

BOOM™

MASTERCLASS

POWERED BY



THE AESTHETIC BLUEPRINT

**BLUEPRINT'S OUTSTANDING
OUTCOMES MATRIX**

WORKBOOK



Designed for You by
Robert R. Rullo



Today most aesthetic practices compete on price thinking that it's the ONLY way to get business. BUT IT'S NOT . . .

I teach you how to charge top dollar for your services – still get the business and never have to deal with small margins again.

Imagine, you'll have people standing in line to see you.

And you'll NEVER compete on price again.

My Dear Colleague,

Welcome to **BOOM**, Blueprint's **O**utstanding **O**utcomes **M**atrix and the first bonafide business training course designed for healthcare professionals aspiring to create dramatic growth in their practice.

You're here for a reason. In fact, I believe you are here for **ONE** reason and one reason only: to create geometric growth in your practice by enhancing the quality of life of others while living life on your terms.

And I'm **INSPIRED** by that!

We must be kindred spirits because I designed this online course exclusively for people **LIKE YOU** who want to *do more than treat patients*. This course is designed to help you go well beyond that and literally change people's lives through empathy, understanding, and gratitude.

This course is focused on developing your skills as a business person, a communicator, a leader, and an influencer. It will challenge you to truly think more broadly about the business you are in and the impact you can have on everyone around you.

At the end of this course, you'll go from being a practitioner who runs a clinic to a business owner who happens to be a practitioner.

You'll find your focus moving away from scoring the immediate transaction to building a long-term Raving Fan client base – highlighted by loyalty, constant referrals, and sheer gratitude.

For close to four decades, I've had the privilege of working with both Fortune 500 companies and small businesses in helping them find that exciting next level of success.

As a business owner too, I've learned that there are patterns in thinking, behavior, and decision-making that keep us from fulfilling our potential and realizing our dreams. So I fully understand the challenges and the frustrations that you're facing right now.

Being forced to devalue your elite services to compete is just not fair.

***And at the end of this training . . .
You will NEVER HAVE TO COMPETE ON
PRICE AGAIN!***

BOOM training will address areas that I like to call BLINDSPOTS – common challenges that you don't really see that are choking the life out of your ability to grow. These BLINDSPOTS are interwoven, creating a matrix of connected challenges – collectively thwarting your full growth potential.

You'll be surprised to learn that most, if not all, of these BLINDSPOTS are internal and self-induced. And easily fixable with a bit of grit determination.

However, at its core BOOM is about helping you improve your quality of life, ask better questions, and implement new strategies to create more possibilities.

Which leads me to the most important point I want to make. To really get the most value out of your investment in BOOM, I recommend the following tips:

1.

Commit to the process and 'play full out':

Immerse and commit – not dabble. The world is full of dabblers. Just like those who dabble at the gym or dabble at a weight-loss program, you will get frustrated.

2.

Remove all distractions:

Allocate appropriate time per module. Work in a quiet, relaxing space. Turn off your cell phone, mobile devices, and other potential disruptions.

3.

Use this workbook as your guide:

Complete exercises immediately. Write down thoughts, feelings, epiphanies, and ideas that come to you during this training.



“The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking.”

– Albert Einstein

My goal through this training and my broader mission is to get you to think differently about the way you practice – how you engage your patients and to realize that you do much more than “treat patients.”

I hope you find great value in this program, and I thank you for allowing me to share it with you as you create new opportunities for yourself and everyone around you.

Remember that every skill you need to grow and prosper is already inside you.

And NEVER settle for anything less than you can be. For in the end, it’s what you give that will MAKE your life and your business a masterpiece.

Let’s get started.

Robert Rullo

BOOM Founder

“Nothing Great Was Ever Created Without a Blueprint”.

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INTRODUCTION

Most aesthetic practices compete on price thinking that it's the **ONLY** way to get business. **BUT IT'S NOT.**

Just imagine charging top dollar for your services – while still getting the business and never have to deal with small margins again. Imagine people standing in line to see you.

Just imagine a business that will thrive in any economy, earmarked by a fully engaged team serving clients willing to pay top dollar for your services, and *standing in line to see you*.

How does that sound to you?

That's the promise of this course aptly named **BOOM**. Because if you incorporate the strategies taught within these modules, you will launch your business to a whole new level of success and *never compete on price again*.

This course is focused on developing your skills as a communicator, leader, and influencer. It will challenge you to approach your practice with the Right Side of your brain. And to truly think more broadly about the business you are in and the limitless opportunities that await you and your team.

However, this training comes with a **WARNING LABEL**: that is, **some of the content might make you uncomfortable**. And that's good. My goal is to push you out of *your comfort zone*, because that's where learning and growing begins. In fact, that's where your next level resides: on the other side of your comfort zone.

