

THE
SECOND
QUARTER

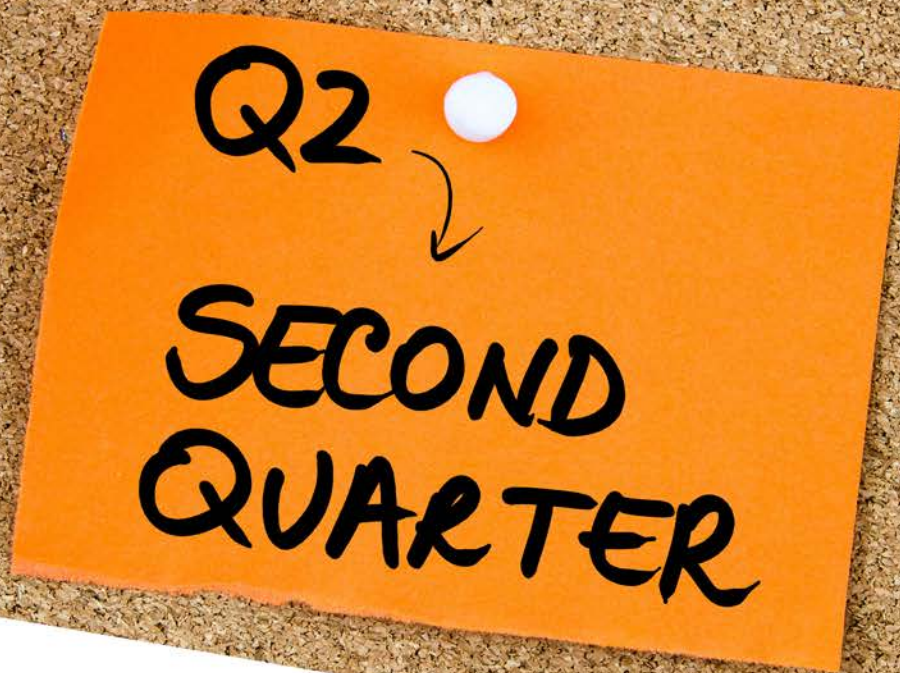
Q1

Q2

Q3

Q4

CHECKLIST



IT'S TIME TO STEP UP YOUR GAME

I always know when the second quarter is approaching because that's when we kick off the **100 Day Challenge** and my inbox gets inundated with the same question...

“What should we be doing differently to crush our Q2 goals?”

My reply is always the same...

*“The things you need to do to crush your Q2 goals and make this your best year ever are **the exact same things you should have been doing since the beginning of the year.**”*

We're all staring down the barrel of the same reality...the second quarter is rapidly approaching (or just getting started) and your year-to-date results speak for themselves.

The big difference now is that you have less time to hit your sales quota, close any performance gaps, redeem yourself... and to **finish what you started** some time ago.

If for whatever reason you find yourself currently below target...with your back against the wall, and you absolutely, positively need to step up your performance, then follow my lead as...

CRUSHING YOUR SECOND QUARTER GOALS is an opportunity you simply cannot afford to let slip by.

The timing is perfect, and should you choose not to pounce on the strategies that follow, I assure you — you'll come to regret that decision...as **nothing is more expensive than a missed opportunity.**



CARPE DIEM

You must recognize a few things about the importance of seizing this opportunity to **crush your second quarter goals**...especially if you got off to a slow start this year.

1. The second quarter will have little value to you from a productivity standpoint if you do not deliberately pounce on it with the intent to **set a fast pace, secure some quick and critical wins and close any performance gaps.**
2. Your loss is someone else's gain as someone with more courage, conviction and confidence than you will find a way to step up their game...**hit their target goals** and make the kind of progress you only wished for.

“Crush It. It’s a motto, a mantra, a massive call to action”

The importance of how you execute the second quarter of the year cannot be overstated...because if you’re able to dig deep and do what it takes to **CRUSH YOUR GOALS**...it naturally follows that you’re building some serious momentum and setting yourself up for a having your best year ever.

What follows is your seven-point check list...**seven rock solid strategies for winning big in Q2!**



STRATEGY

01

ASSESS YOUR PERFORMANCE

“ I long ago discovered a **critical business discipline** that has allowed me and my clients to continually grow...improve and prosper month after month...quarter after quarter...and year after year.

In fact, it's been so effective in driving my own personal productivity that its enabled me to increase my income...and **hit my performance goals for 39 consecutive quarters (over 9 years).**

What is it? It's called an **After Action Review (AAR)**, and it's all about measuring and reflecting upon your year-to-date performance...reviewing what you did right as well as wrong and determining the corrective actions you need to make before the second quarter arrives.

