



MINDSET
WORKBOOK
FOR
PROFIT PARADIGM

Profit Paradigm

GET YOUR MIND RIGHT. GET YOUR SALES RIGHT. BE UNBEATABLE.

Powerful Results

"Our first year in your programs we've grown our sales by 64%, which represents more than \$2,300,000 at great margins!"

- David Bucchi, San Antonio, TX

"Our first year in your programs we've had a 45% increase in sales, but even more amazing is that we've experienced a 1,186% increase in net profit!"

- Jeremy Rushton, Prescott Valley, AZ

"Our first year in your program we increased sales by 300% and our net profit has grown by 1000%! We were also selected by Inc Magazine as one of the Fastest Growing Privately Held Companies in America in BACK to BACK Years!"

- Aaron Ruddick, Seymour, IN

Over the three months before I attended your program I had a 22% Close Ratio and had only put up \$25,537.14 on 28 leads. The week after the training we closed 70% of our leads and put up \$66,324.76 on only 10 leads! Amazing!

- Craig McKenna, Vernal, UT

"Just before I met you I was tired of being owned by my business and was ready to shut it down after 30 years. My first year in your program my sales have grown by 123%! I recently hired a newcomer to sales using your strategies and he put \$100,000 on the board in his first six weeks. Where have you been the last 30 years? I love you Weldon!"

- Jeff Fisher, Effort, PA

The month we had our sales team begin your training we were closing 39% of our leads and generating \$3,700 on average (Revenue Per Lead) for each lead we ran. Just 7 months into your program and we are currently closing 62% of our leads and generating more than \$7,250 on average for every lead we run! Of all the other training programs, this one by far is much more impressive than anything I've ever seen before."

- Kenny Bell, Sacramento, CA

My sales for the first 3 weeks of April were \$16,000. My boss gave me online access for the 2 Day Core Sales Training. After watching the videos, I purchased your books and read them both in a 3 day period!! I closed out the month of April at \$65,000 in sales! Today is May 1st and my sales for May are at \$35,000 already! Your story gave me inspiration unlike any I've ever heard! Your sales program is my new way of life! THANK YOU!!

- Jimmy Wallace, Harvey, LA

After the class on Day 1, I went on a sales lead and sold a \$14,000.00 system using what I had just learned. After the class on Day 2, my salesman went on his first lead and sold an \$18,000.00 system. His second lead he sold a \$15,000 system. I had a lead after Day 2 of the training as well, and sold a \$10,000 system. That is \$57,000 in revenue on the same two days we attended the five hour sessions on back-to-back mornings! It is really hard to break 18 years of bad habits, but this system gives us the tools to do just that. It's only our first few months in your program and we are already seeing 400% Year-Over-Year Growth!

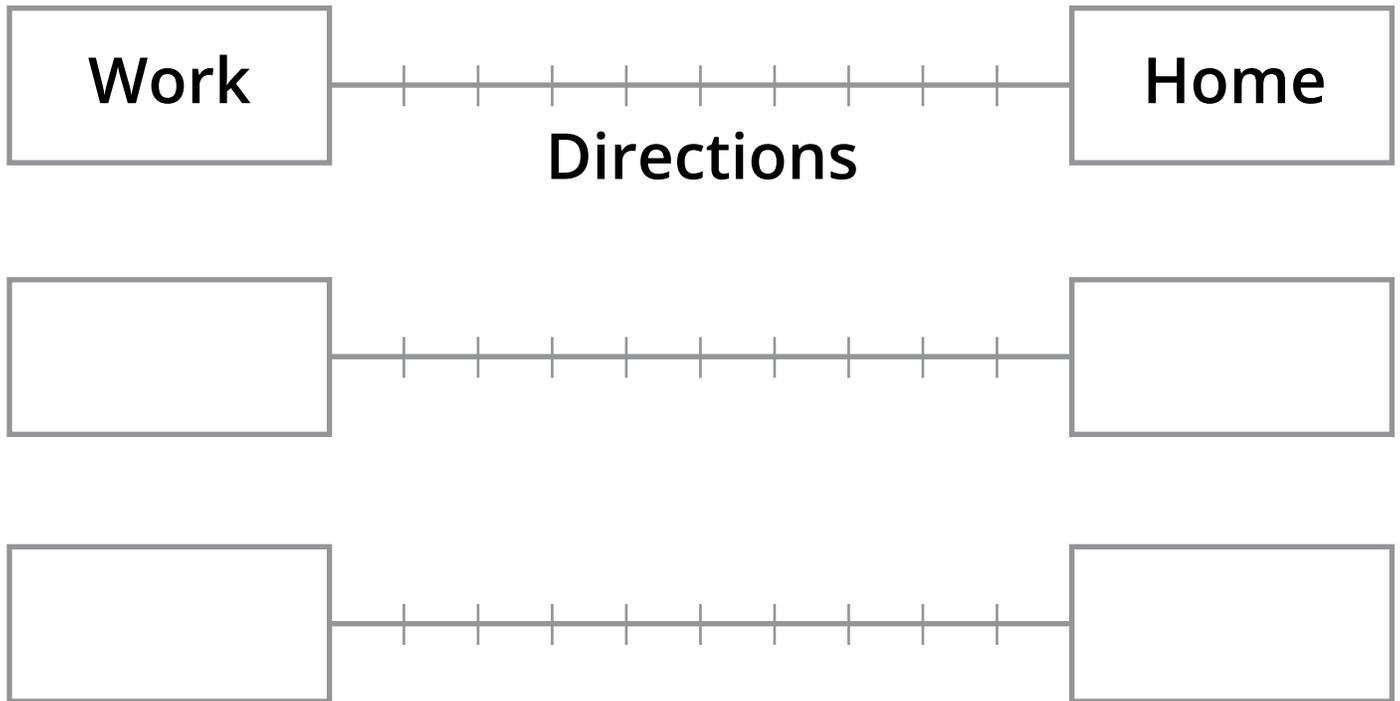
- Terry Pickering, Houston, TX

PART ONE: GET YOUR MIND RIGHT

From The New York Times Best Seller "The Power of Consistency"

Make The Right Decisions in The Seemingly Inconsequential Moments of Your life

You can't follow the right directions and accidentally reach the wrong destination.



