

TRUEST FAN

IMPLEMENTATION GUIDE



TRUEST FAN

IMPLEMENTATION GUIDE

Hello Friends,

First, thank you for buying a copy of Truest Fan: Live, Love and Lead with Purpose and Impact. It means the world to me!

I am your Truest Fan and I want nothing but the best for you.

That's one of the reasons I created this implementation guide.

You see, being a Truest Fan is NOT just about reading the lessons. More importantly, it's about putting the lessons into action.

And yes, I know, you're busy. Finding time to try something new can sometimes seem like an almost insurmountable task.

Again, that's why I created this guide.

What follows are 7 simple exercises that each relate to the lessons in the book. Each exercise is based on the belief that small changes can lead to big results. Transformation is a gradual process. You need to learn to put first things first.

To get the most out of these exercises, don't just read them. And don't try to do them all at once.

Just work on 1 exercise per day for the next 7 days. None of them should take you more than 10 minutes.

Plus, as an added bonus, I've developed a 7-day quick start program... it's FREE.

So, if you'd like even more help in becoming a Truest Fan, just go to truestfan.com/quick-start to get started.

Each day, for the next 7 days you'll receive a video lesson. I'll personally walk you through the 7 exercises that are outlined in the implementation guide.

The program is fun, fast-paced and results focused. I hope you give it a try.

Rooting for your success!

Rob Brown

Author, TRUEST FAN: Live, Love and Lead with Purpose and Impact

P.S. If you need someone to cheer you on, shoot me an email at robb@truestfan.com.

I'm your truest fan.

DAY # 1

Truest Fans Believe in Themselves

GAME PLAN: Build a series of self-belief statements. Affirmations that express the confidence you have in yourself as you continue to grow personally, professionally and spiritually.

STEP 1: For the next 5 to 10 minutes, close your door, turn off your computer and silence your phone. This exercise is best done without interruption.

STEP 2: In the box below, jot down a handful of positive words, phrases and praises others have said about you that bring a smile to your face. They could have come from family, friends, clients, coworkers or people you just know casually.

EXAMPLE

Awesome, Encouraging, True Friend,
Smart, Gives Great Advice, Humble,
Fearless, Cheerleader

YOUR TURN

STEP 3: Think back over the past few years. What positive changes have you made in your life, in your business or in the way you interreact with others? Write down as many as you can.

EXAMPLE

1. Grew business from 2 to 5 teammates.
2. Never miss my daughter's soccer games.
3. Exercising daily.

YOUR TURN

STEP 4: Reflecting on your responses to the last two steps, record a few self-belief statements. Start with the phrase: "I believe in myself because ____."

EXAMPLE

I believe in myself because I've been able to
double revenues over the past 3 years.

YOUR TURN

STEP 5: Place these statements where you'll see them often. Tape a copy to your computer screen, shoot a photo for the background of your smartphone or write them on the back of a business card you keep in your wallet. Read them, outloud when possible, several times each day. And don't be afraid to share them with friends, family and colleagues.



Remember, to be a Truest Fan, you need to be your own Truest Fan.

