

The *NEW* Game™...

How to Win in Business, Money and Life!

121 Plays to Elevate Your Game

Your Success Playbook

1. $1 + 1 = \infty$ (Infinity)... Life is Not a Zero Sum Game
2. 2-D Living in a 3-D World... Be Less Independent, Be More Interdependent
3. 2nd Opinion Marketing™... Give Away the What, Charge for the HOW
4. 3 Magic Words That Advance Relationships... Alignment, Agreement, Commitment
5. Abundance Creates Abundance... Make the Pie Bigger for Everyone
6. Add Value in Advance... Become THE Trusted Advisor
7. All Promotion is Self-Promotion... It's Better to Beg Forgiveness Than Ask Permission
8. Ask for Help... Your Life Depends Upon It
9. Assemble Your Team... Surround Yourself with the Best Players You Can Find
10. Be Coachable... Master the Art of Learning from Others
11. Become a Game-Changer... Set a NEW Standard in Your Line of Work
12. Beware the 10 Killers of Human Potential... They Sabotage Health, Wealth and Happiness
13. Big Doors Swing on Little Hinges... Small Distinctions Create Huge Possibilities
14. Boomerang Theory of Life... What Goes Around Does Come Around
15. Calibrate Your Give-a-Pooper... Do You Care Too Little or Care Too Much?
16. Caveat Venditor™... Let the Seller Beware
17. Circle of Value... Expand Your Influence and Enrich Others
18. Claim Your Authority... You are THE Expert of Your Life Experience
19. Clarity of Thinking Is a Powerful Force... Where Do You Look, How Much Do You See?
20. Climb the Pyramid of Performance... Align Your Mind-set, Motivation and Method
21. Consume Less, Produce More... 10% Here + 10% There = 20% Everywhere
22. Cooperation is the NEW Competition... We Win Together or We Lose Together
23. Cosmic Convergence... Synergy, Synchronicity and Serendipity
24. Creation Generation... Imagination is the NEW Game Currency
25. Don't Fall in Love with Products and Services... Fall in Love with Serving People
26. Elevate Your Game... Get Paid What You're Really Worth
27. Embrace No Box Thinking... Inside, Outside, Throw the Box Away
28. Everybody Sells... What's YOUR Product, Service, Issue or Cause?
29. Everyone Counts... There are No Little People
30. Evil of Two Lessers... Don't Box Yourself in to an Either/Or Choice
31. Excellence is a Virtue... Perfection is a Disease
32. Expand the Job... Don't Shrink a Person
33. Express Yourself... You Have Nothing to Prove
34. Financial Independence = AI + PI + RI... Active Income + Passive Income + Residual Income
35. Find the Hungry Fish... Attract People Who Are Ready to Buy
36. Forget Retirement... Think ReHirement™
37. Freedom Isn't Free... Question Authority, Speak Truth to Power
38. Get in the Game... Life is NOT a Spectator Sport
39. Gimme the Fish... Don't Just Teach Me How to Fish
40. Give People What They Want... NOT What You Want Them to Have
41. Good Deals are Good Business... Spiritual Economics is The NEW Game of Money™
42. Gotta Serve Somebody... Who and How Are You Best Suited to Serve

