

2 “COYOTE POWER”

YOUR SEMINAR

- 1. SELF-MOTIVATION** You're the only one who can motivate YOU! Don't wait for someone else to do it—they might never show up! Motivation = *An inner force that compels or determines your behavior.*
- 2. NO MAGIC FORMULAS** No secrets to success, no silver bullets or instant solutions. It's up to you to increase your sales and that takes energy, effort and putting great ideas into ACTION!
- 3. TIMELESS TRUTHS** Principles, laws and right ways of doing things that do not change.
- 4. “SUCCESS COMES IN CANS, NOT IN CANNOTS!”** The heavy 8-oz can that's Joel Weldon's registered trademark and corporate logo is the foundation of his message to you today. It's a *timeless truth*—that *whether you think you CAN or you can't, you're right!*
- 5. TWO KINDS OF IDEAS** Things you've heard before and things that are new. Plato said: *“Learning is remembering what you already know.”*
- 6. IT'S NOT WHAT YOU KNOW, IT'S WHAT YOU DO** Knowledge isn't power. Applied knowledge is!
- 7. TWO VITAL QUESTIONS** As you listen to the ideas, ask yourself these two self-examining questions:
A. *“Self, am I using this idea?”* If not, then use it. If you're doing it already, then ask yourself...
B. *“How can I improve on it?”* Take it to the next level.
- 8. SEMINAR FORMAT**
 - Fast & Fun
 - Snappy
 - Lots of Ideas
 - Detailed Handouts
- 9. YOUR ASSIGNMENT** Look for at least one AH-HA you can and will use in 24 hours! You'll have lots to choose from—just pick at least one!



“It's true—Success really does come in CANS, not in cannots! And these ideas CAN help you and WILL help you when you put them into ACTION!”

PREMISES



“We don't take ourselves too seriously, but we do take our jobs very seriously!”

- 1. LIFE ISN'T FAIR!** Almost never has been. Bad things seem to happen to good people. Good things seem to happen to bad people. So what! The *timeless truth* is that what's fair in life is that EVENTUALLY good wins over evil. People eventually get what they deserve. What goes around, comes around! *Your job is to keep doing the right things!*
- 2. LAUGH A LOT** The benefit of laughter is a *timeless truth*—scientific evidence proves the positive benefits that you receive when you laugh. *So laugh a lot—especially at yourself.* Everyone else is—you might as well join them! Don't take yourself too seriously—take what you do very seriously. William James, American philosopher, said in 1907: *“We don't laugh because we're happy. We're happy because we laugh.”*
- 3. WORK WITH PASSION** No job is perfect. Some days are bound to be difficult. But overall, how do you feel about your job? Is it your passion? Do you love it? Confucius said: *“Choose work you love, and you'll never have to WORK another day in your life!”* That was in 516 B.C. and it's still true today! So love it or leave it! *Timeless truth!*
- 4. ACCEPT RESPONSIBILITY** Your life is your choice—no excuses!
 - A. Albert Einstein** said: *“Insanity is doing the same thing again and again, and expecting a different result!”*
 - B. Ben Franklin** said: *“If you do tomorrow what you did today, you'll get tomorrow what you got today!”*
 - C. William James** said: *“Your life is your choice!”*So choose to *thrive* in all areas of your life. Don't just settle for mediocrity or just getting by. Decide right now to *thrive!*



“You’re going to get at least one good idea at this seminar that you can use immediately—within 24 hours.”

