

The “Scary Times” Success Manual

by Dan Sullivan

Application of Key Concepts:

1. Forget about yourself; focus on others.

How can you expand your connection with others and help them transform their negatives into positives?

2. Forget about your commodity; focus on your relationships.

How can you focus on deepening the power and possibility of all of your relationships – with family, friends, team members, suppliers, clients, customers and prospects?

3. Forget about the sale; focus on creating value.

How can you create value for others by providing solutions that eliminate their dangers, capture their opportunities, and reinforce their strengths?

4. Forget about your losses; focus on your opportunities.

What are the new ideas, new energies, new tools, and new resources that you can use to “start an entirely new game”?

5. Forget about your difficulties; focus on your progress.

How can you make progress by focusing on building the “muscles” in your mind, your spirit, and your character?

“Scary Times” Success Manual – Application of Key Concepts (cont.)

6. Forget about the “future”; focus on today.

What can you do over the next 24 hours that will make the biggest difference?

7. Forget about who you were; focus on who you can be.

What are your dreams? What is most important to you? What are your guiding principles?

8. Forget about events; focus on your responses.

What are your ideal responses to the current and future unpredictable events that lie ahead? How can you focus your attention and energies on responding in these ways?

9. Forget about what’s missing; focus on what’s available.

What actual resources and opportunities are available now that you can leverage to move forward and make as much daily progress as possible?

10. Forget about your complaints; focus on your gratitude.

What are you grateful for? How can you maintain your focus on what you are grateful for?