

Strategymension

Learn how to integrate Strategy,
Actionsss and Fun in your Life &
Business



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And you, my readers, whose time I value!

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Preface

My life was a mess.

Drugs, parties and alcohol were my only hope to escape the disaster I'd created. At one point, I felt like I was going nowhere. During the course of my life, I've experienced big successes and big failures, learning in the process that we grow faster when we hit rock bottom. Back when my life was a disaster, I had no direction, no goals and no dreams. I'd started from scratch so many times with the conviction that this time would be the good one, that I'd do better. But every single time, I looked at my bank account and saw the negative number next to my name. And I promised myself that I could and would do better.

To be honest, the hardest part of it was to keep going when my friends, my family, and my team – everyone, basically – were telling me that things wouldn't work out, that I wasn't good enough, that the timing wasn't right. The only thing I had left, then, was my smile, and a hope that someday I'd prove myself that I could do it. Then, I came to the harsh realization that I didn't have a strategy to get to where I needed to be! That's what was missing from the equation.

As entrepreneurs, we certainly don't take the easiest route. In most cases, we decide to change after a loss. Ultimately, it's the feeling of being a failure that brings us to hope and to decide to do better. Through this journey we might fail, we might cry, we might even think of giving up everything to go back to what others do. But let's put it this way – if this road were easy, everybody would be successful!

If we do not try and fail (a.k.a. the learning phase), we'll never know how far we can go.

This book is the proof that if you implement a performance strategy, you can achieve whatever you want. Have fun reading these pages, in which I'll share with you my concept, my thoughts and the core of my first four performance coaching sessions.

I usually present these four courses to my clients as an introductory phase.

Enjoy!

Introduction

I literally became an entrepreneur by accident.

Everything started when I heard of an entire family that had died in 2008. I was working for a web agency in Ottawa while studying finance in university. One day, I stopped by my client's shop. Patrick, the owner of a battery company, who was known to be a happy, smiling and generous guy, wasn't the same that day. He looked distraught and in shock; he just wasn't acting like the guy I knew.

When I finally asked him what was going on, he responded by pointing out the local newspapers. The cover headlined an entire family that had died in a fire. The fire started during the night while everyone in that household was sleeping.

The cause: no batteries in their smoke alarm detector!

When I heard the news, I immediately took action and brought to my client an action plan. After we brainstormed, we launched our first company "Safety ForLife corp." with a program called "Battery ForLife".

The idea was quite simple; we would send a battery for each customer's fire alarms directly to their home twice a year as part of the membership service. This

way, we would ensure that every household had a functional battery in their fire alarm.

We approached many non-profit organizations and decided to give away \$1 for every membership sold. Amongst these associations were the Breast Cancer Foundation, the Firefighters' Foundation for Burn Victims, the Breakfast Kids Club, the Children's Dreams Foundation, The Sainte-Justine Hospital Foundation, The Hospital Center of Eastern Ontario, and many others. Our "why" was so strong that nothing scared us. We were saving lives!

We had many ups and downs during the business' early stages, however. We jumped right in, not paying attention to the small details, and we ended making huge mistakes as a start-up! It was a tremendous mistake, if you want to know the truth.

It was so bad, we didn't even have a business plan. We didn't have the knowledge needed to further our business, and we had no idea how to monetize our business model. In other words, we didn't have a clear strategy. We were set for failure.

Now my game plan was to get new partners in to help us grow faster! I got my former boss and a colleague of mine on board. These two guys combined had more experience and business knowledge than we did. They seemed to have more wisdom, and we thought their assets would help us

advance at a quick pace. With these two partners, though, we've encountered our first problem: we were faced with a counter offer that forced us to give away 50% – yes, 50% – of our shares at our starting point. It was hard for my partner and I to conceive giving away our shares while WE were the ones who had built the company from scratch. We had done all the branding by ourselves, built the website, contacted the manufacturers and so on and so on. We had even incorporated as a two-partner company. This company was *ours*.

Yet, here we were, with no strategy, on the edge of losing everything, having to sit down with two new partners, giving away half of our pie. We knew all too well that these two guys hadn't contributed anything to the early stages, but we didn't really have a choice.

