



The Darryl Turner Corporation

Top Achievers Checklist Series

1. Have goals!
2. End your day reviewing your goals and plan for tomorrow so you are prepared to implement.
3. Be serious about making “fun” your goal and understand how to achieve it.
4. Don’t get distracted!
5. Prospect for 50% of your day.
6. Practice 10 minutes per day, 4 days per week!
7. Align yourself with those who cause you to dream.
8. Read or watch YouTube 15 minutes per day.
9. Never do “defense” tasks in “offense” times.
10. Don’t take part in affiliations, meetings or events that you are not 100% committed to creating positive ROI.
11. Focus on your “why” and not your “what”!
12. Know what strategy is and what strategy **is not!**
 - a. Nice **is not**
 - b. Busy **is not**
 - c. Active **is not**
 - d. Thinking your company is amazing **is not**
 - e. Having great closers **is not**
 - f. Hope **is not** a strategy
13. Effectively ask for business on every call!