LOOK FOR AH-HA’S

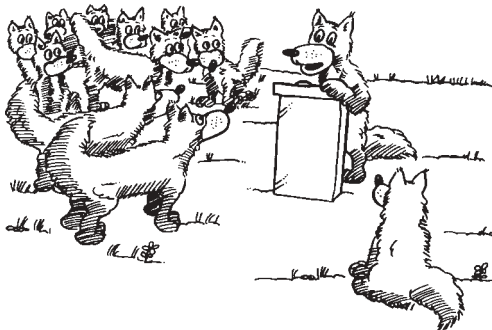
- A. **AN “AH-HA” IS A MIND GRABBER!** It’s an idea that strikes you as being useful and a valuable reminder.
- B. **WRITE YOUR “AH-HA’S.”** They’re like slippery fish. If you don’t gaff them with the point of your pen or pencil, they’ll slip away and perhaps never return.
- C. **USE YOUR “AH-HA’S.”** Studies prove that if you don’t act on an AH-HA **quickly**, you probably never will. So use it by tomorrow, or lose it! **It’s the law of diminishing interest!**

1. The Amazing Coyote



“You’re not controlled by circumstances. Your life is your choice! So choose to be AMAZING and thrive! Be unstoppable!”

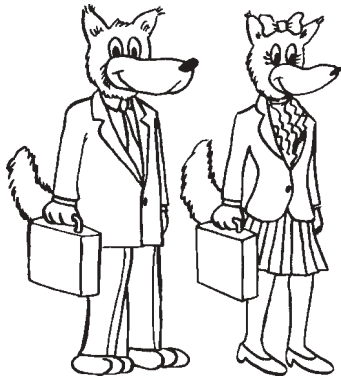
2. Adaptability to Change & Being Creative



“OK, gang, things are changing and we need to adapt. Here’s our plan . . .

1. Bend, don’t break
2. Keep improving
3. Think with innovation.”

4 "COYOTE POWER"



"We're good on our own
and even better together!
Who do you need to team up with?
Who can you work with
in spite of differences?"

3. Teamwork — Working with Others in Spite of Differences

4. Courage to Set & Achieve Your Goals



"OK, first I've got Coyote Power. Second, I'm adaptable. Third, I'm a team player. And now the 4th key, I have the courage to set and achieve my specific goals so that I can THRIVE in all areas of my life. You can too!"



"We put our best AH-HA into action and it worked! Now we feel like we're on the top of the world! We're thrilled! We're amazing! We're UNSTOPPABLE!!"

YOUR ONE BEST "AH-HA" OF THIS SEMINAR

Commit to acting on this idea in 24 hours:

#1 - COYOTE POWER



“No one is out to kill you, but you’re faced with lots of challenges and so much dynamic change. And like the coyote, you can still thrive! I’ve got lots of stories I could tell you, and they all point to this fact—you too can be unstoppable!”

1. THE COYOTE The amazing **God’s Dog**, as the Navajo Indians call the coyote, has some qualities of thought and action that make it a model for winners. Of course, there are the negatives too. From the rancher’s and farmer’s standpoint, coyotes do kill cattle, sheep, chickens and other domestic pets. You decide from these facts if you can learn from the positives of *coyote thinking and action*. Here are the facts:

- A. **Ranchers/Hunters** often have open season on coyotes. They can and do shoot, club, poison, gas, trap and even electrocute them.
- B. **Territory and Numbers** Since 1917 “war” has been waged on them, and coyotes have multiplied and flourished. Originally found only in western North America, they now live from Costa Rica to the Arctic, from the Pacific to the Atlantic. They have been seen drinking from Beverly Hills swimming pools and nonchalantly trotting around Central Park in New York. You might even spot a coyote running around outside in your own neighborhood!

2. WHY? HOW? WHAT DO THEY DO? According to experts like University of Colorado biologist, Dr. Marc Bekoff, coyotes are incredibly adaptable and have instantly altered their habits and ways of thinking. The qualities of **adaptability**, **teamwork** and **courage** are worthy of your emulation.

- A. **Adaptability** They will eat fresh meat or carrion, berries or lizards, mesquite beans or prairie dogs, watermelons or rats, insects or gophers, and will hunt day or night, whichever is more productive. Litter size increases in direct proportion to their death rate—the more killed, the more are born.
- B. **Teamwork** They will hunt alone or in teams to trick a prairie dog or run down a rabbit. They will team up with a badger to dig out a prairie dog and then split the meal with the badger. They wait and then strike at an opportunity.
- C. **Courage** Their will to survive is astounding. Coyotes have had their jaws shot off, been blinded by buckshot, had stumps for front legs and run like kangaroos, and have survived with only two right legs. They will not give up or lay down and die.



