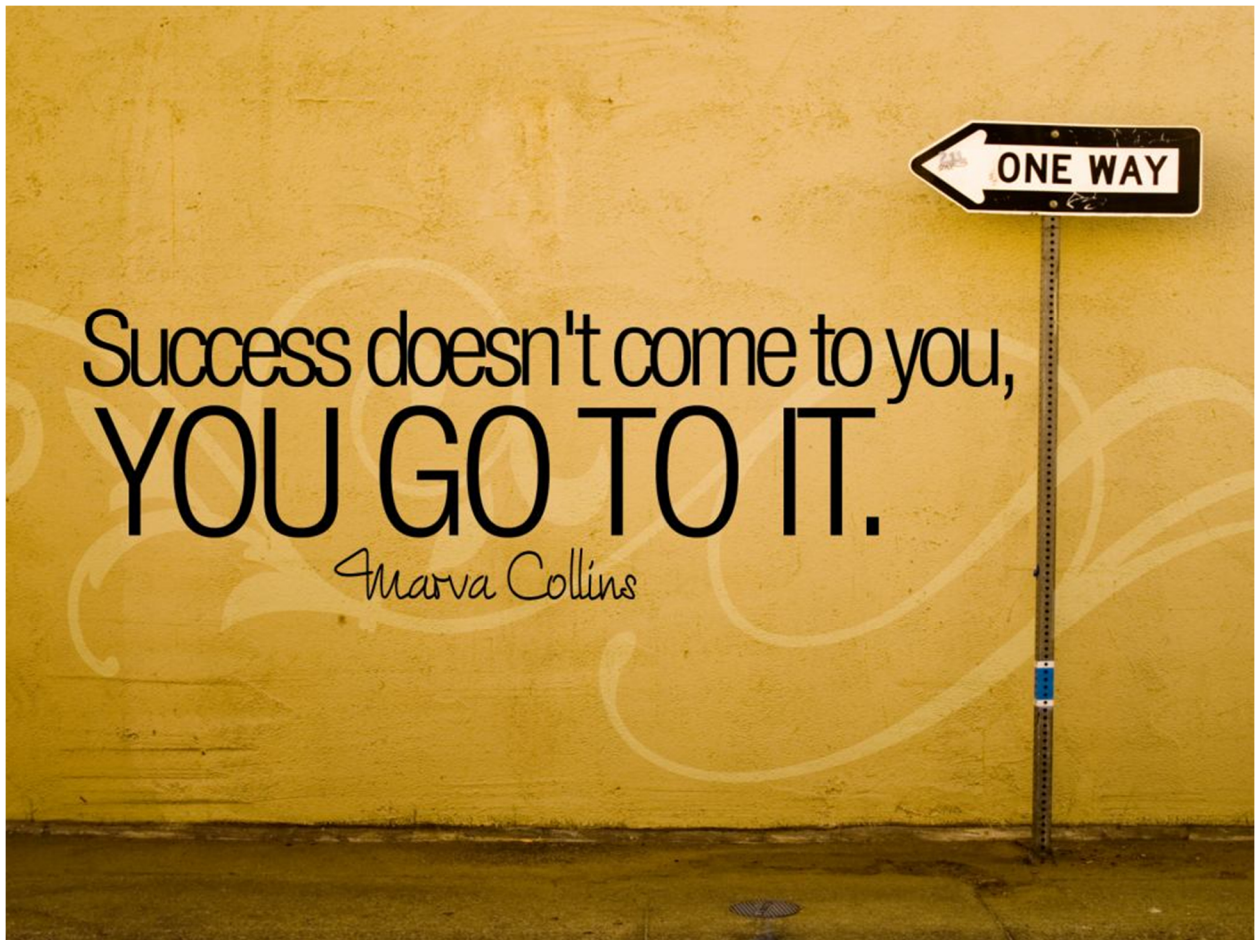


# 25 Action Steps for Success

Taken in part from Dr. Corey Malnekof's book [The Four Dollar Sandwich](#)



**1. The you that you were born to be.**

**Describe who you would need to be (the beliefs, characteristics, the physical being) to accomplish everything you could ever imagine:**

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**What are the differences between what you just described above and yourself? What do you think, say, or do to sabotage that?**

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**What are some action steps you can take to close the gap?**

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## **2. Perception of your experience is everything.**

**How do you perceive your experience in life right now? How could you experience it a little better by simply changing your perspective? Decide to make it better right now!**