Embrace the discomfort because that's a sign of progress. Any athlete will tell you that to grow, get stronger, and compete at the highest level, a little discomfort is required.

I ask that you push through the discomfort with an open heart and mind and commit to these tried and true methods that **YOU** will learn.

Throughout this training, there is one mantra that I'll repeat again and again.

Here it is:

People don't buy products. They buy emotion, they buy an identity, they buy an experience.

Create an emotional experience for your patients that they can easily identify with, and that goes *beyond their expectations*, and you are well on your way to **BREAKING THE CODE** to creating next level growth.

These are the same strategies used successfully by **mega-brands** like Apple, Starbucks, and Disney.

At the end of this course, you'll go from being a practitioner who runs a clinic to a business owner who happens to be a medical practitioner.

And you will never compete on PRICE again.

Let's get started!



“I’m trying to free your mind. But I can only show you the door. You’re the one who has to walk through it.”

– Morpheus from the Matrix

INTRODUCTION EXERCISE

To get the most out of this training, you have to commit to a higher level of mastery. Abraham Maslow, renowned human behavior psychologist, identified 4 levels or steps to mastery and competence.

1. Unconscious Incompetence: You don't know what you don't know.
2. Conscious Incompetence: You know that you don't know something.
3. Conscious Competence: You learn how to do something, but it takes deep focus and concentration.
4. Unconscious Competence: You've mastered it. Do it without thinking.

My goal is to get you to Level 4, where the skills required to grow your practice feel natural to you. However, to get to this level, you have to commit to learning. This requires commitment, repetition, utilization, and reinforcement.

It all starts with commitment and the determination to NOT settle for anything less than you can be and that you deserve.

Get your commitment down on paper and answer the following:

Why is this training a "MUST" for me?

.....
.....
.....

The 3 Outcomes from this training that I want to achieve are:

Outcome 1:

Outcome 2:

Outcome 3:

I commit to stretching myself in this training because:

.....
.....
.....

How will mastering this information impact the quality of my life and those that I love?

.....
.....
.....

MODULE 1: THE PARADOX OF THE AESTHETIC MARKET



“It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us . . .”

– Charles Dickens - Tale of Two Cities

Learning Objectives

In this module, you will learn:

- The 2 Key Factors negatively impacting your ability to grow
- How the aesthetic market is becoming a commodity
- What commoditization means to your practice
- The meaning of the term “Information Overload” and its impact on your business
- The ONE thing to do to THRIVE — not just survive — in any market

The aesthetic market is in trouble. Despite a significant increase of consumers seeking cosmetic improvements and the availability of breakthrough technologies arriving almost daily, the market is rapidly becoming commoditized – characterized by thin margins and products sold on the basis of price and not brand or brand quality. Aesthetic practices globally are struggling to keep pace.

Good News!



\$44,000,000,000

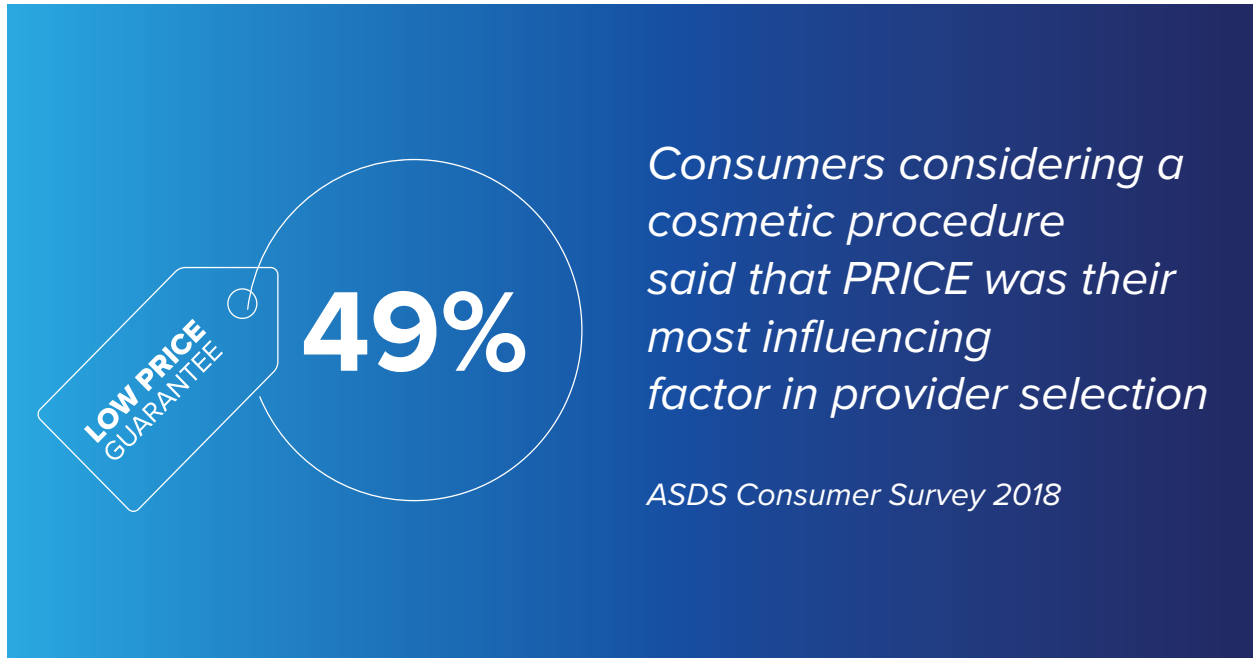
Cosmetic Market Projected by 2025
Grandview Research 2017



