



## **NUMBER ONE COACHING TOOL OF THE MONTH CLUB**

### **FOR A RADICAL BREAKTHROUGH IN IMPROVING YOUR PERFORMANCE!!**

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FIRSTLY, THANK YOU FOR CREATING THE OPPORTUNITY FOR YOU TO HAVE A RADICAL BREAKTHROUGH IN IMPROVING YOUR PERFORMANCE, AND THANK YOU FOR THE OPPORTUNITY THAT YOU GIVE ME TO MAKE A DIFFERENCE FOR YOU, WHICH FULFILLS MY LIFE.

SECONDLY, HERE IS MY NUMBER ONE TOOL OF THE MONTH FOR YOU TO USE TO IMPROVE YOUR PERFORMANCE. HOWEVER, THIS EXERCISE ONLY WORKS IF YOU COMPLETE IT RIGOROUSLY AND GENUINGLY ALL THE WAY THROUGH.

TO DO THIS EXERCISE, PLEASE USE A NOTEBOOK, NOTEPAD OR A NOTE APPLICATION ON YOUR PHONE. YOU WILL WANT TO HAVE SOMETHING THAT YOU CAN CARRY WITH YOU ANYWHERE YOU GO AND THAT IS EASY FOR YOU TO USE SO THAT YOU CAN TRACK YOUR PROGRESS. FOR YOU TO BE ABLE TO OBTAIN THE RESULTS OF THIS EXERCISE, IT REQUIRES YOU TO DO IT FOR 21 DAYS.

ONE OF THE GREAT EXPERIENCES IN LIFE IS WHEN YOU KNOW YOU ARE PERFORMING AT YOUR PEAK. HERE ARE SOME OF MY APPROACHES TO IMPROVING YOUR PERFORMANCE:

- 1) TAKE AN AREA OF YOUR LIFE THAT YOU WOULD LIKE TO MASSIVELY IMPROVE YOUR PERFORMANCE IN. ON A SHEET OF PAPER, LIST OUT MEASURES YOU HAVE OF YOUR CURRENT PERFORMANCE. FOR EXAMPLE, IF THE AREA OF YOUR LIFE YOU WANT TO IMPROVE YOUR PERFORMANCE IN IS YOUR BUSINESS SALES, THEN YOU COULD MEASURE THINGS SUCH AS HOW MANY SALES YOU CURRENTLY MAKE EACH DAY, WEEK, OR YEAR. ADDITIONALLY, YOU COULD MEASURE HOW MANY CONVERSATIONS YOU CURRENTLY HAVE EACH DAY TO PRODUCE THOSE SALES. YOU COULD ALSO MEASURE HOW MANY HOURS A DAY YOU SPEND HAVING THOSE CONVERSATIONS. LOOK FOR THE DETAILS OF WHAT YOU DO IN THIS AREA TO FIND AS MANY THINGS THAT YOU ARE ABLE TO MEASURED AS POSSIBLE.

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- 2) **NEXT TO EACH OF THE CURRENT MEASURES YOU HAVE CREATED, WRITE WHAT WOULD BE A MASSIVE IMPROVEMENT FOR YOU. FOR INSTANCE, TAKE THE ABOVE EXAMPLE ABOUT BUSINESS SALES. IF YOU CURRENTLY SELL 10 PRODUCTS OR SERVICES A DAY, HAVE 30 CONVERSATIONS A DAY TO DO THAT AND SPEND 6 HOURS A DAY DOING THAT, THEN A MASSIVE IMPROVEMENT WOULD BE TO SELL 30 A DAY, IN 30 CONVERSATIONS, IN LESS THAN 4 HOURS.**
  
- 3) **TAKE A LOOK AT YOUR CURRENT PROCESS AND FIND ALL OF THE THINGS THAT DON'T WORK OR WASTE YOUR TIME. MAYBE PART OF THE CONVERSATIONS YOU HAVE BEEN HAVING WITH PEOPLE IS INEFFECTIVE. IT COULD BE THAT YOU EAT UP A LOT OF TIME FOLLOWING UP WITH EMAILS OR PHONE CALLS THAT DO NOTHING TO FORWARD THE ACTION OF THE AREA YOU ARE LOOKING AT.**
  
