

# IN TARGET TO MASTERY™

## Goal Plan

### Lead The Field

Success is not a matter of luck or circumstance. It is not a matter of fate, "the breaks" you get, or who you know. Success is a matter of sticking to a set of common-sense principles that anyone can master.

Through the combined strengths of the *Lead the Field* audio program by Earl Nightingale, and your Six-Week Action Course, you will learn 12 basic ideas to bring order and success into your life.





Target Area  
**Duplicating and Leading Your Business**

Once you have launched your business properly and have built a solid foundation, you will want to immediately begin duplicating “you” and your success over and over again. *This is the power of network marketing.*

The Goal Plans in this series are designed to show you how to effortlessly duplicate yourself and your system. Your business should then grow exponentially. This is one of the most exciting aspects of having a successful network marketing business! Not only will you see your organization grow before you, but you will also see a fundamental change in you—you will have become a leader.

Only you can determine what *kind* of leader to be. You must make a choice to *effectively* lead or not. Undertaking this Goal Plan series will help you become an effective and masterful leader. As a masterful leader, you will guarantee for yourself a thriving organization.

Goal Category

**Lead the Field**

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Through the combined strengths of the *Lead the Field* audio program by Earl Nightingale and your Six-Week Action Course, you will learn 12 basic ideas to bring order and success into your life.

You will begin to:

- Use the vast untapped potential of your creative mind.
- Develop ideas and opportunities.
- Focus on your goals.
- Experience positive changes in attitude.
- Get better responses from others.
- Learn how to be more efficient, focused and productive.

Your Goal

**Complete 12 Success Ideas**

During the next six weeks you will listen to the audio program, complete projects and instill successful ideas into your daily routine until they become habits. As they become part of your regular patterns, these ideas will produce extraordinary results. Enter the following goal into your Goal Plan Worksheet in your Action Course workbook:

| My Six-Week Goals |          |               |
|-------------------|----------|---------------|
| Goal Category     | Goal     | Actual Result |
| Lead the Field    | 12 ideas |               |

*Leaders are  
 made—  
 not born!*





# Measuring Your Goal

You will earn 100% of your goal for this Goal Plan when you have completed the projects for the 12 ideas. Each idea is worth 8.34% (100% ÷ 12 = 8.34%). Therefore, when you complete projects for two ideas per week, you are on target to achieve 100% of your goal. Each week at your team session, enter the total of percentages earned onto your Scratch-Pad Worksheet for “Achieved to date.”

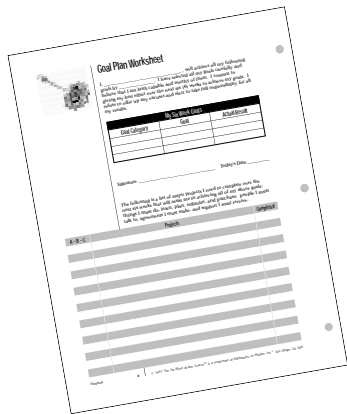
## Resource Materials

Enclosed as part of this Goal Plan is the following resource:

**Lead the Field** audio tape program and workbook by Earl Nightingale

### How to use this resource:

We recommend that you listen to your audio tapes at a time when you can focus—you have no distractions and can take notes. Earl Nightingale presents two ideas on each audio tape. Listen and follow along with the workbook, highlighting passages significant to you. Listen to each idea several times before beginning associated projects. *Note: Goal Plan projects were specifically designed to work with your Six-Week Action Course. Completing all the exercises in the Lead the Field workbook is recommended to derive even greater benefit from this course, but is optional.*



Transfer your list of projects to the Goal Plan Worksheet in your Action Course workbook.

# PROJECTS

List all major projects designed to support your goal—what you must do, learn, organize and purchase, people you must talk to, agreements you must make, and support you must receive.

The following is a list of projects that will fulfill the requirements for you to achieve 100% of your goal for this Goal Plan. But remember, this is **your** Goal Plan. Use your imagination and ask for help from your teammates to brainstorm, select, and prioritize bonus projects to do *in addition to* your 100% projects. Any additions should: complement the projects listed; satisfy the objectives for this Goal Plan; and contribute to your learning the ideas to a greater degree—which would proportionately add greater results for you! Transfer your list of projects to your Goal Plan Worksheet in your Action Course workbook.

Listen to the entire *Lead the Field* program once. Then one idea at a time, complete the associated projects before moving on to the next idea.

### IDEA #1 - THE MAGIC OF ATTITUDE

- List five areas of your life and describe your current attitude; identify ideal attitudes for each area.
- Select three ideal attitudes and for three or more times each day imagine those attitudes as being yours.

### IDEA #2 - RECOGNIZING OPPORTUNITY

- List at least 10 ways to improve your service.
- Read daily for at least 30 minutes each day this week to increase your knowledge of your industry, company, and products.

### IDEA #3 - SETTING WORTHY GOALS

- List all of your major goals.
- Decide which is your current PRIMARY GOAL and bring it to mind frequently.

**IDEA #4 - USING YOUR MIND**

- Brainstorm 20 creative ideas each day this week.

