

WORLDWIDE SALAGRAM HAPPY NEW YEAR EVERYONE!! SEPTEMBER 2023

Hi guys,

HAPPY NEW YEAR!

"I love this business"! A New Year! We get to have a **FRESH START**. A chance to smash the 'pike syndrome'. A chance to refine what we learnt last year and improve our results or build on what's working and explode the possibilities. So, what's a FRESH START look like for you?

You are **one decision away** from a new direction. Often, it's one simple but strong decision that opens the door to momentum. I love the quote in "Think and Grow Rich": "when riches come, they come so thick and fast – you wonder where they were before..." Riches are personal to you: more time, less stress, better relationships, more options, better health.... And obviously more income... which is often the doorway for all of these!

Remember, **Your MINDSET is the key** which is why N21 audios are so vital...to understanding how successful N21 leaders think. You have heard it before – but how exciting:

- your past is not your future
- one decision can get you going
- one bad habit dropped
- one new frontline can be the one to explode your business
- one relationship can change your direction
- one new daily habit
- one good book
- one great audio
- one powerful meeting
- one simple ACTION TODAY

I have just celebrated my **'Freedom Day'**. We actually had a three-week celebration doing what Deidre and I love – a 'snow vacation' with a road trip to and from the snow! We drove through places we have not been through before, revisiting some memorable spots, and spent time with leaders in various places along the road trip. We had a really awesome time, and home in time to celebrate a New Year!

We qualified Diamond 33 years ago in July 1990. We had bought that freedom with 8 years part time effort. I quit work 28th August 1990. **FREEDOM DAY!** From this incredible business we became debt free, time free and had a Diamond income. **FREEDOM!** How rare!

I hope this newsletter reaches you at a time when you are able to connect this business to what you want, or what you want to get away from. The business works and is a super powerful vehicle to allow you to achieve small but meaningful changes in your life, or complete financial independence. And here is what I love about this business: there are small predictable steps that ANYONE can do, that lead to success... whatever that is for you. If you **DO ENOUGH**, and **DO ENOUGH OF THE RIGHT THINGS**, and **DO ENOUGH OF THE RIGHT THINGS FOR LONG ENOUGH** – the results are **PREDICTABLE**. I love that! Anyone can succeed. And **YOU CAN DO IT!**

Last year I wrote a lengthy newsletter which gives the bigger picture – and have attached a link below to that. It is still relevant, and I encourage you to read it (or maybe study it!), write down thoughts, goals, or dreams or actions that it may help you with. This year I simply want to focus on some very basic **'TO DO'S'**, which assumes you know why you are doing this, or what "success" means to you.

Success always takes **DREAMS – GOALS – STRATEGY – ACTION**. My experience is that all of us could have bigger, stronger, or more **DREAMS**, and take much more **ACTION** than we do. But most often the most neglected area is the attention to **GOALS** and clear **STRATEGY**. I feel as though I could write literally 100's of pages on these subjects simply because of my own experiences, failures, and learnings (read last year's newsletter!). But let me be as brief as possible and make this action oriented.

Our sponsor quit the business about 12 months after we joined. We will forever be grateful for the fact that he invited us to see this business and was super pushy getting us to join – as no one else has ever approached us since! Thank God for Warren. We are also super grateful that he encouraged us to go to a seminar on goal setting. It changed my life, and I fell in love with goal setting. There were less than 100 people in the room and we were in the front row. The speaker was Jim Rohn! Aside from goals, he encouraged reading books on health, and reading the Bible for wisdom! I was very slow taking the advice re the Bible, but later I was super hungry for wisdom and spiritual values especially as I embraced "look at life through your children's eyes". I found a whole lot more than wisdom (and happy to discuss this anytime with you!) and continue to do so. One of the books is "James" which is my favourite for many reasons. I have studied this book many times, and a verse stands out "..... faith without deeds is useless." So many people "love the business", "love the functions", "love the environment" but take no action! The business translation of the above is **"Belief without action is useless"**. So, it's great if you love and believe in the business but if you want results to change – **let's take ACTION!**

GET A DREAM!

It all gets back to a DREAM. Often the nightmare is what gets us started. That was certainly the case for me. The nightmare was heading down the corporate path I was on, or even

heading down some traditional business paths. The nightmare will get you started, but you need DREAMS to keep you going and achieve what you CAN achieve. You have heard me talk many times about the Pike Syndrome – which horrifies me, to ‘miss’ the opportunities and dreams available to me and my family. “**THE ENEMY OF A GREAT LIFE IS A GOOD LIFE**” and similar clichés/sayings remind us that it is a CONSTANT PROCESS to expand your thinking and ‘see’ the possibilities for your life.

