

Contents

- 8 **Success Is a Verb**
DAN S. KENNEDY
- 22 **The “3” Ways I Know To MAXIMIZE Peak Performance**
BILL GLAZER
- 29 **Overcoming Unproductive Behavior**
LEE MILTEER
- 36 **How to Incorporate the F-Word Into Your Business:
Of Course I Am Talking About FAMOUS**
ADAM WITTY
- 45 **Do What You Say You’re Going To Do!**
MICHAEL GRAVETTE
- 51 **Cultivating an Abundant Mentality**
STEVE CLARK
- 58 **Seven Steps to Make the American Dream
a Reality in Your Life**
MIKE ROOT
- 65 **How to Maintain Your Spiritual Life**
JON KEEL
- 73 **From Fear to Faith**
ANDRE PALKO
- 80 **Master the Art of Business Self-Defense™**
RON ROSENBERG & LORIE ROSENBERG

- 88** **How an Introvert with a Poor Self Image Raised Himself from Failure to Success and Earned the Right to be Counted Among the Elite Financial and Estate Planning Advisors: The Missteps and Mistakes that Almost Completely Derailed His Success with the Affluent**
SCOTT KEFFER
- 97** **Innovation and Change**
ROBERT PHELAN
- 103** **How to Capitalize on Change**
MARK JACKSON
- 109** **How to Effectively Deal with the Bad Stuff**
MARLENE GREEN
- 116** **Breaking the Rules**
YAR ZUK
- 123** **How to Build a Marketing Plan for Your Business**
DIANE CONKLIN & GAIL SASEEN
- 131** **Gangster Marketing**
ED CLAY
- 138** **The Power and Versatility of 24/7 Recorded Message Hotlines**
PAUL CHAMPANERIA
- 147** **How to Shortcut Your Way to Success by Being a “Right Hand Man”**
DAVID DUBEAU
- 154** **How to Get Free Publicity to Boost Your Business**
DAVID H. WONG, DDS

- 161** **How to “Celebrity-ize” Your Business (and Yourself)
for Instant Credibility and Star-Powered Publicity**
JORDAN MCAULEY
- 168** **In These Tough Economic Times...Flush Your Pipeline
and Double Your Sales!**
SUE KEYES
- 176** **Turn on Your Affiliate Afterburners:
4 Ways to Launch Your Business to Skyrocketing
Profitability with Strategic Partners**
DAVID FAGAN
- 183** **Hire with Certainty**
KEVIN CONNELL
- 191** **Inspecting What You Inspect:
7 Ways to Verify Your Team Is Doing What You Want**
CHRIS MULLINS