

# **STRONGER**

**ACTION GUIDE**

**Creating a Victory Mindset  
and Taking Action During  
the Toughest Times**

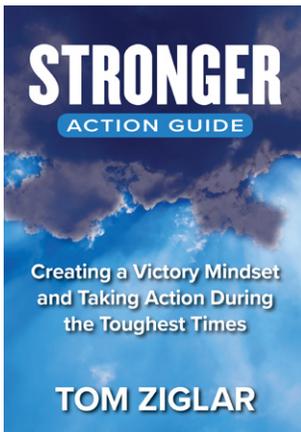
**TOM ZIGLAR**



Dear friend,

Our world is facing the greatest challenge of our lifetime - perhaps in the last 100 years. The COVID-19 virus is creating panic around the globe and impacting our lives in ways we never could have imagined.

Yet, there is hope, and there is something YOU can do, I can do, we all can do, that will allow us to grow through this time together and emerge **STRONGER**.



STRONGER - An Action Guide, has been created in a simple electronic format so that you can easily share it with those you love and care about. It's not complicated and is based on five decades of Ziglar wisdom and millennia of ancient wisdom. The latest science and research also supports everything in the action guide.

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## How to use



**Read the entire action guide** - it should take you less than 15 minutes.



**Dig in.** Have a journal handy for notes as you reflect on each section your second time through (and third, fourth, etc.).



**Make the STRONGER daily affirmation a part of your day.** Copy it to your phone and read multiple times a day and whenever you need it.



**If you like one of the quotes in the guide - SHARE IT!** Links are provided so you can download the quote poster and share.



**If the action guide helps you - SHARE IT!**  
We are in this together.

## Action Step #1 – STRONGER The Virus-Proof Mindset

For over 10 years now I have been extremely focused on Legacy. What is Legacy? How do we intentionally design our Legacy? At the end of 2019 I came up with this definition:



For some reason when I wrote it, it really hit home. Even though I knew it was true, part of me was hit with the realization that it is more true than I wanted it to be.

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Mark Batterson says this: “Inheritance is what you leave to someone. Legacy is what you leave in someone.”

It’s true - we can’t protect those we love, including ourselves, from life’s challenges. Like it or not, the challenges are going to come.

However, we can be prepared, and prepare those we love, to handle whatever does come.

STRONGER starts with the mindset of “growing through.”



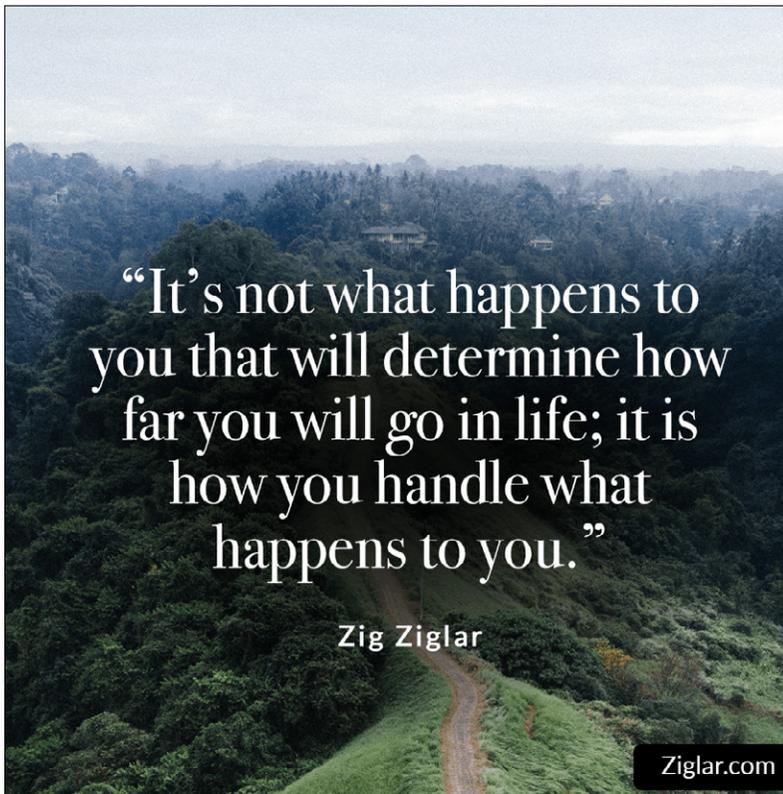
Most of us are “in the furnace” of life right now.  
Don’t sit in the furnace!  
Don’t just go through the furnace!  
GROW through the furnace!



