Building Your Primerica Business

REACH & RUN
GOALS

the object of a person's ambition or effort; an aim or desired result.
How bad do you want it?

I got that Go Kart!
Goals Demand Change
To Be the Best, You have to Beat the Best. To Beat the Best, You have to know what the Best is Doing, and Be Willing to Do It.
Goals Demand Change

When the going gets tough, the tough get going — when the going gets tough, the weak flake out!

Remember — Winners go through everything that the Losers aren’t willing to go through!
Goals Demand Change

If you don’t have what you said you wanted:
A. You really didn’t want it bad enough!
B. You were attempting to negotiate the price!
C. The desire to eliminate pain isn’t strong enough!
D. The desire to experience pleasure isn’t strong enough!
E. No one or Nothing is that important to you!
GOALS

“DEMAND”

CHANGE
Goals Demand Change

Why Don’t people change?

1. Don’t believe they need to change!
2. Don’t want to (not willing to) change!
   - Up until now, No One or Nothing has been important enough… When someone or something becomes important enough… YOU WILL CHANGE!
   - When the Desire to Eliminate Pain or to Desire Experience Pleasure becomes strong enough… YOU WILL CHANGE!
3. Don’t believe they can change!
   A. (Learned Helplessness)   B. (Learned Effectiveness)
      1. Puppy
      2. Barracuda
      3. Elephant
      4. Don’t know how to change!
      1. Human vs. Animal
      • Oppposable Thumb
      • Deductive Reasoning
1. **Awareness**
   A. **Self** Observance
   B. **Others** Observance

2. **Acceptance**
   A. **Not** Denial
   B. **Not** Fantasy
   C. **Not** “I Know” – but **Humility**!

3. **Affirmation**
   A. What do you want your business to **look like**?
   B. What do you want (need) to **become**?
Goals Demand Change

4. Action Plan
   A. **Specific** (Detail)
   B. In Writing (Think in Ink)

5. Action Steps
   Hit the Road – This is where your **Actions** must match your **Rhetoric**!

6. Accountability
   A. Self-Accountability – **Day Planner**
   B. Other Accountability
      1. **Mentor**
      2. **Accountability Partner**

   *Make sure you hold yourself to a high level of **integrity** and are willing and desiring of **feedback**!

   *Check Early, Check Often!
What Is IT?

YOU

IT
What Is IT?

YOU

Birth

Turn Back

ABORT

Quit
What Is IT?

YOU

Turn Back

Birth

ABORT

Quit

Break Through

Recommit

IT

IT
YOUR GOAL

FOCUS

DISTRACTIONS

OBSTACLES

APATHETIC    CASUAL    OBSESSED

*LEVEL OF IMPORTANCE will FUEL your Effort!
YOUR GOAL

FOCUS

OBSTACLES  FOCUS  DISTRACTIONS

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YOUR GOAL

APATHETIC  CASUAL  OBSESSED

*LEVEL OF IMPORTANCE will FUEL your effort!
FIND THE OLD LADY AND YOUNG LADY
FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS.

HOW MANY “F’S” ARE IN THE FOLLOWING SENTENCE?
REMEMBER WHY YOU’RE RUNNING
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THE FAMILY
THE FAMILY
THE FAMILY
THE FAMILY
THE FAMILY
THE FAMILY
MY FAMILY & PATTI’S TEAM
TIM CARPENTER CHILDREN'S MINISTRY

Hold on to that dream... and run!
THE COMPETITION
THE COMPANY
REMEMBER WHY YOU’RE RUNNING!
REMEMBER WHY YOU’RE RUNNING!

DON’T BE A WARTHOG
REMEMBER WHY YOU’RE RUNNING