Notes



FOCUS

The Power of Focus What Do You REALLY Want?

Get FOCUSED on where you want to end up in your life and business. This consists of getting clear on what you want in three key areas of your life. Write down what you want in these key areas. BE SPECIFIC! Don't over think this process; we will organize your thoughts in the next step.

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the things you
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es and goals

What do you want in Life and Business?



Financial

Sales, Income or Retirement



Relationships

Family, Friends or Community



Health

Physical, Emotional or Spiritual

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Contribution

What impact will your success have on your family, friends and community?



Write It

When something is programmed into your subconscious thoughts (like the drive from work to home) you can make progress towards your destination (your home) while you are thinking about something completely unrelated. This is the key to The Power of Consistency.

Create Your Prosperity Plan

WRITE IT: Now that you have a list of things you wrote down in the FOCUS step, you will use them as the basis of your Prosperity Plan. Write them out as a statement of fact in present tense - as if they have already happened.

“When riches take the place of poverty, the change is usually brought about through well conceived and carefully executed plans. Poverty needs no plan. It needs no one to aid it, because it is bold and ruthless. Riches are shy and timid. They have to be attracted.”
~ Napoleon Hill, *Think and Grow Rich*

A Sample Prosperity Plan

I earn \$100,000 per year.

- 1) I diagnose problems and recommend solutions like a BOSS!*
- 2) I earn and ask for the TRUST on every call.*

I am an awesome husband and father.

- 1) I make time for my family on a weekly basis.*
- 2) I treat my wife with patience and kindness.*

I weigh 180 pounds.

- 1) I eat only healthy foods.*
- 2) I exercise 3 days per week.*

I create wealth while serving others. Creating wealth is an honorable endeavor.

- 1) I consistently extend myself professionally to others in service.*
- 2) I consistently seek to provide exceptional value.*

I am a man of honor and character.

- 1) When I give my word, I have given my bond.*
- 2) I resolve conflict with fairness and equity.*

My Prosperity Plan

In the space below list the things you want, want to become and want to contribute in life and business.
Then list one or two things that you need to do on a consistent basis to reach each dream.

1) What I want: _____

A) What I need to do to get it: _____

B) What I need to do to get it: _____

2) _____

A) _____

B) _____

3) _____

A) _____

B) _____

4) _____

A) _____

B) _____

5) _____

A) _____

B) _____



Review It, Feel It

EMOTIONAL COMMITMENT

Your Quiet Time Ritual

REVIEW IT: Reviewing your Prosperity Plan and experiencing the emotions of creating your exceptional life during a daily Quiet Time Ritual (15 minutes a day) is critical to building the life and business of your dreams. As you review your Prosperity Plan and experience it emotionally, you are putting those things in your BOX.

The time you spend alone in thought will guide and direct your daily actions to ensure what you DO is consistent with what you WANT. When your thoughts, emotions and actions are in alignment, the results are certain.

FEEL IT: It is critically important to get deeply emotionally committed to the things you are Focused on and allow yourself to experience the Emotion of achieving those dreams.

Fifteen minutes a day devoted to you and your dreams can change the course of your life. Fifteen minutes a day can supplement your will power and give you the strength to do the things you need to do to have the things you want.

Time is the great equalizer in life. Everyone gets the same 24 hours per day. The question is: Where will you spend your time today? In the past, present or future?

*“Read your written statement aloud...
AS YOU READ, SEE AND FEEL AND BELIEVE YOURSELF ALREADY IN POSSESSION OF [IT].”
~ Napoleon Hill, Think and Grow Rich*

PRESENT
Focus on Today





Consistent Action Equals Powerful Results

Cognitive Dissonance Drives Your Actions

You cannot do the right things on a daily basis and accidentally produce the wrong results. The universe simply doesn't work that way.

Success is about CONSISTENT Action. It's not about the scope or size or drama of the action you take to achieve your dreams; it's about the CONSISTENCY of the action.

If you want to take Consistent Actions toward reaching your dreams in life and business you cannot rely on will-power and self-discipline alone. You need something more. You need to have your subconscious mind programmed to DO what you need to DO on an automatic basis. You need your Actions to become second nature, just like your drive home from work.

When you create your Prosperity Plan and program it into your subconscious mind through your daily Quiet Time Ritual one of three things will eventually happen:

1. You will take consistent actions and create wealth, happiness and peace of mind.
2. You will not take consistent actions and be forced to scratch that dream off your list; or
3. You will completely abandon your Quiet Time Ritual.

When you start thinking like a success, you start feeling like a success. When you start feeling like a success you start acting like a success. When you start acting like a success you start creating successful results. Next thing you know you're living your dreams.

Your wealth, happiness and peace of mind are not about Christmas Day, New Years Day or your birthday. They are about what you do TODAY!

Even if you are on the right track in life, you'll get run over if you just sit there."
~ Will Rogers

Notes
