

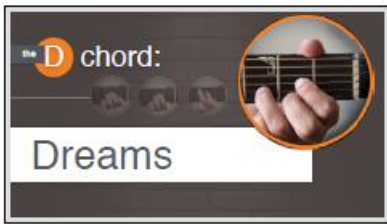


Your **OPPORTUNITY ROCKS** Playbook!

Now that you've experienced Marvelless Mark's *Opportunity Rocks* presentation, use this playbook to help you further understand its key points and then hold yourself accountable. You could also use this playbook in conjunction with Marvelless Mark's book, *Opportunity Rocks*, to train your team members on how to bring a rock star attitude to their daily business practices.

Each section contains questions about the chords we talked about and some bonus material. Just write your responses in the space under each question.

Remember, there are no wrong answers. The goal is simply to help you think, act and perform like a business rock star!



D chord DREAMS

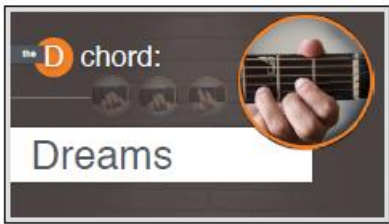
Thoughts to Remember

“Reasonable isn’t Profitable”

“You need to crave the results so bad that the work is irrelevant”

“If you want to make your present better you have to make your future bigger”

“What gets measured improves. What gets measured and reported improves exponentially.”



D chord DREAMS

Things to Think About



What's your B.U.D. (Big Unreasonable Dream) for today?
Whatever it is, multiply it by 10!

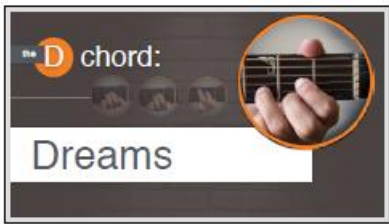
What do you want to create?
(Be specific and detailed)

What's your **Big Unreasonable Dream** for 5 and 10 years from today? **Pick some specific dates to achieve specific goals.**

Are you creating a **BAND**, or are you creating a **BRAND**?

What are you willing to do that others aren't?

What are you currently doing to set yourself apart?



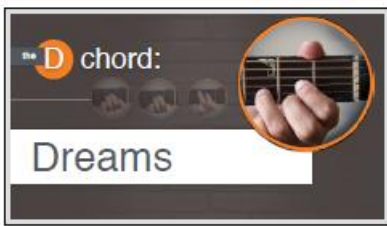
D chord DREAMS

Things to Think About

M CLEAR GOALS M	
CONCISE	- Is it short enough to be a hit single?
LINKED	- Is it consistent with your band's sound?
ENERGIZING	- Does it make you want to dance?
ACHIEVABLE	- Is it music you can play?
RESULTS	- Will your fans buy the whole album?

What goals are you currently pursuing? How might they be affected by the CLEAR considerations above?

What future goals would you like to pursue? Apply the CLEAR considerations to those.



D chord DREAMS

Things to Think About

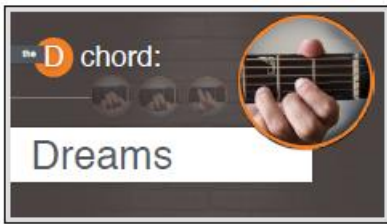


How would you answer this question? What would you change about your industry?

How can we change the industry together?

How do you think your band would answer this question? What would your band members change about your industry?

*At your next creative jam session or mastermind, ask your band members, "How can we change the industry together?"
Be quiet and listen to their answers.*



D chord DREAMS

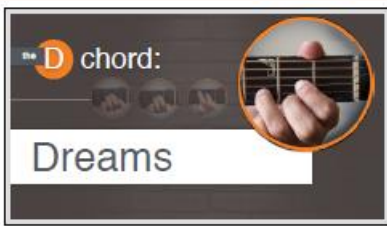
Things to Think About



How are you going to be brilliant today?

