



Artemis – Paid My Dues, Inc

[www.PaidMyDues.net](http://www.PaidMyDues.net)

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## Mission statement for Paid My Dues, Inc.

### "Living in the Paradox"

Strong enough to be open  
Successful enough to fail  
Wise enough to say: "I don't know"  
Serious enough to laugh  
Planned enough to be spontaneous  
Controlled enough to be flexible  
Knowledgeable enough to ask questions  
Responsible enough to Play  
Assured enough to be rejected  
Industrious enough to relax  
Leading enough to serve

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## FOREWORD

Welcome to the Action Book for **EDUCATING YOUR EXPECTATIONS**.

This Action Book will help you internalize a deeper understanding of the insights, principles, and strategies that Artemis shares in her series of 8 CD's **EDUCATING YOUR EXPECTATIONS**.

The premise of the 8 CD set is that our journey to personal and financial freedom, aboard the vessel known as "network marketing"

Squarely confronts us with what we're not good at: our own weaknesses and self-imposed limitations or self-limiting beliefs.

When challenged by such obstacles, without knowing what to expect, most people will prematurely despair and "quit."

The CD set, testimony given by someone who has, in fact, passed the test, having successfully negotiated the network marketing "program" to join the elite among the elite, is intended to help you **Educate YOUR Expectations:**

- Grow in specific areas that may be holding you back
- Sweep out the cobwebs... and change thinking that doesn't serve you.
- Use the wealth of resources within yourself or within others...
- Be a team builder and a partner

**"To know but not to do," Confucius said, "is not yet to know!"**

This Action Book is intended to help you "DO" what you learn from the CD set. Summaries of key points that you will want to own. You can:

- **"Educate Your Expectations"**
- "Negotiate your business successfully"
- Resolve that failure (ringing the D.O.R bell – dropped on request) is not an option.

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## INTRODUCTION

Welcome to **EDUCATING YOUR EXPECTATIONS** by Artemis Limpert. On several occasions throughout this program, Mr. Jerry "DRhino" Clark will sit down with Artemis and ask her to clarify or expand on key points that will be presented to you.

**JERRY:** What is EDUCATING YOUR EXPECTATIONS?

**ARTEMIS:** "It's about PERSPECTIVE! When you first start your business... you can see across the yard... maybe down the street. If you really want to be a good apprentice, and for those who ask, "how can I take my business faster", here's the key to **EDUCATING YOUR EXPECTATIONS...**

While you're only seeing down the road ... I don't want to argue with you about what you're seeing because what you're seeing is, in fact true... from your perspective.

If you want to go faster in your business, what I would want you to consider is this: If I could take you to a different elevation and give you a view from a different perspective, where you could take in additional information – would you be open to the fact that you would come to different conclusions? -If the answer to that is 'yes', then I could probably help you accelerate your business!

Now what if I could take you into completely different universe where you were already done... and you could see from there... would you then take in that additional information... and would you be willing to go back down where you can only see across the yard... and would you be willing to not argue with me that **that** is all there is. If your answer to that is YES... then you have the heart of a CHAMPION who will "Do Whatever It Takes" to create your DREAMS.

Allowing your education to happen requires TRUST... Believing that there is another view... and that those who have been there will tell you how it really is. So, if I gave you access to being able to watch and see anything you want to learn, would you then be willing to create from a perspective that is beyond what you have seen so far in your life... and not to hold onto only what you've seen on your street? That's what **EDUCATING YOUR EXPECTATIONS** is all about."

In this program, you are about to learn the same strategies, principles, and insights, that allowed Artemis to go from a struggling Network Marketer who was barely earning \$1,000 per month after her first two years, to over the next two years achieving the Top Ranking in her company, becoming a highly respected Team Builder, Producing Millions of Dollars in Organizational Volume, and earning a Substantial 6 Figure Income.

Artemis is an EAS Body for Life Grand Champion, and her Winning Mindset is what attracted the attention of World-Renowned Self-Help Giant – Anthony Robbins – to seek her out as one of his Infomercial Television spokespersons for his Internationally Best Selling Program, "Get the Edge". She has the unique ability to cut-to-the-heart-of-the-matter with humor, wit, and wisdom, which allows people – just like you – to achieve the real Breakthroughs they desire to move forward in their personal lives and their business enterprises.

Artemis of [www.paidmydues.net](http://www.paidmydues.net) is joined on this program by one of the Giants of the Modern Day Human Potential Movement... Mr. Jerry "DRhino" Clark of [www.clubrhino.com](http://www.clubrhino.com) ... Jerry learned the importance of Educating his Expectations while still in his teens which assisted him in becoming a Millionaire in the mid 1990's while he was still in his 20's.

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## *Get Ready to...*

Get out of the gravitational pull of life-long, habitual thought and behavior patterns that hold you back—and launch the TRAJECTORY of your life toward the *fulfillment of your dreams!*

Create the mental, emotional and physical environment in which your Purposeful Practice can create Compounding Results for you. Embrace goals that are larger than you and forge partnerships: Leveraged Income requires Leveraged Thinking!

Position yourself so that Failure is not an option!

Become Committed and Coach-able at a level that will create the outcome you want: grasp the distinctions that make the difference.

Learn what we ALL have in common so you can lead powerfully: the lies that we tell ourselves About “whatever” are very similar... and, they are irrelevant.

Re-invent yourself while duplicating yourself!

Learn how to INSPIRE your team in so you can help those who Say: “I’m willing to do it, but I can’t get anyone else to do it.”

Learn how to successfully negotiate your business: most people are not financially free because they’re too opinionated about what they know to allow themselves to learn what they don’t know.

Your brain receives 4 billion pieces of information per second: learn how to select the 2000 pieces per second that will change your life.

Most of what you’ve been taught is how to work, learn and prepare... Now, in the realm of Free Enterprise, Free Enterprise, you will learn to stop thinking and take action, let Go and Learn to Receive... It can be a mind-boggling switch... And, for most of us, it didn’t happen overnight!

## *EDUCATE YOUR EXPECTATIONS!*

## **Negotiating Your Business: Disc 1**

- 1. Intro**
- 2. Focus Points**
- 3. Give Up Failure to Choose Success**
- 4. When is Failure Not an Option?**
- 5. Can You Afford Your Thinking?**
- 6. Leaders are to bear Pain, Not be a Pain**
- 7. When in Charge, Take Charge**
- 8. Insights from Artemis & Jerry**

**Jerry:** One of the questions you say that people should ask themselves is "Can I Afford My Thinking"?

**Artemis:** People always say "I can't afford this, I can't afford that". Let me change that around for you... can you afford the way you are currently thinking... cause if you can't... let's see if you can't afford some of these other things. That was a key thing for me.

People thought I came to peace with things... and that is not what happened. I got to a place where it wasn't worth it any more. I couldn't afford to stay the same and at that point, that was when I came at it from a very different vantage point!

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"WHAT YOU'VE GOT TO UNDERSTAND IS WHAT IT MEANS TO BE PRICELESS:  
NO ONE CAN BUY YOU... THERE ISN'T A PRICE TAG THAT WILL MAKE YOU RING THE (DOR) BELL..."

**ARTEMIS TRACK 2**

"THE HARDEST THING I'VE EVER DONE IS BELIEVE, IN THOSE FIRST 2 YEARS, THAT I COULD STILL DO IT.  
BELIEVING THAT THIS WAS ABOUT ACQUIRING SKILL SETS TURNING AROUND TRAJECTORIES.  
BELIEVING THAT, ONCE I HAD THOSE TRAJECTORIES TURNED AROUND THE OTHER DIRECTION,  
99% OF MY ENERGY WAS GETTING MYSELF OUT OF MY OWN NEGATIVE GRAVITATIONAL PULL:  
A WORLD OF DISBELIEF, A WORLD OF YOU CAN'T, A WORLD OF YOU'RE NOT GOOD ENOUGH..."

**ARTEMIST TRACK 3**

"HAVE YOU COME TOO FAR TO GO BACK? THEN, YOU'VE GOT TO TRUST YOURSELF..."

**ARTEMIS TRACK 3**

"IF YOU PUT A PRICE TAG ON YOUR NEGATIVE THINKING AND SAID I'LL JUST PUT THOSE DOLLARS OVER HERE,  
YOU'D HAVE PLENTY OF MONEY TO HIRE THE BEST COACHES IN FOR ANYTHING YOU WANTED TO SUCCEED AT..."

