

# WHITTLE SUPER SATURDAY

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August 6<sup>th</sup>, 2016

# LEADING & LAGGING INDICATORS

- Lagging Indicators:
    - New Business
    - Money
    - Promotions
  - Leading Indicators:
    - Recruits
    - Attendance
    - Licensing
    - Relationships – Must be intentional & Genuine
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# ATTRACTING & RETAINING PEOPLE

There's mainly two reasons people don't do this business:

1. They don't think they can
2. They're scared of what other people will think of them if they do.

You help them understand:

1. This really is pretty simple
  2. People are going to feel good about me doing this or there's something wrong with them.
  3. Plus, I like & trust these people & I believe that they can get me to where I want to go.
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# THE CHAMPION MUSCLE

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The Secret to Being a Champion

- Each year, 45 million Americans go on a diet.
- Spending more than \$33 BILLION annually on types of diet, exercise programs & products.

**Less than 2% reach their goal.**

-essentialnutrition.com

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# WHY DO THEY NOT REACH THEIR GOALS?

- Lack of Knowledge?
  - Lack of Desire?
  - Lack of Ability?
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# WHAT SEPARATES THE CHAMPIONS FOR THE ALSO-RANS?

“I always know I will win because I know I had paid a higher price than the guy guarding me.” - Michael Jordan

“I’ve just developed an inability to allow myself to give anything but my best anymore.” - Lance Armstrong

“If you & I get on a treadmill side by side, one of only two things is going to happen. One, I will win. Or Two, I’m going to die, but there ain’t not way I’m not getting off before you.” - Will Smith

# STUDYING COMMON THREADS OF THE CHAMPIONS

Typically:

- Not a greater level of talent
- Its not due to size or strength
- Its not circumstantial or luck

*All great Champions have one thing in common...*



# CHAMPION MUSCLE:

The muscle you have that you flex whenever you are faced with the decision TO DO the thing that will move you CLOSER to your goal or allow you experience TEMPORARY comfort.

**Examples:** Running, practicing, dieting, ect.

*All of these are typically uncomfortable while your doing them, but the ACT produces the desired result.*

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# CHAMPION MUSCLE CONT.

## *Example:*

**GOAL:** Be in great shape- Look & feel good, be healthy

**REQUIRED ACTION:** Working Out, Dieting

**TEMPORARY FEELING:** Self inflicted pain, Discipline

## *Primerica:*

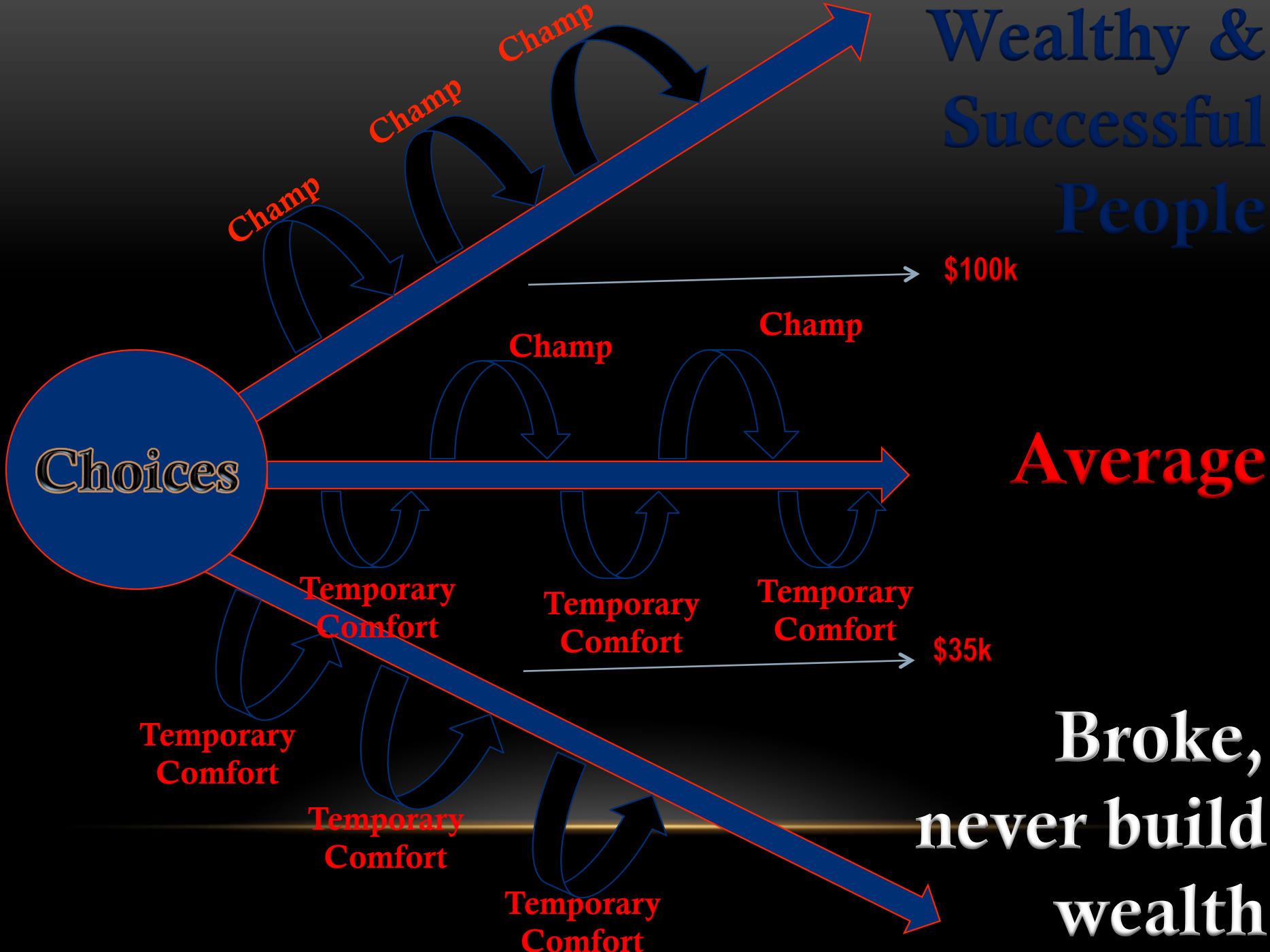
**GOAL:** RVP- High Quality of life, Goals & Dreams

