

Sticky Note Success

25 Self-Motivating Messages to
Pump Up Productivity and Stimulate Sales



*another ebook from
the namteag guy*

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There's no such thing as a motivational speaker.

Not even Tony Robbins, Zig Ziglar, Jim Rohn, Norman Vincent Peale or Napoleon Hill were motivational speakers.

Sure, those were five highly motivated dudes. And sure, those guys definitely spoke about the topic of motivation.

BUT REMEMBER THIS: the only person in the world who can motivate you is yourself.





As an author, speaker an
entrepreneur myself, I've become
skilled at self-motivation.



See, I work alone. No boss. No
coworkers. No clock-in box.

Just me.

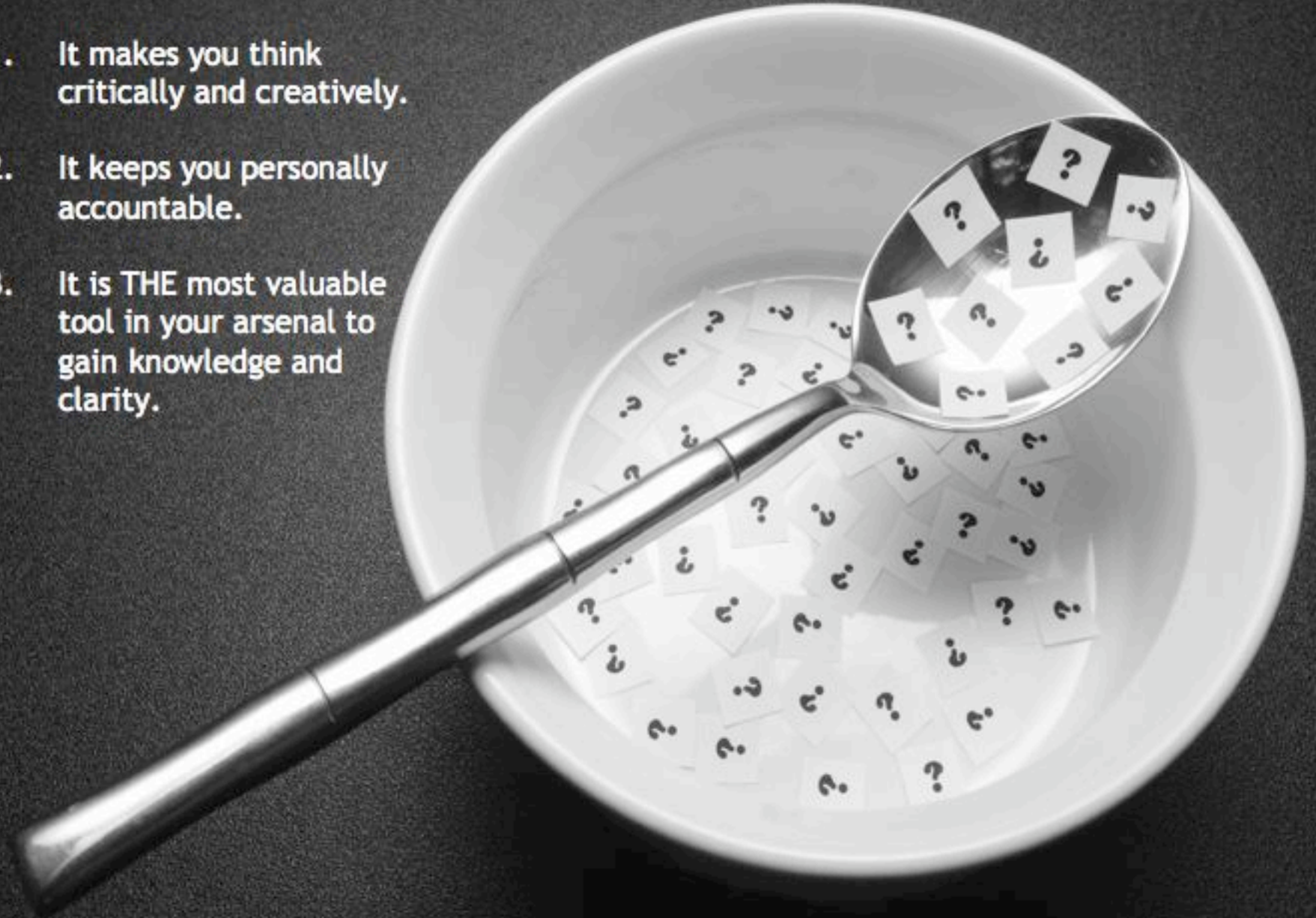
And in my experience, self-motivation works best under **three conditions**:

1. When it's visual
2. When it's daily
3. When it punches you in the face



See, visual self-questioning works because:

1. It makes you think critically and creatively.
2. It keeps you personally accountable.
3. It is THE most valuable tool in your arsenal to gain knowledge and clarity.



SO, HERE'S THE DEAL: **(BEFORE WE GO ANY FURTHER...)**

Go grab a pad of sticky notes and a Sharpie.


Yep. You're about to read a list.

You'll want to write each question on a sticky note, then post them on your desk, computer, phone or bulletin board.


This technique W-O-R-K-S.

Trust me.





Here
we go...



Did you ask
for their
email?

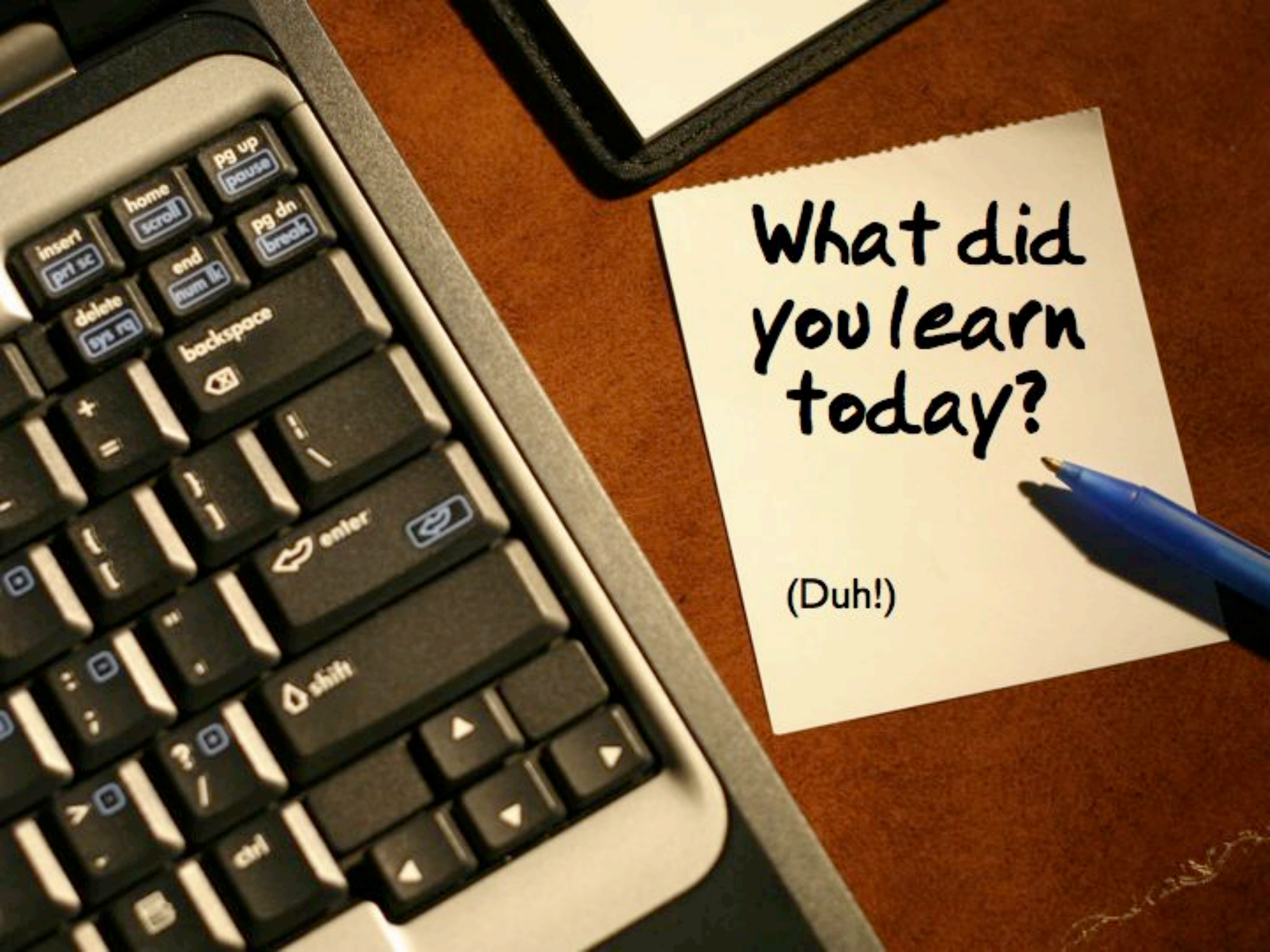
Many marketers would agree that all businesspeople are in the “Name Accumulation” business. Whether or not you send out a newsletter, your email list of contacts is probably the most important and valuable resource you will ever own. Be sure to expand it regularly.

