



THE PHENOMENAL PERFORMANCE CONFERENCE

FEBRUARY 6 & 7
HOUSTON, TEXAS

HOWARD PARTRIDGE



Dear Inner Circle Community,

Welcome to the February Inner Circle Training Conference! We are so glad you are here!

Last year, we decided to make most of our conferences “member-only” which means you are in the room with fellow Inner Circle Members who are on the same journey as you and have the same outlook on business.

We are a community, and there is NOTHING that compares with the love and joy that flows in that room.

A virtual community is an oxymoron. True community requires the human touch. The Inner Circle Community Conference only happens once per quarter.

The theme for this conference is **Phenomenal Performance**. Your business is a vehicle to help you achieve your life goals.

Your business vehicles must perform in order to take you where you want to go.

At this conference, you'll learn how to dramatically increase your performance in life and the performance of your business.

I'm glad you're here!

Sincerely,

Howard Partridge

CONFERENCE SPEAKERS



HOWARD PARTRIDGE

HowardPartridge.com

Howard Partridge started his first business out of the trunk of his car over 35 years ago and built it into a multi-million dollar enterprise. He has owned 9 small businesses altogether and owns 4 companies at the time of this printing. He is the President of Phenomenal Products, Inc. which helps small business owners stop being a slave to their business by transforming it into a predictable, profitable, turnkey operation. For the past two decades Howard has helped small business owners around the world dramatically improve their businesses.



DONALD MILLER

StoryBrand.com

Donald Miller is the CEO of StoryBrand and every year helps more than 3,000 business leaders **clarify their brand message**. Combined, Don's books have spent more than a year on the New York Times Bestsellers list. His books include: *Blue Like Jazz*, *A Million Miles in a Thousand Years*, and *Scary Close*. Don is widely considered one of the most entertaining and informative speakers in the world. His audiences are challenged to lean into their own story, creatively develop and execute the story of their team, and understand the story of their customers so they can serve them with passion.



TOM ZIGLAR

Ziglar.com

As CEO of Ziglar and key collaborator on his father's 30th book, *Born to Win*, Tom Ziglar carries on the organization's "profoundly simple" philosophy: **"You can have everything in life you want, if you will just help enough other people get what they want."** Tom shares this lesson with billion-dollar companies, small-business owners, and prestigious academic institutions, allowing thousands of clients to take their business further than they ever dreamed possible. The world hungers for inspiration, motivation, and hope. With Tom's innovation and world-class coaching, Ziglar is the go-to resource.



ELLEN ROHR

EllenRohr.com

From The Plumber's Wife to America's Top Expert on Making Big Money Doing Dirty Jobs! Ellen Rohr teaches How to make Business UN-Complicated by focusing on the few things that have the biggest impact on your results. Ellen Rohr The Business Makeover Expert® teaches the few things that make all the difference to your business success: Easy financial clean up, profitable pricing and powerful business planning.



DAVID FREY

Author and Marketing Consultant

David Frey is the author of the *Small Business Marketing Bible* and the *Coaches and Consultants Marketing Bootcamp*. He has trained thousands of small business owners on how to get more high quality referrals and has been devising and implementing business referral programs for over 16 years. David is also a master at "personal" social media marketing and has 11,588 combined people following him on his personal profile.

CONFERENCE SPEAKERS



DAAN SCHMIDT

SchmidgtCommunicatie.nl

Daan was first introduced to the Inner Circle Conference by an email from Tom Ziglar through the Ziglar Corporation in December 2014. He started reading all of Howard's books, bought the home study kit, joined the webinars and then came to the Inner Circle Conference in February 2016. After having Tom and Howard speak at his event in Amsterdam in October 2016, he and his wife Lizzy immediately signed up for the Inner Circle. It has literally changed their entire life and brought their business from a losing 20K in 2016 to 500K in 2019! Together with their team of 5 they lead an online marketing bureau in The Netherlands named Schmidt Communications, which serves clients all over the world.