The mindset, the attitude, the belief of “growing through” means that while you don’t like what is happening you understand and believe that you are learning, growing, and being forged in fire - and becoming STRONGER.

On February 13th of this year I had lunch with my good Irish friend Owen Fitzpatrick. Owen is a dynamic speaker and creative genius so I always appreciate his insight. I let him know I was strug-

gling on the messaging and theme of the book I am writing. As we talked he suggested I read the book *Antifragile* by Nassim Taleb and think about how the Ziglar message has always been more than just helping people be successful, but about becoming better and more able because of their trials.



What I learned by reading *Antifragile* was a game-changer - not because I didn’t know it, but because it verified through massive research and examples everything we teach.

The STRONGER mindset believes that every trial, pressure, and challenge we face makes us - STRONGER.

In the book *Antifragile*, Nassim Taleb defines what Antifragility is:

“Antifragility is a property of systems that increase in capability, resilience, or robustness as a result of stressors, shocks, volatility, noise, mistakes, faults, attacks, or failures.” Nassim Nicholas Taleb

The essence of the book *Antifragile* is this:

The opposite of Antifragile is weak. Weak means easily broken. But Antifragile is more than the opposite of weak. When you ask people what the opposite of weak is they will say strong, robust, resilient, grit, etc. These are all great qualities that will help us stand the pressures of the storms of life, but they are not what we are going for. Antifragile - STRONGER - means the storm, the furnace, makes us STRONGER.

I believe this 100%. I believe God created us this way.

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In order to build muscle, I have to tear it down first by lifting weights and stressing the muscle.

In order to make our bones stronger, we have to put them under tension, pressure, and weight.

What we learn by failing, by falling short, by getting knocked down, makes us STRONGER.

Have you ever wondered why most game-changing entrepreneurs and leaders had multiple “failures” early in life? Now you know.





Just a few weeks after my lunch with Owen the COVID-19 virus started to get real. The news in Italy really started to hit home as more and more cases were being confirmed in the U.S. Panic shopping, massive stock market declines, and the domination of the news became the reality. My trips started canceling and the 24-hour non-stop conversation became - how bad is this going to get?

I started to ask myself - what would Dad (Zig Ziglar) say about this situation? I wonder what quote he already has that would tell us how to act right now. Here it is.

The STRONGER action plan is this:



(For our long-time Ziglar fans, you may have noticed that I have changed one significant word in the original quote - I now use the word maximize instead of capitalize - I do this simply to save breath explaining what capitalize means in the context of the quote. When dad originally said it 40 years ago, people saw it as positive; now, unfortunately, most people think it means taking advantage of a situation—and that is not what it means!)

I think the quote sums it up. What does it mean?



**Expect the best** - This is 100% about your mindset and your beliefs. Focus on what you can do. Focus on solutions. Make sure to choose your input wisely. Use

the extra time on your hands to develop yourself and your business/career. There is no downside to this and science agrees. A positive mindset has great health benefits. A fear-driven negative mindset hurts your immune system.



