

# \* ALISSA FINERMAN/

*Living In Your Top 1%: Nine Essential Rituals  
To Achieve Your Ultimate Life Goals*

Marketing Analysis:  
Key Messages to reach your audience  
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\* Women/ 30-55

\* TOPIC/  
DEFINING YOUR  
PASSION -  
*Create the story  
that empowers  
YOU*

Themes/

You Inc. Blueprint

Focus on/ Making Yourself a  
Priority

Embracing a Can-Do  
Mindset

Focus on/ Saying Goodbye to  
Self-limiting beliefs

Creating Goals to  
Thrive

Focus on/ Aligning Goals with Values

Stories/

- Paula's story p.14
- Allison's story page 31

\* “We are all faced with a series of  
great opportunities brilliantly  
disguised as impossible situations”

Charles Swindoll

# You Inc. Blueprint

Focus on/ Making Yourself a Priority

## \* Talking Points/

- Brief overview of You Inc Blueprint- p.26
- Today, I will be focusing on making yourself a priority
- Finding time for yourself is essential when living in your top 1%--discuss
- Reference T/F questions on p.29
- Talk about the importance of giving yourself 5-10 minutes a day to focus on you.
- Some of you with children and careers and a sick mom...etc-insert examples of hectic lives here -- I know this may seem overwhelming—reference Allison's story 31
- In addition to Allison's solution for finding time to focus on her, she also had the right mindset...

## MAKE YOURSELF A PRIORITY

- \* "Sometimes making yourself a priority can seem overwhelming. It's best to start the process by doing one small thing a day and seeing what you can handle. Small steps could include spending one minute to say gratitude, focusing for five minutes to schedule your daily priorities, taking ten minutes to read or meditate...You can do something good for yourself in less than ten minutes."
- \* Choose one step and move into action—build your confidence small steps *will* lead to big results

# Embracing a Can-Do Mindset

Focus on/ Saying Goodbye to Self-limiting beliefs

## \* Talking Points/

- Brief overview of a Can-Do mindset:
- *Thoughts—beliefs—belief system—mindset—actions—reality*
- Reference Carol Deweck's Achievement/success research
- Refer to Paul's story- took a risk, said I can do something about this, and did it and SO CAN YOU!
- Believing in Yourself everyday—saying I can—use your 5-10 minutes a day to think I can
- Reference word/beliefs to incorporate into your mindset- p. 44
- You can reduce your negative self-talk, but you must first be aware of it...
- Now let's talk about weaving these values and positive mindset into GOING FOR THE GOAL.

\* “Top 1%ers refrain from drawing conclusions based on insufficient information or one piece of information. They identify these beliefs, negate them, and then move FORWARD.”

“Top 1% moments are defined by the feelings of fulfillment, excitement, and joy that come from the *experience* of reaching for your best, rather than accomplishment alone.”

# Creating Goals to Thrive

Focus on/ Aligning Goals with Values

## \* Talking Points/

- Brief overview of Goal Setting Process SMART- p. 79
- Focus on aligning goals with values—
- If you are a parent taking time to identify your key values is not just good for you, but also pivotal for your children to have a core set of values to guide them through life...
- Example of setting goals based on values—
  - Lose 15 pounds but health is not a value...
- Some examples of values include--→
- Once you have assessed your You Inc Blueprint, found 5-10 minutes a day to set aside for YOU, established a can-do mindset, and created goals that are in line with your values you are on your way to Living in Your Top 1%.

“Values are the core ingredients for how you live your life: what you care about, what fuels your decisions, and what propels you to make the extra effort...”

When you weave your values into your goals, you experience a greater sense of purpose, therefore finding it easier to stay on track.”

Examples of value include:

- \* Adventure
- \* Compassion
- \* Creativity
- \* Faith
- \* Family
- \* Friendship
- \* Love
- \* Passion
- \* Respect

**\* Recent College Graduates & Current  
College Students/  
18-28**

\* TOPIC/

WHERE DO YOU  
WANT TO GO?

Themes/

## Excel with Your Strengths

**Focus on/** Identifying your key strengths

## Go for the Goal

**Focus on/** The three core phases of setting goals

## Balancing Your Life

**Focus on/** Seeing the Big Picture

Stories/

- Dawn's story p.44
- Your story

\* “There is no use in trying,” said Alice;  
“one can’t believe impossible things.”  
“I dare say you haven’t had much  
practice,” said the Queen. “When I was  
your age, I always did it for a half an hour a  
day. Why, sometimes I’ve believed as many  
as six impossible things before breakfast.”

Lewis Carol

# Excel with Your Strengths

Focus on/ Identifying your key strengths

## \* Talking Points/

- Brief overview of Top 1% philosophy, YOU INC blueprint, assessing your life, letting yourself dream..etc.
  - Now, I'm going to focus on Key Strengths—why they are important
  - Reference Dr. Martin Seligman's research p. 58
  - Discuss how strengths make a difference in YOUR life and helped guide you to your passion
  - how to identify your strengths—p. 60
  - With social media, it is now easier than ever to get your friends and family to help you identify your strengths—tonight go home and send a message, post a status, "what are my strengths"—and make sure to check out my facebook page and tell me what you heard—
  - Briefly discuss how knowing your strengths will help you overcome challenges in your future and decided what direction to move in—refer to
- \* Our strengths are not limited to qualities that can be applied in the workplace; they include all of the things that make us **shine** as unique individuals and differentiate us from one another.
  - \* When you use your strengths effectively, they pull you in an upward spiral and lead to feelings of hope, optimism, contentment, and gratitude.
  - \* "Many people define success by being in *the* top 1%, when in reality it's about living in *your* top 1%."