Q. Do you have a dream book with pictures that inspire you, or a journal which you keep with you – and keep adding dreams or experiences you want?

Q. Do you allow some regular quiet, thinking time to focus on what you want? Even a regular 5-10 mins reviewing dreams and goals will build your EXPECTANCY.

Q. Do you have long, medium, and short-term DREAMS? Deidre and I learnt even with short-term ‘dreams’ the value of a reward for action taken. New phone? New gadget? How about 5 new frontline, or more if it’s a bigger reward? People frequently reward themselves too early! Don’t do that!

Q. What do you want in the picture 12 months from now?

Q. What would success ‘look like’ 12 months from now? Visualize. Immerse yourself in the result.

Q. What is ‘non-negotiable’ 12 months from now? (Remember my ‘A’ to ‘B’ talks? You will not achieve ‘B’ unintentionally. You will only achieve what’s “non-negotiable”).

Q. What is ‘intolerable’ right now for you? (You will not move away from ‘A’ unless it’s ‘intolerable’)

STOP AND THINK!

What is the emotion that’s going to really drive different results for you this year?

HAVE A GOAL!

My observations are that most people do not suffer from having a small goal, or goal that’s too big – but from **NO GOAL!**

Do you currently have a **WRITTEN GOAL WITH A DATE** that you are carrying with you **ALL THE TIME** and read it 3x per day? This is not hard! And it is simply a way to stay focused and emotionalize your goal. With the CORE PLUS program – a 15% business is a significant add on to anyone’s household income. A 21% business well-structured can replace a full-time income for many people! Very exciting times.

RESULTS GOAL:

What do you want? \$x per month? 15% ELC? 21%? Platinum? Higher levels? What date is the key! A goal must have a date! Immerse yourself in the emotion of the accomplishment of this goal.

Q. How would it feel to achieve this?

Q. What would it mean to you/your family?

Q. Is this 'non-negotiable'? If not, downgrade your goal, or upscale your expectancy. Don't play games with lack of clarity. You want to learn what it takes to program your mind and have the expectancy to achieve any goal in the future that you set your mind to and do the work.

Q. Do you have an affirmation on how it would feel to achieve this goal?

Q. What would be the consequence of not achieving the goal? Is this enough to drive you?

Here is a link to a simple goal setting exercise (Process sheet)

<https://cdng.run/u-1/sites/71/2022/08/12205754/Process-Timeline-2022.pdf>

ACTIVITY GOAL:

The **POWER** is in the activity goal. Eg. 4+ plans per week. Listen to 2+ audios per day. Add 2+ names per day etc.

100% predictable if you **DO the RIGHT THINGS**, you **WILL** get the **RESULT**. The magic is **STAYING FOCUSED** on the **ACTIVITY**, the **ACTION** steps.

Discipline is EASY. Consistency is EASY. What is tough is failure to achieve your goals. **What is 'intolerable' to you?**

Deidre and I left many events with a new excitement, new vision, new expectancy, new goal (results goal) and yet did not achieve. Reason? **No clarity or COMMITMENT to an ACTIVITY GOAL.**

The **GAME CHANGER** for us: **WEEKLY ACCOUNTABILITY.** We developed a **'WIN THE WEEK'** mentality.

Q. This time next week – what would it look like to 'win the week'?

We developed the habit of **REVIEWING** the past week. Being brutally honest with ourselves. Learning from the 'losses': what can we do better next week?

One of the tools that helped tremendously is the 22 Priority Timeslot Sheet. To deliberately schedule out time for our business. When to show the plan? When to make calls? Etc. People don't fail from lack of time – they fail from lack of **PRIORITY TIME** for the key activities.

Here is a link to the 22 Priority Time slot Sheet.

<https://cdng.run/u-1/sites/71/2022/08/12205052/22priority-2022.pdf>

WIN THE WEEK!

Don't prejudge your results. Don't get discouraged. Small improvements each week will have major impact after a few weeks.

GOING 21%! We had 'set the goal' many times. In reality we did not have a written date, a goal card, a game plan, or the right attitude. When it changed was when we did these things – most importantly the attitude became *"We will do whatever it takes"*. In the past we had 'tried our best'. Not good enough.

We went from a 3-6% business to 21% doing what it took to build a big team fast.

The hard part was getting **SOLD OUT**.

