

15 Mindsets for 2010

Dear Friends,

I have been very blessed this year by having thousands of people cross my path. I got to know many people well, and some just crossed my path for a brief time. Throughout this journey I learned some important things about myself and about others. I thought I would share them with you here in hopes that they may bless and inspire you for the coming year as they have me.

1. **Make others feel special** - Make a personal connection where ever possible. They'll feel good and you'll feel great. There is a seed of greatness within each of us, so help everyone you meet to nourish that seed.



2. **Be a person of high integrity** - If you don't, it will bite you in the butt some day in some way. Guaranteed. And remember: **„People of integrity expect to be believed, and when they're not... they let time prove them right.“**

3. **Over deliver.** - The more you give, the more you will receive. Go the extra mile and give more than what is expected. Be strategic and purposeful with your giving, but give with an open heart and an attitude of gratitude and abundance.



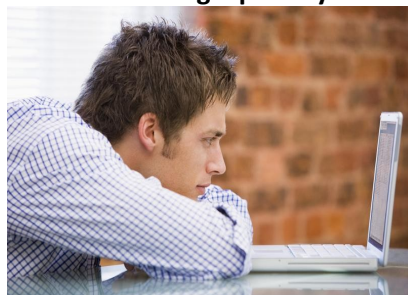
4. **Deliver quality or don't deliver at all** - Deliver quality, and stand behind your product, services, talents and your word. This is what your customers and friends will remember. The baker's dozen always made me smile.

5. **Value yourself** - This will hold you back and show up in more areas of your life and business than anything else. **Embrace who you are. Acknowledge that you have value to offer.** Step into it even if you are afraid. When you step into it, you will act it, then you will believe it, and finally you will claim it.



6. **Always make time for you** - Take personal time for yourself because that's what matters most. At the end of the day, your health, well being and the people you love are what is most important. Remember a burned out candle can't light a room.

7. **Make learning a priority** - In today's busy world where people are selling and consuming more



knowledge and information than ever before via the internet, if you aren't learning and passing on your knowledge, you will QUICKLY be left behind. Your education doesn't stop just because you're no longer in school. And you have something to share that will benefit and teach others.

8. **A little sacrifice is a good thing** - Building a business or a career is hard work. You have to be prepared to make short term sacrifices for the long term gain. Practice delayed gratification.



9. **Support your colleagues** - Encourage your colleagues in their journey. Refer them, speak well of them, support them, and use their services. Zig Ziglar said it best when he said, "***You will get all you want in life if you help enough other people get what they want.***"

10. **Collaborate** - Don't try to do it alone. It's harder and lonelier. The more you can collaborate, the more you will grow. And you will have more fun too. „***Teamwork makes the Dream work***“

11. **You have no competition** - Always adopt an abundance mentality. There's more business than there are people to provide it. If you approach your business or career with this perspective, you will never go hungry. Learn to make your competitors your allies.

12. **Always be growing your Network** - The more people you get to know and have to talk to, the more people you can serve. With no one to talk to, you have no one to serve. Each person we meet is like the doorway to another contact or experience. Keep opening doors.

13. **Don't wait for perfect** - Perfection can be the enemy. Don't wait for perfect or you will never take action.

14. **Take Action... for it is the enemy of fear** - Fear of Failure/Success/Criticism/Responsibility/Power (you name it) is the biggest paralyzer of all. If you take action, your fear will minimize and it will become peripheral instead of primary. Just do it.



15. **Failure isn't fatal** - This is a biggie. The more risks you take the more successes you will have - and the more failures too. Fail some so that you can see that you won't die and the world won't come to an end when you fail. Whew! O.K. failures, I'm ready for you now. As Dr. Robert Schuller said: „***Quitters never win... and Winners never Quit!***“

I hope you find these mindsets to be as helpful and insightful for you as they are for me. May we take these lessons into 2010 to find even more success, prosperity and fulfillment.

Happy New Year!

Cheers, Smiles, Laughs and Success,

Johnny "Hollywood" Rotnem

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