



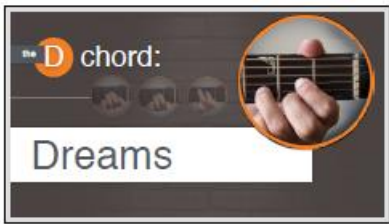
MARVELLESS
M A R K

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. Each section contains questions about the chords we talked about and some bonus material. Just type your responses in the space provided 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

Things to Think About



What do you want to create?

(Be specific and detailed)

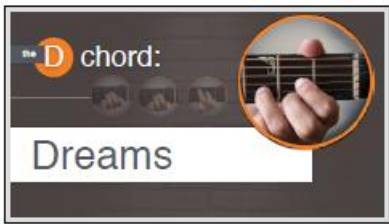
What's your B.U.D. (Big Unreasonable Dream) for today?

What's your Big Unreasonable Dream for 5 and 10 years from today?

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?



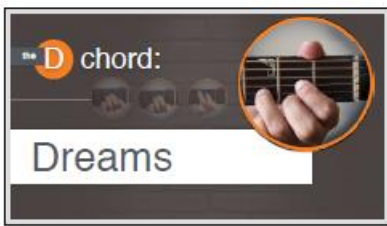
D chord DREAMS

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

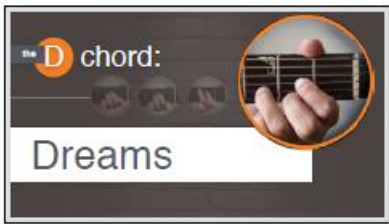


How would you answer this question? What would you change about your industry?

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

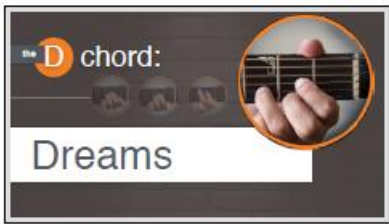
Things to Think About



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 does that look like?



D chord DREAMS

Group Actions to Take



Organize your own Dream Jam Session!

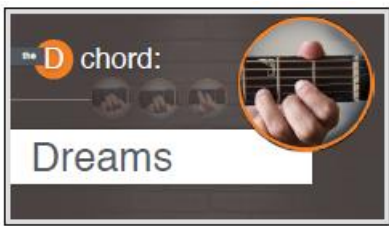
Use these questions at your next band meeting...

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:

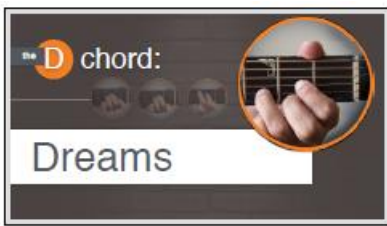
-Budget considerations?

-Negative thinking?

-Old thinking?

-Premature idea editing?

What other Inspiration Killers are you going to kill?



D chord DREAMS

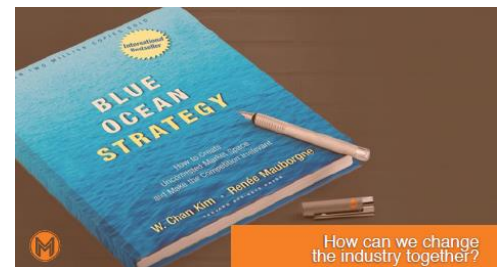
Extra Credit!

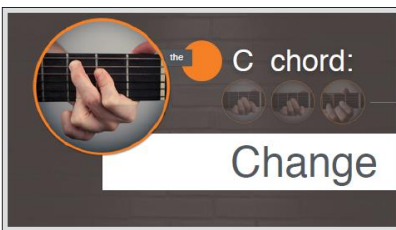
1. Google the term “mastermind alliance,” then create one at your company or organization.
2. Google the term “vision board,” then create one of your own, using the information that comes out of your dream jam session.
3. Read one of the books we talked about:



Built to Last: Successful Habits of Visionary Companies by Jim Collins & Jerry I. Porras

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





C chord CHANGE

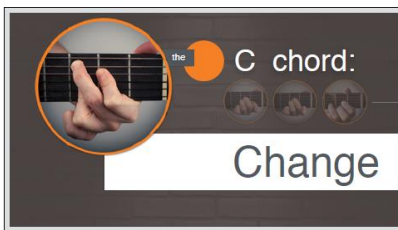
Things to Think About



Re-invention!