If you asked this question to your band members, what would that look like? What would their responses be?

BONUS POINTS: If you asked this question to your band members ***first thing every day***, what that look like?



D chord DREAMS

Group Actions to Take



Organize your own Dream Jam Session!

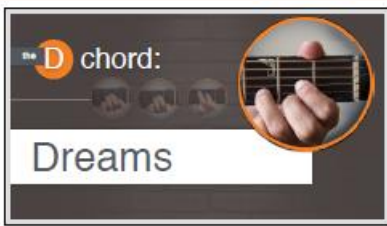
Use these questions at your next band meeting...

What do you want to create?

Now make up your own Dream
Jam Session questions!

How can we change the industry
together?

How are you going to be brilliant
today?



D chord DREAMS

BONUS Group Actions to Take



Kill the Inspiration Killers!

In your experience, what great ideas have been killed by:

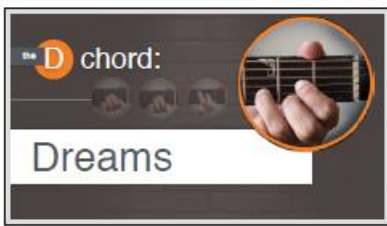
-Budget considerations?

-Negative thinking?

-Old thinking?

-Premature idea editing?

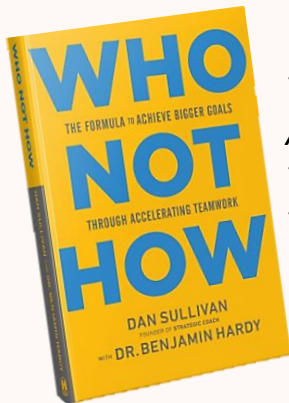
What other Inspiration Killers are you going to kill?



D chord DREAMS

Extra Credit!

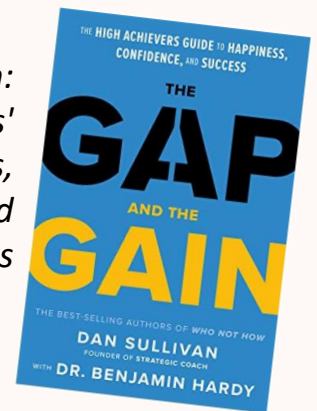
1. Google the term “mastermind alliance,” then create one at your company or organization.
2. Google the term “vision board,” then create one of your own, using the information that comes out of your dream jam session.
3. Read one of the books we talked about:



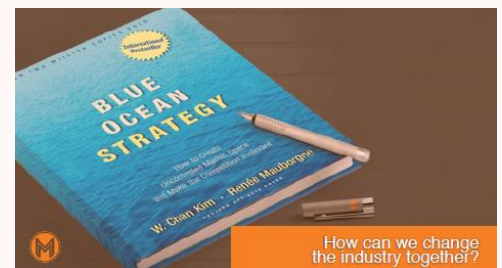
*Who Not How:
The Formula to
Achieve Bigger Goals
Through Accelerating
Teamwork*

*The Gap and the Gain:
The High Achievers'
Guide to Happiness,
Confidence and
Success*

Both by Dan Sullivan and Ben Hardy



Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant
by W. Chan Kim & Renee Mauborgne





C chord CHANGE

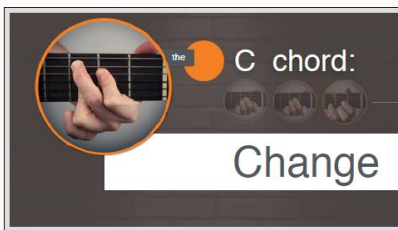
Things to Think About- Re-Invention!

IF YOU DO NOT CREATE AND CONTROL YOUR OWN ENVIRONMENT, YOUR ENVIRONMENT WILL CREATE AND CONTROL YOU



We talked about Elvis, Madonna and Taylor Swift as examples of stars who have driven change. What other prominent people, not just rock stars, can you think of who led change in their careers?

