



Presented by  
**JEFF KELLER**

# **Seminar Workbook**

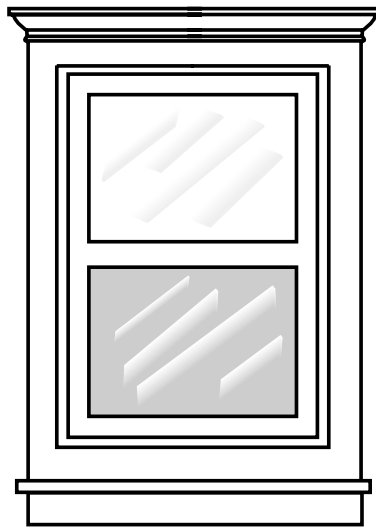
## LESSON

# 1

# Attitude – Your Foundation for Success

**ATTITUDE:** the mental filter through which you see the world; the way you view something or tend to behave towards it.

**Your Attitude is Your Window To The World** – keep your attitude window clean and bright!



### Here's Why Attitude is Everything:

First and foremost, people with a positive attitude are **OPTIMISTIC**.

Attitude also activates the following success traits:

- |                   |                      |
|-------------------|----------------------|
| ■ Persistence     | ■ Resiliency         |
| ■ Courage         | ■ Enthusiasm/Energy  |
| ■ Health          | ■ Encouraging Others |
| ■ Gratitude       | ■ Perspective        |
| ■ Approachability | ■ Spiritual Growth   |

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***Your attitude is the foundation, the starting point for your success!***

# It's Time to Assess Your Attitude

(Circle the number that best represents your attitude. Be very honest with yourself and choose the number that the majority of people in your life would select if you asked them to rate your attitude)

**1 = Extremely Negative and 10 = Extremely Positive**

**1      2      3      4      5      6      7      8      9      10**

## The Benefits I'm Getting From Negative Thinking Are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

(Dig deep to identify the "payoffs" you may be getting from negative thinking.)

Those who think negatively do so out of habit. They have conditioned themselves to think that way.

A positive attitude doesn't mean you ignore reality or refuse to consider the obstacles that might arise. On the contrary, the positive person expects a positive outcome but prepares for overcoming obstacles.

Your attitude is a choice you make — and there's a lot riding on that choice.

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*Once you start building a more positive attitude, life will throw some incredible opportunities your way!*    **JEFF KELLER**

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## Take Responsibility For Your Results

- You are always in charge of the direction of your life — avoid the “victim” orientation.
- Stop blaming others or making excuses — and don’t blame yourself either!
- You don’t control everything that happens to you, but you **do** control your response.
- If there’s no change in your thinking and your actions — there will be no change in your results.
- Focus on the **solution** — not on the problem (and steer others toward solutions).

Luck is **PREPARATION** meeting **OPPORTUNITY**, but it all starts with **ATTITUDE**.

- Life doesn’t randomly happen to you; it springs **from you**, based on your attitude, beliefs and feelings. Your thoughts create your reality.

ACCEPTING RESPONSIBILITY FOR YOUR RESULTS		
What I Want to Accomplish	What Prevents Me (Obstacles)	What I Can Do

1. Do you accept the idea that you are creating most of what has shown up in your life — and most of what will show up in the future? If you do not accept this concept, who or what is causing things to happen to you?
2. To what extent do you think that you control your emotional responses, such as worry, fear, anger or hatred? Could you **choose** different responses that would serve you better?

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*“There are no accidental patterns.”*

JEFF KELLER

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**Patterns that are serving me well:** (e.g. harmonious relationships, financial security, etc.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Patterns that are NOT serving me:** (e.g. always in debt, not respected by others, etc.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Think . . . Speak . . . and Act in ways that support the patterns you want to create!**

## NOTES

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## LESSON

# 2

# How To Build A Winning Attitude

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*You are what you are and you are where you are because of what has gone into your mind. You can change what you are and change where you are by changing what goes into your mind.*

**ZIG ZIGLAR**

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## Create a Positive Environment

- Associate with positive people — negative people will drag you down to their level.
- Cultivate friendships with people who are positive, enthusiastic and supportive.
- We become part of what we are around.