We shook hands and began our venture with two new equal partners. We shared all our secrets and gave away private information about our operations. We gave all of our cost and all of our strategies. But everything was going well thus far – well, until my partner changed his mind and refused the deal. That's right. As we were at the stage of finalizing and signing the partnership agreement, he declined the offer. Our two new partners, however, had all the information needed to go and compete against us – and that's exactly what they did! We got caught up by the fact that we hadn't protected ourselves legally

to avoid this disaster. Instead of helping us, they were now competing against us.

So we went back to square one, putting in place another strategy.

We wrote our first goal on a whiteboard. We started with a zero, then we added a coma, then the number one, then – finally – six zeros after this sequence.

\$0, 1 0 0 0 0 0 0

Our goal was to move the coma as fast as possible from the left to the right side using a strategy. We needed an action plan!

Step 1 - We needed to sell one program for \$12.

Step 2 - We needed to sell 9 programs to hit the \$100 barrier.

We then realize that the \$1,000 cap would be much harder to achieve, and even more so would be \$10,000!

We used a new approach and changed the way we were doing business from B2C (Business to Consumer) to B2B (Business to Business).

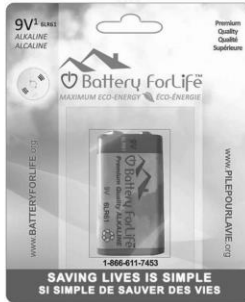
Instead of selling to homeowners, we started selling to schools and non-profit organizations as a fundraising program.

Our first client bought 12,000 batteries! Then rapidly we sold over 100,000 batteries in the first six months of operation!

Meanwhile, we applied for an entrepreneurial contest, the Regional Contest for Quebec's Entrepreneurs – and WE WON! I still remember how great it felt to embrace our first victory. It was a priceless moment to see my parents cheering for me and to see them proud that I was now an entrepreneur!



Une solution unique de campagne de financement





Chapter 1

All you need is a Strategy

I always apply the “No B.S.” (No bullshit) approach, regardless of what I’m doing. Your time is precious, and I want to make sure you understand, apply and embrace the word “**STRATEGY**” in each and every aspect of your life after reading this book. Your return on your investment (from buying the book and spending time reading it) will be as high as possible if you apply this first chapter to your entire life.

You might feel a slight resistance to the proposed changes. However, once you understand the full possibility and value, your life will be much better!

Let's get straight to the point.

A successful business strategy consists of going from point A to point B as quickly and as efficiently as possible.



The Strategy

Your business strategy is to get money from point A (your client) to point B (your bank account). If you don't understand this part of the process, you'll find yourself closing your business sooner or later.

Coaching, which is what I do for a living, is a framework that facilitates and adds the speed of execution to reach point B more strategically.

1.1 My power strategy

I use a method that can be easily memorized. It's a really basic strategy. Once you understand it, apply item no.1 and the rest will help you with your professional and personal relationships.

Item no.1 - "The Strategy"

Let's define the word "Strategy".

Strategy¹: *"is a high level plan to achieve one or more goals under conditions of uncertainty. [...] Strategy generally involves setting goals, determining actions to achieve the goals, and mobilizing resources to execute the actions. A strategy describes how the ends (goals) will be achieved by the means (resources). Strategy can be intended or can emerge as a pattern of activity as the organization adapts to its environment or competes. It involves activities such as strategic planning and strategic thinking."*

No matter which situation you face, you must have a clearly-defined strategy!

¹ Wikipedia source <https://en.wikipedia.org/wiki/strategy>

For example, when you meet a prospect or potential customer, you must have a clear, well-defined strategy and a plan. To do so, ask yourself these questions.

“Do you want to schedule a meeting with them?”

“Do you want them to take out their checkbook or credit card at the end of your presentation and get paid?”

What is your strategy? Defining it clearly is a matter of life and death.

In the previous two scenarios, there is an underlying strategy!

Item no.2 - The “FIT”/ Create a relation

Let’s talk about the importance of creating a relationship with your clients, friends, husband or wife – or anyone you meet, for that matter. You need to build a bond with the people you encounter on a daily basis. You must prioritize gaining their trust by listening to them actively, by asking them great questions to get to know them and by sharing your story to show them who you are.

This point may seem superficial to you. But it’s not. It’s so important; it’s the fundamentals.