JACOB SALEM

EZMetrics.com

Jacob Salem is the founder and Chief Executive Officer of EZMetrics, a global digital marketing agency who has represented some of the world's most foremost public professionals, speakers, and influencers such as Ziglar, Inc., Les Brown Enterprises, as well as several small businesses and non-profit organizations, Jacob has helped generate over 1,000,000 leads and prides himself on helping businesses grow and monetize their presence online.



SANTIAGO ARANGO

Inner Circle Coach

Santiago Arango has been helping small business owners for the past 16 years and while directing a very successful business in Houston he developed a passion for leadership and personal growth. As a Phenomenal Products Coach he has immense knowledge of the 5 core systems of business: Marketing, Sales Operations, Administrations and Leadership. As a John Maxwell Leadership team member, Zig Ziglar Legacy and Human Behavior expert he has an understanding of the needs and processes to develop ourselves before we help develop others.



RICK JONES

Inner Circle Coach

Rick Jones is a consultant, coach and trainer with The Howard Partridge Inner Circle. Since 2012 he has had the opportunity to train and coach members from Phenomenal Products and the Zig Ziglar Corporation. Prior to working with Howard, Rick was the Owner and President of the Houston Dale Carnegie Training Organization. He was with Dale Carnegie for 33 years. Rick had the opportunity to train with over 25,000 companies, such as IBM, Dow Chemical, Wal-Mart, Exxon Mobil, and the Houston Chronicle in developing employees to excel in their careers. After retiring for over a year, Howard contacted Rick and told him of an opportunity to help develop business owners. Rick realized that he still wanted to help people achieve their business goals. It has been a perfect fit.



CHERI PERRY

Inner Circle POD Facilitator

Cheri Perry was originally referred by the Ziglar community where she thrived in personal development over the years of mentorship from Mr. Zig Ziglar himself. Since joining the Inner Circle in 2014, she has been an avid supporter, leader and mentor within our community. As a result of her passion for business and the involvement in the Inner Circle, her credit card processing company, Total Merchants Concepts, has been recognized multiple times as one of the *'Top 100 Places to Work in the State of Washington'* and in 2019 as one of the *'Top 300 Workplace Environments'* by Inc. Magazine. Cheri is also a gifted speaker and author of several books including *The Gift of GRACE*. Her favorite thing to do is spending time with her husband Dean and her son Tyler. Perry 1, 2 & 3.



MICHELLE PRINCE

MichellePrince.com

Michelle's entire life changed in 1989 when she met her mentor Zig Ziglar. In 1994 she made that dream a reality by beginning her sales career working for Zig Ziglar right out of college. With her solid foundation in personal growth, productivity and leadership, Michelle was able to achieve extraordinary results and numerous awards, making her an in-demand sales and marketing professional. Today, Michelle is even more committed to carrying on the legacy of the late Zig Ziglar than ever before.

Inner Circle PReview

Santiago Arango

Personal Wheel: Assessment Sheet

Directions: On the following pages rate yourself from 1-10 in each category. Divide your total by 10 to reach your final number in each category. Using spokes of the wheel image below, plot your number in each category and connect the dots to see how smooth your ride is.

Physical

- appearance
- regular checkup
- energy level
- muscles toned
- regular fitness program
- weight control
- diet & nutrition
- stress control
- endurance & strength
- enough sleep
- TOTAL ÷ 10 = _____

Spiritual

- believe in God
- inner peace
- influence on others
- spouse relationship
- church involvement
- sense of purpose
- attitude for giving donations
- prayer
- Bible study
- abundant gratitude
- TOTAL ÷ 10 = _____

Mental

- attitude
- intelligence
- formal education
- continuing education & training
- creative imagination
- inspirational reading
- inquisitive mind
- self-image
- enthusiasm
- automobile university
- TOTAL ÷ 10 = _____

Family

- listening
- good role model
- principled but flexible
- forgiving attitude
- build self-esteem of others
- express love and respect
- meals together
- family relationships
- dealing with disagreements
- time together
- TOTAL ÷ 10 = _____