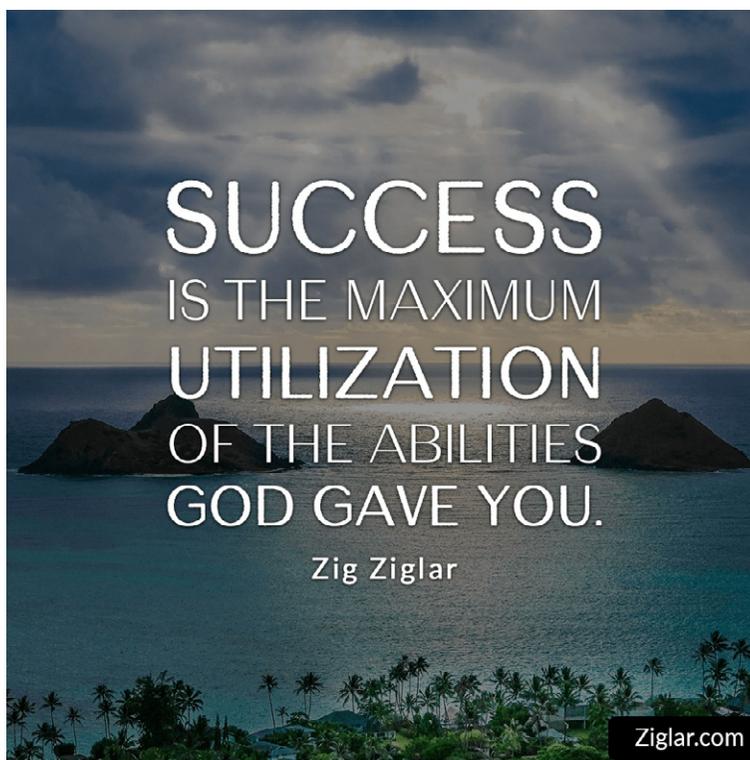
**Prepare for the worst** - Yes, absolutely wash your hands and make sure you have supplies on hand. Absolutely use wisdom in your daily life and social interactions.

And while you are preparing, tell your mind that all of the things you have been putting off, you get to do now! Focus on what you can do, not what you can't do.



### **Maximize what comes**

- No one really knows what tomorrow, or next week, or next month has in store for us. If your mindset is right, if you are focused on serving others, if you are intentional about growing yourself, then you will be perfectly positioned to make a difference in this world – which will allow you to have the biggest impact possible. Focus on serving others and solving problems.



My mentor Rabbi Daniel Lapin says this, “*God is never happier with His children than when they are solving the problems of His other children.*”

As I was reflecting on this quote, my Dad’s life Scripture verse popped into my head:

**Romans 8:28 New American Standard Bible (NASB)**

*And we know that God causes all things to work together for good to those who love God, to those who are called according to His purpose.*

Wow! Amazing that Dad believed with all of his being that ALL THINGS work together for good. And then my life verse popped into my head:

**James 1:2-3 New American Standard Bible (NASB)**

*Consider it all joy, my brethren, when you encounter various trials, knowing that the testing of your faith produces endurance.*

BAAM! The STRONGER mindset is right there in combining those two verses!

The STRONGER mindset believes that everything

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will work together for good and that every trial, every furnace, every affliction, every hardship, everything meant to tear us down and cause us harm will make us STRONGER.



Living out the STRONGER mindset is not easy - but it only has upside. The stronger our belief, our faith, our hope, the more our spirit is lifted and the more we lift the spirits of those around us. Scientifically, medically, when our spirits are lifted our immune system benefits, and a strong immune system has never been more important than right now.

As my good friend John Rouse says, the furnace we are in now “gives us an opportunity to shine.” When we shine we brighten the room and lighten the load. When we stand strong we give people hope. When we give hope the spirit is lifted. When the spirit is lifted people take the right kind of action. When the right action is taken, Legacy is built.

As tough as this time is, I believe we who live out the STRONGER mindset have the opportunity to ripple through eternity.

The greatest generation.

If you ask most Americans who were the greatest generation, they will tell you it was the men and women who fought WWII. They won a war against all odds, came home, and then were responsible for the biggest economic boom in the history of the world.

They weren't the greatest generation.

Speaker and author Andy Andrews points out that they were not our greatest generation. The greatest generation were the parents of the men and women who fought WWII. The “greatest genera-

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tion” was forged in the fires of the Great Depression where hardship was normal and the dust bowl was what they had for dinner. The “greatest generation” was raised by men and women who lived out the STRONGER mindset.

