



NINJA 気 SELLING

**Living On-Purpose  
the Ninja Way**

# Living On-Purpose the Ninja Way

## A. How are you living your life?

- By default, or by \_\_\_\_\_?
- On-accident, or On-\_\_\_\_\_?

## B. Three Simple Steps to Living On-Purpose

1. Discover your \_\_\_\_\_.
2. Control your \_\_\_\_\_.
3. Focus on \_\_\_\_\_.

## C. “Drifters”

- No definite chief aim (“Why”)
- Living on default
- In a continuous state of distraction
- Others (media/social media) do their thinking for them.
- A focus on being entertained
- The devil’s favorite target

## D. Outwitting the Devil by Napoleon Hill (Written in 1938. Published in 2011)

- The use of fear to control
- What is the devil?  
“I am a principle or form of energy which expresses the negative side of matter and energy. I am not a person with a forked tongue and spiked tail.”

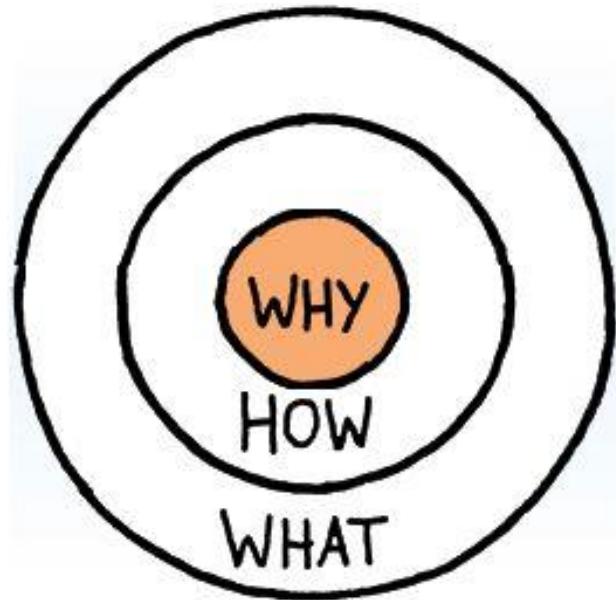
- The devil’s favorite tool: \_\_\_\_\_

“Fear is the absence of \_\_\_\_\_.

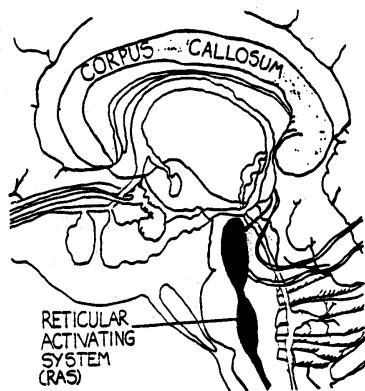
- Love is the antidote to fear.
- If you are afraid, you are \_\_\_\_\_.
- Focus on loving and your fears \_\_\_\_\_.

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## E. Start with Why by Simon Sinek



- Michael Jr. video
- Your “why” is the \_\_\_\_\_ of your life.
- John Goddard’s Life List
  - “The quality of your life is the quality of your list.”
  - “Your life list programs your reticular activating system (RAS).”



- What you focus on \_\_\_\_\_!

# My Life List (Reasons for Living)

**Family:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Occupation/Career:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Recreation/Dreams:**

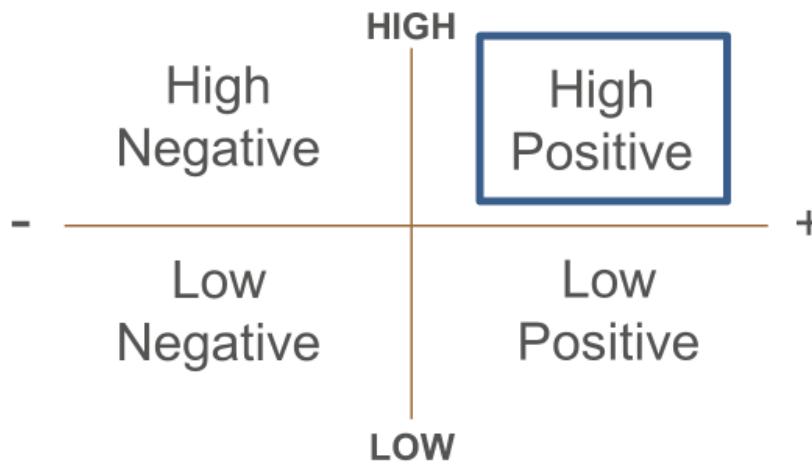
1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**To Be and To Give:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

# Living On-Purpose the Ninja Way

## F. Control your focus and emotional energy



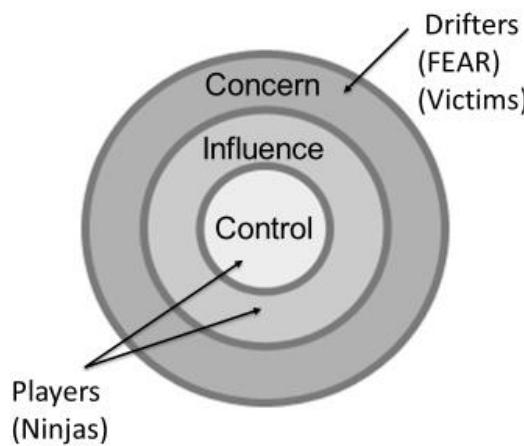
- Strategies to stay in the positive energy quadrants:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- Focus on what you CAN control.



Dr. Stephen R. Covey



- Ninjas focus on their circles of \_\_\_\_\_ and \_\_\_\_\_.

# Living On-Purpose the Ninja Way

- Drifters tend to live in the circle of \_\_\_\_\_.