**Think of something in your life you do not enjoy and then re-write your perspective. Here is an example: a door to door salesman feels silly doing his job and feels low on the totem pole. Instead, what if the salesman looked at it as a chance to share his passion for what he has to offer does for the world? What if every door he faces was not about trying to make a sale, but rather finding enjoyment in talking to people about what he loves? How many people get the chance to do that every day?**

**What is your new perspective?**

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**3. You will either grow or fall, to the level of the people you surround yourself with. Who you spend time with will play a large roll in what level you are at in life. Who do you spend time with? How can you be around more people who can help you grow? Make sure the people around you are helping to raise your game!**

**List the five people you spend the most time with:**

- 1.** \_\_\_\_\_
- 2.** \_\_\_\_\_
- 3.** \_\_\_\_\_
- 4.** \_\_\_\_\_
- 5.** \_\_\_\_\_

**Be honest...which ones make you grow and which ones don't?**

**List at least one club or an association that you need to join or meet which would start to improve your circle:**

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**4. You are either green and growing or ripe and rotting.**

**Sometimes things such as business or relationships will start to decline. This happens when people become complacent. Continually look for ways to grow as a person, whether it is through books, seminars, discussions, workouts...continually look for growth!**

**You can grow in many ways. What is one way you can commit to for the next 30 days? Make it something you have not been doing up to this point. What will you read? What will your workout be? What seminar will you attend?**

**Write it down so it will be real, and then commit!**

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**5. When you are great at what you do it is hard to watch others try and do it...it takes forever, and they don't do it as well as you would. You just want to step in and do it for them. But allowing others to do things on their own is where growth happens. And not just for the person accomplishing it...growth happens for you too in learning to allow others to become great. It is part of the way in which great leaders are made. Look for ways for other people to grow and be a spectator...you will grow too!**

**Who in your life would you like to see grow more? What could you challenge them to do?**

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**Have you been a crutch for anyone to this point, perhaps doing for them something they really should do on their own? If so, who? How can you stop?**

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## **6. Plateaus in your life come from fear.**

**At some point in your life you had to take a risk to get where you are now. It usually happens when we have no other choice; when we are first starting out in life. We saw things from a different angle you may not have wanted to see before, but you had no choice. Fear keeps us from seeing things from those angles. Fear puts blinders on our eyes and keeps us looking ahead, causing us to miss everything around us. Take the blinders off and look around. There is always an option or a move you have missed.**

**List 5 things you could add to your home and/or work life, that you can research or do that you have not done to this point. Remember to look for things outside of your comfort zone!**

- 1.** \_\_\_\_\_
- 2.** \_\_\_\_\_
- 3.** \_\_\_\_\_
- 4.** \_\_\_\_\_
- 5.** \_\_\_\_\_

## **7. Follow your gut!**

**Instead of wondering “what if”, learn to follow your gut and you will be pleasantly rewarded! List a few times that you followed your gut and it payed off.**

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**8. Whenever you think “I can’t do that”...You must! If you think “People don’t do that”...do it! Most people wouldn’t and people may look at you strangely. But it’s those who will do it anyway who we will remember. It is those who will say “I must” who will get where they choose to get. The things we resist are often the things we need most!**

**Is there something in the clinic or your personal life that you would like to be doing, but you are not because it was too far outside the norm? If so, write it here and outline how you think it can become part of your daily activities.**

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**9. Gratitude is as important as any lesson you can learn about self growth. No matter who you are, there are people in your life who have helped you to get where, and become who you are. What have you done to say thank you? You must recognize people with a simple thank you. Send a thank you letter every day. Imagine what life would be like if you sent 365 “thank you” letters per year? Imagine the lives you could change. This may seem like a selfless act but it is not. Each letter you send is an acknowledgement of yourself for letting that person into your life and the of the growth that you have had because of them. In a strange way, your thank you letters become a documented list of your victories.**



**Make a list of the next 14 thank you letters you will send:**

- |          |           |
|----------|-----------|
| 1. _____ | 8. _____  |
| 2. _____ | 9. _____  |
| 3. _____ | 10. _____ |
| 4. _____ | 11. _____ |
| 5. _____ | 12. _____ |
| 6. _____ | 13. _____ |
| 7. _____ | 14. _____ |

### **10. Take action!**

**Anyone can talk about what they want. Anyone can write amazing goals. Unless you take action nothing happens. Sometimes people get so wrapped up in planning they become frozen. Momentum is key to growth. Even if it is in the wrong direction, it is better than none. You can correct it as you go if need be. Many people contribute much of their success to the fact that they just started...not knowing what they were doing. They messed up a lot, but they also accomplished 10 times more than the average person because they never hesitated or debated. Make a decision and take action. What are your next action steps? Write them down so they are real!**

