

The Key Success Drivers



THE
SUCCESS
FORMULA

WORKBOOK



A Message from Blake Roney

Dear friends:

I would like to take a moment or two to talk with you about success and happiness. As one of the co-founders of Nu Skin Enterprises, I have the opportunity and responsibility to travel the world, meeting and speaking with thousands of our wonderful distributors.

I have criss-crossed the globe many times over and over and it seems that no matter where I go, I get asked some of the same questions—the most popular being some variation of this: “Blake, what is YOUR secret to success?”

I used to just tell people, “marrying my wife.” But since that’s not a duplicable model, I stopped offering that as my answer. The truth is...there is no “secret”. There is, however, a FORMULA. I call it The Success Formula, and like any good formula, it has very specific ingredients.

As you go through these five workbooks and engage in the activities and embrace the teaching points, I am confident that you can put my formula to work in your own life.

The key ingredients in The Success Formula are what have enabled me, my family, and thousands of distributors to enjoy a beautiful life filled with wonderful people and life-changing experiences. I am eager to have YOU embrace The Success Formula for yourself and enjoy your journey to success.

Sincerely,



Blake M. Roney
Founder, Chairman of the Board
Nu Skin Enterprises, Inc.

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DREAM

Imagine a New Reality

"The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it." — Michelangelo

ARE YOU A PASSENGER OR DRIVER?

As you well know, life is a journey. And five, 10, 20 years from now, you will arrive at a destination somewhere. The question is WHERE? If life is a vehicle always progressing towards your destination, are you a passenger or the driver?

Take this quick quiz. Which of these sounds more like you?

PASSENGER

- Have no written goals
- Focus on time put in, rather than results attained
- Complain about current circumstances
- Focus on what is going wrong

DRIVER

- Have set written, actionable goals
- Focus on the end result, regardless of the amount of time it takes to get there
- Plan and act towards an end different from (or better than) current circumstances
- Focus on what is going right, regardless of what is going wrong

So what did you find out? Are you a passenger or a driver? If you found you are a passenger, you may need to make some changes to your mindset in order to enable yourself to reach your goals. Passengers are people who talk a lot about goals, but they never actually set them. They are always too worried about what is happening right now that they can't see past it long enough to build something for the future. Passengers tend to think life always works against them and they struggle to be positive.



But if you are a driver, then commit yourself to driving your future right now—EXACTLY where you want it to be. Write down your goals and don't let anything stop you from achieving them. Just having the right mindset puts you in a great position to succeed.

A DREAM IS BORN

Well, where do you want to be five or 10 years from now? What inspires you? What do you REALLY want out of life?

Many people may ask, "What is a dream anyway?" A 'dream' is the seed from which goals grow. If you're not planting, you're not harvesting. A dream is the beginning of a path to a greater destination, which begins as a simple thought. That thought begins to grow into multiple ideas, which then grow even larger as details emerge. That string of details is the essence of a dream!

QUOTE

"One element of The Success Formula is that you need to know what you want. My belief is that people do get what they deserve, and they tend to get what they want out of life, and that one of the limiters of success is that limitation of never really sitting down and defining, "What do I want my life to stand for? What do I want to achieve in my life?" — Steven J. Lund

CONSTRUCTING A DREAM... THE BLUEPRINT

Let's build a dream right now and immortalize it on paper. First, find a quiet place where you will not be distracted and take a moment to reflect on the following questions. Write down your answers so you can refer to them later. Write down any ideas as they come to mind. Don't be concerned with what feels possible right now; just get your thoughts out on paper. This is your dream, so do not hold yourself back.



1. What excites you?

2. What is your dream?

3. What are some things you want to have and what places do you want to visit?

4. What things do you want to do?

5. Who do you want to spend time with?

QUOTE

“Clarity means refining your vision and your hopes for the future as specifically as possible. But the more precisely you can envision, the more likely you will end up where you belong.”

— Steven J. Lund

A PICTURE IS WORTH....

In this exercise, you are going to create a dream board. To do this, you need to find pictures that represent your dream from a magazine or other source and cut them out. For example, maybe you could find a dream home, car, or even vacation destination. Perhaps it is an event you want to attend or take part in. Find



images that represent these things. Paste them onto a poster board or in a journal. As you do this activity, be SPECIFIC, be EXCITED, and be willing to admit that anything is possible when you commit to working to reach your dream.

Once your dream board is created, make sure to look at and review it often, so that you are constantly dwelling and focusing on your dream. Remember, you will begin to move toward whatever you dwell on and if you focus on your dream, you will find opportunities to support the achievement of it.