- 4) **FIND SOMEONE OR SEVERAL PEOPLE WHO IS/ARE AROUND YOU WHEN YOU PERFORM THE TASKS INVOLVED IN THIS AREA. CREATE A SAFE SPACE FOR THEM TO TALK TO YOU. BY THAT, I MEAN FOR YOU TO ASSURE THEM THAT YOU REALLY WANT THEIR INPUT & THAT IT WILL BE EXTREMELY VALUABLE TO YOU. LET THEM KNOW THAT YOU WILL TAKE WHATEVER FEEDBACK THEY PROVIDE AS A GIFT TO YOU SINCE YOU ARE REALLY COMMITTED TO IMPROVING YOUR PERFORMANCE IN THIS AREA. ASK THEM QUESTIONS LIKE: WHAT DO YOU SEE AS MY STRENGTHS IN THIS AREA? WHAT DO YOU SEE AS MY WEAKNESSES IN THIS AREA? WHAT SUGGESTIONS MIGHT YOU HAVE FOR ME TO PERFORM FASTER AND MORE EFFECTIVELY? WHEN DO YOU SEE ME GETTING OFF TRACK OR SPENDING TIME FRUITLESSLY? WHAT WAYS DO YOU THINK I COULD IMPROVE MY PERFORMANCE?**
  
- 5) **NOW GET BUSY PUTTING ALL THAT YOU HAVE LEARNED TO WORK AND START TRACKING YOUR PERFORMANCE EACH DAY. IN YOUR NOTEBOOK (OR IN A SPREADSHEET IF YOU PREFER) PLACE COLUMNS FOR EACH DAY SO YOU CAN TRACK YOUR PERFORMANCE. IN THE EXAMPLE WE USED ABOVE YOU WOULD HAVE A COLUMN FOR DAY ONE THAT WOULD LIST: HOW MANY HOURS YOU SPENT, HOW MANY CONVERSATIONS YOU HAD AND HOW MANY PRODUCTS YOU SOLD. YOU WOULD LOOK AT THAT AGAINST THE MASSIVE IMPROVEMENT YOU WANTED TO MAKE (30 A DAY, IN 30 CONVERSATIONS, IN LESS THAN 4 HOURS) AND LOOK TO SEE HOW YOU WOULD IMPROVE IT FOR THE NEXT DAY. THE NEXT DAY YOU WOULD PUSH YOURSELF MORE, PUTTING IN ANYTHING YOU SAW MISSING FROM THE PREVIOUS DAY. YOU WOULD PLACE ANOTHER COLUMN, FOR DAY TWO, IN YOUR NOTEBOOK AT THE END OF THAT DAY TO AGAIN TRACK YOUR MEASURES FOR THE DAY. YOU WILL CONTINUE EACH DAY TO**

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**TRACK YOUR RESULTS IN YOUR NOTEBOOK, LEARN WHAT YOU NEED TO LEARN AND PUSH YOURSELF TO PRODUCE HIGHER RESULTS THAN THE DAY BEFORE. YOU MAY EVEN FIND NEW WAYS TO MEASURE YOURSELF EACH DAY SO YOU CAN SEE YOUR PERFORMANCE IN GREATER DETAIL AND TRACK THAT ALSO.**

**MANY TIMES WE ACTUALLY KNOW SOME OF THE WAYS WE SLOW DOWN ON OUR PERFORMANCE. UNFORTUNATELY, WE KEEP DOING THE SAME THINGS WITH NO COMMITMENT TO ALTER THOSE THINGS.**

