

HELLO, my name is Scott's...

ALL KEEPERS, **NO FLUFF.**

*241 Ways to become a Living Brochure
of Your Own Awesomeness*

Yet another ebook from That Guy with the Nametag



“If you want to write
a great book, just leave
out the parts people skip.”

-Elmore Leonard

1. Absorb knowledge from every possible source and opportunity.
2. Accept the risk that what you fear might come about.
3. Act on this value repeatedly, over time, in a consistent pattern.
4. Adhere to the mission in life that absolutely obsesses you.
5. Admit to yourself how you are making this choice.
6. Affirm publicly that you hold this value.
7. Allow people to experience that they can change your mind.
8. Allow yourself to be the beneficiary of other people's uniqueness.
9. Allow yourself to trust your more spontaneous instinctual abilities.
10. Appeal to the customers OF your customers.
11. Ask not who's going to LET you; ask only who's going to STOP you.
12. Ask your inner critic what it does not like about you.
13. Avoid living someone else's mechanical thoughts.
14. Avoid spending time with clients who are going to become a bad commercial for your business.
15. Avoid treating this moment as if it were an obstacle to overcome.
16. Be a first-rate version of yourself, not a second-rate version of somebody else.
17. Be a model of courageous questioning.
18. Be always on the lookout for flaws to be improved on.
19. Be courageously open to examining the assumptions behind your reasoning.
20. Be good enough that you make it look easy.
21. Be intensely lured by the possibility of betterment.
22. Be prepared for future defining moments.

23. Be so good that you make people want to stand in line and pay higher prices than they know they should.
24. Be someone who people consider to be “a good person to know”.
25. Be willing to build, no matter what.
26. Be willing to plunge forward plan-less.
27. Be willing to walk away from a sale today.
28. Become more strategic as you mature.
29. Become so distinct that you’re perceived to be a monopoly.
30. Become something you never used to be.
31. Become the You you’ve always wanted to become.
32. Believe what you believe because you believe, not because you were taught to believe and then mindless followed.
33. Blend with this energy, yield to it and overcome with softness.
34. Bridge the gap that exists between you and your potential audience.
35. Bring more of yourself to this situation.
36. Build bridges to fortify your financial security.
37. Build things worth noticing right into your product or service.
38. Build your brand using imagination, not millions.
39. Calculate how long it takes the market to recognize your trustworthiness and efficiency, and then reward you with new business.
40. Change the sensation of pain into a feeling that is not necessarily negative.
41. Chose to make personal growth your daily discipline.
42. Clone yourself through teaching others.
43. Commit yourself to a productive lifestyle.
44. Communicate to others that listening is a priority in your life.

45. Consider the possibility of having a perfect life.
46. Constantly get better at doing what you do.
47. Constantly test your theory of business.
48. Constantly upgrading your genius.
49. Contribute to your reserve of fun, leisure, balance, resourcefulness and patience.
50. Correct the misconceptions that exist in the minds of your prospects.
51. Create a climate for people to be powerful.
52. Create a working relationship with your emotional reality.
53. Create an environment where people can see the solutions in themselves.
54. Create from the soul, not from what the marketplace wants.
55. Create more than enough of what you need so that you NEVER need to worry about running out.
56. Create products people can stumble upon, obsess over, fall in love with, become addicted to and tell their friends about.
57. Create something critics will criticize.
58. Creating things worth demo-ing.
59. Curb your impulse to complete other people's sentences.
60. Decide what ice needs shattering in your world right now.
61. Decide what you are the undisputed heavyweight champion of the world of.
62. Dedicate yourself to being a great person.
63. Define the atmosphere needed to ask your questions successfully.
64. Demonstrate that you are going to be a good person to work with.
65. Design a system for drawing wisdom from every experience.
66. Detect when you are slowly starting to lose the big picture.

67. Develop a working relationship with the unconscious parts of your mind.
68. Develop the ability to speak forever on your expertise at the drop of a hat.
69. Develop verbal and non-verbal calling cards.
70. Disengage from that which consumes your time but isn't making you any money.
71. Distill universal principles of growth or change from this experience and then pass them on to others.
72. Distribute SO widely that you become the standard.
73. Do only the work you find absorbing, involving and enthralling.
74. Do something for yourself right now that would be obscenely selfish.
75. Do what you always wanted to do but thought you didn't have the ability to do.
76. Do whatever it takes for you to really feel proud of yourself.
77. Don't allow personal drama to get in the way of your art.
78. Enable customers to sell themselves.
79. Enable the outward expression of your inner hungers.
80. Enable your customers to do your marketing for you.
81. Ethically exploit the marginal net worth of each client.
82. Everything you write must have a response mechanism.
83. Express your gifts to make a difference in all parts of your life.
84. Face it: You can no longer ignore – or distort – the call of your soul.
85. Figure out what you need to become in order to contribute differently to your business so that it generates more income.
86. Find a way of expressing this value in your life.
87. Find the clients that will buy from the YOU that you are.
88. Find the guy who can write a check to acquire your value.