**ARTEMIS TRACK 4**

"IF YOU CAN'T GO BACK, THEN YOU MUST GO FORWARD;  
IF YOU HAVE TO GO FORWARD, THEN FAILURE IS NOT AN OPTION.  
AND, IF FAILURE IS NOT AN OPTION, THEN YOU WILL SUCCEED!

**SO WHY DO YOU TELL YOURSELF ANYTHING ELSE?"**

**ARTEMIS TRACK 4**

*EDUCATE YOUR EXPECTATIONS!*

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We come to Network Marketing and the zone of Free Enterprise very much like aspiring Navy Seals or Green Berets: volunteers, not draftees.

**We launch our enterprise not for what we “know” but for what we are “willing to learn”,** for what we want to learn in order to fulfill and realize our dreams. It’s a voluntary act. In fact, **ALL SUCCESS IS VOLUNTARY!**

Yet most of us, when pressed to learn something we don’t know, we get nervous and uncomfortable. When pressed to go places we haven’t gone, to stretch ourselves just beyond what we perceive to be our limits, to change our thinking perhaps and live by a different set of rules, our first reaction is often a tendency to want to go back to where we came from, back to the familiar and the comfortable.

We come across dozens of opportunities to quit and go back. Wanting to quit is not a big deal. Expect that – it’s normal! Whether or not we cave in to the temptation is what makes the difference. **Ringing the bell to DOR (Drop on Request) is a voluntary act, too.** It’s a deliberate choice to go back to the comfort of a warm shower, hot food and a familiar, cozy bed. It’s a choice to not successfully negotiate the rigors and demands of moving ourselves out of the J.O.B. world into that of Free Enterprise. We will be faced with challenges and with our collection of self-limiting, disempowering beliefs. It’s a choice to adjust our thinking, to adjust our course, to learn the habits and thought patterns of those who have created the success we desire to experience.

Even the few among us who apparently navigate the waters with ease will have to face the same challenges. We still have to navigate through and negotiate a team – people for whom it’s not that easy. They will call one thousand prospects, for instance, find no instant gratification, and deliberately elect to DOR: “this business isn’t working!” Yet, they’ll think one thousand negative, disempowering thoughts and never once stop to realize: “This THINKING isn’t working!”

**Success or failure is never forced upon us. Both failure and success are voluntary pursuits. They’re simply a matter of choice – YOUR choice!**

**Is your current thinking working?** Can you afford to keep doing what you’ve been doing? Are you at the point where you’re ready to make some changes? After all, if you continue thinking how you’re thinking, and therefore doing what you’re doing, what are the chances you’ll get anything different than what you already have? The answer is probably zero to none!

Will you continue to limit yourself trying to logically figure it all out or will you just take a leap of faith and “negotiate the program” borrowing from someone else’s view, even while you’re still in your own backyard, feet firmly on the ground, looking across the fence and only down your street?

Will you continue to hug the tree trunk of fruitless comfort, safety and illusion of “security,” or are you willing to let go of your grip and “go out on a limb” where the fruit is to be found? Once you’re out on a limb, will you still keep one arm around the trunk or will you resolve to negotiate the uncharted waters (learn what you don’t know) and keep moving forward and outward?

Choose the latter, and you can have the kind of life most people only dream about – that’s the fruit! That’s the prize! After all, you cannot cross the Atlantic if you insist on staying moored at the pier in New York, anymore than you can steal second with one foot still stuck on first base. **When you decide you can’t go back, that’s when failure is not an option!**

*“As you go the way of life, you will see a great chasm. Jump! It’s not as wide as you think,”  
advice given to a young Native American at the time of his initiation.*

*“My best level of thinking got me where I am. So, if I’m not happy with where I am,  
all I have to do is change my thinking!” Jerry Clark*

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**Your Disc 1 assignment:**

**Cast off from the pier; take your foot off the break; let go of the tree trunk!**

**Start visualizing the new and realize dissatisfaction with the old is a sign you are ready to move forward! Then get next to someone who has succeeded in what you want to learn... and do what they do!**

**YOUR MISSION, should you choose to accept it, is to NEGOTIATE YOUR BUSINESS CHALLENGES so you can show many others the path to their success. See the future the way you want it, before it actually exists, as THE TRUTH, as if it already exists, while you are still only physically seeing your present truth. There lies the challenge! Have fun rising up to the occasion with the heart of a champion!**

1. What were you doing, while living, immediately prior to launching your enterprise or how are you currently earning income while growing your enterprise? [Go beyond just a J.O.B title: list your key functions and daily activities that earn(ed) your salary:]

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2. When you think about having to do that for the next 5 or 10 years, how does that make you feel? [Go beyond just surface emotions or a one-word description. Close your eyes and see yourself there, still on a treadmill. How does that thought make you feeeeeeeeeeel? Write down your feelings without thinking about them, without editing them:]

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5. How does it feel to be living that privileged lifestyle, the kind of life that most people live only in their fantasies? [Once more, go beyond just surface emotions or one-word descriptions. Close your eyes and see yourself there, as if it is today – here & now! How does that thought make you feel? Write down your feelings without thinking about them, without editing:]

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6. What would you have to believe to quit on yourself and your dreams? (Write down the first 5 reasons that come up in your mind when you feel discouraged).

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7. What would you have to believe to NEVER QUIT ON YOURSELF and your dreams? (i.e: The Past doesn't equal the future; I can learn whatever I need to learn to create my dreams; I don't have to do it perfectly; I have can find those who are successful in what I am trying to learn – find out what they did – and begin walking the path they walked).

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## **Rules Of Engagement: Disc 2**

- 1. Focus Points**
- 2. How to Win Your Game**
- 3. Change Your Emotional Address**
- 4. Pick Up the Queues**
- 5. Attrition is Your Friend**
- 6. Leverage Your Thinking**
- 7. The Paradox of the Business**
- 8. Insights from Artemis & Jerry**

YOUR BIGGEST FEAR: THAT YOU'RE NOT THE PERSON TODAY WHO CAN DO THIS BUSINESS...  
PROBABLY TRUE! SO, WHY FEAR IT?

**ARTEMIS – TRACK 2**

YOU'RE THE ONLY ONE THAT CAN ELIMINATE YOURSELF FROM THE GAME.  
THERE IS NOBODY ELSE THAT VOTES YOU OFF... NOT YOUR UPLINE, YOUR DOWNLINE, YOUR SIDELINE, YOUR COMPANY...  
THERE ISN'T ANYBODY... YOU'RE THE ONLY ONE THAT VOTES YOURSELF OUT!

**ARTEMIS – TRACK 2**

BRING THOSE FEW THINGS FROM YOUR WORK ETHIC... SHOW UP WHETHER YOU FEEL LIKE IT OR NOT AND,  
DO THINGS WHETHER YOU'RE COMFORTABLE OR NOT... THOSE TWO THINGS WILL SERVE YOU WELL HERE!

**ARTEMIS – TRACK 2**

YOU'VE GOT TO FACE WHETHER YOU'RE WILLING TO REINVENT YOURSELF IN ANY AREA THAT'S HOLDING YOU BACK...  
ANYTHING YOU'RE COMMITTED TO, YOU GET BETTER AT!

**ARTEMIS – TRACK 5**

THE REASON MOST PEOPLE ARE NOT FINANCIALLY FREE IS BECAUSE THEY'RE TOO OPINIONATED  
ABOUT WHAT THEY KNOW TO LEARN WHAT THEY DON'T KNOW...  
IT'S NOT WHAT YOU DON'T KNOW THAT'S PROBABLY GOING TO HURT YOU:  
IT'S WHAT YOU THINK YOU KNOW... THAT IS NOT SO.

**ARTEMIS – TRACK 7**

*EDUCATE YOUR EXPECTATIONS!*

This whole concept of EDUCATING YOUR EXPECTATIONS is nothing but a game.

You can opt to stay outside the stadium, but then you can't even enjoy the game – you'll just wonder what just happened! You can choose to sit on the stands or even on the bench. But then, you can only watch things happen. Or, you can decide to step out on the field, engage in the game, and **MAKE things happen!**

**Here are the rules of engagement: show up, suit up and PLAY FULL OUT!** It matters not that you don't know the rules or even the plays, yet. Your level of success is directly proportional to the level of uncertainty that you're willing to play with. The person you are today is probably not the person who could play this game and do this business. But every move you make, everything you commit to do in your business will create that person.