A 3D rendered character with purple hands is holding a yellow sticky note. The character's hands are positioned at the bottom corners of the note, as if holding it up. The note is tilted slightly to the right. The background is plain white.

**Did you
listen twice
as much as
you talked?**

My dad once told me,
“Scott, you have two
ears and one mouth.

Talk and listen
accordingly.” This sticky
note is a perfect way to
keep your phone
conversations
accountable.



What did
you learn
today?

(Duh!)

I don't need to remind you how few people actually do this on a daily basis. It's an absolute must. It takes less than five minutes.

**Did you
look at
your goals
today?**

Make it your goal to delight, WOW or blow away one customer a day. After a year, that makes about 250 customers. And each of them will probably tell at least 5 other potential customers. That makes 1,250 people a year. Wow.

Who did you
WOW
today?

Does
everyone
you know
know what
you DO?


For a living, that is. What you do as a professional, for companies, for customers. Be sure your positioning statement clearly defined and posted where everyone can see it.

Does
everyone you
know know
what you're
DOING?

Do you have a
calendar, RSS feed or
"upcoming events"
section of your website
and ezine? Are people
anticipating your
arrival?

Does
everyone you
know know
what you've
DONE?

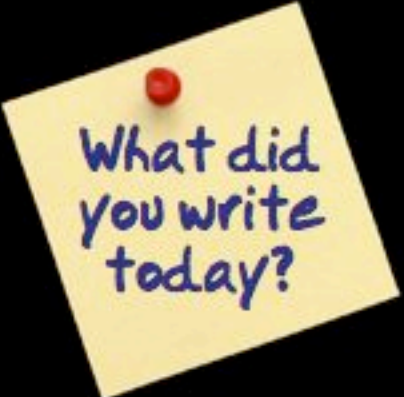
Past clients, past
successes, whom
you worked with,
how you helped
them. How many
testimonial letters
do you have?



Is what you're
doing **RIGHT NOW**
consistent with your
number one goal?

Is what
you're doing
RIGHT NOW
leading to
a sale?

I tripled my income two years in a row because
of this question. *Solid.*



What did
you write
today?

Because of this question, I haven't missed a day of writing in years. I suggest this question to everyone. And if you're saying to yourself, "But Scott, I'm not a writer!" My response to that is, "Everyone is a writer."

Just because you don't write books or publish a column doesn't mean you're not a writer. There's blogging, publishing newsletters and writing emails. All writing. All valuable. All done daily.

Writing is the basis of all wealth.

A blue clothespin is attached to the top edge of a white rectangular note. The note is slightly tilted and has the text "What's next?" written in a bold, black, handwritten-style font. The background is a clear, bright blue sky.