“Teamwork means you work together in spite of your differences—coyotes are teamed up with badgers. Who should you be teamed up with?”

3. WHAT YOU CAN DO TO BE LIKE THE COYOTE

- A. **ADAPTABILITY**
 - Be willing to alter old unproductive habits and ways of doing things if they don’t work.
 - Open your thinking to new ideas, methods and programs—be more creative, innovative and productive.
- B. **TEAMWORK**
 - Work even better as a team with your associates, your customers, and your family.
 - Give even more positive reinforcement to those who help you look good and succeed.
- C. **COURAGE**
 - Decide not to give up, give in, or give out.
 - Maintain your will to survive and thrive, doing whatever it takes to get the job done (honestly and ethically). Take responsibility. **No excuses!**

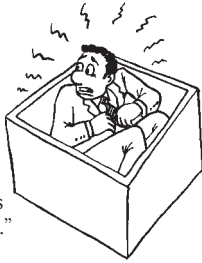


“Even all the changes going on can’t stop me. I’m a coyote. I’m adaptable and I will thrive—and so can you!”

4. ACTION IS THE KEY It’s not what you **know**, it’s what you **DO** that counts. Make this seminar one of **ACTION** and it will be a profitable one for YOU!

#2 - ADAPTABILITY

"In-the-Box people are controlled by circumstances and conditions."



1. ADAPTABILITY = "To change or adjust to new circumstances." How good are you at adjusting to all the new circumstances change is bringing to you? Most animals don't do it well. That's why there are hundreds of endangered species on Earth—most don't adapt to change like the Coyote does. That's why coyotes thrive and so many other animals fail to even survive.



"As uncommon people we turn boxes over and stand on top of them! That's how we get extraordinary results!"

2. STRIVE FOR CONTINUOUS IMPROVEMENT

- A. **Things change, people improve** Avoid asking others to "change." Ask them to **"improve."** People love to improve.
- B. **The key is deciding to improve**, not just wishing or hoping to improve. Until you **decide**, not much will happen.
- C. Goethe said: **"At the moment of commitment, the universe conspires to assist you!"**

3. CHOOSE POSITIVE WORDS & PHRASES

- Instead of:
- "I **can't** do it today."
 - "I **WILL** have it for you by noon."
 - "No problem."
 - "I **CAN** get it to you by 10 am tomorrow."
 - "It would be **MY PLEASURE!**"

4. FIND OUT WHAT EVERYONE ELSE IS DOING AND THEN DON'T DO IT Look at your business card. Is it 2" X 3½"? Look at the one Joel Weldon has been using since 1974. It sits on the desks of tens of thousands of people who refuse to part with it. What can you do to stand apart?



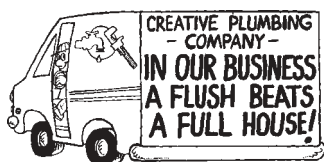
"Don't follow the crowd. Dare to discover your own path."

5. BREAK YOUR SET AND SETTING

- New ideas can come from new experiences. So begin now and vary your common activities:
- A. What time you get up/go to sleep. Vary it first by 15 minutes, then 30 minutes to an hour.
 - B. What you read, eat and watch on T.V. Experience the new.
 - C. How you travel home, to your office, to a regular customer—pick a different route.

