

A successful financial action plan is a clear, concise written blueprint that directs your activity on a daily and weekly basis, and will dramatically improve your level of performance. The key to outstanding success in this business is simple; follow the plan, learn the concepts, and then put in the time... consistently. Small, simple tasks repeated on a regular basis will yield extraordinary results. You can do this! More importantly, decide right now that you will do this; that you will make a difference in your life and the lives of those you serve.

Not next month or next year... but right now! Let's get started.

- 1) You must know your "why." That deep, burning reason that will get you out of bed in the morning, make you pick up the phone just one more time or knock on just one more door. Knowing your real, true "why" will give you a sense of invincibility, a belief that nothing can keep you from your just rewards. It will help give you laser focus so that you can stay on track and eliminate every distraction that would keep you from realizing your goals and dreams.
- 2) Fix in your mind the exact amount you want to earn. It is not sufficient to merely say, "I want to earn lots of money." Be decisive as to the amount! There are proven psychological reasons for this.
- 3) Determine exactly what you intend to give in return to achieve the goals and dreams you desire. There is no such reality as "something for nothing." You must be committed. "I will spend at least 6 hours prospecting every week to book at least 12 appointments per week."
- 4) Establish a definite date when you will possess the income you desire. Commit to your deadlines and share them with a coach or mentor who can help keep you accountable to your goals and stay on track.
- 5) Create a definite, specific prospecting action plan to achieve the appointments and sales you desire...and begin at once, whether you think you are ready or not, to put this plan into action.
- 6) Write out a clear, concise statement of the specific goals and objectives you will achieve. Determine the time frame for their acquisition. Again, state what you will give in return for the things you desire.

Read your written statement aloud, twice daily. As you read you must see, feel and believe yourself already in possession of your goals and objectives. Write your goals as affirmations such as "I earn \$200,000 dollars per year" instead of saying "I want to earn \$200,000 per year." You must first see yourself in your mind's eye already achieving your goals before you will actually attain them. Here is where a burning desire will make all the difference and help you through the rough spots. Imagine how good it will feel when you achieve your worthy goals.

Points to Remember:

- Write deep and important emotions into your plan.
- Read good books to be inspired. Work on yourself daily.
- Control your associations. Nothing drains your energy faster than spending time with negative people.
- Draw your inspiration and reward from building and helping others as well.
- Hold, and keep high, positive expectations and standards of excellence.