***Percentage of Consumers considering a
cosmetic procedure***

ASDS Consumer Survey 2018

Bad News: There are 2 Key Factors that are prohibiting your growth.



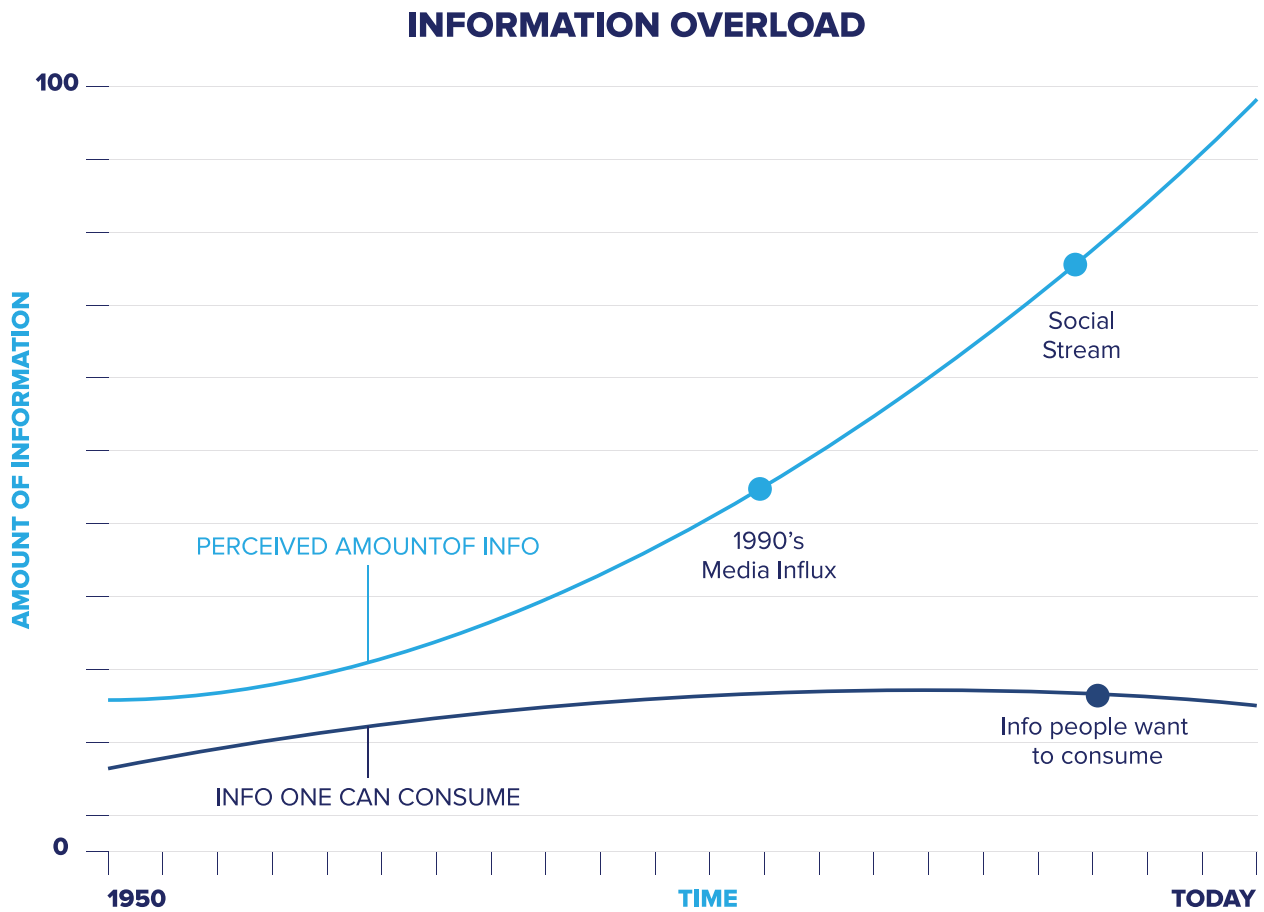
Factor 1: The aesthetic market is becoming **commoditized** – driven by price, *low price*. Despite all efforts to develop and refine your clinical skills to create the absolute best results for your patients, they view you no differently than diapers, laundry detergents, and mouthwash.