Financial

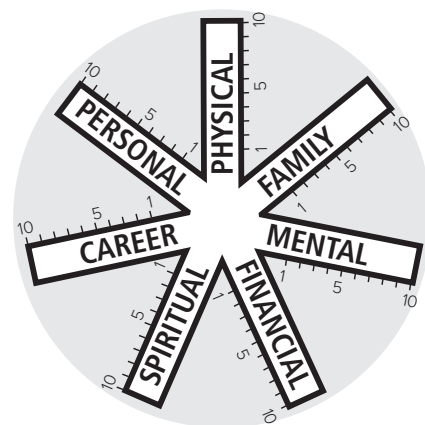
- proper priority
- personal budget
- impulse purchases
- earnings
- living within income
- money in savings
- adequate insurance
- investments
- financial statement
- debt free
- TOTAL ÷ 10 = _____

Personal

- recreation
- exercise
- friendships
- community activities
- service clubs
- quiet time
- growth time
- consistent life
- appropriate social media
- time management
- TOTAL ÷ 10 = _____

Career

- love what I do
- understand my job
- co-worker relationships
- productivity
- understand company goals
- understand my activity in relationships to my goals
- appreciate company benefits
- opportunity for advancement
- well-trained for my job
- own my business/have career path
- TOTAL ÷ 10 = _____



Business Wheel: Assessment Sheet

Phenomenal Marketing Systems

Marketing is everything you do to _____ to your business.

Phenomenal Marketing delivers a meaningful _____ that engages, educates and entertains.

A Phenomenal Marketing System is a group of working parts that duplicates results consistently.

1. Marketing

- Meeting or exceeding my sales goals through effective lead generation and promotions.
- We have a clear position in the marketplace
- We have clearly defined our prime target market
- We have clear definitions of our product and/or services
- We have a pricing strategy that is profitable
- We are consistently marketing to our house list (client base)
- We have an effective referral relationship program
- We have an effective referral/affiliate reward system
- We have a written, posted marketing calendar
- We have an effective digital marketing system that includes websites(s) that clearly communicate what we do, and we are consistently capturing e-mail addresses and using them to communicate to our e-mail audience, and we have a strong presence on social media.

TOTAL ÷ 10= _____

Phenomenal Sales Systems

Nothing happens in a business until a _____ is made!

Healthy sales cure all other business _____

Sales isn't something you do "to" someone, it's something you do _____ and _____ someone.

"Sales is a transference of _____" – Zig Ziglar

"Sales is everything you do to convert _____ into _____."

2. Sales

- We answer the telephone live
- We have effective telephone answering/transferring systems
- We have an effective sales script that appeals to our target market and closes the maximum number of inquiries
- We have an effective system for responding to Internet leads
- We have an effective sales process for each of our profit centers
- We have an effective up-sell and down-sell process
- We have effective processes and scripts for overcoming objections
- We have an effective process for identifying ongoing and changing customer needs
- We have clearly defined account management policies and procedures
- We have effective customer management software in place

TOTAL ÷ 10= _____

Phenomenal Operations Systems

Operations is everything you do to _____ your _____.

Phenomenal Operations delivers a meaningful _____.

A Phenomenal Operations **System** is a group of working parts that duplicates results consistently.

3. Operations

- We have developed our unique service experience
- We have clear/cut service systems in place that are exceeding our client expectations
- We respond immediately to client concerns
- We have clear cut return/refund policies
- We get customer feedback on a regular basis to ensure we are exceeding expectations
- We have regular production meetings to ensure on time delivery
- We have a key customer appreciation process
- We have effective project management processes in place
- We have inventory management and office supplies/equipment processes in place
- We have the latest, most effective equipment to deliver our unique service experience

TOTAL ÷ 10= _____

Phenomenal Leadership Systems

Phenomenal Leadership delivers a meaningful _____ that inspires the team to implement.

A Phenomenal Leadership **System** is a group of working parts that _____ consistently.

