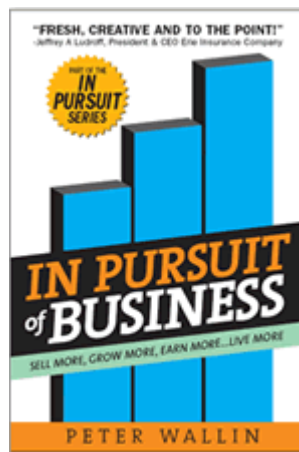




What's Your Character?

Peter Wallin

In Pursuit of Business



□ www.InPursuitOfBusiness.com □

□ **What's Your Character?**

Answer each question quickly and honestly. **On a scale of 1-4 (1=lowest, 4=highest)** how well do you agree with the following statement about YOU and your current image situation?

1. ___ I have an open mind.
 2. ___ I look for the best in people.
 3. ___ I like my job.
 4. ___ I often look forward to Mondays as much as I look forward to Fridays.

 5. ___ Other people tell me I'm optimistic.
 6. ___ I project a positive self-image.
 7. ___ I am animated and smile when I talk to people.
 8. ___ I am genuinely interested in others.

 9. ___ I am willing to try new things.
 10. ___ I am open to accepting a new dare.
 11. ___ I spearhead change in my business and/or my community.
 12. ___ I am willing to change.

 13. ___ I like to read.
 14. ___ I consider myself an expert in my field.
 15. ___ I am always taking a new class or training.
 16. ___ I regularly listen to motivational tapes/CDs.

 17. ___ I am good at planning my day.
 18. ___ I keep a log of my activities & expenses.
 19. ___ I do not procrastinate.
 20. ___ Others consider me an organized person.

 21. ___ I like to dream.
 22. ___ I communicate my goals openly.
 23. ___ I ask a lot of questions.
 24. ___ I know my market and my competitors.

 25. ___ I currently have written goals.
 26. ___ I keep my goals visible and review them often.
 27. ___ I am a charitable person.
 28. ___ I often feel a sense of accomplishment.

 29. ___ I enjoy socializing with my co-workers.
 30. ___ I like to work with incentive and motivate others.
 31. ___ I like planning celebrations prior to achieving goals.
 32. ___ I regularly say "thank you" to those who help me.
-

□ **Scorecard**

Transfer your answers to each question into the appropriate box below. Then add up each column for your score for each category. The highest level per category is 16. Your answers will reveal if there's a particular area of weakness that you need to address. If all eight areas are running smoothly and are properly balanced, you will ride to the glory of victory and achievement!

	A	B	C	D	E	F	G	H
	1.	5.	9.	13.	17.	21.	25.	29.
	2.	6.	10.	14.	18.	22.	26.	30.
	3.	7.	11.	15.	19.	23.	27.	31.
	4.	8.	12.	16.	20.	24.	28.	32.
Total of columns								

□ **Explanation of the Elements**

A) Attitude

It all starts with attitude—an item you can choose. Every day starts with you forming your attitude and deciding how you're going to be. Attitude is a combination of your knowledge plus your enthusiasm. And knowledge, to me, is not as important as enthusiasm about the topic you're dealing with.

B) Language

How are you speaking? Do you use upbeat and expressive language delivered enthusiastically or do you speak in a monotone? Remember, the first words out of your mouth are crucial. Also important are your non-verbal skills. Smile, be cheerful and excited to see others. People may not remember what you said, but they'll remember your style!

C) Take Risks

Taking risks means keeping fresh and promoting self-growth. Yes, you may make mistakes, but you will also develop into a greater being. Like Eleanor Roosevelt said, "Do something everyday that scares you." Volunteer to give a speech or take on an extra assignment at work. Call up someone you haven't spoken to in years because things got left on a bad note. Even if things don't work out, you'll be better because of the experience.

D) Learn & Educate

Life is constant and never-ending improvement. Don't think when you're done with your formal education you're done learning—you learn for the rest of your life. Surround yourself with education and discover through books, CDs and other learning materials.



E) Forming Habits

Consistency is the key to success. Get into a routine where you're getting up early every day and get productive. Incorporating this one habit led me to writing a book in mere months! In addition, surround yourself with good people—life doesn't happen all by yourself.

F) Thinking Big

If you're going to dream, you might as well dream big. Yes, you can get excited about what you can accomplish in one year, but just imagine what you can do in five or ten years! To think big, read inspirational things and condition yourself for big success—not just small ones. Once you dream big, practice picturing it in your head every day. For instance, I tell people that someday I'm going to own a castle with a moat around it. It's not important that I ever have a moat, but it is important that I have a dream.

G) Goals

It's good to have goals and a vision. I'm a proponent of written goals. Did you know that less than three percent of the people have written goals, but they earn more than 90 percent of those who don't? The more formal you are in your goals, the more you will have the persistence and the procedure in place to see them come true.

H) Celebrate Your Successes

Celebrate every minor victory you accomplish along the way. Live as if every meal you go to is a banquet, and every event you go to is a parade. Find excuses to go out to breakfast with your staff members. It promotes a good working relationship and means you're enjoying the journey, not just the destination.

□ About Peter Wallin

Peter Wallin has over 20 years' experience in sales and management and has worked with hundreds of small businesses using his unique style of marketing and relationship building.

Wallin has participated in numerous self-development projects, including Dale Carnegie Graduate Assistant, Anthony Robbins Mastery University and Toastmasters International. He gives numerous speeches and workshops on marketing, customer service and In Pursuit of Business.

In addition, he has released his first training audio, "In Pursuit of Speaking."

Among numerous community and industry awards he has earned the F.W. Hirt Quality Agent Award from Erie Insurance, a Fortune 500 company. As an ambassador to small businesses throughout the country, Wallin shares success secrets for unlimited sales and growth.

Prior to starting his own business, Wallin worked for 11 years with Nationwide Insurance, both as an agent and a sales manager. He worked closely with almost 100 agency businesses during his tenure, teaching and discovering marketing, employee development and other techniques vital to operating and growing a profitable business.

His business is headquartered in Elmira, New York.