### Positive, Supportive Friendships in My Life:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Negative, Draining Friendships in My Life:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **Saturate Your Mind With The Positive**

- Fill your mind with positive material on a daily basis (books, tapes, CDs).
- Limit or eliminate negative inputs from the media, such as negative news reported on television, radio and in the newspaper.
- You can remain informed about current events but there's no need to bombard your mind with reports of crimes and catastrophes.

### **My Action Plan For Creating a More Positive Environment:**

**1. Read positive literature for 15-30 minutes each day and listen to uplifting audio programs for 20 minutes per day.**

**2.** \_\_\_\_\_

**3.** \_\_\_\_\_

**4.** \_\_\_\_\_

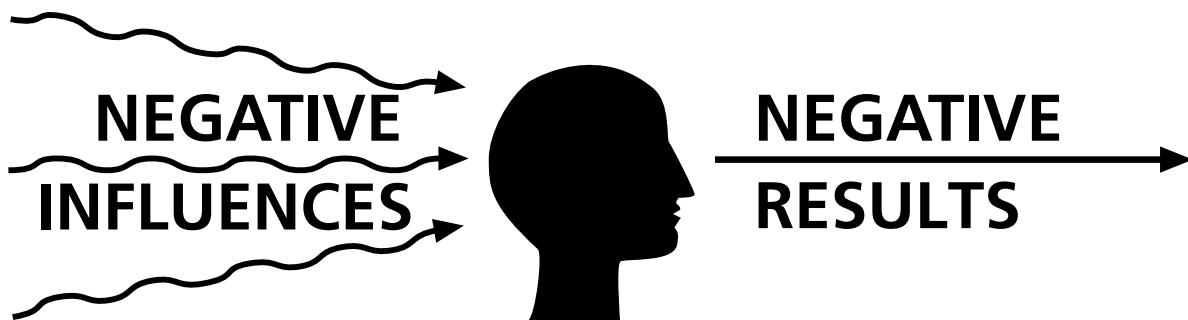
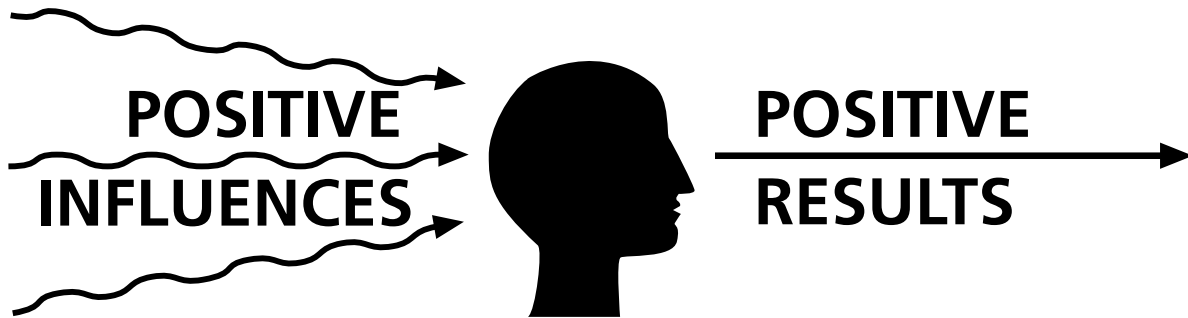
**5.** \_\_\_\_\_