**IN ORDER TO IMPROVE YOUR PERFORMANCE MASSIVELY YOU NEED TO FIRST BE STRAIGHT ABOUT WHERE YOU HAVE ALLOWED YOURSELF TO PERFORM LESS THAN AT PEAK. WHEN DO YOU TAKE YOUR FOOT OFF THE PETAL? WHERE DO YOU SLACK OFF? WHERE DO YOU STICK WITH OLD PROCESSES THAT NO LONGER PRODUCE BETTER AND BETTER RESULTS?**

**THE PEOPLE AROUND US CAN ALWAYS SEE WHAT WE CAN'T SEE OR WHAT WE HAVE BEEN UNWILLING TO SEE. FACE IT; YOU CAN SEE WHERE OTHERS AROUND YOU ARE NOT PERFORMING AT THEIR PEAK, CAN'T YOU? WELL, THE PEOPLE AROUND YOU ARE AN AMAZING RESOURCE OF INFORMATION ABOUT YOU ALSO. THEY SEE WHERE YOU WASTE TIME, GET DISTRACTED, LOSE YOUR MOTIVATION, WORK WITH A DISEMPowering CONTEXT AND GET STUCK. HAVING AN OUTSIDE VIEW IS ONE THAT IS AMAZINGLY VALUABLE IF YOU ARE WILLING TO USE IT.**

**BEING A MASTER OF PERFORMANCE REQUIRES THAT YOU OBSERVE, DISTINGUISH AND THEN ERADICATE THOSE THOUGHTS AND ACTIONS THAT KEEP YOU STUCK OR GOING IN THE SAME CIRCLES OVER AND OVER AGAIN. YOUR THOUGHTS AND ACTIONS ARE ALL A SERIES OF PATTERNS THAT YOU HAVE DEVELOPED. THEY MAY HAVE EVEN WORKED FOR YOU AT SOME POINT. ANY PATTERN LEFT UNDISTINGUISHED IS A PATTERN YOU CANNOT CHANGE. IF YOU ARE WILLING TO DISTINGUISH THE PATTERNS YOU HAVE, THROUGH OBSERVING THEM YOURSELF AND ALSO THROUGH THE OBSERVATIONS OF OTHERS, THEN YOU CAN CREATE NEW PATTERNS THAT CAN TAKE YOUR PERFORMANCE TO A HIGHER LEVEL.**

**ONCE YOU CAN SEE WHAT HASN'T BEEN WORKING FOR YOU, IT IS TIME TO CREATE NEW THINGS THAT DO WORK. LOOK AROUND AT SOMEONE WHO IS HIGHLY SUCCESSFUL IN THE AREA YOU ARE WORKING ON. WHAT DO THEY DO? WHAT DO THEY THINK? PERHAPS YOU CAN INTERVIEW SOME OF THOSE PEOPLE. IF THIS ISN'T POSSIBLE, MAYBE YOU CAN STUDY THEIR RESULTS AND DISTINGUISH WHAT THEY DO (READ ARTICLES OR BOOKS OR OTHER INTERVIEW PEOPLE HAVE DONE INTERVIEWS WITH THEM). IF**

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**ALL ELSE FAILS YOU CAN MAKE IT UP. THAT'S RIGHT.. MAKE IT UP! PRETEND YOU ARE THEM. WHAT WOULD THEY DO? WHAT WOULD THEY**

**THINK? TRY STANDING IN THEIR SHOES AND TAKE ON BEING THEM WITH ALL OF THEIR SUCCESS AND PEAK PERFORMANCES AND COME UP WITH NEW WAYS YOU COULD APPROACH YOUR PERFORMANCE FROM THEIR VIEW. TAKE ALL OF THE SUGGESTIONS FROM THE PERSON/PEOPLE YOU TALKED TO IN #4 AND IMPLEMENT THEM INTO YOUR PLAN.**

