

"Keep your Eyes on the Prize"

(Discovering and Achieving your Why)



"I press on toward the goal for the prize of the upward call of God in Christ Jesus." Philippians 3:14 (ESV)

Knowing [Dave Ramsey](#) I have no doubt that the words of Paul above, from the New Testament, were somewhere in his mind when he said *"To stay motivated to do anything that involves changing a behavior, I have to keep my eyes on the prize"*. Dave said this on his TV show recently, when a caller (a young Englishman, interestingly) asked: "How do you stay motivated...?"

Dave went on to explain that any goal worth achieving, worth stretching yourself to reach, worth sacrificing for, will require significant change. Change in your behavior, in your attitude, even in your character. ***To have what you have never had, you have to be willing to do what you have never done.*** This is true of success in business, and it's no less true in our JP+ Virtual Franchise. *"For things to change, we have to change"*, said the late Jim Rohn, says Jeff Roberti (NSA's '\$70 million man').

Whether your 'prize' is to lose weight, get fit (Dave runs every day), get out of debt (Dave's specialty), or build wealth for any reason but especially so you can give more generously (Dave's 'Baby Step 7'), **change is mandatory, motivation is the key**, and the only way to stay motivated and to make the change permanent, is to "keep your eyes on the Prize".

When we started our NSA business in 1990, my Prize from day 1 was National Marketing Director, because it represented freedom from the corporate world, a new life in America, and 'status'. (Much of my sense of significance had been tied to my job as an IBM Manager). I did keep my eyes on the Prize and I "won" ... big time ... so what have I learned about this that might help you?

There is only one unknown variable in the equation that represents your chance of winning the Prize, because we all have the same Juice Plus+, the same Virtual Franchise, the same CDs, DVDs, etc., but relatively few 'make it'. This equation can be represented by:

$$\text{Your Prize} = (\text{Work} \times \text{Growth}) \times \text{You}$$

Work is a given; this is a 'working' business, success takes hard work for 3-5 years. *Growth* is also a given; your success is directly proportional to the personal growth you experience along the way, that is the degree of change in *You*. Notice the multipliers in the formula; $10+10=20$, $10 \times 10=100$. **You** are the unknown variable; unknown because we don't know your background: your mental, emotional, physical, spiritual condition; your experience; your 'teachability'; your determination; your perseverance; your character. These are all factors which influence your success.

Of all the components that make up '**You**', the most crucial is the "**WHY**" factor. "*Why*" verbalizes the deep **driving force that moves you to success** as you work your Virtual Franchise. It's your Vision of success, of your Prize; it describes what you and your life will look like as a direct result of achieving your goals. So the Prize is key to unlocking the Why factor, and You are *the* variable in winning the Prize.

"Keep your eyes on the prize" definition: *"to keep your focus on achieving a positive end result"*. There are two key parts to this admonition: i) Keep your Eyes on ... ii) the Prize. Let's start with the Prize.

1. The Prize (it's all about the objective)

The Prize itself motivates us.

i) What is "the Prize"?

The "positive end result". Many start their Juice Plus+ business with a financial goal: first to cover the cost of their own family's Juice Plus+, then making a few hundred dollars a month, to make a car payment, then making \$1,000 a month for a house payment, to put a child into private school, or to save for college or retirement. It's always what the money buys that's important. Others, like me, see the opportunity to replace a significant income and gain freedom in the process.

ii) Where is "the Prize"?

1. It's in the future, in your sights, but neither too close nor too far away (see 2. below).
2. It's "out of the box". Your box is your "comfort zone". Working for this worthwhile Prize stretches you, changes you for the better. You grow on the journey. See "Visualization" below.

iii) Is it YOUR Prize?

If it's not "you" - consistent with who you are, who you want to become, who you are becoming - then achieving it also won't motivate you because at some level it's impossible to achieve.

iv) Prize = "No"

The book [Go For No](#) introduced a novel approach: that one way to achieve your goals is to make the daily 'prize' getting as many "no's" as possible to what you are offering; because the more "no's" you get, the more "yes's" you will also get. Each "no" gets you closer to a "yes"; "no" is the path to "yes" and the "yes's" win you the Prize. While not for everyone, some can be so motivated and changed by this approach that all future goals are more easily achieved and can, therefore, be bigger and more audacious than you could ever have imagined.