What's next?

A red clothespin is attached to the top edge of a white rectangular note. The note is slightly tilted and has text printed in a black, sans-serif font. The background is a clear, bright blue sky.

Boredom is the enemy. This question works for small things and big things alike. Asking, "What's next?" on a big-picture scale is a valuable brainstorming activity to evaluate the growth of your business.



What rules
did you
break
today?

By breaking rules, **you are training your mind to develop an attitude of creativity, boldness and action.** These small rule-breaking instances are going to accumulate and expand. Eventually, you will start thinking about the bigger picture of your career and life. The status quo. The standards. The boxes the world tries to put you in. And you will learn that Rule Breakers rule.

What HVAs
did you
practice
today?

That stands for “Highly Valuable Activity.”


Your goal is to accomplish three per day.

Now, what you consider to be a HVA is up to you. Examples might include meeting with a prospect, writing an article, going to the gym, reading a new book or spending time with your Uncle Harry.


But see, after a while, those numbers start to add up.

3 per day. That's 21 per week. 84 per month. 1,018 per year.


Hmm.




Is what I'm
doing today
going to bring
this customer
back tomorrow?



There's no business like
repeat business. And even
when you say no, you're still
marketing. So be sure your
words and actions are
unforgettable. In the
process, you will turn your
customers into fans.



Cultivate and cherish
these people who loyally love
your stuff. Enable them to tell
everyone about you, and they
WILL come back tomorrow.

A wooden mannequin is holding a yellow sticky note. The note has handwritten text in black ink. The background is a plain, light-colored wall.

Who did you
give your
business card
to today?

NUMBER ONE networking tool you own. Even if it's dropped in a sub shop bowl, stuck on a bulletin board or left on the counter, or given to someone in person, cards works. Especially if your card is cool.

And if your card isn't cool, get a new card.

This is my all-time favorite.

Especially for managers and leaders, this question helps you clarify your philosophy, mission and orders. The key is, once you figure out the answer to this question, then ask yourself the following:

“Is what I’m doing or saying giving my people the tools they need to build that world?”

If not, throw it out.

If everyone
did exactly
what you said,
what would
their world
look like?