4. Leadership

- We have a compelling vision statement that everyone understands and follows
- We have effective leadership systems in place that includes recruiting, hiring, orientation, training, coaching, employee reviews and termination processes and have ensured they are legal.
- We have an up to date employee handbook
- We have a written business plan that includes our vision, goals, a marketing plan, sales plan, operating plan and administration plan that is reviewed and updated quarterly.
- We have a written and posted organizational chart
- We have regular team meetings
- We have written performance results description for every position
- We have a training system in place for every position
- We have policies and procedures for all areas of our business
- We have an effective compensation plan in place that includes attractive pay and benefits that create high employee morale and retention.

TOTAL ÷ 10= _____

Phenomenal Administration Systems

Administration is everything you do to _____

Phenomenal Administration delivers vital _____ that gives you the proper feedback on your progress.

A Phenomenal Administration System is a group of working parts that duplicates results consistently.

A business without a _____ is just a _____!

Healthy _____ cure all other business _____.

Healthy _____ can make a difference in the _____.



5. Administration

- ___ We track and report sales by profit center weekly, monthly and annually
- ___ We track and report total sales daily
- ___ We track and report sales by referral/affiliate/ad source weekly
- ___ We track and report sales closings daily (# of calls vs. # of sales)
- ___ We track and report number of returns or re-services as they occur
- ___ We track and report our profit and loss weekly
- ___ We track and report our balance sheet monthly
- ___ We have a cash flow management process in place that includes systems for Accounts Payables and Accounts Receivables
- ___ We plan our taxes annually before year end
- ___ We review our legal and insurance exposure annually (or as often as required)

TOTAL ÷ 10= _____

Increasing Your Performance in All Areas

Howard Partridge

What do you believe?

Your beliefs create the principles you live by and your philosophy of life.

Review the 10 principles of phenomenal performance and rate the level that you've adopted that principle on a scale of 1-10.

1. **The POTENTIAL Principle:** *Understanding Your Potential Impacts Phenomenal Performance.* "Who do you think you are?" All humans suffer from a poor self-image to one degree or another. Who you think you are, and Whose you think you are will determine whether you act on your goals or not.

My score _____

2. **The PICTURE Principle:** *A Compelling Picture Imagines Phenomenal Performance.* "Where are you going?" Human beings do what human beings see in their minds. This can be positive or negative. If you can't see yourself doing something, you won't even try. But when you have a clear picture in your mind, and you believe it, you will take the steps to get there. You have to see the reaching of your goals in your mind first.

My score _____

3. **The PURPOSE Principle:** *Knowing Your Purpose Inspires Phenomenal Performance.* "Why do you do what you do?" Man was created for a purpose, but most never find that out. Many live a life that is meaningless, just getting through the stress of the day. Knowing your purpose gives you a new level of energy and passion.

My score _____

4. **The PEOPLE Principle:** *The Right People Influence Phenomenal Performance.* "Who do you have around you?" The people you have around you will either keep you from being productive or they will promote your potential and purpose. Your closest friends, family and associates heavily influence you, whether you admit it or not. Having the right people around you will help you understand your potential, to help you see a more meaningful picture, and help you embrace your purpose.

My score _____

5. **The PLANNING Principle:** *Proper, Focused Planning Initiates Phenomenal Performance.* "How will you get there?" You can't go somewhere you've never been on without a map. When you have the right directions, you can get where you are going faster and easier. You cannot even get started without an itinerary!

My score _____

8. **The PRODUCTIVITY Principle:** *Consistent, Persistent Productivity Insures Phenomenal Performance.* “What action are you taking?” We all know we need to be more productive to reach goals we have not reached before, but the kind of action we take each day is critical. We need to take focused action every day that will take us closer to the goal. How you use your time each day is vital to phenomenal performance.

My score _____

9. **The PROGRESS Principle:** *Tracking Your Progress Illuminates Phenomenal Performance.* “How are you tracking?” Just like tracking your progress on a trip, you need to track your performance so you’ll know how you are progressing. Are we early? Late? Right on time? Tracking your success reveals (illuminates) your performance, good or bad.

My score _____

10. **The PATIENCE Principle:** *Exercising Great Patience Increases Phenomenal Performance.* “How are you tracking?” Just like tracking your progress on a trip, you need to track your “What will you give?” Reaching a level of phenomenal performance doesn’t happen overnight, it happens over time. The Patience Principle helps you live these principles for the long haul. Diligence over time brings huge rewards.