PEDALS OR JET ENGINE

The moment you confirm WHAT you want, it is critical you determine WHY you want it. Your “WHY” is the engine that powers your journey and creates that hunger that is so common among successful people. Your “why” is the deepest reason you can describe as the purpose for chasing this dream. The more powerful your “why,” the more force in your engine. Imagine you had a choice between riding a bicycle to your destination or taking an airplane. Which would you choose? If you wanted to get there fast, you would likely choose the airplane. The same rule applies here. Your “why” will be your driving force. If your “why” is unknown or lacks emotional connection, you will feel like you are pedaling all the way to your goal. But if you take time to seriously consider your “why” and recognize your true source of motivation, then you will be propelled as if by a jet engine to reach your ultimate goals, your dream destination. To find your “why,” close your eyes and imagine how you will FEEL when you reach your goals and dreams. Ask yourself WHY this is so important to you and your family.

Take a moment to consider carefully what you are working for and why it really matters. Once you have it written down, take a moment to post it somewhere you will see it every day as a reminder of what you are working toward.



COMPROMISE OR COMPLIMENT

In order to live a fulfilling life, your dreams must be in alignment with your values. But what is a value? A value is a belief that forms the person you are. For example, you may believe family is important; therefore, your 'dream' must not compromise the well-being of your family. For this reason, you'll want to make sure your dreams and goals do not pull you away from those things that you value, but rather, that they complement and support them.

VALUES EVALUTATION

Take a moment to list your values as they pertain to each one of the following:

Marriage

Children

Spirituality

Finances



Community

Ethics

Compare these values to your dream. If you achieve this dream, will any of your values be compromised? If your answer is “yes,” make adjustments to your dream to better align with your values. Doing so will ensure greater happiness will be achieved and your odds of success will increase substantially.

MARINATE YOUR MIND

Every action is preceded by a thought. One of the keys to reaching your dreams is to allow them to orbit your mind continuously. Occupying your mind with positive thoughts will have very powerful effects on your long-term success, as you tend to move and act in harmony with your most dominant thoughts. Soak your mind in fears and you will fail. Marinate your mind in visions of your dream and you will succeed.

MENTAL MAKEOVER

Listed below are some common negative words and phrases that often dominate the thoughts of those who fall short of their dreams. Take a moment to fix this list by turning these negative thoughts into positive thoughts. For example, instead of saying, “I can’t do it,” say, “I CAN do it!” If the leap from *can’t* to *can* seems too big right now



(which for some it may be, and that's okay), then just start by saying, "I can't...YET!" That's still a positive step in the right direction.

"I can't be successful in this city." *FIX IT* _____

"I can't do anything right." *FIX IT* _____

"I don't have the money." *FIX IT* _____

"I'm not smart enough." *FIX IT* _____

"I don't have the right personality." *FIX IT* _____

"Things will never change." *FIX IT* _____

"What if I fail?" *FIX IT* _____

"What if I make a mistake?" *FIX IT* _____

"What if I embarrass myself?" *FIX IT* _____

YOUR TAKE-AWAY

Start with a dream. Then you **MUST** believe that it's possible. Make sure the dream is in alignment with your values and focus on it. Believe in yourself and think positive thoughts. You can do it! You will fulfill your dream!

DREAM Workbook Checklist

- Complete Passenger or Driver Quiz
- Construct a dream by answering the key questions
- Create a dream board and post somewhere you will see it often
- Determine your "WHY"
- Complete the Values Evaluation
- Complete the Mental Makeover



SET GOALS

SET YOUR TARGET

EXPECT TO SUCCEED

When high achievers set a goal, they set it with the expectation that they WILL achieve it. The great boxer Muhammad Ali never said, “If I win.” He only spoke in terms of “When I win.”

GOLDEN GOALS

Take a moment and review your dream list that you created in the previous section. Prioritize your top three goals that you are most committed to achieve and that will be key in achieving your dreams. Write these three goals down. Remember, these goals need to be specific, they need to have a timeline, and they need to be measurable, so that you will recognize when you have achieved them. As you set these goals, do so with the mindset that you WILL achieve them. Expect to win and act as if success is inevitable.

Goal 1: _____

Goal 2: _____

Goal 3: _____

WITHOUT HESITATION

There are decisions and then there are true decisions. High achievers know there is a point when true decisions must be made.

The word “decision” comes from the Latin root word, “incision,” which means to cut off from. So when you make a “true decision” or commit 100% to something, you are cutting yourself off from any other alternative. For example, when you board an airplane with a parachute on, you have made a DECISION to go skydiving. But when you leap from the doorway of that plane 32,000 feet in the air, you have made a TRUE DECISION!



