

STRATEGIES FOR SUCCESS
ZIG ZIGLAR'S BLUEPRINT FOR PERSONAL
& PROFESSIONAL DEVELOPMENT



Ziglar
...inspiring
true performance

WORKBOOK



Mission Statement

To be the difference maker in the personal, family, professional and spiritual lives of enough people to make a positive difference in the world.

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SESSION I BUILDING A HEALTHY SELF-IMAGE

Get The Real Picture

Get A Clear Vision

Get Passionate About Your Skills

SESSION II DEVELOPING AND MAINTAINING THE RIGHT ATTITUDE

Change Your Attitude, Change Your Life

The Awesome Power of PMA

Build An “Attitudinal Reserve”

SESSION III BUILDING WINNING RELATIONSHIPS

Prepare To Build Winning Relationships

Prepare To Build A Successful Life

Forgive And Build Winning Relationships

Families Are For Winning Relationships

SESSION IV HOPE: THE FOUNDATION FOR SUCCESSFUL CHANGE

Winners Make Good Choices

Hope Is A Choice

Self-Control Breeds Hope

Hope Opens All Doors

SESSION V THE GOALS PROGRAM

A Game Plan For Success

The Wisdom Of A Goals Program

How To Develop Your Goals Program

Dream Sheet

Balance Your Life's Priorities

Your Goals Procedure Chart

Commitment Leads To Victory

Tools To Help You Reach Your Goals



SESSION I BUILDING A HEALTHY SELF-IMAGE

Why Is This Important?

There can be no doubt about it. You were born to win! But as Zig Ziglar points out in this session of *Strategies For Success*, in order to win, you have to plan and prepare to win. Only then can you legitimately expect to win. Think for a moment about your favorite sports team. You can bet that team plans and prepares to win, and that's what entitles the team to expect to win. Well, you're no different. You've got to plan and prepare, too. So does a corporate team, or a sales team, or for that matter, a family.

At the heart of your planning and preparation is self-image. That's why this session is important. Everything leading up to your success - *your victory* - starts right here. When you get your self-image together, you really get yourself together, and that's how you position yourself to win. It's also how the members of your team, or your family, can position themselves to win.

What Will I Learn?

1. A "short course" in building a positive self-image.
2. Understanding how your self-image is directly related to your performance.
3. Techniques you can use to build a positive self-image.
4. How to change what and where you are in life.
5. How to plan and prepare to win.
6. How to get everything in life that you want.



GET THE REAL PICTURE

Since childhood, we've been developing a picture of ourselves. Oftentimes, these pictures are narrow and even distorted. The pictures are not a true reflection of what we're capable of accomplishing. It's important to "get the real picture."

Most people have pictures of themselves that are so narrow and shallow that the pictures really have nothing to do with _____ they are and _____ they're capable of being.

What we have to do is work on the right picture of ourselves so that we can use the _____ which we have.

You've got to _____ the right kind of person and _____ the right things in order to have all that life has to offer.

Your _____ has a direct bearing on your performance, whatever that performance might be.

Activities

1. Each of us has God-given abilities. You believe that, don't you? We each have many different abilities. Oftentimes we see other people who share our abilities. Other times, however, we know that our abilities are unique. The condition of our abilities doesn't matter nearly as much as our willingness to recognize them. We can always improve them. Please list three of your God-given abilities, and as you do, take the time to appreciate how fortunate you are to have these abilities.

2. In the course of a day or a week, you do many, many things right. You may not always give yourself credit for these things. No one else may credit you for them, either. Well, now is the time to collect! List five things you know you do right:

3. There's always room for improvement. That's true for us all. So now list five things that you would like to do *better*, keeping in mind that if you do them better, you will perform better as well:

"Where talent is a dwarf, self-esteem is a giant." J. Petit-Senn

"You can change who you are and where you are by changing what goes into your mind." Zig Ziglar



GET A CLEAR VISION

Do you have a clear vision of what you want from life? It's really important to see yourself in the world, and understand your direction and focus.

You can get just about everything on this earth that money will buy without any _____. But you can't get any of the things that money won't buy without _____.

Your new eyeglasses are not _____ colored and they certainly are not _____ colored. They are _____ glasses!

With your new pair of glasses you can _____ things that have been there all the time, but you've never _____ them before.

If you let somebody else row your boat, they're going to take it _____ they want it to go, not _____ you want it to go.

You can save a minimum of one hour a day by the simple process of knowing what your _____ are for the day.

Activities

1. To understand yourself better, it's a good idea to *be* more for other people. Remember the story Zig told about the early morning phone call? A fellow picks up the phone and hears his friend tell him how wonderful he is. He's an asset to his community; a credit to his profession. He's motivating and exciting. The friend says, "If I could spend an hour a day with you, I could turn the world upside down." Wow! Imagine how much better that fellow performed that day. Imagine, too, how great the friend felt after that phone call. He knew what it meant to *be* more. Well, what's stopping you from discovering that, too? Today, right now, pick up the phone and call someone you admire. Tell them how much you think of them. *Be* more for others, and they're likely to be more for you, too.

2. Dr. Joyce Brothers says that you cannot consistently perform in a manner that is inconsistent with the way you see yourself. So how *do* you see yourself? Take time now to describe yourself on paper. Don't describe yourself in terms of *how* you'd like to see yourself (not just yet). Describe yourself the way you really see yourself at this moment. Describe your looks, your attributes, your intelligence, your commitment, your enthusiasm, your attitude, and your character. Read your description. Now you know why you perform the way you do!

3. Now describe yourself in terms of how you'd *like* to see yourself. Imagine that you just visited your doctor and you discovered that you have only 24 hours to live. How would you want to be eulogized? What would you want people to say about you? How would you want them to describe you? Go ahead now and write that description as though your life depended on it. You know, it just might!

"This above all: to thine own self be true." William Shakespeare



GET PASSIONATE ABOUT YOUR SKILLS

When you really want something, you'll get passionate about achieving it. Passion can hurdle barriers and scale mountains. You can rely on your skills to build passion in your life.

People are not going to believe everything you _____. But they're going to believe everything you _____.

Passion is born when you get a _____ of your potential. When passion is born, performance takes _____ leaps forward.

Anything that can be _____ or _____ is a skill. _____ are skills.

No one can make you feel _____ without your permission. Failure is an _____. Failure is not a _____. Yesterday really did _____ last night. Today is a brand new day. It's yours. You can start _____ today.