**IDEA #5 - SERVICE AND REWARDS**

- Start a list and each day add one way you can improve your service to others.

**IDEA #6 - SELF-KNOWLEDGE**

- Identify your talents and areas of improvement.
- List ways to use your talents for greater effect in your business.

**IDEA #7 - CONFORMITY/NON-CONFORMITY**

- Identify qualities that you admire in others.
- Analyze how you are influenced by your associates.

**IDEA #8 - SELF-MANAGEMENT**

- Identify ways of improving your worth, as a business owner, in the areas of research, production, and selling. Then do it! (Complete one or more ideas.)

**IDEA #9 - MONEY**

- Set your financial goals—yearly income, financial reserves and retirement income—EXACTLY.
- List 10 ways to improve your value to your customers/downline.

**IDEA #10 - PERSONAL GROWTH**

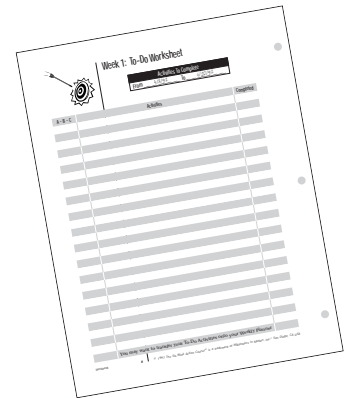
- Rate yourself on your use of the English language.
- Read daily to enrich your vocabulary. Try the dictionary!

**IDEA #11 - USING TIME MANAGEMENT**

- Make prioritized To-Do lists **daily**: *List 6 To-Do's for the next day, then prioritize them. In the morning, complete the first item before moving on to the next one. Repeat, one item at a time. Don't worry if you don't complete the list. Move items to the next day's list if you have to.*

**IDEA #12 - BEING A LEADER**

- Evaluate yourself as a leader.
- Review the entire program again from your notes and the workbook, and ensure you have a system of using all ideas daily.



List project activities on the To-Do Worksheet in your Action Course workbook.

Any To-Do's not completed must be added to your next week's To-Do list.

## TO-DO'S

You must complete a number of smaller steps or To-Do's relating to projects in this Goal Plan—projects you have recorded on your Goal Plan Worksheet. You are responsible for identifying and listing your To-Do's WEEKLY. Only you can decide what must be done to complete your projects. Review your projects regularly to check your overall progress and to determine your To-Do's for the week.

List the activities on your weekly To-Do Worksheets and cross them off when you complete them. Any To-Do's not completed must be added to your next week's To-Do list. Your To-Do's might include:

- Schedule time on my calendar to concentrate on my projects
- Ask sponsor/upline, visit library, bookstores or Internet to source books, programs and other materials about career, finances, the industry, and my company and its products
- Select a book and read from it each day
- Create a binder or notebook specifically for brainstorming ideas
- Make a Primary Goal Card
- For 15 minutes each day read a dictionary, an English/grammar book, or other resource for improving my writing or speaking
- Ask friends/relatives to help me identify my strengths
- Treat everyone as though they were the most important person





*Live with these  
ideas—they will  
lead to success  
that lasts a  
lifetime.*

## Other Suggested Resources

***Being The Best You Can Be In MLM*** by John Kalench

***The On-Purpose Person Goal Plan*** to help you determine your life's purpose

The ***Success Guide™*** catalogue pamphlet of training and support systems, including seminars and workshops.

All of the above are available from MIM, Inc. at 1-800-388-1738.

For other personal development materials ask for the **Nightingale Conant catalogue** at 1-800-323-5553.

**Upline™** also has a comprehensive resource catalog of programs and books related to network marketing and self-improvement. Call 1-800-800-6349 to request a catalog or visit Upline™ online at [www.upline.com](http://www.upline.com). Tell them you were referred by MIM, Inc.!

### OPTIONAL:

## How to Use This Goal Plan As a Topic For Your Team's Training Agenda

Your team will gain great benefit when you present *Lead the Field* as part of the training agenda. For your session, we suggest any of the following:

- Share some of the reasons why you decided to make *Lead the Field* one of your goals.
- Tell your team what you have learned, your goals for the program, and how you are progressing.
- Select an excerpt (no longer than 15 minutes) from one of the audio tapes. Play it for your teammates. Have them take notes and follow with a discussion.
- Explain the \$25,000 idea and challenge team to do it for a week. Ask team to report back with results at the next session.

### CLOSING

When you have completed all the steps in this Goal Plan, you will have created a *success* mindset. By setting your course for success and following the ideas presented, you can guarantee your own success—the universal law of cause and effect will make it so. Creating a thriving business and the lifestyle you desire is then inevitable. Live with these ideas—they will lead to success that lasts a lifetime.

**By providing you with proven techniques, training and support systems, we at MIM, Inc. support you in your endeavors. We sincerely wish you the best as you reach for and achieve your goals and dreams through the network marketing industry.**

**We look forward to receiving your Evaluation Form from the back of your workbook, including your success story relating directly to this Goal Plan. Feel free to call us at 1-800-388-1748 for your continuing education and support.**