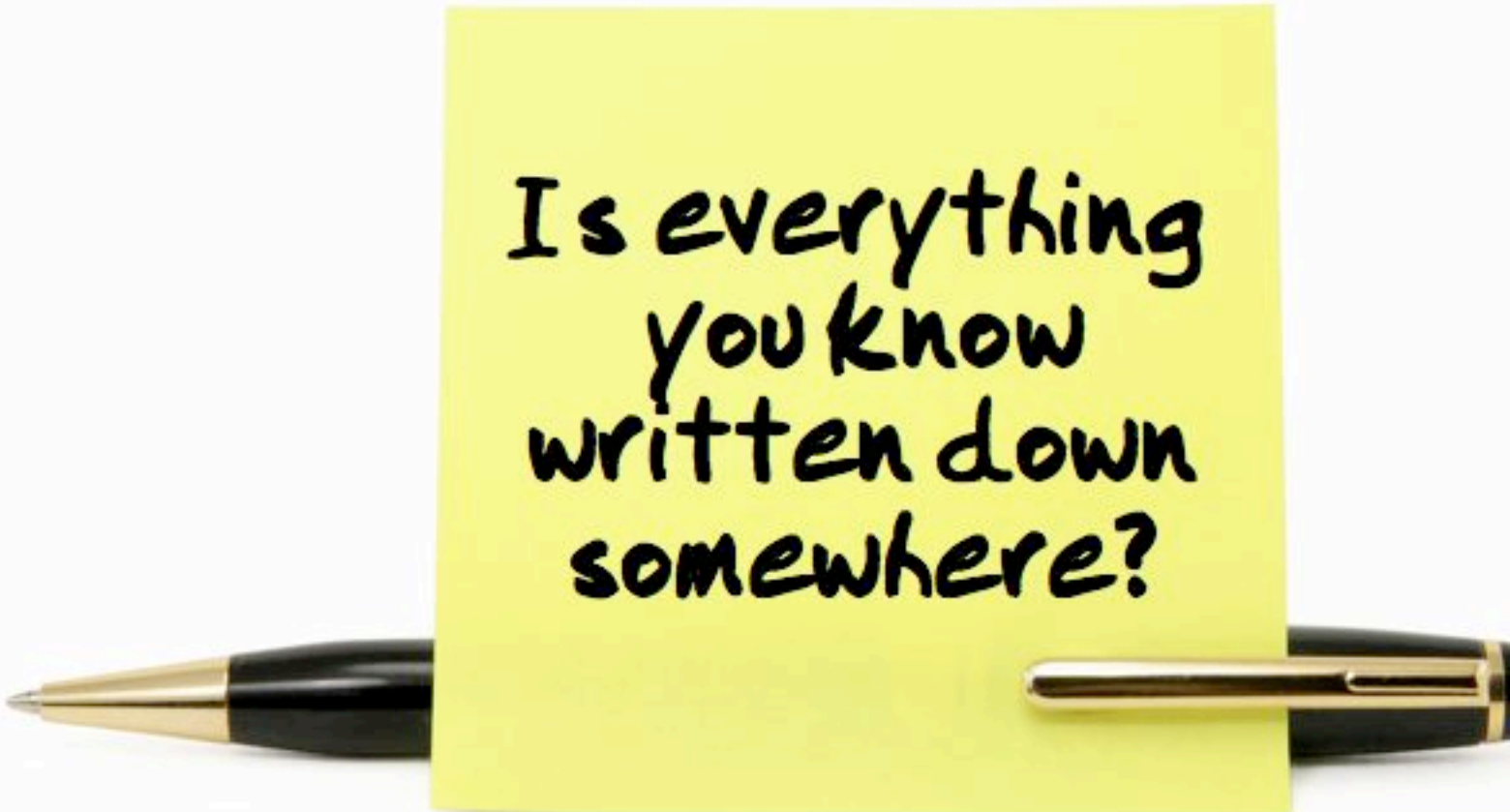
That which goes unrecorded goes unmemorable. You must write everything down. Everything! Goals, thoughts, lessons learned and especially ideas. For example, how many times have you exclaimed, "Damn! I wish I'd thought of that!"

Well, I have some bad news for you: you probably DID think of that. You just didn't write it down. And that's why someone else is making money off that idea, not you.

Write.

Everything.

Down.



Is everything
you know
written down
somewhere?



What
mistake did
you learn
from today?

Make lots of mistakes.

Keep a mistake journal.
Be sure to learn from
every one of them.

The best way to GET a referral
is to GIVE one first.



10 years ago this wasn't relevant.

But now, it's actually possible.

A single thought posted on the web from your living room could instantly be seen by millions of people across the world.

Potentially, you're only one blog post away from the front pages of the *Times*.