TO CRUSH YOUR SECOND QUARTER GOALS...you need to perform an AAR right now by analyzing your year-to-date performance (the good, bad and ugly) and leveraging every ounce of knowledge for all it's worth.

Use the After Action Review process [you'll find here](#) to assess your performance and set yourself up for a record setting second quarter. ”

“Starting Fast is the only respectable way to start.”



STRATEGY

02

GET SERIOUS

“ The second quarter is about to arrive and with a finite period of time breathing down your neck...you have no choice but to **get serious, set crystal clear goals, raise the bar, step up your game and embrace a take-no-prisoners attitude.**

One thing about successful people is that at some point in their life, each one has looked in the mirror and decided that once and for all they were done playing games, they were **done settling for table scraps, and they were done living far below their potential.**

The moment you decide to get serious, to raise your standards, and commit to crushing your second quarter goals... is the moment everything changes in your life to include the direction and trajectory of your life.

Why? Commitment always precedes action which means...you will make rapid advances towards your goals **ONLY** after you decide to get serious about doing everything in your power to make this your best year ever. ”

“There are many important decisions in life to include picking the right partner, career and investments...but the one that trumps them all is the decision to GROW UP and GET SERIOUS.”

REFUSE TO DIE

“ **COMEBACKS, REDEMPTION AND SECOND ACTS** are ubiquitous in our culture today...the salesperson or entrepreneur who turns a poor performing first quarter into one of redemption and prosperity...the celebrity or athlete who falls from grace and somehow finds a way to bounce back bigger and better than ever.

Those with the character to do what it takes to **CRUSH THEIR SECOND QUARTER GOALS**, tend not to allow the indignity of a poor year-to-date performance to keep them down.

Every great achievement and comeback in history has been the result of the choices, the determinations...and the creations of the human will.

A comeback acknowledges that her back is against the wall...she accepts the sins of past performance, analyzes both opportunities and obstacles, strengthens her resolve, and crawls to her feet again.

When you are down or below target, even after just one quarter...other people will write you off. Do not let them define you...maintain your dignity, **attack your second quarter goals, and refuse to die.** ”

“Be the hero of your own story. Show the world the quality of your character, the strength of your resolve and the size of your heart by overcoming any obstacle or resistance force.”



YOU'RE **TOUGHER** THAN YOU THINK

YOU WERE **BUILT** FOR CONFRONTING AND OVERCOMING **CHALLENGES**. IT'S IN YOUR **DNA** AS MUCH AS IT'S IN THE **DNA** OF A **SHARK** OR AN **EAGLE** OR A **LION**. YOU WERE MADE FOR **HARD TIMES**...TO **ENDURE**...TO FIGHT FOR WHAT YOU WANT. THE **CENTRAL TENET** OF THE **SUCCESSFUL MINDSET** IS THE WILLING **EMBRACE OF ADVERSITY**, **UNCERTAINTY** AND **INCONVENIENCE**. YOU ARE GIVEN **TESTS** AND **TEMPTATIONS**, **HOOPS** TO JUMP THROUGH, **BARS** TO JUMP OVER AND **OBSTACLES** TO **BULLDOZE** THROUGH TO **DEMONSTRATE** HOW BADLY YOU WANT IT. MOST PEOPLE SPEND THEIR LIVES **AVOIDING ADVERSITY** AND **CHALLENGE**. BUT THE **PRO**, THE **SEASONED COMPETITOR**, SEES THINGS **DIFFERENTLY**. SHE KNOWS SHE HAS TO DO HER OWN **PUSHUPS**...TO PURSUE **SELF-RELIANCE** **TO BECOME THE HEROINE** OF HER OWN LIFE. CODED INTO YOUR GENES IS AN EXTRAORDINARY WILL, AN **INDOMITABLE SPIRIT**, THAT IS **INCAPABLE** OF BEING **VANQUISHED**. YOU WERE BORN TO **RISE** TO **GREAT CHALLENGE**...TO **FACE** YOUR **FEARS** AND TO **BECOME** AS **COURAGEOUS** AS A **MIGHTY LION**. YOU'RE **TOUGH...A LOT TOUGHER** THAN YOU THINK.

NO

STRATEGY

04

START SAYING NO

“ Consisting of two letters and one syllable...the word “No” is the most powerful word in your vocabulary as well as a complete sentence.

It's the easiest word for setting any kind of limit, **holding firm to boundaries**, and being crystal clear about what you will or will not do during the second quarter.

