

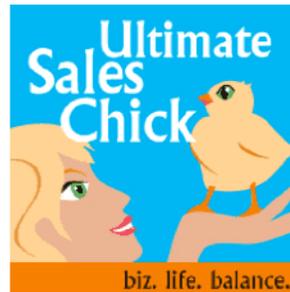
# Higher Income



## Checklist Series



The purpose of this document is to help listeners to  
**The Advanced Selling Podcast**  
or **The Ultimate Sales Chick** podcast  
to improve their sales and sales planning skills.



*We need checklists to help us remember.  
Our minds aren't built to handle all the things  
that must get done.*

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10333 N. Meridian Street  
Suite 101  
Indianapolis, IN 46290  
317.575.0057

[www.caskeyone.com/blog](http://www.caskeyone.com/blog)  
[www.advancedsellingpodcast.com](http://www.advancedsellingpodcast.com)  
[www.ultimatesaleschick.com](http://www.ultimatesaleschick.com)

# Checklist For Income Growth



The purpose of this checklist is to reveal to you some of the things we observe with high achievers. We all see the **outputs**—the money, the success, the new clients. But we seldom see the **inputs**—what is it these people do on a daily, weekly basis that makes them successful? What do they do that continues to “expand their mind” and enlarge what’s possible in their lives?

1. **READ 3 BLOGS EVERY DAY.** Successful people keep their personal growth moving by seeing how experts in their field of study are thinking. There are a couple we recommend: [www.tompeters.com](http://www.tompeters.com); [www.typepad.sethgodin.com](http://www.typepad.sethgodin.com)
2. **LISTEN TO 3 PODCASTS/WEEK.** Ours is one we highly recommend: [www.advancedsellingpodcast.com](http://www.advancedsellingpodcast.com) But there are others. [www.manager-tools.com](http://www.manager-tools.com) is a good one for managers...and there are plenty on the topic of social media. Just go to iTunes and search on your favorite topic.
3. **TAKE A CLASS.** Could be online or off. Take a class on a topic that you need to be highly skilled at. Maybe it's Accounting, or Finance, or Speechwriting, or writing. Expand your horizons. Look to the future. Don't take a class on typewriter repair (that's the past). Take a class on HTML. That's the future.
4. **GET A MENTOR.** Can't use your manager. Find someone who is very successful in a field similar to yours and ask them if you can meet with them once per month. Be curious about how/why they're successful. Don't gab about how great you are...that's missing the point. Come full of questions and things you struggle with. You will be doing a service for them, too.
5. **READ A BOOK-A-WEEK.** I know this sounds tough, but it isn't. Find a business book website that recommends good books, then buy one a week. If a book isn't good, you have my permission to stop reading it and go buy another one. Create a library in your office so others can share. Or, you can go to your public library and check out the latest business books. I recommend Getting Things Done, by David Allen; Linchpin by Seth Godin; Good to Great, Jim Collins; anything by Warren Bennis; Duct Tape Marketing by John Jantsch; The Checklist Manifesto by Atul Gawande. Don't limit your books to “how to sell” books. Expand to personal productivity, marketing, social media etc.
6. **DO THE 5:00 LIST.** Every night before you go home, make your To-Do list for the next day.
7. **KEEP AN IDEA PAD WITH YOU.** The purpose of this is to capture the many ideas your mind comes up with during a day. If you don't write them down, it's lost. And it may have been an idea that creates new customers. It's a shame to lose those. Sometimes these ideas you write down are merely “to-dos”. That's fine. Get it out of the mind onto paper.
8. **WRITE YOUR OWN BLOG.** This is advanced but many sales people are now publishing their own blog. It's easy and cheap to set up. It causes you to write about what's on your mind as you do your business. Plus, it gives prospects and clients a window into how you think about the problems that are on their minds.
9. **TURN OFF ‘HOUSEWIVES OF ORANGE COUNTY.’** I do not mean this literally—but the TV is a wasteland. While your family watches that, go read books on goal setting and marketing. Television is a passive, brain-killing medium. Stay away from it. Stay away from news programs that proclaim ‘gloom and doom’ in life. That's what sells papers—but it fails to help you.
10. **EXERCISE.** Nothing gets your mind working and the endorphins flowing like working out. Select your workout of choice but do it often. Maybe it's walking or biking or lifting weights. Get into a routine and watch your productivity rocket.

*Successful people do the things that few others are willing to do—and that includes giving up the things that distract us.*

## Your Hosts

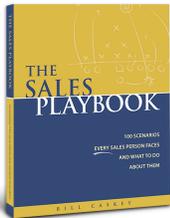


**BILL CASKEY**

Bill Caskey is a sales experimenter and trainer. He's worked with B2B sales groups for over 20 years. He and his team of coaches train sales forces around the world in the art of communicating their value in a rapidly changing world.

Caskey's philosophy has three components: 1) that today's buyer has more power than ever before and to be successful selling to him, the sales person must control the sales process; 2) that a sales person's success depends more on how he thinks than what he says; and 3) a sales person must always be working on their skills and educating themselves to the ways of the new world. Bill has worked with over 100 different industries in his 20-year sales training career.

Bill also contributes to [www.INSIDETHEsalesMIND.com](http://www.INSIDETHEsalesMIND.com) blog frequently. You can access the podcast at iTunes or at [www.AdvancedSellingPodcast.com](http://www.AdvancedSellingPodcast.com).



He has authored three books and many audio CD's: Same Game New Rules, published in 2001, The Sales Playbook in 2005, and Rewire The Sales Mind, with a release date of January 2010.



**BRYAN NEALE**

Bryan Neale has a portfolio of clients around the world. He's worked in a variety of industries in his tenure at Caskey, including healthcare, consumer goods, software and technology, financial, and manufacturing.

Bryan's background includes a stint at Proctor and Gamble with stops in the financial industry and distribution. He recently co-authored Rewire The Sales Mind with Bill Caskey.

In his spare time, he's a Division I college football official and spends time with his family of six.

## Our Services

We are a sales development firm located in Indianapolis, Indiana. You might know us as podcasters but that's a part time gig for us. Our team at Caskey, which includes Bryan, Bill, Brooke Green and Terry Sarbinoff work with companies in the sales and leadership disciplines.

From one-day events to ongoing coaching, we work with companies in a variety of industries and circumstances. We are also doing more coaching on the phone/web/Skype as well.

If you would like to speak to us about your sales team, we'd love to connect.

Call [317.575.0057](tel:317.575.0057) and speak with [Kathy Macaluso](#) about setting up a time to talk.