**6.** \_\_\_\_\_

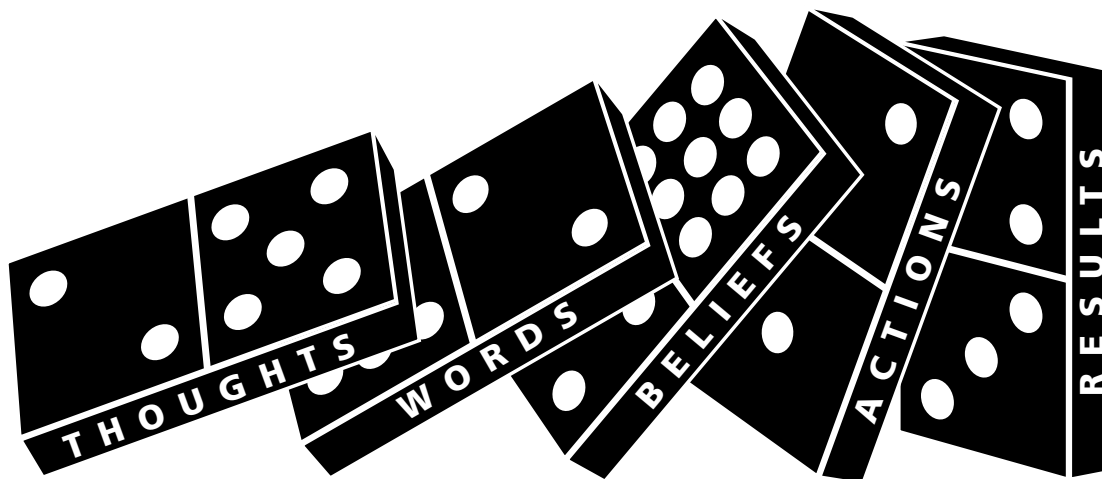
**7.** \_\_\_\_\_



**Suggestion: Be as specific as possible as you make this list. If you plan to cut down on watching the news on TV, write down precisely what you'll do: e.g., that you'll listen to no more than 20 minutes of news shows each day. If you plan to limit the time you spend with certain friends, spell out in detail what limits or boundaries you're going to create.**



## Watch Your Words



- Eliminate negative phrases such as “I can’t,” “It’s impossible,” “This won’t work;” these statements “program” you for negative results.
- How are you? Say “Terrific!”
- Stop complaining — nobody likes to be around a complainer.
- Don’t gripe about your problems, the weather or illness. What good is it doing other than to bring you and others down?
- Remember: Your mind hears every word you speak and will move you in the direction of the words you choose.

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*“Repeat anything often enough and it will start to become you.”*

**TOM HOPKINS**

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## **What words and phrases are you using in these key areas of your life?**

**Relationships**

**Finances**

**Career**

**Health**

**Give yourself credit for the positive words you're using in these areas . . . and keep it up!**

**Stop using the negative words you're using in these areas unless you want to continue to program yourself for negative results!**

## **The "Magic" Attitude Accelerator:**

### **PURSUE YOUR PASSION!**

**Most people know their passion, talk about their passion and then take no steps to pursue their passion. This one decision on your part will do wonders to boost your attitude, your enthusiasm and your results in all areas of your life.**

**NOTE: You don't have to quit your job tomorrow in order to pursue your passion. You can treat the passion as a hobby at the outset and then see where it takes you. Stop making excuses about why you CAN'T pursue your passion!**

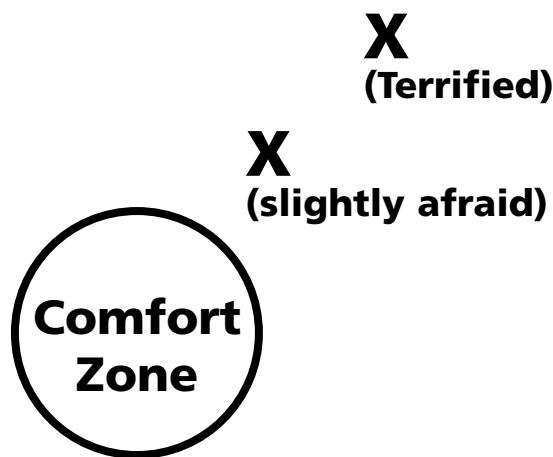
## LESSON

# 3

## Confront Your Fears – Putting Attitude into Action!

- To reach your potential, you must be willing to be uncomfortable — to go beyond your “comfort zone.”

