

# L.U.C.K.

## Laboring Under Correct Knowledge

### Luck Factors

- 1 **The Law of Attraction** – you attract into your life people or circumstances in harmony with your most dominant thoughts (birds of a feather...).
- 2 **Clarity** – know exactly what you want (this will help you recognize opportunities).
  - Write it down in detail. Activates R.A.S. Make a detailed plan of action, organized by priority.
  - Determine the skills and knowledge you will need, and start learning them.
  - Do something every day to move toward your goal.
- 3 **Responsibility**
  - **Self Reliance** – look to yourself vs. others.
  - **Make progress**, not excuses.
  - **View yourself as self-employed**, the president of your own company.
  - **Be proactive** – you have response-ability.
  - You do not have a great day, you *make* it a great day.
- 4 **Result-Orientation** – top quality of all successful people
  - Carefully prioritize your activities.
  - Always work on your highest value tasks.
  - Keep asking yourself, “What is the most valuable use of my time right now?”
  - The more you focus and concentrate, the luckier you will be.
- 5 **Action Orientation**
  - Develop a sense of urgency.
  - Move fast on ideas, opportunities, and problems.
  - Increasing the number of things you do, increases your odds of being “lucky.”
- 6 **Knowledge and Skill**
  - The future belongs to the competent.
  - Continuous learning increases your luck.
  - One piece of information can give you the edge in a situation.

- Read; listen to tapes, videos and continuous training.
- Mastery is the key to the future.
- Be in the top 10%, top 3%, and then top 1%.
- Get good, get better – be the best.

*“The harder and smarter I work, the luckier I get.” – Henry Ford*

## 7 **People & Contacts**

- Who you know can cause you to experience luck.
- Every lucky event involves one or more people.
- Apply the law of sowing and reaping – look for ways to help, give to others.
- Network continually to expand your contacts.
- Join clubs, associations and other groups – GET INVOLVED.

## 8 **Relationships** – your choice of friends and associates will change your life.

- Get around positive people.
- Get away from negative people.
- Invest time in building high quality relationships.

## 9 **Image**

- People judge you by the way you look on the outside.
- Dress for success – take time to look your best.

## 10 **A Positive, Cheerful Attitude**

- Develop a positive mental attitude – the key to being liked by others.
- The Law of Expectations – expects the best, look for the good.
- Practice optimism, cheerfulness in everything you do.

## 11 **Energy**

- Alertness and awareness enable you to recognize opportunities.
- Develop a high energy level.
- Take excellent care of your physical, mental & spiritual health.

12 **Character** – the most important of all

- To thine own self be true.
- Live consistent with your highest values.
- Integrity is the most required and respected quality in relationships.
- Character is the master luck factor in building relationships that last.

## **Increase Your Income 1000%**

**Imagine making 10 times your annual income** (\$25,000 vs. \$250,000)

If you think you can or cannot, you are right!

### **5 Keys**

- 1 Believe in yourself.
- 2 There are no excuses.
- 3 Be 10 times better.
- 4 IQ does not matter.
- 5 Action!

#### **1 Believe in Yourself.**

- Believe it is possible.
- Believe it is necessary.
- Believe it is YOU.

*“You must be sold on yourself.”* – Joe Girard

#### **2 There Are No Excuses.**

*“There are a thousand excuses for every failure,  
but never a good reason.”* – Mark Twain

### 3 Be 10 Times Better.

Learn to think and act like the highest paid salesperson in your organization

### 4 IQ Does Not Matter.

- “AQ” is more important.
- Your attitude, not your aptitude, controls your altitude.

### 5 Action!

Two things you can do to start increasing your income:

- Identify the highest earning people in your field, find out what they are doing differently from, others and copy them.
- Set a goal to double your income over the next two to three years, and then figure out how you are going to achieve it. Get started!

Bernard Smalls is a corporate trainer and a consulting resource partner with the Ken Blanchard Companies. He is known for his part in the history-making exploits of Toyota Mall of Georgia. As corporate trainer, Bernard helped the company to make Toyota history by being the first and only franchise to win all ten of Toyota’s excellence awards in the first year, and to be the only Toyota franchise in history to win the prestigious President’s Award back-to-back in the first two years of business.

*“Bernard is an excellent speaker with great content that will inspire any audience. Bernard is a real winner.”*

- Dr. Ken Blanchard -  
Co-author of “The One Minute Manager”

With the release of his new book, “Thank God It’s Sunday: The Gospel of Customer Service,” Smalls is leading a revolution of customer retention through customer service, sales and leadership excellence. He masterfully communicates timeless principles for practical application in business and life. Smalls holds a Bachelor of Philosophy in Theology Degree.

For additional resources and sales training by Bernard Smalls, contact:

O. Bernard Smalls Companies, LLC  
Post Office Box 1359  
Suwanee, Georgia 30024

Phone: 678 794-9027

[www.lulu.com/bernardsmall](http://www.lulu.com/bernardsmall)