

Success Is Your Own *Damn* ^ Fault!

The Unvarnished Truth About
Business, Money, and Life
WORKBOOK

WARNING:
Get **SHOCKED**
out of your
comfort zone!

A man with a shaved head, a goatee, and sunglasses is crouching. He is wearing a maroon Hawaiian shirt with large red and yellow floral patterns, light blue jeans, and several large, ornate rings and bracelets on his hands.

LARRY WINGET
The Pitbull of Personal Development®

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IMPORTANT —

To begin — please save this workbook on your desktop or in another location.

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Introduction

This program is likely to be different from any other Nightingale-Conant program you've ever listened to. Why? Because, my goal in this program is to make you uncomfortable. I want to make you think, shock you, wake you up, even make you a little bit mad. It's okay if you're mad at me. I don't care. You see, I don't believe we ever make a change in our lives, either personally or professionally, until we've first been made just a bit uncomfortable. But believe me, when you've made improvements in every area of your life because you listened to this program, you'll be very glad you did.

This workbook is designed to be used in conjunction with the audio program. Many of the terms and ideas are fully explained there, and to get the most out of the workbook, you'll need to listen to the program first. You might also want a blank notebook for any answers to exercises that run longer than the space provided.

CD 1**Becoming a Results-Oriented, No-Nonsense,
Outta Sight Butt-Kicker the Winget Way!****Larry's #1 Rule of Business**

*Do what you said you would do, when you said you would
do it, the way you said you would do it.*

Just because you're busy doesn't mean you're doing the right stuff.
Here are some tough questions to ask — and answer!

- 1. Are you making enough sales?*
- 2. Do you have the right kind of profitability in your organization?*
- 3. Are you getting the results that you really want? Or, at the
end of the day, are you a little frustrated?*

I'll guarantee you, if you were doing the right thing, you would be getting the right results. If you're not getting the right results, it's your fault. You have to go back and look at what you're actually getting done all day long, regardless of how hard you think you're working.

For two days, keep a log of exactly what you are spending your time on at work. Write everything down! If you take a break for coffee, get caught in a conversation with someone at your door, have to re-record your voicemail message — write it down, along with how long it took. I'll bet you're surprised, because you're not working as hard as you think you are!

Begin on the next page ...

Day one:

Day two:

What Are Your priorities?

You need to know clearly what you want to accomplish for the day, or for the week, or for the month, or for the year, in fact, all of those areas, and then make those your priorities, and don't let anything else get in the way.

Answer the following questions:

- *My job: I am a:*

- *My goal is to see the following result:*

- *These are the things I need to do in order to see the above result:*

These are your priorities. Don't let **anything** get in the way of your doing them.

Throw Away Your To-Do List!

Instead, you need a “Things That Have to Get Done” list. It doesn’t matter if it takes you all day, doesn’t matter if it takes you five minutes — what matters is that you got the most important things done.

Three suggestions to stay focused on your priority list (when everyone else wants your time).

1. Shut your door.
2. Don’t answer the phone, check emails, or do anything else while you are focusing.
3. Tell other people that you are working on a high-priority task and that you need to focus for a while. Let them know when you’ll be available for them.

**Success comes from doing the simple things
extraordinarily well.**

If Your Life Sucks, It’s Because YOU Suck.

Know that you created the results that you have. You created your situation. Even if something happened to you, how you react to that is still your fault. You created the results that you have. Your life is exactly the result of your thoughts, your words, and your actions.

You Don’t Have to Love Your Job.

I bet you love what you do about 10% of the time, and I bet you hate what you do the other 90% of the time. That’s normal. You don’t have to love it. You’re being paid to **do** something, not to love your job. You just have to love the 10% enough to put up with the other 90% you hate.

*“Amateurs love their jobs; professionals love their jobs.
The difference is professionals love their jobs enough to
become excellent at them.”*

— Steven Pressfield, *The War of Art*

*Jot down a few things you love about your job. If you're an entrepreneur,
what do you love about your business. Create this list so that you can
remember why you love your work.*

CD 2

Building Respect, Rapport, Strength, and Honor!

Become invaluable!

Write down what you are doing to make sure that your company needs you. What are you doing to make sure that you become invaluable to your customers? What are you doing to go the extra step to make sure you know who your customer is, that you're the person that the customer can count on?

If you're that one person that people ask for, that they want to talk to, that they need to make sure that they get the results they're looking for, then you're going to become invaluable to your company.

Larry's Approach to Becoming Better at Everything You Do

Find one idea from every conversation you have, every CD you listen to, every book you read, every seminar you go to, every speech you listen to. What's the one idea? Always carry around a little card that you can write that one idea on.

