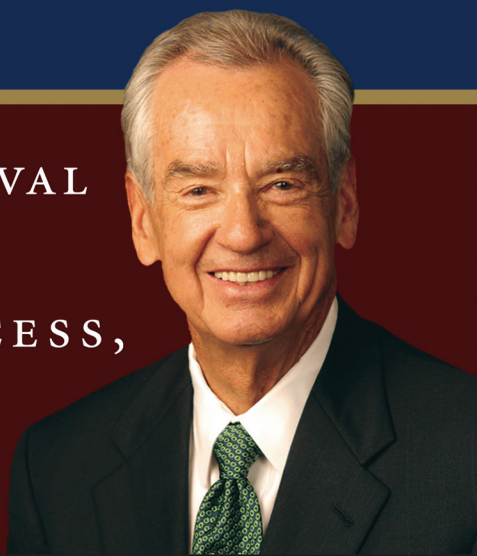


OVER —THE— TOP



MOVING *from* SURVIVAL
to STABILITY, *from*
STABILITY *to* SUCCESS,
from SUCCESS *to*
SIGNIFICANCE ~



ZIG ZIGLAR

AUTHOR OF THE BESTSELLER *See You at the Top*
OVER 1.5 MILLION COPIES SOLD

A PDF COMPANION TO THE AUDIOBOOK

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CHAPTER THREE

Having it all

ACTION NOW = BENEFITS NOW

I, _____, am an honest, intelligent, goal-directed, organized, responsible, committed, punctual individual. I am a highly motivated, optimistic, enthusiastic, positive, focused self-starter. I am a decisive, competent, disciplined, persistent, knowledgeable, creative, resourceful team player who makes good choices. I am an emotionally intelligent, confident believer and an extra-miler. I am energized, have great self-control and a healthy self-image, and manage myself well. These are the qualities of the winner I was born to be, and by using them every day, I will maintain my momentum and have employment security in a no-job-security world. They will also enable me to get more of the things money will buy and more of the things money won't buy.

CHAPTER ELEVEN

**A goals program:
the key to a
balanced success**

GENERAL GOALS PROCEDURE CHART

Goal #1	Goal #2
STEP #1 IDENTIFY YOUR GOALS	
Original Goal 165 lbs 34" waist	Get A "Better" Education
STEP #2 MY BENEFITS FROM REACHING THIS GOAL	
more energy - Less Illness Look and feel better Longer Life Span Better endurance more productivity Better Attitude + disposition more Creativity Better Example	Broaden + Increase opportunities Improve Self Image and increase relationships - Increase Income Improve Security + Knowledge Broaden Personal, business and Social Life + Contacts Improve discipline - Peace of mind Increase happiness - Confidence Enhance sense of accomplishment
STEP #3 MAJOR OBSTACLES AND MOUNTAINS TO CLIMB TO REACH THIS GOAL	
Lack of discipline bad weather - Irregular schedule Love for sweets - Lack of time Unhealthy eating habits Poor Physical Condition	Lack of patience - physical exhaustion - Financial costs heavy family demands - Lack of confidence (out of school 15-20 years)
STEP #4 SKILLS OR KNOWLEDGE REQUIRED TO REACH THIS GOAL	
dieting knowledge and techniques exercise and jogging procedures	Time management - positive attitude Patience - persistence - discipline better money management Effective study procedures
STEP #5 INDIVIDUALS, GROUPS, COMPANIES AND ORGANIZATIONS TO WORK WITH TO REACH THIS GOAL	
Dr. Ken Cooper, Dr. Randy Martin, program Chairman - Laurie Majors, The Red Head	Family - employer - academic counselor - financial consultant - monitor
STEP #6 PLAN OF ACTION TO REACH THIS GOAL	
Make Commitment No bread or sweets except on Sunday Jog 12.5 minutes weekly Good breakfast - Only fruit or healthy snacks after late Seminars Eat well balanced diet Drink 8 glasses of water daily Eat slowly and only at the table	Make Commitment - Organize time Practice self discipline (cut TV time) Secure family support - Schedule significant family time Join Public Library - Listen to educational Inspirational Recordings while driving. Attend Seminars Reduce meaningless activities Schedule study time daily Shape up physically for increased energy
STEP #7 7/11-74	COMPLETION DATE None - On going goal