Rock stars change intentionally. What would it take for you or your organization to change intentionally? Be specific.



C chord CHANGE

Things to Think About



Being the “only one who does what you do.”

How could you distinguish yourself within your organization?

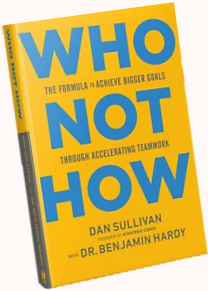
How could you help others in your organization distinguish themselves?

How does your company distinguish itself from its competition?



C chord CHANGE

Things to Think About



New & different collaborations!



Who are the best collaborators within your current company or organization?

If you could collaborate with anyone in the world, who would that be?

How could an unlikely combination like RUN DMC and Aerosmith change your business?



C chord CHANGE

Actions to Take



How Can You Drive Change In Your Organization?

Come up with a "Top 5 List" of things that need to change in your organization.

Come up with another list of things you need to change about yourself.



C chord CHANGE

Actions to Take



What rules do you need to break?

Think about what rules need to be broken at work.

Think about what rules need to be broken in your personal life,
or the lives of those close to you.

Think about what rules need to be broken in your
industry.



B chord BAND

Things to Think About



Who would your role model be?

Steve Jobs was quoted as saying, "My model for business is the Beatles."
What rock group would be the model for your business, and why?
Be very specific.





B chord BAND

Things to Think About



Whose Unique Abilities Need to be Honored?

Remember, you're the average of the 5 people you hang out with the most. So who are your 5? Choose wisely.

In what ways can you always put the band first?

Who are the unsung heroes in your organization– the people who give their all but never seem to get any of the credit or the glory?

What can you do to change that?

When was the last time you honored your bass players, privately or publicly?

“Always check your ego at the door.”
What role does ego play in your decision making for your band?



B chord BAND

Actions to Take



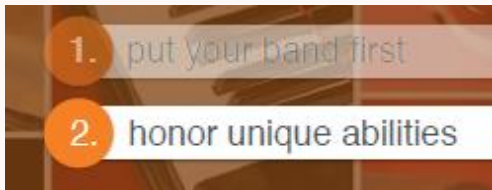
Putting Your Band First

You get to decide what's best for your "band," your work team. Come up with 3 specific actions that will help your team perform better.



B chord BAND

Actions to Take



Honoring the Unique Abilities of Your Band Mates

Think of 3 co-workers--one you like a lot, one you're just okay with, and one you really don't care for. Come up with one sincere, work-place related compliment for each.



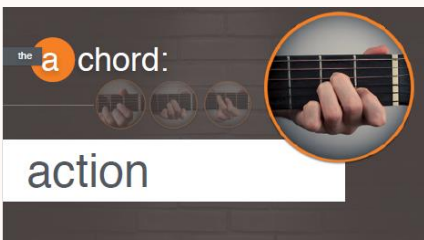
B chord BAND

Actions to Take



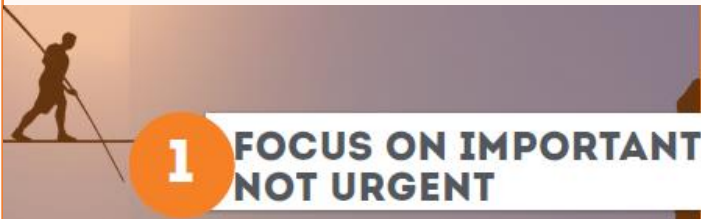
Keeping Your Ego in Check

If a co-worker thought your ego needed checking, what trait might they want to speak to you about? Then, what actions would you take to address his/her concerns?



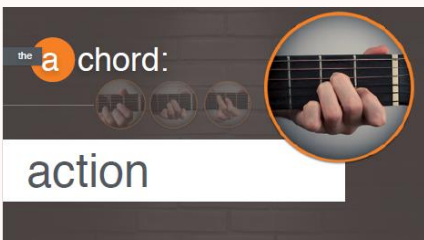
A chord ACTION

Things to Think About



What's the difference between "important" and "urgent?"

