

# SERIAL WINNER

## 5 ACTIONS TO CREATE YOUR CYCLE OF SUCCESS

### DON'T HESITATE, DECIDE

Serial winners know that the clock is ticking. If you want to win, you have to keep **moving forward**. To keep moving forward, you have to keep making decisions.

If you don't **make a decision to go for what you want**, you'll get whatever life hands you.

### DON'T JUST DO IT, OVERDO IT

Serial winners launch into every project with a mindset and **plan to overdo it at the start**. Nothing great has ever been accomplished with half-hearted effort.

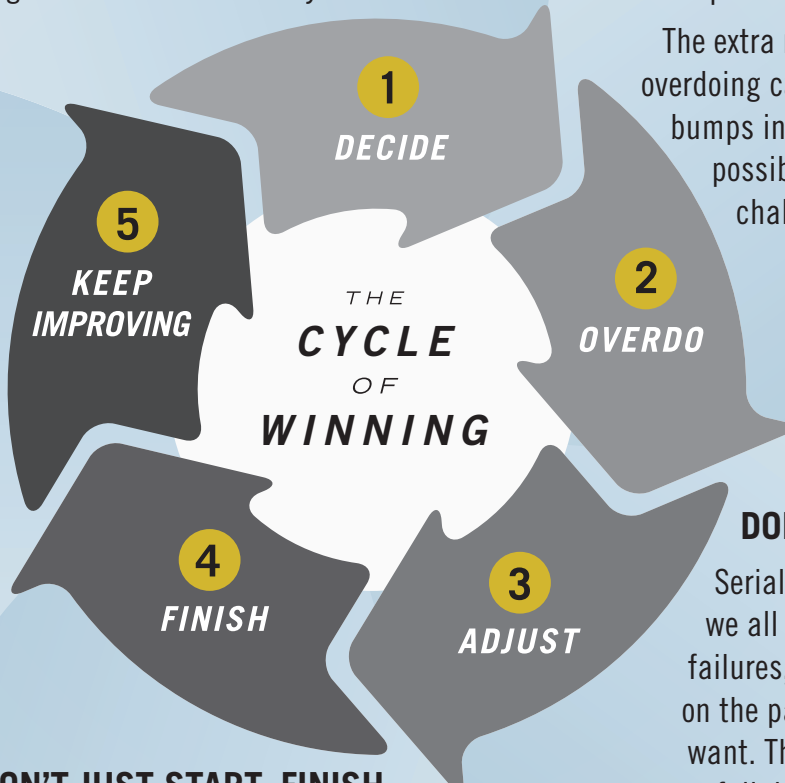
The extra **momentum** we build by overdoing carries us across the early bumps in the road and makes it possible to handle bigger challenges over time.

### DON'T SETTLE, KEEP IMPROVING

Serial winners capitalize on the momentum of success by **fighting for improvement**.

The ABI Principle—always be improving—is *the* difference between winning occasionally and **winning consistently**. It defines serial winners.

If you want an **exciting, fulfilling life** you have to keep improving.



### DON'T JUST START, FINISH

Serial winners earn the great things in life—trust, respect, loyalty, wealth—not by *trying* but by *finishing*.

Every time you finish, you **become stronger, wiser, and more capable** of winning in the future. And you benefit from all of the new opportunities that appear. To win, and win again, fight until you finish.

### DON'T QUIT, ADJUST

Serial winners recognize that we all face hurdles, obstacles, failures, tragedies, and disasters on the path to the things we really want. That's why it's a mistake to fall down, roll over, and quit.

Choose to make one adjustment after another, **overcome** the obstacles in your way, and **win anyway**.

Ready to start your Cycle of Winning? [Click to order \*Serial Winner\* today.](#)

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