89. Fine-tune your inner sensitivity to the natural rhythm of things.
90. Fit the customer's unique needs and stop trying to prescribe them a packaged answer.
91. Forget how much you know.
92. Forget not the injustice you set out to fight when you first started your business.
93. Free your unconscious from its overzealous warden.
94. Get customers to come back to your website just to see what you've been up to.
95. Get linked into and get to know the keepers of wisdom.
96. Get people to feel more highly of themselves.
97. Get the market to place a higher value on each hour that you work.
98. Get this idea out of your head and into other people's heads.
99. Give people permission to comfortably, confidently and consistently BE their true selves.
100. Give the right things up so you can focus on what will set you apart.
101. Give up control of your company in exchange for being able to grow and expand it more quickly.
102. Give up waiting to be paid to do something you love.
103. Give yourself permission to capture and express ANY idea.
104. Go public with your thoughts, ideas, words and expertise.
105. Hang out with the type of people that would make achieving your goal natural.
106. Have enough going on in your life to be interesting to talk with.
107. Help people recall their high performance patterns.
108. Help your customers build their business.
109. Help people identify the stories they're telling themselves.

- I 10. Hold a courageous conversation to reinforce your boundaries.
- I 11. Hold yourself accountable for your contributions to this encounter.
- I 12. I promise: You don't need this person to make up for a deficiency in yourself.
- I 13. Identify the essential supporting features of the world you want to live in so you can be your best.
- I 14. Identify the horizon that has been imposed on you – it has also crippled you.
- I 15. If you have to jump through hoops to defeat someone's efforts to avoid your advertising, you will lose.
- I 16. If you have to trick people into looking at your advertising, you will lose.
- I 17. Imagine how many customers are you missing by (not) being open during off-peak hours.
- I 18. Imagine how many of your customers are seeking expertise elsewhere because they don't realize you possess it.
- I 19. Imagine how much time and energy you are wasting by not being direct and straightforward.
- I 20. Imagine what a great decision would look like.
- I 21. Implement a pricing strategy that would make the competition want to come to your office and choke you.
- I 22. Improve the way you ask for a commitment.
- I 23. Improve the way you communicate to others your understanding of what is important to them.
- I 24. Increase the potential at which your potential operates.
- I 25. Incur a personal cost to stand by your values.
- I 26. Integrate every ripple of life into your creative moment.
- I 27. Invest a lot of money in becoming a beautiful organism.
- I 28. Invite yourself into a community of good fortune.

- I29. Keep the histories of your creative initiatives.
- I30. Keep your thoughts and conversations in alignment with success and fulfillment.
- I31. Learn enough from this mistake so that it ceases to be a mistake.
- I32. Learn to forgive yourself for actions you deeply regret.
- I33. Learn to get paid for being happy.
- I34. Leave more digital footprints.
- I35. Let loose great movements in your mind.
- I36. Let others know how you wish to be measured.
- I37. Look into the future and examine what the type of people who do what you do often become.
- I38. Losing needs to become a part of your regular experience.
- I39. Maintain and ultimately deepen relaxation under increasing pressure.
- I40. Maintain the confidence to tell paying customers that you are not right for them.
- I41. Make a list of how many dumb, non-value added things are you doing each day.
- I42. Make career planning an everyday activity.
- I43. Make it a practice to take full responsibility for your character.
- I44. Make money on non-labor intensive pursuits.
- I45. Make people better off having communicated with you.
- I46. Make sure people like themselves when they are with you.
- I47. Make sure the tasks on today's agenda worthy of your life.
- I48. Make sure there is SOMEBODY present who has the wherewithal to buy you.

- I49. Make choices that add wood – not water – to your internal fire.
- I50. Make the effort today to become the person you want to be.
- I51. Make sure the message you're preaching is the dominant reality of your life.
- I52. Make this experience useful to your fellow human beings.
- I53. Make your decision what your life is to be used for.
- I54. Make your product more virusworthy.
- I55. Make your work an expression of your essence.
- I56. Model integrity with everyone you come into contact with.
- I57. Obtain feedback from people who are more successful than you.
- I58. Offer additional products that will allow your customers to continue to purchase your experience.
- I59. Open your receptors to the other person's subtleties.
- I60. Penetrate the deepest wrinkles of your mind.
- I61. Pick a single product, service or idea and spend your life making sure as many people as possible have access to it.
- I62. Pinpoint the conditions under which you inhibit your own self-expression.
- I63. Pinpoint what contribution you will have to make to other people to cause them to give you the amount of money you want to acquire.
- I64. Play in a manner that creates growth, no matter what the score is.
- I65. Position yourself well – don't just have clever slogans.
- I66. Prepare to have everything you've held dear shattered – without running away.
- I67. Prepare to set aside energy and space to fulfill your intentions.
- I68. Prepare yourself to be promotable.