Creating relationships is what makes the difference between a “yes,” a “maybe” or a “no,” and it determines if the person you’re interacting with will ultimately choose to do business with you.

Item no.3 - The Famous Budget

(How much does it cost?)

If you sell a product or service, remember that you are the product and the service!

You are your own brand.

People buy Ian Lajoie. In other words, they buy my coaching services because they want me, not anybody else.

For example, you can say “Note that I only disclose the cost of my products or services after item no.4.”

Now, when I make the transition between the “FIT” period and cover the basis with a client, I clearly state that there will be a cost for working with me without divulging the amount.

The secret lies in not telling the price right away. Otherwise, the client will only focus on the price, not on listening to all the benefits.

It's safe to say that you must strongly prioritize item no.4 in your presentation.

For example, my client usually gets a return on their investment R.O.I. (time + cost of my coaching) and everything is clearly stated at the beginning.

It's a no-brainer that you must have a mentor / coach!
Invest in one!

Item no.4 - Win/Win

Selling a product or a service has to be a win-win situation for both you and your customer! It's not just about getting your client to pay and winning. It's about making your clients experience what you have to offer and letting them see for themselves the value of your product or service.

“What are the benefits of your service or product?”

“How will it enhance your client's life?”

“What is the main advantage of buying from you instead of someone else?”

Generally speaking, at this stage of the coaching, I point out to my clients all the benefits they will be getting by working with me. By now they know that they set to have fun and to be productive all while achieving their goals. I position myself as their

accountability partner in the process of finding balance and strategy.

Item no.5 - The irresistible Offer/The closing part

Clients always like to get perks. In other words, they want added value for the service or product they're investing in.

When we go to a store, we are usually more attracted to discounted products, even when we do not need them!

Example #1: you can either reduce your price, or offer specials and perks.

“Don't work harder; work smarter using the right STRATEGIES!”

Ian Lajoie

Example #2: if a customer wants to buy your product or your service, you need to offer an incentive – an additional service or anything of added value – instead of lowering your price.

The irresistible offer is also the “Closing” phase of

the deal-making process. Your strategy is to make sure you finalize the transaction.

I love this concept because we can adapt it to several situations.

Take dating, for example. When you meet your potential mate, you won't jump directly to the bedroom! You will take the time to create a relationship, to get to know the other person well and then to create an intimate bond.

It's the same concept with your clients. You can't jump directly to the pockets if you don't first gain their trust.

Remember these 5 tips that will change many aspects of your business and personal life.

1 - Strategy

2 - Fit/Relation

3 - \$ (budget)

4 - Win/Win

5 - Irresistible Offer/Closing

Chapter 2

Strategies to be Happy &
have Fun everyday

I apply a simple morning routine when I wake up to start the day: I make sure I'm happy, no matter what. My motto is to be happy – it's as simple as that. It's my strategy and it works! And you know what? It's a contagious energy :-) People I encounter during the day can feel my joy and start to share it.

I'm a strong believer that you reap what you sow. Smiling and being positive regardless of external factors has become my signature. It follows me wherever I go. People remember me as the man who always wears a smile on his face.

It's not rocket science. Whatever you put out in the world, when you wake up every day, will somehow determine the quality of your life. Being happy is a choice and when you choose to impact people positively, it can only yield great outcomes! It's an ALL IN state of mind! You can only win with this equation.

Be 100% positive and nothing less!

Life challenges you every single day of your life: you might wake up late, you might forget to charge your cell phone, you might get hit by a car while driving to work.

Whatever you do, wherever you go, life is meant hit you at one point or another. It's the way you respond

that changes the deal. I didn't tell myself I would try to quit on my bad habits: I "DECIDED" to stop drinking alcohol, to stop accepting mediocre results. I decided to stand up for myself, to take responsibility, to love myself and to be proud despite my flaws.

Every day, my life is about having fun and living my freedom and my newfound joy to the fullest!

During my journey, I have lost friendships, my girlfriend, opportunities – the list is endless, really. Through it all, I chose to look at these losses with a smile and no regrets, knowing deep down that I was headed in the right direction.

This chapter is the shortest one, but the most important one in your life!

Apply your own Happiness Strategy to your life, choosing to be happy instead of waiting for a reason to be, and you'll be the happiest person on earth no matter what.

Guaranteed!

Change your Mindset

What's my big secret?

