

End of Game Essay...Chuck Rosen (player of the year nomination)

Well...the game is ending, or is it? I think my game is really just beginning. Throughout the last 90 days I have accomplish a great deal, but it has just been a start.

In the area of business, I wouldn't say I doubled my business, but I did lay the framework for writing more, much more business. This game could not have come at a better time. It is because of this game that my partnership is dissolving. This has created much turmoil in both my professional and personal life because my ex-partner is my brother-in-law. I definitely have seen his true colors and this is the best thing that could happen in the long run, but I must admit, it is like going through a divorce. I rented a new office and am in the process of renovating. I will be able to staff and train my assistant to mind dump and time block. This was an area I could not get my present staff to comply with. Particularly because I found out my ex partner was trying to sabotage my success playing the game. Overall, though, my "ask for business" was up from a low of 1 to a high of 7. That is a growth of 700%. My referral numbers have been sort of low because of the breakup. I made a decision that I wasn't going to work at building my current company and give away 50% of the profit. I did do much better going from 0 – 5, that's a 500% gain. I am very excited about continuing my growth.

I did find a mentor, and have met with him. We agreed to meet once a quarter for breakfast. I think it will be a good fit. I am looking to set up a board of advisors.

As far as the health and fitness part of my game, I have met my goals. I have lost 10 lbs., and dropped @ 7% body fat (going from 22.7% to 15.5%) I have 3.5 lbs. to lose and 2% more body fat to go. My waist has gone from 34 to 31.5. I gained 6 lbs. of muscle. My golf handicap has gone from a 9.4 to 8.3 in the last month. The last 45 days I have not shot more than a 79. I think that sort of success has to do with being present. When I have been out doing things for fitness, it has all been about focusing on what I am doing and letting the passing thoughts do just that, pass. Staying with positive thoughts has helped to.

As far as family goes, my relationships with my wife and kids have improved. I have been home more, and earlier everyday because of mind dumping and time blocking. I also have been able to do more around the house. We are just about done doing our backyard and have worked on the front yard. I have spent time with Noah and we are getting along much better. I think we are getting to an understanding. A big breakthrough was getting my Father to come out and visit. He has never come out to California to visit me. He has never met Ethan, his 3 year old grandson, and has only met Noah his 7yr. old grandson once. Pretty sad, and I was very adamant about him coming out. He has never seen any place I have lived since I was 16 yrs. I must say I am excited about playing a round of golf with my Dad for the first time in 25 yrs.

The mind and stress part of my game has really been a success, because I can't believe how many challenges I have had during this. Between, my business, moving my office, my building out of my backyard, family sicknesses, and being President-Elect of National Association of Health Underwriter's of Ventura County, plus the money stresses, I think I have faired very well.



"AFTER GAME ESSAY" Greg Nelson August 13, 2007

It is remarkable to review the progress that I have made in the last 90 days and where I am now in comparison with the beginning of my game. With the directed focus that I have achieved, as well as learning how to better time block and mind dump for each day, I feel that I am more in control of my work and my schedule. I am able to accomplish my goal to do the most important

things first and have increased my activity and production significantly. I have developed systems to not have to be all things to all people now. Thus, the number of meaningful appointments that I have per week has increased by 200%, and I am still able to get things done in time to go home by 5:30 at the latest instead of 6 to 7pm. I find that by refreshing throughout the day, I not only have more energy for my work activities, but I am more responsive and alive when I am with my wife and my family.

The number of times I have asked for the business has gone up by 350%, while the number of times that I ask for referrals has gone up by 400%. Consequently, I surpassed my increase in income goal approximately 1/2 of the way through the game. I revised it upwards and have thus increased my annual income by 40% instead of the 25% that was my original goal.

I have found a good assistant that I have taken planned time to train to be proactive and has helped me to be able to keep my time blocked out for the items that I am uniquely qualified to do, while she does the rest. I am now helping another agent, my son who has been in the Life Game, to do personal production. I am also training a Customer Service Representative to carry forward my Client Care System that has been developed during the game. This has also allowed me the extra time to find a good mentor that has already helped me to increase my monthly income by over \$500 per month in a very short period of time. I have also helped to form a Mastermind group that will help keep me accountable going forward.