Commoditization:

\kə-,mä-də-tə-'zā-shən

Almost total lack of meaningful differentiation in manufactured goods. Commoditized products have thin margins and are sold on the basis of price and not brand. This situation is characterized by standardized, ever cheaper, and common technology that invites more suppliers who lower the prices even further.

Factor 2: Information Overload – A condition where too much consumable information forces people to specifically select information they want to consume.



Consumable information has increased exponentially over time with the influx of new media and the advent of the social stream. Yet the ability for one to consume information has basically remained the same.

The Clutter Factor: The number of Daily Exposure to Ads:

Most businesses today communicate by focusing on



“There’s no such thing as a commodity. All goods and services are differentiable.”

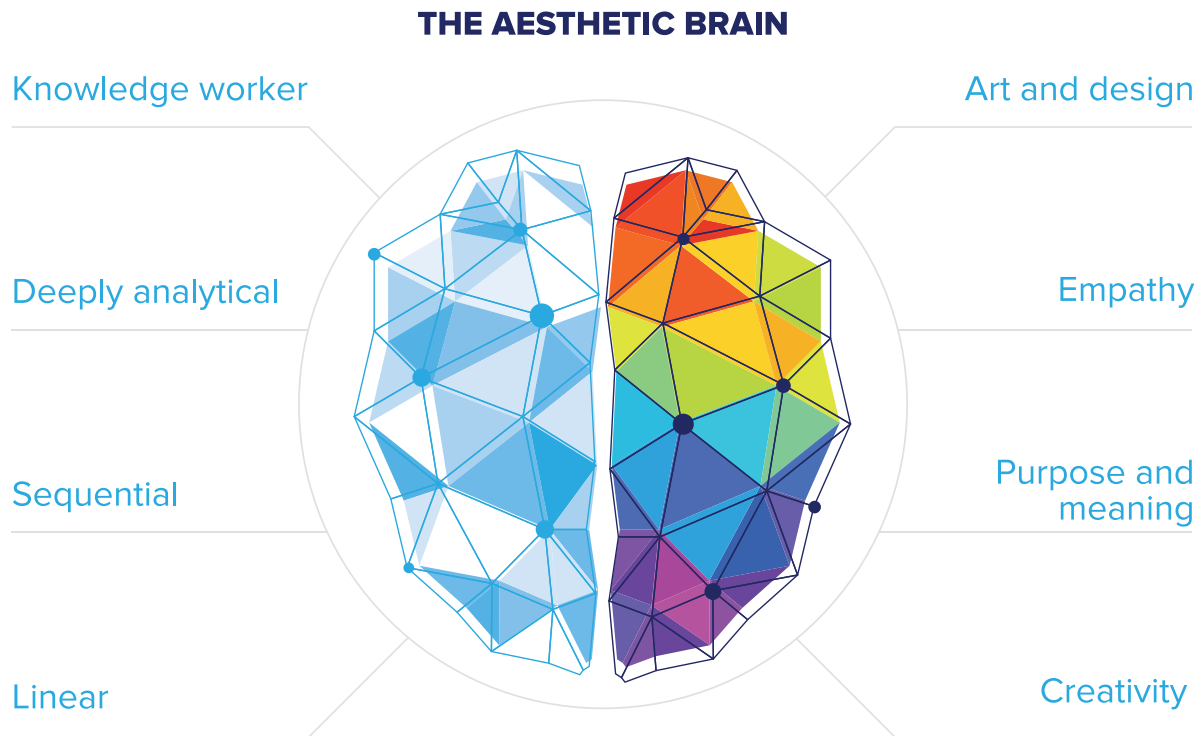
— Theodore Levitt, Harvard Business School

Consumers only treat products and services like commodities when the producers of those products and services do too.

Q: What's the antidote to commoditization and information overload?

A: by adding more value to your customers than anyone.

THE NEXT LEVEL SKILLS YOU NEED



To successfully thrive in today's aesthetic market you must use your brain aptitudes as well as your brain aptitudes that have already made you successful today.

“Remember, all I’m offering you is the truth. Nothing more.”