Everything you need is between your left and your right ear! Yes, it's your mind.

I'm neither a GURU nor life Coach; I didn't complete NPL courses, and I don't have the credentials of a psychologist. I work from my own experience and a logical approach and, of course, a strategy. I'm a goal-oriented person who loves to put an action plan forward.

That's it. It couldn't be simpler.

Your mindset determines your life; it makes for your successes and failures.

**“If your Attitude determines your
Altitude, your smile determines
your Happiness.”**

Ian Lajoie



Smiling
is your

Powerful
weapon
Use it



Ask yourself what differentiates a successful person from an unsuccessful person?

You have two possible answers:

1 - A smile

2 - No smile

You can either see your life in color or in black and white. You can either find solutions or you can complain about everything that comes your way. But everything ultimately boils down to a choice. Your life and its outcomes is YOUR choice. You can blame whoever you want; your life is YOU!!

It all lies in your attitude and beliefs.

If you visualize negative outcomes, you'll get more of them. If you visualize the biggest and the highest dreams and achievements for yourself, though, you'll get all the perks of a positive and happy life! You'll spend that time building to see yourself opening doors. On the other hand, if you remain stuck worrying you won't get to see what you're capable of doing, you'll be ruled by your negativity. Don't feel sorry for yourself! Be BETTER! Do BETTER!

Which one are you? The successful or the unsuccessful person?

I challenge you today to pick number one:
POSITIVITY!

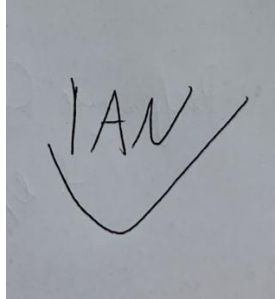
Here's your first task:

Try it! Draw a smiley on a sticky note and stick it on your mirror, your computer, your refrigerator or wherever it'll be visible on a daily basis.

I can guarantee that you'll upgrade your quality of life by 10 times.



When I was working in the banking industry, I used to stick my smiley post-it on my co-worker's desk or computer. You'd be surprised how much of a difference it made.



Now here's your second task:

Take Action

Smile at 3 strangers today and follow up by saying hello to them.

This task will bring amazing conversations or reactions – stay ready to receive!

“A dream without action and a strategy remains a damned dream.”

Ian Lajoie

Chapter 3

Action is always better than
perfection

It's a simple equation:

Strategy + Fun + Concrete Action = Success

You need to have fun while applying concrete action.

There's going to be times when you won't feel like completing certain tasks; you might even hate a few of them!

Here's an easy trick, though: Find a fun way to complete these tasks. Have fun with it!

When I started doing my #LeMotduCoach videos on LinkedIn, I completely sucked at it! But I did them anyway; I stuck to them until I became great! I watched my videos over and over again, and I'd always find a way to improve them. I would erase them and re-record them; then I'd watch them to see the difference.

I was waiting to make the perfect video, but it was pointless! I spent so much time not finishing them until I decided to just post them and see the results. My new strategy was to have an evolution and to create as many videos as I could in order to improve.



I started #LeMotduCoach videos using my iPhone 6! My goal was to complete short interviews and to connect with other people. I was in the H2H business, (Human to Human,) which is the best type of business that exists.

I wanted to get to know the people I interviewed personally. I wanted to get to know their passion and their dreams, to share their stories on my social media and to help them get more visibility and credibility using my platform. I was doing so well that a TV producer asked me if I wanted to have my own show and interview guests myself!

For reference, you can watch my interview on my YouTube Channel, Ian Lajoie Performance Coach, or on my website, www.ianlajoie.com.

Here are some of my interviews as a TV-host at “La voix du succès” on ICI Television.

Dany D. Therrien from 91 Marketing



Olivier Lepage CEO - Founder Solution Capital



Jamie Benizri CEO - Legal Logik



Ray Junior Courtemanche CEO - President



I never thought that the first action I took by doing a video on my Iphone would bring me that far!

I am not perfect – I still make mistakes – but I did it anyway and took a leap of faith and this is what I want you to understand in this chapter.

Remember this equation:

| |
|--|
| Strategy + FUN + Action = Success |
|--|



Performance Coaching Session

Session 1

You need to have Goals to apply your strategies

Why do you need to set your goals to apply your strategy?