You must make the true decision to go after your goals ALL THE WAY, because the decisions you make now are creating the life you will live in the future. The more true decisions you make now, the sooner and greater success you'll achieve.

TUNING OUT YOUR CRITICS

As you set your goals and strive to reach them, there will be critics. Critics are often well-meaning people slinging their own fears in your direction. Recognize this negative input as simply misplaced concern. Humbly and quietly IGNORE it. Don't let it sway you from your path.

QUOTE

"No great achievement has ever been accomplished quietly. Everybody who has accomplished anything worthwhile has had to walk through a phalanx of criticism and suggestion and kibitzing and the person making that march has to be very thoughtful of how to deal with that kind of input. On one hand, we should seek constructive criticism. But on the other hand, we've got to be able to see those visions for what they are and recognize when criticism and negative speech are not informed with the same clarity with which your decision has been informed, then you've got to find the courage to quietly move on."

— Steven J. Lund

TIME WELL SPENT?

There are always going to be people who don't see your vision or the end result you are working toward. Make sure that you are in the habit of aligning yourself with people who will support you in a positive way. Write down the five people that you spend the most time with.

Person 1: _____



Person 2: _____

Person 3: _____

Person 4: _____

Person 5: _____

As you review this list, ask yourself these questions:

- Are they achieving (or do they have desires to achieve) the levels of success that you do, or are they content?
- Are they positive or negative people?
- Do they support you in your efforts, or do they tear you down?
- Are they healthy for your success? If they are not, make a serious choice to change who you spend most of your time with as you work toward your goal.

RINSE AND REPEAT

As you look at high achievers, it's easy to begin to see a pattern—they all focus on the fundamentals! Michael Jordan, who was without question, one of the best basketball players to ever play the game, reportedly lived by three basic rules:

- Rule One: Know the fundamentals.
- Rule Two: Never take short cuts.
- Rule Three: When you have exhausted all other resources, pull yourself through on heart alone.



Notice that his first rule is to know the fundamentals. Many people get to the top of their careers and goals when they realize they are losing their footing—even their momentum. Often the reason is they stopped doing—or simply forgot—the things that first made them successful.

QUOTE

“It’s actually been a little bit surprising to me how often I will be talking to our most successful leaders and hear them say how, on a daily basis, they go back to the same books that they read in the first place. They go back to the same tapes. They go back to the same lessons. They return to the basic fundamentals.” —Truman Hunt

WRITE WHAT’S RIGHT

Make a list of what you believe to be the “Best Practices” for building your business. What are the core fundamentals? Those best practices should be from your own successful experience and from the experiences of those who have gone before you—your up-line, your team. Review this list, post it in a place you’ll see it often, and make sure you are not deviating from it at all.

CELEBRATE SUCCESS

You don’t have to wait for some big future event in your business or some high level of success to occur before you start celebrating! Celebrate every milestone you cross. Celebrate NOT giving up on the tough days. Celebrate your courage to keep moving forward, out of your comfort zone. Success is at the end of the road you are currently traveling, so don’t give up. Celebrate the journey and all of the personal growth you are gaining from it.



Make a list of successes and wins you have recently experienced.

YOUR TAKE-AWAY

By following this formula, you are taking the same path others who are now living their dream have taken. Expect the same results. Assume your destination is directly ahead. Implement the most proven methods you see others using to move forward. Repeat them over and over, knowing your progress may come slowly but surely. Tune out your critics and tune in your strongest supporters. Rejoice in each day of this journey and celebrate your courage and your eventual success!

SET GOALS Workbook Checklist

- Write down your top three goals
- Determine who you are spending most time with
- Write down your best business practices or the fundamentals of your business
- Write down your recent successes



BELIEVE

Embrace What Will Be!

QUOTE

"If we did all the things we are capable of doing, we would literally astound ourselves."
 —Thomas Edison

BURIED TREASURE

We all have untold wealth within. The capability and potential that exist within you are literally unlimited. It's up to you to discover your true potential.

QUOTE

"I've never met anybody who wasn't superior to me in some way, shape, or form. Everybody seems to have special tools where they have enormous potential, if they can figure out where they ought to be pointed." —Blake M. Roney

TIME TO CLIMB

Think about the people you admire most. What are the positive qualities they possess?

What are your greatest strengths and talents? In what areas of your life (personal or professional) have you neglected to use those talents to the best of your ability?

On what day will you begin using your talents at maximum capacity? Today? Tomorrow? Next year? Whenever that is, THAT is the day you will discover—and begin climbing toward—your TRUE POTENTIAL.