What's more important, to start with, is for you to **accept the fact that, in the game of free enterprise, you'll be playing with a completely different set of rules.** Even though you may have thought the rules are similar to those you've been operating under, be open to letting go of a lot of them. Some old rules you may keep, but be open to redefining them or adding another dimension to them – a dimension that changes the way you operate within them.

**Logic will not be your friend in this game.** Crossing all the t's and dotting all the i's, the quest for perfection, getting ready to get ready, that whole set of rules we were conditioned to operate under by our schooling and the traditional business world, is a recipe for disaster in free enterprise! You want to **give yourself license to be perfectly imperfect!** Clarity will come as you play the game – that's the creative process of free enterprise.

Once engaged in the process, many of us fool ourselves into thinking that we're still in the game even though we've already benched ourselves. We slow down to take a break and catch our breath: to get our "equilibrium." But **there is no equilibrium!** When we slow down to get our equilibrium, we actually lose ground. **If we're not moving forward, we're going backward – there's no such thing as standing still!** We distance ourselves, retreating to the bench, to the stands or even outside the stadium, in our hiding places, so when we do finally ring the DOR bell, we feel that we've lost nothing.

**The key is to stay connected.** When the hard times hit, don't disconnect. You don't want to disengage! **Stay in the game!** Look for your disappointments. Address them – don't hide from them! Get with people who've played the game longer than you have – they can let you know if your disappointments are appropriate or not. Some may be appropriate; most are likely not! Then, you can re-educate your expectations. If you do that, you can achieve mastery – **that's the objective: not perfection, but mastery.**

You can master the game and go so much quicker, once you let go of your excuses and adopt what others tell you. **That's what EDUCATING YOUR EXPECTATIONS means: finding out from people who have already played the game and have already done the journey** – "borrowing" their eyes to see the helicopter or satellite view that you have not yet seen.

There was no logic to Columbus setting sail westward. No logic at all to Sir Edmund Hillary's assault on Mt. Everest. They had at their disposal neither navigation charts nor roadmaps. Their quest was fueled by the passion of a dream and a thirst for adventure, unconventional, "out of the box thinking" -- the very things that brought you to free enterprise. However, unlike them, you have a distinct advantage: **you have access to coaches and mentors, and a wealth of other resources from people who have navigated the waters before you, people you have already climbed to the mountaintop,** people who can show you the way.

**"The past does not equal your future!"** Anthony Robbins

**"If you want to get rich, just find someone making lots of money and do what he's doing!"** J. Paul Getty

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**Your Disc 2 assignment:**

**Commit yourself to the quest: step out on the field and engage in the game!**

**Identify the rules (limiting beliefs, disempowering thoughts and behavior patterns) that may be holding you back. Remember that if you insist on holding onto your limiting beliefs, you get to keep them – for life!**

**Leverage your thinking to leverage your results AND your income.**

**Your mission, should you choose to accept it, is to adopt THE RULES OF ENGAGEMENT: show up, suit up, and play full out! Don't play "not to lose" – instead, play to win!**

1. Identify the limiting beliefs and disempowering thoughts, un-educated expectations, which prevent you from stepping out onto the field (e.g. "I don't know how to play the game – I need more info" or "I'm not a swimmer, so I can't do Network Marketing"):

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2. Identify what you already know that you are TOO opinionated about (e.g. "I get paid for what I know"):

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3. Identify thoughts or behavior patterns that you use as "excuses" instead of making them the "reason" to engage full out (e.g. "my children or my J.O.B. demand too much of my time"):

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4. What resources will you tap to re-educate your expectations and leverage your thinking?

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5. What specific action(s) will you take to change your thinking or behavior patterns so that you will allow yourself to fully engage in your enterprise (e.g. "I will give myself license to be *perfectly imperfect*," or "I will procrastinate to my hearts content - LATER!"):

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## **The Key to Duplication: Disc 3**

- 1. Focus Points**
- 2. Apprentice at the Highest Level**
- 3. Evaluate Relevance**
- 4. "Committedly vs. Easily"**
- 5. Are you "Rule Bound"?**
- 6. Leaders Always Show Up**
- 7. Sift & Sort, Don't Sell**
- 8. Duplicate Your Leadership**
- 9. Set the Pace – "Ride the Bike"**
- 10. Give up Your "Dis-Abilities"**
- 11. Insights from Artemis & Jerry**

"I STARTED TO REALIZE, I NEED TO START TAKING NOTE OF WHAT OTHER PEOPLE ARE DOING, WHO ARE DIFFERENT FROM ME... IF SOMEONE DOESN'T STRUGGLE IN AN AREA WHERE I STRUGGLE, I WANT TO START WATCHING AND ASKING THEM WHAT THEY THINK THAT'S DIFFERENT FOR ME. LET YOURSELF TAKE NOTE OF WHAT PEOPLE ARE EXCELLENT AT!"

**ARTEMIS – TRACK 2**

"COMMITTEDLY IS DIFFERENT FROM EASILY...ARE YOU WILLING TO DO THE SACRIFICE?"

**ARTEMIS – TRACK 4**

"OFTEN I'LL ASK PEOPLE WHEN THEY'RE FRUSTRATED:  
"AM I HELPING YOU QUIT OR AM I HELPING YOU MOVE THROUGH? WHICH ONE AM I DOING?"

**ARTEMIS – TRACK 12**

"IN A BUSINESS OF DUPLICATION YOU BETTER LEARN IT, YOU BETTER WATCH IT TO TEACH IT, AND THEN YOU BETTER BE TEACHING IT OR THERE WILL BE NO DUPLICATION..."

**ARTEMIS – TRACK 12**

'SHOW UP BECAUSE YOU'RE A LEADER AND LEADERS ALWAYS SHOW UP...  
AND YOU WILL ALWAYS GROW INTO THE THINGS YOU COMMIT TO...  
WELL, THAT TAKES CARE OF A WHOLE LOT OF COACHING!"

**ARTEMIS – TRACK 6**

"ROBERT KIYOSAKI IN THE BOOK THE BUSINESS SCHOOL SAYS: "IF YOU WANT TO MAKE MONEY, BE A LEADER..."OK AND THAT MEANS SHOWING UP WAY BEYOND WHAT YOU FEEL LIKE – RIGHT?  
"... AND, IF YOU WANT TO MAKE A LOT OF MONEY, CREATE... MORE... LEADERS!"

**ARTEMIS – TRACK 8**

*EDUCATE YOUR EXPECTATIONS!*

In order to lead, you must first be willing to follow. **Start with a willingness to apprentice at the highest level** --experience may be the best teacher, but the tuition is very costly!

If you're going to apprentice, you will likely want to apprentice with and be mentored by a top leader. And here's what a top leader looks for in an apprentice: an avid learner, eager to become a leader/learner, someone who's committed enough to consistently show up, someone who's always watching and observing, and then converting what they see into practice

When the student is ready, the teacher and the lesson appear. The benefit of committing to apprentice at such a high level is that, over a period of time, the apprentice takes on the reputation and the credibility of the mentor s/he is apprenticing with.

The leader's responsibility is not to MAKE you want to change. It's your job to come in with openness and not bound by rules – let the guard down, so that the learning can sink in. **The leader's job is to show you what it would take to move your life from one level to another, if YOU want to and if you're ready to change.**

If you are, you begin by developing a consistency for showing up -- even when you don't feel like it, which is probably most of the time. **Leaders always show up!** How often would you show up or would have showed up on the J.O.B. if, when the alarm went off each morning, you said: "I don't feel like it?" If the way you're showing up for your business would get you fired from a job, then you have to realize that you're not even close to driving this business. What ARE you thinking? In free enterprise, your work ethic has to be a step above that!

Once you show up, no matter how uncomfortable it may feel, you want to develop competency in prospecting, then proficiency in follow-up. But, regardless of what level you're on, **at any given moment in your enterprise, you will be in one of three states:**

1. Learning to do something
2. Watching it so you can learn how to teach it, or
3. Teaching it so you can duplicate yourself.