Imagine that you have a sailboat and you decide to travel the world over. If you want to accomplish this goal, you have only 4 possibilities. Either you go North, South, East or West. The only problem is that when you reach the North or the South Pole, it's going to be more difficult—a lot more. You need a direction, and you need to set your goals to do it.



**“Without Goals
you’re going nowhere.”**

Ian Lajoie



Have you heard of the S.M.A.R.T. technique?

Let's quickly review it:

S. stands for: be specific about your goal. You want to be rich? How rich do you want to be? You want to be a millionaire? A billionaire?

M. stands for: measurable using metrics. You need to break down your goals and follow a guideline or a milestone.

A. stands for: achievable. You can be a millionaire or a billionaire, and nothing is impossible. "I'm possible!"

R. stands for: realistic. When you set your goal, sometimes you already know deep down that it's not realistic. Your judgment will be the prosecutor here.

T. stands for: time frame. If you want to be a professional hockey player, you can be one! Maybe not tomorrow, though! Set a realistic time frame to achieve your goal.

How to set your Goals

This is my first coaching session. Whether it's a one-on-one or in groups, I always ask my clients to buy a brand new notebook and a nice pen to start writing their goals.

Let's begin.

Ask yourself:

- Where will you be in exactly one 1 year from now? _____
- How much money will you have in your bank account? \$_____
- Where will you live? _____
- Who will be your life partner? _____

Let's do an easy one.

"What car will you be driving by June 1st _____ 20X0?"

We need to be specific.

Will it be a Honda or a Maserati?

I will be driving a blue Maserati model GranTurismo MC with a red interior, with all the carbone options. The price is \$210,926 taxes included, and it won't be paid on credit but with my overflowing cash flow.



The clearer you are, the easier it will be!

When you say I want to be financially free, that's awesome, but how – and when?

You'll have two options. Every time you successfully accomplish a goal, you will either get a reward or a penalty. You decide. Depending on your goal, we can sometimes add your goals to the reward section.

For my car, instead of wishing for the car, I will achieve my business goal – and then buy the car.

This is an example of my goal list.

| Short Term Goals | Reward or Penalty |
|---|-------------------------------|
| 1- Do \$20,000 profit in a week | Spend 10% on whatever I want! |
| 2- Train 5X a week | 1 cheat day |
| 3- Finish my book before December 1st 2018. | One month in Thailand |

Remember that you can have more goals and be more specific.

| Midterm Goals 3-9 months | Reward or Penalty |
|-----------------------------------|-------------------------------|
| 1- Do \$100,000 profit in a month | Hire a personal assistant |
| 2- Do my Worldwide tour | Visit the world while working |

| | |
|---------------------------------------|-----------------|
| 3- Rent an expensive villa or a Yacht | It's a reward ! |
|---------------------------------------|-----------------|

| | |
|------------------------------|-------------------|
| Long-term Goals 1-5 years | Reward or Penalty |
|------------------------------|-------------------|

| | |
|--|---|
| 1- Make my first \$1M | Donate \$100,000 to a charity organization |
| 2- Have more than 100 employees | Throw a huge office party that everyone will remember |
| 3- Get paid to travel the world and have fun | The goal is the reward :) |

Let's define your Goals more in details.

First let's answer these questions:

- Why is this goal important to me?
- How I will achieve it?
- What is the end result of this goal?

Finance, personal life, fitness.

How will I feel when once I've accomplish these goals?

Be as precise as you can.

Business

~~I want to make more money!~~

I invoice \$1,923.08 per week to my clients = \$100,000 in sales

Personal Goal

~~I want to go to the gym~~

I train 3X per week and I go 1X to Yoga (Monday - Wednesday - Friday & Saturday yoga)

Other

~~I want more time with my spouse/kid/friends~~

I will spend 1 hour with my wife/husband per day without my cell phone

**Write down your 3 Short-term goals
(1-3 month)**

| |
|----|
| 1- |
| |
| |

| |
|----|
| 2- |
| |
| |

| |
|----|
| 3- |
| |
| |

Your reward/consequence/loss of earnings

| |
|----|
| 1- |
| 2- |

| |
|----|
| 3- |
|----|

Your 3 medium-term goals (3 month to a year)

| |
|----|
| 1- |
| |
| |

| |
|----|
| 2- |
| |
| |

| |
|----|
| 3- |
| |
| |

Your reward/set back/loss of earnings

| |
|----|
| 1- |
| 2- |

3-

Your 3 long-term goals (1-5 years)

| |
|----|
| 1- |
| |
| |

| |
|----|
| 2- |
| |
| |

| |
|----|
| 3- |
| |
| |

Your reward/consequence/loss of earnings

| |
|----|
| 1- |
| 2- |
| 3- |

Take action

I strongly recommend you to use a lined sheet of paper and copy your goal list and reward. Then, fold it, and carry them with you in your wallet.