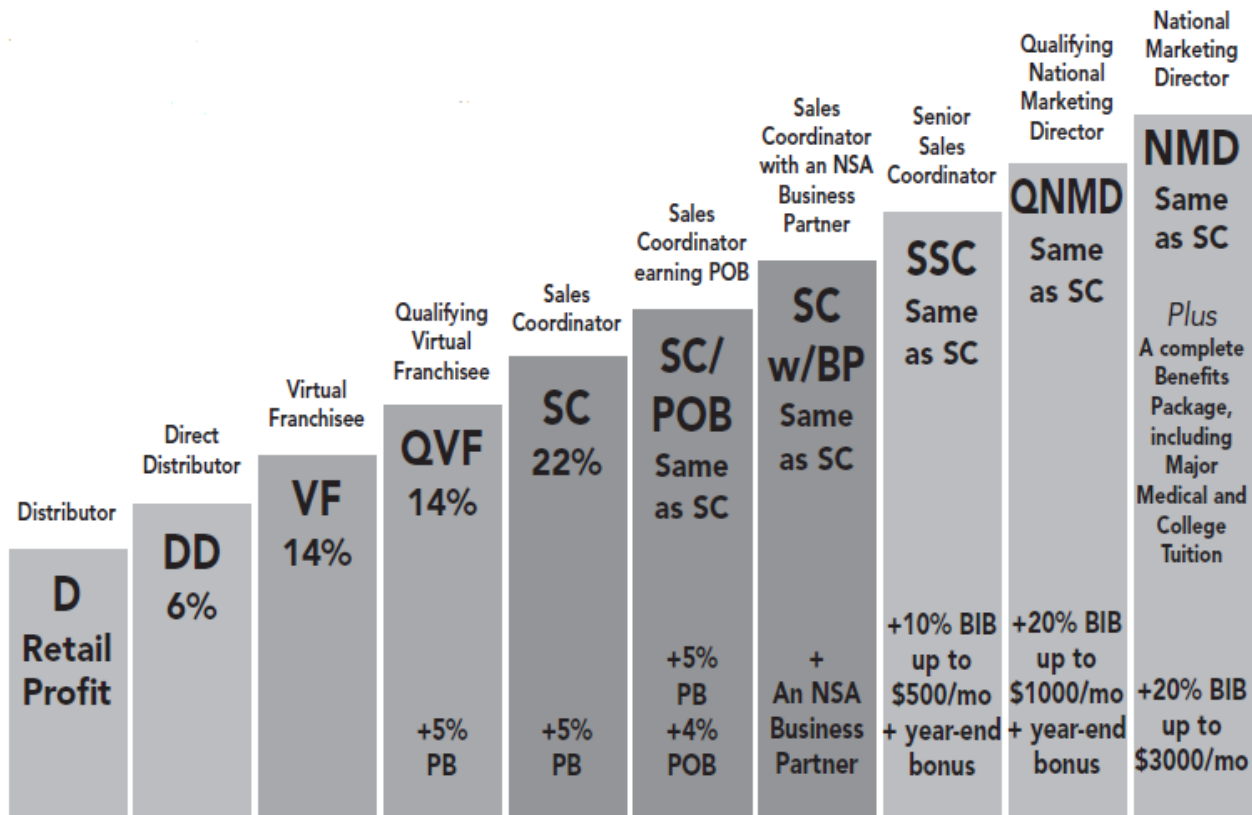
v) Size the Prize

The likelihood of you or me "getting motivated" and "keeping focused" depends in large part on the size of the prize: its importance, and our vision of it (see 2. below). If it's too small, achieving it will not be meaningful and motivating. If it *looks* too small because it's too far away, you have the same problem as if it *is* too small. If it's too big, you may need to break it down into smaller "bites". *"How do you eat an elephant? One bite at a time"*.

vi) Progress towards the Prize

If your Prize is a certain target weight, seeing your scale weight steadily fall is very motivating. If you are training for a marathon, seeing your mileage increase, and perhaps your speed too, has the same effect. Without this measurable progress most of us will give up.

The first thing that impressed me about this business was the genius of the Juice Plus+ Marketing Plan – the way we are paid. In the words of [Ron Blue](#), "I found at NSA a very fair compensation plan." Our road to the top in the Virtual Franchise is paved with low-rise stair steps. One step at a time, from day 1 the new JP+ Rep. focuses on the next step (where you are walking, towards the next Prize), while keeping one eye on the big Prize (for me it was NMD).



Each stair step achieved is motivating and brings increasing profits.

vii) Evolution of the Prize

Measurable progress toward the Prize is motivating and our income is a fine measure of this and, more importantly, of the number of people we are helping and the difference we are making. But, as most of us know, money itself is rarely our best motivator. The Prize itself – its nature, size and importance – often evolves over time, and new future Prizes come into view; in fact, there must always be at least one more Prize out there beyond the next one you are currently focused on; eg. what's after NMD? The goal becomes an even more serious Prize – often not financial, though money will be required to achieve it.