– Morpheus from the Matrix

Answer Key: Over 50,000, themselves, Differentiation, Right, Left

MODULE 2: UNDERSTANDING YOUR CUSTOMER



“Don’t find customers for your products, find products for your customers.”

— **Seth Godin**

Learning Objectives

In this module, you will learn the:

- 1 Key Factor that all business owners need to know
- Importance of knowing what business you are really in
- 3 Factors that keep your patients/clients awake at night
- Tools to enhance and improve your patient consultations

BUSINESS RULE BOOK

Rule #1:

Business is about

People have

Successful businesses,

Rule #2:

Fall in Love with Your, Not Your Product

..... is the new buying criterion for today’s consumer.

Answer Key: people, problems, solve problems, customer, authenticity

UNDERSTANDING WHAT BUSINESS YOU ARE IN

What business are you in? What business are you really in? Knowing this:

- More clearly defines who you are
- Defines why you do what you do
- Guides your marketing and communications
- Guides your Core Values creation
- Determines who you hire — and how you train them

Exercise: Write the answers to these questions. Hint: Think in terms of your purpose, solving your ideal customer's problems, and adding more value.

What business are you in?

.....
.....
.....

What business are you really in?

.....
.....
.....

What business do you NEED to be in?

.....
.....
.....

FINDING YOUR IDEAL CUSTOMER

Successful businesses people's by going
..... their

To do this, you need to know them better than anyone else and, in some cases, better than they know

Exercise: Identifying Your Key Customers. Thoughtfully complete these tables to determine the demographics of your key customer.

MY IDEAL CLIENTS	WHAT DO THEY HAVE IN COMMON?
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.

WHAT'S KEEPING THEM AWAKE AT NIGHT?
1.
2.
3.
4.
5.
6.
7.

Answer Key: Answer Key: solve, problems, beyond, expectations, themselves

WHAT WE CAN DO FOR THEM?

**THE TRANSFORMATION
WE PROVIDE**

**HOW THEY
BENEFIT**

YOUR CONSULTATIONS: BUILDING TRUST AND ADDING VALUE

The #1 objective of your consultation is to build

Biggest Problems with Consults Today

- Delegating the consult
- Poor time allocation – rushing through the discussion
- Just not listening
- Showing a lack of empathy

According to a study from Columbia University, a practitioner will interrupt a patient within seconds of asking a question.

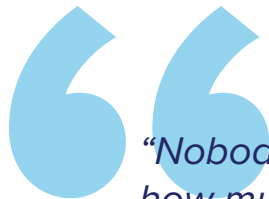
Use the 6 Human Needs Psychology to drive your consults

1. Certainty – the need to know you can avoid pain and gain pleasure
2. Uncertainty – the unknown, variety, change
3. Significance – feeling important, unique, special
4. Love/Connection – a feeling of closeness with something or something
5. Growth – expansion of capacity, capability or understanding
6. Contribution – a sense of service, helping or giving back

Everyone possesses these 6 Needs, but normally _____ are dominant. During the consult, ask meaningful questions and listen for response clues to uncover dominant needs. Reply using language aligned with the dominant needs and ask follow-up questions for confirmation and further engagement.

Consult Goals:

1. Make a deep connection — emit an emotion
2. Use empathy and authority — you can relate, AND you can fix
3. Focus on the _____ People don't buy products; they buy identity, emotion, experience
4. Above all – Build _____. Show them how much you care.



“Nobody cares how much you know until they know how much you care.”

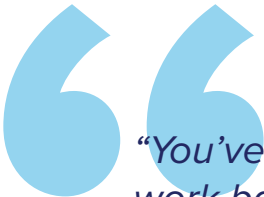
— Theodore Roosevelt

In Summary, Understand Your Customer:

- It starts with knowing what business you are in
- Define the real problems customers have
- Engage them with empathy and a little authority
- Build trust
- Deliver beyond expectations

Answer Key: 21, 2, positive, trust

MODULE 3: CREATING THE ULTIMATE CUSTOMER EXPERIENCE



“You’ve got to start with the customer experience and work back toward the technology, not the other way around.”

— Steve Jobs

Learning Objectives

In this module, you will learn:

- The power of Customer Experience
- Customer Experience vs. Customer Service
- How to use Experience to differentiate your practice

PEOPLE DON’T BUY PRODUCTS! THEY BUY EMOTIONS, IDENTITY, AND EXPERIENCES.

It is living by this principle (or magic formula) that has made Apple a megabrand. It’s the same formula that you can use to create geometric growth in your practice and thrive in any economy.

Create a great experience for your patients, and they will wait in line to see you.

Customer Experience vs. Customer Service

Customer Experience is how customers perceive their interactions with your company – before, during, and after the sell.

