

WORK BOOK TWO



**GOING THE  
EXTRA MILE**

**LEARN THE BENEFITS OF**

**GOING THE EXTRA MILE**



**COACHING ACADEMY SPECIALIST**  
**Where Small Businesses Grow**

## Going The Extra Mile

*“Every brain is both a broadcasting and a receiving station for the vibrations of thought.*

*The trick is to condition your mind to listen to what is being said and not what might be said or how you might describe a similar situation.*

*Listen objectively, be non-judgemental as you focus on the information and not the speaker. Train your mind to identify and absorb information that others often miss because their “receivers” are not tuned to the proper frequency.*

*Bletchley Park during World War 2 heralded the birth of the information age with the industrialisation of the world’s first electronic computer, Colossus.”*

### **Tim Meagher, Business Coach**

Render more and better service than you are paid for, and sooner or later you will receive compound interest from your investment.

**It is inevitable that every seed of useful service you sow will sprout and reward you with an abundant harvest.**

Napoleon Hill was a massive fan of Going the Extra Mile and stated that “It is a state of mind, that you must develop, so that it is a part of everything you do.

There is a subtle but powerful, mental attitude connected with it.

**Going the Extra Mile is not just for business, it works perfectly in all walks of life, in fact it only works best when it becomes a part of you.**

How about before you leave home in the morning that you take on tasks that are not generally considered yours. What an extremely positive way to start the day. How about when you get to the office Car Park that you actually pick up a piece of litter and place it in the trash can.

## The Habit Of Going the Extra mile

There are only two ways to beat the competition; lower your price or increase the quality and quantity of service you provide to your customers.

**Customers who buy from you because of a low price are not loyal and will jump ship when your competition offers them a lower price.**

One of the biggest reasons most salespeople fail to succeed is because they view customer service requests as unpaid, administrative burdens rather than golden opportunities.

By going the extra mile, you will stand out from the crowd because most salespeople are unwilling to even go the first mile let alone the extra mile.

Consumer surveys underscore the fact that customers don't mind paying a higher price for a product if they're satisfied with the service they receive after the sale.

**Developing the habit of going the extra mile and rendering service above and beyond your customers' expectations is a smart business decision that pays big dividends.**

Going the extra mile enhances customer loyalty, increases sales, and promotes positive word-of-mouth advertising within your marketplace.

**One happy customer who is given exceptional service can influence more prospects to do business with you than big volumes of traditional advertising.**

## Natural Law Of Increasing Returns

Farmers understand the value of going the extra mile when they prepare the soil and plant their seeds in the ground. All of this work must be done at the correct time of the year and without compensation of any kind. If the farmer does his job correctly, he can count on Mother Nature to reward his hard work with a hundredfold return.

This natural law of increasing returns works exactly the same for salespeople who go the extra mile providing service for their customers as it does for the farmer planting his crop.

**The quantity and quality of the extra service you render will come back to you greatly multiplied.**

If you render extra service unwillingly or resentfully, you will probably get nothing back.

One rainy afternoon an elderly lady walked into a Philadelphia department store. Most of the staff ignored her but one solicitous young man asked if he could help. When she replied that she was just waiting for the rain to end, he didn't try to sell her something she didn't want, and he didn't turn his back, instead he brought her a chair.

When the rain let up, the lady thanked the young man and asked for his card. A few months passed when the owner of the store received a letter asking that this young man be sent to Scotland to take orders for furnishing an entire castle.

**The letter writer was the elderly lady for whom the young man had provided the chair. She also happened to be Andrew Carnegie's mother!**

By the time the young man had his bags packed for Scotland, he was a partner in that Department store. This was the result of going the Extra mile and showing a little concern and courtesy when no one else would.

## The Law Of Compensation

The Law of compensation ensures that everything you do will bring you some sort of result of the same kind. To benefit from this, you must always render the most service you are capable of, with the best attitude, and you must do so regardless of your immediate compensation, even if it appears you will receive no immediate compensation.

### **Self-Improvement**

Going the Extra Mile means that you strengthen your ability to do your job and to do it well. Carrying out your tasks in a state of mind focused on providing the best service possible in the best possible attitude reinforces your skills.