Write down what you're doing to get better. Write down the books you're reading, write down the CDs you're listening to, the audio programs you're listening to, write down the kind of television you watch. What can you do to become better?

Do It TNT!

“A good idea implemented today is better than a perfect idea implemented tomorrow.”

— General Patton

TNT, today, not tomorrow. There’s no time. You need to work fast. Speed is what’s going to keep you on track. You need to work as fast as you possibly can.

Remember, it only takes one good idea to change where you are, one good idea to make you wealthy, one good idea to make you better at who you are and what you do.

They Will Call You Names!

If you’re really working harder than everybody else, if you’re working fast, if you’re the person whom employers can count on, if you’re the person whom your customer always calls and asks for, if you’re that kind of person, your co-workers will make fun of you.

Who cares? You’re not out there to support their family. You’re out there to support your family. **Be very selfish when it comes to work.** You’re there to promote yourself. You’re there to serve others yourself. You’re living your life. It’s your success we’re talking about. You don’t need to be one of the pack. You need to be out in front.

You build yourself up all on your own, and you don’t build yourself up by tearing other people down.

R.E.S.P.E.C.T.

You know, it really comes down to respect. Respect your co-workers, especially in front of your customer. Respect other customers, especially in front of the customer. Respect your competitors, again, especially in front of your customers. That’s what it comes down to,

respect. Show respect verbally and physically. Show respect in your attitude toward your customer and the people you work with.

Respect. If you show me respect as your customer, I'll show you respect, and probably spend more money with you.

Write down instances in which you verbalized disrespect for your boss, your job, your co-workers, or your customers. Then, write down how you could have handled the situation better.

Also, what about your workspace? What can you do to make it "a sacred place?" Larry's credo is "This is a sacred place where we only speak well of ourselves, we only speak well of our organization, we only speak well of our competitors, and we only speak well of our customers." Remember that, and start to think of those walls where you go to work as a sacred place.

The Idiots at Work

- 1) The Liar
- 2) The Crier
- 3) Mr. Happy
- 4) Susie Sweetheart
- 5) The Gossip
- 6) The Bully
- 7) The Asses
 - The Smart Ass
 - The Hard Ass
 - The Kiss Ass
 - The Dumb Ass
 - The Jackass
 - The Cute Ass

How do you deal with them? Directly. In other words, be very honest, up-front, nice, but firm. That's what it takes.

What to Do When You're the Idiot

The first thing is to understand you have to admit where you are. You have to clarify quickly what you did that made it happen, but always remember this: If you're going into someone to admit that you've made a mistake, or that a mistake has been made, go in with a plan. Bosses want a solution. Customers want a solution. When you present the problem, always present the solution.

Make a list of the times when you've been the idiot. How did you handle it? Were there times when you could have handled it better?

Don't Let It Slide...

It's very easy to make little slips in ethics that lead down a very slippery slope. It's a good idea to, every once in awhile, take an Ethical Inventory. Ask yourself, what am I letting slide? What am I letting get by. What am I doing that falls into the gray area?

Do this now. Take a look at your personal ethics. Are there some things you've been doing lately that you know you shouldn't? List them now, and resolve not to do them anymore.

CD 3

You Gotta Serve Somebody!

The 8 ‘Ates’ of Leadership

- 1) Create — Create the right environment, create the right atmosphere, and create the right group of people.
- 2) Communicate — Communicate the big picture, what the job really is.
- 3) Educate — Educate your employees to become better people.
- 4) Delegate — Do only what you, uniquely, can do and delegate the rest.
- 5) Hibernate — Take a break and let your employees do their jobs.
- 6) Participate — Become actively involved in your organization.
- 7) Evaluate — Evaluate performance, not people.
- 8) Amputate — Cut loose those who aren’t working well with your company.

Why People Buy

You need to remember, people buy for *their* reasons. Find out what their reason is. Do you know how to find out why people buy? Just ask them. Say, “I’ve discovered that people buy for one reason more than any other reason. Could you tell me what your reason is?” You know what? They’ll tell you, and when they tell you, then you sell to that reason. It’s not that hard.

Five Reasons People Won’t Buy

- 1) They don’t have any need.
- 2) There’s no hurry.

- 3) There's no money.
- 4) There's no want.
- 5) There's no trust.