## Because you are reading this I believe:

You are called

You are STRONGER

You have what it takes

You will leave a Legacy that will ripple through eternity

## Action Step #2 – the STRONGER Daily Affirmation

The most powerful story in the world is the story you tell yourself. The STRONGER daily affirmation is YOUR story. It's ok if you are not there yet - nobody is! But every day we can get closer, make progress, learn, love, grow, and make a difference in someone's life. Getting STRONGER is a choice and one that has no downside. Even when you fall short of your commitment, you are still getting STRONGER because you are moving forward and learning as you go.

### Recommendations

1. Read the entire STRONGER Affirmation fully twice a day, in the morning to start your day and in the evening before bed.
2. Say it out loud, if possible.
3. At least 10 times a day say the phrase "I am getting STRONGER and STRONGER every day in every way." This 10 X 10 exercise will train your subconscious mind to automatically look for ways to get STRONGER.

# STRONGER

## DAILY AFFIRMATION

I am getting STRONGER and STRONGER every day in every way.

I am expecting the best, preparing for the worst, and maximizing what comes.

I commit to daily growing and learning in every area of my life.

I already have every quality of success inside of me and I am daily recognizing, claiming, developing, and using them.

I am solution-focused, not problem-centered.

I believe James 1:2 and 3, and respond to life's hardships and trials with peace and joy because I know they make me STRONGER.

I have hope in the future because Romans 8:28 tells me that all things work together for good.

I am courageous standing in the furnace of life because I know I am not alone, and I know that those I love are encouraged and lifted up when they see me love and serve others despite my own trials.

Yes! I am getting STRONGER and STRONGER every day in every way.

I know God is perfectly positioning me to fulfill my life's purpose, and in order to do that

I am getting STRONGER and STRONGER every day in every way.

## Action Step #3 The Perfect Start

This is taken from the book *Choose To Win* pages 198 - 201.

### **Choose to start each day with the Perfect Start**

*“The difference between who you are and who you want to be, is what you do.”* –Bill Phillips

The most powerful habit in my life is what I call the Perfect Start. I believe when you choose this habit every area of your life will improve.

The Perfect Start is simply how you start each day. The goal is simple: to make your life happen to your day rather than the day happen to your life. Each day I intentionally invest the first part of the day to build myself, plan the day, and accomplish my top priorities. Before I lay out my personal Perfect Start, I want to share with you a few things to keep in mind.

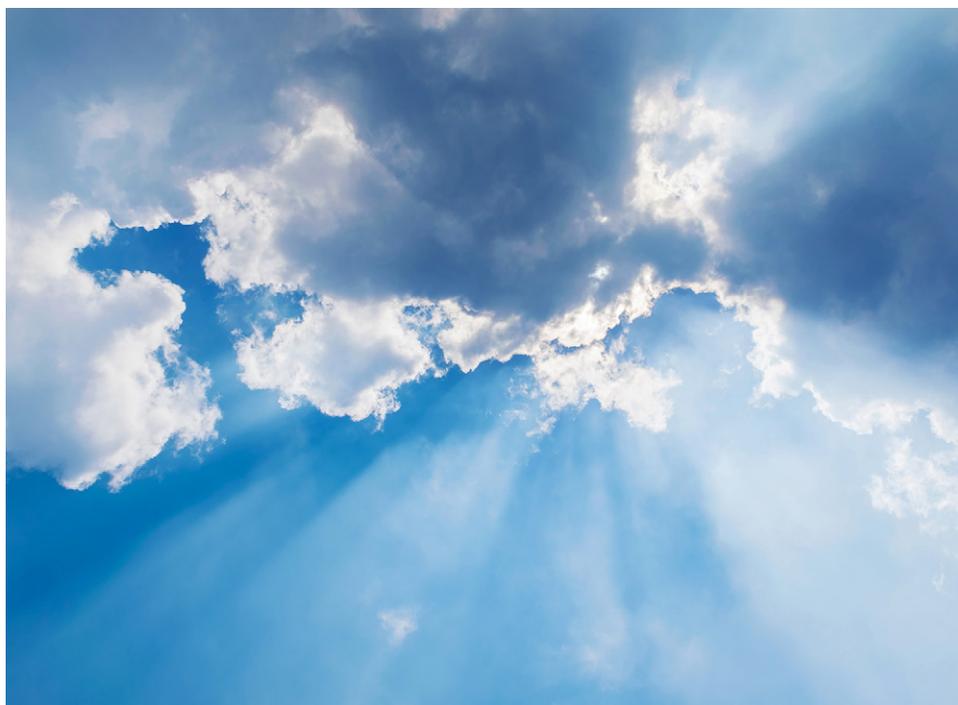
It doesn't matter if you are a morning person. If you are not a morning person, that is ok. Your Perfect Start can be tailored to your needs and it