ARISE AND WALK

As you journey along the road to your dream life, you may notice people sitting along the side, slumped over and defeated. Somewhere along the way, these people stopped believing in themselves.

Do not allow this to happen to you! Hold tight to this truth: You have more than enough potential to propel you to your destination. There are thousands of examples of people who have experienced major failures in their lives, but rather than believing these setbacks represented the end result, they viewed them merely as challenges to overcome. They walked on and found success. You can do the same if you simply believe it's possible.

Whatever you think about—positive or negative—you will eventually believe. You will find enough evidence in your world to prove that these beliefs are accurate. If these beliefs are negative and destructive, you can change them simply by changing what you think about and focus on. As you convert your thoughts from negative to positive, you will discover mountains of new evidence to confirm your new thoughts. It is an incredible life-changing moment that will propel you towards success.

QUOTE

"I've heard it said that in the end, everything is going to turn out great and if everything's not great, then it's not the end. The reality is, our success in life is not determined by the circumstances we're born into or that we find ourselves in at any given moment. Our success in life is determined by how we make decisions, how we push ourselves, the courage we find, and the preparation that we put ourselves through." —Steven J. Lund

JOT YOUR THOUGHTS

What thoughts are you dwelling on? Over the next three days, carry a pad of paper and pen with you everywhere you go. At the top of each hour, pause



for 60 seconds and jot down what you predominantly thought about in the previous hour. It can be one word or a sentence. For most of us, this is an unconscious process, so doing it may require some focus. Do this for three days and then on the fourth day, review your notes.

What were your most recurring thoughts over the past 72 hours? Would you consider those thoughts to be constructive or destructive to your dreams and goals?

If you find that your thoughts are often destructive, focus on giving your mind new direction. Make it a point to think new, positive thoughts. Imagine how happy you will feel and what your life will be like when you have reached your dream. Remember, your thoughts reflect your choice to succeed, so choose your thoughts wisely.

Prominent thoughts:

ONE STEP BACKWARD, TWO STEPS FORWARD

Part of life (and part of achieving goals) is learning to deal effectively with setbacks when they come. Once you begin taking action, you may eventually make a mistake or two along the way—especially when you start doing things you've never done before. Tell yourself right now that when this happens, it's a good sign you are growing and moving forward. There is always more than one way to view any experience. Some people find opportunity in every difficulty, while others find difficulty in every opportunity. Which type of person are you going to be?

List at least one setback you have experienced lately.



QUOTE

"You know, part of business is adversity. Everyone who tries to do a hard thing is going to run into challenges. Blake has a philosophy that has been very helpful to me. He views business as problem solving. If there were no problems to building an organization, then everybody would be doing it. And there would be no opportunity there because everybody would already occupy that space." —Steven J. Lund

SALVAGE AND GO

When you encounter a setback, resist the temptation to get bogged down dwelling on the mistake. Instead, crack open the mistake just long enough to remove a lesson from the experience, then discard it and continue on your journey.

As you encounter a setback, ask yourself:

- What can I learn from this?
- What will I do better next time?

Far too often, we make a mistake and then we pay the price for it more than once by repeating it over and over in our minds. Discard it!

Look at the setback you identified in the section above. Take a moment to write down specifically how you will begin today to perceive this setback in a more useful and positive way.

What are the benefits of this setback?

How will you handle it differently next time to make the experience more positive?



GET BACK ON YOUR FEET

Failure is the vulture that feeds on the still bodies of the quitters. Keep moving! If you fall down, get back up and try again. You must stay true to your belief that you will succeed. Don't allow setbacks to stop you. Just change your perspective. Believe in what you have heard from the many people who have been there before—if you don't stop or quit, you WILL succeed.

CIRCLE BACK

Think about your journey in the business so far. Is there something you have given up on, an aspect of your business that you know would be beneficial for you to succeed? Write it down and promise to circle back this week and pick up that resource or tool and continue on your way to success.

YOUR TAKE-AWAY

Discover, admit, and celebrate your true potential. Accept that you were born for greatness. Emulate the traits of those who have gone before you and if you stumble, leap to your feet. Promise yourself you will never stop moving. Celebrate the discovery of your newfound potential and go get your dream!

BELIEVE Workbook Checklist

- Write down the people you admire most and the characteristics they possess
- Jot your thoughts and review them for areas of improvement
- List a recent setback
- Create a strategy for handling your setbacks to make them positive
- Complete the “Circle Back” activity



TAKE ACTION

Moving Towards Success!