You can have _____ in life you want if you will just help enough other people get what they want.

Activities

1. Turn to the Qualities List on page 8. Zig says you already have each of these 34 qualities. You may not recognize the qualities in yourself, or certain of these qualities may be better developed than others. However, these qualities are skills that you can learn and improve. The best way to learn and improve these qualities is to *claim* them every day! By claiming these qualities, you will build a better self-image. So here's what you do. Every morning when you get up, and every night before you go to bed, you say "I, (Your Name), have the following 34 qualities. I'm honest, intelligent, I'm a goal-setter...." and continue claiming each quality. Sounds silly, doesn't it? But remember:

Once you establish in your mind what you're capable of doing and you get a glimpse of your potential, that's when passion is born! And when passion is born, performance takes monumental leaps forward. Also, remember this: You can change who you are and where you are by changing what goes into your mind! (*You can either print the Qualities List and tape it on your mirror, or use the Life-Changing Procedure self-talk card at www.ziglar.com/downloads.php*)

2. One of the fastest ways to build your self-image is to become a cheerleader. Think for a moment about your family and friends, and also co-workers. Who among them could use you as a cheerleader, giving them support and encouraging them to perform better? Identify that person and then begin "cheering them up" today! Remember: *You can have everything in life you want if you will just help enough other people get what they want.*

3. Make a list of your greatest and most important accomplishments. Keep that list at your desk or on your nightstand. Every day review that list. *Remember: You were designed for accomplishment. You were engineered for success. And you were endowed with the seeds of greatness.*

"I do not feel obliged to believe that the same God who has endowed us with sense, reason and intellect has intended us to forgo their use." Galileo Galilei

QUALITIES LIST

Honest	Intelligent	Goals
Organized	Responsible	Caring
Conviction	Commitment	Optimistic
Punctual	Self-starter	Courage
Enthusiastic	Motivated	Decisive
Work smarter	Focused	Discipline
Persistent	P.M.A.	Momentum
Confidence	Competence	Experience
Training	Knowledge	Team player
Loyal	Communicator	Wisdom
Energetic	Self-image	Integrity
	Passion	





ANSWERS

Get The Real Picture

who
what
ability
be
do
image

Get A Clear Vision

character
character
rose
woes
vision
see
seen
where
where
objectives

Get Passionate About Your Skills

say
do
glimpse
monumental
learned
taught
Qualities
inferior
event
person
end
over
everything



SESSION II DEVELOPING AND MAINTAINING THE RIGHT ATTITUDE

Why Is This Important?

Experts tell us that our first significant encounter of the day has more bearing on our mental attitude for the rest of the day than do the next four encounters of the day! Now that's exciting. It's exciting because we can control the first encounter of our day! We have complete control over that first significant encounter.

For example, we can get out of bed, isolate ourselves in a room, and read positive, re-enforcing literature. We can read the Bible. We can talk to ourselves in a loving and encouraging way. Or we can get into our automobile and listen to motivating and educational recordings in Automobile University. Yes, we *can* control that first significant encounter, and by doing so we can positively influence our mental attitude for the rest of the day! That's important, wouldn't you agree?

So much of what we do and who we become is controlled by our mental attitude. People with positive mental attitudes are likely to *respond* to life's problems and challenges while those with negative or poor mental attitudes will simply *react*. That's why it's important to Develop And Maintain The Right Attitude.

What Will I Learn?

1. A "short course" in building a positive mental attitude.
2. You'll recognize the benefits of a positive mental attitude.
3. Steps you can take to manage your positive mental attitude.
4. How to build an "attitudinal reserve" to reinforce your positive mental attitude.
5. How to make your positive mental attitude permanent rather than temporary.



CHANGE YOUR ATTITUDE, CHANGE YOUR LIFE

So much about life, and our role in it, depends upon our attitude. You really can change your attitude, if you want to!

Harvard University and Stanford University have validated that _____ percent of the reason a person gets a job and gets ahead in that job is because of their _____.

Everything really does begin with _____.

The _____ are the window of the _____.

There are three things you can do now to change your attitude:

1. Change your _____ diet; 2. Become a _____ finder; 3. Change your _____ - talk.

Psychologist Shad Helmstetter said you can't change from a _____ mindset to a _____ mindset without changing from _____ talking to _____ talking.

When you develop the right attitude you will _____ to life instead of _____ to it.

Activities

1. Change your mental diet and you'll change your attitude for the better. How can you change your mental diet? Record several things that you can do; things you'd like to do. Then, get busy doing them every day!

2. Become a good finder and you'll change your attitude for the better. Starting right now, make it a practice to be a good finder. Find good in other people and situations. And when you do, be sure to verbalize your findings. Tell people what you like about them. Tell yourself what you like about certain situations.

3. Change your self-talk and you'll change your attitude for the better. We all talk to ourselves. Sometimes we do it subconsciously; oftentimes, we do it negatively. For the next couple of days, pay attention to your self-talk. Make note of what you're saying to yourself and how you're saying it. Decide if it's positive or negative. Can it be improved? Develop some self-talk messages that you'd like to share with yourself every day. Then be sure to use them. You'll be amazed at how quickly your positive self-talk improves your mental attitude.

4. Think of people or situations that you encountered in the last couple of days. If you *reacted* to those people or situations you probably felt frustrated, unsettled, and disappointed with the results. How could you have *responded* to those people or situations, rather than reacted?

"In the depths of winter I finally learned there was in me an invincible summer." Albert Camus



THE AWESOME POWER OF PMA

Positive Mental Attitude - you've heard it said that it's a temporary thing. You can make it last longer - even permanently - if you'll work on developing it.

Positive thinking won't let you do _____, but it will let you do _____ better than negative thinking will.

Positive thinking will let you use the _____, the _____, the _____, and the _____ you have. And that's awesome!

Hans Selye, America's leading authority on stress, says that the healthiest of all human emotions is _____.

Lou Holtz calls it the "_____." It describes the attitude of people who see America as a place where they can get rich. It describes people who don't just work eight hours a day, but 12 and 16 hours a day. It describes people who start with little or nothing and succeed beyond their dreams.

Activities

1. It's easy to become discouraged about our lives, both personally and professionally. Anger, disappointment, unfulfilled expectations - they all add to our discouragement. If we're not careful we can end up disliking, sometimes even hating, our family, our friends, our neighbors, our homes, our communities, our jobs, our lives. And yet, each one of us has plenty for which to be grateful, and even excited, if only we'd take the time to look closely at our situation.