169. Prepare yourself to talk to what might be your most important customer ever.
170. Pummel that which alienates you from your true voice.
171. Put it all on the line for something.
172. Put structures in place TODAY to make this dream a reality.
173. Put your aspirations into practice.
174. Put yourself to considerable inconvenience.
175. Question yourself and your actions without being self-critical.
176. Read every book ever written on your area of expertise.
177. Realize that customers aren't resisting the product – they're resisting you.
178. Reduce your customer's perception of risk.
179. Relate this message to something you're already interested in.
180. Release obstructions to your natural insight.
181. Release your current knowledge to take in new information.
182. Remember to meet your daily quota of usefulness.
183. Resist putting yourself into a position where you think you know all the answers.
184. Rewrite your personal equation for happiness.
185. Risk expressing your anger in constructive and healthy ways.
186. Saturate your mind with successful thoughts.
187. Screw being loved. Focus on being WHAT you love.
188. Seek situations that vividly reveal your character.
189. Set yourself up so you never have to discipline yourself in this again.

190. Share the information that proves what you're doing is making the difference you said it would.
191. Sharp your rut-fighting skills.
192. Show off what you know without being labeled a show off.
193. Spend enough time learning to listen to your own voice.
194. Spend less time on needless obligations imposed by people you don't even know or like.
195. Spend more time educating potential customers on the benefits of your service and not telling them why you are better than the competition.
196. Spend your time doing the work you LOVE to do instead of the work you HAVE to do.
197. Stay away from convenient tasks that delude you into thinking that you're actually accomplishing something.
198. Stay committed to your own personal reflection needs.
199. Steer clear of the people trying to take your money out of your wallet by wasting your time.
200. Stop being a well-kept secret.
201. Stop confusing exercise with work.
202. Stop doing things that don't need to be done by anyone.
203. Stop draining all your energy getting something that is worthless.
204. Stop getting in the way of what you need to hear.
205. Stop injecting so much of YOU into the conversation.
206. Stop letting circumstances change your actions and solidify an unchanging standard for moral decisions.
207. Stop offering expertise and information and start delivering REAL insight.
208. Stop seeing others as a means to satisfy your addictions.

209. Strengthen the relationships with your biggest fans.
210. Strengthen your ability to look at one thing and see something else.
211. Strengthen your foundation of personal credibility.
212. Stretch yourself to think a little further and more accurately than you did yesterday.
213. Study the anatomy of other people's talent.
214. Summon the courage to take full responsibility for everything you think, feel and do, without blaming yourself.
215. Swim away from the undertows people in your industry often get caught in.
216. Take advantage of the infinite shelf space of the Web.
217. Take massive, immediate action to eliminate barriers to your boldness.
218. Take note of whom and what consistently makes you happy.
219. Take responsibility for the consequences of your choices.
220. Take the necessary time to internalize your new skills before you improve.
221. Take the tension out of your conversations.
222. Take your knowledge apart and rigorously investigate your own experience.
223. Talk to and hang with people who have already done what you're trying to do.
224. Tell people what they need to hear to fall in love with you.
225. Burn at the stake that which zaps your commitment to your priorities.
226. Think about whom you're disrespecting by multitasking.
227. Thirty-one percent of your problems in life would be solved if you got up an hour earlier.

228. Train yourself to see people straightforwardly and not through the distorted images you've created.
229. Translate promises into performances.
230. Transmit your overarching vision with clarity.
231. Try not to lose track of this conversation because of the inner conversation you're having with your ego.
232. Understand and acknowledge the nature of human reality in your clients.
233. Use other people's failures to challenge, not annoy you.
234. Use this situation as a catalyst to grow and evolve; not to beat yourself up.
235. Use this situation as an opportunity to learn something about yourself and change for the better.
236. Voice your unvoiceable dreams.
237. Waste not corporate assets on things NO customer is asking for.
238. Watch people who are the best in your industry do what they do in action.
239. Work in the service of your dreams.
240. Write down what pieces of conventional wisdom do you think are wrong.
241. You're not having a bad day – you just have a bad attitude.

Whew!

Man. How great would it be if ALL books just got to the f***king point?

Thanks for reading.

See ya 'round the Twitosphere!

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P.S. If any of the 241 items on this list caused you to react in ANY way, I'd be honored if you'd tweet them with "@allkeepersnofluff," "#allkeepersnofluff" or @nametagscott."

