



Habits

Announcer: Club Vito is on. Your only connection to the very important top officer and unlimited sales success. Your host Anthony Parinello is a bestselling author, he's trained over two million sales professionals and 65 of the Fortune 100. This program will take you to sales heaven and keep you out of sales hell. So turn it up. Now here's your host Tony Parinello.

Tony Parinello: Hello everybody, yes it is Tony Parinello with a little bit of tough love for you today. The reason it's going to be some tough love is I'm going to tap you on the shoulder here and ask you if you've been open up your e-mails that Coach Steve and I've been sending you. The 4 part series of Goal Setting and Goal Achievement. If not you're falling behind the power curve here and here's why. We know, right now, and actually doesn't almost matter what time of year it is but as we enter into any new season. Whether it's the beginning of a quarter, the beginning of a new year, the beginning of spring or summer or fall or winter, it's a perfect time, actually, any time's a perfect time for you folks to understand how to set goals and achieve your goals. Now, this 4 part series we've sent out is timeless and it lays out the framework for you folks to establish your goals and achieve them in this lifetime. Without dreaming about something that's going to happen in the future because the future is now and right now with me is Head Coach Steve Dailey, with a little bit more of tough love, so coach Steve welcome.

Steve Dailey: Thanks Tony and I've, yes tough love in a package coming at you.

Tony Parinello: Yes, yes the rope a dope punch, the 1, 2 punch right here, tough love.

Steve Dailey: There you go, exactly yes, I love it.

Tony Parinello: So Coach Steve, one of the-- I know this to be true for all of us, myself included is that we have habits, some of these habits we have are not in our best interest and it's hard to change a habit. I've always thought it's that it to replace a habit with a different habit, that's a little bit easier for me--

Steve Dailey: Sure, sure.

Tony Parinello: But you know in looking at this Goal Setting and Goal Achievement task that we have that's upon us that we should be taking these steps, what some great advice you can give us to push us into action here and maybe get rid of this old habit of not writing down our goals or not even having goals--

Steve Dailey: Right.

Tony Parinello: --and just thinking they're going to have it by looking up at the sky with our hands outstretched, you know, give us some advice here on how to move



past or replace a habit that's holding us back and adopt a habit that says we will listen to and take action on these 4 step, the 4 step programs as we'll call it?

Steve Dailey: The 4, yes right, the first step, we need to have a meeting, don't we? We need to have regular 4 steps meetings.

Tony Parinello: Yes and sponsors. Let's get some sponsors.

Steve Dailey: Yes sponsors. So, anyway look, let start with this Tony. I think it's really important to acknowledge or notice that we all have habit and that we've got some good habits and we have some bad habits. I mean it's okay, it's great to have habits and we, you know, it's common for a person to look at their unproductive or the habits that they, kind of feel guilty about and obsess over those things but I think if we're going to start the pursuit of habits, I think you're also want to take a look at the habits that you have that you have that you're proud of and are productive for you, because that would inspire the, you know, the fixing or replacing or things that don't work, does that make sense?

Tony Parinello: Yes it does, so what do I do? Start writing down, like it's so funny as soon as you said, "Be proud of the good habits." I broke down my-- the first thing that came to my mind from one of my good habits is I'm very giving.

Steve Dailey: Yes.

Tony Parinello: I like to give, I like to serve people, so I wrote that down. Is that kind of what I should be doing?

Steve Dailey: You're going in the right direction. I'll give you some categories of habits that you want to examine, so for example. We have habits with respect to how we use time, you know, what time we get up, what time we get up, what time we go to bed, what time we go work out, if we do that and what time we, you know, work, you know, there's time as a habit. We have habits for how we spend or and or apply, allocate money. We have habits with regards to self-care, how we take care of ourself. Habits in our environment, you know, whether we clean, you know wash, whether you wash your plate after you done eating, whether you, you know, pick up the, you know, fast food wrappers out of the back seat then you know or not.

We also have a big habit that I'm been talking about to a lot of folks here at the beginning of the year Tony is Negotiation versus Completion, is a habit or habit area, you know, what things are we-- do we tend to sort of, you know, compromise? And so, you know, just, I'm just priming the pump here, we have Thinking habits, Behaviour habits and you might even call your routines as habits. You know, you know, I think you and I at one point talked about you know when you put your, you know, right sock on before your left sock, you know, there's a lot of unconscious habits that become routine and those that are a category to take a look at. And again positive or negative, those who support you or and those who don't. Good evaluation.



Tony Parinello: You know Coach Steve, let me read these categories back to you. Use of Time, the ways we spend to apply money, our Self-care, Environment, Negotiation versus Completion. Then I wrote Compromise and then I wrote Routines down. And so as I was writing these down is there a funny. The habits I started thinking of in every category were self-destructive habits that I have.

Steve Dailey: Yes, yes.

Tony Parinello: And so it came to mind first. Is that normal or am I a weirdo?