Customer Service is assistance and advice provided by a company to those people who buy or use its products or services.

Customer Service is and occurs when something goes wrong.

Customer Experience is It’s the a business creates for a customer that triggers desired

Why is Customer Experience so important?

- 9 out of 10 consumers say they would pay more to ensure a superior customer experience.
- 78% of consumers have bailed on a purchase because of a bad experience.

In an ultra-competitive marketplace, driven by price, customer experience is the ultimate differentiator.

What do Consumers have to spend?

Time	➔	Limited
Money	➔	Consumable
Attention	➔	Scarce

Time Well Saved vs. Time Well Spent

Time Well Saved – little customer engagement, virtually no experience

Time Well Spent – an experience so engaging that customers can't help but spend time, give you their attention, and then buy the products/services they have experienced.

People will pay handsomely for a great

BUILDING A GREAT EXPERIENCE

Great experience brands like Disney charge admission to get the experience. Disney has particular objectives related to creating an experience for their guests. Everyone at Disney creates the experience from the characters to the park maintenance team. Together these teams work to create an outstanding experience for their guests. And guests pay a handsome admission fee to experience Disney – even if the experience is standing in line for 2 hours to 'experience' a 5-minute ride or spending 2 minutes taking a picture with a princess. Create a great experience, and your guests will pay handsomely for it.

How To Create a Great Experience

- Start with a vision — aspiration
- Consumer-centric — empathy, understand their journey
- Evaluate current gaps — what’s missing in your practice
- Make changes – start small but AIM high!

Exercise: Answer these questions and begin to build strategies for providing a Great Experience.

What would you do differently in your practice if you charged admission? What changes would you make?

Describe the Experience you want to create (and why).

Describe your customer’s journey. Before, During, and After the Experience

What are their needs? What do they want? What are they thinking?

What are the gaps in your current practice offering? What’s missing?

Write 2-3 improvements that you can make immediately to enhance their experience.

Answer Key: reactive, proactive, feeling, emotions, experience

MODULE 4: CREATING THE POWER OF INFLUENCE



“The key to successful leadership today is influence, not authority.”

— Ken Blanchard

Learning Objectives

In this module, you will learn:

- The basic principles of influence
- The significant role that influence plays in your business success
- That you are the most important salesperson in your practice

Think of all the great leaders of the world who have shaped our society, John F. Kennedy, Martin Luther King, Mother Teresa, and others. What do they all have in common? The ability to the way that people think and decide.

Many people get ‘Influence’ confused with ‘Selling.’ The difference between Selling and Influence is

Influence Principle #1: If you truly believe in the service and offerings you provide in a way that you know can improve people’s lives, then you have a to help them get what they want. And you do this through influence.



“You can have anything in life you want if you will just help enough people get what they want.”

— Zig Zigler

THE PSYCHOLOGY OF THOUGHT AND DECISION MAKING

We make decisions based on emotion and then justify with logic.

There are 2 Decision — Making Systems of the Brain according to Nobel Prize winner from Princeton, Daniel Kahneman.

System 1: Limbic

- Fast, intuitive, and often based on emotion
- The subconscious mind
- 95% of all decision making comes from System 1

System 2: Neocortex

- Rational process — pros and cons, alternatives, analyze consequences
- Logical decision making
- Most marketing today targets this system



“The essential difference between emotion and reason is that emotion leads to action, while reason leads to conclusions.”

— Donald B. Calne, MD, Renowned Neurologist

Decision from the Latin word ‘decidere’ that means to from.

One must be motivated to make a decision to improve.

Influence Principle #2: An undisturbed mind WILL NOT decide!

PAIN PLEASURE PRINCIPLE



“The aim of the wise is not to secure pleasure, but to avoid pain.”

- Aristotle

The Forces of Pain and Pleasure

- 2 Forces that drive all human behavior
- Need to avoid pain and gain pleasure
- Stronger need to avoid pain than to gain pleasure (survival brain)
- Link decision-making to pain or pleasure

Using the Pain/Pleasure Principle Framework to Influence

1. Remind them of their problem (how bad it makes them feel)
2. Explain how you solve their problem (empathy and authority)
3. Show how good life will feel with the problem gone (driven by emotion)

Influence Principle #3: To effectively influence someone, YOU have to be influenced.

You need to your emotion, confidence, and excitement to them to help them make a decision.

4 Parts to Influence:

- Build trust
- Show you understand their problems, desires
- Disturb the bad feelings their problem creates
- Help them associate their most desired feelings with you
- You are indeed the Healer – show them that

Influence Principle #4: Eliminate all doubt in your patient's mind.