You'll recall Zig's story about the woman who hated her job. What did Zig tell her to do? Make a list of the reasons why she loved her job. Then he told her to recite the list twice a day. Several months later when Zig met up with the lady again, she was amazed at the difference this exercise had made in her life. You will be, too, if you'll follow Zig's advice. If you want to improve your attitude about someone or something, make a list of the reasons why you should be grateful for that person or situation. Then, twice a day look in a mirror and recite those positive reasons. "I love my spouse because..." or "I love school because..." or "I love my child because..." You get the idea. Go ahead, try it, and see if it doesn't make a difference in your life!

_____	_____
_____	_____
_____	_____
_____	_____

2. If you haven't already done so, stock your automobile with positive, instructional and inspirational recordings. What do you want to learn? Sales? Marketing? Management? A foreign language? Financial strategies? Do you want to hear comedy? Whatever interests you, it's probably on some form of recording. Buy those recordings now and begin to play them in your car. By doing so, you'll build and reinforce your positive mental attitude. Good things will also happen for those who ride in the car with you!

3. Besides Automobile University, what else can you do to "feed your mind" with positive thoughts, images, messages, and ideas? How can you help your family and your co-workers "feed their minds"? List your ideas below.

"You can complain because roses have thorns, or you can rejoice because thorns have roses." Ziggy



BUILD AN “ATTITUDINAL RESERVE”

Imagine! You can store up important neurotransmitters to help you maintain a positive mental attitude!

When you hear a _____ presentation, especially one that provides _____, your brain is flooded with _____ neurotransmitters, including dopamine, norepinephrine and serotonin.

Dr. Forest Tennant, M.D., and authority on the drug war, has discovered that the body’s white blood cells will store _____.

You can literally build an _____ reserve.

Motivation is _____. But energizing _____ can make motivation long-lasting.

The more you know about anything, the more _____ you become in that subject.

You ought to read at least _____ a day and listen to _____ all the time.

_____ - _____ is the most powerful, most significant, most life-changing thing that you will ever encounter.

Activities

1. Listening to motivational presentations and participating in motivational programs helps you build an “attitudinal reserve” by storing energizing neurotransmitters in your white blood cells. What can you do daily to build your “attitudinal reserve”?

2. Remember the Qualities List that you used in *Building A Healthy Self-Image*? Now we’re going to give you 33 more qualities to add to your self-talk. Incorporate these additional qualities into your daily self-talk ritual.

- | | | | |
|----|---------------|------------------|--------------|
| 3. | Gratitude | Teachable | Manners |
| | Dependable | Pride | Diligent |
| | Thrifty | Resourceful | Extra-miler |
| | Sober | Respectful | Affectionate |
| | Supportive | Sincere | Attentive |
| | Personable | Open-minded | Good-finder |
| | Kind | Encourager | Visionary |
| | Faithful | Humble | Hard worker |
| | Authoritative | Self-controlling | Fair |
| | Consistent | Creative | Humor |
| | Good listener | Teacher | Common sense |



BUILD AN “ATTITUDINAL RESERVE” (continued)

4. Remember the little girl who got on the airplane and said, “Gosh!” when she looked down the fuselage? What an attitude to have! “Gosh” is an attitude that expresses surprise, delight, joy and excitement all rolled into one four-letter word. Why not develop your own “Gosh” attitude? Give it a try. Gosh, that feels good!

5. *You can have everything in life you want if you will just help enough other people get what they want.* You’ve heard Zig say that time and time again. What’s really exciting, however, is that he’s been practicing it for years. How about you? Could you begin to help others get what they want so that you can have what you want? Of course you can. Think of some ways that you might begin doing so immediately. Start with a family member. A co-worker. A neighbor. A member of your church community. Start by helping just one person this week, then two, then three...and continue building the numbers. Be sure to let us know the amazing results that occur! Now, complete this sentence “I will help...”

6. Zig says: *Don’t deny what’s put inside of you.* What does that mean to you? What could it mean for your life? Is there something in you that you’ve been denying? What will happen if you claim it and recognize it?

“If you believe in yourself and have dedication and pride – and never quit, you’ll be a winner. The price of victory is high – but so are the rewards.” Paul Bear Bryant

“You can have everything in life you want if you will just help enough other people get what they want.” Zig Ziglar



ANSWERS

Change Your Attitude, Change Your Life

85

attitude

you

eyes

soul

mental

good

self

negative

positive

negative

positive

respond

reacting

The Awesome Power of PMA

anything

everything

ability

training

experience

knowledge

gratitude

immigrant's

attitude

Build An "Attitudinal Reserve"

motivational

specific

directions

energizing

neurotransmitters

attitudinal

temporary

neurotransmitters

creative

15

minutes

recordings

Self-talk



SESSION III BUILDING WINNING RELATIONSHIPS

Why Is This Important?

Remember Zig Ziglar told the story about the man who walked into a bookstore and asked the female manager, "Ma'am, can you tell me where I can find the book *Man: The Superior Sex?*" She replied, "Oh, yes. It's upstairs in the Science Fiction department!"

There are no superior sexes, no superior races, and once we understand that, says Zig, then we have an opportunity to build good relationships with all people everywhere. Zig quotes Dr. Dean Ornish, M.D., and best-selling author, who found that love and intimate relationships are at the root of what makes us sick and what makes us well. Relationships cause happiness or sickness. Dr. Ornish says our relationships are more important to our health than our exercise program and our diet!

Zig says: Relationships are extremely important. If we can build a winning relationship then we will have taken a huge step towards the success in life that we seek.

What Will I Learn?

1. A "short course" in Building Winning Relationships.
2. Steps to take to build winning relationships.
3. Building relationships between men and women.
4. A gift to give yourself so that you can build winning relationships.
5. Understanding the key to all relationships.

"Wisdom begins in wonder." Socrates



PREPARE TO BUILD WINNING RELATIONSHIPS

Trying to build winning relationships before you're personally ready is a lot like trying to get an A on a test without studying. You might do it once or twice, but you won't do it consistently. Prepare yourself! Then you can successfully build winning relationships.

One key to building winning relationships is to realize there are no _____ sexes or _____.

It's not wise to feel _____ and _____. People who do have a 300 to 500 percent better _____ of premature death from physical illness.

You will never see a happy _____ - _____ person; nor will you see a happy _____ person.

To build winning relationships, you need to understand that you've got to _____ before you can _____.