My score _____

“Fear is the enemy of faith. Doubt is the killer of dreams.” – Unknown

THE PHENOMENAL PERFORMANCE CONFERENCE



TOP

P E R F O R M A N C E

DEVELOPING EXCELLENCE IN YOURSELF AND OTHERS



Ziglar
...Inspiring
true performance

Top Performance – Developing Excellence in Yourself and Others

Rick Jones

The Four Cornerstones Of A Good Foundation

Your _____ determines how _____ you will be.

I. _____: “The stable and distinctive qualities build into an individuals life determines his or her response regardless of circumstances.” – American Dictionary of the English Language

“I challenge you to explore _____ very deeply as you build your career.” – Zig Ziglar

1. Character is a _____ Issue

- It has a direct bearing on _____ .
- It contributes to _____ .
- It impacts your _____ relationships.
- It increases _____ .
- It provides a base for strengthening _____ .
- It builds confidence from your _____ .
- It enhances service to _____ .

2. Character is Self _____ .

Q: What do you see as the tangible and intangible rewards of more character building in businesses today?

Q: What criticism of your leadership would be most painful to hear?

Q: As a leader, what is the most gratifying praise you could hear from a member of your team?

II. _____: Basic wholeness. Moral and ethical principles. Truthfulness, virtue.

In life our foundation stones are the things that will determine to a very large degree how _____ we will _____ and more importantly how _____ we will _____ those lofty positions. – Zig Ziglar

Q: Which is more important, _____ or _____ ?

_____ is a virtue if you are loyal to that which is _____. If you give your _____ and your _____ to a _____, you could be destroyed.

If we keep our _____, then all the other _____, including _____ will fall into line.

_____ and _____ are the _____ qualities whereby a person considers the _____ he/she has on others.

7 Characteristics of Integrity

1. You know that _____ things count.
2. You _____ up, you fess up.
3. You create a culture of _____.
4. You keep your _____.
5. You hire _____.
6. You care about the greater _____.
7. You're _____, but _____.

-Pat Williams, Vice President Orlando Magic, author of 40 books.

Q: What do you see as the tangible and intangible rewards of more integrity in life and the workplace today?

THE PHENOMENAL PERFORMANCE CONFERENCE

III. _____: Standards, principles, respect. To regard or esteem highly the quality of anything.
_____ determine _____. Behavior determines _____. Reputation
determines _____. – Laurel Cutter in Top Performance

All of life is a series of _____, and what you choose to give _____
life _____, will determine what life will give you _____. – Zig Ziglar

Top performers learn to make the proper _____. Your _____ or
_____ to the negative reveals what is _____ of you. It
_____ your _____ and shows the kind of person you really are. -Zig Ziglar

Q: What do you consider the most important values for leadership? Why?

IV. _____: a belief in, confidence, security, reliability, dependability, a faith, certainty, and reliant
upon _____ or _____.

There is a huge lack of _____ in our society today, and that lack of _____
has impacted our economy.

As you move up in the business world, your _____ will be largely measured by the amount of
others have of you. -Zig Ziglar, Top Performance

Trust is the _____ that binds followers and leaders together. It cannot be
mandated or purchased. It must be _____. -Warren Bennis, LEADERS

Q: What's one thing you can do as a leader to earn more _____?

Q: What is your definition of _____.

Q: What is your definition of _____?

“God has given all of us skills and talents, but HE is more interested in the character of the man or woman who uses
these abilities. – Zig Ziglar Life Promises for Leaders

The Power of Email Marketing

Take your email marketing to the next level in 2020

Daan Schmidt

“Lack of direction, not lack of time, is the problem. We all have 24-hour days.” –Zig Ziglar

In General

Use the 3C Process to implement your email marketing strategy for 2020 and beyond.

The 3C Process:

Have a _____ opt in campaign.

Have a _____ sales campaign.

Have a _____ nurture campaign.

Opt In Campaign

Action steps for your opt in campaign.