For some, like Deanna, it is to bring their husband home from a business that is killing him and preventing him from being a real Dad to their 3 sons. For Norma it became building a college fund for each of her grandchildren. For Wayne it was a low overhead, low risk business for his retirement instead of an ice cream franchise in the mall. For Rachel it was to have a business of her own after 'retiring' from the business she ran with her husband (she was 'tired of being retired'). For Theresa it was a vehicle that led her to, and supported her in getting, her PhD in nutrition so she could counsel people professionally. All of them have "won" their Prize, becoming NMDs in the process.

My last example is of one of the best Prizes I've seen; one that stirs up your passion, that allows you to follow your passion, your heart; one that combines the tangible and intangible. Karissa knows that this business is preparing her (developing her skills, gifts and strengths) for her role in Women's Ministry and as a future wife and mother. Her Prize is also to be able to follow her dual calling without the financial struggles that most have to endure. What a Vision for a 19 year-old!

Another Prize (a bonus) is also the journey in itself. Like many of us, Ginny loves and is motivated by playing and working with (leading) her team.

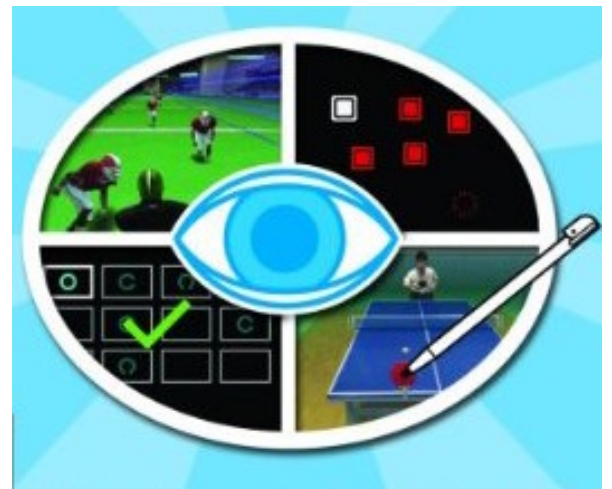
So, the initial Prize may be small or big, but it is invariably overtaken by something yet bigger and better. In my case the Prize began as freedom from the corporate world via NMD, then financial peace, full-time RVing, building (literally with our sons) our dream log home, buying our 'place by the sea', having our sons build us a second dream home (without my help!), having a meaningful lay ministry, and now being all I was created to be, while pouring myself into others to help them achieve their full potential. IBM is a distant (good) memory in my past; after all, they did send the Dalys to America! My main Prize has grown from "being NMD" to "being more Me"!

2. Keep your Eyes on ... (it's all about Vision)

A strong, focused vision of the Prize motivates us.

i) Keep...

If you are like me, it's easy to look at something, but it's even easier to look away. Our eyes are always being drawn to something else, away from what we should be focused on. When I rode motorcycles I knew that if I looked where I DIDN'T want to go (like the ditch to the side of the road, or that patch of gravel ahead on the bend), that's exactly where I WOULD go! It's the same running on a rough trail or mountain biking. Always keep your eyes on where you WANT to go.



If you play a sport like soccer, football (American or Canadian!), tennis, golf, you will know this advice well: *"keep your eye on the ball"*. You'll also know the cost of not doing so. This applies equally to our mind's eye as to our physical eye; it's the same with our thoughts. If I say *"DON'T think about pink elephants"*, what do you think about?! Yes, pink elephants! [Robert Kiyosaki](#) advises: *"Don't say 'I can't afford it', say 'HOW can I afford it?'"*, then your mind will become creative, rather than get shut down by the negative thought. Tommy Newberry has sound advice about getting control of our thoughts in his book [The 4:8 Principle](#).

ii) Focus

Years of training for marathons have taught me the importance of commitment and consistency. It takes months, even years, of training, day in day out, week in week out, month in month out, to get ready to run 26 miles 385 yards. When the weather is bad, my attitude is bad, I'm tired, wanting to quit, that's when focused commitment is needed; I just have to remember why I am doing this. So why did I? Well, like Dave Ramsey, not because I loved to exercise (although sometimes I get 'in the zone' and it feels great!) There are several reasons: the benefit of being fit (such a great feeling), doing something most people won't do, looking forward to the incredible feeling of finishing a marathon; back in the day, there was the chance to achieve a measurable goal: a 'personal record' (a faster time than I'd ever run before). The Prize became bigger, the longer I trained and the more I raced, but it was only attainable if I "kept" my eyes on the Prize. How do you run a marathon? One step at a time.

At every Juice Plus+ Conference we see new National Marketing Directors recognized on stage, giving their speech, telling the story of their personal and professional journey to NMD. Seeing them Conference after Conference helped me stay focused and see myself there someday.

iii) Distorted, Blurred or Weak Vision

"Objects in mirror are closer than they appear"; this warning is useful when driving your car, but in life, when trying to stay motivated this may be exactly what we want! When looking through binoculars or a telescope, the Prize may look close enough to touch. That's very motivating. But if you look through the wrong end of the telescope it may look too far away even to see properly - that's bad! What can make this happen? Answer: attitude. The wrong end of the telescope is the 'wrong end' of our attitude - negativism. The right end is positivism.

