

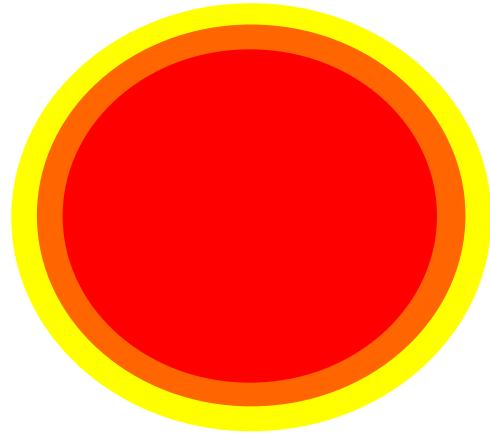
M I K E L I P K I N

on Fire!

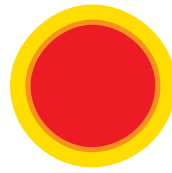
The Art Of
Personal
Consistency

How To Always
Play At Your
Personal
Best, When
It Counts.





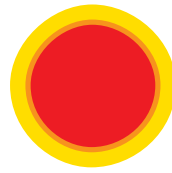
**Live in the
Sweet Spot**



On Fire means that being highly motivated, excited and inspired can and should be your natural state.



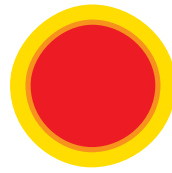
The Six Steps
To Mastering
The Art Of
Personal Consistency



STEP 1:

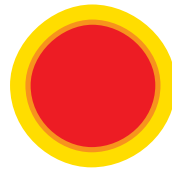
Focus

Live In The Sweet Spot
of What, Why and How



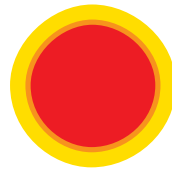
“What”

Your-Consciously-Compelling-
Personal-Outcome. The Main
Thing is to keep The Main Thing
The Main Thing.



“Why”

Your-Burning-Personal-Passion.
It’s about the Intersection of the
Triumphant Triad: Love, Cause,
and Unique-Talent



“How”

Translating Passion into Results
Through Your Hot-Personal-
Strategy



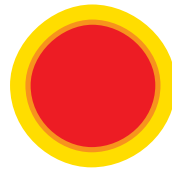
STEP 2:

Expect More.

See More.

Have More.

Be More.

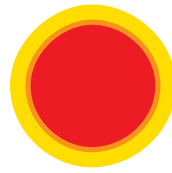


Expect: to look forward to; regard as likely to happen; anticipate the occurrence or coming of; look out for; await; confidently believe that an event will occur.

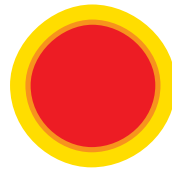
Webster's Dictionary



Your expectations are the source of everything that follows. Unless they are fresh and healthy, how can anything else be?



Words are the labels you apply to your experiences. **Nothing in life has any meaning except the meaning you give it.** Develop a Juiced Personal Vocabulary.

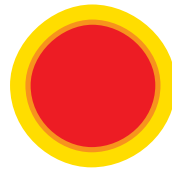


Are you a one-person recession?

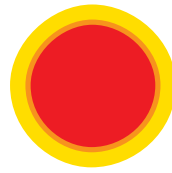
Or are you a generator of success and possibility?

Is your vocabulary bland?

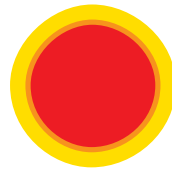
Or do you have a signature way of speaking that sets you apart from the crowd?



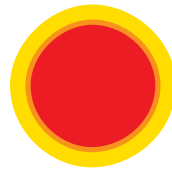
If Focus concentrates your energy on The Main Thing, **Expecting More increases it. Expectations are magnifiers.** If you confidently believe that an event will occur, you are far more likely to move towards it.



If there is a theme to my life, it's that
my biggest wins always come after
my biggest disappointments. It's
called the Symmetry of Success.



Here's an AHA: the greatest opportunities present themselves to you when everyone is expecting less.



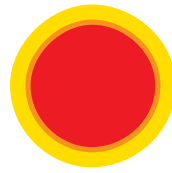
STEP 3:

Be You

Be Authentic.

Be Courageous.

Be Idealistic.



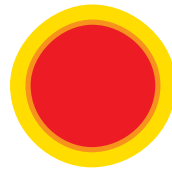
Authentic: 1. not false or copied; genuine; real; original; primary. 2. reliable; trustworthy. 3. in harmony with the truth.

Webster's Dictionary

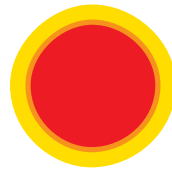


The Three Personal Branding Questions

1. Who are you?
2. What are the values you wish to broadcast to the world?
3. How are you ensuring personal memorability?