Activities

1. Look up the definition of *self-centered*. Does any part of the definition pertain to you personally? How might the definition apply to you at home? At work? In relationships with others? What can you do to become less self-centered? Take some time now to reflect on the answers to these questions.

2. Look up the definition of the word *grateful*. Based on the definition, would you describe yourself as grateful or ungrateful? How do you show gratitude at home? At work? In relationships with others? How could you show more gratitude? Take some time now to reflect on the answers to these questions.

3. In pairs or small groups, talk about your favorite or most valued relationships. Why do these relationships work? What are the qualities that make the relationships so pleasing? Why are these winning relationships? List those qualities now:

4. Where and with whom do you most want to build winning relationships? Is it with a family member? Your boss? A co-worker? Return to Activity 3 and review the qualities that make for winning relationships. List the steps you can take to help provide those qualities so that you can build the winning relationships that you desire.

"It is amazing what you can accomplish if you do not care who gets the credit." Harry S. Truman



PREPARE TO BUILD A SUCCESSFUL LIFE

A balanced life requires relationships with other people. Learning how to build winning relationships is a key to achieving a successful life.

The first step in building a winning relationship is to build your life on _____.

With _____ you have nothing to fear because you have nothing to _____.

When you put the other person _____, amazing things _____.

Another step in building winning relationships is to eliminate the _____ . Accept _____.

We're all in it _____.

Activities

1. Working individually or as a team, suggest practical, usable ways of doing something for someone else. Record several ideas that are job related and several that are not.

Job Related - _____

Not Job Related - _____

2. Accepting responsibility and avoiding blame are two important attributes of building winning relationships. What does that mean? Discuss these two issues in a small group. Then, take the time to write your own formula to remind yourself that it's important to accept responsibility and avoid blame.

"You cannot escape the responsibility of tomorrow by evading it today." Abraham Lincoln



FORGIVE AND BUILD WINNING RELATIONSHIPS

Forgiveness is one of the key elements of building winning relationships. People confuse forgiveness and fairness. "Life is unfair," people say, and they use that as a reason not to forgive. If you live in a world of "fairness" only, it's very difficult to build winning relationships.

Winning relationships start with a huge word called _____.

Neuropsychologist Phillip McGraw says if we make _____ the basis of _____, we're going to be at war the rest of our lives with people in our lives.

Do yourself a _____. Give yourself the _____.

Zig Ziglar says to audiences: "_____ is the key. One of these days you will either say I _____ I had, or I'm _____ I did."

You can either let your past _____ you or you can let it _____ you, but you've got to _____ friends with your past in order to be fully _____ in your present.

Author William Arthur Ward said, "_____ is the key that unlocks the door of _____."

Activities

1. What does it take to forgive someone? Based on your own experiences, list the steps that lead up to the act of forgiveness. Describe the process.

2. In pairs or small groups, discuss past instances when you have forgiven someone. Talk about what happened. Explain how you came to the point of forgiving the individual. Discuss how it felt to forgive and what you experienced as a result. Take turns telling your individual stories.

"Many a man's reputation would not know his character if they met on the street." Elbert Hubbard



FAMILIES ARE FOR WINNING RELATIONSHIPS

You can have everything in life you want if you will just help enough other people get what they want. Nowhere is that philosophy more important than at home, with the family.

Men and women are _____. Men are more _____ . Women are more _____ .

When we understand the _____ between men and women, we cross a huge _____ in building those relationships.

We will never solve the _____ problem until we solve the _____ / _____ problem. _____ really is a gift from God.

Being considerate doesn't mean that you are _____ with the other person. But it does mean that you are doing the _____ thing for that person. Being considerate breeds _____ in an individual. _____ is a key ingredient in bonding with your children.

Activities

1. Remember the story about the son who heard an echo when he shouted into the mountains? His mother told him to shout *I love you, I love you, I love you*. And when he did he heard the same words repeated in the echo. Zig says: *What you send out really is what you get back*. An interesting thought, isn't it? Think about the last 48 hours of your life. What have you sent out? And how has it come back to you?

2. Make a list of the things you *could send out* both at home and at work. Where do you see room for improvement? What words can you say, or what acts can you perform, to help you build winning relationships?

3. We all have needs, don't we? People need to be happy and healthy. We need to be reasonably prosperous. We need to feel secure and to have peace of mind. We need to have winning relationships. We need to feel loved and to love. We need to have the hope that the future is going to be better. All of us have these needs - spouses, children, students, bosses, co-workers and associates. Winning relationships occur when one or more of these needs is fulfilled between two people. Think now about how you can fulfill one or more of these needs for someone you know. Identify two people with whom you would like to build winning relationships. Think about their needs. Decide now what you will do to fulfill those needs as you begin to work on building winning relationships with them.



FAMILIES ARE FOR WINNING RELATIONSHIPS (continued)

4. Make a point of sharing this information about building winning relationships with someone else within the next 24 hours. Explain what you've learned and what you're committed to do to build a winning relationship. Ask for their help, their ideas, and suggestions. In the space below, identify the person with whom you'll share this information, and list the points that you will share:

5. You heard Zig talk about the things employees value most. If you're an employee, list the things you value most and compare them to the list Zig presented. Consider sharing this information with your employer. If you're an employer, list the things that your employees might value, but you have yet to offer.

"Money will buy all kinds of things for my family, but it won't buy their love." Zig Ziglar



ANSWERS

Prepare To Build Winning Relationships

superior
races
lonely
isolated
risk
self-centered
ungrateful
be
do

Prepare To Build A Successful Life

integrity
integrity
hide
first
happen
blame
game
responsibility
together

Forgive And Build Winning Relationships

forgiveness
fairness
forgiveness
favor
gift
of
forgiveness
Forgiveness
wish
glad

beat
teach
make
productive
Forgiveness
resentment

Families Are For Winning Relationships

different
goal
oriented
relationship
oriented
difference
road
barrier
crime
father/son
Wisdom
soft
right
loyalty
Unconditional
love



SESSION IV HOPE: THE FOUNDATION FOR SUCCESSFUL CHANGE

Why Is This Important?

Without hope, what good is tomorrow? The student with no hope of passing won't study. Why bother? The salesperson with no hope of making the sale won't make the call. What's the purpose? The couple whose marriage is in trouble won't seek counseling because "it's all over anyway." But give any of these individuals hope and some exciting things can happen! Zig Ziglar tells us: You were born to win! But in order to be the winner you were born to be, you've got to plan to win. You've got to prepare to win. And then, and only then, can you legitimately expect to win. Winning is not an accident. It's a result of a deliberate plan. A plan filled with encouragement and hope.