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

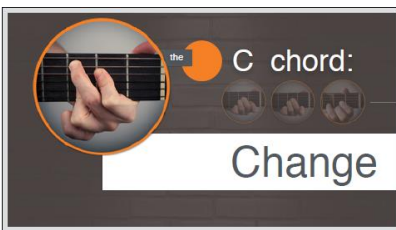


Being the “only one who does what you do.”

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?

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

1. put your band first
2. honor unique abilities

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



Leaving Old Patterns Behind

There are many examples of celebrities who have successfully reinvented themselves. Think of some others than Diana Ross and Lady Gaga. Which do you admire most and why?



A chord ACTION

Things to Think About

theWARofART

**Break Through the Block
and Win Your
Inner Creative Battles**

Doing the Work You Were Meant to Do

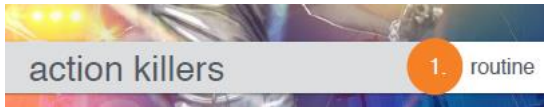
We talked about Steven Pressfield's advice to "start before you're ready." What do you want to start working on... ready or not?





A chord ACTION

Actions to Take



Break out of that routine!

We've all heard someone say, "That's the way we've always done it" to justify an established procedure. Sometimes that's a good reason, and sometimes it's not. Think about it. What routine actions are you currently doing that you simply don't need to be doing? And are any of your routine actions effective, but need to be updated?



A chord ACTION

Actions to Take

action killers

2.

little things

Eliminate those 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 them, or at least limit them?

What productivity actions can you take to help you focus on your A-list priorities?



A chord ACTION

Actions to Take

action killers

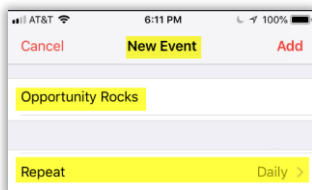
3. psychological

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?

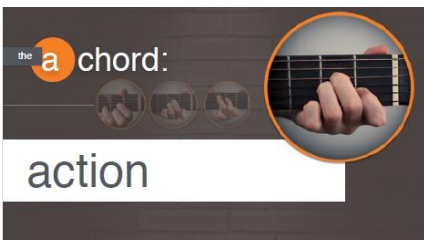
Think of one person who can hold you accountable. Who would that accountability partner be as you play your 4 chords every day?

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!

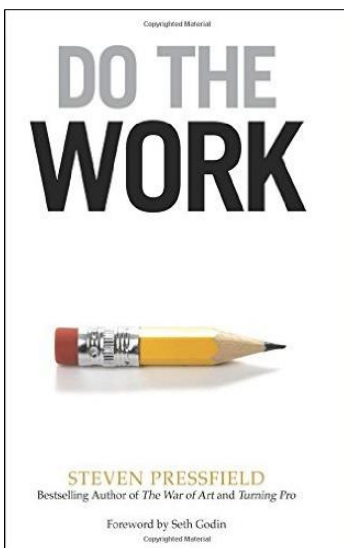
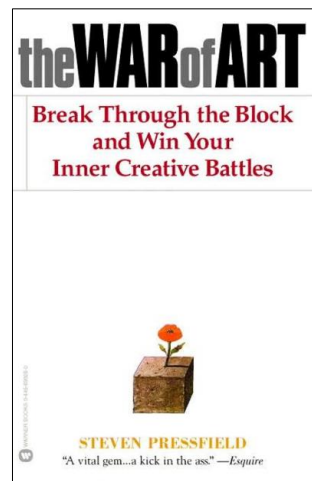


A chord ACTION

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



Do the Work by Steven Pressfield



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!

Follow Marvelless Mark on
Facebook, Twitter, LinkedIn & Instagram!