43. Grieve Your Losses... Then Get Back in the Game
44. Guarantee Is a Fantasy... Manage Risk, It's Part of the Game
45. Happiness is NOT a Place You Go To... Happiness is a Place You Come From
46. Highest and Best for All... Don't Compromise, Maximize
47. Honor and Fuel the Life Force of Others... Be a Source of Positive Energy
48. Hope Is Good... Trust Is Better
49. How You Do Anything Is How You Do Everything... Chop Wood, Carry Water
50. I Want More of You... This is Not a One Night Stand
51. Imitate, Don't Confiscate... Give Credit Where Credit Is Due
52. Imperfect Action Beats Perfect Inaction... Don't Get It Right, Just Get It Going
53. Influence is S.C.A.R.C.E.... How High Is Your IQ (Influence Quotient)?
54. Inspiration, Motivation, Activation... What's Worth Getting Up For, Giving Up For, Going For?
55. Integrate or Disintegrate... Marketing, Sales and Service Are Perfect Together
56. Internet Is NOT a Business... It's a Game Changing Playing Field
57. It's Not JUST Business... It's Personal™
58. Jockey or Horse... Are You the Rider or the Ride?
59. Know Your SELF... It's the Highest Wisdom of All
60. Law of the Farm... Plant, Nurture and Harvest Your Crop
61. Lead from the Front... Travel Your Path and Light the Way for Others
62. Let's Play the NEW Telephone Game... $T3 = TM \times TS2^{\text{TM}}$ (Tele-Marketing x Tele-Sales x Tele-Service)
63. Leverage "OP" (Other People's) Everything... Whatever You Want, Someone Else Has It
64. Lifetime Value of a Skill... Your Talents and Abilities Payoff Forever
65. Live Like There is No Tomorrow... Love Like You Have a Thousand Years
66. Live Spiritually in a Material World... Be Who You Are As You Seek What You Want
67. Locate True North... Make Your Choices from the Inside, Out
68. Love, Serve and Deliver... NEW Rules for The NEW Game of Business™
69. Master the Power of Threes... Learn and Re-Learn Your A,B,Cs
70. Meet People Where They Are... Some Will Stay, Some Will Go, You Never Know
71. Michelangelo Effect... Chip Away the Marble to Find Your "David" Inside
72. Model the Model... Not the Person
73. Money Doesn't Change You... It Reveals You
74. MVP... You Are Your Most Valuable Person
75. Mystery to Mastery... Five Steps to the Major Leagues
76. Myth of Low Self Esteem... Your Intrinsic Value is Beyond Measure
77. Net Worth is NOT Self Worth... You Are So Much More Than What You Own
78. NEW CEO... Chief Encouragement Officer™
79. No More Success BS™... Give Me the Real Scoop, Not the Stinky Poop
80. No Such Thing as Failure... You Succeed or You Learn
81. Nothing Lasts Forever... The Wheel of Life Turns Up and Down
82. Originators and Imitators... Be the Original YOU, Not the Next Someone Else
83. Overcome Inertia... Jump Start Yourself
84. Paradigms to Paradoxes... From a Fixed World View to Living with Opposites
85. Paradox of Perfection... When Good Enough is Better Than Perfect
86. Payoff Now... Don't Get Caught in the Future Reward Trap
87. Play for the Love of the Game... You'll Never Work a Day in Your Life
88. Profit Is Everybody's Business... How Did You Contribute Today?
89. Psychologically Unemployable... Love to Work With People, Can't Work for Them
90. Question Your Thinking... Will You Give Up What You Believe for the Sake of Your Life?
91. Reframe the Game... NEW World, NEW Rules, NEW Thinking
92. Response-Ability Is Not Optional... Accept Your Choices and Control the Decision Gap

93. Sales Alchemy... Turn Your Customers Into Gold
94. Scratch Their I.T.C.H.... Watch People Beat a Path to Your Door
95. Sell To Them... Then Sell THROUGH Them
96. Serve, Deliver, and Serve Some More... Chant This NEW Game Mantra Every Day
97. Some of the Best Deals I Ever Did... Were the Best Deals I NEVER Did!
98. Soul, Role, Goal... The NEW Values' Hierarchy™
99. Stop Criticizing... Start Capitalizing
100. Strengthen Your Strengths... Do What You Do Well, Better
101. Success-Abilities... Life Skills for Business, Business Skills for Life
102. Tabula Rasa... Clean the Slate, Begin Again
103. The Virtual Entrepreneur™... You are the CEO of Your Life
104. There IS a "M-E" in TEAM... Winning Teams Bring Out the Best in Every Player
105. There IS NO "I" in System... Systems Are Your Servant, YOU Are the Master
106. Transportation Business... You Help People Go from Where They Are to Where They Want to Be
107. Triage Your Buyers... Are They Ready, Getting Ready or Just Browsing?
108. Triangulate... How Can I Help You Help Them?
109. Truth WILL Set You Free... Accept What IS with No Resistance
110. Tuning Fork Marketing™... Stop Pushing, Start Vibrating
111. Ultimate Profit Model... Turn Customer Service into New Business Profit
112. Unconscious to Conscious... Make the Invisible, Visible
113. Upside Is Not Outside... Your Upside is Inside
114. USA... What's Your Unique Service Advantage™?
115. Value of Advice... Information is Abundant, Knowledge is Scarce, Wisdom is Priceless
116. Virtue and Vice... Some Are Naughty, Some Are Nice
117. Why Did You Buy From Me?... THE Most Important Question to Ask Your Customer
118. Why Did You NOT Buy From Me?... THE Most Important Question to Ask Lost Customers
119. Winning Isn't Everything... Winning is ONLY a Thing
120. You Are NOT Your Work... What You Do Is NOT Who You Are
121. Your Money or Your Life... What's Your Highest Value?