

Little Steps to Success.

Buy Dean Hankey
How Do You begin the JOURNEY?!

If you are an full-time established pro, a weekend warrior, an enthusiastic hobbyist or you have aspirations of greatness, THIS is a skill-set that will set into motion a solid, simple "step-by-step" plan to achieve your most rigorous goals!

Little steps...

"The journey of a thousand miles starts with the FIRST STEP"

Profoundly TRUE! Where we are and who we will become is a direct result of the "little steps" we make right now, today and tomorrow! It's our HABBITS that determine our destiny. The good news is... you can make new habits!

- You want to book more engagements?
- You want more press & recognition?
- You want more money for the gigs you do?
- You want... You want... You want!

We ALL want! That's part of the "dream" process, **THAT'S a GOOD thing!**

The "want" may be different for each of us, even the details might be different for getting to our goals and dreams, but the one thing that is consistent with all achievement great and small is our individual habits and routines! Good, bad or indifferent, our habits make us who we are!

Truly, **if you want better results, you MUST have better habits!** Sounds easy? YES, **it is!** You've gone as far as you can go on what you know... it's time to employ the strategies and habits of others that have succeeded before you! Success leaves clues! Our job is to uncover some of those clues left by others and even some of the legacy that has been your own "clues" left for others to follow! We all leave a trail for others to follow... some will lead to the "high-road" and some will lead to the "low-road", it's that simple.

Hopefully, and I believe the real goal is to leave a legacy of fortune for all that stumble on it, what-ever that is to you! It's different for each of us, but it all boils down to the same thing: Your daily habits! So, this issue I will offer sort of a laundry list of habits that, if applied faithfully, will return with profound and considerable returns!

1. **Read "GOOD-BOOKS" at-least 15 mins every day! (*Personal and Business development books!*)**
2. **Plan & Prioritize your day... EVERY morning!**
3. **Learn "something" new every day!**
4. **Teach something new every day!**
5. **Help someone else get closer to their dreams every day!**

The "science of change" is a potent technology. "Change" is not difficult... it's the "getting ready" to change that we seem to have the challenge with. Change is required if you want things to be different! The only thing that is constant in this world is CHANGE! That which you resist, persists! So, if you resist change... well, you get the idea.

Start with a few little things at first: take a different route to any one of your regular destinations... Brush your teeth differently, eat slower, faster, ANYTHING different than the norm. THEN try something a little bit more calculated... PLAN and ACT on a new, simple habit of sending out a kit or a thank-you or try a cold-call or two.

REMEMBER: "Inch by inch, everything's a synch!"
(Dr. Robert Schuller)

Here are a few basic habits that WILL produce results! I call em' my "power 25"!

The goal is to send out "at-least" 5 new promo kits a day or a week, depending on your situation and level of passion! 25 phone calls a day "at-least" for the full-time performer and 25 calls a week, "at-least" for anyone else who wants even a modicum of results from this business!

Do this:

- => 5 Calls to clients you've worked for in the past.
- => 5 Calls to clients who called for information in the past, but for one reason or another, "did-not" book you.
- => 5 Calls to markets you "dream" about working.
- => 5 Calls to a market(s) you've never worked in before.
- => 5 Calls to "totally NEW" markets that you've never even dreamed of working....Your "Eagles List" (I.e. Speaking at Corporations or Churches or Cruise Ships or Civic Groups, Speaking at the health-spa's during peak busy times, Local libraries... etc!) I dunno', use your imagination! After all, you are IN the imagination business aren't you?!

What I DO KNOW is that if you **make the 25 calls "at-least"**, you will send out at-least 5 new kits a week or a day, depending... get it?

What would just 5 new calls a day or a week do for your business? (If you already do this, UP IT AGAIN to 10, 15 or what ever the next level is for YOU, OK?!)

For me, just the "new-markets" has been a run-away gold mine! More engagements than I ever thought possible and NO competition cause no one else is even thinkin' of these things! It's EASY to win in a market where there are NO suppliers! Someone had to be the first Health-Spa speaker and so on... It might as well be YOU!

Keep in mind, this creative "**Power 25**" has been TESTED, tried and true! It works if YOU work it! I am always interested in your results, experience and Ideas, so keep in touch, let me know how you are doing out there in the great expanse of the Speaking biz!

As always, test, try, play and experiment, and go out and slay the mighty marketing dragon! I truly look forward to our "communications". I am here for YOU, so feel free to contact me anytime if you have any questions or comments or would just like to chat!

May all you always be "pursuing The Passion"! And as always; "Go For It!"

Thinking of YOU and Your Success!

***I am at your service and In HIS Service,
Dean Hankey – The DEAN of Success!
"EnterTrainer, Marketing Magician & ImpleMENTOR!"***