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**11. If you are not uncomfortable, you are not growing. One of the best ways to make sure you continually grow in life is to plan to do things you know will make you uncomfortable. Haven't done it in years? Go knock on doors, cold call someone, speak publicly, publicly tell someone you love them, hug someone who will find it strange, dance for no reason, scream for no reason. In Tim Ferriss' book The 4-Hour Workweek, he recommends lying down in the middle of the mall and /or negotiating with a kiosk person in the mall when you know it's inappropriate. Do something to be uncomfortable and every time you do, you will grow!**

**What is something you are going to do to be uncomfortable in the next week?**

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**What are some things that make you uncomfortable, that you are going to do at work to push you toward your goals in the next week?**

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**12. All good energy put out there, comes back in some way. The energy you put into things does make a difference. Many times it takes 60 days of effort to see the results and many times the results do not come from the exact place the effort was put...don't give up and don't discourage. The energy you put out into the universe comes back to you. The universe rewards...do the work and then it will come.**

**List some things you can consistently do to increase the energy you are putting into achieving your goals.**

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**13. Leave your problems at the door. At the clinic our job is to be there for others 100%. Lose yourself in service and you will enjoy a break from your own difficulties. Is it possible to completely leave your problems outside the door? Not really, but you need to do your best to be 'in state', focused and completely present. The truth is, if something is off in your personal life it is coming to work. Never let issues linger in your personal life; take action, face them head on and do what is necessary to bring resolution. Is there something you need to address? How are your relationships? As you better these things, you will better your world. You will see rewards and increase at work.**

**List at least two things in our life you need to improve.**

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#### **14. Do Affirmations/Afformations**

**Program your mind or the world will do it for you! Want something really bad? Put it into your affirmations. Do them for personal life to be the best person you can be. Do them for your professional life. Larry Markson, a famous and very wealthy Chiropractor is well known for having 77 daily affirmations. Take a lesson from his life and go nuts! Write them in “I am” statements and “Why am I” questions.**

**Write at least two or three personal affirmations to get started:**

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**Now write at least two or three work related affirmations:**

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## **15. The Power of Visualization**

**Visualize in as much detail as possible exactly what it is you are trying to attract. The clearer the picture, the more your mind can focus on achieving it. Literally plan and spend time creating as detailed a visualization as possible. Write it down. Say it into a recorder. Close your eyes and listen your voice recorded as it walks you through your perfect visualization. It will be yours before you know it. The crazy thing is that we all want something, but when you sit down and actually write it out in detail, you might discover you are not as clear as you had thought.**

**Once you get clear, it will begin to be yours.**

**Sit down, right now, and in great detail describe your perfect day at the office by color, scent, feel, sound, what the patients are like, where they come from, how many, etc. Write it down.**

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**Now expand upon what you just wrote and write what you want in this life:**

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## 16. Goals

If you don't have written goals, then you don't really know where you are going. If you don't have them or they are too vague, it's time to write some down!

Write your goals in the 6P's format (in detail, by date that it will be accomplished, action steps and what you get or feel for accomplishing it). Do at least one for each area:

Purpose: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Personal: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Professional: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Prosperity: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

People: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Play: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**17. Are you tired?**

**A common reason people are tired is that they are doing something that they don't really love. A lack of passion = a lack of energy.**

**Is there anything you are doing you do not really want to be doing?  
List them here:**

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**Note what excites you (hobbies, travel, etc.) and how you can add more of that into your life:**

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## **18. Confrontation Skills**

**Tony Robbins discussed a gladiator at one of his seminars. He said, “What would happen if a gladiator stepped out into battle and said, ‘I hope I don’t die.’! He’s dead. What would happen if that gladiator hid from battle every time it came to him? Eventually, he would not see himself as a gladiator. Eventually, the battle would take him over.” This is what confrontation does in our lives. If you avoid it, it will take you over. Every time you shy away from it, you lose a little bit of your identity. You give power over yourself away to someone else. Next time confrontation comes your way, state, “I am a gladiator,” and face the issue head on. Own it! You will grow like you won’t believe.**

**Is there something you have been avoiding? Do you need to talk to a boss another employee, a patient, or a spouse or child about something you don’t really want to talk about?**