What Will I Learn?

1. A "short course" about how hope creates change.
2. Steps to take to incorporate encouragement and hope in your life.
3. Understanding why the choices we make are so incredible.
4. Why it's important to seek balance in your life.
5. Three things that must occur before you can be a winner.
6. Discovering the greatest hope builder of all!



WINNERS MAKE GOOD CHOICES

Success doesn't just happen. Sometimes someone else's success looks so easy. It came from nowhere, or so it seems to us. But the truth is, success requires hard work, persistence and good choices. Winners make good choices. You can, too!

You can _____ the person you were _____ to be and in so many ways already _____.

The _____ we make are absolutely _____.

You have a _____ as to what you _____ your mind.

You are what you _____ and where you _____ because of what's gone into your _____.

Activities

1. What can you do in the next three weeks to make your personal life, your family life and your business life better? Under the headings below, list your opportunities. Then make your choices. Decide what you will do and when you will do it to make these improvements. The winner inside of you will be glad you made these choices.

Personal Life:

Family Life:

Business Life:

2. What are you feeding your mind? Take a moment now and think about how you've fed your mind in the last 48 hours. If you watched television, think about the kind of programming you viewed. If you read a book, what message was in it for your mind? If you went to a movie, read a newspaper or magazine, or listened to recordings, did the information positively or negatively impact your mind? Whom did you talk to? What messages came out of those conversations? When you think about these past experiences, would you say they nourished your mind? Should you have made different choices? What will you do differently in the future?

"Whether you think you can, or think you can't, you are usually right." Henry Ford



HOPE IS A CHOICE

How you see yourself and your future is really your choice. The past is history. It doesn't matter. What you did or didn't do yesterday, last year, or years ago really has no bearing on your future - if you have hope!

Alfred Adler, psychologist and psychiatrist, said _____ is the _____ quality of all _____.

Author John Maxwell said if there's _____ in the future there's _____ in the present.

Hope is the great _____.

Give a person hope and then _____ will take place.

Author Dr. Tony Campolo said that your past is _____ because it brought you to where you _____. But the past is not nearly as important as the _____ you see your _____. The way you see your _____ determines your _____ today. Your _____ today determines your _____ today. Your _____ today has a strong bearing on what the _____ is going to be.

The way you look at the _____ is so important, but you've got to _____ for it. You were _____ to _____. But in order to be the _____ you were born to be you've got to _____ to win. You've got to _____ to win. And then, and only then, can you legitimately _____ to win.

Winning is not an _____. It is a result of a deliberate _____.

Activities

1. People who keep journals or records become more successful than those who don't. Keeping a journal is another choice. It's a choice that winners tend to make. Why don't you make the choice right now to begin keeping a journal? Go to your favorite office supply outlet and purchase a diary. Start keeping records of your activities and progress today. By the way, Zig Ziglar's Performance Planner is an ideal tool for those who want to keep a journal. And every winner does!

2. With a partner, or in a small group, discuss the success of someone you know personally or someone from history. How did this person achieve success? Was the person always successful? Or did he/she fail a few times and then succeed? What are the winning characteristics of this individual? Discuss the sacrifices he made to become successful. Then list the choices that he made to help him become successful.

"Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all." Dale Carnegie

**"You can change where you are by changing what goes into your mind.
Feed the positive and you will be positive." Zig Ziglar**



SELF-CONTROL BREEDS HOPE

Self-control isn't about giving up this and giving up that. Self-control is a way to bring your life in balance. The person with self-control is goals driven and therefore filled with hope. As Zig Ziglar says, "When you bring your life into balance, you'll be amazed at how many more things come to bear in your life."

You're in the exact _____ center of the world. It's no _____ from where you are to where you want to go than it is for anybody else!

To be a winner, you must _____, _____, and _____ to win.

Best-selling author Eric Hoffer said, "In times of change the _____ shall inherit the earth while the _____ find themselves beautifully equipped to deal with a world that _____ exists."

A study at Georgetown Medical School revealed something fascinating: In _____ percent of the cases, when _____ goes up, _____ also goes up.

If you don't like _____ you are and _____ you are, don't sweat it. You can _____ and _____.
_____ - _____ is called giving up some of the things you really _____ for what you really want _____.

You cannot become what you need _____ by remaining _____.

We can take _____ steps and make some _____ progress in our lives, especially if we keep doing it day after day after day. That's why _____ is so important.

Hope needs to be fueled with _____.

Activities

1. What *is* success? With a partner or in a small group, discuss the meaning of success. Describe it. Explain it. List the attributes of success. Before you end the discussion, be sure you have a clear understanding of what success actually means.

2. Writing a book is a good way to clarify your thinking on any subject. Most people would like to write a book, but for many reasons they don't. Oftentimes they think that even if they wrote it, no one would publish it or read it. Even if those assumptions are true, they don't matter. A book doesn't have to be published to be valuable. And if you're the only person who reads your book, that may be all that matters. A book can become a tool of encouragement. It can inspire hope. So start writing *your* book today. Write one page a day for 365 days! Go ahead and start right now.

"I don't know the key to success, but the key to failure is to try to please everyone." Bill Cosby



HOPE OPENS ALL DOORS

Do you want to become a powerful person? Then you need hope. People who build hope into their own lives and who share hope with others become powerful people. Doors open for these people. They have the gift of hope, the great activator.

It's not what _____ to you, it's how you _____ what _____ to you that's going to make the difference.

Zig's friend and mentor, Fred Smith, said the food you grow in the _____ is what you'll eat on the _____. You'll never find a _____ person who has not had the "valley experience" because that's where you learn _____.

_____ produce _____.

Patience produces _____.

_____ produces _____.

Character produces _____ and _____ produces _____.

_____ is a hope builder.

John Johnson, the publisher of *Ebony* magazine, said that men and women are limited not by the place of their _____, not by the _____ of their _____, but by the _____ of their _____.

If there is no _____ then it's safe to say there really is no _____.

When the imagination begins to _____, when we grasp _____, take advantage of what we've _____ and where we _____, other doors _____ and they open _____.

_____ is your _____ hope builder of all.

Activities

1. Zig tells us that we can accomplish much by encouraging others. Think for a moment about the people in your family and business. Who can use some encouragement? Who needs to hear a kind word? Your encouragement may be all it takes to give this individual hope for tomorrow. Become a hope builder! Make a list of the people you would like to encourage frequently. Make some notes about what you would like to say to them.