You need a website or landing page where people can download your _____

You need to create a simple _____

You need _____

In order for your opt in to be effective, you want this on your website or landing page in two ways:

1 _____

2 _____

There are plenty of tools out there for forms and pop ups. We highly recommend _____ because of the possibilities, user friendliness and integrations.

It should add _____ and give away _____ for free.

It must establish yourself as the _____ in your field of expertise.

It should resolve _____ the customer is facing and create a sense of _____

It should get an _____

It should have an _____

Sales Campaign

Action steps for your sales campaign:

Write _____ emails with the help of the tips below.

A Few Important Tips

On creating your sales campaign.

A sales campaign closes the deal and should accomplish these things:

Define the _____ you solve.

Tell the story of solving the problem for another client (_____).

Overcome the _____ resistance.

Offer a limited _____ bonus.

Tell the customer their _____ to buy is going away.

Nurture Campaign

Action steps for your nurture campaign

Make a list with two columns. Put 52 _____ your customers have in one column and the _____

or _____ that solves that problem in the second column.

Write _____ emails. One for each problem + solution.

A few important tips on creating your nurture campaign.

An email nurturing campaign should accomplish these things:

Position your brand as the _____ and authority in your field of expertise.

Remind your customers of the _____ you solve.

Pro Tip:

You can make every nurture email a sales email by using a Call To Action in the _____ part of the email.

Increasing Marketing Performance

David Frey

STEP 1 - Create a new _____ Just for local friends

STEP 2 - Start _____ All of you existing local friends

STEP 3 - Friend your local _____

STEP 4 - Join local _____

STEP 5 - Start creating a _____ of local friends and followers

Increasing Digital Marketing Performance

Jacob Salem



4-CYLINDER SYSTEM

Social Proof

Where are your customers hanging out?

Opt-In

What are you giving in exchange for their information?

Email Marketing

What can you use right now to nurture your prospects?

Targeted Ads

Who are you targeting?

Customer Avatar

Avatar Name _____

GOALS AND VALUES

Goals:

Values:

Age: _____

Gender: _____

Marital Status: _____

#/Age of Children: _____

Location: _____

CHALLENGES & PAIN POINTS

Goals:

Pain points:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conference:

Gurus:

Other:

Quote: _____

Occupation: _____

Job Title: _____

Annual Income: _____

Level of Education: _____

Other: _____

OBJECTIONS & ROLE IN

Books:

Magazines:

Blogs/Websites:

Conference:

Gurus:

Other:

TRUE PERFORMANCE PLEDGE



I believe True Performance is the ideal accomplishment of a goal, aspiration, or objective that benefits everyone involved.



I believe True Performance occurs when I provide the most phenomenal experience possible to my customers and team members.



I believe my attitude is completely within my control, circumstances do not determine my attitude, and a positive attitude will allow me to do everything better than a negative attitude will. I am 100% committed to making every interaction with customers and team members the most positive and life-enriching possible.



I believe 100% effort in everything I do on the job and off is essential to being a leader by example, and leadership is not a position or title, but a responsibility to myself, my family, my team members, and my company. I know that maximum effort releases the potential I have stored within me.



I believe improving my personal and professional skills daily will allow me to be, do, and have all that God created me to be, do, and have. I am a constant learner, always seeking to improve myself in every area of life.



I believe integrity is the foundation stone upon which True Performance is built and long-term success and significance are a result of complete integrity.



I commit to these things and pledge to live up to these ideals because I believe in the mission of our company and I have a dream worth achieving. I am solution-focused, not problem-centered, and I fully understand when I help my company, my team members, and our customers reach their goals and dreams, I will attain my own goals and dreams faster and with much more joy in the process!



My True Performance Pledge is to commit to myself and to you that I will do my best to live up to these ideals. If I fall short, I commit to you that I will come to you privately and apologize. I also commit to hold my fellow pledge-signers accountable when I see behavior that does not reflect the True Performance standards of Attitude, Effort, Skill, and Integrity. I will take action immediately by exiting the situation by simply saying, "I hear what you are saying, let's go ahead right now and schedule a meeting to discuss this."