Unsuccessful people are committed to comfort; successful people are committed to results. And **people will always grow to the direction they're committed to.** As a leader/learner, you will always want to be asking: "What are you committed to? What is the outcome you want?"

**The journey IS the journey!** And like on any other journey, you will climb the mountaintops, but you will also get mired in the valleys. The product or the company doesn't matter! If you think the grass is greener somewhere else, in another valley, you're not likely to commit to the journey. The idea is to grow to a place of leadership where you're **internally motivated, instead of externally driven** – a huge distinction. You can't get around that!

Leaders, committed to the journey, set the pace. They are dealers in hope: they eliminate peoples' excuses for failure! Quoting an unknown source, "leaders are like eagles, they don't flock together; you find them one at a time!" Having successfully apprenticed to become a leader, you will want to pay it forward – mentor and groom the eaglets that you find!

In the traditional business world, efficient executives live by the three D's of management: decide, delegate and disappear. In free enterprise, you will want to live by the four D's of leadership: decide, dedicate yourself to your commitment, DUPLICATE and disappear! You will have arrived as a leader when those you've mentored outperform you, when you become invisible to the process, when your phone rings less, but your residual check keeps increasing.

**"Mountaintops inspire leaders, but valleys mature them!"** Winston Churchill

**"The function of leadership is to produce more leaders, not more followers!"** Ralph Nader

**"The talent of leadership is to get people to willingly do more than they can do, to rise above the norm, to perform at their highest level of potential..."** General Norman Schwarzkopf

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3. Are you evaluating relevance? Define each evaluation above as either relevant (R) or irrelevant (I/R)

4. How do you rate your competency in Level 1: showing up for your business, whether you feel like it or not? (No show every day would be "incompetent," showing up every day would be "highly competent").

incompetent    somewhat competent    competent    very competent    highly competent

5. How do you rate your competency in Level 2: prospecting. (If you were part-time, 10 live contacts/day would be "highly competent." If you were full-time, 30-40 live contacts per day would be "highly competent").

incompetent    somewhat competent    competent    very competent    highly competent

6. How do you rate your competency in Level 3: follow-up/interviews. ("Highly competent" if part-time and bringing 1 to the table per day, or full-time and bringing 2-3 to the table per day)

incompetent    somewhat competent    competent    very competent    highly competent

7. If you rated yourself, on aggregate, lower than "highly competent," what adjustments will you make to improve your proficiency on any or all three levels?

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8. After prioritizing the necessary adjustments above, write two decisions you will make NOW. Take decisions that will make an immediate positive impact on your competencies:

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9. Now that you've made a decision, you must take immediate action. List three things you could do immediately – simple actions that would be consistent with your decision(s) to make an immediate impact on your competencies:

- \_\_\_\_\_  
\_\_\_\_\_
- \_\_\_\_\_  
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- \_\_\_\_\_  
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10. Never leave the site of making a decision, without taking some specific action toward its attainment. And while you're at it, what is your probation period? Set the date now. It's YOUR choice: "I will rate myself as "highly competent" on all three levels by \_\_\_\_\_ (date)

**Additional resources:**

**Men of Honor:** a movie starring Cuba Gooding, Jr. and Robert DeNiro

**Shake It Off & STEP UP: DVD** by Artemis Limpert [www.PaidMyDues.net](http://www.PaidMyDues.net)

**The Business School:** a book by Robert Kiyosaki @ [www.richdad.com](http://www.richdad.com)

## **The Ability to “Influence”: Disc 4**

- 1. Focus Points**
- 2. Overcome Resistance**
- 3. Learn to Influence Yourself**
- 4. Create a Powerful Day**
- 5. Engage in Purposeful Practice**
- 6. Make it Fun**
- 7. Insights from Artemis & Jerry**
- 8. Play Full Out**
- 9. Rub Up Against Excellence**
- 10. Bank on the “Invisible”**
- 11. Stop Lying to Yourself**
- 12. Live in the “No Excuse” Zone**
- 13. “Coach-able vs. Comfort-able”**
- 14. Insights from Artemis & Jerry**

“EVERYBODY KNOWS WHAT TO DO, IN A LOT OF THINGS:

YOU KNOW TO EAT HEALTHY, YOU KNOW TO DRINK WATER, AND YOU KNOW THAT YOU SHOULD EXERCISE.  
EVERYBODY KNOWS WHAT TO DO, BUT THE DIFFERENCE BETWEEN SUCCESSFUL PEOPLE AND THOSE THAT ARE NOT...  
IS THE ABILITY TO INFLUENCE YOURSELF”

**ARTEMIS – TRACK 2**

“THE ABILITY TO MOVE YOUR LIFE TO THE HEIGHTS OF SUCCESS YOU DESIRE...  
IS COMPLETELY DEPENDENT ON HOW OFTEN YOU CHOOSE TO INFLUENCE YOURSELF!”

**ARTEMIS - TRACK 5**

IF IT’S NOT WORKING, YOU MIGHT AS WELL EXPERIMENT WILDLY...  
AND DO IT WITHIN THE BOUNDS OF COACHES WHO HAVE BEEN WHERE YOU WANT TO GO.

**ARTEMIS – TRACK 7**

“WILL YOU HAVE MOMENTS WHEN YOU DIDN’T INFLUENCE YOURSELF WELL AND YOU FEEL LIKE “I CAN’T DO THIS?”  
THE TRUTH IS: “I CAN’T DO THIS WITHOUT LEARNING HOW TO INFLUENCE MYSELF FOR GOOD...”  
THAT’S THE TRUTH... YOU CAN WRITE THAT ONE DOWN AND TAKE THAT TO THE BANK!”

**ARTEMIS - 10**

“YOU MUST LEARN TO LIVE ABOVE YOUR FEELINGS AND LIVE IN TRUTH...  
THAT IS A CHALLENGE... THAT IS A SKILL... THAT TAKES TIME!”

**ARTEMIS – TRACK 12**

“THE LIES THAT WE TELL OURSELVES ARE VERY SIMILAR:  
“I CAN’T... THIS ISN’T FOR ME... I’M NOT THE KIND OF PERSON WHO... I’M NOT VERY GOOD AT...”  
THOSE ARE LIKE THE 4 MAIN LIES, ALL OF WHICH ARE IRRELEVANT!  
YOU’RE NOT HERE FOR WHAT YOU ALREADY KNOW... YOU’RE HERE FOR WHAT YOU’RE WILLING TO LEARN!”

**ARTEMIS – TRACK 12**

***EDUCATE YOUR EXPECTATIONS!***

Whatever you thought you were coming into, when you launched your enterprise, chances are you soon found out that it wasn't anything about what you thought. Most of us start thinking about it like any other traditional business or even just like a job.

But it isn't, is it? We can't just apply here what we used to do. **Building a network marketing enterprise requires a whole new set of skills.** And as we move into that new, unfamiliar terrain, we begin to realize that in order to make it, we have to show some vulnerability.

It's natural, then, to be scared. Geared as you are for getting ready to get ready, to "know" and be in control of what you're doing, to be right, you come face to face with your weaknesses and your vulnerability. Therefore, **when you commit, resistance shows up.** Your first reaction is to become invisible, to watch passively.

And, although you always want to be watching what successful people do, you must also put what you learn into practice. **You can't afford to just be watching forever – watching pays nothing!** And it makes you weaker because, as you passively watch, your fear increases and your resistance calcifies.

You have a purpose here: this is your chance to involve yourself in some real, "active learning." **Action sets you free** – instead of looking at resistance as an impenetrable wall, you want to start seeing it as a springboard for action. Take action: **face your fears and resistances head on**, push through them, and you will emerge stronger, more confident, more poised on the way to your goals.

Many of us will not go through the process because we hang onto old rules or we make up our own new rules about the way things should be done or about the way we should conduct ourselves. Such rules will not allow you to engage in the very processes that will bring you the success you desire to make your dreams come true.

One of the first rules you want to change is that you don't have to know it all. Showing your underbelly is not going to command you any less respect. So, instead of worrying about what others may think, **set about influencing yourself to overcome resistance!** Take responsibility for the freedom you aspire to – take responsibility to decide what pleases you, what brings joy to your day, so that you actually can be a magnet that people are drawn to.