You will be infinitely more productive once you recognize these things:

1. *“No” is not a dirty word, negative word, nor is it a selfish word. **Learning to say “No” is liberating as it frees up your time to focus on your key priorities.***
2. *You are in complete control of how you spend your time and your life. Saying “No” allows you more time and energy to pursue your most ambitious goals.*
3. *Saying, “No,” actually increases the value of the things you can, “Yes” to”.*

Saying “No” is the most strategic decision you can make for the simple reason that it simplifies your life...focuses your attention and accelerates your overall productivity and effectiveness—**guaranteeing a record setting second quarter!** ”

“If you're brave enough to start, you're strong enough to finish”



DO THINGS DIFFERENTLY OR DO DIFFERENT THINGS

“ A strong second quarter is dependent upon extraordinary execution skills. **The better you execute, the better you perform, and the stronger you finish...It's that simple.**

Expecting to get better results from the same old behavior will only succeed in perpetuating more pain and digging a deeper hole. It will NOT get you to a superior level of performance.

Therefore, crushing your second quarter goals necessitates new and better execution skills. In short, things need to change, and when faced with a need for change – **YOU ONLY HAVE TWO OPTIONS...you can either do things differently, or you can do different things.**

This is a subtle but important distinction...and if you have any chance of closing your execution gaps and making this your best year ever, you **MUST** ask yourself...

“Do I need to do things differently, or should I focus on doing different things?”

Getting the right answer – quickly – will be the key to a successful, abundant and record setting second quarter. And that's what you really want, isn't it? ”

“You will be judged by your results and how well you bring things to an end...therefore always FINISH STRONG.”



STRATEGY

06

SPEED THINGS UP

“ The old rules no longer apply. **It's not the big who eats the small; it's the fast who eats the slow.**

SPEED is a **massive competitive advantage** that you must utilize with great authority... speed is a demonstration of commitment, competence and clarity of purpose...and speeding things up is the key to rapid, ongoing, and transformational results in the second quarter.

You will achieve true greatness and crush your second quarter goals...**only after you develop a sense of urgency about what you are doing.** I'm talking about urgency to the extent that driving superior performance is a matter of life or death.

Perhaps the most compelling reason of all for taking massive action each day and using speed as a dominating competitive advantage is that time is finite.

None of us are getting any younger, and the sooner you realize the value of speed, **the more serious you take your goals, and the greater urgency you build into your daily habits.**

Before we move on to the final strategy...allow me to drive this point home with the conviction it deserves...you must take massive daily action and turn the pursuit of speed into your primary weapon for **CRUSHING YOUR SECOND QUARTER GOALS.** ”

“One way or the other you're going to finish...so, why not finish strong and make yourself immensely proud of your performance rather than being embarrassed by your lack of it”



BE RELENTLESS

“ Your success in crushing your second quarter (Q2) goals and **making this your best year ever will be forever linked to your heart...your will...your steadfast commitment to your goals.**

Victory belongs neither to the faint-hearted nor to the weak-willed or the uncommitted.

WINNING BIG necessitates that you **fight on with undying, relentless determination.** And, by choosing to be relentless...you are demonstrating no abatement of severity, intensity, strength, or pace...nor are you softening or yielding in determination.

Being relentless means that you have the type of spirit incapable of being overcome, subdued, or vanquished. In short, it means that you are unconquerable.

If you passionately believe that you are up to the challenge and committed to making the most of the second quarter, then understand this...**It is your right and responsibility to cultivate an unbeatable mind and enforce your will over any resistance force.**

The rewards for those who are unyielding in their pursuit of a strong and prosperous second quarter (Q2) will far exceed the pain that must precede the victory. ”

“Coded into your genes is an extraordinary will, an indomitable spirit, a relentless finish strong ethos that is incapable of being overcome, subdued, or vanquished.”



ARE YOU READY TO FAST TRACK YOUR Q2 GOALS?

I'm going to take the liberty of being blunt right now...

The second quarter has arrived...and if you or your team are currently under-performing, and deep down you know that **you're capable of so much more**...then there's no point in pretending that **UPGRADING YOUR EXECUTION SKILLS** is anything less than the savviest move you can make.

You've already had one-quarter to showcase your best stuff...and if you're currently below target, or not satisfied with your individual or team performance...that's more than enough proof that you need a better system for driving results.