You also need to be careful because if you look at the *wrong* thing (eg. a spider) through a microscope - that bug can look really scary! So only look at the 'right' thing magnified - your Prize – and not the obstacles in your way. When using any magnification device it's important to focus it, to make adjustments for our eyesight. I think many of us go through life without ever adjusting the focus of our vision. This is especially true with spiritual matters - you can add your own interpretation here.

A key component of Vision is Belief. Belief is vital for success in any venture. Weak Belief will prove to be a major hurdle in this business. Just as consistency in taking Juice Plus+ builds your immune system, so consistency in working the Juice Plus+ business builds your Belief system. Your success is founded upon your growing Belief in Juice Plus+, in the company and the people, in the business model and the way we're paid, in yourself, and in your Prize that is both achievable and worthwhile.

iv) Visualization

Elite athletes and others learn this well known approach to using all these techniques: seeing something or some event, very clearly in your imagination, ahead of time, over and over, so that when you reach that point you can be on overdrive, in the zone, making it look easy, because you've rehearsed it so well. To help with dreaming and visualizing, making a Dream Board or [Vision Board](#) is very effective for many people. Another great tool is [MySuccess Box](#)® from one of our own, Tina Downey. In Tina's words *"MySuccessBox® has been designed to impact your mind in a positive manner. You could compare MySuccessBox® to a mental thermostat that you can use to alter the temperature of your results. Is your mental thermostat currently set in your comfort zone?"*



v) 3D Vision

If you've seen Avatar you know how 3D can make a movie seem so much more 'real'. Applying everything you have to "Keeping Your Eyes on the Prize" is the equivalent of 3D vision. We know many who have made it to NMD who wrote and rehearsed their speeches many times before finally crossing the stage, and giving a very different speech! They visualized themselves as NMDs and began to act like an NMD, which served to propel them onward to win their Prize. In the words of Terri Luongo, NMD *"Everything I did after deciding I would be a National Marketing Director, when something came up or I had to get out & do something, I'd ask myself, 'How would an NMD do this... or build for this... or act on this... or handle this?'"*

3. Keep YOUR Eyes on YOUR Prize

So, what do you want, really want? What old dream can be revived and promoted to a PRIZE? What will it take to win that Prize and more?

I haven't mentioned the many characteristics necessary: work ethic and teachability ... patience, perseverance and a positive attitude ... discipline, determination and dedication ... character, consistency and **commitment**. So I will tell you one last story about commitment to illustrate another truth: *"The moment one definitely commits oneself, then Providence moves too."* (William Hutchinson Murray). In my lingo that is God.



Picture this: it is February 1995 in a hotel room in Dallas, TX. A trainer is on stage speaking to an audience of about 150 Juice Plus+ Reps. She mentions the dates of the upcoming summer Leadership Conference (we had three annual Conferences in those days). I realize something fascinating about the dates, so I write a quick note and pass it down the row to Elton DuBose (NSA VP), who reads it and immediately rises to his feet, interrupts the speaker and reads what I had written: *"Elton, in Denver, CO on July 28th 1995 – my birthday – Jenny and I will both cross the stage as National Marketing Directors"*. I wanted the floor to open up and swallow me whole because, although we were both QNMDs, we were so far short of the volume and structure to make NMD that it would take a miracle for my rash prediction to come true. But it happened and, as Jenny and I (each NMDs in our own right) walked out on stage, several thousand people sang "Happy Birthday"!

That was 15 years ago, and the Juice Plus+ Virtual Franchise has been a lucrative, freedom-giving source of income and joy ever since. Will such a rash public pronouncement guarantee your success? No, but the discipline and other characteristics above, that went along with that commitment, will. You might want to try making a public commitment at your next training event or Bootcamp or Conference; to any size group of positive, supportive friends (not your negative, broke relatives!); then follow it with great discipline.

What is my Prize now, what keeps me motivated? In our business there are many more Prizes especially members of our team making National Marketing Director. In personal terms, as I said, my main Prize is "being more Me" (a life-long process!) The Prize which I share with Jenny is to get totally out of debt by paying off our rather large mortgage, and to build wealth so we can give more generously. By a miracle of God, this financial Prize will morph into 'reverse tithing' where we can live off 10% of our income and give away the rest; we've learned to depend on miracles! Until then, we will give what we can and what we have – mainly ourselves - for God's glory and for the betterment of others, including you if you will let us!

Keep your Eyes on the Prize, but watch where you're walking!

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