

TRAIN YOUR BRAIN FOR **PHENOMENAL SUCCESS**



HOWARD PARTRIDGE



Phenomenal Performance PReview

Howard Partridge



Howard is 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.

“Men simply don’t _____” –Albert Schweitzer

We need the COURAGE to pursue success.

“The opposite of courage in our society is not cowardice, it is _____.”

• Rollo May

“Do not be conformed to this world, but be _____ by the renewing our your _____”

–The Apostle Paul

“The _____ is the last great unexplored continent on earth” –Earl Nightingale

“Whatever we _____ in our subconscious _____ and nourish with _____

and _____ will eventually become a reality” –Earl Nightingale

“You are _____ you are and _____ you are because of what has gone into your _____. You can _____ what you are and where you are by changing what goes into your mind.” –Zig Ziglar

Who do you _____ you are?

What do you _____ you can do?

The problem is we suffer from _____

“We suffer from a poor _____”

“We need a _____”

It’s all about PERFORMANCE

“When you appeal to the highest level of _____, you get the highest level of _____” –Jack Stack

IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.

When you change your _____ you change your _____

What you change your beliefs you change your _____

When you change your expectations you change your _____

When you change your attitude you change your _____

When you change your behavior you change you _____

When you change your performance, you change your _____

"It's not what happens to you, it's how you _____ to what happens to you."

–Zig Ziglar

The problem and the solution is found in how we _____. We have to respond rather than _____.

Responding is _____

Reacting is _____

Responding is _____

Reacting is _____

Responding is _____

Reacting is _____

Responding is _____

Reacting is _____

To help us to change our thinking, so we can _____ at a higher level...

We must understand how to _____

Understand your _____

_____ a preferred future

Listen to the right _____

Search for new _____

_____ Your Life and Business

Performance

Result

Description

What is _____ you want?

What is the _____ required to achieve that result?

How would you _____ that performance?

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.

Important: Please SAVE file before closing to retain notes.



MENTAL

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



PERSONAL

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



PHYSICAL

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



CAREER

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

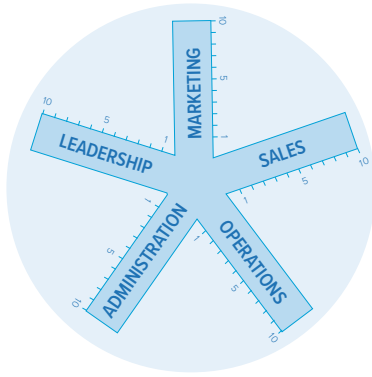


FINANCIAL

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



BUSINESS 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.

Important: Please SAVE file before closing to retain notes.

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 Internet 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= _____

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= _____

OPERATIONS

- ☐ We have developed our unique service experience
- ☐ We have clear/cut service systems in place that are exceeding our client's 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= _____

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= _____

LEADERSHIP

- ☐ We have a compelling vision statement that everyone understands and follows
- ☐ We have effective management 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= _____

How to Think, Learn and Succeed

Dr. Caroline Leaf



Dr. Leaf's presentation contains the scientifically-validated methods and techniques she has developed over 30 years in her clinical practice to help you understand and use your mind to succeed in school, work and life! How you understand and use your mind is predictive of how successful you will be.

IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.

Think and BE Phenomenal

Howard Partridge

Thoughts are _____

Thoughts _____ because they create _____

You were _____ in the _____ of _____

You are a _____

Be _____ about your thoughts

Thoughts _____

Take every thought _____

Man is _____, _____, _____

5 Levels of Being Phenomenal

1. _____

2. _____

3. _____

4. _____

5. _____

“We _____ what we _____ about”

Watch your _____, they become _____

Watch your words, they become _____

Watch your actions, they become _____

Watch your habits, they become your _____

Watch your character, it becomes your _____

What do you _____ about?

What do you _____ about?

What do you _____ about?

IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.

The most important thing a leader can do is _____

Phenomenal Leaders have a _____ mindset rather than a _____ mindset

Phenomenal Leaders have a _____ mindset rather than a _____ mindset.

Phenomenal Leaders have _____ attitude rather than a _____ attitude.

Phenomenal Leaders focus on the _____ rather than the _____.

Phenomenal Leaders operate by _____ rather than _____.

Phenomenal Leaders create a _____ environment rather than _____ environment.

Phenomenal Leaders _____ rather than _____

Phenomenal Leaders stay _____ rather than getting _____

IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.

How to Reposition Yourself with the Power of Authority

Michelle Prince



With Michelle's solid foundation in personal growth, productivity and leadership, she 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.