**List it hear and then do it:**

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**19. If you love what you do, everyone will know it!**

**The best new patients are referrals. There is no doubt about that.**

**How do you get more referrals? The best answer is to love what you do and let others see that...genuinely.**

**Why do you absolutely love what you do?**

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**If you don't love what you do, how can you change that?**

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**20. Those of you that know me, know that I love Harley Davidson.**

**Before I had this most recent bike, I would wear the clothing. I would look at them on the internet and in the stores. I would take them for test rides and experience them. Now I have that big ole purple bike that makes me feel young and lets me throw off my burdens when I need a break. The point is if you want something, find a way to experience it. Once you begin to experience the things you want, your mind starts to attract it. Go to that open house. Go sit in that car, sit on that bike, put that amount of money in your hands for a few minutes. Just experience it for a few minutes; you will be that much closer to it.**

**What will you go experience in the next month so that you can start attracting it?**

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## **21. Be, Do, Have**

**Most people seem to have this principal backwards. They think “when I have that one thing, then I will do things differently, and then I will be a different person”. This psychology fails on many levels. It is the ‘BE’ that you must work on. When you are different, you do things differently and you receive in accordance with who you are. The ‘Haves’ will just come.**

**Who do I need to be, to have what I want to have?**

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## **22. The right “state” (state of mind and body)**

**Learning how to do a state change is extremely powerful. We would all love to say that every day we wake up and start the day energized and enthusiastic. We would all love to believe we show up as our best selves on a constant basis, but we know this is not true. The problem is that on those “bad days”, or when things start to go bad, everything can quickly spiral downward. If you do nothing to stop it, a domino effect of negativity and bad things can start happening very fast.**

**A state change is the answer.**

**You must develop a sequence of thoughts and /or physical movements which are empowering and can instantly change your state. What thoughts can you go to for an instant state change?**

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### **23. Certitude**

**Once you reach a certain level of confidence, the only difference between accomplishing a goal and that moment, is time. Think of one of your goals. Now try to think of reasons why you might not achieve it. Is it you and your confidence? Is it someone else, or something else in the way? If you can discover what is holding you back from truly believing you can accomplish your goal, you can start to eliminate the mental obstacles. If you look at all your goals this way and eliminate the obstacles, you would reach that point of certainty. This is the great test to perform on all your goals. If you are not 100% Certain the goal is yours, then either it should not be a goal or you have some work to do to clear the path.**

**It is time to challenge your 6-P goals. Go through them one at a time asking yourself “do I truly believe I can accomplish this?”**

**Write down the reasons you might not accomplish them, then crush those thoughts, and get certain!**

**Purpose**\_\_\_\_\_

\_\_\_\_\_  
**Personal**\_\_\_\_\_

\_\_\_\_\_  
**Professional**\_\_\_\_\_

\_\_\_\_\_  
**Prosperity**\_\_\_\_\_

\_\_\_\_\_  
**People**\_\_\_\_\_

\_\_\_\_\_  
**Play**\_\_\_\_\_

\_\_\_\_\_

## **24. Celebrate**

**Too often we work, and work, and work but we have stopped celebrating our victories. This is why I take my office to dinner when we reach new benchmarks. You need to stop and celebrate. It programs your body with energy with excitement which can help take you to the next level, and it rewards you for a job well done. If you really want to do it right, jump up and down; yell and scream. The more physiology you put into it the more it will program you to keep moving forward.**

**Some people will think “this is too silly. I’m not doing that! I’m not going to jump up and down and scream!”. Those are the people that get to live a life that goes up and down up and down, and wonder “is it all worth it?”. That question goes away when we start to celebrate on a regular basis.**

**What will your celebration look like. You don’t have to do it in the presence of other people. Try it right now. Two arms in the air jump up and down, and make some noise!**

**Feel good?**

## **25. Get in State**

**This is last and probably the most important. How you show up...your 'Be' determines your success, your enjoyment, your happiness.**

**Bored? You are being a boring person. Angry? You are an angry person. You have to show up how you want to show up, and you have to do this intentionally. Getting into the right state will not just happen for you. You have to get there! You need to set up routines for an intentional state. What will you do? Perhaps start your mornings with primal breathing outside to charge up your nervous system, read, meditate, exercise, gratitude journal, re-write top five goals, look at schedule and visualize. Except for exercise, all the above can be done in ten minutes. Is it worth ten minutes to show up your best you? You can determine your future. Decide what your routine will be.**

**Design your morning routine for intentional success:**

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