Pre-meeting thoughts on your patient's mind:

- Can I trust you?
- Do you really have my best interests in mind?
- What will my friends think?
- Will it hurt?
- How much is this going to cost?
- Will I like the way I look?
- Do I really need this now?

Exercise: Write a short answer to each question above to eliminate concerns.

Influence Principle #5: Enter their world showing empathy, understanding, and caring by:

- Avoiding pre-judgments
- Listening intently
- Asking meaningful questions for clarity
- Listening *again*
- Showing that you have their best interests in mind
- Focusing on the positive
- Offering a sincere compliment

OFFERING A SINCERE COMPLIMENT

A sincere compliment is a powerful way to connect and build trust. Sincere compliments make people feel important, recognized, valued, and appreciated. Again, it's all about creating

How to give a meaningful compliment that's effective:

1. Something you sincerely like about them
2. Justify the compliment — “I say this because . . .”
3. Ask a follow-up question, “How did you become so good at this?”

This approach makes your compliment genuine, demonstrates that you really care, and opens the door to further engagement.

CAUTION: Avoid complimenting the obvious.

Exercise: Practice Creating Sincere Compliments

- Think of 3 people in your life and write a compliment about each one using the 3-step technique
- Commit to giving the compliment to them in the next 24 hours
- Think of 3 current loyal patients and write a sincere compliment to them
- Send them a note or save for the next interaction

Influence Principle #6: Words are not enough – it's more than just what you say

- Words 7%
- Voice qualities 38%
- Physiology 55%

In Summary:

- Influence is the most powerful tool in communication
- An undisturbed mind will not decide
- Remember it's about INTENT
- Your moral obligation to influence
- To influence someone, you need to be influenced

Answer Key: influence, intent, moral obligation, incorrectly, cut off, transfer, emotion

MODULE 5: CULTURE IS KING



“Create the kind of workplace and company culture that will attract great talent. If you hire brilliant people, they will make work feel more like play.”

— Richard Branson

Learning Objectives

In this module, you will learn:

- Why culture is the most essential ingredient in your business recipe
- How core values are the cornerstone of any business
- How to find and keep the best talent available

Culture is the that drives your business.

Culture is about finding the right person who is the right fit and putting that person in the right place (within your organization).

CORE VALUES

Core Values: the pillars of everything you do as a business.

Core Values — The guiding principles of your practice/business

- Who we are
- How we work
- The rules by which we play

Core Values drives all business Any new business decision (big or small) should be cross referenced with your Core Values. Does this decision align with our Core Values? The answer then is clear.

DESIGN VS. DEFAULT CULTURES

A Design Culture is created, supported, and lived by everyone in the company.

A Default Culture arises in the absence of a _____ Culture.

Key Elements to Designing Your Culture

- Start with a Vision — who you are, beliefs, direction
- Next Core Values — guiding principles
- Core Focus — what you do and why

Exercise 1: Developing Your Culture

- What is your vision? — aspirational, big picture (short, concise)
- What are your Core Values? — (simple, clear, between 4 or 5)
- Write your Core Focus — short, concise, and simple.



“Cast a vision then invite other living, breathing human beings to join you in pursuing that vision.”

– Horst Schulze, Ritz-Carlton

Exercise 2: Implementation and Communication

- Refine your Vision, Core Values, and Core Focus (team effort)
- Share these openly and often with your team
- Avoid the “They Know It” Syndrome
 - Open every meeting stating Vision and Core Values
 - Wander around asking staff to recite Core Values – reward them
 - Recognize staff demonstrating Core Values – give examples
- Become the cheerleader for your Vision, Core Values, and Core Focus

3-STRIKE RULE: PERFORMANCE ASSESSMENT

Strike 1: Meet face-to-face with this person to discuss any issues and your expectations for performance. Develop a 30-day plan for improvement with them.

Strike 2: At the end of 30 days, review the plan to assess improvement. If performance has not improved, you should refine the plan together and provide an additional 30 days.

Strike 3: After the second 30-day period, if performance has not improved consistently, then that person's employment must be terminated.

How fast would you get off this plane?

The pilot: "Ladies and Gentleman, I want to let you know that most of this airplane is functioning at a high level. However, there are some parts of the plane that are not functioning as high as we'd like."

The functionality of your practice is NO different.

THE RIGHT PERSON DOING THE RIGHT JOB CRITERIA

Evaluate the talent of each staff member to ensure that individual talents are fully utilized, allowing the employee to make the biggest contribution to the company Vision while enjoying personal success and growth.

- Understands — what the job requires
- Passionate — enthusiastic, all in!
- Suitable — has the capacity to do the job

What do employees want in a Culture?

