



THE
SERIAL
WINNER
WORKBOOK



A GUIDE TO APPLYING THE CYCLE OF WINNING



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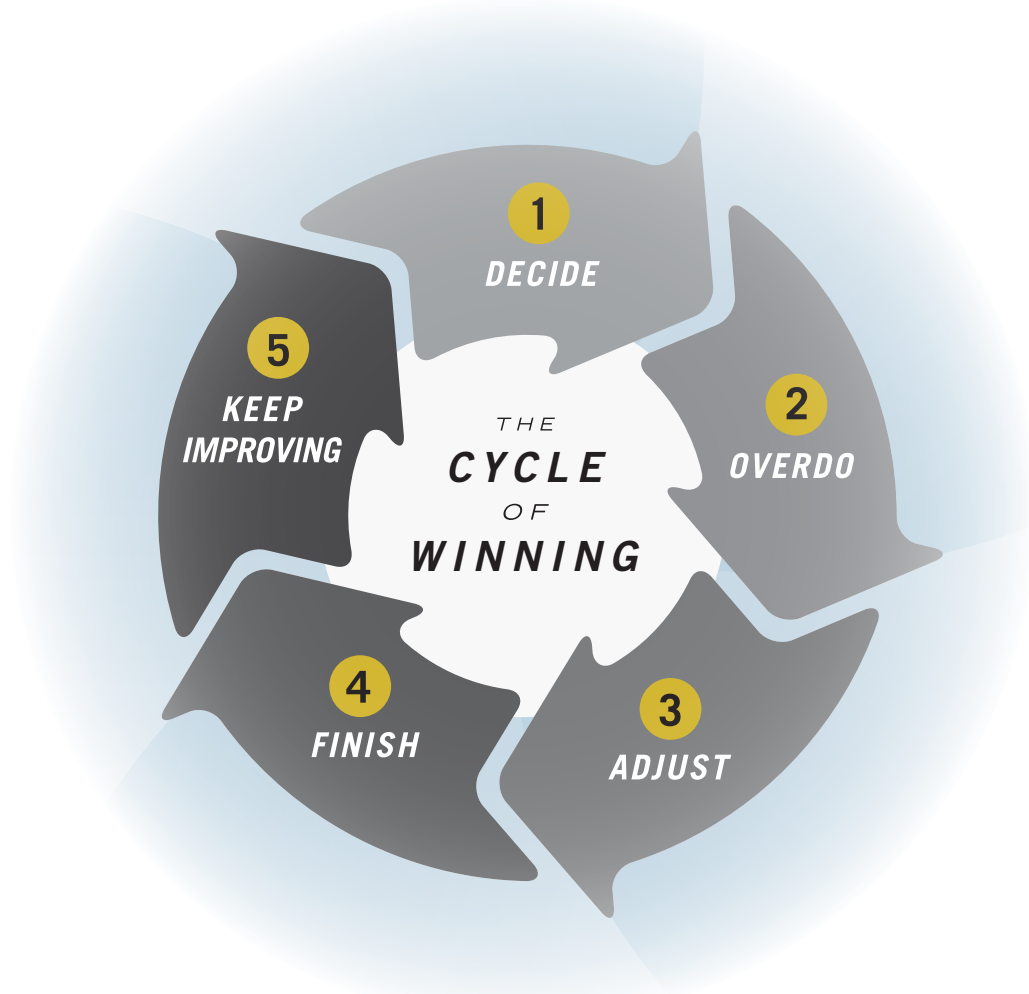
START YOUR CYCLE OF WINNING

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.



DON'T JUST DO IT, OVERDO IT

Serial winners launch into every project with a mindset and plan to overdo it at the start. Because “just do it” isn’t good enough. As it says in Ecclesiastes 9:10, “Whatever your hand finds to do, do it with all your might.” Winners don’t mind laying it all on the line, driving themselves to exhaustion over a goal—because nobody has ever accomplished something great with a half-hearted effort.

Start with a bang, and you’ll build the momentum and confidence to keep going when the going gets tough. Use the following questions and prompts to figure out where and how you’ll overdo it.

- 1. To reach your goal, where do you think you need to overdo it? What activity(ies) do you think will have the biggest impact on your chances of success?***

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?

CHAPTER 3



DON'T QUIT, ADJUST

When serial winners face challenges, pitfalls, tragedies, and disasters, they pick themselves up, adjust to the new reality, and keep going. These things happen to everybody. Serial Winners *don't quit*—because they know that defeat isn't permanent until you do.

If you want to win, you will have to adjust. The best way to handle the obstacles and problems that will definitely come your way is to anticipate them and prepare for the adjustments you'll need to make—even when you don't know what they will be.

- 1. Make a list of the catastrophes that might make you want to quit your project or goal.**

- 2. Next to each thing you listed, put a "likelihood rating" of 0% to 100%. Stop worrying right now about anything with a rating $\leq 15\%$.**

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.***

3. Now, look forward. Toward the end of whatever project or goal you're working on right now, where or how will you be vulnerable? Be specific to prepare yourself for pitfalls. (For instance, if I'm trying to lose 15 pounds and I hit 13, I might convince myself that that's good enough. If I've committed to 15, it isn't.)

4. Make a list of ways to free yourself up toward the end so you can focus all of your energy, time, and resources on achieving your goal. What distractions can you eliminate? What decisions can you ask somebody else to make? What can you delegate?



DON'T SETTLE, KEEP IMPROVING

Serial winners are constant works in progress. They are always fighting for improvement—growing, learning, taking risks, and opening their minds to new ideas and opportunities. They don't take their success for granted. Instead, they capitalize on the momentum of success and use it as a springboard for a series of bigger and bigger goals.

Winning the first time or first few times opens your eyes and explodes your confidence. But unless you act on that newfound insight and energy, you'll start to slide backward. Turn growth into a skill.

1. Consider something in your life that required you to learn and grow gradually to succeed. Write down the key points of progress. (For instance, if you're in sales, maybe some highlights are your first sale, the first month you hit quota, the first time you felt you really understood what your customer was thinking, etc.)

2. Now, think about something you're trying to improve in your life right now, especially an ability related to a current goal. What do you think some of the milestones for improvement might be?

3. What will you do to hit the next milestone? Consider measurement and competition, learning from people who have already achieved what you want, and what you'll do after you master the fundamentals.

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.