# Go for the Goal

Focus on/ Benefits of setting goals

## \* Talking Points/

- Using your strengths to help you set goals to thrive in life-
- Benefits of setting goals—create vision of where YOU want to go, help you stay focused and DIRECTED, enhance you motivation
- Briefly review and discuss steps of goal setting p.79 focus on these four steps:
  - Ideal situation—what is your dream, work backwards from there
  - Defining the “why” —create goals that excite you
  - Align goals with values—reference Dawn’s story p.44—focus on Dawn seeing the big picture (which we’ll talk about more in when we move onto balancing your life), but also Dawn’s ability to identifying her strengths and what she would enjoy about this position—aligning your goals with values helps hold YOU accountable
  - Stretching yourself

- \* Every goal has the potential to be great as long as it is one that you value and make a priority.
- \* “Regardless of the outcome, you will learn something from the experience. Once you open your eyes to what you can achieve, you will be able to see the world of possibilities that exists.”
- \* Choose one step and move into action—build your confidence

SMALL STEPS WILL LEAD TO BIG RESULTS

- \* **Create a Vision for where you want to go.**

# Balancing Your Life

Focus on/ Seeing the Big Picture

## \* Talking Points/

- MOST DIFFICULT to achieve, but finding a balance in your life will insure you have time to think about and work toward your goals.
  - Seeing the big picture—as a college student you are at the optimal time in your life to find this balance and use it to move forward in your life—on your terms.
  - Talk about the Balance Framework:
    - seeing the big picture
    - Identifying your non-negotiables
    - Making conscious trade-offs
  - Establishing the framework in your life will give you a NEW PERSPECTIVE
- \* While it's easy to get stuck in the details of your life, it is essential to take a step back and ask yourself, "What is truly important?"
  - \* You can choose to ask yourself daily, "What can I do to improve my life?" You can choose to take action and practice certain rituals. You can choose to surround yourself with people who motivate, stimulate, and challenge you to think creatively.
  - \* Seeing the bigger picture allows you to see where you are going and is one of the key practices that take you into your top 1%.

**\* Professionals Recently Unemployed Or  
Unhappy In Their Careers/  
30-65**

\* TOPIC/  
Crossroads--  
Building The  
Framework To  
Live The Life  
You've Dreamed

Themes/

Embrace a Can-Do  
Mindset

Focus on/ Overcoming Obstacles

Live in Your Stretch  
Zone

Focus on/ Don't be Afraid to Dream

The Three Cs/  
Consistency

Focus on/ Transferring Consistency in  
your words and actions

Stories/

- Pam's Story p. 92
- Sean's Story p. 129

\* “Go confidently in the direction of your dreams. Live the life you’ve imagined.”

Henry David Thoreau

# Embrace a Can-Do Mindset

Focus on/ Overcoming Obstacles

## \* Talking Points

- Brief overview of You Inc Blueprint, assess, dream, set goals...
  - Importance of changing your mindset - opening yourself up to new opportunities, giving you the courage and attitude to make goals you truly believe in
  - What is your current mindset-ask question #1 on p. 46
  - Negative and self-doubting vs positive—believe in yourself and set the framework for obstacles you may face—moving on to obstacles- reference Ted Turner (CNN) p.110
  - Review top three classifications of obstacles: p. 113
- \* "Sometimes the most difficult obstacle is your ability to shift your mindset. *You are not the only one that faces obstacles. We all have them. If others can move through them so can you.*"
  - \* Progress comes from focusing on what you can do rather than what you *did not* do. Big Ideas become possible to achieve when you take that first small step."
  - \* "Your starting point determines where you begin. You determine where you finish."

# Live in Your Stretch Zone

Focus on/ Don't be Afraid to Dream

## \* Talking Points

- Once you have the right mindset and know how to deal with obstacles you are ready to start pushing yourself to live in your STRETCH ZONE
- Briefly discuss the benefits of living in your stretch zone
- Ways to help you move out of your comfort zone:
  - Assess your life and recent achievements, is it time to take on a new challenge
  - Set meaningful goals-pursue something that excites you
  - Take small steps toward your goal—benefits of taking small steps are, confidence, positive mindset, etc.
- Refer to Sean's story p.129: focus on Sean's mindset, allowing himself to dream, family support, etc.

\* "Safety is important when you are driving, but when you want to experience greater satisfaction in certain areas of your life, you have to stir things up and move outside your safety or comfort zone."

\* Choose one step and move into action--create time for your priorities

Small Steps=Big Results

\* If you can't remember the last time you accomplished something that excited you, it is time to pursue a new challenge"

# The Three Cs

Focus on/ Transferring Consistency in your words and actions

## \* Talking Points

- Discuss the three C's based on completing a personal achievement, focus on: choosing your path, committing to your goals, and remaining consistent
  - Talk about "choice" use examples—coming home from work and turning on the TV vs reading to your kids, etc.
  - Make choices to change your life, you can do it, you have the tools: the right mindset, goals for your life
  - Checkpoints to help you make the right choices p. 164:
  - Use Pam's story p.92 to wrap it up—mindset, changed her life and an entire community with one call, you can do it, now is your time!!
- \* "Too many people prefer complaining about what is wrong and make up excuses for why they can't do something. Either let something go or do something about it. Those are your two choices."
  - \* You can choose to ask yourself daily, "What can I do to improve my life?" You can choose to take action and practice certain rituals. You can choose to surround yourself with people who motivate, stimulate, and challenge you to think creatively
  - \* "You will feel great when you match your words with actions"