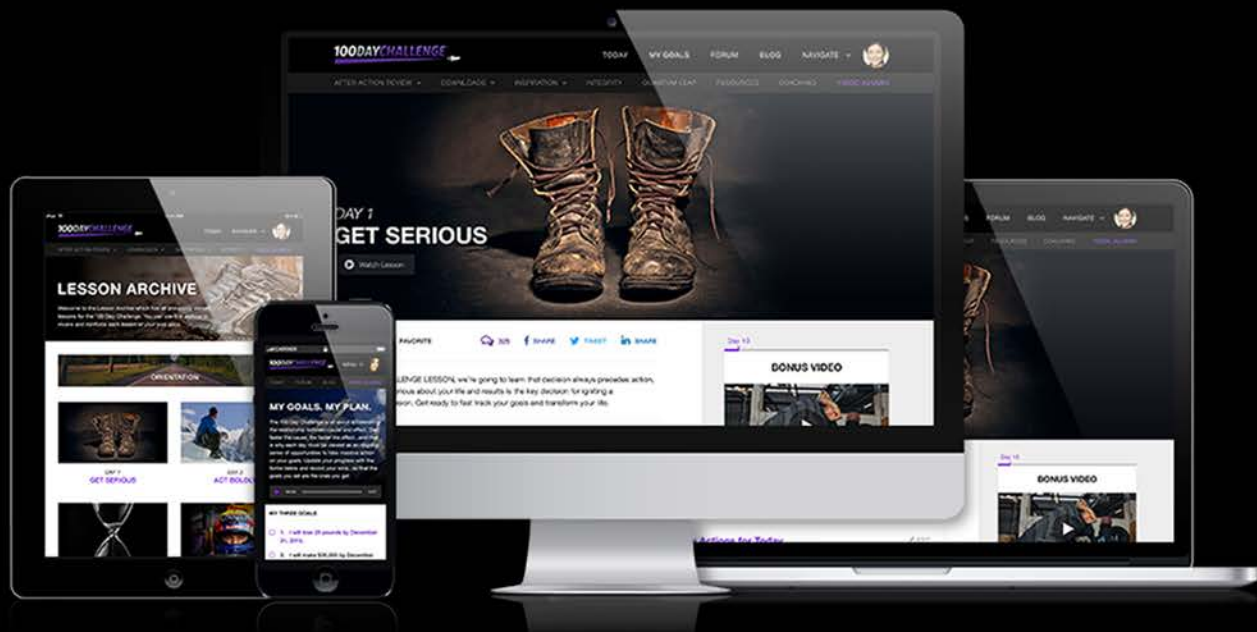
That's why you're going to love the 100 Day Challenge.

The **100 Day Challenge** is an online, **high performance rapid execution system**...designed to help you fast track your goals and transform your life and career in 100 days.

*Built to get you to operate with speed and relentless execution...this extreme performance challenge is meant for serious people who crave serious results—fast. If you're okay with slow or average...the **100 Day Challenge** will eat you for lunch.*

While I can't promise that you'll be taller, better looking or have improved gas mileage as a result of participating...I can promise that 100 days from now you're going to thank yourself for a commitment you made today, for an asset you began to build, a habit you formed, a seed you planted.

If you're hungry for more and willing to go all in for 100 days...pounce on this opportunity to **CRUSH YOUR SECOND QUARTER GOALS.**



YOU'LL LOVE THE 100 DAY CHALLENGE...

Primarily because we **focus on one thing** – getting you from **point A to point B**...from **start to finish as quickly as possible** - and we're **pretty darn good** at it.

In fact, the **100 Day Challenge** has delivered jaw-dropping results for more than **531,000 people in over 80 countries around the world**, to include some of the **biggest and most respected companies** in the world such as the **Navy SEALs, IBM and Apple**...as well as thousands of smaller and mid-sized entrepreneurial firms.

***You get everything you need for accelerating your performance
...skyrocketing your productivity...transforming your life and
career ...and achieving any goal you want fast.***

Is the **100 Day Challenge** demanding? Does it require discipline, accountability, hard work, sustained commitment and relentless action?

You bet it does, but the results are ridiculously huge and life changing.

Why wait another moment?

Take the **100 Day Challenge**... and together, let's **CRUSH YOUR Q2 GOALS!**

Gary Ryan Blair

P.S. Group Rates? We've got you covered...**send an email** or call **877.462.5748** for details.



WANTED:

**BRAVE MEN AND WOMEN
GAME FOR A HARROWING
100 DAY JOURNEY INTO
THE MORAL HIGH GROUND.
EXTREME CONDITIONS
APPLY AND NO EXCUSES
ACCEPTED. JOIN A RAG
TAG TEAM OF BROTHERS
AND SISTERS WHO SPEND
THEIR DAYS PURSUING
EXCELLENCE AND
UNLEASHING THEIR
GREATNESS.**

APPLY HERE