If it isn't a "Hell yeah!" or a "Rock on!" then it's urgent, but not important. Think back about the past situations in your life or career that you thought were important at the time. Looking back, were they important? Or urgent?



A chord ACTION

Actions to Take

action killers

2.

little things

We're all plagued by "time sucks," the little things that keep us from doing big things. What are yours? How can you eliminate, or at least limit them? **Once again, keep in mind the difference between "important" and "urgent."**

Eliminate those little things!

What productivity actions can you take to help you focus on your A-list priorities? **Think about 3 important actions you can take you help you achieve your B.U.D. What important actions would you take to make them real?**





A chord ACTION

Actions to Take

action killers

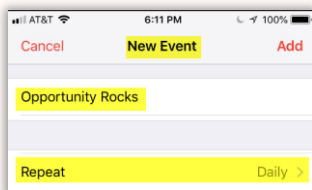
3. psychological

Overcoming Psychological Barriers= Time + Boldness

Envision the time and place you'll devote to achieving your dream. Where are you? What are you doing? How will you stay focused?

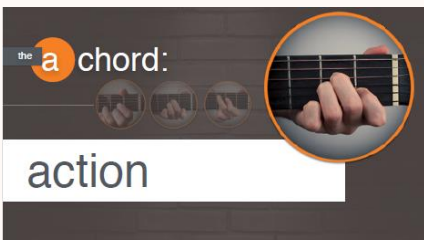
Think of one person who can hold you accountable. Who would that accountability partner be as you play your 4 chords every day? Remember, daily accountability can be easily done by text messaging.

Think about the first 3 bold actions you'll need to take to achieve your dream. How will you go about making them real?



Bonus Activity!

Hold yourself accountable by adding the words "Opportunity Rocks" as a daily reminder on your personal calendar!

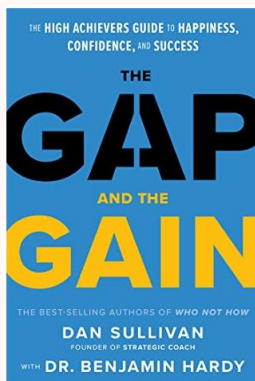
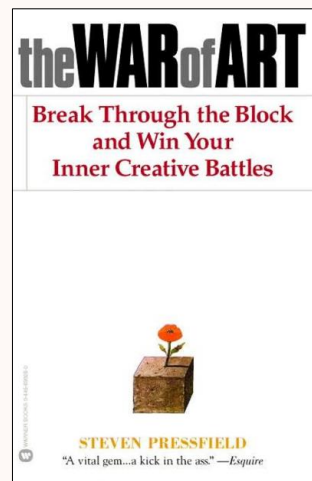


A chord ACTION

Extra Credit!

1. What does your daily action plan look like? How could you change it to be more effective and productive?
2. In some areas of your life or career, are you taking the wrong actions? If so, what are they?
3. Read one of the books we talked about in this section:

The War of Art by Steven Pressfield



The Gap and the Gain: The High Achievers' Guide to Happiness, Confidence and Success by Dan Sullivan and Ben Hardy

CONGRATULATIONS!

You are now an official on your way to becoming a business rock star! You know what you need to know and you've thought about what you need to do. Next step— put your plans into action! And remember... you need to practice your 4 chords every day!

The best way to understand how *Opportunity Rocks* can help you succeed in your own career is to read the complete book yourself. If you don't already have your own copy, order it today at Amazon.com by clicking here: http://www.amazon.com/Opportunity-Rocks-Rock-Business-Beyond/dp/0615563619/ref=sr_1_sc_1?ie=UTF8&qid=1450308220&sr=8-1-spell&keywords=opprtunity+rocks

Remember:

Daily Rock Star Performance = Daily Rock Star Results!

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