As you walk down the aisle of the supermarket, you notice a cereal packet has just fallen from the shelf. Most people will carefully manoeuvre their trolley around the fallen packet, 'Going the Extra Mile' demands that you pick the packet up and replace it on the shelf. This very simple act, is so positive that it will have a profound effect on your mind-set for a considerable time.

### **Opportunity**

When you have made yourself indispensable, you will gain not only security in the job you have but the ability to select the work that you do. Going the Extra Mile turns a spotlight on you and gives you the important benefit of favourable contrast with others.

### **Pleasing attitude**

When you do more than you are immediately paid to do in a willing and cheerful manner, you develop a positive, pleasing attitude, the cornerstone of an attractive personality.

### **Personal Initiative**

Personal initiative means doing what needs to be done without being told. Going the Extra Mile develops personal initiative because you don't wait for things to happen, you make them happen.

## Self Confidence

Going the Extra Mile builds your conviction that you are doing what is good and right. It puts you on better terms with your conscience, and it gives you faith in yourself.

When you build your self confidence through the knowledge that you are giving the best possible service, you develop the reserves of determination to see you through dramatic setbacks.

**Trust yourself and you will always have someone to rely on.**

When you act as soon as you must, the habit of procrastination dies from not being fed, and no one laments its passing.

## Success Story and Positive Mental Attitude

### Midwife To Successful Millionaire

Becoming financially literate can not only ensure your fiscal security, but it opens a range of doors and possibilities for employment growth as well.

Liz Zetazate's journey from obscurity to financial success began in the Visaya region of The Philippines. "I am the youngest of five girls. My parents were always very strict, but always reminded us to be our own person," Liz explained.

Liz was thrust into marriage and motherhood at 16. Her family struggled. She was trained and worked as a midwife, but couldn't seem to build any savings. "I knew I had to leave; I didn't know how I was going to do it, but I made a promise to myself that I would move out of the country by the age of 31."

### Exploring new frontiers

A classified advertisement for a nanny position in Hong Kong proved to be her ticket out. Liz worked as a nanny for years, raising her boss's children alongside her own. When she had the opportunity to nanny for a TV executive in Canada for \$18,000 a year, it was enough for her to uproot again and start a new life in Toronto.

After buying a small life insurance policy, Liz was inspired by the entire process believing that she could do it too. It was an awakening.

With that, Liz joined a traditional life insurance distributor as an advisor. "I was so amazed. I went from making \$18,000 to \$66,000 a year doing something that actually helped people." Liz wasn't trained in finance, but was trained in helping people, as it was what she did her whole life.

After eight years at the company, Liz felt like she had plateaued and was approached with an opportunity to join the World Financial Group. "It was what I was doing before, but with the opportunity to build a larger business, it was much more entrepreneurial." Liz quickly flourished, hitting personal milestone after personal milestone.

## Success Story and Positive Mental Attitude/ Continued

**In 2014 Liz hit the \$1,000,000 of personal income mark utilising a passion and soul driven to change a generation.**

Liz's career has been built on a foundation of first understanding her own financial situation, how to best maximize, save, and balance her income, then teach those best practices to others. "Strong financial literacy is the key," she explains.

### **Achieving success**

When asked about her notion of success and how to attain it, Liz comments that "success is when you don't worry about anything. You wake up knowing that life is good and beautiful. It's having your partner and kids there with you. You can do whatever you want, with no barriers to stop you from achieving your destiny."

As a woman of faith, Liz abides with the truth that nothing can stop you from reaching your full potential. When asked about advice she would give to anyone on the hinge of deciding what to do with their life,

Liz shares age old wisdom passed down from her father: "to be that someone who plants a seed in the soil so that 20 years from now, when someone is being sheltered from the shade of the tree which sprouted from the seed you planted, you know you'll never be forgotten."

With the support of her husband Rudy, her children and grandchildren, Liz continues to recruit, mentor, and train associates who aspire to become successful in the financial services industry.

**Passion for people and a stellar belief that every problem has a solution has led this remarkable lady in her journey from being a midwife to being a millionaire today.**

**DON'T FORGET TO WATCH THE "GOING  
THE EXTRA MILE" VIDEO.**