"The enemy of Mastery is not mediocrity. It is distractions. The addiction to distractions is ruining many potentially awesome lives."

- Robin Sharma

- Recommendation: Watch the Netflix documentary: The Social Dilemma

## G. Focus on Success Habits.

"People do not decide their futures. They decide their habits and their habits decide their futures." – F.M. Alexander

- How do I build habits that last? Read and apply *Atomic Habits* by James Clear
- One of the problems is traditional goal setting.
  - Diet goals
  - Exercise goals
  - Money goals
  - More stuff goals

"Success is not a goal to reach or a finish line to cross. It is a SYSTEM to improve."

- James Clear, *Atomic Habits*

## H. The Ninja Nine – a proven system.

- Where did the Ninja Nine come from?
  1. The Group, Inc.
  2. Howard Brinton and Star Power
- Five Daily Habits:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# Living On-Purpose the Ninja Way

- The Ninja One Thing: \_\_\_\_\_
  - When I start my day right . . .
  - I have a great day!
  - My great days turn into great weeks.
  - My great weeks make great months.
  - My great months made my best year so far!
    - Cheryl Anderson, Scottsdale, AZ
- Your most important hour of the day: \_\_\_\_\_
- The Four Weekly Habits

6. \_\_\_\_\_

7. \_\_\_\_\_

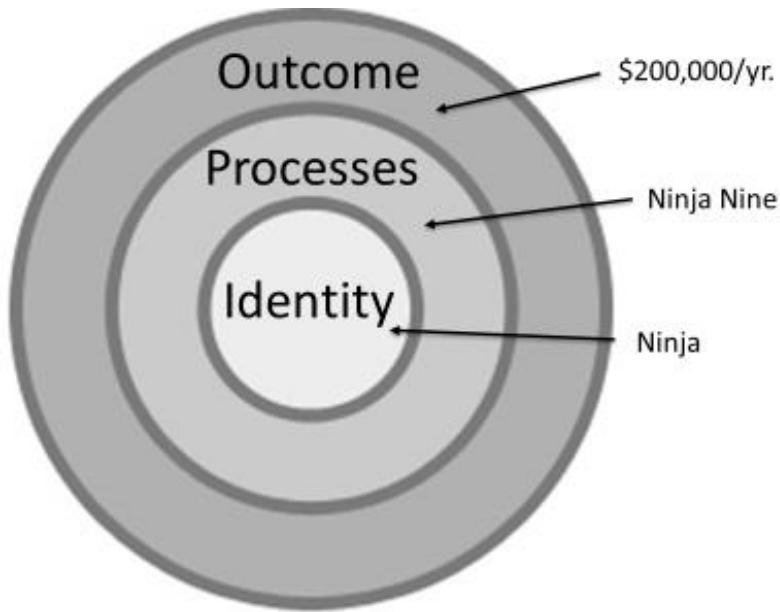
8. \_\_\_\_\_

9. \_\_\_\_\_

- Jim Rohn:
  - “The question is not whether the formula for success will work for a person, but whether a person will work the formula.”
  - “Why would someone not follow the daily activities that lead to success?”
  - “The answer is because he or she does not think it \_\_\_\_\_.”
- The Power of Incremental Change:
  - “What you do every day is more important than what you do once in a while.”
    - Gretchen Rubin
  - “Your life is the aggregation of your decisions repeated over time. Good habits make time your friend. Bad habits make time your enemy.” – James Clear

# Living On-Purpose the Ninja Way

## I. Identity Based Habits (The Story of Mary)



The ultimate form of intrinsic motivation is when a habit becomes part of your identity.  
“I’m a person who *is* this.” Instead of, “I’m a person who *wants* this.” - James Clear

- The goal is not to take a Ninja class. The goal is to \_\_\_\_\_ a Ninja.

“We become what we do repeatedly. Excellence, therefore, is not an act. It is a habit.”  
- Aristotle

- Every day you vote for your identity. Every action you take is a \_\_\_\_\_ for the type of person you wish to become.
- Your self-talk when faced with a decision:
  1. What would a \_\_\_\_\_ person do?
  2. What would a \_\_\_\_\_ person do?
  3. What would a \_\_\_\_\_ do?

Your Ninja Nine habits are a vote for your Ninja identity.

# Living On-Purpose The Ninja Way

- Changing Your Identity (4 steps):

1. Decide \_\_\_\_\_.

2. \_\_\_\_\_ to confirm your identity.

3. \_\_\_\_\_ for your identity with your \_\_\_\_\_.

4. Select a \_\_\_\_\_ that supports your identity.

*“As much as eighty percent of your success can be attributed to your reference group.”*

- Dr. David McClelland, Harvard University Psychologist

*“One of the most effective things you can do to build better habits is to join a culture where your desired behavior and identity is the norm. Nothing sustains motivation better than belonging to the right tribe.”*

- James Clear, Atomic Habits

## J. 3 Simple Steps to Living On-Purpose (Review)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**“Life happens at the level of movement -not words.”**

# Living On-Purpose the Ninja Way

I am your constant companion.

I am your greatest helper or heaviest burden.

I will push you onward or drag you down to failure.

I am completely at your command.

Half the things I do you might as well turn over to me  
and I will be able to do them quickly and correctly.

I am easily managed – you must merely be firm with me.

Show me exactly how you want something done and,  
after a few lessons, I will do it automatically.

I am the servant of all great individuals and, alas, of all failures as well.

Those who are great, I have made great. Those who are failures, I have made failures.

I am not a machine, though I work with all the precision of a machine,  
plus, the intelligence of a human.

You may run me for profit or run me for ruin – it makes no difference to me.

Take me, train me, be firm with me and I will place the world at your feet.

Be easy with me and I will destroy you.

Who am I?

**I am Habit.**