1. To feel safe — I can take risks
 2. To feel we belong — Tribe
 3. To feel like we matter — work matters
- from Marissa Levin - CEO, Successful Culture

Module Summary:

1. Culture begins with
2. Create a vision that is the guidepost to your business.
3. Core Values are the Pillars of Culture.
4. Make Core Values the centerpiece of the hiring process and staff assessment.
5. The right person is in the right position.
6. Feelings - safe, belong, and we matter

Answer Key: passion, decisions, Design, you

MODULE 6: GEOMETRIC GROWTH — IT STARTS WITH YOU



“Always bear in mind that your resolution to succeed is more important than any other.”

— **Abraham Lincoln**

Learning Objectives

In this module, you will learn:

- The Biggest Impediment to your success
- How to fix it
- The 5 game-changing strategies to setting a new standard

The difference in the success or failure of your practice is You

CHANGE YOUR STORY FROM WHAT CAN'T BE DONE TO WHAT CAN BE DONE.

The Mediocre Aesthetic Practice Story:

1. Patients won't pay for these treatments;
2. People are just different around here;
3. The economy is bad right now and keeping patients away;
4. My business is down because there's so much competition;
5. That one bad Yelp review is killing my chances to get new patients;
6. I cannot afford the talent I need.

These are just a few of the stories that you tell yourself and others regarding your inability to grow exponentially.

Remember, % of your success comes from mindset. % comes from your skills.

SETTING A NEW STANDARD

Set a new standard for yourself and for your practice! Reinvigorate your WHY -- Your Purpose. What's your Purpose? Be bold, be big. Where do you want to be? Don't get bogged down by 'how' you're going to do it.

----- is the biggest barrier to your progress.

How are you showing up for your patients, your staff, and your family?
What standard are you holding yourself to? Holding others to?

5 STRATEGIES FOR SETTING A NEW STANDARD

- Build Your Brain
- Build Your Body
- Take Cold Showers
- Get a Coach
- Get New Friends

Build Your Brain – Stimulate the Process of Thoughts

- Helps you select your mindset for that day (Can do vs. Can't do)
- Learn something different from sources outside your 'world'
- Early morning recommended - 20 minutes daily
- TED talks: <https://www.ted.com/talks>
- Read book chapters or audio-books
- Stop reading the 'News' – negative thoughts sell advertising
- Avoid frivolous social media sites

Build Your Body

- Helps you select your mindset for that day (Can do vs. Can't do)
- Mindset = Physical State
- Some form of physical activity – 5 days per week
- At least 30 minutes -- mornings highly recommend
- Combine building Body and Brain (audio books while training/walking)
- Drink plenty of water during the day
 - Water Alert app
 - Your body weight in pounds x 0.75 = Ounces of water you should drink daily
 - Try it with lemon

Take Cold Showers

- More about controlling your mindset than physical discomfort
- Dispels all the reasons, excuses, and fears holding you back
- It's a choice YOU make! It is your
- Helps you push through your doubts and fears
- Sounds like a crazy idea until you try it
- Try it for 3 days – build up – Brave? Go for 30!



“If you are able to be the type of person that is willing to be uncomfortable for five minutes alone in the shower, where the only negative outcome is you being cold for five minutes and the only person affected by that decision is you, then how will you ever have the strength or the courage to choose to be uncomfortable in a situation where the outcomes are much, much greater and the people affected by your decision far outnumber just yourself.”

**— Joel Runyon, founder of IMPOSSIBLE,
TEDxLuc 2013**

Get a Coach

- All the greats have at least one coach
- Coaches help you see what you don't see
- Coaches don't solve your problems. You do.
- If not a coach, try an accountability partner – holds you accountable
- Mastermind groups offer inspiration, insights with people of shared interests – Great for

Get New Friends

- Proximity is Power – surround yourself with great talent
- Model someone doing the same thing
- Compress your learning curve through association
- Associate with people performing at a higher level



*What you think — you become.
What you feel — you attract.
What you imagine you create.*

— **Buddha**

FINAL THOUGHTS

You've accomplished a great deal so far. In many cases, you're already successful. Now the question is 'what's next?' for you. For on planet Earth, if you're not growing, you're dying.

You have the tools and the skills to eclipse that next level of success (whatever that is for you). And even though it appears at times that you lack the resources, you have the determination, creativity, and resourcefulness to get them. Now all you have to do is take major action! Invite others to join you on your mission. Be humble and grateful. Focus solely on adding more value and know that your next level waits.

Imagine the business you want. Dream big. Give more, attract more, be more than you ever thought possible. Set a new standard and live by it every day.

Celebrate Your Success and Enjoy Your Life!



"Here endeth the lesson the lesson."

— **Sean Connery, Untouchables**

Good luck!

Answer Key: you, mindset, 80, 20, How, choice, idea sharing

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