Signature: _____

Increasing Team Performance

Ellen Rohr

How to Create a Top Performing Compensation Plan for Your Company

“Let’s create a better way to pay!” – Ellen Rohr

As an employee... what do/did I LOVE, Hate?

- _____
- _____
- _____
- _____
- _____
- _____
- _____

A Better Way to Pay is... _____

Pick one to start?

Salesperson Service Tech Installer/Production Marketing CSR

Insights from Sam...

© Ellen Rohr

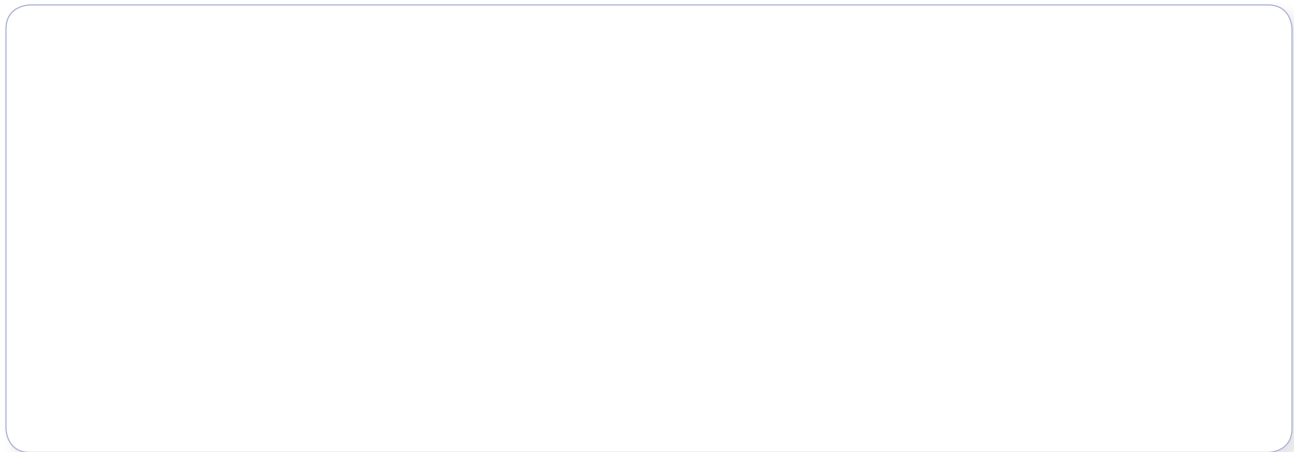
Keep Score!

Scorecards should be _____ and focus on a ____ _____.

Engage the Team!

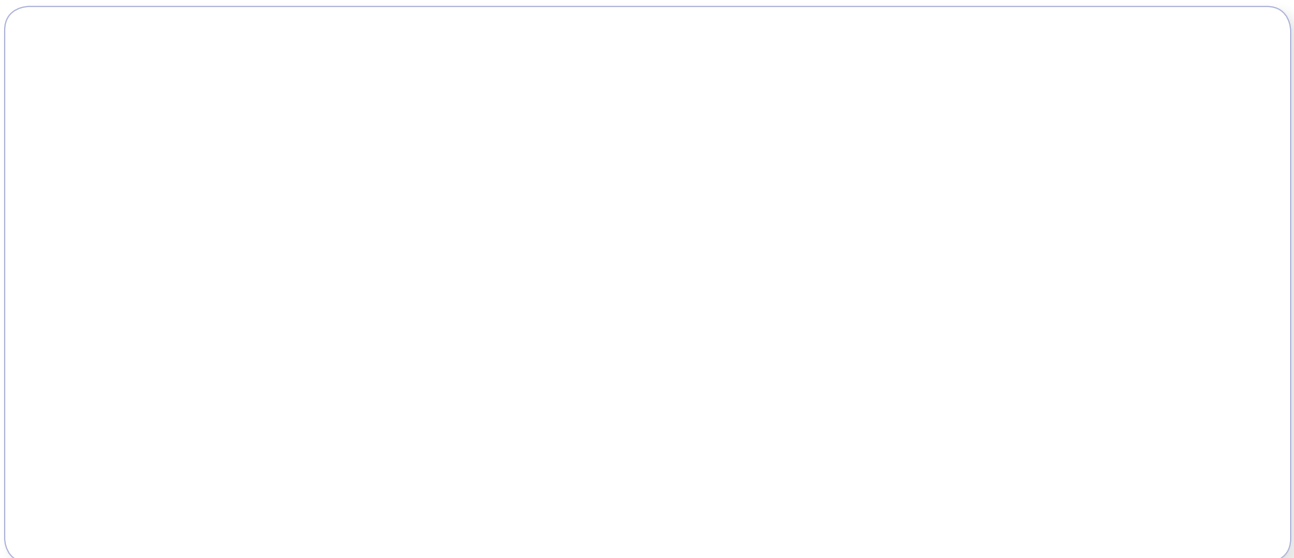
Communication requires good _____.