(Note: This is **not** about physical risks that might injure you or endanger your health.)



**The fears that are standing in the way of my professional and personal growth are:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Backing Away From Your Fears

Benefits	The Price You Pay
Avoid Anxiety	Lower Self-Esteem Powerless and Frustrated Sabotage Your Success Uneventful, boring life

- The key is to take action despite being afraid; you'll develop the habit of taking action.
- Consider yourself a winner when you do the thing you fear, regardless of the result.
- Retreating from your fears is a losing strategy!

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*It takes courage to grow up and turn out to be who you really are.*

E. E. CUMMINGS

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# Get Out There and “Fail!”

Remember when you learned how to ride a bicycle? You probably began with training wheels. Eventually, when these were removed, things became more difficult. You struggled to stay upright, maybe even falling a few times and scraping yourself.

As you practiced, it's likely that one of your parents walked beside you shouting instructions, encouraging you and catching you as you lost balance. You were scared . . . but excited! You looked forward to the time when you would succeed, when you would at last ride free on your own. So, you kept at it every day, and eventually mastered the skill of riding a bike.

Let's examine how you *now* approach the development of new skills. Do you move forward with excitement, willing to perform unsuccessfully until you master the challenge? Do you jump at the chance to try something new or to “prove yourself” in the face of unforeseen obstacles? If you're like most people, the answer is probably “no.”

So, what's changed between your “bike riding days” and today? For one thing, I'll bet that you've become a *lot* more concerned about the opinions of others, often hesitating because of possible criticism and ridicule. Sure, it can be “uncomfortable” to try something new, perhaps even scary. But if you take your eye off the goal and instead focus your attention on how others may be viewing you, you are doing yourself a grave disservice.

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**“When you are not  
afraid to fail,  
you're well on the  
way to success.”**

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Successful people have learned to “fail” their way to success. While they may not particularly *enjoy* their “failures,” they recognize them as a *necessary* part of the road to victory. After all, proficiency at any skill requires time, effort and discipline ... and the willingness to persevere through whatever difficulties may arise.

TV talk show host Sally Jessy Raphael, by her own account, couldn't pay her credit card bills for 26 years. In that period, she moved 25 times looking for work, was fired 18 times, and never earned more than \$22,000 a year. Worse yet, there were times when she lived on food stamps and slept in her car. At what point should she have given up?

So, when you get right down to it, *there is no such thing as “failure”* — there are only results, some more successful than others. Failure means you've reached the end of the line and that success is not possible. The only time that happens is when you quit. Quitting is final. But continued attempts, with commitment and diligence, can be turned into success.

## Key Questions

*If you aren't getting the results you want or have been discouraged by failures, ask yourself these questions:*

1. **Do I have an unrealistic timetable?** Maybe you expect to “skip steps” and succeed on a grand scale immediately. Success is usually achieved by climbing one step at a time. So, be patient with yourself — and resist the temptation to compare your progress with that of anyone else.
2. **Am I truly committed?** Do you have a burning desire to achieve your goal? It's essential that you be willing to do *whatever it takes* (within legal and ethical bounds, of course!) and that you banish any thought of giving up before you accomplish your objective.
3. **Do I have too many discouraging influences?** Unsuccessful results can be frustrating. That's why we need to surround ourselves with those who support and believe in us. If you hang around with negative people who are highly critical or who are doing very little in their own lives, your energy and enthusiasm will be drained.
4. **Am I preparing to succeed?** Success in any endeavor requires thorough preparation. Are you taking steps to learn *everything you can* about accomplishing your goal? This means reading books, listening to tapes, taking courses and networking with highly successful people in your field. It might mean finding a mentor or getting a coach to work with you. Successful individuals are *always* sharpening their skills.
5. **Am I truly willing to fail?** Face it, it's going to happen. You *will* encounter defeat before you succeed. Look failure squarely in the face and see it as a natural part of the success process. Then, failure will lose its power over you. The truth is, when you are not afraid to fail, you're well on the way to success. Welcome failure as an unavoidable yet vital component in the quest to achieve your goals.