2. Zig says necessity or desire breeds hope. Think of something you would really like to change or accomplish. Realize that the more necessary your goal is, and the more you desire it, the more hopeful you will become about achieving it. What change or goal in your life would you most like to accomplish? How necessary is it? How much do you desire it?



HOPE OPENS ALL DOORS (continued)

3. Zig says: When hope enters the picture then things happen in people's lives. If there is no hope then it's safe to say there really is no future. Can you relate these statements to your personal life, or to someone you know, perhaps a family member? Think of a situation that looked bleak; however, you refused to give up hope.

What happened? How did the outcome affect your life? What did you do to make sure hope entered the picture and remained in the picture? Do you see how you can use these same principles in many other areas of life? Be sure to share your ideas with other people!

"The doors we open and close each day decide the lives we live." Flora Whittemore

**"A lot of people say, 'Well, I've just failed so many times.'
Let me say it again. Failure is an event. It's not a person." Zig Ziglar**



ANSWERS

Winners Make Good Choices

become
intended
are
choices
incredible
choice
feed
are
are
mind

Hope Is a Choice

hope
foundational
change
hope
power
activator
action
important
are
way
future
future
thinking
thinking
performance
performance
future
future
plan
born
win
winner

plan
prepare
expect
accident
plan

Self-Control Breeds Hope

geographical
further
plan
prepare
expect
learners
learned
no
longer
100
vocabulary
IQ
who
where
grow
change
Self-control
want
later
on
to
be
what
you
are
minute
remarkable
hope
encouragement

Hope Opens All Doors

happens
handle
happens
valley
mountain
top
successful
character
Problems
patience
persistence
Persistence
character
hope
hope
power
Inspiration
birth
color
skin
size
hope
hope
future
soar
opportunity
got
are
open
wide
Faith
greatest



SESSION V THE GOALS PROGRAM

Why Is This Important?

Everyone has a goal, but only three percent of the people in the United States have a Goals Program. Those are the people who achieve the most in life! Without a Goals Program you're left without a game plan for life. And that means your life is probably out of balance. The objective of Zig Ziglar's Goals Program is to help you build a balanced life. There's no sense becoming the richest person in town only to lose your health, or your family, or your values. Build a Goals Program, create a balanced game plan for your life, and you'll become the Difference Maker not only in your life, but in the lives of many other people, too.

What Will I Learn?

1. Four reasons people don't set goals.
2. A plan for building your own Goals Program.
3. How to be a better self-manager.
4. How to organize your time more efficiently and effectively.
5. How to get control of your future.
6. The good news and the bad news about a Goals Program.
7. The steps to follow to set your personal Goals Program.



A GAME PLAN FOR SUCCESS

Why is it that professional football teams score points three times more often in the last two minutes of the half and the last two of the game than they do in any other combination of four minutes?

Well, it's very simple. All week they planned to score. All week they prepared to score. All week they expected to score. And the bottom line is they ended up scoring. You've got to plan, you've got to prepare, and then, and only then, can you expect. And that's why you need a game plan!

Most people have a lot of _____ ideas about what success is.

If you blame someone for your _____ then your _____ has got to rest squarely on your shoulders.

The only difference between a big shot and a little shot is that a big shot is just a little shot that just keeps on _____.

It's no exaggeration to say that a strong _____ - _____ is the best possible preparation for success in life.

When the _____ of ourselves changes, _____ change.

If we do what is _____ of us today, results tomorrow will be _____.

Activities

1. Zig tells the story of the biscuits that "squatted to rise" but got cooked in the squat. What does it mean to get *cooked in the squat*? And how do you relate this story to your own life?

2. The Chinese bamboo tree requires water and fertilizer for nearly five years before it begins to grow. Then it grows 90 feet in six weeks! Or does it grow 90 feet in five years? The point is, success doesn't happen overnight. Think of a particular long-range accomplishment in your life. How much "water" and "fertilizer" did you apply before you succeeded? What did you have to do during that long period of time to ensure your success? Describe the persistence, commitment and discipline that were required of you. If possible, share your thoughts with a small group of your colleagues.

3. Zig says we can let our past beat us or teach us. Think of some incidents from your past where you may have allowed your past to beat you. Then think of some incidents from your past when you may have allowed your past to teach you. What made the difference? How were the results different? And what can you do to remind yourself in the future not to be defeated by your past?

"Opportunities are usually disguised as hard work, so most people don't recognize them." Ann Landers



THE WISDOM OF A GOALS PROGRAM

Earlier Zig talked about getting ready to go on vacation with a day's notice. All of us, when we have to, can become extremely productive.

We can get a lot done in a short period of time when we need to, or when we want to. Well, if planning just one day has such a dramatic impact on our lives, imagine what we can accomplish when we plan an entire life!

The first reason most people do not set goals is:

F _____
E _____
A _____
R _____

The second reason most people do not set goals is a poor _____ - _____.

The third reason most people do not set goals is they've never _____.

The fourth reason most people do not set goals is they don't really _____.

God don't make _____.

The man who _____ is a man who _____ in himself, who _____ who he is and _____ he does.

_____ are the key to so many things in life.

According to one survey, people who have a _____ and a _____ of _____ earn an average of \$7,401 a month. People without a _____ earn an average of \$3,397 a month.

When you develop a _____ to get what you want, you will develop a _____ that you can get it.

Goals will make you more _____.

It's not _____ you are or _____ you are at the moment; it's _____ you can _____ and _____ you can _____. That's what counts.

"Half-a-minders" and "gonna-doers" are "_____ - _____."



THE WISDOM OF A GOALS PROGRAM (continued)

Activities

1. Zig says there are four reasons that people do not set goals. Review those four reasons and then determine the reason(s) you have not set goals in the past. If you're in a group training session, discuss your answer with the group.

2. Fear is the first reason people do not set goals. Zig says FEAR stands for: False Evidence Appearing Real. Think of a personal experience in which FEAR kept you from setting a goal. Then think of another experience when you overcame FEAR and set and accomplished a goal.

"He who knows others is wise. He who knows himself is enlightened." Anonymous



HOW TO DEVELOP YOUR GOALS PROGRAM

Action is the first key to success in developing a Goals Program. Action will get you started. Once you get started, you'll create synergy. The next thing you know, you've created an opportunity to achieve a balanced life.

And then - this is exciting! - **you** will get more of the things that money will buy and all of the things that money won't buy!