Q. How badly do you want it?

Q. What does 'do whatever it takes' look like for you? **STOP & THINK.**

HAVE A STRATEGY!

SIMPLE! The most powerful strategy is the 81 Square Grid. **Here is a link to the 81 Square Grid.**
<https://cdng.run/u-1/sites/71/2022/08/12205233/81-Squares-2022.pdf>

When you have a GOAL; a Commitment to AUDIOS; a Decision to go 21%; a Date for 21%; and an Attitude of '**Whatever it takes**' – then SHOWING THE PLAN to 81 people/couples in a maximum 6-9 month preferable time frame – will result in 20+ frontline – which will yield 3-6 active teams and give you a profitable 21% base.

HOW TO USE IT?

- a) You need a list of 1 to START! Get STARTED! You can continue to build your list on a daily basis (there are a million audios on this!)
Get serious about your LIST. This is the fuel for your journey to 21% and beyond. You should aim for 200+ names on a list to get to show 81. Start where you are and keep building the list!

- b) Date of completion. Put the date down near the '81' bottom right-hand corner. That is your target date for 21%. This will help you work out your WEEKLY ACTIVITY GOAL, which is critical.
Eg. you set a goal date 6 months from now, say 26 weeks. That means showing an average of 3+ per week. **START NOW. START STRONG** – don't aim for 3 per week. Start higher! Create momentum.

REMEMBER: Upgrade your work ethic or downgrade your goal. How badly do you want it?

TIP: Looking ahead at a goal can be intimidating. I found the best was to visualize, 'being there' eg. 6 months from now I am 21%. How did I get to show 81 people? I did it! I increased my prospecting by _____. I increased calls by _____. I increased plans by _____.

HOT TIP: Nothing beats an attitude of getting it done PLUS a massive AUDIO listening habit. The answers are all on numerous audios. Attack your audio listening. After a short time – armed with the audio habit and expectancy – it's like a hot knife through butter. The momentum WILL come!

- c) Put short-term 'goal dates' on the sheet eg. mark the date for 10, 20, 30 shown. Create a reward for these individual milestones. Celebrate the check points. You are on your way. Sacrifice followed by reward. The winning way.

TAKE ACTION!

The **FUN BEGINS**. Action **ALWAYS builds BELIEF**. NEVER listen to your emotions when you are not in motion. Never! Move! Make a call. Meet a new person. Drop in on someone. Book a plan. Move! Action conquers fear.

As mentioned earlier – '**WIN THE WEEK**' mentally was a massive part of our success. Reviewing the week. Reviewing our ACTIONS NOT judging our results. You are in total control of your ACTIONS, not always your RESULTS. The results WILL come from ENOUGH of the Right Actions for Long Enough.

The best tool in my opinion is the **DAILY ACTION SHEET**. [Here is a link to the Daily Action Sheet](https://cdng.run/u-1/sites/71/2022/08/17163053/Daily-Action-Sheet-2022-3.pdf)
<https://cdng.run/u-1/sites/71/2022/08/17163053/Daily-Action-Sheet-2022-3.pdf>

We all have good intentions. We all at some point, have experienced **DRIFT**. In fact, **DRIFT** is usually the biggest problem. People don't intentionally 'quit'. Drift is a slow but lethal force. We wake up sometime after drifting off course (a goal) and then the course (goal) simply no longer seems relevant. No huge cataclysmic event – just a slow process. Stop the drift!

The **SOLUTION?** Weekly review. Stop and Think each week how to better stay on track, or improve results, or refine skills, or focus better, refresh goals and dreams.

HOW TO USE IT?

- a) Study it! If needed, tweak it to suit the actions you want to track (we can't wait for you to go Diamond and see your version☺)
- b) Understand the boxes at the bottom of the page.
 - (i) WEEKLY ACTION
 - Review possibility diagram:

That means have one! A simple possibility diagram for the month's apps, and PV you expect is critical and super powerful. We learnt from an audio 'never start a month until you have finished it'. We are network builders.

Fundamentally, we want to increase the size (new apps), and volume (PV) of our team. Eg. if you can 'see' 10 new apps in your team, or a leg – this is something you take ownership of. You fight for the 10 apps.

- **Get Organized:**

- Autoship. Do you have Autoship set up? This is not negotiable. You want to duplicate sustainable, regular volume.
- Product Order. What do you need to top up on? Do you have enough stock (this is a business!)? Do you have samples? (XS Energy etc.)
- N21 Tools. Have on hand spare hard copies eg. HP pack, Starting Point document etc.