can be short. The key is to get your mind working and thinking intentionally on what you need to accomplish before you head off to work.

**Start small.** I invest 90 minutes or longer in my Perfect Start, but I didn't start that way! Ten minutes, even five minutes, as you learn this new habit, is fine. The key is doing it every day until it becomes a habit. I would rather you do 10 minutes a day every day for 66 days (how long it takes most people to create a new good habit) than to do 30 minutes three or four times a week. The Perfect Start is a muscle you build. Don't run a marathon your first time out!

**Distraction free.** I do my Perfect Start first thing every morning – I get up, make the coffee, and begin. I don't check email, text messages, social media, the news, etc., until after my Perfect Start. The goal is to get your mindset right first, then plan the day, then tackle objectives for the day.

**Create the time.** Do the Perfect Start first thing! Create the time by getting up a little bit earlier, if need be. It is amazing how getting up 15 minutes earlier and using those 15 minutes in the Perfect Start pays you back all day long.



Here is my Perfect Start, with explanations and ideas you can use. Don't limit yourself to only what I suggest – make the Perfect Start YOUR Perfect Start.

I do my Perfect Start in my study where it is quiet and distraction-free.

**1. Time: 5 minutes - Activity: 2 Chairs.** This is my prayer and quiet time with God. I learned this from Bob Beaudine, who wrote the book *2 Chairs*. I have two chairs set up in my study, one for me and one for God. I start my day by asking God three questions: *Do you know what's going*

*on? Are you big enough to handle it? What's the plan?* Then I listen! The key here for me is simply listening to what God has to say. This is an amazing way to start the day. Other things you can do in this time are meditation and reflection on things you are grateful for.

### **2. Time: 20 minutes - Activity: Reading Scripture and devotionals.**

The number one lesson Dad taught me was to choose the right input in my life. For me, I start with God's Word. This builds me both mentally and spiritually. You can also read inspirational and educational books that are uplifting and help develop you into the person you want to become. The STRONGER affirmation is an excellent thing to read out loud to yourself during this time.

### **3. Time 5 minutes - Activity: Journaling.**

I write a brief entry every day – one to five sentences, on my thinking, feeling, and insights. What a great way to remember what's important.

### **4. Time 10 minutes - Activity: The Ziglar Performance Planner.**

I write out my daily goals, objectives, and to-dos for the day and review the previous day to see if I did what I said I was going to do. I love the intentionality of this because it

gives me a plan and a lot of peace for what I intend to accomplish during the day. This keeps me accountable and moving forward on my major goals.

### **5. Time: 5 minutes - Activity: The mental model.**

In my Performance Planner I write down the important phone calls, face-to-face meetings, and presentations I am scheduled to do for the day. I then do a 60-second “mental model” of how I envision each one of these appointments to go. I anticipate what questions and needs the other people may ask and have. I think about their personality styles and what outcomes would be win/win/win. It is amazing how spending just 60 seconds on each appointment for the day doing this impacts the outcomes so positively.

### **6. Time: 45 minutes - Activity: The One Thing.**

What is the most important objective you need to accomplish? It could be finishing a project, writing your book, cleaning out your in-box, working out, etc. The key here is to do something that is important and not necessarily urgent. As you can imagine, for me this is normally either writing or preparing for a presentation. The good news is, you get to decide your one thing.

There you have it, my Perfect Start. What will yours look like? It's up to you!

