

The *NEW* Game™

How to *Win* in Business, *Money* and *Life*!

121 Plays to Elevate Your Game

Your Success Playbook

BUSINESS

1. 2nd Opinion Marketing™... Give Away the What, Charge for the HOW
2. 3 Magic Words That Advance Relationships... Alignment, Agreement, Commitment
3. Add Value in Advance... Become THE Trusted Advisor
4. All Promotion is Self-Promotion... It's Better to Beg Forgiveness Than Ask Permission
5. Assemble Your Team... Surround Yourself with the Best Players You Can Find
6. Become a Game-Changer... Set a NEW Standard in Your Line of Work
7. Calibrate Your Give-a-Pooper... Do You Care Too Little or Care Too Much?
8. Caveat Venditor™... Let the Seller Beware
9. Climb the Pyramid of Performance... Align Your Mind-set, Motivation and Method
10. Cooperation is the NEW Competition... We Win Together or We Lose Together
11. Don't Fall in Love with Products and Services... Fall in Love with Serving People
12. Everyone Counts... There are No Little People
13. Expand the Job... Don't Shrink a Person
14. Express Yourself... You Have Nothing to Prove
15. Find the Hungry Fish... Attract People Who Are Ready to Buy
16. Give People What They Want... NOT What You Want Them to Have
17. Gotta Serve Somebody... Who and How Are You Best Suited to Serve
18. I Want More of You... This is Not a One Night Stand
19. Imitate Don't Confiscate... Give Others Credit Where Credit Is Due
20. Integrate or Disintegrate... Marketing, Sales and Service Are Perfect Together
21. Internet Is NOT a Business... It's a Game Changing Playing Field
22. It's Not JUST Business... It's Personal™
23. Jockey or Horse... Are You the Rider or the Ride?
24. Lead from the Front... Travel Your Path and Light the Way for Others
25. Let's Play the NEW Telephone Game... T3 = TM x TS2™ (Tele-Marketing x Tele-Sales x Tele-Service)
26. Love, Serve and Deliver... NEW Rules for The NEW Game of Business™
27. Meet People Where They Are... Some Will Stay, Some Will Go, You Never Know
28. NEW CEO... Chief Encouragement Officer™
29. No More Success BS™... Give Me the Real Scoop, Not the Stinky Poop
30. Overcome Inertia... Jump Start Yourself
31. Paradox of Perfection... When Good Enough is Better Than Perfect
32. Play for the Love of the Game... You'll Never Work a Day in Your Life
33. Psychologically Unemployable... Love to Work With People, Can't Work for Them
34. Sales Alchemy... Turn Your Customers Into Gold
35. Scratch Their I.T.C.H.... Watch People Beat a Path to Your Door
36. Sell To Them... Then Sell THROUGH Them
37. Serve, Deliver, and Serve Some More... Chant This NEW Game Mantra Every Day

38. Strengthen Your Strengths... Do What You Do Well, Better
39. There IS a "M-E" in TEAM... Winning Teams Bring Out the Best in Every Player
40. There IS NO "I" in System... YOU Are the Master, the System Is Your Servant
41. Transportation Business... You Help People Go from Where They Are to Where They Want to Be
42. Triage Your Buyers... Are They Ready, Getting Ready or Just Browsing?
43. Triangulate... How Can I Help You Help Them?
44. Tuning Fork Marketing™... Stop Pushing, Start Vibrating
45. Ultimate Profit Model... Turn Customer Service into New Business Profit
46. USA... What's Your Unique Service Advantage™?
47. Value of Advice... Information is Abundant, Knowledge is Scarce, Wisdom is Priceless
48. Why Did You Buy From Me?... THE Most Important Question to Ask Your Customers
49. Why Did You NOT Buy From Me?... THE Most Important Question to Ask Lost Customers
50. You Are NOT Your Work... What You Do Is NOT Who You Are