None of us have any difficulty influencing ourselves in ways that make us feel terrible, without even a trace of resistance. Yet, we feel that influencing ourselves in ways that make our spirit soar takes too much effort. That's where responsibility comes in.

You owe it to yourself to overcome the resistance and influence yourself toward feeling great. **It takes purposeful practice!** In the beginning, it's a discipline that you make yourself do, in steps and stages, thoughtfully, purposefully, until it becomes habit.

Purposeful practice is one of the keys to success. Purposefully practice what's going on inside you – that's what will get people to call you back. **Rub up against excellence**, and be willing to be bad enough, for long enough, until you get good enough. It doesn't matter if you're good – what matters is if you're willing and ready to *be* good. **Engage in the process, play full out and make it fun!** You can influence yourself physically, emotionally, mentally and spiritually, so you can reap the harvest and influence yourself... financially!

**"Success is not in the outcome, but in the process – without the process, there can be no outcome!"** Jeffery Combs

**"You can exert no influence, if you are not susceptible to influence."** Carl Jung

**"Be around people who have something of value to share with you. Their impact will continue to have a significant influence."** Jim Rohn



**Your Disc 4 assignment:**

**Involve yourself in some really “active learning!” Each day, CREATE a powerful day! Make it fun! Play full out! Rub up against excellence! Bank on the “invisible!” Stop lying to yourself and learn to live in the “no excuse” zone!**

**This very day, forsake your normal ability to enjoy comfort. Adopt, instead, an above-the-norm ability to enjoy being coached -- become coach-able vs. comfort-able!**

**Learn to endure what’s not valuable and adopt strategies that will empower you to preserve your mindset or to quickly recover from perceived setbacks that cloud your belief. When somebody gives you a strategy, if you’re not willing to employ it, it won’t matter.**

**Your mission, should you choose to accept it, is to LEARN TO INFLUENCE YOURSELF with PURPOSEFUL PRACTICE and carpe diem – seize the day!**

1. What are you afraid of? Which vulnerabilities are you reluctant to show? (Are any of them relevant to your success or will they simply impede your success?)

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2. What lies are you telling yourself?

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3. What pleases you? What brings you joy? What jazzes you up?

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4. Reviewing the list of items/activities you just completed, which specific strategies would you employ to influence yourself so you can overcome all resistance(s)?

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5. What specifically will you improve this week in pursuit of your dream? Which specific actions will you implement?

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6. How will you purposefully practice the strategies and actions you have outlined above in order to create a powerful day, day in and day out?

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7. What resources (animate or inanimate, visual or audio, etc.) will you tap to help you toward that end?

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8. When is NOW a good time for you to engage in purposeful practice and start exerting influence on YOU so you can, then, influence others? The choice is YOURS!

**Additional resources:**

**Dead Poets Society:** a movie by Peter Weir, starring Robin Williams and Ethan Hawke

**Moving into Your Power:** Single CD by Artemis [www.PaidMyDues.net](http://www.PaidMyDues.net)

**The Greatest Networker in the World:** a book by John Milton Fogg @ [www.ClubRhino.com](http://www.ClubRhino.com)

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## **It's a Business of Attraction: Disc 5**

- 1. Focus Points**
- 2. Patterns of Successful People**
- 3. Imagine this...**
- 4. What Holds You Back?**
- 5. Hate the Way You Work?**
- 6. Insights from Artemis & Jerry**
- 7. Get an Olympic Mindset**
- 8. Respect Yourself**
- 9. Manage Yourself in Time**
- 10. Change your Life's Trajectory**
- 11. Insights from Artemis & Jerry**

"OFTEN PEOPLE FEEL CONFINED WHEN YOU'RE TALKING TO THEM ABOUT GROWING AND ABOUT THE RESPONSIBILITY OF MOVING INTO FREE ENTERPRISE...  
HOPEFULLY, WHEN YOU CHOSE YOUR SPOUSE, YOU STOPPED CHOOSING TO DATE OTHERS...  
WELL, YOU KNOW WHAT? SAME THING HERE IN FREE ENTERPRISE:  
TO CHOOSE TO BE SUCCESSFUL IS TO STOP CHOOSING TO FAIL!"

**ARTEMIS – TRACK 2**

"A LOT OF TIMES, WHEN I COACH PEOPLE, I'LL TELL THEM ABOUT CERTAIN STEPS OR STAGES, AND THEY'LL GO:  
"WELL, I DON'T KNOW WHETHER I SHOULD DO THIS OR NOT..." AND I RESPOND: "OK, LET ME HELP YOU! OK?  
ALL... SUCCESSFUL PEOPLE DO THIS... SO, YOU'LL DO IT!"

**ARTEMIS – TRACK 2**

"LOTS OF PEOPLE SAY: "OH, I'M SUCH A MESS ARTEMIS, I DON'T HAVE ANYTHING RIGHT!"  
NO...YOU KNOW WHAT? YOU PROBABLY HAVE 98% OF WHAT YOU NEED RIGHT,  
BUT YOU PROBABLY HAVE ONE OR TWO DEBILITATING HABITS.  
YOU'VE NOT YET REALIZED THAT, TO CHOOSE TO BE SUCCESSFUL, YOU'VE GOT TO LET GO OF THEM!"

**ARTEMIS – TRACK 4**

"IT WAS A YEAR INTO MY BUSINESS BEFORE I REALIZED THAT I HATE WORKING THIS BUSINESS...  
AND, THEN, I REALIZED: "I'M WORKING BY MYSELF..."  
IT WAS MORE THAN A YEAR BEFORE I REALIZED WHAT I WAS REALLY SAYING:  
"I HATE... THE WAY I'M WORKING THIS BUSINESS!"  
OK, THIS BUSINESS ACTUALLY IS ALMOST LIKE TOFU:  
IT REALLY DOESN'T HAVE A LOT OF TASTE -- IT CAN BE ANY FLAVOR YOU WANT!"

**ARTEMIS – TRACK 5**

"WHEN A SPACECRAFT IS LAUNCHED, 99% OF THE FUEL IS USED UPTO GET PAST THE FIRST 100 MILES  
AND ESCAPE THE EARTH'S GRAVITATIONAL PULL... 1% IS USED FOR THE WHOLE REST OF THE TRIP.  
WHAT'S IT GOING TO TAKE FOR YOU TO GET OUT OF YOUR OWN GRAVITATIONAL PULL?  
99% OF YOUR ENERGY... ANY LESS THAN THAT, AND YOU'LL STAY IN THE GRAVITATIONAL PULL...  
YOU WANT TO GET INTO FREE ENTERPRISE, RIGHT?"

**ARTEMIS – TRACK 11**

***EDUCATE YOUR EXPECTATIONS!***

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It's a Business of Attraction... And all of us pretty much have all the levels of attractiveness within us – it's only a matter of what we choose to let out. **We all have a passion inside us, no matter what the personality.** Each will express the passion a little differently. Yet, each of us is capable of using that uniquely expressed passion to attract high caliber people driven to succeed: leaders and potentially outstanding leaders.

Passion is extremely attractive, no matter what the personality. It's about being human. But that "humanity" and its power of attraction will not outwardly manifest unless our internal communications are congruent with the external communication.

To achieve that congruency, and start attracting as a matter of course, you will want to **let go of the rules and misconceived notions that you stubbornly hold onto.** Many of us adhere to them just to let ourselves off the hook. With them, as a safety net to fall back on, we prevent ourselves from fully engaging in the process of change – the very process that will reveal our humanity and unleash our power of attraction.

It's a matter of choice: **to choose to be successful means to NOT choose to fail.** Yet, although we come into the business saying that we want to be successful, externally professing our commitment to success, internally many of us are still courting with failure. We choose success, but we keep on courting "un-success!"

We expend tremendous amounts of energy obstinately clinging on to what we have, whatever we happen to be familiar and comfortable with:

- expecting instant gratification
- overestimating what we can do in one year, but underestimating what we can do in ten
- declining invitations to imagine what we can't yet afford
- refusing to accept our own attractiveness
- clinging, instead, on fixed ideas about what we're good at and what we're not good at
- even believing perhaps that "we're not good at anything"
- but still bound and determined to produce in the only work mode we know: out of anger and overbearing power, stress or fear, devoid of any joy or creativity.