Your failures are learning experiences that point out the adjustments you must make. *Never* try to hide from failure, for that approach guarantees that you will take virtually no risks and will achieve very little.

No, you won't close every sale. And you won't make money on every investment. Life is a series of wins and losses, even for the most successful. If you make it your business to learn from every defeat and stay focused on the end result you wish to attain, failure will eventually lead you to success!

—JEFF KELLER  
ATTITUDE IS EVERYTHING, INC.

## LESSON

# 4

## How To Create Positive Outcomes from Every “Negative” Event

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*“In every adversity, there is the seed of an equivalent or greater benefit.”*

NAPOLEON HILL

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**Problem = Bad, Negative, Gloomy**

**OR**

**Problem = Opportunity, Learning Experience,  
Temporary Setback**

- Adversity strengthens you and increases your skill in handling future situations.
- There’s a flip side to your difficulty — and you’ll discover it if you maintain optimism.

Identify instances in your life where a seemingly “negative” experience turned into something positive (e.g., you were downsized and then found a better job elsewhere):

### NEGATIVE EVENT

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### POSITIVE OUTCOMES

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

*You can see your problems with a negative attitude and gloom — or you can turn them into opportunities and learning experiences. It’s your choice!*



## **Be Unrealistic!**

- Commitment: The willingness to do whatever it takes (within legal and ethical boundaries).
- Your everyday progress will look very ordinary, but the cumulative effect yields extraordinary results!
- Commitment gets the job done . . . and allows you to overcome the setbacks along the way.

*What “unrealistic” goal will YOU make the commitment to achieve?*



## **BONUS Lesson**

# **Every Day is Thanksgiving: The Transforming Power of Gratitude**

Here are some things you might want to express gratitude for TODAY:

The people in your life

The incredible gift of your body and its functions

The food you have to eat

The roof over your head

The clothes you have to wear

The possessions you have

The freedom to say what you please and go where you please

The beauty of nature all around you

The magnificent technology we have such as phones, computers, etc.

The job you have....even if it isn't perfect.

# Gratitude List

**I am grateful for these blessings in my life:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Here are some more things you can do to cultivate an "attitude of gratitude" in your life:**

**Think about your blessings daily.** Put a note on your bathroom mirror or carry a card in your wallet or purse with the word "GRATITUDE." Re-read the items you wrote above on your "Gratitude List."

**Verbalize your gratitude.** During conversations at work and at home, express your appreciation for all of the wonderful things and people in your life.

**Shift the focus away from difficulties.** When challenges or difficulties arise and you've done all you can to remedy them, train your mind to bring your attention back to your blessings. It makes a lot more sense than dwelling on the negative!

**Lift others in need.** One of the best ways to use your gifts (health, energy, attitude, etc.) is to share them with others who are having a rough time. Lend a hand or give some encouragement to a co-worker, friend, relative or other person in your community.

What you think about expands – so when you concentrate on your BLESSINGS, you attract more positive things into your life. Then again you could concentrate on your problems, but that would only bring you more problems!

**Question:** Are you focusing on the 90% in your life that IS working . . . or the 10% that isn't working?

Take nothing in your life for granted. Appreciate everything that you have!

