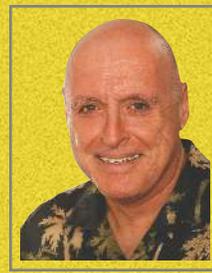


# THE EXTRA POINT

BY JERRY ROBERTS



## # 1049 Basic Steps to High Performance

Personal development, high performance, we hear about the need to get better, do more, and it never stops. Look, it's part of what I do so I'm not going to bad mouth the concept. Yet, there are different ways to promote the ideas of growth. I'm Jerry Roberts and my preference is to keep things simple. Today, I'll share a few very basic ideas on how to move the bar in your favor. That's next, on The Extra Point.

The topic is personal growth, development, making ourselves better than we are today. Books, conferences, outrageously expensive and exclusive retreats and getaways to a far-flung and exotic location. A price tag in the tens of thousands, maybe even hundreds of thousands of dollars.

If you can pony up the big bucks, you'll meet people whose names get into the news. That could be business news or celebrity news. Maybe you'll cook up a business deal with some big-name person it might have taken a year to get on the phone, if ever.

This is a view of sorts of the high-level world of personal development, and when I lived in California I met some of these people. No, I couldn't afford to attend events of this scale, but I knew people who knew people, and I learned a few things about how the business end of things ran.

To put it lightly, there was a lot of "showbiz" in the personal development biz. If you wanted the big money, you had to dazzle people. Celebrity endorsements, stage presentations that rival the stuff Hollywood does, and as much glitz and glamor as you could muster.

But what about the actual information, the stuff you would learn and take away that could change your life?

What I discovered was a shocker. The content

of these events was really not any different than what was available elsewhere for a fraction of the cost. It just was packaged up in a more exciting way, and people paid dearly for that.

Thus, today, in the interest of saving you an absolute boatload of cash, I'm going to reveal six ideas that can take you to the next level.

1. Know what you want and why. So many people cannot seriously answer that question, and may have never even thought of it. They just want that elusive "more," and maybe can rattle off all the stuff they'd buy if they could get it — but they can't get very deep on the "why" question.

What do you want? Why do you want it? What will it mean to you when you have it? What will happen after you get it?

2. Time is worth more than money. If you don't believe that now, one day you will. Time is the ultimate asset. People who perform at the top levels understand this.

One more thing about time. If you never make that connection that time is worth more than money, it won't matter what your why, what, or even "how" shakes down, because you'll never work out the "when."

If you have big, big goals and dreams, but you can't get this fundamental understanding of the value of time vs. money, there's almost no chance to achieve what you're after.

What is it that you're giving away your time for, that does nothing for your dream? Time introduces us to accountability.

3. Know what you don't know. It sounds crazy but you need to know what you need to know to reach what you want.

(Con't.)

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What don't you know, right now, that you have to know for you to get there — or at least get to the next step in the journey?

4. Truly successful people inhale knowledge. They learn about many things, and are lifelong learners.

5. They take action. Action. Action. Action.

6. They are not afraid to fail. They don't want failure, but they understand that it's a step toward success. Real personal growth has an element of risk.

Own your failures, learn from them, if at all possible don't repeat them, and the times you find yourself flat on your face will eventually be an education worth its weight in gold.

There you have it. No hot coals to walk on in your bare feet, no ancient chants necessary, no six-figure tickets to get in.

You do those six things and you'll be pretty much unstoppable.

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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