DAY # 2

Truest Fans Set Priorities

GAME PLAN: Life is filled with interruptions and distractions. Too often, phone calls, emails and bloated to-do lists turn other peoples' priorities into your priorities. So, the stuff that matters most to you take a back-seat. You end up treading water. When you begin to develop a DELETE, DELEGATE, DESIGNATE, DO (4D) Mindset, your priorities resurface, and you end up getting more done in less time.

~~~~~

**Remember,**  
Truest Fans Have Important Work So They Put First Things First.

**STEP 1:** Decide where you'll start...

The 4D-Mindset can be applied to many different aspects of your life. These include your daily to-do list, your email inbox, your smartphone alerts and your phone calls and voicemails. For today, choose just one, it's usually best to start with your to-do list.

**STEP 2:** Go through your to-do list and decide...

1. What can be deleted? The busier we get, the more we tend to add to-dos to our lists just so we won't forget things. Many of these items tend to be unnecessary, DELETE them.
2. What can be delegated? Busy people tend to take on the tasks of others. This is true in our businesses and in our personal lives. We think, "Even though this isn't my responsibility, it will take less time for me to do it than to ask for help." Look at your list and decide what you should DELEGATE.

**STEP 3:** You now have a list of your true to-dos...

3. What should be designated? There are important tasks that only you can do, but they do NOT need to be done today. DESIGNATE them to a future date or time period on your calendar.
4. What will you do today? Now, if you've been completely honest with yourself, you have your DO list for the current day.

When you have a highly scheduled day, you'll only have time for a handful of to-dos. If you find your list is regularly reaching double digits, you may still be overcommitting yourself.

This success habit, though it may seem overly simplified, has helped many of my clients claim hours back in their days and weeks. Turning good performers into super achievers.



## DAY # 3

# Truest Fans Serve and Impact Others

**GAME PLAN:** Develop a series of impact statements. Statements that reflect your true purpose and the way you serve others in key areas of your life.

**STEP 1:** For the next 5 to 10 minutes, close your door, turn off your computer and silence your phone. This exercise is best done without interruption.

**STEP 2:** Think about the most important people in your life, your family, your business, your career and causes you care about. Ask yourself... Where do I want to have more impact? Who do I want to serve even more? How can I up my game?

**STEP 3:** Record the first few ideas that come to your mind. Nobody is watching. These are YOUR answers. Don't be afraid to think outside the box. Nothing is too big or too small.

### EXAMPLE

Our top clients  
My wife and children  
The Boys and Girls Club

### YOUR TURN

**STEP 4:** Now, pick 1 or 2 people, groups of people or causes and create 1 or 2 impact statements. Start with the phrase: "I will impact \_\_\_\_ by \_\_\_\_ so that \_\_\_\_."

### EXAMPLE

I will impact my business by increasing our client care plan so that we double our referrals.

I will impact the Boys and Girls club by doubling my volunteer hours so that more children have mentors.

### YOUR TURN

**STEP 5:** Now, place a copy of these statements in the same place you're keeping your self-belief statements from Lesson #1. Read your self-belief and impact statements each day, outloud when possible. Don't be afraid to share them with friends, family and colleagues.



**Remember, Truest Fan Know that the Way You Play the Game Matters**

## DAY # 4

# Truest Fans Make Others Smile

**GAME PLAN:** Make at least 5 people smile today

**STEP 1:** Step 1: Look at your contact list. Think about old friends. Just picture people you haven't connected with in a while. I'll bet you'll think of more, but come up with at least five.

**STEP 2:** Send them each a text, an instant message or an email with a few words of encouragement. Here are a handful of examples to get you started:

*"Have you smiled today?"*

*"It's been a while, just want you to know that I'm thinking about you."*

*"Hey friend, I'm your Truest Fan."*

*"Just a quick note to let you know how awesome you are."*

*"I was thinking about you today. Thanks for all the joy you've brought into my life."*

**STEP 3:** Send me an email to [robb@truestfan.com](mailto:robb@truestfan.com) and share your experience. How did your friends respond? How did you feel after trying this exercise?

**EXTRA CREDIT: MAKE IT LAST BY GIVING BROWNIE'S 5 PENNY GAME (PAGE 76) A TRY:**

*"I turned it into a game. I started each day with five pennies in my left pocket. Every time I made a stranger smile or paid a compliment to someone I barely knew; I moved a penny to my right pocket. And then I reversed the direction. I wanted to end each with all five pennies back in my left pocket."*



Remember, Truest Fan Know that Smiles and  
Kind Words Go a Long Way



## DAY # 5

# Truest Fans Delight their Families

**GAME PLAN:** We sometimes take our families for granted. Our minds are filled with good intentions that frequently get put off for another day. Not today. Do something special for your spouse, significant other, parents, children or your whole family.

**STEP 1:** Decide on a family member who needs a little special attention from you. Could be an out-of-town family member, your spouse or your children.

**STEP 2:** Come up with a creative way to spend a little extra time with them. Here are a handful of ideas:

#1 - Let a distant family member know you're going to have a meal delivered to them, order a similar meal for yourself and then agree to get on the phone or a video chat and have dinner with them.

#2 - Surprise your children: Leave work early, pick your daughter up from school and take her out for ice cream. Or surprise your son by attending that special activity you usually miss. Or when you get home tonight, go out in the backyard and play a game.

#3 - Date night with your spouse: Cook a special dinner, eat takeout by candlelight, picnic on the family room floor or bring home dessert from your favorite restaurant

**EXTRA CREDIT: BEGIN PLANNING AN EPIC VACATION THE WAY SUE DESCRIBES ON PAGE 86:**

*"We also planned an epic vacation. And it was NOT a budget-busting vacation for the rich and famous. We simply committed to two weeks away in a very inexpensive cabin in the mountains. We made sure there was plenty of stuff to do. We all tend to get bored too easily. We looked for things like hiking trails, famous sites we could visit on day trips and places we could splash in the water. Best vacation ever."*

*"Funny thing though . . . after a couple of days of staying 'busy,' we spent most of the last ten days just hanging out by the cabin . . . enjoying each other's company. It was like we realized that the greatest vacation is sometimes just the time you spend with your family."*



Remember, Truest Fans Give their Families their Very Best

## DAY # 6

# Truest Fans Make Time for Prayer and Meditation

**GAME PLAN:** Add an extra 5 minutes of meditation or prayer to your schedule today. Whether you pray or mediate regularly or infrequently, we all benefit from the time we spend refreshing our mind and spirit. Focusing on gratitude is often the best way to get started.