The best way to hold on to your dreams is to let go of these notions. Choosing success means that you don't choose such hollow, but still heavy pieces of baggage – so, stop courting them! You can't afford to wait until after you have a team built – **the team isn't going to follow until you commit.**

Start perhaps by respecting yourself unconditionally! **People around you will respect you to the extent that you respect yourself.** Once you get it, everybody around you will, too. Then, they will be attracted to follow you. And that has nothing to do with what you're good at or not, nor what you know or don't know. You're not here for who you are or for what you know – you're here for what you don't know, for what you're willing to learn, for what you want to become, for what you're willing to imagine...

Contrary to what you may think, this is not a lateral move. Like Olympic athletes in the course of their quest for gold, shifting from regional meets to national competitions, going into free enterprise is the next level. You moved into a whole other world, so expect a challenge. When you're changing something, appreciate the process of change – it doesn't happen overnight.

You may be reluctant to venture into the unknown. But, unless you do, you stay where you are. As an entrepreneur, **you'll want to explore the unknown:** the un-chartered realm of your future, your mode of operations, and your way of thinking. Embrace the changes it brings, but **choose to stop correcting everything around you. Instead, focus on correcting what lies within you.**

**"The Law of Attraction –like attracts like—is absolute (and has nothing to do with personalities). No one lives beyond this law, for it is the law of the universe"** Lynn Grabhorn

**"What lies behind us and what lies before us are tiny matters compared to what lies within us."** Ralph Waldo Emerson

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**Your Disc 5 assignment:**

**Choose to engage in the process of learning once you have it figured out:**

- look to other people, ask for help
- get next to people who are successful
- watch what they do & find out what they think
- be coachable

**Once you adopt the process without fear, once you learn to trust it: GO FOR IT!**

**But here’s a key: if you want to know what successful people do, don’t negotiate the price of what successful people did. That’s what they did – so, just do it! Why labor with the non-negotiables? What’s the point of arguing?**

**And if you’re going to learn how to do it, once you’ve made the choice to succeed, then you want to relentlessly practice it. Pick one or two things and relentlessly practice integrating that into something so it becomes “just the way you are!”**

**Your mission, should you choose to accept it, is to build A BUSINESS OF ATTRACTION by changing what lies within you as you start exploring the next level – the unknown.**

1. Who attracted you to the business and what QUALITIES about them attracted you to join their team? \_\_\_\_\_

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2. Who is the most successful person(s) now coaching/mentoring you? \_\_\_\_\_

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3. When you think of either or both of these two individuals what about them (personality, traits and characteristics, communications, methods of operation, etc.) attracted you or keeps attracting you to them? What about them do you respect and/or admire?

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6. Assuming that you choose success, list what you will no longer be choosing:

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7. As you move into this new arena, what specifically will you be letting go of?

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8. Pick the one or two things that you will relentlessly practice integrating in your being:

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8. At what point are you willing to change your life’s trajectory and lead in order to attract.  
The choice is YOURS!

**Additional resources:**

**Field of Dreams:** a movie by Phil Alden Robinson starring Kevin Kostner and James Earl Jones

**Standing on the Shoulders of Giants Interview of Artemis:** 2 CD Interview [www.PaidMyDues.net](http://www.PaidMyDues.net)

**Excuse me, Your LIFE is waiting:** a book by Lynn Grabhorn

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## **Facing Resistance & Winning: Disc 6**

- 1. Focus Points**
- 2. Clarify Your Self Image**
- 3. Challenge or Choice?**
- 4. Mindset is Priceless**
- 5. What are Your True Intentions?**
- 6. Victory Over Odds**
- 7. Insights from Artemis & Jerry**
- 8. Win Your Own Contest**
- 9. Can You Afford Your Thinking?**
- 10. What's Holding You Back?**
- 11. The Power of Decision**
- 12. Insights from Artemis & Jerry**

"A LOT OF TIMES I WATCH PEOPLE ASK THE QUESTION: "HOW DID YOU DO IT?"  
BUT, WHAT THEY REALLY WANT TO KNOW IS -- "HOW CAN I HAVE WHAT YOU HAVE WITH OUT MOVING WHERE YOU WENT?"  
AND THE ANSWER TO THAT IS: "YOU CAN'T!"

### **ARTEMIS – TRACK 2**

"WHEN I DID THE "**BODY-FOR-LIFE**" CHALLENGE, THE FIRST THING I ADDRESSED WAS WHAT I WAS DOING TO RESIST  
FACING THINGS... AND I REALIZED THAT, UP TO THAT POINT, THE THING THAT I HAD MASTERED IN MY 20'S AND 30'S WAS  
HOW TO KEEP EVERYTHING HIDDEN."

### **ARTEMIS – TRACK 2**

"WHY IS IT THAT THINGS ARE ALWAYS MORE DIFFICULT THAN YOU THINK?  
IT'S BECAUSE YOUR REAL RESISTANCE TO IT DOESN'T SHOW UP TILL YOU DECIDE TO DO IT!"

### **ARTEMIS – TRACK 2**

"I DIDN'T HAVE A RESISTANCE TO LEARNING; I DIDN'T HAVE A RESISTANCE TO HEARING:  
I HAD A RESISTANCE TO DOING IT... BECAUSE I DIDN'T THINK I HAD THE POWER."

### **ARTEMIS – TRACK 2**

"YOU HAVE A SINGLE DECISION THAT YOU'RE GOING TO NEED TO MAKE AT SOME POINT IN YOUR LIFE.  
I'M GOING TO INVITE YOU TO MAKE IT TODAY.

ARE YOU A PERSON WHO TRULY CAN LEARN ANYTHING THAT YOU NEED TO LEARN?  
EVEN IF IT TOOK YOU 50 TIMES LONGER THEN ANYBODY ELSE, WHAT DIFFERENCE DOES IT MAKE?  
AFTER YOU GET YOUR DEGREE, WHO CARES WHAT YOUR GPA WAS!"

### **ARTEMIS – TRACK 3**

*EDUCATE YOUR EXPECTATIONS!*



**Most people will resist change because they perceive the process as “painful.”** None of us really even make an attempt to change, until the pain of the *status quo* exceeds the perceived pain of changing that *status quo*. Instead, we’ll wait on the sidelines watching, and maybe even engage in analysis that leads to paralysis, until we get sick enough of being sick enough. Then, and only then, do we take action.

However, here’s what most people don’t realize: **it’s not the change, but our resistance to change, that causes pain.** Eliminate the resistance, and the change becomes effortless, painless. There is an abundance of meaningful and significant resources (books, seminars, CD’s) that will help you with the transition.

On the other hand, if you believe that you’re uniquely defective, it won’t matter how many CD’s you listen to. You’ll learn what is being taught, but chances are you won’t be able to put it into action. That’s really **all that matters – not what you learn, but what is integrated in your heart and translated into action.**

There’s an identity issue to believing that you are uniquely defective. It includes a rejection of your attractiveness that will likely prompt you to think: “maybe this can work for someone else, but not for me!” That kind of **thinking is the first act of resistance.** And it plays right into a normal (maybe not natural, but normal) human condition: **a lot of people are far more comfortable with certain failure than they are with uncertain success or growth.**

On the other hand, if you were to reframe your thinking and just understand that everything is a matter perhaps as simple as an approach change – it goes back to trust— the flame of the integration in your heart melts the resistance. **What happens doesn’t really matter – what makes the difference is the meaning that you CHOOSE to attach to it.**

Some, starting in the business, may call 100 prospects without signing up a soul. Then, their quick-and-easy-let’s-retreat-to-the-trenches conclusion is: “I’m not good at prospecting!” But that really is not a terminal disease, is it? In fact, it’s nothing that 10,000 or so calls won’t cure! **The question is: are you determined enough to be bad enough, for long enough, until you get good enough?**

Free enterprise ends up being more difficult than we originally think (actually we MAKE it more difficult) because of our resistance. Resistance shows up when we commit to any action that takes us out of our comfort zone.

Now, it’s OK to be uncomfortable with the basics of this business. Being comfortable isn’t really what you’re looking for anyway. Excellence is what you’re after! And **excellence always comes by willingness to go in and do what you don’t know how to do.** It always lies on the other side of purposeful practice. Purposeful practice, despite the discomfort, despite the resistance, will dispel the discomfort and overcome the resistance. Purposeful practice will lead you on to excellence, and excellence will precipitate the fruition of your dreams.