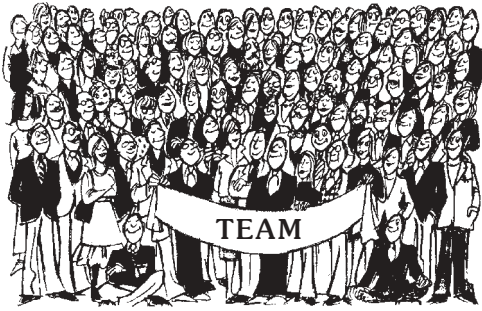
6. EXAMPLES OF CREATIVITY AND INNOVATION

- A. **Sekisui Homebuilders in Japan** Build their two-story, 1500 square foot homes upside down! The roof is built first over the slab and foundation, then jacked up. The second story is added and then the first. Build time is cut in half!
- B. **"Twist & Pour" Plastic One Gallon Paint Cans** Paint cans were basically unchanged since 1866, until Dutch Boy Paints created its innovative can.
- C. **"EZ Track" Ceiling Paint** Most ceilings are white, so when repainting them with white paint, you can't tell what you've painted. Now Glidden has a paint that goes on pink—making it easy to see if you've missed any spots—it then turns white in 30 minutes!
- D. **"We Fix \$6 Haircuts"** Jeff Slutsky tells that story about how that banner in front of the barber shop saved his \$20 haircut business against a low-price competitor.
- E. **"A Flush Beats A Full House"** Truck sign by an innovative plumber who stood apart from his competitors.
- F. **Lambs 10%** Forget haggling and price cutting! Pay someone 10% extra for their services. You'll be amazed how extraordinary their efforts will be to do the extra for you!



"The key is to be EXTRAORDINARY! Don't compete, CREATE!"

#3 - TEAMWORK



- 1. TEAM = TOGETHER EVERYONE ACCOMPLISHES MORE** This *timeless truth* definition says it all. It’s working together in spite of differences!
- 2. WHAT YOU SAY AND WHAT YOU DO can leave a lasting impact on those you work with!** Remember how fast you were able to recall your first boss when asked to close your eyes and think of your first job? You remembered how you were treated and most important, how you felt being around them. You too will leave a lasting impact on those you work with on your team and on your customers. The question is what will that impact be—positive or negative? *It’s up to you!*

3. WE JUDGE OURSELVES BY OUR INTENTIONS—OTHERS

JUDGE US BY OUR ACTIONS! It’s not what’s in your heart and soul that people pick up on, it’s what your face looks like and your voice sounds like. It’s your behavior, your actions. You know people who brighten a whole room when they leave, look like they were weaned on a pickle, and could get into a fight in an empty room! Decide now to act like the person you really are! Smile and mean it. Laugh and be joyful. Say thank you. Look for the good and reinforce it!



- 4. ONE OF THE BEST WAYS TO BUILD TEAMWORK IS WITH THANK YOU NOTES** “Don’t forget your thank-you notes! You just read the most important piece of advice in this book. If you take it to heart, you can throw this little volume in the nearest trash can and still have gotten ten times your money’s worth (make that ten thousand times). The power of a thank-you (note or otherwise) is hard—make that impossible—to beat.” —A quote from Tom Peters, *The Pursuit of Wow*.

How do you feel when someone writes you a thank you note? **Thrilled!** Because when you receive a thank you note you can:

- Share it
- See it
- Save it
- Reread it

And when you think of the person who wrote you the thank you note you:

- Know they really care
- Took the extra time
- Made an extra effort

5. HAVE AN ATTITUDE OF GRATITUDE

Are you grateful for the good you have already received? Do you see it all around you? Are you looking for it? We all have so much to express gratitude for, but do we? Are we looking for what’s right or what’s wrong? **Make every day a day of Thanksgiving!**



- 6. SEND THANK YOU NOTES** To your spouse, children, parents and grandparents. Or how about to someone you work with who supports you in your organization? Or the person who hired you? Trained you? Coached you? Mentored you?

7. THREE-PART WAY TO WRITE A THANK YOU NOTE

- What they did.
- How it made you feel.
- What happened as a result.

- 8. WHAT YOU EMPHASIZE MULTIPLIES** .Being critical, fault-finding and negative reinforces what you DON’T want. Being positive—giving praise and expressing gratitude reinforces what you DO want.