~~~~~  
Remember, Truest Fans Know They Are Never Alone

#1 - Select a time to say a special prayer or meditate today. Consider midday. Maybe just after you've finished lunch and you're headed back to your desk for the afternoon. I find that we often include prayer in our morning and evening routines, but we leave out prayer in the middle of our busy schedules. Times when we may need to be recentered.

#2- Find a quiet place. Put your computer to sleep. Silence your phones. You could simply close your office door. Or you could take a walk around the block.

#3 - Meditate or pray with words of thanksgiving and gratitude. Think about the things in your life for which you are most thankful. They could be big things or small things. They could be people...family, friends, coworkers or someone you've recently met. You could thank God for his presence in your life. All of us, no matter our circumstances, have something for which we can be grateful. Don't be concerned if there are periods of silence. Let the words gradually come to your mind.

Here are a handful of prayer and meditation starters. You could focus on one of these phrases or all of them. You choose, it's YOUR time to recenter your day.

*Thank you for this day and the many good things that are going on in my life. In particular, today, I want to thank you for...
(Name things, big or small, for which you feel grateful.)*

I feel grateful for the special people in my life, but today I want to say a special prayer for... (Name a few people who have recently touched your life in a positive way.)

Thank you for helping me become the person that I am today, in particular, I am grateful for... (Think about your self-belief statement from Lesson #1 and offer up thanks for being you.)

Extra credit: Spend a couple minutes writing down your thoughts. How do you feel? What are you most grateful for this day? Are you inspired to let someone know that you prayed for them? Prayer journals are wonderful ways to reinforce the things for which grateful.

DAY # 7

Truest Fans Take Action

GAME PLAN: Develop a simple action plan. Based on the things you've learned about yourself over the past 6 days, and commit to 2 or 3 action items that will set you on a steady course to becoming a Truest Fan.

STEP 1: For the next 5 to 10 minutes, close your door, turn off your computer and silence your phone. This exercise is best done without interruption.

STEP 2: Review your notes, your self-belief statements and your impact statement. Think about the way you felt when you implemented the 4D-Mindset, made people smile, did something special for your family and added extra prayer or meditation to your day.

STEP 3: Jot down the first 5 to 10 words that come to mind. If you've been implementing the exercises from this guide, you most likely feel better about yourself and see real signs of personal and professional growth.

EXAMPLE

Invigorated, Inspired, Grateful, Motivated,
Love, Ready to Take Action, Focused

YOUR TURN

STEP 4: With these words and thoughts in mind, make a commitment to yourself. It could be one big commitment or few smaller commitments. Don't overdo it. Lasting change comes from putting first things first. There is a domino effect. Start with this phrase, "To grow as a Truest Fan, I commit to ____."

EXAMPLE

To grow as a Truest Fan, I commit to

- 1) Using 4D-Mindset Planning Every Day
- 2) Planning an Epic Vacation with my family
- 3) Asking my clients for referrals

YOUR TURN

Step 5: Place a copy of this statement(s) in the same place you're keeping your self-belief and impact statements. Read these statements each day, outloud when possible. Don't be afraid to share them with friends, family and colleagues.


**Remember, Truest Fans Intentionally Live the Way They
Were Born to Live**

DAY # 8

Truest Fans Share Their Ex- periences

GAME PLAN: Take 5 minutes to make notes about your 7-day journey. Be honest with yourself. This is just your first step in the lifelong Truest Fan journey. Sometimes we get off to a fast start, other times we hit a few stumbling blocks.

~~~~~  
And please remember, I will always be YOUR Truest Fan.

Here are a few questions to get you started...

**#1 - Did you take time each day to give the exercises a try?** How would you summarize your results?

Which exercise had the greatest impact?

Where did you struggle?

**#2 - Did you start out with the best of intentions, but not complete as many of the exercises as you would have liked?**

If not, why not?

What will you do to get back on track?

**#3 - Are you ready to take action on your action statements?**

What is your top priority?

What is the biggest obstacle you might face?

Have you set aside time each day to work on your priorities?

**#4 - I would like to personally hear from you.**

Do you have any questions?

Do you need a few additional tips?

Do you have a story to share?

Anything you write or say will be held in the strictest of confidence.



Email me at [robb@truestfan.com](mailto:robb@truestfan.com)

or leave a message on the Truest Fan Hotline: (757) 645-1525