The bad news about developing a _____ is that it will take _____.

To properly set your goals will take maybe as many as _____ hours.

The good news about developing a Goals Program is that you will find _____ to _____ extra hours a _____.

When you _____ to set one goal you can set _____ because the _____ is the same.

If you're going to end up with a _____ life, you've got to _____ for it and _____ it.

Step number one in setting your goals is _____ everything you want to _____, _____ or _____ on your Dream Sheet (see next page) or piece of paper.

Then, wait _____ to _____ hours and classify your list.

Ask yourself five questions about each goal:

Is this really my goal?

Is it morally right and fair to everyone concerned?

Will it take me closer to my long-range objectives?

Can I emotionally commit myself to this goal?

Can I see myself reaching this goal?

You must answer "yes" to each of the above questions or your goal is not really a goal!

"You can never plan the future by the past." Edmund Burke



DREAM SHEET - CONFIDENTIAL

Write down everything you have ever wanted to **be, do or have**; or anything you have desired. Let your mind run free and write it all down. As you write one thing it will trigger other ideas, so no matter how far-fetched or unusual or seemingly unrealistic, write it down! No one will see this list except you and you will mark many things off the list later, so set your imagination free!

MIND-JOGGERS	MY DREAMS	CLASSIFICATION
Travel and Vacation where, how	_____	_____
Automobile kind, color, options	_____	_____
Home size, style, land surrounding	_____	_____
Money charitable donations, savings, salary	_____	_____
Children and Family education, activities, quality time	_____	_____
Career salary increase, benefits, promotions	_____	_____
Friendship respect, helping others	_____	_____
Physical body weight, exercise	_____	_____
Spiritual Bible study, prayer life, church involvement	_____	_____
Mental continuing education, memory (names, dates, etc.)	_____	_____



DREAM SHEET - CONFIDENTIAL (continued)

Categorize your goals as _____ - _____, _____ and _____ - _____.

Share your " _____ " goals with _____.

Share your " _____ " goals very carefully.

Goals stands for _____.

Once you set your goals, and you answer the questions Zig has posed, then all that's left to do is work through the process. Be sure to use the Wheel of Life on page 37 and the Goals Procedure Chart on page 38.

Activities:

1. What does Zig mean when he says you've got to **be** and **do** before you can **have**? And what can you do to apply this principle?

2. Zig says it's important to set short-range, intermediate, and long-range goals. What's the significance of setting each of these types of goals?

3. As you look at your own goals list, ask yourself these qualifying questions and record your answers:

Will the goal make me happy? ____

Will the goal make me healthier? ____

Will the goal make me more prosperous? ____

Will the goal help me make more friends? ____

Will the goal help me become more secure? ____

Will the goal give me more peace of mind? ____

Will it improve my family relationships? ____

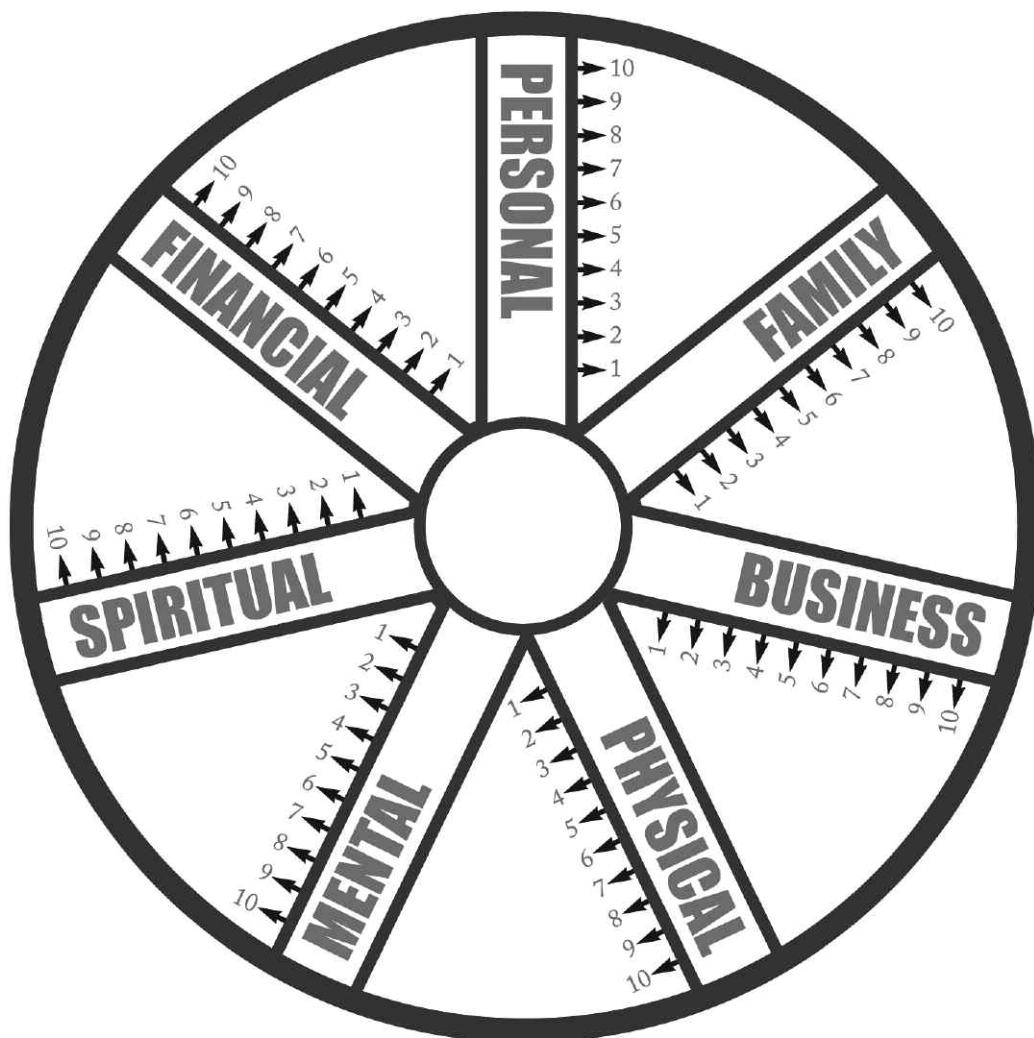
Will it increase my hope for the future? ____

4. Zig discusses the importance of setting financial, physical, mental and spiritual goals. As you review your goals list, determine if you've set goals in each of these areas. If you slight one or more of these areas, Zig says your life will be "out of balance." Record the areas of your life that will require additional goals and decide how you'll achieve the balance that Zig describes.