Steve Dailey: It's no, it's normal and why I started with let's look at all your habits. See you got to recognize this and by the way, as we're going through the list again, let me add one that we shouldn't over look and that is our Language. Our language to ourself that is how we speak. Language to ourself and to others and I'm not talking about, you know, cuss words I'm talking about positive or negative, redundant or concise. You know truth or kind of marginal. Abundant versus scarcity, you know there's a language here but yes, Tony it is normal to look at or immediately think of you know what we, like I said earlier, what we will feel guilty about, but it's really important to recognize that we have positive habits. Everything that you've achieved up to this point in your life is directly related to your habits. Your thinking habits and your behaviour habits. And so, you know, Tony, if I just, my good friend and colleague here, your life is absolutely not a mess. You might think it is some days. You're pretty damn extraordinary my friend--

Tony Parinello: Wow, thank you.

Steve Dailey: --and--

Tony Parinello: Thank you for saying that--

Steve Dailey: --and then you have--

Tony Parinello: --but you know what's interesting Coach Steve, no matter and you taught me this, no matter where we're at in our life, with plateau we're at, there's always the next highest plateau--

Steve Dailey: Sure.

Tony Parinello: --that we're reaching for and I remember this years ago you taught me this, is that whatever I'm at I could always reach across and help somebody get to their next highest plateau as I achieve and go for my next highest plateau. The time--

Steve Dailey: Yes.

Tony Parinello: --we stop reaching for the next highest plateau I think, I think it's over. I think the game's done.



Steve Dailey: I agree with you and you're going to use-- basic, we're talking about 2 sides of the same coin, you know, so you can't have a, you can't have a coin without both the heads and tails. So we got the positive things, positive habits routines, rituals that we have in our lives that have got us to the positive state or stages that we're proud of and then we have the not so productive habits, routines and rituals that have been erosive or perhaps, self-induced obstacles to the things that we know we have the potential to have or become in our lives. Which you're talking about is the next special.

And so let's look at both of those things, re-evaluate them and just recognize this very simple and fundamental truth, if you want to reach a new plateau or new threshold or a new level of achievement, you must change something's. If you keep doing the same thing over and over you get the same thing. So what do you change? Habits, routines, and rituals.

Tony Parinello: Oh that sounds easy, Coach Steve you know I'm on my third page of notes already and on the third page I made my Ben Franklin list, you know, you draw a line--

Steve Dailey: Yes.

Tony Parinello: --down the centre and there's plus on one side minus on the other and now should I put at the top of each of these, maybe I should have a page for each individual category - Use of Time, that's page 1 with plus or minus, How I spend and apply money plus and minus and so and then start writing down and take this as an assignment for myself. Written down all the negative habits I feel I have and all the plus habits I feel I have for each one of these categories on a Ben Franklin list. So when I see the visual, I can see what's maybe holding me back or what habit I need to exchange for a different habit or something like that. Is that it making sense?

Steve Dailey: Love it. I love your instant application here and yes it's perfect but let me, let's up the ante a bit. So let's change positive and negative with support or erode.

Tony Parinello: Oh I love that. Hold on, hold on, Support or Erode.

Steve Dailey: And yes and--

Tony Parinello: I love it.

Steve Dailey: --at the top of the page should be, you know, some description in general or specific as you want to be as for as what your aspiration for the coming year is. So when it comes to, you know, hitting my best ever income. Let's look at habits, routines, and rituals they either support or erode my access to my best ever income.



Tony Parinello: I love this--

Steve Dailey: Okay.

Tony Parinello: --I love this and now my little chart has taken on a whole different focus and meaning because I'm applying it to one general, one specific aspiration.

Steve Dailey: There you go, now let's conclude that once you get your list--

Tony Parinello: Yes.

Steve Dailey: I love what you've done here, start talking about it today. I do something similar with a client, but I love the simplicity of what you're saying. So let's do this in as a wrap on the process and that is to circle the things, the 1, 2 or 3, no more than that 3 things, up to 3 things that you're going to focus on, correcting or improving. And then the 1, 2 or 3 things that you want to get, you know, that you want to absolutely make sure your continuing. Now won't be difficult as the continuing part if you put them in 2 different colours but I mention 1, 2 or 3 things max that you're going to correct, focus on correctly because it's easy to get overwhelmed when we start setting goals and breaking down the process to achieve them. It is easy to get overwhelmed and that is one of the, I would say in the top 1 or 2 reasons that people fail in achieving their goals, is that they, you know, can get so detailed and elaborate and exhausted that they just kind of want to take a nap and they get to work when they're done out of the process.

Tony Parinello: Well have you been spying on me, Coach Steve? Because I love making this more simple because I was getting a little overwhelmed or even just by writing this out--

Steve Dailey: Yes.