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*“If you have all the fresh water you want to drink and all the food you want to eat, you ought never complain about anything.”*

— **EDDIE RICKENBACKER, WHO DRIFTED IN A LIFE RAFT FOR 21 DAYS IN THE PACIFIC**

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## **The most important insights I gained from this seminar:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **Action Plan**

**These are the steps I will take immediately to implement positive changes in my life and my career:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## It's Time to Re-Assess Your Attitude

**Now that you've completed the seminar, it's time to re-assess your attitude and see what progress you've made.**

**(Circle the number that best represents your attitude. Be very honest with yourself.)**

**1 = Extremely Negative and 10 = Extremely Positive**

**1      2      3      4      5      6      7      8      9      10**

Hopefully, you've made some progress already in building a more positive attitude. I congratulate you on any strides that you've made. Even if your "attitude" rating has not improved yet, make the commitment to apply the principles and techniques covered in this seminar. If you keep at it, you **WILL** change your attitude . . . and you **WILL** change your life!

### NOTES

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# Wise Words

Here are some of Jeff's favorite quotes relating to the topics covered in this seminar. Let them inspire you to make positive changes in your life!

*We become what we think about.*

**EARL NIGHTINGALE**

*It's not what happens to you; it's what you do about it that makes the difference.*

**W. MITCHELL**

*The words you consistently select will shape your destiny.*

**ANTHONY ROBBINS**

*Troubles, like babies, grow larger by nursing.*

**LADY HOLLAND**

*Your friends will stretch your vision...or choke your dreams.*

**UNKNOWN**

*Do the thing you fear and the death of fear is certain.*

**RALPH WALDO EMERSON**

*He who loses wealth loses much; he who loses a friend loses more; but he who loses courage loses all.*

**MIGUEL DE CERVANTES**

*With ordinary talent and extraordinary perseverance, all things are attainable.*

**SIR THOMAS BUXTON**

*You are never given a wish without also being given the power to make it come true.*

**RICHARD BACH**

*The things which hurt, instruct.*

**BENJAMIN FRANKLIN**

*Act as if it were impossible to fail.*

**DOROTHEA BRANDE**



Thank you for giving me the privilege to share these messages with you. Your comments and suggestions are always welcome. Please let me know how you have applied these ideas in your life. I invite you to visit my web site at **[www.attitudeiseverything.com](http://www.attitudeiseverything.com)** to sign up for my FREE monthly e-mail newsletter, *Here's To Your Success*. I wish you much happiness and success.

A handwritten signature in black ink that reads "Jeff". The signature is fluid and cursive, with the first letter 'J' being particularly large and stylized.

**JEFF KELLER**



## JEFF KELLER



Jeff Keller, President of Attitude is Everything, Incorporated, works with organizations that want to develop achievers and with people who want to reach their full potential. Jeff is a speaker, seminar leader and writer in the area of motivation and human potential. For nearly 20 years, he has delivered his uplifting presentations to businesses, trade associations, groups and educational institutions.

Jeff is also an attorney and practiced law for more than 10 years before pursuing a full time career as a speaker and writer.

Jeff is the author of the best-selling book, *Attitude is Everything*. More than 140,000 copies are now in print, and the book has been translated into several foreign languages. He is also the author of *Attitude is Everything Newsletter*, as well as *Here's To Your Success*, a monthly publication to reinforce a positive attitude and success principles. These publications have inspired thousands of people to explore the limits of their potential. Jeff's articles have appeared in national and international publications, including: *The Pryor Report Management Newsletter*, *Selling Power*, *Motivated To Sell*, *The Toastmaster* and *The Chamber of Commerce Pacesetter*.

Jeff has also produced these popular programs:

*Your Path To Greatness* (Video Program) — contains two of Jeff's live presentations!

*Success from Soup to Nuts* (CD Program) — 6 CDs with approximately 6 hours of life changing material!

Attitude is Everything, Inc. also offers a variety of unique, attractive **Attitude is Everything** products, which are used by thousands of people throughout the United States and in several foreign countries. These products help to reinforce Jeff's powerful motivational message.

Jeff resides in Oyster Bay, New York and has the accent to prove it. He is a member of the National Speakers Association.

For more information about Jeff Keller and the motivational resources offered by Attitude is Everything, Inc., please visit our web site at [www.attitudeiseverything.com](http://www.attitudeiseverything.com) or call 1-800-790-5333.

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