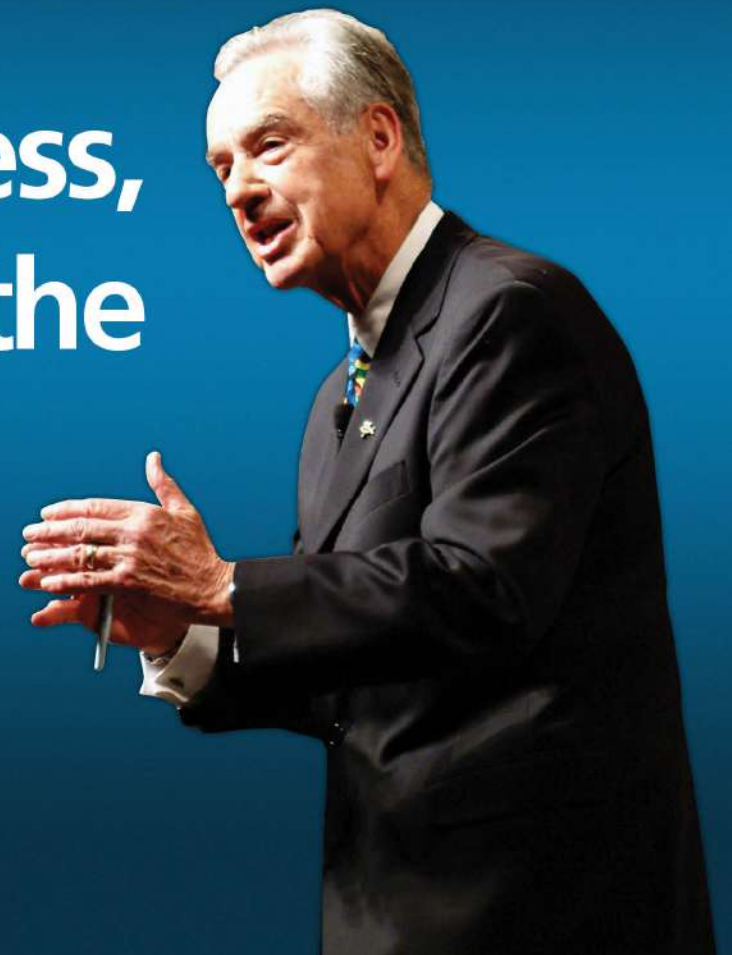
	Level 1	Level 2	Level 3
3.5 Day ZLC Certification Course at Ziglar Headquarter	●	●	●
Full Year Choose To Win Mentoring Program with Tom Ziglar	●	●	●
Monthly training webinars for all ZLC'rs	●	●	●
2 Day Sales and Marketing Training		●	●
2 Day Essential Presentation Skills Training		●	●
Opportunity to Sell Training at a Profit		●	●
Opportunity to Sell Ziglar Products at a Profit		●	●
2 Day ZLC Certified Coach Training			●



## BUILDING THE BEST YOU

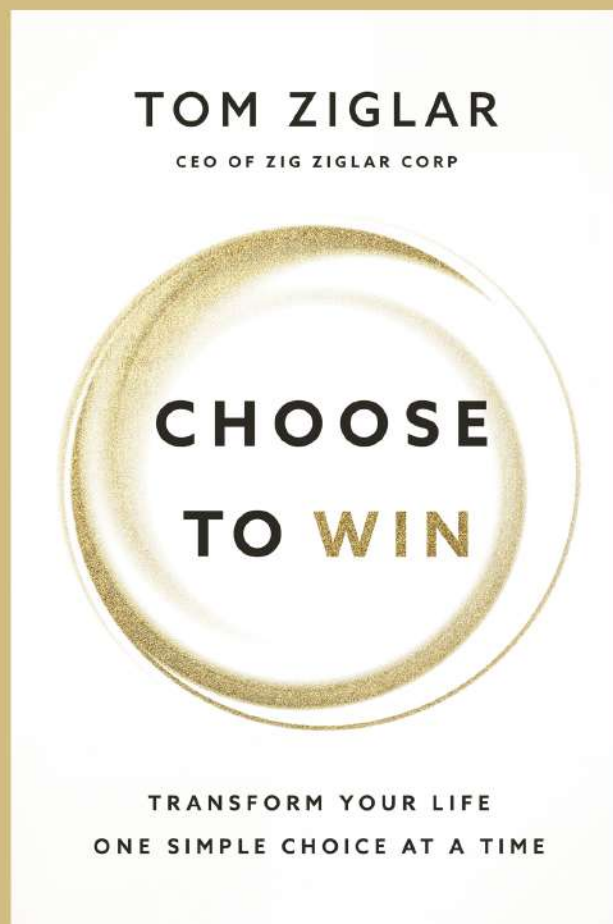
**Man was designed for  
accomplishment,  
engineered for success,  
and endowed with the  
seeds of greatness.**

**– Zig Ziglar**





 Ziglar



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