THE DEFINING DIFFERENCE

The number one difference between those who achieve success and those who don't is ACTION! You can have all the belief and skills in the world, but if you never take action, you are destined to never achieve your goals.

QUOTE

"Once you've set your mind to do it, it's your responsibility to do it because it's your dream. And it's your responsibility to fulfill your own dreams. No one else is going to do that for you." —Sandie N. Tillotson

FOCUSED ACTION

At a basic level, each of us knows how important action is. Take a moment and review your day today (or if it is early, review yesterday). Write down each basic activity you completed.

Morning:

Afternoon:

Evening:



As you look at this list, what things have you done that were action driven? Did you fill your day with things that do not grow your business? Carefully consider the things you are doing that are not action driven and make a decision to eliminate those activities from your days to make room for positive, effective action. The last thing you want to be is “busy” but not “productive.”

Now, write down one positive, effective, focused action that you can take every day that will move you closer to your goal.

ACTION:

BELIEF-BASED ACTION

Taking action requires a big belief in yourself and your dreams. Once you have that belief, you must act.

You may start to doubt yourself at times. But talk yourself out of this self-defeating behavior. Henry Ford once said, “Whether you think you can or can’t, you’re right.” The power of your thoughts can help or hinder you on your journey to success, so reverse any negative speech or thoughts, whether they come from you or someone else. Keep telling yourself you can do it and take focused action to make your dreams a reality.

QUOTE

“Belief is a necessary part of succeeding in anything. You need to understand the construct you’re going after and then you’ve got to believe in it enough to motivate forward action. The moral doctrine is out there in almost every culture that faith without



works is dead. Just believing isn't enough, all by itself. You have got to get out of the house and go out there and do things consistent with those beliefs or else you will never be successful." —Steven J. Lund

MOTIVATED ACTION

There are three common motivators that drive people to action. Two of them are somewhat superficial and only create temporary success, while one of them is sustaining and creates PERMANENT success. We endorse the third form of motivation—PURPOSE motivation. Let's review the three types of motivation:

1. **Consequence Motivation:** If you were to tell your child, "Clean your room or you'll be in trouble!" that is consequence-based motivation because your child is motivated to clean his room, but only because he is afraid of the consequences of failure. This form of motivation is only temporary because before long, they may stop worrying about the consequences and it will no longer be a viable form of motivation.
2. **Incentive Motivation:** Using that same analogy, if you told your child, "Clean your room and I'll take you out for ice cream," she is going to clean her room because there is a short-term reward in it—ice cream! But the key there is *short-term*. The effectiveness of that original motivation dwindles over time. In order for this to continually work, you have to continue to raise the incentive or reward.
3. **Purpose Motivation:** This is the form with the longest lasting results because it is one that is driven from within. Your child ultimately realizes that keeping a clean room is a more desirable way to live and, therefore, has established a lifelong commitment.



UNCOVER THE PURPOSE

Go back to your dream and your “why.” What is your deeper purpose? What is your passion? If you have not yet taken the time to identify it, make sure to go back to the section on Dreams and identify what you are working toward and why you want it. You have to KNOW it with conviction and clarity. This is what will motivate you to take action. This is purpose motivation.

As you have gone through these exercises, your “why” or your “purpose motivator” may have become clear to you. Write down your “why” as clearly as you can.

FEARLESS ACTION

Unlike the three forms of motivation that actually CREATE action, there is only one real factor that PREVENTS action, and that is FEAR. Fear can stop even the most talented and knowledgeable people in their tracks. If you're controlled by fear, then you are admitting fear controls your life. But the exciting news is that you can eliminate fear from your life and when you do, ENORMOUS power is released!

What exactly is fear? It's just an illusion. In other words, fear is not something external that controls you. It's created by your thinking and is born and grows in your mind. There are certainly times when it may feel very real, but it's just an illusion. Simply put, fear is when you PICTURE an unfortunate ending to an action or you anticipate a poor outcome. But keep in mind—none of that is real. It's just imagined!



QUOTE

"I don't know very many people who aren't heavy laden with fear of some sort. Just fear of failure alone is a tough deal in our business. But you can overcome it!" —Blake M. Roney

SQUASHING YOUR FEAR

Whatever your fear or anxiety may be, it is important that you realize you are not alone. Everyone has a fear of some kind. The issue is not having a fear, but allowing the fear to stop you. Pause right now and think about one thing that you do not do in your business because you are uncomfortable in one way or another. For example, you may have a fear of public speaking, so you never give product and opportunity presentations. Whatever the action is that you are NOT taking out of fear, write it down now:

Now, picture this activity in your mind and determine what is creating that uncomfortable feeling. For example, if you are afraid of giving a presentation, picture that in your mind. What is making you feel uncomfortable with that experience? What happens when you stand up to present? Write down what makes it uncomfortable for you.