If good judgment is what you’re after, you will have to endure the consequences of some bad judgment. **Good judgment comes from bad judgment -- bad judgment comes from experience. Experience comes from action!** The process is not unlike the butterfly in its cocoon:

- You can stay in the cocoon and wither.
- You can be saved – have someone else help you out of the cocoon (i.e. do it for you) and, if you’re lucky enough to survive, lie limp, practically lifeless.
- Or you can stretch your muscles against the resistance, break out of the cocoon and, strengthened by the experience, soar majestically, happily and triumphantly across the landscape of your dreams.

**"It's the constant and determined effort that breaks down resistance, sweeps away all obstacles."** Claude M. Bristol

**"To fly we have to have resistance."** Maya Lin

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**Your Disc 6 assignment:**

**CHOOSE to be triumphant! Choose to win: to soar up high when only eagles dare fly!**

**Eagles use the resistance of the wind to soar. They fly against the resistance to command the sky and control their fate. So can you command and control the course of your life, instead of allowing life to control you.**

**In the face of resistance or uncertainty, rather than retreating back to your comfort zone, use it! Take advantage of it and flex your muscles. Strengthen your resolve and increase your attractiveness with each triumph.**

**Your mission, should you choose to accept it, is to FACE RESISTANCE(S) AND WIN!**

1. Recall your life’s history and think of two or three major changes you intentionally made to drastically affect the course of your life (e.g. marriage, divorce, relocation, etc.)

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2. How did you feel before you committed to make those changes?

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3. How did you feel once you committed to make those changes?

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4. What resistance(s) did you have to deal with? What made you feel uncomfortable about having to make the change?

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5. How did you feel after you made the change?

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6. What makes you uncomfortable about your engagement in free enterprise? What resistance(s) are you facing?

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7. Pick only one of the resistances you listed and decide what three simple, but specific actions will you implement right now to face and overcome that resistance:

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8. Now implement these actions and then take stock of how you feel. Then, repeat with every resistance you listed. You can opt to retreat back to the trenches (your permanent comfort zone) or you can choose temporary discomfort: FACE RESISTANCE & WIN! It's YOUR choice!

**Additional resources:**

**Remember the Titans:** a movie by Boaz Yakin starring Denzel Washington

**Shake it off and STEP UP!!!:** a single DVD by Artemis @ [www.paidmydues.net](http://www.paidmydues.net)

**The Power of Your Subconscious Mind:** a book by Joseph Murphy, Ph.D., D.D.

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## **Setting the PACE for Your Team: Disc 7**

- 1. Focus Points**
- 2. Lead with Objectivity**
- 3. Make Your Mark**
- 4. Tell It Like It Is**
- 5. Let the Wrong People Go**
- 6. Match Energy with Energy**
- 7. Use the Power of Objectivity**
- 8. Insights from Artemis & Jerry**
- 9. Set the Pace for Your Team**
- 10. Excellence from Within**
- 11. Clarity is POWER**
- 12. Bust through Your Fear**
- 13. Insights from Artemis & Jerry**

"YOU'RE IN THE SPORT OF ENTREPRENEURSHIP... THE MINUTE SOMEONE... ANYONE SHOWS YOU IT CAN BE DONE... YOU GUYS SHOULD BE THINKING IN TERMS OF I CAN DO THAT – AND MORE!"

**ARTEMIS – TRACK 3**

MOST OF YOUR GROWTH SPURTS IN YOUR BUSINESS WILL COME FROM LETTING GO... NOT FROM GETTING SOMETHING... MARK MY WORDS ON THIS ONE... WRITE IT DOWN!

**ARTEMIS – TRACK 5**

"MOST OF WHAT WE'VE DONE IS WORK, LEARN, PREPARE AND GET READY FOR... AND THEN, YOU GET INTO THIS WORLD THAT IS LETTING GO, STOP THINKING AND RECEIVING. I MEAN THAT IS A MIND-BOGGLING SWITCH... AND, OBVIOUSLY FOR MOST OF US, IT DOESN'T HAPPEN OVERNIGHT!"

**ARTEMIS – TRACK 5**

"I'M AN INDEPENDENT BUSINESS OWNER... MY ONLY OBLIGATION IS TO WALK BY YOUR SIDE... AND DO MY BUSINESS TO EXCELLENCE IN FRONT OF YOU... THAT'S MY ONLY OBLIGATION. PERIOD... END OF CONVERSATION... THAT'S IT!"

**ARTEMIS – TRACK 10**

"I'LL GIVE YOU A HINT IF YOU WANT TO HAVE YOUR BUSINESS GROW FASTER. HOW MANY OF YOU GUYS WOULD LIKE TO HAVE YOUR BUSINESS GROW FASTER? OK, WRITE DOWN EVERY SINGLE THING THAT YOU ARE AFRAID OF, AND THEN, HEAD RIGHT INTO IT!"

**ARTEMIS – TRACK 13**

"IN THE WIZARD OF OZ, WHEN THE LION GETS TO THE WIZARD, HE SAYS TO THE LION: YOU'VE MISTAKEN THE FACT THAT YOU HAVE FELT FEAR AS IF THAT MEANT YOU HAD NO COURAGE. PLEASE DON'T MISTAKE THE SENSE OF FEAR FOR NOT HAVING COURAGE..."

PLEASE DON'T MISTAKE THE FACT THAT SOMETHING IS HARD FOR YOU FOR THE FACT THAT YOU CAN'T BE EXCELLENT AT IT!"

**ARTEMIS – TRACK 13**

*EDUCATE YOUR EXPECTATIONS!*

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Objectivity is a gift. You will want to **lead with objectivity!**

Objectivity means disciplining yourself to not process everything you experience only through your own emotions. Something may well strike your emotions a certain way, but you must realize that the way and the reason it happened isn't necessarily because of the way it struck your sensibilities or your emotions.

In the beginning, when you're interacting with a limited number of people on your team, and while you still have not recognized the value of objectivity, you may be able to cope, even if you do get emotionally involved with the issues of those you are coaching and mentoring. However, when your group grows to 20 or more, if you continue to be emotionally involved, instead of adopting objectivity, you will not be able to grow your group beyond that. **Without objectivity, you can't possibly grow your business to profitability.**

Given the sheer number of people you will encounter on your journey to the top, **you will exhaust yourself by emotionally processing every interaction that occurs, and then responding emotionally.** There are just too many human beings going through too much disorientation and realignment, too much emotion, in the journey.

In addition to exhausting you, **lack of objectivity will get you off course, away from your direction.** If you're so drawn by other people's issues, you can't lead – instead, you're being led by whatever issue or whatever emotion comes up. Consequently, instead of focusing on where you're headed, you become scattered putting out brush fires left and right.

If, then, you want to get to the top of your company, you want to always lead with objectivity – look at things as if you are not involved, so that your responses are not clouded by your emotions. **You cannot possibly get to the top, without developing this ability to be objective. It's a key to leadership.**

Your role as a leader is not a license for you to be drawn into and dwell in the drama of people you coach. Having lived through your own uncertainty to emerge focused on your direction, you don't want to spend the rest of your life looking at their uncertainty. Just give them enough room to go through whatever they need to go through, so that they too can grow and emerge on the other side as leaders in their own right.

Most people come into this business with a lifetime of conditioning to work, learn, prepare and get ready. And that makes for a difficult beginning – for some it's a mind-boggling shock! Succeeding now is not just about them going off with their books, learning the subject matter and coming back to impress you. Now it's about getting close enough to you, being vulnerable, trusting you and actually receiving from you. **It's about letting go, not thinking and just receiving – a totally different dynamic.**

Yet, no matter how much emotion that transition generates, **your only obligation is to walk by their side doing the business in front of them at a level of excellence.** You are not responsible for their success or their failure. You are an independent business owner, and so are they. Don't slow down to talk about it and then do it— just do it! You have nothing to prove. As long as you're trying to prove something or get their approval, you will not be yourself. And that's exactly what you want to be – **you want to be yourself.** Be yourself and become a loving, powerful leader.

Learn to be internally, rather than externally driven. Tell it like it is – cheerleaders are a dime a dozen, good coaches far and few between. Make attrition your friend: with objectivity, let the wrong people go so you can focus on grooming those that do deserve your time and energy. Match their energy with yours. People looking for that kind of leadership will be drawn to you and follow you.