MONEY

1. Abundance Creates Abundance... Make the Pie Bigger for Everyone
2. Consume Less, Produce More... 10% Here + 10% There = 20% Everywhere
3. Creation Generation... Imagination is the NEW Game Currency
4. Elevate Your Game... Get Paid What You're Really Worth
5. Everybody Sells... Sharpen Your Sales-Ability
6. Financial Freedom... It's State of Mind, Not a Statement of Account
7. Financial Independence = AI + PI + RI... Active Income + Passive Income + Residual Income
8. Forget Retirement... Think ReHirement™
9. Good Deals are Good Business... Spiritual Economics is The NEW Game of Money™
10. Guarantee Is a Fantasy... Manage Risk, It's Part of the Game
11. Highest and Best for All... Don't Compromise, Maximize
12. Influence is S.C.A.R.C.E.... How High Is Your IQ (Influence Quotient)?
13. Leverage "OP" (Other People's) Everything... Whatever You Want, Someone Else Has It
14. Lifetime Value of a Skill... Your Talents and Abilities Pay Off Forever
15. Money Doesn't Change You... It Reveals You
16. MVP... You Are Your Most Valuable Person
17. Net Worth is NOT Self Worth... You Are So Much More Than What You Own
18. Payoff Now... Don't Get Caught in the Future Reward Trap
19. Profit Is Everybody's Business... How Did You Contribute Today?
20. Some of the Best Deals I Ever Did... Were the Best Deals I NEVER Did!
21. Your Money or Your Life... What's Your Highest Value?

LIFE

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. Ask for Help... Your Life Depends Upon It
4. Be Coachable... Master the Art of Learning from Others
5. Beware the 10 Killers of Human Potential... They Sabotage Health, Wealth and Happiness
6. Big Doors Swing on Little Hinges... Small Distinctions Create Huge Possibilities
7. Boomerang Theory of Life... What Goes Around Does Come Around

8. Circle of Value... Expand Your Influence and Enrich Others
9. Claim Your Authority... You are THE Expert of Your Life Experience
10. Clarity of Thinking Is a Powerful Force... Where Do You Look, How Much Do You See?
11. Cosmic Convergence... Synergy, Synchronicity and Serendipity
12. Embrace No Box Thinking... Throw the Box Away
13. Evil of Two Lessers... Don't Box Yourself in to an Either/Or Choice
14. Excellence is a Virtue... Perfection is a Disease
15. Freedom Isn't Free... Question Authority, Speak Truth to Power
16. Get in the Game... Life is NOT a Spectator Sport
17. Gimme the Fish... Don't Just Teach Me How to Fish
18. Grieve Your Losses... Then Get Back in the Game
19. Happiness is NOT a Place You Go To... Happiness is a Place You Come From
20. Honor and Fuel the Life Force of Others... Be a Source of Positive Energy
21. Hope Is Good... Trust Is Better
22. How You Do Anything Is How You Do Everything... Chop Wood, Carry Water
23. Imperfect Action Beats Perfect Inaction... Don't Get It Right, Just Get It Going
24. Inspiration, Motivation, Activation... What's Worth Getting Up For, Giving Up For, Going For?
25. Know Your SELF... It's the Highest Wisdom of All
26. Law of the Farm... Plant, Nurture and Harvest Your Crop
27. Live Like There is No Tomorrow... Love Like You Have a Thousand Years
28. Live Spiritually in a Material World... Be Who You Are As You Seek What You Want
29. Locate True North... Make Your Choices from the Inside, Out
30. Master the Power of Threes... Learn and Re-Learn Your A,B,Cs
31. Michelangelo Effect... Chip Away the Marble to Find Your "David" Inside
32. Model the Model... Not the Person
33. Mystery to Mastery... Five Steps to the Major Leagues
34. Myth of Low Self Esteem... Your Intrinsic Value is Beyond Measure
35. No Such Thing as Failure... You Succeed or You Learn
36. Nothing Lasts Forever... The Wheel of Life Turns Up and Down
37. Originators and Imitators... Be the Original YOU, Not the Next Someone Else
38. Paradigms to Paradoxes... From a Fixed World View to Living with Opposites
39. Question Your Thinking... Will You Give Up What You Believe for the Sake of Your Life?
40. Reframe the Game... NEW World, NEW Rules, NEW Thinking
41. Response-Ability Is Not Optional... Accept Your Choices and Control the Decision Gap
42. Soul, Role, Goal... The NEW Values' Hierarchy™
43. Stop Criticizing... Start Capitalizing
44. Success-Abilities... Life Skills for Business, Business Skills for Life
45. Tabula Rasa... Clean the Slate, Begin Again
46. The Virtual Entrepreneur™... You are the CEO of Your Life
47. Truth WILL Set You Free... Accept What IS with No Resistance
48. Unconscious to Conscious... Make the Invisible, Visible
49. Upside Is Not Outside... Your Upside is Inside
50. Winning Isn't Everything... Winning is ONLY a Thing