How to Sell More

- Look successful.
- Be friendly, but not overly friendly.
- Pay attention to what people buy, how they buy, and when they buy.
- Observe your competitors. See how the other people in your business sell.
- Listen to what your customer has to say.
- Don't over-promise and under-deliver.
- Be honest. Don't dance around when I ask you a question. If you don't know the answer to what I'm asking you, tell me you don't know and go get the answer.
- Return phone calls promptly, not days later with some feeble excuse.
- Be on time.
- You should be great on the telephone. When you're talking on the telephone, you don't have the benefit of being able to physically observe the other person, so you have to be better on the telephone than you are face-to-face.
- Take notes, let them see you take notes, tell them you're taking notes.
- Always deliver more than you promised. Never let a customer say, "Well, I expected more." You don't want your customer to say that, so deliver more than you promise.
- Then, follow-up. Just make a phone call, drop a postcard,

say thank you, stay in contact, because the easiest customer to sell your next product to is one you've already sold to, because you've established trust and you've proven that you're the kind of person whom they can share their money with and be trusted.

- Have a great handshake.
- Capitalize on your successes. The best time to make another sale is when you're on the heels of your last great sale.

Larry's List of Hard Life Lessons

- Do the right thing, period, and don't kid yourself. You always know the right thing to do. The right thing to do is rarely the easy thing to do, but do the right thing.
- People will usually lie to protect themselves. Be aware of that.
- Companies and individuals over-promise and under-deliver. It's just a fact of life. Knowing that in advance will save you time, money, and disappointment.
- Everything costs more than you originally thought it would. Everything takes longer than you originally thought it would.
- When someone says, "I'm a people person," that means that person will spend more time socializing than working. When someone says, "I don't like working with others," hire that person. Give him or her an office with a door and a lot of work to do, and then watch it get done.
- Prove you're smarter than everyone else by hiring people who are smarter than you are.
- Don't expect others to make you rich if you're keeping them broke.

- The more successful you become, the fewer friends you will have.
- Take your job seriously, not yourself.
- When someone says he or she will try, bet your money, it won't get done. If you're willing to put your money where your mouth is, you do. If you aren't willing to put your money where your mouth is, you don't really believe what you're doing.
- People will pay little attention to what you have to say. In fact, most won't even believe what you have to say. They will, however, pay attention to see if you believe what you have to say.
- People motivate themselves. You've got nothing to do with it.
- Look at the numbers, look at the facts, and then trust your gut.
- Knowledge is not power. The implementation of knowledge is power.
- Few people will turn to themselves to take responsibility for their results until they have exhausted all opportunities to blame someone else.
- People do what they want to do when they want to do it, and not until then.
- The best advertisement in the whole world is a satisfied customer with a big mouth, and the worst advertisement in the whole world is an unsatisfied customer with a big mouth.
- Don't worry too much about making the right decision, just make the decision, and then do what it takes to make the decision right.

- You always need a plan B, except when you don't have one. In that case, you have to make your only plan work.
- You can sell your way out of almost any problem.
- Sometimes the best thing you can do is walk away.
- Pay your taxes first, yourself second, and everyone else after that.
- Trust, once destroyed, can never be fully regained.
- And if all of this starts to feel too complicated, stop, regroup, and start over. Success is always simple.

CD 4

Going From Flat Broke to Filthy Rich — It Can Be Done!

What Money Won't Do

- Money won't bring you happiness.
- Money won't buy you any friends.
- Money doesn't mean you will pay your bills on time.
- Money won't prevent bad things from happening or solve your problems.
- Money won't solve your integrity problems.
- Money won't make you more charitable.
- Money won't make you successful.

*Money will give you the freedom to do what you want,
when you want, the way you want.
That's all money needs to do for you.*

Common Excuses for Why You Don't Have Any Money

- 1) I grew up poor.
- 2) It's God's will.
- 3) I deserve to spend my money the way I want to.
- 4) I'm just too far behind.
- 5) I don't know how to get ahead.
- 6) I'm not good at math.
- 7) The credit card companies are ripping me off.
- 8) I don't make enough money.

9) I don't have any skills.

Write down all the excuses you've used and then do this; you know what's coming. Go to the mirror, look yourself in the eye, and say, "This is all my fault." **Your money problem is you — your money problem is the result of all your other problems.**

Now, take a look at where you spend your money. Go through your checkbook, look at your credit card statement, and make a list right now of how you spend your money. Figure out how much money went to shopping, how much money went to eating out, how much money went to things above and beyond the things that were really important, like food and rent and paying your bills and saving and investing.

What Is Important to You?

Make a list of what is really important to you in your life. It won't take you long. You know what's important.

Your money needs to go to the things on this list, not toward the things that have temporary satisfaction. Those things don't bring you long-term happiness. So make sure that you know what's important to you and that you funnel your money in that direction.

Know where you are.