I feel that I am making good progress and that I will continue towards being more effective in my presentations, sales, and service to my customers, particularly to my best customers who are now advocates referring business to me on a regular basis, an increase of 300% of quality advocates. I have my next 90-day plan to expand this number of advocates and continue to improve to increase my income by over 60% for this year. I now have more happiness in making a difference in others' lives and derive great satisfaction from my work and in helping others.

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End of Game Essay - JAY ROVERT

Beginning this course, I must admit I wrote my initial essay quite blind with little or no insight into my potential as I have been on a plateau for quite awhile & was not really convinced that big gains were possible. I naturally set up goals that were exciting more because I was 'prodded" by the initial dialogue from the Sarano presentation that I was fortunate enough to see live in person in January. And at this juncture my goal of a 50% increase has been attained (as of this writing) and my true year-end goal has been revised upward to a 66.66% increase year over year.

My basic focus was to convert as much of my brokerage to our top fee-base platform & in the process I pushed myself to raise the fees 25%+ on most all my clients. This endeavor forced me to reach outside of myself & I was quite proud at the lack of push-back from any of the clients & for all the terrific feedback I have received from my "top client calls" (which remains an on-going process)...which convinced me all the more that my performance and service has been superb and I had been shortchanging myself over the years. Going forward with regard to new prospects I will remain fair but aggressive on my pricing as the deliverable is certainly worth it.

I have found the "to-do checklist" along with mind dump-time blocking absolutely essential. In fact the process above took place with very few service errors attributable to my new found organizational skills. I have had quite a few mornings with early AM meetings where I arrive in office at 10AM (very late for me) on a day where I have a noon luncheon planned 30 minutes away...and because of our new system I have ended the day with a "score" of a 7-8.....meaning that along with the meetings I still had a very productive in-office day. This is a total change from the Jay of the past and it's all good.

In terms of the other specifics like "asking for the order", "asking for the referral", I actually made increases but they were erratic. For example in regards to asking for the order my range is from 2 to 7 which represents a 350% increase but unfortunately both numbers came in weeks 2-5 of the course. With regards to referrals my range is 1 to 2 which is a 100% increase, but not up to my desire. That being said since the majority of my brokerage is fee-based, the key is NEW appointments and I have been averaging 3+ per week which is at the minimum (as I do not have previous stats) a 50+ increase from before Sarano....and this is being driven by creative networking where I have raised my game to new heights and I know today that this will drive the appointments, new clients, orders, referrals and finally GDC....and for this I am quite proud and have no intention of sitting on my laurels.

I picked a mentor who is a CEO of a prominent firm in Fairfield County which is nationally known & I'm very excited about our first conference this Thursday. I have also been in the process of forming an Advanced Networking Group from which I plan on choosing some members for my Advisory Board. I'm approaching week #14 (final) with excitement, trepidation & some sadness...However my plan is continue improving my game going forward & specifically I plan on continuing a new game with 2-3 gentlemen I truly respect within my office & with a few of my colleagues from this team.....

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End of Game Essay - MARLIN HOWLEY

Gents,

Thanks for playing the Game with me. I'm sorry I missed last weeks call. After listening to the call late last night, I realized I need to put together an Essay on my performance during the Game and what I've achieved (or not achieved). Here's a short but quick essay:

I wanted this (brief) essay to address a couple of basic questions:

- Where was I before I began playing the game and where am I now?
- What was I playing for and did I achieve those results?
- Are there any lasting effects from the playing the game, and if so, will they make a difference going forward?

First, a confession of sorts—I've not played the "game" as aggressively as I should have...my mistake. I need only look at the effect the game has had on my playing partner, Jay Rovert, to realize the possible benefits that I let slip by. That's my fault and my loss.

Now where was I before the game? The answer to that is easy—I was basically clueless. I'm new to this business and coming into it I had no real feel or intuition for the day-to-day process involved. As a result of that I wasted a lot of time and effort on unfocused, unproductive activities. That's where I was. So where I am I today? I believe I can say I'm much more focused and deliberate than I was at the start the game. My time-blocking and mind-dumping, while not perfected, have become important tools that provide me with a solid foundation for continued improvement. On this point I believe I achieved a passing grade: Maybe a C or C plus.