GENERAL GOALS PROCEDURE CHART

Goal #1	Goal #2
STEP #1 IDENTIFY YOUR GOALS	
Acquire a new customized mini-van (be specific)	Be a "successful" parent
STEP #2 MY BENEFITS FROM REACHING THIS GOAL	
More dependable transportation Raise my sights and standards Improve job reliability Better attitude Increase travel opportunities Enhance social status Greater safety More comfort and fun	More happiness and peace of mind More stable marriage Better relationship with children, friends, neighbors and relatives Better career opportunities (if working parent) More old age security Enjoyment of potential grandchildren Increase potential of children
STEP #3 MAJOR OBSTACLES AND MOUNTAINS TO CLIMB TO REACH THIS GOAL	
Short of cash - Poor money management Present car has low trade-in value Income stabilized - Inflation - Mate disagrees Higher payments and insurance costs	Limited experience - Tight budget Heavy work load - Lack of patience Inadequate help or no help Alcoholic parent
STEP #4 SKILLS OR KNOWLEDGE REQUIRED TO REACH THIS GOAL	
Money management - Automobile knowledge Dollar stretching techniques Information on how to buy and trade techniques	Mental, nutritional, spiritual and physical information Read books on common sense, diplomacy, communication skills, time management and organizational skills Discipline procedures Know something about being a "fixer"
STEP #5 INDIVIDUALS, GROUPS, COMPANIES AND ORGANIZATIONS TO WORK WITH TO REACH THIS GOAL	
Family - Banker/Financier - Insurance agent - Employer Investment counselor - Part-time employer - Automobile dealer	Minister - Employer (if working) - Family physician - Mate (if any) Youth leaders - Educators - Parents-in-law - Neighbors Parent support groups
STEP #6 PLAN OF ACTION TO REACH THIS GOAL	
Get financial statement Record expenditures for 30 days Skip vacation and deposit savings Follow ads and bargain hunt Establish and control budget Get family involved in <i>their</i> new vehicle Take family "window shopping" to see dream vehicle Deposit savings every week in interest-bearing accounts Take temporary and <i>limited</i> part-time job	Read books on positive parenting procedures Assign daily responsibilities Provide daily mental and spiritual input and direction Spend time daily talking, directing, teaching and encouraging Accept and love my kids unconditionally Give them daily doses of affection and approval Expect, teach and require them to do their best Discipline properly and consistently Admit when wrong and ask forgiveness
STEP #7	January 1, 1990 COMPLETION DATE Intangible

