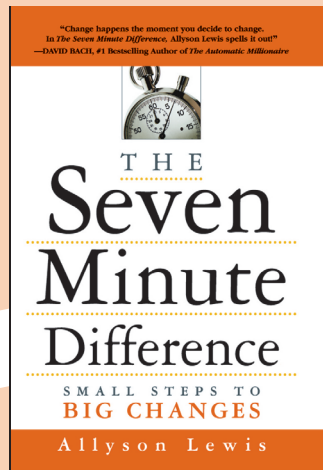


You're **7 minutes** Away from Your Next Breakthrough



Stop what you are doing. At least, stop what you have been doing. It is time to start a new revolution...a Seven Minute revolution. If you want to be different tomorrow than you are today... If you believe deep down that you can be richer, smarter, more productive, more organized, and more effective... If you're ready to "kick it up a notch" starting right now – today – then you've come to the right place.

Change Happens In An Instant™ It happens the moment you DECIDE to change.

*Are you successful? Sure you are! Are you educated, client-centered, hardworking, and forward-thinking? Again, I'll bet the answer is yes. And if I'm right, then what I'm about to share with you is even **MORE** important to your future success and your very happiness in business and in life.*

Think about it. Look at the following decisions and their accompanying small changes – what I call micro-actions. You can decide differently **today**. You can act differently **today**. And regardless of what other motivation and management gurus have to say, these decisions are the **ONLY** thing that will make a **BIG** difference for you tomorrow:

- Want to lose weight? **TODAY** grab a water instead of a soda.
- Want to get in better shape? **TODAY** walk for 7 minutes during your lunch hour.
- Want to improve your mind and your career? **TODAY** read 10 pages of a book a day.

- Want more clients, sales, and income? **TODAY** write 2 handwritten thank you notes.
- Want better relationships? **TODAY** spend 7 extra minutes listening to someone.
- Want to be more effective professionally? **TODAY** plan out your time and top priorities.

Becoming more efficient and effective is about stepping back from the daily grind of the business to look at the overall picture and decide who you want to become in the future.

The most successful individuals I've met are highly successful **PRECISELY** because they never stop reaching for the stars, never get complacent, and never let arrogance or ego get in the way of doing more and being more.

I know because after 20 years in business, I stumbled upon my own 7-minute “wake-up call.”

Allyson Lewis,

author of *“The Seven Minute Difference: Small Steps to Big Changes”* (Kaplan Publishing 2006), has spent the last 23 years developing and teaching concrete yet actionable life changing concepts. She is also a renowned motivational speaker and strategic business consultant.



A few years ago, during an annual team-building meeting at the firm where I work, my team participated in an exercise in which we took a blank sheet of paper from a yellow legal pad and wrote five words at the top of the page. Those five words were, *“My purpose in life is...”* With a 15-minute time limit, we were to write down the description to complete that thought.

After 20 years in business, I had a hard time not rolling my eyes and sighing, *“Here we go again.”* Another fluff exercise at another fluff meeting.

In fact, as the clock began ticking, my mind wandered to my ever-growing to-do list and some important tasks I had waiting for me back at my desk. Slowly, my thoughts wandered back to the present, and the exercise that was before me. By the time I brought my attention back to the task, a glance at the timer told me that I had daydreamed through 8 of the 15 minutes. Then, as if out of nowhere, the words came to me. I wrote out my larger purpose, my goals, and was able to articulate on that legal pad the driving force behind all of my life’s work up to that point and into the future.

I’d like to share with you four tools that can make all the difference to your ongoing success.

1. Re-establish your Purpose, Goals and Priorities. Set a time to get away from the office to ask yourself several very important questions. The answers to these questions will likely be the key to your future success. First, write these five very important words at the top of a

legal pad: *“My purpose in life is...”*, then give yourself plenty of time to honestly reflect on why you have been placed on this earth. Purpose is not what we do for ourselves – purpose is how we serve others. **What are your strengths? What are your passions?** When you uncover your purpose in life, you will set a path in motion that can become unstoppable.

2. Focus. When working on a project, we must fully focus all of our attention on that project. **Work to deliver more than what is expected.** If you want to be different, learn to listen – really listen. Everyone wants to feel important. We validate others’ feelings when they know we are listening to their needs, understanding their objectives, and focusing all of our efforts on helping them.

3. Training and Competence. I recently read that the average employee receives a total of seven hours of formal training for their jobs. I have no idea of what the “average” formal training is for the “average” individual in your industry, but I do know there are a LOT of “average individuals!!” If you want to **raise your performance above average**, commit to reading 10 pages of a non-fiction book every day – that simple action will allow you to read approximately 12 new books a year. You may also want to attend other classes that could raise your level of competence and confidence.

4. Create a Strategy and a Story. Choose one strategy to be known for and then tell that story over and over. You can only have one message. As a motivational speaker and strategic consultant, our story is *“Change happens in an instant, it happens the moment you decide to change.”* Our story is in all of our materials, on our website and known by all of our clients. **Decide what strategy you will stand for, and what story you will tell and then begin to shout it from the rooftops.** Soon others will also recognize how different you are and they will be telling your story for you as well. When you have a recognizable and memorable story, you will shine like a beacon of light in a world looking for change.

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