Tony Parinello: --but I love that circle 1, 2 or 3 correcting, items that need to correct or improve and you know what's interesting about being overwhelmed, it goes right back to the thing you said about completion a few minutes ago, you mentioned the word completion.

Steve Dailey: Yes.

Tony Parinello: When I walk into something like I have a warehouse with my car collection in the back and I've got some boxes that I need to unpack. I went out and I looked at that and just by looking at the boxes I felt overwhelmed and I turned around--

Steve Dailey: Right.

Tony Parinello: --and I did something that was more fun to do. So isn't that crazy, those boxes have been sitting there--



Steve Dailey: Yes, no that's a great analogy, yes--

Tony Parinello: --I mean, I mean--

Steve Dailey: --that's exactly how it works.

Tony Parinello: --really, and then did something fun, like I started up one of my hot rods and I revved up the engine, that was fun, and the boxes are--

Steve Dailey: Yes.

Tony Parinello: --still back there unpacked.

Steve Dailey: Right, so next time you walk out there, pick one box, pal and then just go at it that way.

Tony Parinello: Maybe I got it, Coach Steve this is precious, I almost want to drop the microphone down here and run back and do that. I'm going to put a number, I'm going to put a number on each box, 1 through 10--

Steve Dailey: Yes that's perfect.

Tony Parinello: --and then I'll just go and just start at 1 and unbox that one and then I'll feel good about that, then I'll go start up my hot rod and listen to the engine.

Steve Dailey: That's right as a reward.

Tony Parinello: I love it. As a reward. I love this, this is so simple.

Steve Dailey: Yes, yes, now perfect. Yes, I'm glad you asked about habits. It is absolutely... as I said I've been talking a lot with so early in the year with folks, you know, with-- The goal setting conversation is predictive, especially when, you know, when you're talking to your coach but, you know, this behind it, a massive one, it's huge.

Tony Parinello: So let me ask you this. How would I find in this list after I go through doing the 1, 2, 3 and make in the-- doing exactly what we've been talking about doing here. How would I bring my attention to the most important 1, 2, 3?

Steve Dailey: You know, you're going to know. It's the habit that you think about. It's top of mind. You know, but you're, you know, for whatever reason. And there's a-- we get a whole another conversation, maybe another show we should talk about but there, you know, there's a whole list of motives for avoidance or procrastination or delay or denial. But, but you'll know and that's why I say just 1, 2, 3.



Tony Parinello: You know it's funny you mention that Coach Steve because I look at the common denominator of all this and that's our hope and our fitness. Without great health and fitness, we can't do anything else, everything else is going to suffer.

Steve Dailey: I can't agree more and you know I'm a, probably a zealot when it comes to that whole category but you're right. It is the fuel, the substance, the enablement for everything that we're trying to accomplish and when it's missing, if you're not paying attention to it, you don't have good habits, rituals, routines in that area it will absolutely be erosive.

Tony Parinello: Yes to everything else we want to do and accomplish and to those around us too we become a burden rather than a--

Steve Dailey: Yes, absolutely.

Tony Parinello: --asset. Interesting--

Steve Dailey: Absolutely true.

Tony Parinello: --interesting, interesting. Well, listen, Coach Steve, this is been absolutely wonderful and last 16 minutes you have given us this beautiful roadmap. Together we formulated an easy pathway to revisiting the 4 sessions we sit down, there were 4 different emails Club Vito members and everyone else, who are listening to our voices right now or in an archive. You've received 4 emails, each one of them with a short segment on How to Set your goals and Accomplish those goals if you missed that in any way shape or form let us know, raise your hand we'll send it out again. It's never too late to examine this, however, in the meantime pay attention and do what Coach Steve and I've been talking about doing right here for the last couple of minutes and Coach Steve I'll give you the last word on all of this.

Steve Dailey: Yes, I'm going to just reinforce what you just said, I'm on Tony's list as well and when that came out, I went, "Oh yes, I remember that." And I've been listening to those things too. And I say that because, you know, you might say, "Oh Coach Steve you were talking, you and Tony, why would you?" Because I need reminding too. I need refreshing, I need to be new is the way I like to say it in order to achieve more and be fresh and climb higher. So go back and listen to those things or go dive into your archive access and get into that stuff and be new for the new year here.

Tony Parinello: You know Coach Steve I can't help it, I said I'd give you the last word but I can't help going back to this Be New, those 2 words. Be an amateur, even though--

Steve Dailey: Yes.

Tony Parinello: --you're a professional in what you do, Coach Steve just turned into an amateur listening to his own work and then coming out and saying, "Wow that's I



got to do that or whatever." Be an amateur in every aspect of our life gives us a new page to start writing some greater stuff on. I love it, Coach Steve thank you so much for being who you are and doing what you do and Club Vito members without you there would be no Club Vito so thanks for doing that and have a masterful rest of the day and Coach Steve, I'll just again, I'll give you the last word.

Steve Dailey: How about this. Let's kick ass in 2018.

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