- **Review Rewards:**

Critical! Don't ever reward yourself too early – but always build in celebrations or rewards for achieving your goals. Eg. 4 Plans. Deidre and I love a good movie. We sacrificed (zero TV) until we achieved the goal (4 Plans) then had a movie night. The monthly reward obviously could be more significant. A 'stretch' goal (eg. 30 Plans) – make a big deal!

- **Send Upline:**

Powerful for you to review yourself/as a couple, 'counsel yourself' and then pass upline for fresh perspective! Crazy how we live in a world where coaching/mentoring etc. is a huge industry, and yet when we can get free perspective from someone 100% connected to our success – often this is not valued! Change that!

- **Schedule Fun:**

Goal studies have shown, you have a 40% increased chance of reaching your goal with fun scheduled. I love that! Sacrifice, then reward!

(ii) **WEEKLY REVIEW**

Pretty obvious. Set goals for your calls, new prospects, plans, BP attendance. As Jim Dornan taught us 'what gets measured improves'. Definitely!

TIP: A good number should stretch you – but achievable with effort.

Then review your **ACTUAL**. What could you have done differently if you missed your goal? Break down into smaller steps often is the answer. Eg. if you didn't make your calls. Steps:

1. Today select 4 names to call tomorrow
2. Write on a separate paper with phone numbers
3. Possibly SMS them with a "Hope you are well. Heads up – I would love to have a quick 2-minute call tomorrow"
4. Make a time in your 22 time slots for calls (eg. 10-20 mins around mid-morning)

5. Then tomorrow – the action is way simpler.

GOAL Next Week. Think and Commit. Don't 'lightly' make goals. You want to win! You want your brain to develop a '*Wow! When this guy sets a goal, he gets it done!*' type attitude.

(iii) **THIS MONTH**

Same process as above. Again, don't lightly set goals. Eg. if you want new 8 planners – have a process in action. Do they actually have a copy of the plan to show? Have you role played with them? Have you reviewed their list to help them with this week's plans etc.

THIS IS A BUSINESS. Treat it that way and you will develop an amazing business over time that will blow you away. One week at a time. **WIN THE WEEK!**

c) **Daily Actions**

There are 13 listed. Highlight minimum 3 that you will really **FOCUS** on for the week, and maximum 5. Which 3-5 will get you the results, confidence, momentum this week? Then Focus means Focus! These key actions you do, all of the points above, with great deliberateness.

TIPS: Develop the habit of reviewing the sheet each morning and evening. 5mins is honestly enough to remind and reset your focus, before and after inevitable distractions that come up during the day. You can do this! One small step at a time.

FINAL THOUGHTS!

Again, review last year's newsletter for the big picture. **Here is a link:**

<https://cdng.run/u-1/sites/71/2022/08/11193901/Happy-New-Year-2022.pdf>

PLATEAU experiences.

Often, we are to blame when off track let's be honest. Occasionally we are doing the right things and seem to be stuck on a plateau. Times like this are valuable, although we would prefer not to have them! This is where your mental toughness is developed. Your real dream and goal become clearer. Hang on to the basics above – audios, work, tracking – and you WILL break through.

Deidre and I had many 'plateaus' in our journey. We honestly have a love/hate relationship with them. We hate them for obvious reasons. We love them because they caused us to GROW. Our thinking, our character, our focus, our discipline, our tenacity – and propelled us to much higher levels than we originally thought possible.

It's like exercise. The 'pain' (or discipline) is what is the hard part. Later you fall in love with the 'pain' as you KNOW there will be results.

Q. Again! What does ‘Whatever It Takes Look Like’? Really! Be prepared to drive deep and figure it out. Get in ACTION, refine each week. You will win. This is literally **NOTHING** compared to the **REWARDS**.

The last few years there has been a lot of demands made on us. ‘**COMPLY**’ is the word. Being told what to do, what not to do, what to fear etc. Do you **COMPLY**? Let me challenge you.

I don’t **COMPLY** to:

- an average life – being part of the masses.
- being told what I am ‘worth’
- to poor health habits
- to bad relationships
- to a poor economy
- to small thinking
- to lack of discipline
- to being problem focused
- to others (social media etc.) trying to distract me from my dreams
- to a mediocre life

How about you? You are one decision away from a new direction, new results, new dreams why not!

Dream Big, Work Hard, Stay Focused on your dreams. It’s worth it!

HAPPY NEW YEAR! Make It A Great Year!

Mitch