I always have my Goals list with me to be sure I'm always on my way to success!



“You always need to know your goals; otherwise, you can’t make sound decisions and go down the right path.”

Ian Lajoie

SET YOUR GOALS -
ACHIEVE THEM - REPEAT



List your top 10 goals

| |
|--|
| # 1 - |
| # 2 - |
| # 3 - |
| # 4 - |
| # 5 - |
| # 6 - |
| # 7 - |
| # 8 - |
| # 9 - |
| # 10 - This goal should be to do a new list! |

Now let's go deeper. You will define in more details every goal in a full page. Same exercise but more details and emotions!

Once you're done, we'll go through the visualization process to help you achieve and remember your goals.

You will have fun. Go browse for your images to set your goals. This process is called building your vision board. It's a simple way to help you memorize them. For every goal listed above, insert a picture.

Take Action

Let's do your vision board with your personal goals!

Here the vision board that's on my refrigerator!



The more often you see it, the more you believe in your dreams—and the faster you will succeed in achieving them. I put mine on my fridge. Every time I eat at home, I see my goals.

Remember that you can have as many goals as you wish.

**“The difference between a goal
and dream is an action plan to
achieve it.”**

Ian Lajoie

Session 2 - How to speed up your goals using an action plan

Now let's add performance tools to reach your goals faster and smarter. You've probably already heard or read:

~~“Don't work harder, work smarter”~~

Unfortunately, it's not true; you need to work with a strategy and an action plan. These combinations are so powerful!

**“Don't work harder, combine your
work with a Strategy and an Action
Plan!”**

Ian Lajoie

In the next chapter, you will learn how to implement action into your daily routine to deliver the true

potential.

When you start a business, you generally create a business plan. The only problem is, most entrepreneurs will do the exercise—and when they start their business they never reopen it!

Here we will create your personal and business action plan, which will help you gain direction and focus!

Let's define an effective action plan:

Action + Plan = Success

Don't forget: after you complete your plan act upon it. The same applies with the Business plan: if you only create the plan, nothing will happen!

“A goal without precise and constant action is still a dream.”

Ian Lajoie

Before you apply your goals and act upon them, remember the main word of this book is: “Strategy”.

Let's say your goal is "to make \$1,000,000 in revenue this year."

Then you know you must generate \$19,230.77 every week.

Or

Generate \$3,846.15 every day (weekday)

Or

Generate 1,923.08\$ in the morning and in the afternoon (on weekdays).

In this chapter, we will create your specific action plan to help you reach your goals.

**“If you create No action,
No results will occur.”**

Ian Lajoie

If you work in sales, you know the principle which says that in order to achieve your sales target you must have daily goals and a way to keep track your results. It's a numbers game. You need to talk to 20 potential clients to set 5 meetings, to do 1-2 sales. This a general rule. Therefore, to achieve your goals, you must apply the same process.

If you want to go to the gym 3X a week, plan it, put it in your agenda and show up!

Example: I go to the gym on Mondays, Wednesdays and Fridays during my lunch break from 12:00-13:00. It's simple!

Discipline + persistence + Action plan
(What's your routine going to be?).

The same thing applies if you want to do \$1,000,000 this year. You need to do \$19,230.77 every week. If you're making \$2,000 per client, you'll need to close 10 clients a week.

Now, the question is? Are 10 clients achievable?

"Go Big, but don't be stupid!"

Ian Lajoie

How will you get these 10 clients? Here's where your action plan begins.

If you want to be healthier and get in great shape, you can decide to go to the gym. So, your action plan will be really simple.

JUST GO TO THE GYM!

If you want to increase your sales, you need more leads or more potential clients. The simple way will be to pick up your phone and start dialling!