- 9. GIVING RECOGNITION** How do you feel when you do something well and someone else recognizes it and tells you about it? Positive reinforcement is such a powerful concept — So . . .

- Tell stories about successful team members—brag about them in front of others.
- Give a reward. Keep it simple and inexpensive.
- Write their family about their achievements and tell them how proud you are of them!



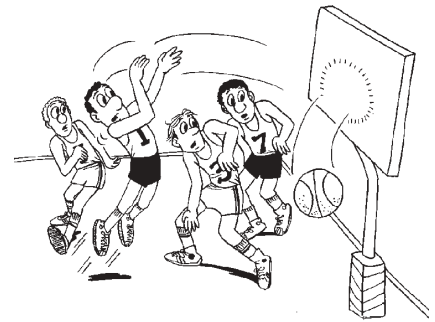
“You did a great job! I’m going to tell everyone in our organization, about you! And then I’ll write your spouse a thank you note too.”

#4 - COURAGE

1. WHY SET GOALS? The famous New York Yankees baseball catcher, Yogi Berra, once said, **"If you don't know where you're going, you'll probably end up someplace else."** He was right. Goals give you purpose, direction and meaning. Almost everything operates on a cause and effect relationship. Your goal becomes the cause. Your actions are the effects. What will you achieve in the next 30 days? **Courage to set your goals!**

2. WHY 30-DAY GOALS? Some people tell you to set lifetime, five-year, and yearly goals. But our world is changing so fast. Long-range goals may slow you down, or even limit you. Long-range goals can give you direction, but short-range goals have all these benefits:

- urgent (you don't procrastinate)
- allow you to **focus** (because they are realistic)
- let you see the light at the end of the tunnel
- give you positive monthly reinforcement (*"I did it, and I can do it again!"*)



"We need a target, something to aim at, because life without a goal is like a basketball game without a hoop!"



"We can see so little from here, but that airplane pilot can see the whole Winding River. Guess we just need to be courageous and focus on the next 30 days."

3. THE WINDING RIVER Here's what each concept represents:

- The river represents your life filled with twists and turns.
 - The steep-walled canyon is your inability to see too far ahead in your life.
 - The boat represents your present job or career.
 - The lake at the end of the river represents the fulfillment of your goals.
- A. **Focus ahead, not back** The past is over. You can only go forward, not back. Release yourself from the past and move forward.
- B. **Concentrate on your boat (your present job)** Produce excellence where you are now. Don't focus on the next step in your career. Be great now! Focus on increasing your own effectiveness.
- C. **Just make it to the next bend** Commit just for the next 30 days. Set realistic, short-range goals every month. You can do almost anything for just 30 days! Here are a few 30-day goal suggestions. Pick just one.

4. 30-DAY PERSONAL GOAL Set one goal each month just for you. It can be physical, emotional, spiritual, material, an activity or an achievement, something to gain or something to lose.

- A. Lose 3 pounds (that's only 1½ ounces a day and you can lose 36 lbs/year!)
- B. Get up 15 minutes earlier each morning (that gives you an extra 7½ hours!)
- C. Read 12 pages in a book (you'll then read at least 14 books/year)

5. 30-DAY FAMILY GOAL Make sure your family benefits from your work. Set goals that will bring you and your loved ones closer to each other.

- A. Bring a special gift home for your loved ones.
- B. Write a love letter or thank-you note—express gratitude.
- C. Set aside one night each week as family night. Do something together!

6. 30-DAY BUSINESS GOAL Corporations have goals for the coming years and way beyond. They're critical for corporate growth. Your own business goals are just as critical for your professional growth.

- A. Learn even more about "two" things you don't know that much about.
- B. Come up with "five" creative ways to grow business or improve service and **thrill** your customers.
- C. Put at least one idea from today's program—your "best" AH-HA on pg 4—into ACTION immediately!



"We need to know our priorities and who should be in our goals. I love my career and I can also set personal and family goals."