PERSONAL PERFORMANCE RECORD

WEEK ENDING 12/11/

MY GOALS FOR THIS WEEK:	MY DAILY GOALS ACTIVITY		
#1 I am current Phone calls & corresp.	2 hours 15 min. Phone Calls - corresp.	Phone calls 45 minutes	3 hours phone calls, correspondence
#2 I weigh 165 lbs. and have a 34" waist	Ate sensibly Jogged	Ate sensibly No exercise	Ate sensibly Jogged 30 min.
#3 I finish revision R.P.K. March 1st	Nothing	Two hours Writing R.P.K.	Two hours Writing R.P.K.
#4 I read and research 10 hours weekly	One hour	Ninety minutes	2 hours reading and research
NOTES, PROJECTS, REMINDERS & IDEAS	MY DAILY PRIORITY LIST		
	Breakfast - T.R.H.	Breakfast - T.R.H.	Family time
Check schedule for Week and month	Update plans for week	9:35 Departure	Hit golf balls
	Review last week	Conduct Seminar	Call Dr.'s Campbell and Katterman
Get latest drug data - Dr. Tennant	Studio recordings	Work R.P.K.	8:25 to Pensacola
	Staff meetings	Christmas lights	
	Dinner meeting		
	Fred Smith		
Gather data - Info.	DATE	DATE	DATE
Board Meeting	12-5	12-6	12-7
	MONDAY	TUESDAY	WEDNESDAY
	TIME	TIME	TIME
	SCHEDULE	SCHEDULE	SCHEDULE
Get publishing permission from authors & publishers	6:15 Arise - dress - breakfast T.R.H.	6:30 Arise - dress 7:00 Breakfast - T.R.H.	6:45 Arise - dress 7:00 News
	7:35 To office	8:00 To office	7:15 Breakfast - T.R.H.
Verify travel schedule for week	8:00 Prayer and devotions Dr. Neil Gallagher	8:25 Details - Laurie M. 8:35 To airport	8:00 Relax - Newspaper 8:30 Phone calls - corresp.
	9:00 Staff meeting	9:35 Flight cancelled	9:30 R.P.K.
Update and experiment with new Performance Planner	9:25 Details - Laurie Mager 9:45 3 short recordings 10:00 Phone calls and correspondence	9:40 To Corpus Christi 11:25 Worked R.P.K.	10:30 Reading - research 11:10 Lunch - T.R.H. Keeper - Elizabeth
Check Hay Group progress	11:30 Office Conference	12:35 Arrive Corpus	12:40 Phone calls - corresp.
	11:50 To cafeteria	1:30 Seminar (Lowe)	2:30 Hit golf balls
	12:00 S.S. Lunch	5:25 To hospital and visit	3:10 Jogging
	1:30 To office	6:15 To airport	3:40 R.P.K.
	1:40 Details - Laurie Mager	6:30 Dinner	4:00 Shower - pack
	2:00 Home	7:25 To Dallas (R.P.K.)	5:30 News - T.V.
	2:20 Phone calls and conv.	8:35 Arrive Dallas	6:00 Dinner T.R.H.
	3:15 Work on pool - (clean)	9:15 Visit Tom, Chachis, T.R.H.	7:15 To office - airport
	3:30 Jogging	10:10 Christmas lights	8:20 To Pensacola
	4:00 Relax - T.R.H.	10:40 To bed - read	Reading - R.P.K.
	4:30 Reading - Research	11:00 Lights out	10:30 Arrive Pensacola
	5:30 News - T.R.H.		11:30 Lights out
	6:30 Dinner (Fred Smith)		
	9:00 Home		
	10:00 Rams and Bears		
	10:30 Bed - Reading		
	11:00 Lights out		
PHYSICAL ACTIVITY ▶	Jogged 30 min.	No Exercise	Jogged 30 min.
A BALANCED LIFE IS THE KEY TO TRUE SUCCESS AND HAPPINESS. EACH DAY MARK EACH AREA WITH A "+" OR A "-" SIGN	PHYSICAL + FAMILY +	PHYSICAL + FAMILY +	PHYSICAL + FAMILY +
	MENTAL + CAREER +	MENTAL + CAREER +	MENTAL + CAREER +
	SPIRITUAL + SOCIAL +	SPIRITUAL + SOCIAL +	SPIRITUAL + SOCIAL +
	RECREATIONAL - FINANCIAL +	RECREATIONAL - FINANCIAL +	RECREATIONAL + FINANCIAL +

MAKE TODAY WORTH REMEMBERING			
Phone calls and corresp. Two hours	Nothing Ate too much	Nothing Ate sensibly	Nothing Ate junk
Ate sensibly Jogged 30 min.	No jogging Wrote R.P.K.	Jogged 30 min. R.P.K. two hours	No jogging Nothing
Wrote R.P.K. One hour 10 min.	Two hours Read two hours	Reading and research two hours	Read two hours
Read one hour			

MY DAILY PRIORITY LIST			
Check Hay Group progress report 1:00 p.m. speak 6:30 p.m. speak	Call Dr. Tennant check Performance Planner forms Family time	Prepare Sunday School lesson	Sunday School and church