If you don't know where to start or you don't have much time, I suggest you start this way.

**Time: 3 minutes - Activity: 3 Things.** Write down three things you are grateful for and meditate on the good things going on in your life.

**Time: 3 minutes - Activity: Read Personal Affirmations.** Do the STRONGER affirmation or the [www.ziglar.com/selftalk](http://www.ziglar.com/selftalk) card.

**Time: 4 minutes - Activity: 3 Major goals or problems to solve.** Write down the major goals and problems to solve for the day and keep the list with you to keep you on track.

## Action Step #4 Overcoming Fear – Waking Up in the Middle of the Night



Have you found yourself wide awake at 3:00 a.m., worried, distressed, and anxious about the COVID-19 pandemic? Or maybe it overwhelms you at different parts of the day?

Here is what I do when it happens to me (yes, I am up at 3:00 a.m. every now and then):

Find a distraction-free place.

Get out a note pad or a journal and write your gratitude list. Make the list long and include all of the big and small things you can think of. Invest at least five minutes doing this. If you write a person's name down, think about why you are grateful for them and recall a specific memory about them. The goal is to change your emotional state. Gratitude and fear don't live in the same space at the same time.

Have a conversation with God using 2 Chairs. One chair for you, one for God. Ask God three questions - God, do you know what is going on? (YES) God, are you big enough to handle it? (YES) God, what is the plan? LISTEN to what God has to say for five minutes - sit peacefully waiting for God to answer. He will. I learned this from my good friend Bob Beaudine and his book *2 Chairs*.

Write down a victory list. Things you have accomplished in the past that you are proud of. Graduating from school, closing a sale, helping someone in need, finishing a difficult project, overcoming a big challenge. This is to remind yourself you have done it before and you can do it again.

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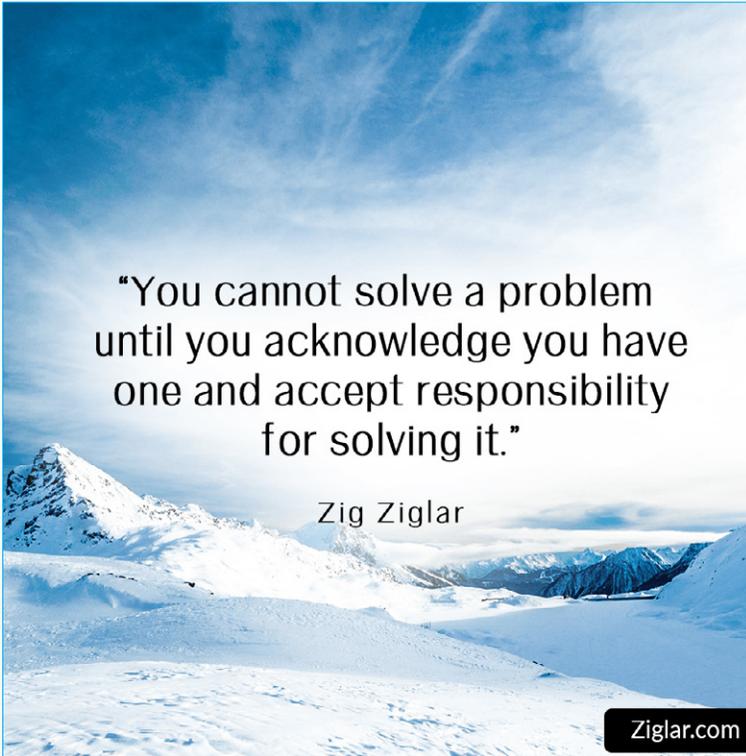
Identify the problem that is giving you the most concern. (Use the Ziglar 7-Step Problem Solving System in Action Step #5) Write it down. Now write down everything you can do to solve the problem. Create an action plan and take action! Dad always said identifying a problem is positive. It only becomes a negative if you stay focused on the problem. Instead, focus on the solution.

