In his bestseller You Don’t Have to be Born Brilliant, John McGrath shares his secrets on how to get to the top in business. In You Inc., John’s core message is about being the best person you can be. He applies this to your business and your life. This is a book of strategies, tips and positive anecdotes that is destined to change your life.

An exciting new book that will offer fans of McGrath more motivational secrets including advice on:
- Being open to change.
- Positive thinking.
- Goal setting.
- Achieving clarity and focus in your life, work and business.
- Accepting responsibility for your successes and failures.
- Developing your intuition.

John McGrath is CEO of Australia’s fastest growing real estate company, McGrath Estate Agent, with a turnover in excess of $1.8 billion. He is the author of the bestselling The Most Valuable Lessons I Have Learned.

- Upgrade your Standards
- Think Big!
- Give a Damn!
- You have either ‘ON TRACK’ or ‘OFF TRACK’ thinking
- Plan
- Do what you have 100% controls over in business
  - Building a quality team
  - Marketing
  - Branding
  - Facilities
- Study what the leaders in your industry are doing. With the internet you now have access to so much free information about them.
- If you sold 1000 Widgets last you figure out how to sell 2000 Widgets next year.
- Peel the layers of the onion off poor performers and find out the real reason they are not performing.
- I can guarantee a way you will not grow! Do what you did last year.
- LOVE Change and resolve to change, embrace change
- Same = same
On...Creating a Business Plan/Model
- Passion and Process (systems alignment)
- Excellence Always (as good as it can get)
- Raving fans (one relationship at a time and give a damn)
- Talent and Culture (We, are the best on the planet!)
- Brand energy (Think, Apple, and McDonald’s)

If ‘0’ = no brand and ……………………. ’10’ = Apple.
Where do you sit?

On...Leadership
A business will never outpace its leader.
- Are you the person of most integrity on the planet?
- If not go fix that!

On...Performing a Personal Audit
- Goal Clarity
- Strategic
- Energy & Passion
- Mental toughness
- Proactive
- Good skills
- Brand energy
- Paying it forward

If ‘0’ = comatose and ……………………. ‘10’ = Worlds’ best.
Where do you sit?

On...Six Keys to Double Your Business
1. Eliminate all negativity
2. Ruthlessly eliminate all excuses
3. Release your mooring lines and get rid of your negative mindset
4. Focus on the inner market, not the outer market
5. Double your prospecting activities
6. Five qualified appointments per day

On...Market Share
There are only two reasons why you don’t have 100% Market share.
1. Customers don’t know you
2. Customers spoke to you and didn’t like you.

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On...Five Ways to Improve Your Outcomes
1. Study the success of others
2. Eliminate the clutter and frenzy from your life
3. Find something to improve on every day
4. Embrace change with a positive attitude
5. Monitor and analyse your activities and outcomes weekly

On...The Five Worst Mistakes in Business
1. Lack of clarity
2. Fighting fires rather than building firebreaks
3. No plan
4. No accountability
5. Poor time management

On...Visualising Your Success
What would you do right now if you knew you could not fail?
How would you be planning your life?
What steps would you be taking?

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And to end with...Famous Quotes To Motivate You
“Too much choice is overwhelming, we say no to good ideas everyday”
Tim Cook, CEO Apple

“Every scene I produce must be better than the last scene”
John Huston

“My mind is always full of getting it exactly right”
Nadia Comaneci, 1976 Olympian,

“If you don’t like change, you’re going to like extinction even less”
General, Eric Shinseki