**REQUIRED ACTION:** Prospecting, Setting & Running Appointments

**TEMPORARY FEELING:** Facing fears, working hard, personally growing,  
being uncomfortable.

# THE “CHAMPION MUSCLE” IS MERELY YOUR WILL TO ACT DESPITE THE FEAR OR DISCOMFORT.

- Examples:
    - Alarm goes off - I'm tired I don't feel like getting up - Champions jump up because they know the other guy will stay in bed!
    - Opp Mtg is during “The Big Game” – I want to watch the game with my broke friends – Champion sacrifices watching “The big game” so later in life he can attend “The big game”
    - Prospecting – Prospecting is uncomfortable – Champions prospect to hit the numbers they need to achieve their desired result
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Choices

Wealthy &  
Successful  
People

\$100k

Average

\$35k

Broke,  
never build  
wealth

# FACTS ABOUT THE CHAMPION MUSCLE

- It operates just like any other muscle. If you exercise it will get stronger if you don't it wont.
- It is not area specific it spills into every area of your life whether good or bad & immediately converts to muscle memory.
- It gets easier & stronger the more you develop it.
  - There are stages to Champion Muscle Development
    1. More concerned with the method & comfort than the result
    2. Able to make short lived commitments i.e.- 2 weeks of Champion decisions
    3. Go from short lived commitments to seasons
    4. Clearly defined goals & mental picture, method is irrelevant the result is what is all that is focused on.
- Your belief gets stronger & stronger as you realize the secret to becoming a Champion

# MUSCLE MEMORY:

- Consolidating a specific task into memory through repetition. When a movement is repeated over time a long-term muscle memory is created for the task, eventually allowing it to be preformed without conscious effort. This process creates maximum efficiency.

# SHAN BEFORE & AFTER



VIDEO\*\*\*



# SHAN BEFORE & AFTER

- Starting Weight 325lbs
- Finishing Weight 177lbs

Why? Tired of where I was

What started it? Competition & Deadline

Kept me going? Tracking daily progress

Beginning Feeling? Painful, Hard, Hungry

Results? Built belief but didn't satisfy me

Toughest? Plateau – Mentorship, Adjustments

Worth It? Every bit

What has it done for you? I learned I have control of my life.



# WHAT'S KEEPING YOU FROM:

No more financial stress?

No more Sunday night pit in your stomach?

No more boss?

No more doing without?

No more unfulfilled promises to yourself & your family?

A life of freedom & choices for you & everyone that you care about?

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# WHY AM I NOT A CHAMPION?

- Lack of Knowledge?
  - Lack of Desire?
  - Lack of Ability?
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# WHAT IS MY SOLUTION?

- Chances are you just have an underdeveloped Champion Muscle
  - You can start exercising it today.
  - EVERYONE faces challenges, roadblocks, disappointments, pain, rejection, fear, tiredness, burnout, crisis.
  - When that decision comes your way you have to have ALREADY decided in your head you're going to flex your Champion Muscle.
  - Embrace the fact that all Champions face the challenges but overcoming them is the secret to the life you've always wanted.
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