



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 _____.

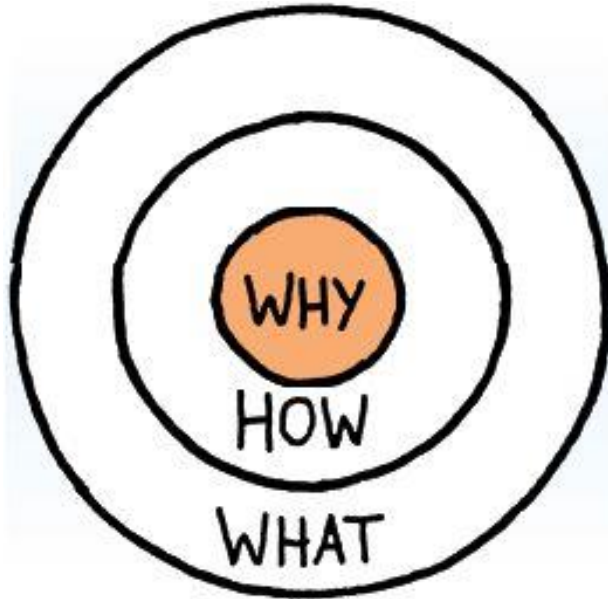
C. “Drifters”

- 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

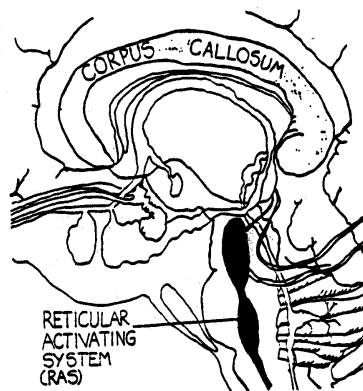
D. Outwitting the Devil by Napoleon Hill (Written in 1938. Published in 2011)

- 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 _____.

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:

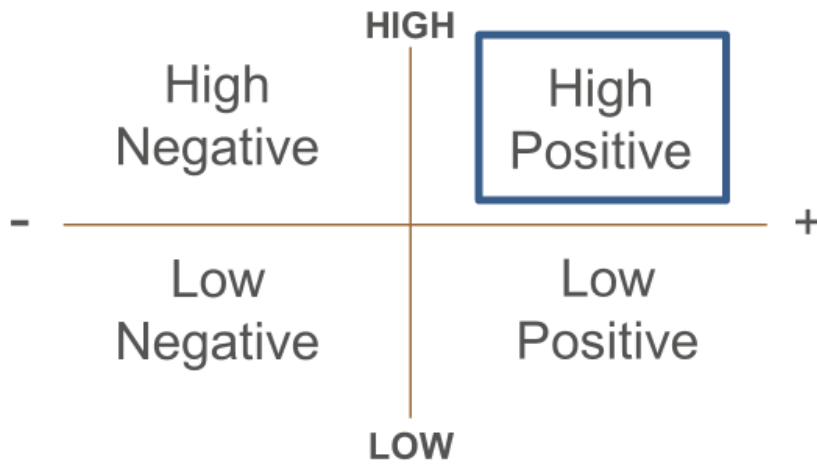
1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

To Be and To Give:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

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F. Control your focus and emotional energy



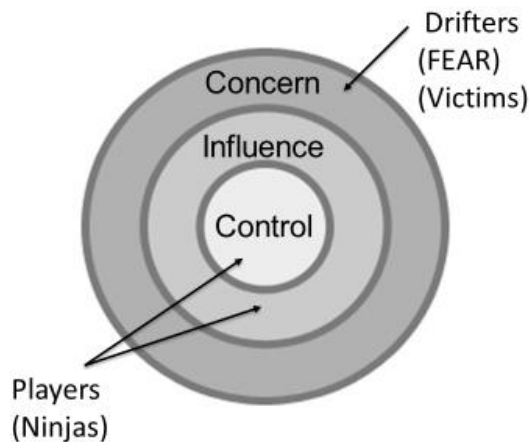
- Strategies to stay in the positive energy quadrants:

- _____
- _____
- _____
- _____
- _____

- Focus on what you CAN control.



Dr. Stephen R. Covey



- Ninjas focus on their circles of _____ and _____.

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- 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.

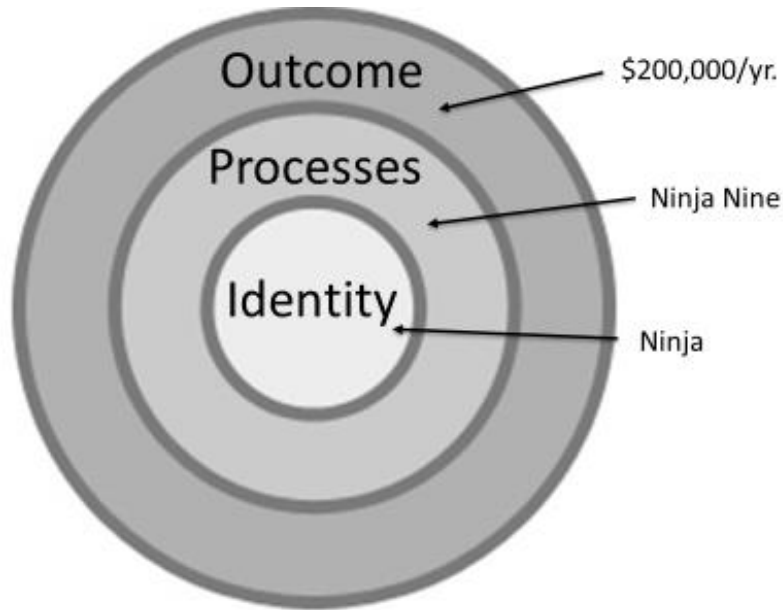
- Where did the Ninja Nine come from?
 1. The Group, Inc.
 2. Howard Brinton and Star Power
- Five Daily Habits:

1. _____
2. _____
3. _____
4. _____
5. _____

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- 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

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.

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- 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.

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October 21st, 2020

Reading Resources

- [Outwitting the Devil](#) by Napoleon Hill (suggested as an audible)
- [Start With Why](#) by Simon Sinek
- [Atomic Habits](#) by James Clear
- [7 Habits of Highly Effective People](#) by Stephen Covey
- [The Compound Effect](#) by Darren Hardy
- [Rich Habits – The Daily Success Habits of Wealthy Individuals](#) by Thomas C. Corley
- [Success Habits: Proven Principles for Greater Wealth, Health, and Happiness](#) by Napoleon Hill
- [High Performance Habits: How Extraordinary People Become That Way](#) by Brendon Burchard
- [The Power of Habit: Why We Do What We Do in Life and Business](#) by Charles Duhigg

Other Resources

[The Social Dilemma](#) on Netflix

[Michael Jr. on YouTube](#)