**FINALLY, GET IN ACTION. TRY NEW THINGS AND APPROACH WHAT YOU ARE DOING WITH A NEW VIEW. CREATE A NEW CONTEXT FOR YOURSELF OF BEING A MASSIVELY HIGH PERFORMER. WATCH THE TIME YOU TAKE AND BEGIN TO PLAY A GAME WITH YOURSELF TO WORK FASTER AND MORE EFFECTIVELY EACH MINUTE YOU ARE PERFORMING. PLAYING THIS GAME WITH YOURSELF WILL HELP YOU CUT THE TIME AND INCREASE YOUR EFFECTIVENESS AND QUALITY MINUTE-BY-MINUTE AND HOUR-BY-HOUR. MAKE IT A FUN CHALLENGE FOR YOURSELF AND AWARD YOURSELF FOR EACH INCREMENTAL IMPROVEMENT THAT YOU CREATE. CREATE MEASUREMENTS THAT ALLOW YOU TO TRACK YOUR PROGRESS AND MEASURE EVERYTHING YOU DO SO THAT YOU CAN SEE THE RESULTS. ACTIONS ALWAYS CREATE RESULTS, BUT THE RIGHT ACTIONS CREATE THE RIGHT RESULTS. PRACTICE IS THE KEY. WITH PRACTICE AND WILLINGNESS, YOU WILL MASSIVELY IMPROVE YOUR PERFORMANCE QUICKLY AND WITH EASE.**

**IMPROVING YOUR PERFORMANCE, LIKE ANYTHING, CAN BE CREATED AS A NEW KIND OF PATTERN THAT WILL SERVE YOU. CREATING ANY NEW PATTERN REQUIRES PRACTICE OVER TIME. MAKE SURE YOU KEEP TRACK OF YOUR PERFORMANCE AND PROGRESS WITH THE MEASUREMENTS YOU CREATED. WITHIN 21 DAYS, IF YOU ARE RIGOROUS, YOU WILL HAVE A RADICAL BREAKTHROUGH IN IMPROVING YOUR PERFORMANCE AND A RECORD OF YOUR PROGRESS TO CELEBRATE WITH. SHARE WITH EVERYONE YOU KNOW THE NEW RESULTS YOU ARE CREATING IN YOUR LIFE. BY BEING ABLE TO IMPROVE YOUR PERFORMANCE THEN YOU CAN BECOME THE NEW INSPIRATION FOR EVERYONE AROUND YOU TO BE ABLE TO DO THAT FOR HIM OR HER SELF!**

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**WHAT ARE ALL THE INSIGHTS THAT YOU GOT OUT OF THIS EXERCISE FOR IMPROVING YOUR PERFORMANCE? MAKE SURE YOU PUT WHAT YOU SAW FOR YOURSELF TO WORK RIGHT NOW!!! NEUROSCIENTISTS HAVE PROVEN THAT IF YOU DO NOT ACT ON AN INSIGHT RIGHT AWAY, IT IS LOST TO YOU.**

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LASTLY, FROM ME TO YOU;

NEXT MONTH: WE WILL HAVE AN EXCITING TOOL ON HAVING A RADICAL BREAKTHROUGH IN HOW TO CREATE AND KEEP A HOT RELATIONSHIP!

THANK YOU SO MUCH FOR TAKING THE TIME AND USING MY TOOLS TO CREATE SOME IMPRESSIVE RESULTS IN YOUR LIFE. THAT IN ITSELF CONTRIBUTES TO ME AND ALLOWS ME TO FULFILL ON MY LIFE'S PURPOSE, WHICH IS TO SERVE YOURS!

IF YOU WOULD TAKE THE TIME TO EMAIL ME BACK AND GIVE ME YOUR FEEDBACK, IT WILL MAKE A TREMENDOUS DIFFERENCE FOR ME AND MY BEING ABLE TO CREATING MORE AND MORE THINGS TO SERVE WHAT I LOVE (OUTSTANDING PEOPLE UP TO BIG THINGS LIKE YOU)!!

HONORED TO BE YOUR PARTNER IN MAXIMIZING OUR POTENTIAL,

A handwritten signature in black ink, appearing to read 'Carolina', written in a cursive style.

CAROLINA ARAMBURO