DATE		DATE		DATE		DATE	
12-8 THURSDAY		12-9 FRIDAY		12-10 SATURDAY		12-11 SUNDAY	
TIME	SCHEDULE	TIME	SCHEDULE	TIME	SCHEDULE	TIME	SCHEDULE
7:20	Arise - dress	3:30	Wake up - read	8:30	Arise - visit breakfast	7:00	Arise - shave, shower
7:30	Breakfast, paper	5:00	To bed		T.R.H.		breakfast
8:20	Phone calls	7:30	Arise - dress	10:00	S.S. Lesson	8:45	To S.S. and church
9:00	Correspondence	7:45	To airport	12:00	Lunch and shopping	12:30	Lunch T.R.H.
10:00	R.P.K.	8:45	To Dallas, wrote R.P.K.		T.R.H.	2:00	Home - relax
11:10	Shave, dress	11:45	Arrive Dallas	2:30	R.P.K.		read paper - nap
11:30	Lunch	12:30	To office	4:30	Jogging	4:00	Visit the T.R.H.
12:30	To seminar		Lunch	5:00	Read		drink tea
1:20	Speak, sign books	2:00	Home - golf course	6:00	Dinner Tom - Chachis	5:00	Shower
3:00	Newspaper intv.	4:00	Home - read		and T.R.H.	5:30	News
4:00	Jogging	5:00	Relax - news	8:00	Home - relax	6:00	Dinner T.R.H.
4:30	Shower	6:30	Dinner T.R.H.	9:00	Read - study	7:30	Relax - watch
5:30	Seminar	8:00	Visit Chad, Suze and grandchildren	10:00	To bed - read		fire burn
6:30	Speak, sign books			11:00	Lights out	9:00	T.V.
8:20	Dinner - nephew	9:30	Home - relax			10:00	News
9:40	Phone call	10:00	News			10:30	To bed - read
10:00	News	10:30	Reading			11:30	Lights out
10:30	Read	11:00	Lights out				
11:00	Lights out						

TIPS FOR A MORE PRODUCTIVE WEEK:

1. EACH WEEKEND: SCHEDULE PROJECTS AND ACTIVITIES INTO YOUR CALENDAR FOR THE NEXT WEEK.
2. EACH EVENING OR EARLY IN THE MORNING: LIST YOUR HIGHEST PRIORITIES FOR THE DAY AND CROSS OFF WHEN COMPLETED.
3. EACH DAY: BE A "GOOD-FINDER"...LOOK FOR THE GOOD IN OTHERS AND GIVE SINCERE COMPLIMENTS.

Jogged 30 min.		No Exercise		Jogged 30 min.		Jogged 30 min.	
PHYSICAL	+	FAMILY	+	PHYSICAL	+	FAMILY	+
MENTAL	+	CAREER	+	MENTAL	+	CAREER	+
SPIRITUAL	+	SOCIAL	+	SPIRITUAL	+	SOCIAL	+
RECREATIONAL	-	FINANCIAL	+	RECREATIONAL	+	FINANCIAL	-

CLAIMING THE QUALITIES

STEP #1: For *thirty days* first thing in the morning, last thing at night, by yourself, in front of a mirror, stand up straight, square your shoulders, look yourself in the eye, and quietly, but with conviction, say in the first-person present tense:

“I, _____, am a person of integrity with a good, positive, “Gosh!” attitude and specific goals. I have a high energy level, am enthusiastic, and take pride in my appearance and what I do. I have a sense of humor, lots of faith, wisdom, and the vision, empathy, and courage to use my talents effectively. I have character and am knowledgeable. My convictions are strong, and I have a healthy self-image, a passion for what is right, and a solid hope for the future.

“I am an honest, sincere, hardworking person. I am tough but fair and sensitive. I’m disciplined, motivated, and focused. I am a good listener and patient, but take decisive action. I am bold, authoritative, and confident, yet humble. I am an encourager, a good-finder, an excellent communicator, and I am developing winning habits. I am loving, caring, gentle, and kind, and I am a student, a teacher, and a self-starter. I am obedient, loyal, responsible, dependable, and prompt. I have a servant’s heart and self-control. I am ambitious, cheerful, courteous, respectful, compassionate, and a team player. I am personable, optimistic, and organized. I am consistent, considerate, generous, and resourceful. I am intelligent, competent, persistent, and creative. I am health-conscious, balanced, and sober. I am flexible, punctual, thrifty, and diligent.

“I am a giving, forgiving, personable, friendly, unselfish, mannerly, neat, obedient good-finder who does my best at whatever I do. I am also a versatile, curious, mature, action-oriented person who responds to life’s challenges, and I have a strong desire to succeed in all areas of life.