Depending on the goals you add to your list, you will need to take action, to add discipline and to be consistent.

There is no big secret.



IMPOSSIBLE WAS BEFORE
I MADE IT POSSIBLE
IAN LAJOIE



Session 3 - How to implement your action plan through your daily routine

Let's start with listing the first five things you do in the morning.

| |
|----|
| 1- |
| 2- |
| 3- |
| 4- |

| |
|----|
| |
| 5- |

**“You need to win your morning!
It's a new day! Every day matters
and your daily routine will define
your success.”**

Ian Lajoie

Here's an example of my morning routine:

5:00 - Wake up.

Take the time to think about my dreams, smile and visualize a beautiful day. Take a moment of gratitude: embrace life and say thank you.

5:15 - Make my bed, as I do everyday.

Brush my teeth with the opposite hand.

Drink 750ml of hot water & lemon and about 1-2L of water during my gym preparation.

5:20 - Write in my daily journal the quality of my sleep (sleep cycle app), my priorities, my goals and objectives for the day.

Stretch + Yoga for around 15 to 20 min depending on the video chosen on YouTube.

Take a 5 to 10 min to meditate, empty my mind of all worries and doubts and focus on the present moment.

6:00 - Reading time 30 to 45 min daily = about 1 book a week,

6:30 - Writing session #LeMotduCoach & My Book & / or Conference,

7:00 - Direction to the gym for about 45 to 60 min depending on my program (I live 10 minutes away from the training center) I usually train 4 times a week and do yoga 2-3 times.

8:30 - Prepare my post-training smoothies

8:45 - Departure to my office

9:15 - Planning of my day again,

9:30-10:00 - Start of my working day,

I write all my goals in my agenda. My gym membership is fully used; I make time to do my writing sessions for my book or article. I also make sure to do my follow ups or phone calls to reach my daily sales targets.

You need to plan your routine and execute it right away even when you don't feel like it!



**WITH IAN
MOTIVATION
FIND YOU !!!**



Chapter 4

Motivation to accomplish
your Goals

This part is crucial; you need to constantly see your progress, highlight all accomplished goals and set new ones!

When you know your priorities, you can say “no” to things that aren’t one.

“A goal without a precise action plan is still a dream.”

Ian Lajoie

As a performance coach, momentum is the key to success. You always need to keep momentum to be efficient and productive. Momentum is doing what needs to be done using the right pace and the right timing until your task is completed successfully.

Motivation Formula

Motive + Action = Definition of motivation!

We set your goals previously, and we also added an action plan. Now, let’s talk about motivation.



***“Without any motivation
you will accomplish nothing,
With motivation
you can accomplish everything”***

Ian Lajoie



You just need to define your motive? Remember your goals, your dreams, your passion, your legacy.

I was once interview on a podcast at The Power Entrepreneur in New York City; I discussed Monday Motivation.

How can you boost your motivation to go the extra mile?

[] Motivation is in your mind and in your heart!

I love to ask random strangers questions about the topics I'm developing when I write my books. I asked a young student about his motivation, and not everybody understood the "why" effect.

As an entrepreneur, a weekday can be the same as a weekend day. It's always a new day, and you need to self motivate yourself in order to grow, to succeed and to inspire others. I found my motivation in the happiness and satisfaction of my clients. Yes, some days are hard; yes, sometimes I don't want to do anything.

But when I visualize the results, there's a boost of motivation that ignites me.

What motivates you?

What drives you?

Why are you so hungry?

Why did you wake up this morning?

What challenge did you set this morning?

**“If you find your inner motivation,
nothing will stop you!”**

Ian Lajoie



YES SIR....

**#1 PERFORMANCE COACH
EVERYTHING IS POSSIBLE
WITH IAN**



By Kevin Mercier

Exercises

Write down My Power Strategy for success

1- STR _ _ _ _ Y

(Hope you will remember this one!)

2- _____

3- _____

4- _____

5- _____

**“Without practice, you will only
know the theoretical part.”**

Ian Lajoie

Conclusion

Thank you for reading my book.

**You're now ready to start performing in your
Life & Business.**

Book your first 20-minute call

<https://calendly.com/ianlajoie/20mincall>

Now let's apply my strategies to your life and to
your business!