Figure out the following:

- *How much money do you earn, after taxes?*

- *Exactly how much do you have in cash?*
-

- *How much do you have in savings?*
-

- *Exactly how much money do you owe? Write down whom you owe money to, and how much money you owe.*
-

- *Do you have enough money to pay the people you owe?
If so, do it. If not, things will have to change.*

*If you are spending more than you make,
here's what you need to do:
Feel really, really bad.*

Live Backwards

Here is the change you need to make. You should determine exactly how you want your life to look and figure out how to make enough money to support that lifestyle. In other words, go back to the exercise you did, figure out what you want, and then figure out how to afford it.

CD 5

Get Out of Debt, Be Happy, Get On With Life

The Hole Principle

When you find yourself in a hole, stop digging! In other words, stop spending money on anything you don't need. Stop spending money on anything except the necessities.

So what are the necessities?

- Shelter
- Utilities
- Food
- Money you've already spent and owe someone

If money doesn't do anything else for you, it wakes you up to who you are, the mistakes you've made, and, sometimes, it makes you aware of your potential.

How to Dig Your Way Out

- Start *writing down every single penny* that you spend.
- *Cut up all your credit cards*, and that means all of them. Keep one for an emergency, and that's the kind of card that'll work anyplace.
- Pick up the phone and *contact all of the people you owe money to*. Explain to them that you don't have a high ability to pay them, but you do have a willingness to pay them.
- *Write your bills on a calendar and mark them when paid.*

- *Pay your bills as they come in.*
- *Make little payments on your bills.*

Here are some things to consider getting rid of or reducing:

- Old clothes
- Anything in your house you're not using
- Cable TV
- Your car
- Your current home
- High-speed Internet connection
- Cellphone minutes
- Insurance premiums
- Eating out
- Movies
- Hair and nail salon
- Gym membership
- Cigarettes
- Buying in bulk
- Friends who don't make more money than you do

Getting More Money

Here are some suggestions to get more money coming in:

- Pick up every single penny.
- Carry cash.
- Change your language.

- Lose weight.
- Clean up your house and car.
- Eat less food.
- Choose healthier foods.
- Cook meals yourself.
- Give some money away.
- Be grateful for what you have.

*Write down a list of everything that you can get rid of, sell, or reduce.
Also, make note of some ways you can get more money!*

CD 6

Design Your Life; Don't Just Accept It!

Write down what you believe to be true about your life and what you believe to be true about yourself.

This is the life you are living now.

Now, design the life you want to live. What would you like to accomplish before you die? What do you want to own that you don't currently own?

Then, write down what you are doing to get that life.

Could you be reading more? Could you be taking an extra class at night? Could you be working an extra job? Could you be spending more time with your family? Of course you could do all those things. You can do more than you are right now. The purpose of this exercise is to get you thinking in a way that will allow you to act differently so you can achieve more and have better results.

*In order to make a positive change in your life,
sometimes you first have to get negative about your life.*

Staying Healthy the Larry Way

- Stop going to fast-food restaurants.
- Park as far away as you possibly can.
- Take your dog for a walk. Take your kid for a walk. Go for a walk.
- Don't weigh yourself very often.
- Eat smaller portions. Get yourself a little bitty plate.
- Learn to indulge yourself in *very* small portions periodically.
- Find a buddy to eat with.
- Drink lots of water. Always carry a bottle of water with you.
- Stop lying to yourself that you have a gland problem or are big-boned, or come from an overweight family.
- Turn off the television.

The 18 Good Ideas

1. Take responsibility.
2. Keep it simple.
3. Focus.
4. Be flexible.
5. Speak up.
6. Be optimistic.
7. Love.
8. Give.
10. Ask.

11. Believe.
12. Learn.
13. Be thankful.
14. Serve.
15. Discover your uniqueness.
16. Expect the best.
17. Be prepared for the worst.
18. Celebrate everything!

**Add These Outstanding Nightingale-Conant Titles To Your
Skill-Building Library**

I Know What to Do, So Why Don't I Do It?

By Nick Hall, Ph.D.

25331CDD

Achieving Credibility:

The Key to Effective Leadership

By James M. Kouzes

12820CD

Pure Genius:

Dan Sullivan's Lifetime Focusing System for Total Self Mastery

By Dan Sullivan

22160CD

The Maverick Mindset:

The New Science of Exceptional Achievement

By John Eliot, Ph.D.

24440CD

Lessons from the Richest Man Who Ever Lived:

*Incomparable Insights and Breakthrough Strategies for Success,
Happiness, and Wealth*

By Steven Scott

23201CD

How to Have Your Best Year Ever

By Jim Rohn

17450DVD

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