“I am a prudent, honorable person, and I run my life with integrity and discernment. I am truly grateful for the opportunity

life has given me. These are the qualities of the winner I was born to be, and I am fully committed to develop these marvelous qualities with which I have been entrusted. I know that by doing this I will be happier, healthier, more prosperous, and more secure. I will also have more peace of mind, more friends, better family relationships, and more hope for a better future. Tonight I'm going to sleep wonderfully well. I will dream powerful, positive dreams. I will awaken energized and refreshed, and tomorrow's going to be magnificent!"

Repeat the process the next morning and close by saying, "These are the qualities of the winner I was born to be. Today is the first day of the rest of my life, and it is wonderful."

STEP #2: After thirty days add this step: Choose your strongest quality and the one you feel needs the most work. **EXAMPLE:** Strongest—honest; needs most work—organized. On a separate 3" × 5" card, print: "I, _____, am a completely honest person, and every day I am getting better and better organized."

Do this first thing in the morning and last thing at night for one week, then repeat the process with the second-strongest quality and the second one that needs work. Do this until you've completed the entire list. This process will change your life for the better.

NOTE: Keep this handy and use it regularly for the rest of your life!

STEP #3: Concentrate on the qualities that more specifically apply to each area of life, and focus on them while understanding that many of them will overlap and some of them apply regardless of your objective.

"To build better relationships with my family and fellowman, I, _____, am a sincere, patient, giving and forgiving, cheerful, friendly, personable, mature, flexible, understanding, courteous, respectful, compassionate, considerate, sensitive individual with integrity and a good sense of humor. I am also neat, clean, and sober, a good listener and a good-finder. I am a loving, caring, gentle, kind, loyal, compassionate, faithful, mannerly, unselfish person who is affectionate and generous with my family and have great affection for my fellowman.

These are the qualities that enable me to build permanent winning relationships with my fellowman and loving, lifetime relationships with my family.”

To succeed in whatever your field of endeavor and move into executive or leadership positions:

“I, _____, am a consistent, creative, committed, emotionally intelligent, competent, respectful, humble, mature person. I am a disciplined, dependable, creative, courteous, hardworking good listener who is also a good-finder, using wisdom, good judgment, and patience in dealing with people and problems. I have a positive attitude, high energy level, self-control, and good communications skills. I am focused and tough on myself and fair with others. I am bold, authoritative, and confident, and I take decisive action. I have complete integrity, a great sense of humor, and a thirst for knowledge. I am action oriented and run my day by the clock and my life with a vision. I keep my life in balance and am on a daily personal growth program in my physical, mental, and spiritual lives, so I will live well and finish well. I have integrity, a passion for what I do, intense faith, a servant’s heart, and a strong desire to work for the benefit of my family and my associates. These are the qualities that are enabling me to become the leader I was born to be.

“To improve my health, increase my energy level, and enable me to be more so I can do more and have more, I, _____, am a highly motivated, disciplined, mature individual with great self-control who is health-conscious and committed to a lifestyle that will improve my health, increase my energy, and help ensure a high quality of life all of my life. I eat healthy, well-balanced meals in appropriate proportions, exercise sensibly on a regular basis, and get an adequate amount of sleep. I abstain from alcohol, tobacco, and drugs and protect my mind from negative or degrading input. I seek and enjoy the

company of people who share my outlook and values because I know that my associates will encourage me in my commitments.”

MESSAGE: Recognize your unique qualities, then specifically apply these qualities to your objectives, whether you wish to lose weight, get a better education, increase your net worth, move up the corporate ladder, or achieve another worthwhile goal.

FINALLY: Think back to the twelve objectives I identified for you plus the procedure that can increase your income, improve your family relationships, and make you happier and healthier. Note the ones you feel you have accomplished and start again at the beginning.

GUARANTEE: If you will read *more* slowly and mark *more* carefully the things that inspire you, you will get far *more* from the second reading than you did the first reading. *And* if you read it to a child, a person who cannot see, or a functionally illiterate person, you will get *dramatically* more from *Over the Top* your second or subsequent time through.