



THE
SERIAL
WINNER
WORKBOOK



A GUIDE TO APPLYING THE CYCLE OF WINNING



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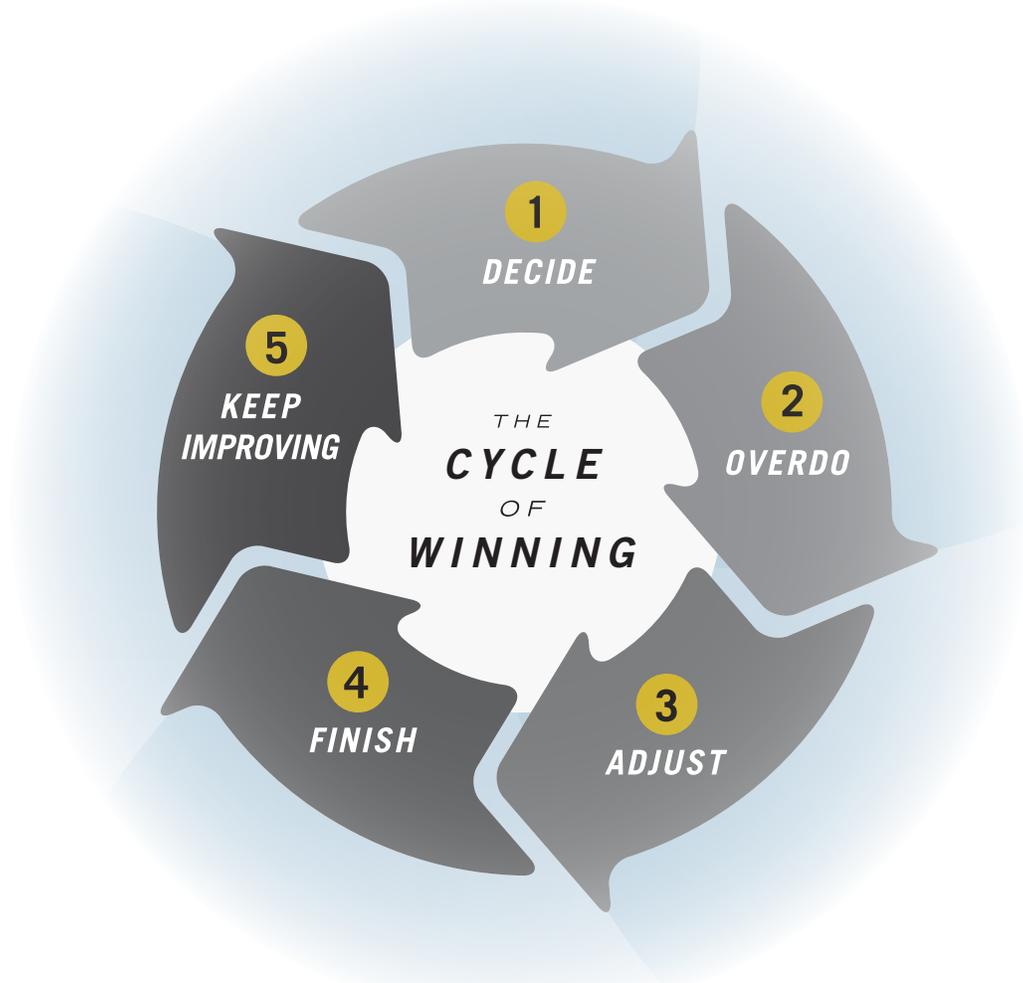
START YOUR CYCLE OF WINNING

Serial winners are people of action. They do something every day that puts them or keeps them on course for the things they want in life. The result? They are always moving forward, following their passions, having fun, and contributing to the world. Does that sound like the kind of life you would like to lead?

Well, you can.

Nothing can keep us from doing what winners do—or leading the kinds of lives they lead. There’s no copyright on wisdom, and there’s no patent on action. If you leverage the same Cycle of Winning, made up of five fundamental actions, that serial winners use, you’ll achieve whatever you set out to achieve.

Use this workbook in tandem with *Serial Winner: 5 Actions to Create Your Cycle of Success* to answer the question “So now what do I do?” **Use it to start building a habit of action and make faster progress toward your next big goal.**





DON'T HESITATE, DECIDE

Serial winners don't let little, limiting things like doubt and uncertainty stand in their way. Lack of advantage doesn't matter. The people who say "You can't" don't matter. They focus more on what they want than on why they can't have it, and then they decide to do what it takes to get it.

Use the following questions and prompts to help you do the same!

- 1. Make a list of the beliefs you hold about people who win—positive and negative.***

- 2. Now, put a line through each one that creates limitations—in your own mind—about what's possible for you.***

3. Make a list of five things you could imagine defining your future, based on your natural curiosity and passion.

4. Now take the one idea or theme that most excites you and turn it into a specific goal.

5. Write down five ideas for how you can start moving closer to that goal tomorrow, this week, or this month.

2. Make a list of everything you have available to you—talents, experience, skills, resources, relationships, etc.—that you can leverage to create a strong start or foundation for your goal or project.

3. Set a short-term, ambitious activity goal related to your long-term goal or project. Describe exactly what you will do every day or every week to make progress.

4. Which of the other tactics for overdoing it described in Serial Winner make the most sense to you, given your goal (or goals)? How will you leverage them?

3. In the list in item 1, look at any obstacles you rated as 60% likely or higher. What can you do to adjust right now to prevent them from happening?

4. Facts are a competitive edge, and winners use them to make smart adjustments. Where can you turn for relevant, accurate, helpful information when you face challenges in your project or goal?

5. What other adjustment tactics described in Serial Winner could you use to prepare ahead of time or use to overcome an obstacle you're facing right now?



DON'T JUST START, FINISH

It can be difficult to make it the last 2 percent of the journey, which is why so many people bail out when they are just shy of their goal. **Serial winners resist the temptation to give up and give in when they're exhausted and weakened.** Why? Because they know that you only earn the great things in life—trust, respect, loyalty, opportunity, even money—by finishing.

Avoid losing out on your investment of time, energy, and resources. Make sure you've got what it takes to finish.

- 1. List three things that you've said you would do to move your career forward but haven't? (For instance, sign up for a special project, attend an industry event, take a class or seminar to grow a particular skill, find a mentor, etc.)***

- 2. Finishing smaller things helps you build a pattern of committing and completing. So right now, commit to doing or beginning one of these three things tomorrow—no matter what. Write it down.***

BECOME A SERIAL WINNER

Winning isn't a one-time thing, it's an all-the-time thing. Because the best life is a life of challenge and growth.

If we all live the richest life possible, it's personally fulfilling, but it also changes the world. What the world needs is more people who actually do things. That can be you. That needs to be you. Become a serial winner and make your world and the world around you a better place.

*Go to WeidelonWinning.com
to explore more articles, videos, and resources
designed to help you on your way.*

ABOUT THE AUTHOR

Larry Weidel is the author of *Serial Winner: 5 Actions to Create Your Cycle of Success* (Greenleaf, October 2015). He has spent the past 40 years building an award-winning financial services organization across North America. At Primerica, Larry built a sales and management team that consistently outperforms by helping the members of his team achieve and surpass their career and financial goals.

Larry holds weekly coaching calls for more than a thousand leaders across the United States and Canada. His videos on career success, leadership, and sales are widely popular. On his website, he shares articles, podcasts, and other resources to help people win in any area of life.