There are most likely some (or a lot of) things you have no control over. Now take massive action on these as well. Give these problems to God. As you give each of these to God, let Him know how grateful you are that He knows exactly what is going on and He is big enough to handle it. Thank Him for the plan He has given you and rejoice in Romans 8:28 that all things work together for good and be encouraged by James 1:2 and 3 that you will become stronger because of the situation and God will perfectly position you to fulfill His/ your purpose.

Now go back to sleep! Or if it's the middle of the day, get to work!

You are not in this alone!

## Action Step #5 The Ziglar 7-Step Problem Solving System



If you read Dad’s book *See You at the Top* you may recognize the name Bernie Lofchick. Uncle Bernie, as our family affectionately calls him, was Dad’s best friend and he is one of the most successful and loving people I know. A number of years ago I asked him the secret to his business



success. He said, “Whenever I see a problem I run to it! There is money in solving problems.” I think we can agree we are surrounded by problems! Uncle Bernie is a living example of someone who has the STRONGER mindset.

The Ziglar 7-Step Problem Solving System is very powerful, and for some of you it may seem familiar. It is the same exact system as the Ziglar 7-Step Goal Setting System! The only difference is the focus - solving a problem versus setting a goal. The good news is the same system allows you to both set goals and solve problems.

Are you ready to solve some problems? Let’s go!





5. List the individuals, groups, companies, and organizations to work with to solve this problem.

6. Create the plan of action to solve this problem.

**Important: Make sure to SAVE this file before closing.**

7. Write down the completion date the problem will be solved.

Completion date:

**Important: Make sure to SAVE this file before closing.**

## A Few thoughts in conclusion:



You are getting STRONGER and STRONGER every day in every way!



You are being forged in fire and will emerge through this time STRONGER than you have ever been.



You are setting an example through your mindset, words, and actions that is lifting the spirits of those around you and making them STRONGER.



Your STRONGER mindset is creating an intentional Legacy that will ripple through eternity.



You are daily feeding your mind with the good, the clean, the pure, the powerful, and the positive so that you can become the person God created you to become!

If you want to grow STRONGER by developing yourself, check out [Ziglar.com](https://Ziglar.com) for tons of resources.

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If you feel CALLED to help others grow STRONGER and would love to be equipped and supported as a One-on-One Coach, set up a complimentary phone strategy session with a Ziglar strategist.

Visit: <https://www.scheduleyou.in/2nBLXkE7>

Or

[Click to Schedule FREE Strategy Session](#)

You are getting STRONGER and STRONGER every day in every way!

Choose To Win!

Tom

Tom Ziglar, CEO of Ziglar Inc, Speaker, Author - Choose To Win

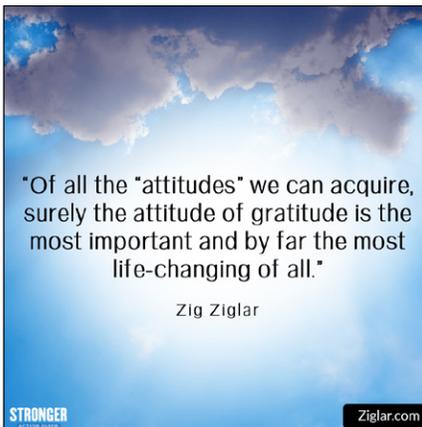
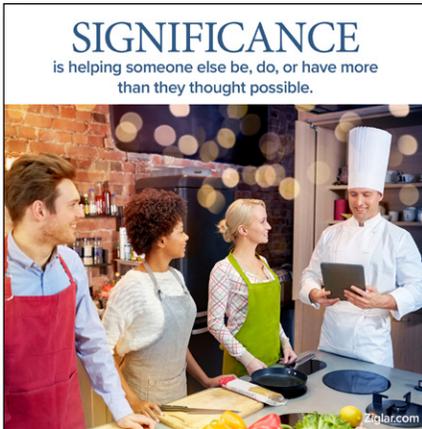
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The following quote posters, and many more, can be found at the below link and are designed for you to share with those you love and want to help become STRONGER.

Visit: <https://tinyurl.com/yx7pyu7n>

Or

Click to View and Download Posters



**Important: Make sure to SAVE this file before closing.**



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