I support Weroes as a World Ambassador

WEROES
AMBASSADEUR

**IAN
LAJOIE**

Performance Coach | Speaker |
TV-PRODUCER

W
WEROES.COM

I'm proud to announce that I am an ambassador for a social impact network that's very close to my heart, WEROES.

WEROES is a social movement that encourages change within each and every one of us. We have one planet which we must protect if we want to

guarantee our children and grandchildren the right to breath and exist.

In fact, the alarm bell is already ringing! We only have 2 years left to react, according to the United Nations' general secretary. He's calling all governments and peoples of the world to take action. 2020 is a major point.

WEROES, therefore, is my solution—a digital tool and a social movement. Thanks to WEROES, we are able to take action by creating causes to face society issues (petitions, boycotts, manifestations, and letters to political leaders, class actions or even more personalized actions...). It's a powerful tool to claim our rights by initiating movements in order to save our planet. WEROES are in fact, a social network for launching movements of impact designed to change the world.

Throughout my trips and my curiosity to discover the world, I faced one reality: poverty, hunger, pollution, which made me realize that in my native province, Quebec, we are doing well!

Unfortunately in 30 years, 50 or 100 years from now, we may not have any more occasion to enjoy the magnificence of this planet, as our once parents did. The time to act is right now! It's not tomorrow or in a month, it's now that we have to consolidate our efforts. Even with all the money in the world, we can

never afford to buy trees, non-pollution or a new planet where to live.

As the founder of WEROES, Alain Migneault, says:

"Change is in the action of every citizen".

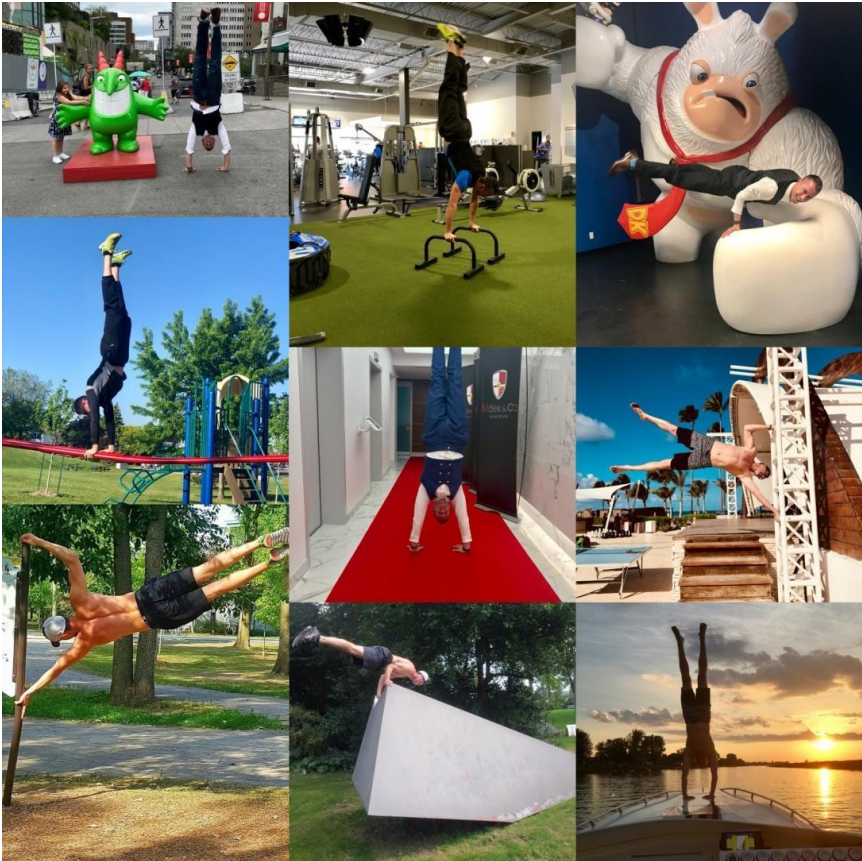
It's our time, as citizens of the world, to take action with WEROES.

I'm proud and honoured to announce my role as an ambassador of the social movement, WEROES.

I invite you to join us because we need you!

Alone we dream to be Heroes, Together we are WEROES.

Always have FUN everyday!



Follow me



Ian Lajoie Performance Coach



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