



## Allowing You to Enjoy Life While Growing Your Practice

### Important lessons that can help you live your life to the fullest

- Think about what you think about and if you catch yourself thinking about unhappiness, ill health and adversity, “change the channel” and think about what you want to happen instead.
- When something happens by chance, follow up. Lucky people tend to notice and act on good things that occur by chance.
- Believe that good things will happen. Expectations have a way of coming true.
- When bad things happen, look for the bright side; i.e., “what did I learn from that?” or, “how do I keep it from happening again?” Don't dwell on it, move on!
- If the “horse dies”, dismount. Don't continue to pour money and effort into a lost cause.
- Don't look for love in the wrong places; not just romantic love, but the love of “stuff”. Stuff is OK., but understand the delusion of “I'll be happy when I have this or that” or, “when I live over there, or when this happens”. Happiness is a state of mind in which our thinking is pleasant most of the time.
- Failure is a choice made by the undisciplined. Failing to meet your objectives, regardless of what they are, is a choice, because something else has been given higher priority. If you fail, it is likely because you focus on the wrong things or you are functioning on autopilot.
- You don't “catch” despair and you don't “catch” happiness; you “create” it by the “thoughts” you put into your mind. Carefully choose what you read, listen to, and the people with whom you associate.

### Schedule thinking time

Since ideas come to you when you get away from work activities, schedule one hour a week just to think. Find a space away from your home, office, employees, and clients. Go there for one hour a week. Take out a blank sheet of paper, write down the most important desired practice outcome for your success, and turn that outcome into an open-ended question. If the goal is to increase sales by 10%, the question might be, “How can we increase sales to our current clients by 10%?” Or, “What needs to change in our attitude as a team to receive more referrals?” Then answer those questions with as many ideas as you can think of for 45 minutes. Finally, select your best ideas and spend the last 15 minutes building your action plan. That one hour can make the rest of your working hours far more productive. It can allow you to work a lot less while achieving a lot more.

### Use the 1-3-6 Rule

Here's the rule:

One -Write down the single most important function you want to improve in your practice.

Three -Then write down the three things you can do that would have the greatest positive impact on improving this outcome.

Six - Then, and here's the hardest step, write down the six things you are going to stop doing so you will have the time and the energy to do the three things that matter the most.

People invariably say everything they're doing is important, and they can't stop anything. While it may be true that everything they're doing is important, not everything they're doing is as important as everything else they are doing. Some important things will have a greater impact on improving their desired outcome than other important things.

If you keep doing everything you're currently doing, how are you ever going to have the time and the energy to do really well the three things that matter the most? As you let go of activities and focus your energy, your most important results will improve. Remember, it's not about activities; it's about activities that bring desirable results.

### Say "No"

One of our all-time favorite ads is a BMW ad that simply said, "No" in large letters. In the small print it basically said "BMW says no to a lot of good ideas so it can say yes to a few great ideas." That is tremendous advice!

How many good ideas are you acting on? Notice we didn't say, "How many good ideas are you considering?" It's healthy to consider a lot of ideas. It's like sifting through sand to find gold. You do have to go through a lot of sand to find the gold, but you don't run to the marketplace with sand in your hand and get all excited.

You keep sifting until you find the gold. Keep generating ideas and keep sifting through them until you find the one to three great ideas you will act on.

Don't try to do more than three great ideas, because before you know it you have turned gold into sand. Trying to do too many ideas at once is a sure-fire way to generate mediocre results. The question is which three. A good way to decide is take a blank page and divide it into two columns. One column is "in favor" while the other is "against". Start writing down all that comes up for you in both columns- the Yes and the No.

Consider all sides of the reasons such as, cost, time investment, risk and how truly important the change this may bring is for you. Once you run out of reasons in favor and against, tally each column and write the number down. Whichever is the biggest number- wins!

Then you keep hammering at your desired outcome with all your concentration and determination. If it affects others, you invite them to participate in making it happen, because it will make their lives better.

You measure your progress periodically.

You evaluate how far you have come at predetermined interval.

And above all, you never give up, because this is something that really matters to you.

Given enough time, doing the right things, you are very likely to achieve what matters to you.

Dreams tend to come true, otherwise we would not have them.