Insights from Jeff G...



Unpack the Tools!

How can I pay thee? Let me count the ways...



“Employees who believe that management is concerned about them as a whole person - not just an employee - are more productive, satisfied and fulfilled. Satisfied employees mean satisfied customers, which leads to profitability.” – Anne Mulcahy

The Kick Off!

The process and the Webinar Lineup...

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____

What Moves the Score...

- 1. Increase _____
- 2. Increase _____
- 3. Just STOP _____

My Phenomenal Four:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Love love love! Questions? Successes? Reach me...

Ellen Rohr
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G.R.A.C.E.

Cheri Perry



*Working with friends, family, coworkers and clients
requires an extra measure of **GRACE!***



G-

R-

A-

C-

E-



www.GetTMC.com 1-888-249-9919

Chapter 8: The **PRIORITY** Principle

Living by Priority
Ignites Phenomenal Performance

What's important now?

Today's culture offers so many distractions with social media and entertainment. Also, there are so many things to do, life itself can be overwhelming. The key is to prioritize your tasks. A great way to do this is to apply the "focusing question" to each area of our life and business.

The focusing question comes from the book *The ONE Thing – The Remarkably Simple Truth Behind Extraordinary Success* by Gary Keller, co-founder of Keller-Williams, the largest residential real estate company in the world, and his writing partner Jay Papasan.

Here's the question: "What's the one thing I can do, such that by doing it, makes everything else easier or unnecessary?"

Take some time to review your Wheel of Life Assessment (and Business Systems Assessment if you are a business owner). Choose your Four Priority Projects or Goals using the focusing question.

Keep drilling down until you get the first step.

For example, if the one thing you can do for your financial life is build up your savings, what is the one thing that will help you do that? Stop spending money on things you don't need? What's the one thing to help you do that? Get an accountability partner. What's the one thing you can do to get the right accountability partner? Read Zig Ziglar's criteria for a good coach (Page 106 in FTI book).

"Achievers always work from a sense of priority" – Gary Keller

Chapter 9: The PROCESS Principle

A Simple Process Improves Phenomenal Performance

What systems will you use?

A simple process saves you time, therefore you can get more done in less time. When you group a number of processes together, you create a system. A simple system saves you energy, therefore you can get more done before your willpower meter runs low.

A process takes the pressure off the person. Simple systems not only reduce the amount of time, money and energy expended, but can also reduce stress.

A system or is simply a step-by-step way of doing things. Here are some questions to help you create a simple process.

1. What is the goal?
2. What needs to be done?
3. Who is it to be done by?
4. When is it to be done?
5. How is it to be done?

Here's an example: An inventory list.

1. Goal: Have everything you need in stock when you need it.
2. What: List every item, the minimum stock, how much to re-order, who to purchase it from (and the contact info), and how to pay for it.
3. Who: Assign it to a specific person.
4. When: The inventory sheet is to be done and all orders made every Friday by 5:00pm.
5. How: Simply count the items in stock, re-order the number indicated on the sheet.

And how do you know if it worked? Because you never run out of stock!

Building a Story Brand – Clarify Your Message So Your Customers Will Listen

Donald Miller



HowardPartridge.com