On the next question: What was I playing for and what are the results? Aside from learning the basics of this business and establishing some fundamentals I was playing to improve my personal production. My goal when starting the game was to generate \$10,000 per month in net commissions. Since starting the game I've had net monthly production of \$7,000, \$8,000, and \$13,000 over the last three months and, I am happy to say those numbers' appear to be trending higher. By yearend I expect to be between \$10,000 and \$15,000 per month in net commissions

on a consistent basis. This for my first year in the business is a reasonable and, more importantly, achievable goal. On this point I think I can give myself a passing grade. Maybe a B minus.

To me the most important and fundamental question is: has the game left me with any lasting characteristics or skills? I believe the answer here is yes! The game has instilled in me the day-to-day, week-to-week self-discipline and confidence needed to execute—I believe this characteristic will have the longest lasting positive effect on me. Increased self-discipline makes everything else possible and places all of my goals within reach.

So did I win the game? I think so, but it was a close game. I know in my heart I could have performed better. That said, I believe playing the Game has left me with the fundamentals I need for continued improvement. For that, I'm thankful.

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End of Game Essay - JAMIE HIBBARD

In order to properly evaluate my performance in the game, I will take a look at where I was before and where I am now.

If I had to describe my attitude towards business before the game it would be a combination of feeling lost, frustrated, guilty, bored, un-confident, with a undercurrent of optimism. This was due to not having the foundation or know-how to get from point A to point B in my career, without getting sidetracked, confused, turned around, or heading in the wrong direction. As a young man new to a business I needed help with organization and goal setting, both which the game has helped me chip away at.

I was by no means an MVP in my own game, but I was however making a big difference. Did I successfully implement the scorecard?- No. Create advocates?- A few. Find a mentor? – yes, 2 actually. Ingrain mind dumping and time blocking? Most of the time. Create fans? Nope. However, what did stick has helped change me a lot over the past few months. Specifically the mind dumping, time blocking, and creating advocates.

Mind Dumping & Time Blocking has provided me with the medium to accomplish my goals that I was in desperate need of. It keeps me on top of my game so that I can continuously knock out a goal and move onto the next, creating a constant state of progression that I crave. No more wondering what I should be doing or feeling guilty, because I have a plan. If the frustrated/guilty/bored/lost feeling creeps up behind me I immediately know how to slay it.

The advocates portion of the game has helped with my confidence, its like getting a pat on the back from your clients when they confirm that you are doing a great job. If you aren't doing a great job they tell you how to fix it, all while deepening your relationship and creating a bond – how cool is that?!

On the days where I am on point with the game, I leave the office content and proud of my day. That optimism I had is slowly yet surely being realized. From here on out, the goal is to implement more of the game so that I will continue to improve

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Quick Results - Scott Anderson

Ask For Business (AFB)

Started with a low of 2 and ended with a high of 26, that is a 300% increase

Ask For Referral (AFR)

Wasn't even asking or tracking this, so zero to an average of 4, again a 300% increase
Overall - staying focused during an unexpected company merger and huge sale, noticed I had less peaks and valley's more of a steady and consistent work flow. Great experience.

David Adams

Moved into new office, organization was huge, started with a record amount of stacks on my desk and now it's very manageable. My desk is clean at the end of the day and everything has a place, garage is now cleaned after 2 yrs!!

I was playing for an increase in my personal income, which is definitely up and on track to maintain. I'm actually up 48.5% income.

My health is better too! I lost 20lbs!!!!

Time Blocking and Mind Dumping - huge help and stress reliever
now getting up when I wake up 5.30am

AFB low was at the start 1 and ended with 10 times per week

AFR low was also 1 and I was able to easily move this to 7 times per week, pipeline growing! no numbers like that since my first year in the business.

Jeff Zufall

Asking for Business low was about 2 per week if that, my highest for the week was 12 and I'm averaging around 10 per week – that's like a 1000% increase

My goal was to increase by 50K with in the 90 days but its been 120k in 90 days, how can I complain about that!!

Overall, time blocking has been the biggest thing to attribute to my Game success.

THANK YOU!

Mallie Daniels

This year my first quarter was the best year ever, second quarter not as good but great overall because the momentum is there - shifting biz from hundreds of thousands of \$\$ on marketing to referral based biz

In Body & Health I lost 10lbs, my relationships with partners is excellent and my staff is very much on board with the time blocking and mind dumping as well as prizes and consequences.