

VIDEO 1: THE CORE SECRET

ACTION GUIDE

Your Dreams Deserve to Come True!

You deserve to know the sales secrets of the masters. The core secret revealed in this video will begin to unlock the rest of the secrets so you can 100X your sales and success. The more you master these secrets, the greater the opportunity to experience breakthrough, over-the-top success.

MEET YOUR GUIDES



ZIG ZIGLAR

Mr. Ziglar was the Master of Sales Masters. His timeless secrets inspired thousands of millionaires. His book *Secrets of Closing the Sale* sold over a million copies and is known worldwide as “the sales bible.” He touched more than 250 million people during his forty years of truly innovative sales success and his timeless principles empower everyone today who wants to achieve over-the-top success.



KEVIN HARRINGTON

Kevin Harrington is an original “shark” from the hit TV show *Shark Tank* and a successful entrepreneur for more than forty years. He invented the infomercial and is one of the pioneers behind the As Seen on TV brand. He’s launched more than 500 products generating more than \$5 billion in global sales. He’s also the author of several bestselling books including *Act Now: How I Turn Ideas into Million Dollar Products*.

ARE YOU READY? LET’S DO THIS!

HOW DO YOU SEE SELLING?

“Sometimes you need a checkup from the neck up to eliminate stinkin’ thinkin’!”

— Zig Ziglar

What negative beliefs hold you back?

.....

.....

.....

The Truth about
Selling Your Idea,
Product, or Service

_____ is selling.

Selling is _____.

Notes:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

More than half
of billionaires
on *Forbes* list
started in sales.

“Selling is the prerequisite to success.” — Kevin Harrington

THE CORE SECRET

You can have _____ in life you _____, if you will just help _____ other people get what they _____. — Zig Ziglar

3 WAYS THE CORE SECRET CAN *Transform Your Perspective*

1. Confirms Your Desires and Dreams.

You shouldn't feel guilty about wanting something better for you, your family, and the world. Your dreams will be unique to you, but until you get clear on what they are, you'll never attempt to bring them to life.

“Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon must inevitably come to pass.”— Paul J. Meyer

WHAT DO YOU REALLY WANT?

Give yourself permission to dream and write down a few of the things you “ardently desire.”

2. Puts Your Focus on Other People.

Doesn't everybody today tell you to look out for yourself? To only take care of number one? To think win/lose in the game of life? It doesn't work that way. The secret lies in delivering value first, solving a problem, lending a hand, or offering a solution.

“You have to prime the pump—put something in before you can get something out.”— Paul J. Meyer



The Genius Approach

WHERE IS YOUR FOCUS?

Notes:

“The only way to ensure phenomenal success is to focus on other people.”

— Kevin Harrington

3. Propels Your Vision of What's Possible.

The more people you help, the more you'll get what YOU want. So that brings up a good question: how much is enough? It isn't about how much you sell. It's about how many people will you help before you say "Enough!"

How many people are you helping right now with your idea, product, or service?



What would it look like to 100X that amount? Add two zeros to that number and put it here:

.....

.....

Notes:

.....
.....
.....
.....

“Once you blow up ENOUGH, there’s no telling what’s possible for your success.”— Kevin Harrington

HOW MANY PEOPLE WILL YOU HELP?

Notes:

.....
.....
.....
.....
.....
.....

Reminder: Leave a comment on the video page to share your single biggest takeaway. What's your biggest takeaway from the video?