WHAT CAN THE POWER OF AUTHORITY DO FOR YOU?

_____ your business

Stand out from your _____

Give you _____

Establish you as the _____

Attract _____

Create _____

Make a _____



IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.

How to Create a Victory Mindset that Makes You STRONGER

Tom Ziglar



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."

THE VICTORY MINDSET

STRONGER

Start with Purpose

"The opposite of depression is not happiness. The opposite of depression is purpose." —Rabbi Daniel Lapin

Be, Do, Have - What are you thinking about?

The STRONGER Mindset

"Expect the Best. Prepare for the worst. Maximize what comes." —Tom and Zig Ziglar

Stopping the Worry

STRONGER

DAILY AFFIRMATION

TOM ZIGLAR

I am getting STRONGER and STRONGER every day in every way.

I am expecting the best, preparing for the worst, and maximizing what comes.

I commit to daily growing and learning in every area of my life.

I already have every quality of success inside of me and I am daily recognizing, claiming, developing, and using them.

I am solution-focused, not problem-centered.

I believe James 1:2 and 3, and respond to life's hardships and trials with peace and joy because I know they make me STRONGER.

I have hope in the future because Romans 8:28 tells me that all things work together for good.

I am courageous standing in the furnace of life because I know I am not alone, and I know that those I love are encouraged and lifted up when they see me love and serve others despite my own trials.

Yes! I am getting STRONGER and STRONGER every day in every way.

I know God is perfectly positioning me to fulfill my life's purpose, and in order to do that I am getting STRONGER and STRONGER every day in every way.

Optional Spiritual Session

IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.

**Special Evening Session: Case Studies of
Phenomenally Successful Small Business Owners**
Howard Partridge

IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.

The Phenomenal POWER of a MasterMIND

Howard Partridge

All of Business and All of Life is about _____

The greatest life lesson I've ever learned...

"Get around _____ who are already _____ you want to be"

It's not _____ you know...

It's not _____ you know...

It's not what you know about who you know...

It's about _____ knows you...

It's not about who knows you, it's _____ they know _____ you

It's not about who _____ like they know you

It's about who's _____ they know you!

"The most valuable skill you can have in life is the ability to build _____
_____"

"You are less than _____ away from your biggest dreams and goals" –**Gary Keller**

"Five years from today, you will be the _____ you are today except for the
_____ you meet and the _____ you read" –**Charlie "Tremendous" Jones**

How to Build a Phenomenal Network the _____ Way...

_____ Them

_____ Them

_____ Them

_____ do you need to know?

_____ do you need to learn it from?

_____ will you do it?

IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.

How to Re-Think Your Business, Career and Life

Jim Cathcart



Jim is listed in the professional Speaker Hall of Fame, is a recipient of the prestigious Golden Gavel Award (along with Earl Nightingale, Art Linkletter, Zig Ziglar and many others), has been the president of the National Speakers Association and received the Cavett Award for a lifetime of service.

IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.

How to Buy a Company with No Money

Ellen Rohr



From The Plumber's Wife to America's Top Expert on Making Big Money Doing Dirty Jobs! Ellen Rohr, COO of ZOOM DRAIN Franchising Company, 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.

"Scratch the surface of most fast growing companies and you'll find other companies."—Ellen Rohr

What do you really, really, really want?

How can buying a business grow your business?

- _____
- _____
- _____

Where are you to K ____ F ____ P ____? 1 2 3 4 5

Traditional

EBITDA stands for: E _____ B _____ I _____ T _____

D _____ A _____

The MAIN thing is _____.

IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.

Street Smart

Let's crunch some numbers:

sale/s per day at your avg sale of \$ _____ = \$ _____

Take that number times 250 days in a year: \$ _____

Would you pay _____% of that total for those sales?

Buying companies can be a lot like _____.

The Process

- _____
- _____
- _____
- _____
- _____

Let's practice!

The first goal is the _____.

Love love love! Questions? Successes? Bring 'em! I can answer during the class.

IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.

Phenomenal YOU!

Howard Partridge

7 Lies You've Been Told that Keep You From Being Successful

You aren't _____ enough to be successful

You aren't _____ enough to be successful

You aren't _____ enough to be successful

You aren't _____ enough to be successful

You aren't _____ to be successful

You aren't _____ enough to be successful

You aren't _____ enough to be successful

The Truth about _____!

1. Am _____

2. Am _____

3. Am _____

4. Am _____

5. Am _____

6. Am _____

7. Am _____!

IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.

The Power of Discovery

Howard Partridge

IMPORTANT: Please SAVE this File Before Closing to Retain Your Notes.



HowardPartridge.com