



## Why Wait? Do It Now! On Legacy, Character & Care

Joe Polish Interviews High-Level Business Consultant **Martin Howey**

### GENIUS NETWORK™ HOT TIPS SHEET

- *“Success is the progressive realization of a worthy ideal.” - Earl Nightingale*
- **Success:** Find out what it is that you want to do. What is your motivating factor? What is your driving force? When you figure that out, that’s really what success is.
- Don’t let somebody else necessarily influence your thinking. Make sure the people who influence your thinking are good thinkers themselves, and not somebody who’s just followed the follower.
- **An Obligation:** If you have a product or service, and you’re convinced it’s the very best you have, and you don’t share it with your customers or your prospects, shame on you. You have an obligation to share that with them. If they don’t take advantage of it, that’s their problem.
- If your product or service is the best that it can be, then get it out there. If it’s not, then *good enough* isn’t good enough.
- **The Two Big Questions:** Say you find out you have 6 months to live: What would you do differently? Why not do it now? What are you waiting for? If you’re in a job right now, that you absolutely hate, would you continue working that job? Why not make a change?
- Learn from people who are expert at what they do, and then take that information and make it yours. It’s one of the smartest things that human beings could ever do.
- *“Grab attention, make a compelling offer, and take massive action.” - Adam Urbanski*
- **Take Massive Action:** So many people have all the knowledge, instruction, materials, etc., they just don’t do anything with it.
- **Perfect Marketing or Perfect Product?** Don’t perfect your product as you go, get the product right from the start. If your marketing isn’t perfect, at least you’re getting the product out there. Perfect the marketing as you go.
- **The Definition of Selling:** *“Getting someone intellectually engaged in a future result that’s good for them, and getting them to emotionally commit to take action to achieve that result.” - Dan Sullivan*



## Why Wait? Do It Now! On Legacy, Character & Care

Joe Polish Interviews High-Level Business Consultant **Martin Howey**

- Do whatever it takes to get your weight under control. Diet and exercise is a simple matter of willpower. Take advantage of the modern medical miracles that we have out there.
- **Relationship Advice:** Put yourself second. “How can I make it easy for that person to love me? How can I make it easy for that person to get along with me?”
- **Dan Sullivan's Four Referability Habits:**
  - 1) Do what you say you're going to do.
  - 2) Finish what you start.
  - 3) Show up on time.
  - 4) Say please and thank you.

**BIG IDEAS/INSIGHTS** I gained from this interview:

IDEA	How can I leverage this idea to my benefit?

**ACTIONS** I want to take based on these ideas:

ACTION/GOAL	Steps I can take right away to move on this?
Deadline: _____	
Deadline: _____	
Deadline: _____	

**Recommended Resources:**

- Websites: [www.TopLineBusinessSolutions.com](http://www.TopLineBusinessSolutions.com)
- Phone: (480) 969-1738

**Other Recommended GN Interviews with Joe Polish:**

- [Tony Horton](#) (*Fitness Expert*) “Variety, Intensity, Consistency”
- [David Wolfe](#) (*Nutritionist*) “Activate Your Genius!”
- [Dan Sullivan](#) (*of Strategic Coach*) “Three Pillars”

For more **Genius Network™ Interviews** by Joe Polish with experts in the fields of business and personal success - visit [www.GeniusNetwork.com](http://www.GeniusNetwork.com).