"Run your day by the clock, but run your life with a vision." Zig Ziglar

BALANCE YOUR LIFE'S PRIORITIES

Before you set your goals, use the *Wheel of Life* to help identify the “bumps” you’re experiencing in life. These bumps are not due to the “road”! Rather, it’s time to “balance your wheels” through goal setting. Rate yourself on each spoke of the wheel. Evaluate yourself from “poor” (1) to “excellent” (10). Place a dot on each spoke indicating your rating. Then connect the dots with a curved line. Low points cause the “bumps” and are the areas where you need to set new goals! Use the *Wheel of Life* periodically to identify areas where you need to set new goals.





YOUR GOALS PROCEDURE CHART

Now you're ready to set your goals! Use the *General Goals Procedure Chart* to help you build a plan of action for achieving your goals. You can photocopy this page as you will need to use this chart with each goal you set. By the way, you'll also find the *General Goals Procedure Chart* in the *Performance Planner*, available from Ziglar.

Step 1	Identify your goal
Step 2	My benefits from reaching this goal
Step 3	Major obstacles and mountains to climb to reach this goal
Step 4	Skills or knowledge required to reach this goal
Step 5	Individuals, groups, companies and organizations to work with to reach this goal
Step 6	Plan of action to reach this goal
Step 7	Completion date

**"Give me a stock clerk with a goal and I'll give you a man who will make history;
give me a man with no goals and I'll give you a stock clerk." J.C. Penney**



COMMITMENT LEADS TO VICTORY

After you set your goals, you're going to hit some roadblocks. That's not a maybe, that's a positive! You're going to "hit the wall." When you do, the only hope of success that you will have is your commitment to accomplish your goals.

Zig's friend and mentor, Fred Smith, said: Commitment is _____ for victory in an individual's life.

Committed lives have _____, _____, _____ and _____.

Tentative lives are never _____.

With commitment, when you face a problem your immediate thought will be: How can I _____ the problem and reach my _____?

No responsible person will ever make a _____ until he has developed a workable _____ of _____.

To reach your goals you will need to build a _____.

Activities

1. What does Zig mean when he says: "Motivation is the spark that lights the fire of knowledge and fuels the engine of accomplishment"? How does this apply to your life?

2. Think of an occasion when lack of commitment kept you from accomplishing a task, an achievement or a goal. What kept you from making a commitment? Given the chance to do it again, how would you handle the situation differently?

3. One of the steps to achieving your goals is to involve other people in the process. List some potential people you will involve in your Goals Program.

4. What does it mean when Zig says, "You cannot realize your potential if you're carrying hate, bitterness and revenge"? He suggests that even if forgiveness isn't deserved, it's important to forgive. How does this philosophy apply to your life? What can you do, and what will you do, to forgive others?

**"The true test of character is not how much we know how to do,
but how we behave when we don't know what to do." John Holt**



TOOLS TO HELP YOU REACH YOUR GOALS

Setting goals is one thing. Committing to achieve the goals is still another. But the work doesn't end with commitment. You'll need some tools to fulfill your Goals Program. As Zig says, "You've got to have the resources in order to accomplish the goals you want to reach."

_____ percent of the people who hear, understand and agree with Zig's principles for setting and achieving goals do not have the _____ to apply the philosophy because they do not have the necessary _____.

Zig says that there are three things you really must do to condition yourself to achieve your goals. They are: (1) Get an adequate amount of _____; (2) stick to a reasonably sensible _____ and _____ program; and (3) avoid the "_____."

One of the tools for achieving goals is attitude. And attitude includes _____.

Success is measured by what you do _____ to what you are capable of doing.

To maintain the _____, Zig encourages you to use his *Life-Changing Procedure* self-talk card _____.

Reaching your goals is going to require _____, _____ effort.

Activities

1. Please recall the story about the Calgary Tower in Canada. It's 626 feet in the air. The tower weighs 13,000 tons with 7,000 of those tons underground. What's significant about the story? How can you relate it to your own life? What does that story have to do with tools that will help you reach your goals? If possible, discuss your answer with others in a small group.

2. Zig mentions several tools that will help you build and achieve a Goals Program. Some of the tools were described in earlier sessions. Recall as many of the tools as you can. If you're studying this module with a group, get with members of your group to expand the list of tools that Zig has made available to you. Then, discuss how each tool is significant.



TOOLS TO HELP YOU REACH YOUR GOALS (continued)

3. Zig says that if you want to be successful in reaching your goals you need to move from *just success* to *significance*. What's the difference?

4. Please review Zig's story about insurance salesman Ben Feldman. You'll recall that Ben sold more life insurance than many insurance companies! And yet, when he started out, Ben struggled desperately to survive. What led to his success? What made the difference? And how can you apply this lesson to your own life?

5. Zig taught you how to train fleas, remember? What's the significance of that lesson? How can you apply the principles of flea training to your personal life? To your professional life?

6. Zig used a water pump as a metaphor for his final story of this program. He said the water pump represented the story of life. "You've got to put something in before you get anything out," he stated. What did he mean by that statement? How will you apply this principle to your life and especially to your Goals Program?

Fall seven times, stand up eight. Japanese Proverb

**"When you put *Strategies For Success* to work in your life, I will see you -
and I do mean you - not just at the top, but over the top." Zig Ziglar**



ANSWERS

Game Plan For Success

wrong
past
future
growth
shooting
positive
self-image
picture
we
required
guaranteed

The Wisdom Of A Goals Program

False
Evidence
Appearing
Real
self-image
been
sold
know
how
no
junk
succeeds
believes
appreciates
what
Goals
Goals
Program
plan
action
Goals
Program
game plan
belief

efficient
today
who
where
who
become
where
go
never-doers

How To Develop Your Goals Program

Goals
Program
time
10
four
10
week
learn
any
goal
formula
balanced
prepare
expect
print
be
do
have
24
48

Dream Sheet - Confidential

short-term
intermediate
long-term
give
up
everybody

go
up
Godly
Objectives
Assure
Lasting
Success

Commitment Leads To Victory

essential
meaning
accomplishment
purpose
excitement
victorious
solve
goals
commitment
plan
action
character
foundation

Tools To Help You Reach Your Goals

95
ability
resources
sleep
diet
exercise
poisons
optimism
compared
right
attitude
twice
daily
persistent
consistent