Once you determine what is making you fear this activity in your mind, it is time to CHANGE what you are thinking about. Imagine a positive result and focus on it when you think of doing that activity. Once you realize that you can choose a new picture to focus on, that can instantly change your feelings about taking that action.



Remember, fear is the anticipation of a future event turning out poorly. Begin facing your fear today by changing the way you view it. Make a commitment to begin focusing on a positive end result. Take a moment to write down this positive result that WILL happen the next time you engage in this activity.

The next and vital step is that you begin acting (even if it is in small ways) on that new picture that you have in your mind. By taking action, you will gain confidence that your goal is achievable and your mind will then begin to accept this as its new reality.

QUOTE

"Confidence comes with competency. One of the ways to overcome fear is to simply become better at what you do. By building competency, by becoming more familiar with the terrain that you're walking across, the fear begins to diminish." —Steven J. Lund

MOVING FORWARD... NOW

Now take the time to identify one of your three goals that you listed in the Goal Setting section of the workbook, so you can begin making a plan of action. Each time you want to accomplish a goal, just follow this basic seven-step action plan.

Step 1: Write down the goal you are seeking to achieve.



Step 2: Identify the benefits—your “why”—of achieving this goal.

Step 3: Write down the potential obstacles that may arise as you begin taking action towards this goal.

Step 4: Next to each obstacle, write down the best solution you can come up with to counter these obstacles. Once you write down the solutions to these obstacles, go back to Step #3 and erase or cross out the listed obstacles. It is important, from this moment on, that you focus on the solutions, rather than the limitations, of achieving your goals.

Step 5: Begin consciously “dwelling” throughout the day on achieving this goal.

Step 6: Write down specific action steps that will move you closer to the goal.

Step 7: Begin taking action, one step at a time each day.



YOUR TAKE-AWAY

In life, nothing happens without ACTION. Action truly is the difference between the winners and the runners up. Henry James once said, “It’s time to start living the life you imagined.” Now it’s YOUR turn. You have made choices to get to this point and now it’s time to step up and start living.

TAKE ACTION Workbook Checklist

- Review your daily activities
- Choose your focused action item
- Uncover your purpose
- Discover your fear, why you fear it, and come up with a picture to replace your fear with
- Create a plan of action for one of your goals



LEAD

GROW AS YOU GO

LEADERS FOLLOW LEADERS

Leadership starts with you. Much of your ability to lead and develop a strong team will be determined by the person you become. Therefore, success in life will come as a result of continually learning and growing. The objective of every leader is to have others follow them and replicate their success. Therefore, your primary goal as a leader should be to follow great leaders and replicate their success. This will occasionally require venturing out of your comfort zone in search of growth. As you do, your natural example will compel others to follow you!

SCULPT THYSELF

Begin with listing the habits, attitudes, and skills that you could improve and develop to move you closer to achieving your goals. List a minimum of three areas you would like to improve. As you ponder this exercise, keep YOUR leaders in mind. Consider the talents, habits, and skills you most admire in the people you have chosen to follow.

Areas I would like to improve:

FLEE THE “FLU”

Attitudes are contagious, which can work for or against you. If someone had the flu, you wouldn't go hang around them. Why? Because you could get the flu. So, if you want to be happy and successful, surround yourself with happy, successful people and soak it all in, because you'll catch that bug, too. Often, those who are discouraged with life spend too much time with discouraging



people or in negative environments. Just as being healthy requires making good choices, so does being happy.

QUOTE

“The good news is that personality traits are contagious, and by keeping yourself happy and vibrant and positive and looking forward, you can lift the people around you.”

—Steven J. Lund

TEAM TRIUMPH

In life, no one achieves success solely on their own. Every successful person had associates, friends, family members, or some contact who greatly contributed to their success. Life is truly a team sport. That includes work and personal life. Being a successful spouse and parent requires a team effort and being successful in this business requires a great team.

SUCCESS COMES AS YOUR TEAM GROWS

Ask any winning coach, and they will tell you that the number one ingredient in success is having and building a great team. And the key to building that great team is recruiting skilled team members. You already have two teams around you—your personal team contains your friends and family, and your career team is formed by your upline and downline.

Take a moment now to make a list of those team members you most appreciate and admire.

Personal team: _____

Career team: _____



Now, make a list of at least five people you would love to have on your team in the future.

