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## ENGAGING. ENERGIZING. TRANSFORMING.

Hi there,

March 2014

Billions of us have watched the Super Bowl, the Golden Globes, the Winter Olympic Games, and on Sunday, the Oscars.

We love rooting for our favorite team, actor, and our country to win, but what about the losers?

On Sunday night, of the 130 award nominees, only 25 went home with an Oscar, and as the night progressed, there were more and more losers in the room.

Meryl Streep was one of them. Even though she's known for nominations, out of the 18 times she's been up for an Oscar, she's taken home a golden statue on just three occasions.

The Olympic odds are even worse -- of the nearly 3,000 competitors, only about 300 made it to the winner's podium.

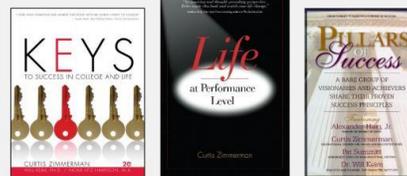
Here's what it boils down to: the odds aren't in your favor. There are always more losers than winners. You may be good at what you do, but for every competition, job interview, sales pitch, or audition you go into, you will be up against others who are also "good." Winners must be great and inventive enough to out-perform their competition.

For instance, one young man wanted a job at one of our nation's top five tech companies. His resume was good, but the positions he was applying for were so competitive, he knew he'd have to be creative if he wanted them to give his resume a second glance.

*"Embrace and celebrate failure as a means of learning a better way to achieve a goal."*  
- Curtis Zimmerman

### THE PERFECT CLIENT GIFT

SHOW YOUR APPRECIATION WITH OUR 'SUCCESS BUNDLE'



#### Upcoming Events

**3.6.14** - Dothan Education Foundation, Dothan, AL

**3.31.14** - McDonald's, Dayton, OH

Keeping in mind that important people like to Google themselves from time to time (let's be honest, we've all done this), the young man decided to show these five company CEOs just how tech savvy he was, so he created targeted ads that appeared every time one of the five CEOs Googled themselves.

The ads read "Looks like I caught you Googling yourself. If you want to know how I pulled this off, you should hire me" and included a link to his resume and contact information.

The young man got job offers from four of the five companies.

What are you doing to do to turn the odds in your favor -- to stand out and be *great*, not just good?

Iouri Podladtchikov, the Swiss Olympic snowboarder who invented the "[YOLO](#)" flip and used it to [dethrown](#) Shawn White, is a perfect example -- he [invented the new standard](#) to get the gold.

#### Today:

- **Focus on your strengths.** What are you good at? How could you be great? Do you use that gift on a daily basis? Should you? How could you?

#### This week:

- **Focus on your competition.** Are you winning or losing right now? What can you offer your customers that your competition doesn't?

#### This month:

- **Focus on your next move.** Winners don't win by imitating what everyone else is doing. Are you a cow, walking with your head down, following the crowd, or [are you a rhino](#), charging forward, clearing your own path?

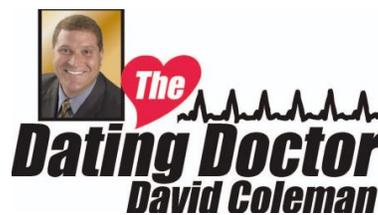
### Hot off the Blog



Picture this: I'm on stage speaking, and I see Frankenstein in the audience! Read the rest of [Call me Frankenstein: Front Row with Cory Asrilant, Universal Studios](#).



Do you know who the poisonous people are in your life? Find out in [How to Identify Poisonous People](#).



This man travels the world speaking about dating and relationships, and now he's shared some tips on my blog. Read [Front Row with the Dating Doctor](#) to learn more.

You should **subscribe to my blog** if you haven't already. It's content like this, delivered straight to your inbox 2-3 times a week. No spam, no ads, just great content I hope you'll read and share. Don't miss out. **Subscribe to my blog today!**

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