And just as important, take care of yourself – lovingly tend to your physical, emotional and mental well-being. After all, you ARE your business. As you lead others, lead yourself, too, with objectivity and emotional control. That's how you **set the pace for your team!**

"Leadership cannot really be taught --it can only be learned." Harold S. Geneen

"Leadership is the challenge to be something more than average." Jim Rohn

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2. How do you perceive yourself as a leader? Describe in detail how would you like to feel about your interaction with people you've attracted to your team?

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3. What specific actions will you take to start interacting with objectivity and letting the wrong people go?

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4. What in your identity has not allowed you to take action on what you already know?

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5. What will you define as requirements for people you coach to earn your time?

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6. Start leading with your passion, but not with your emotion(s). You will either engage in emotional interactions to exhaust yourself or you will LEAD WITH OBJECTIVITY to SET THE PACE FOR YOUR TEAM and grow your business to profitability. It's YOUR choice!

**Additional resources:**

**SeaBiscuit:** Staring Tobey Maguire, Jeff Bridges and Chris Cooper

**Taking on the Mantle of Leadership:** a double CD set by Artemis @ [www.paidmydues.net](http://www.paidmydues.net)

**The One Minute Millionaire:** by Mark Victor Hansen & Robert Allen @ [www.theenlightenedway.com](http://www.theenlightenedway.com)

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## **IMAGINE: Disc 8**

- 1. Focus Points**
- 2. Be an "Active" Learner**
- 3. Fast or Slow... YOU Choose**
- 4. Think and Grow Rich... hmmm**
- 5. Mind Your Own Business!**
- 6. Be in Your Passion**
- 7. Leverage Your Leadership**
- 8. For Yourself or Against Yourself?**
- 9. The Choice is YOURS**
- 10. Strategies for Growth**
- 11. Insights from Artemis & Jerry**
- 12. Closing Comments**

"IT'S VERY IMPORTANT TO REALIZE THAT YOUR FIRST SUCCESS IN ANYTHING MAY TAKE A LOT LONGER BECAUSE YOUR FIRST SUCCESS ACTUALLY INCORPORATES A LOT MORE THAN YOU THINK..."

**ARTEMIS-TRACK 3**

"HOW MANY OF YOU ARE SEEING THINKING AND PATTERNS IN YOU THAT ARE MORE THAN A DECADE OLD, THAT YOU'RE STARTING TO CHANGE? JUST CHANGING SOME OF THESE LIFETIME PATTERNS IS WHERE A LOT OF YOUR WEALTH COMES FROM!"

**ARTEMIS -TRACK 3**

"IN THIS BUSINESS, I HAVE LEARNED THAT THE FURTHER THAT I WANT TO GO, THE MORE I HAVE TO LET GO OF... THAT'S A NICE WAY TO MAKE MONEY!"

**ARTEMIS -TRACK 5**

"I WANT YOU TO BEGIN REALIZING... YOU CAN MAKE SO MUCH MORE HAPPEN IN EVERY AREA OF YOUR LIFE, IF YOU WILL STOP TRYING TO DO EVERYTHING AND BE EVERYTHING TO EVERYBODY AND LEARN HOW TO PARTNER"

**ARTEMIS -TRACK 7**

"IF YOUR GOALS ARE PURELY THE SIZE OF YOU, THEN THEY ARE TOO SMALL AND YOU ARE NOT SERVING YOURSELF. MAKE YOUR GOALS LARGE ENOUGH THAT IT REQUIRES THE PARTNERSHIP OF OTHER PEOPLE..."

**ARTEMIS -TRACK 9**

"EVERY NIGHT... EVERY MORNING... TAKE SOME TIME TO BE WILLING TO RECEIVE SOMETHING THAT'S REALLY ON YOUR HEART TO ACHIEVE... THAT IS OUT OF YOUR REACH... AND INSTEAD OF CONTINUING TO IMAGINE WHY THIS ISN'T POSSIBLE, I'M JUST GOING TO ACCEPT IT'S ON MY HEART FOR A REASON."

**ARTEMIS -TRACK 9**

*EDUCATE YOUR EXPECTATIONS!*

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**It all starts in your IMAGINATION. You have the ability to imagine disaster or imagine success.** So the only question really is: "will you use your imagination to serve you or not?"

If you are like most people, you'll likely protest that you cannot imagine your future. If that's the case, you have simply just forgotten that you imagine all the time. In fact, you are more familiar with imagination than you give yourself credit for. You're simply not aware that your imagination is always in use. Did you not spend endless hours as a child entertaining yourself with flights of fancy about kingdoms and castles, a prince or a princess, pirates, robbers and cops? Did you not imagine being a doctor, an astronaut, a fireman, an athlete, or a nurse? Maybe even President of the whole wide world?

Of course you did. And, if you recall, your imagination ran amok in your teenage years. In fact, you really don't even have to go that far back. **You're imagining everyday to this very day.** But you've been conditioned to imagine mostly things that hinder you rather than adding color to your life the way you used to. The fear that gripped you when you started the business, or when you placed the first call to a prospect, was but the vivid imagination of something happening that hasn't really happened. The sad part is that when you entertain those kinds of mis-imaginings you only attract more of the same – more fear, more worry, more doubt, more self-limitations.

Look at it this way. You are being barraged by 4 billion bits of information coming at you every second. The primary function of your brain is to block "irrelevant" stuff so that you don't go crazy. It chooses only 2,000 pieces of information based on what you imagine. It is geared to allow only those bits of info that will confirm what you are already thinking and imagining. So every time you imagine fear, you are using your imagination to your destruction – only data that confirms your imagined fear is allowed in.

Now here's the flipside of the coin. The very fact that you're working with this action book, having heard the whole set of **EDUCATING YOUR EXPECTATIONS**, means that there is something that is drawing you forward. That being the case, why not let your imagination take you to heights and panoramic vistas that you can't yet physically see? If your goals are cut to your current size, they're too small. **As Donald Trump said: "if you're going to dream, might as well dream big!" If you think the sky is the limit, you may very well be cheating yourself.**

**Let go, then, your accustomed way of imagining.** If your imagination is capable of entertaining fears, why not just imagine that they are not true? Let your brain filter in only the 2,000 bits of data that will confirm the lofty, pleasing creations of your imagination.

What you are good at today doesn't matter – what you're being drawn to matters! **Instead of imagining that something is not possible, focus on the fact that it's in your heart now!** Relax. Then, ask that your eyes be opened to the resources around you. Then, ask for those things that you need, but are not there yet, to be brought across your path. That's how you forge partnerships and create your destiny.

Let your imagination soar and embrace the key things that expand you as a human being, the things that expand you into a role of a leader as opposed to a follower, and really **make yourself a change-agent in the world.** Why not? Imagine... **Build castles in the air, and then put the foundations under them:** become an active learner; grow a new brain; work on yourself to create the masterpiece you were meant to be; mind your own business (nobody else will); think and grow rich; be in your passion; leverage your leadership! Let go of notions (including mis-imaginings) that do not serve you!

**"Now here is my secret, a very simple secret...**

**It is only with the heart that one can see rightly; what is essential is invisible to the eye. What's most important is invisible...Our eyes are blind. You have to look with the heart."**

Antoine De Saint-Exupery, from THE LITTLE PRINCE

**"I dream my painting, then I paint my dream!"** Vincent Van Gogh

**"Imagination is everything. It is the preview of life's coming attractions."** Albert Einstein

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## **Congratulations!**

By going through and completing the 8 CD Program and this Action Book, you have engaged in and/or you have re-immersed yourself in a process that breeds success and delivers results!

We're excited that you are now armed with the insights, principles, and strategies --new tools and ways of thinking-- that empower you to adjust your rules and expand the boundaries of your business as far as you desire. By doing so, you will stretch yourself beyond the norm in the pursuit of excellence -- you will grow your leadership, your team and your enterprise faster.

You'll want to take note of what many might think is but a fortuitous happenstance: the acronym for **Educate Your Expectations** is EYE!

Can you bring yourself now to maybe "see" things from a different perspective? Perhaps from a helicopter or even a spacecraft view? Of course, you can – it's YOUR choice!

# **Educating your Expectations ACTION GUIDE**

**By Artemis**

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