

# THE PAYOFF PRINCIPLE:

*How You Can Motivate Yourself To Win Every Time In Any Situation*

**M**ega-successful people accomplish as much in one or two *months* as average people do in one or two *years*. They're the calm in every storm ... as they sail through difficult situations ... without seemingly breaking a sweat. They quietly instill confidence in others while consistently delivering on their personal and organizational goals.

So how do they do it? Sure – a few people get lucky breaks, and others have the right connections. But the vast majority of highly successful people are successful because they follow “*The Payoff Principle*.”

Somehow or other, they organize their work and their lives around the Principle that says **Purpose + Passion + Process = Payoff**. They know success is the natural result of consistently doing the *right things* in the *right way* at the *right time*. And best of all, this “*Payoff Principle*” is the foundation of all success in any profession and in any industry.

In this program, you'll boost your own self-confidence, deflect the negativity around you, take smart risks, and achieve your goals ... all without losing your balance.

## KEYNOTE POINTS AND PAYOFFS:

- Snuff out the hidden internal factors that destroy your personal motivation
- Build an undefeatable attitude that invariably leads to greater success
- Refuse “good enough” behavior and commit to “excellence” instead
- Fill your tool bag with skills that guarantee your peak performance ... all the time ... no matter what

## FORMATS:

Keynote can be customized from 30-90 minutes

## CLIENT ACCOLADES:

“You really *struck a chord that helped our consultants rock the nation*. They gave you a 5.9 on a 6-point scale which is OUTSTANDING.”

– *Jill Blaschack-Strahan*  
*President, Tastefully Simple*

“Real estate sales associates and brokers are a tough audience. But you treated them with respect and involved them in your program. I heard nothing but great comments from our members. As a veteran meeting planner, real estate professional for 18 years, and a university professor of Speech-Communication, *I grade your program A+. I would recommend you without reservation* to any company that wants a powerful program.”

– *Ed Hill*  
*Regional Director, ERA Real Estate*

“As people left your session, they were simply raving about it. One person planned to drop into your session for a few minutes and said he was so ‘captivated’ that he stayed the entire time. The written comments said: ‘Fabulous ... A real motivator ... The room was just energized with excitement.’ Several told me that your keynote was the *best keynote in all their 18 years of attending the convention*. We’ll definitely have you back.”

– *Linda Falkman*  
*Executive Director, MN Newspaper Association*

## RELATED RESOURCES:

The following recommended resources will help your audience members retain and implement the strategies Dr. Zimmerman shares:

- PIVOT: How One Turn In Attitude Can Lead To Success (hardcover book or audio CD album)
- Take Charge: 6 Strategies for Achieving More Than Ever Before (CD album)
- “Setting Your Sail: How to Define Your Purpose, Set Your Goals, and Live Your Dreams” (eBook )
- 10 Sure-Fire Ways To Become A More Positive Person (single CD)
- Mind Over Matter: Letting Your Subconscious Mind Make You Healthy, Wealthy, and Wise (CD album)