



# MIKE LIPKIN

RESEARCHED MOTIVATION AND PERSUASION

## The Checklist of Champions

### How to play at your best so you become the best.

Champions are people who win. They prove they are best of breed. They do the right things right and they don't get the wrong things wrong. They are inspired by their cause and they are disciplined to defend it.

Champions are gifted but they are also worthy of their gifts. They know what to do and they do what they know. They plan their execution and they execute their plan. They dream but they don't daydream.

Champions talk the talk and they walk the walk. Their words inspire action. Every hour, every day, every week, every month, every year, champions do what needs to be done. No alibis allowed, no excuses permitted, no easy ways out. Champions become the standard by holding themselves to a higher standard.

It's simple but it's not easy. Like trains have a track, Champions have a checklist. It focuses them while it sets them free. It's a way of being and doing at the same time.

Mike Lipkin calls himself "The Championator." He studies Champions for a living. He lives with them. He works with them. He coaches them. His mission is to literally turn people into Champions. He helps them perform at their best to become the best. In this remarkable program, Lipkin will share the Checklist of Champions with you.

You will learn:

- How to identify as a Champion
- How to dream like a Champion
- How to plan like a Champion
- How to feel like a Champion
- How to play like a Champion

You may be one move away from being a Champion, or you may have miles to go. Mike Lipkin will give you the Checklist of Champions that will help you get there faster. One thing is for certain, if you want to win, this message is for you.

*Mike Lipkin is the founder and CEO of Environics/Lipkin, one of Canada's leading research and motivation companies. In line with his philosophy that life is theatre with consequences, he entertains his audience while he informs and inspires them. He also customizes his **program** to the specific challenges facing each audience.*