The golden thread weaving its way through all the great communicators, persuaders and salespeople is their Authentic Enthusiasm for what they're offering their stakeholders. **They positively glow with passion for their product or service.** Their Spontaneity is infectious. They bypass all the rational blocks of their prospects by going straight to their hearts.



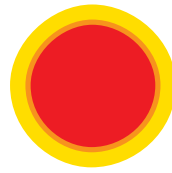
STEP 4:

Play Full Out

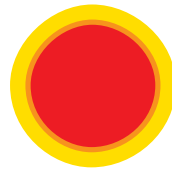
Leave Nothing Behind.

FLAP.

Be Worthy Of Your Gifts.

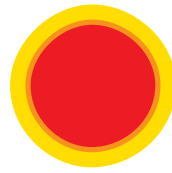


If you want to outplay your competition, play full out. **The Goddess of Victory is attracted to Congruence.**

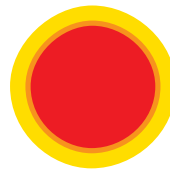


Visceral Vitality will be your sharpest competitive edge.

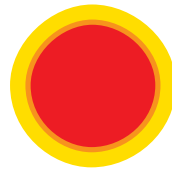
Ultimately, it's your level of Visceral Vitality that determines people's desire to be with you.



My entire life philosophy in eight
words: **Sell Each Line As Hard
As You Can.**



Do you have BGT? Get it in advance by being **Performance-Ready**. Only a handful of people understand the power of being Performance-Ready. They know that life is theatre with consequences. They know they have to buzz with enthusiasm.



STEP 5:

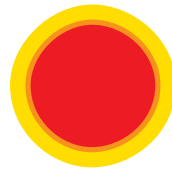
Make World-Class Friends

Be Relationship Centric.

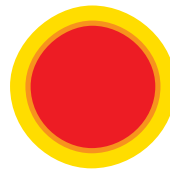
Listen With

Your Third Ear.

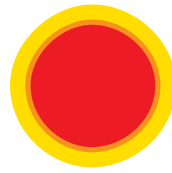
Make Others Salivate.



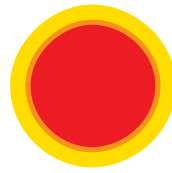
The greatest antidote to anxiety is the knowledge that **you've got friends you can call on in the crunch moments.**



Never underestimate the impact of even the smallest gesture on the well-being or confidence of another human being. What's more, **a tiny effort on your part can have a huge effect on the life of another.** Make it happen.

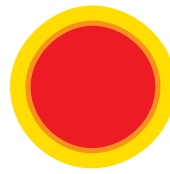


It's in times of crisis that you make the strongest impression on the people around you. **Seize every opportunity to be your best while others are at their worst.** Someone important will be watching, including you.

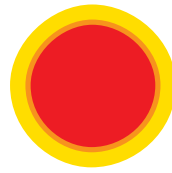


The biggest compliment you can pay anyone is to simply listen intently.

Try it – listen to people in a way that says: **“You are the only person in the world that matters to me right now. I am fully invested in your message.”**



Treat even your most personal relationships as though they are 24-hour gifts that could be taken away at any time. **Act each day as though you need to earn the right to have another day with the people you value most.** Whatever you take for granted gets taken away.



Would you be the **Most Valuable Professional** or the MVP of other people's Personal Teams?



STEP 6:

Learn And Let Go

Adopt a Beginner's Mind.

Get Better.

Travel Light.



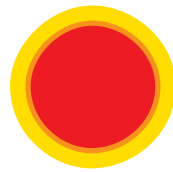
There is one Platinum Thread that runs through all my research with the most successful people I've met: **they never lose their Beginner's Mind.** No matter how much they've achieved, they are massively receptive to new insights and ideas. That's what keeps them fresh and invigorated.



Whatever you're going through in your life right now is what you're meant to be going through in your life right now because **that's what you're going through in your life right now.**



Staying On-Fire means **living**
according your highest standards
while living with your biggest
screw-ups.



The Five Learning Questions

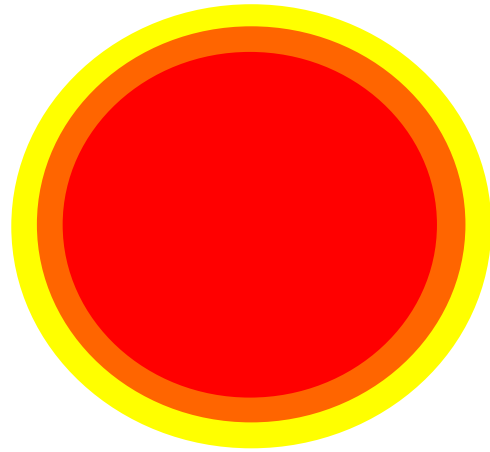
Learning Question One: What's great about this?

Learning Question Two: What am I focusing on in this situation?

Learning Question Three: What am I learning here?

Learning Question Four: What will I do differently in the future?

Learning Question Five: Why am I grateful for what just happened?



**Live in the
Sweet Spot**