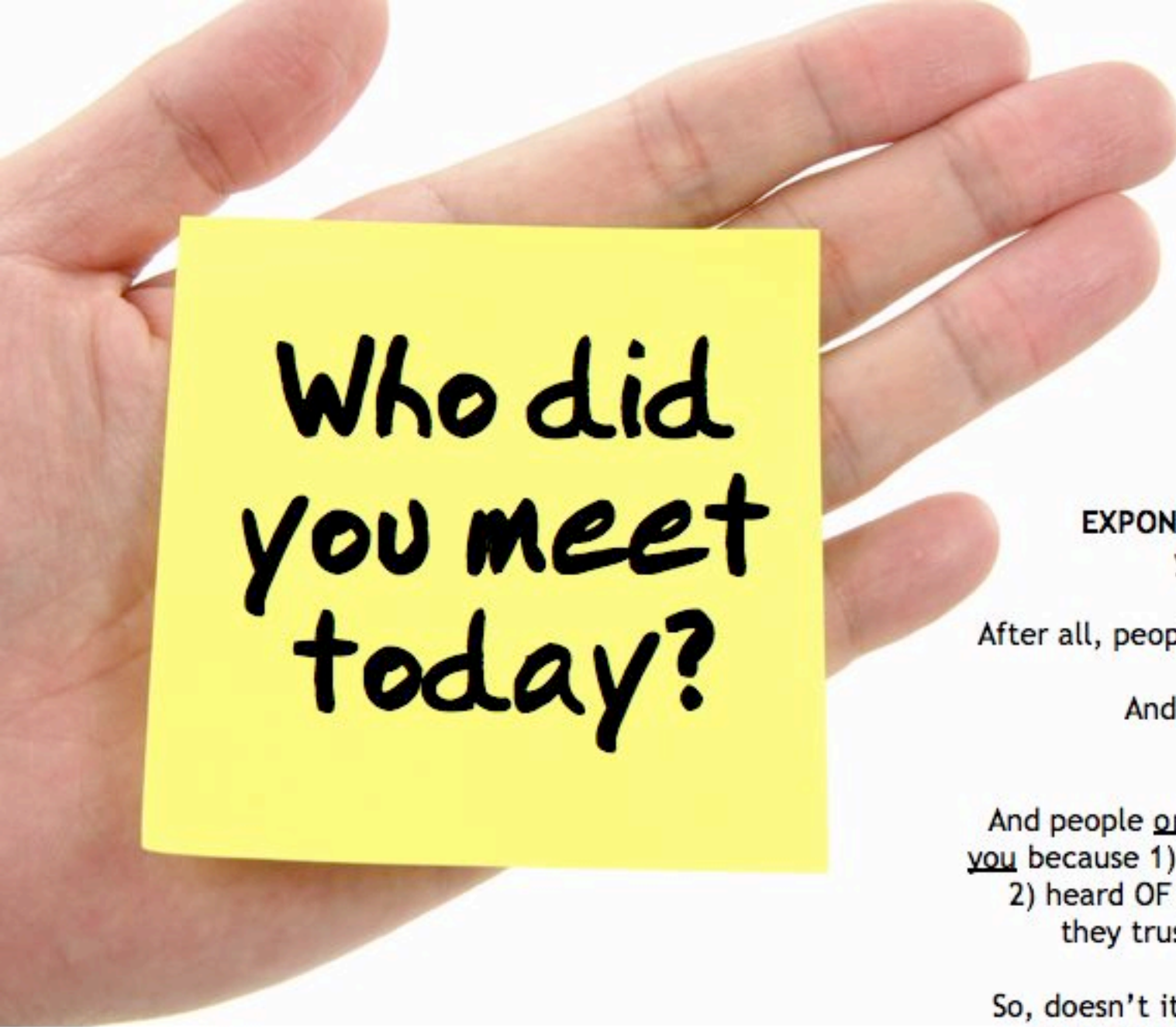
So be careful what you write.

Because the Internet is **FOR-EVER.**

Would you write that on the front page of the New York Times?



**And last but
not least...**



Who did
you meet
today?

EXPONENTIALLY increase
your activity level.

After all, people buy people first.

And people do business
with their friends.

And people only do business with
you because 1) they've heard you,
2) heard OF you, or 3) someone
they trust has heard of you.

So, doesn't it just *make sense* to
make friends with everybody?

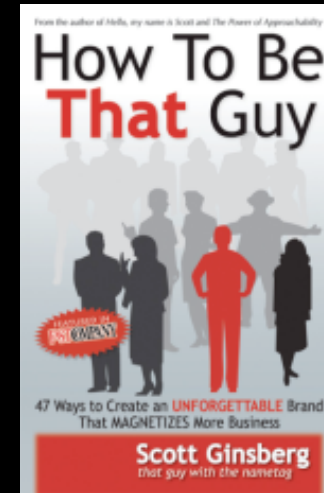


That's
the end.

Good
luck!

-Scott

Wait, Scott writes REAL books too?



Go to www.hellomynameisscott and buy lots of them.

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HELLO, my name is Scott!

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