What traits or skills do you need to develop, change, or improve in order to attract those five people to your team? (ex. better listener, more positive minded, etc.)

Person 1: _____

Person 2: _____

Person 3: _____

Person 4: _____

Person 5: _____

You should do this exercise frequently, as it will promote growth and make you aware of the people you are surrounding yourself with and the person you need to become to attract the highest caliber people.

The last step is to develop a plan of action for each of the people on your list. Take a moment and determine two things you are going to do to invite them to be a part of your team.

1. _____

2. _____

3. _____



4. _____

5. _____

THE POWER TO LIFT

When a team of mountain climbers heads up the side of a great mountain, they link themselves together and climb as one unit. Should one slip and fall, the others catch the falling climber and literally save his life. When the first climber reaches the summit, before he stands and enjoys the great view that surrounds him, he reaches down to pull up the climbers below so that they too can rejoice in the celebration of reaching the top.

Once you have truly experienced your power to lift, you will be so fulfilled by the deep satisfaction of doing so, you will want to empower those who follow you to do the same. This cycle of discovering and sharing is the key to your future success.

QUOTE

"If you don't give back, if you don't help those who have been helping you, or help others in exchange for the help that you've received, you won't succeed." —Sandie N. Tillotson

BOOMERANG BLESSINGS

What are Boomerang Blessings? Simply put, when you give someone your time, talent, and energy, it comes back to you every time. There is a law,



called the Law of Reciprocity, which focuses on the idea that what goes around comes around. When people are equipped to give, they are equally as equipped to receive.

As you consider the power that you personally have to bless and lift others around you in their personal and business settings, consider how others have lifted you. Take a moment and make a list of everything you are thankful for.

Once you have a comprehensive list, select one blessing on your list that you would be willing to share or sacrifice in order to bless the life of someone else. This could be in the form of time, talents, or even material goods.

What talent will you share?

As you share with others, you lift them. And as you lift others, you lift yourself. After all, it has been said, “Rising tides lifts all boats.”

LEAD AND BE LED

Building a successful team requires a good leader and you will need to be a good leader. As you, and the people around you, practice The Success Formula in your lives, most of this will come almost naturally.

We are often asked, “How does one become a good leader?” Goethe, the German writer, taught that if you “treat people as if they were what they



ought to be, you help them become what they are capable of being.” While you are doing that for someone, you, yourself, are growing and excelling. It’s a marvelous circle that benefits everyone.

ATTRIBUTE INVENTORY

Everyone needs an example in their life—everyone needs a leader. Particularly in this business, people need to look toward a leader...they need to look to you. Think about the great leaders you have met in this business and make a list of the qualities and attributes you admire most about them.

As you review this list, ask yourself whether you have developed these same characteristics.

To be a great leader, you must develop those attributes that are esteemed and looked highly upon. Some of these may include: honesty, integrity, loyalty, a positive attitude, solution-focused versus obstacle-focused, a good communicator, a hard-worker, and someone who is compassionate and truly cares about others. These are characteristics that most people want to emulate and look for in their leaders. You need to be this type of person. You are not being asked to change who you are, but rather, to improve and grow.

SUCCESS THROUGH SELFLESSNESS

A person of character would not give merely to receive. The very nature of our existence is to depend on one another. In fact, the opposite of lifting, helping, and serving others is selfishness. Selfishness only satisfies a temporary and



mortal appetite, and you don't want to be malnourished. In fact, selfishness eventually leads to loneliness, which is equivalent to emotional starvation.

On the other hand, deeper happiness comes from selflessness. Someone once said, "In infancy and childhood, we are predominantly served. Our parents provide us with food, clothing, shelter, and they nourish our spirits with love and companionship that give us a sense of belonging and security. We develop kindred ties as we accept from them this service. The very act of our accepting is, in and of itself, a returning of the gift to the giver."

GIVING WITHOUT GETTING

As you think about what it means to serve unselfishly, consider what you can do to truly give of yourself, your time, your talents, and your abilities to serve another. For the next 30 days, choose someone on your team who really needs your help. Regardless of the financial potential, reach out to this person and truly give of yourself. Give them time, coaching, and recognition and help them break through the barriers they face now. In doing so, you will find joy as your reward and will pass along a tremendous example of selfless service to your team.

