



ENGAGING. ENERGIZING. **TRANSFORMING.**

Hi there,

Did I surprise you?

I believe that the unexpected, the shocking, and the unlooked-for good in this world takes us by surprise and makes the biggest impact.

Take this year's Super Bowl commercials. The most talked-about commercials used the stories of real people in unforeseen situations to make their ads memorable.

But I noticed something different. I noticed how they used the element of surprise -- the soldier that was surprised by an incredible welcome home parade, the guy at the bar that was thrown into the craziest night of his life, and the nearly double-everything commercial that kept us wondering what would happen next.

People like to be surprised, and when someone defies their expectations, they can't wait to talk about it.

Forbes Magazine has called this the "human referral effect" in regards to companies like Warby Parker, the eyewear company that has sent a shockwave through the glasses industry with its impeccable customer service and its cutting-edge convenience.

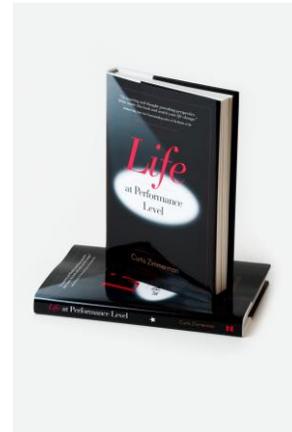
Warby Parker saw an outdated industry that hadn't adapted to the digital age, and it sought to answer the questions and needs customers didn't know they had.

You can do the same in your relationships. When was the last time you looked at the people around you and thought of new ways to surprise them by doing the unexpected?

"The definition of romance is to perform an ordinary act of love at an unexpected time."

- David Coleman, The Dating Doctor

Live your Life at Performance Level



Upcoming Events

3.6.14 - Dothan Education Foundation, *Dothan, AL*

3.1.14 - McDonald's, *Dayton, OH*

Today:

- **Pay it forward.** Do something unexpected for a stranger today. For example: Pay for the person behind you at the Starbucks drive-thru or get a roll of quarters and fill up the parking meters around your office.

This week:

- **Make their day.** Write a list of five people. Next to their name, list one way you could make their day. For example: "I could make [FRIEND'S NAME] by leaving an encouraging note on their desk."

This month:

- **Exceed expectations.** Go out of your way to be of service to others. Refill the empty coffee pot, bring in lunch for your co-workers, tidy up the conference room -- shock others by being outrageously considerate.

Do you have ideas for how you can surprise others this month? How are you going to exceed expectations and answer the questions no one thought to ask? **Please email me** -- I'd love to hear your thoughts!

You should also [subscribe to my blog](#). I'm adding a new feature tomorrow, so sign up today to have it delivered right to your inbox. I want to give you information that you can use in your daily life, in your career, and in living your life at Performance Level. Don't miss out. **Read [my blog](#) today!**

Living The Dream
Auth. - Quinn

Hot off the Blog

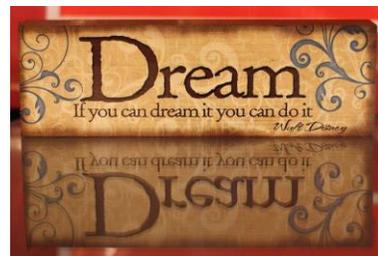
TIME TRACKER

Track how you spend your waking hours by recording your activity in the spaces provided.

	DAY ONE	DAY TWO	DAY THREE
5 AM			
6 AM			
7 AM			
8 AM			
9 AM			
10 AM			
11 AM			
12 PM			
1 PM			
2 PM			
3 PM			
4 PM			
5 PM			
6 PM			
7 PM			
8 PM			
9 PM			
10 PM			
11 PM			
12 AM			

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You waste time: true or false? Answer the question: [Are You Wasting Your Time?](#) with my FREE Time Tracker.



If you don't know what your dreams are, you'll never achieve them. Read [Goal Setting Step Two: Dream](#) and accomplish more than you've imagined.



[How do You Eat an Elephant?](#) The same way you'll achieve your goals.

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