Team Member:

Ideas of service for them:



QUOTE

“One of the reasons that I’m proud of this company and our distributor force and the individuals involved in our enterprise is because we’ve really placed that human need very near the center of our business.” —Steven J. Lund

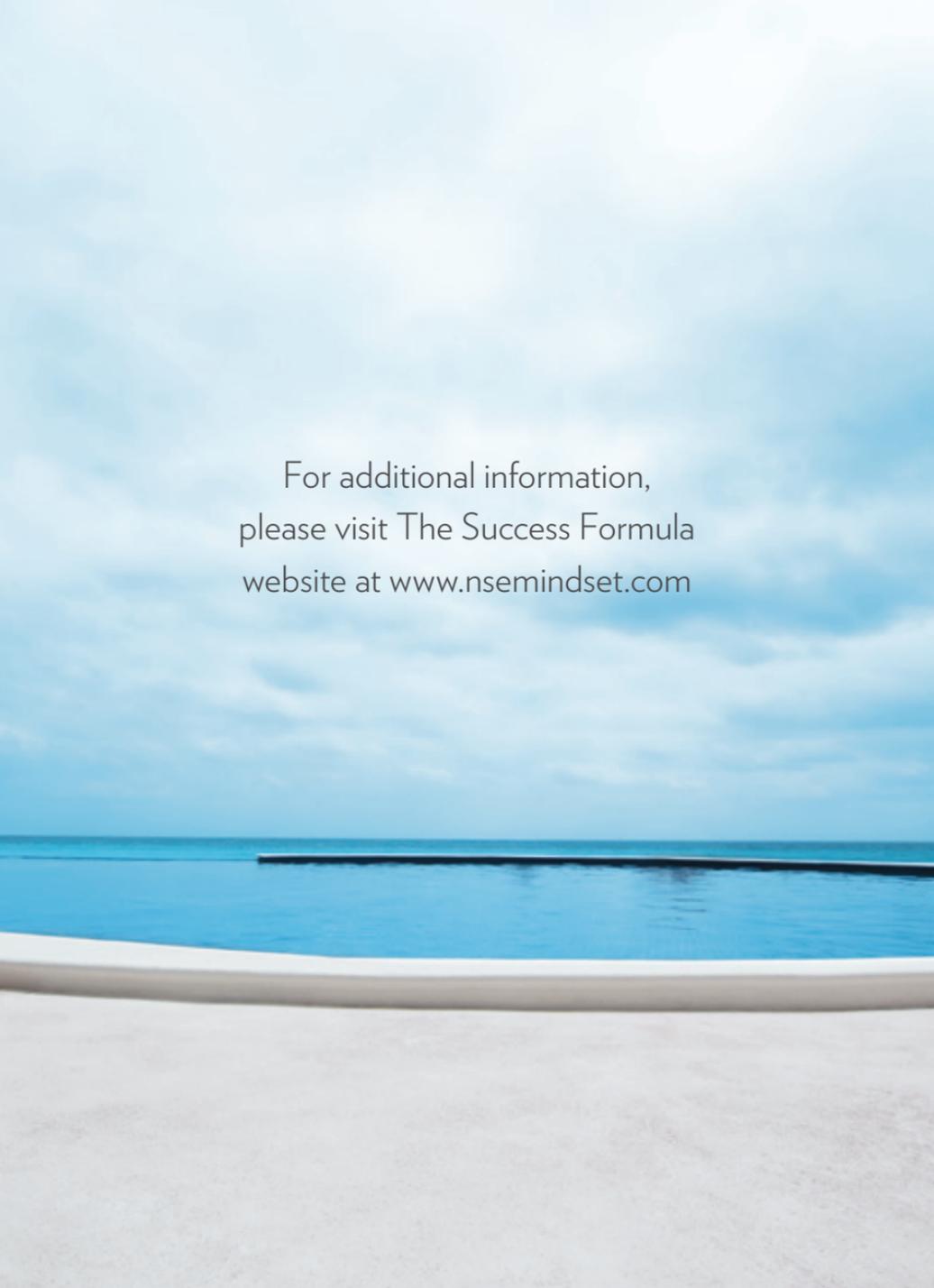
YOUR TAKE-AWAY

As you know, we are in a business where personal leadership is key. Commit today to become a better leader. True leadership has nothing to do with a title, but rather, it is your ability to influence others in a positive way. Rise to the occasion and truly be the person to impact the lives of those around you. Make sure you complete the exercises in this workbook and regularly review the exercises and principles taught. As you make this a habit, these things will become a part of who you are and you will experience the positive results in your life and in your business.

LEAD Workbook Checklist

- Make a list of key areas for personal improvement
- Identify your current teams
- Identify who you want on your teams
- Complete the “What are you thankful for” exercise
- Identify key leadership attributes
- Select a team member to serve and write down ideas to help them





For additional information,
please visit The Success Formula
website at www.nsemindset.com



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