



A WORKBOOK BY BEN WARD

— THE SELLERSHIP SYSTEM® · PILLAR II · PRODUCTIVITY

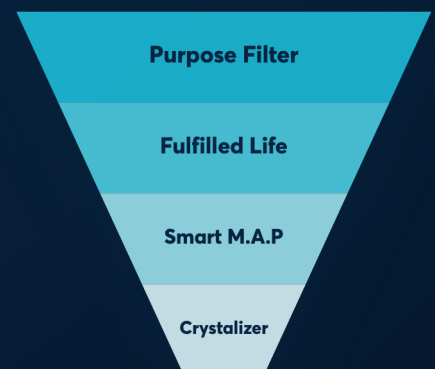


VISION MAP

The **Massive Action Plan**, a tool for designing your life on purpose.

MASSIVE • ACTION • PLAN

Begin →



You're holding the tool that changed my life.

I built the Vision M.A.P.™ over 15 years of trying to live on purpose instead of by accident. I've used it to lead sales teams, raise a family, and become the man I wanted to be. The same principles in these pages helped me generate hundreds of millions in sales, and helped the leaders I've mentored generate billions.

My hope is simple. I want this to do for you what it did for me: to take the life you've only dared to imagine and help you build it for real.

This only works if you work it. So decide right now that you're **committed**, not just interested. There's a difference, and your life will show which one you chose.

"Where there is no vision, the people perish."

PROVERBS 29:18

I've learned the opposite is just as true. A clear vision breathes life into everything.

A stylized, handwritten signature in dark blue ink, featuring a large, sweeping 'B' and 'W' that are connected, with a horizontal line extending to the right.

BEN WARD · AUTHOR & GUIDE

A living workbook, not a book you read once.

For 15 years I've used these principles to better my life, find my purpose, and build something I'm proud of. This is the first time I've put it all in one place and handed it to someone else.

You don't read this and shelve it. You **use** it. You mark it up. You come back to it in the morning and again at night. As you grow, your dreams will shift, so your answers should too. Update these pages often, and be honest with yourself on every one of them.

Here's the truth: you cannot become a new you by doing the same things you're doing now. The person with the best habits wins. So we're going to build the right ones, one day at a time.

The only question that matters: *Am I interested in a better life... or am I committed to it?*

The day I got embarrassed enough to change.

In 2005 a friend asked me a simple question. *What does your ideal life look like?* I froze. I had an answer ready, "I want to be financially free." But when he pushed for details, I had nothing. I could list everything I did *not* want. I could not tell him what I *did* want.

I went looking for an answer. Early on I found Napoleon Hill's *Think and Grow Rich* and his Self-Confidence Formula. One line said to write down your definite chief aim and never stop chasing it. I loved it so much I memorized it and recited it every day for three years.

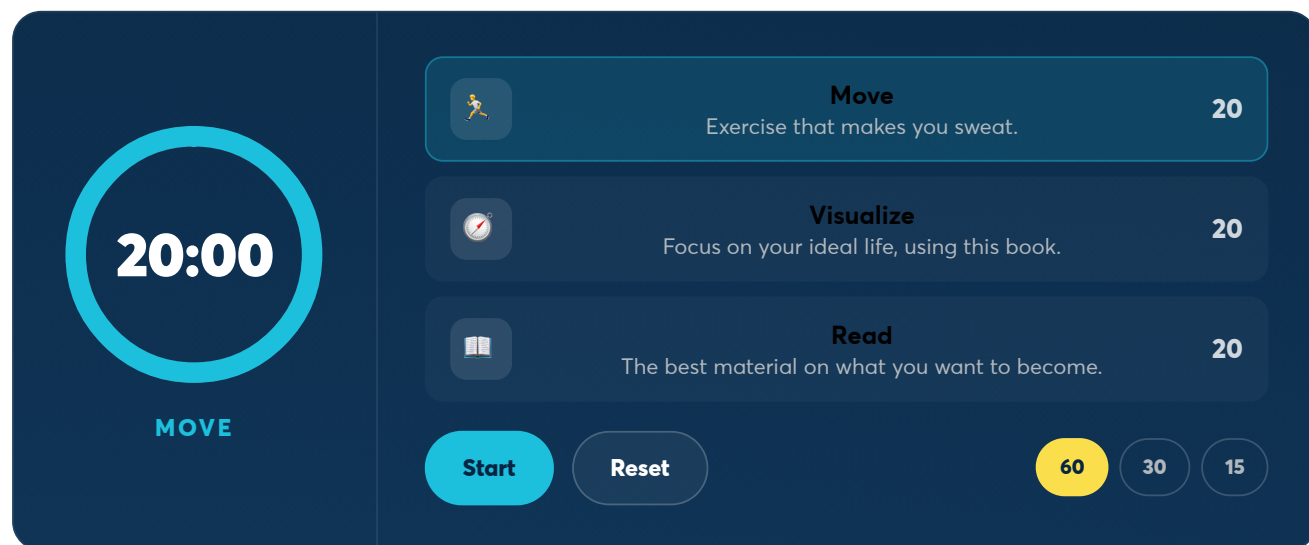
Then one day it hit me. I was a hypocrite. I'd memorized a line about writing down my chief aim, and I'd never written mine down. I had no idea what it even was.

So I got serious. I sat down, got clear on what I actually wanted, and put it on paper. Those first messy sketches became the Vision M.A.P.™ you're about to use.

Designing an intentional life is hard work. It takes time. It'll feel uncomfortable at the start. Keep going anyway. **Your dream life is waiting for you on the other side of clarity, focus, and execution.**

The Hour of Power.

Start at the beginning and jump in. You'll feel inadequate at first. Good, notice it and keep moving. Over time, the clarity comes. I challenge you to build an Hour of Power every day. Tony Robbins challenged me to do it, and it changed everything. Break it into three parts.



No time for an hour? Start with 30 minutes, ten, ten, and ten. Still tight? Start with 15, five, five, and five. **If you value yourself, you'll find the time.**

You cannot cheat the grind.

If you're not putting in the work every day, your dreams stay dreams. So we build rituals. You've probably heard it takes 21 days to form a habit. The honest number is closer to **66**, and depending on the habit it can take longer. Don't let that scare you. You're taking this one day at a time.

Here's the freeing part: missing one day does not break the process. Slip up, then start again the next morning. Tap a day each time you work your MAP.

0/66

0

Mark today ✓

DAYS IN

BEST STREAK

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66

"All change is hard at first, messy in the middle, and gorgeous in the end." Robin Sharma

SECTION ONE

My Life's Purpose

"The more intentionally we live, and the more value we give to others, the greater fulfillment and passion we live with."

BEN WARD

Your Why

Your Why is the reason behind everything you do. It's bigger than your job. Bigger than your title. It doesn't change when your circumstances change. It's the filter you run every decision through.

A strong Why has two parts: your **contribution** (what you do for others) and your **impact** (the condition you want to leave people and the world in).

— BEN'S EXAMPLE

My Why is to live with intention and grow into my best self, so that I can help others see the greatness inside them and lift them to higher ground.

- 1 **Keep it simple and clear.** Leave out your job and title, they're too small to hold your Why.
- 2 **Make it about others.** Fulfillment comes from serving people, not yourself.
- 3 **Make it for something, not against something.** What you stand for is more powerful than what you fight.



ACTIVITY · WRITE YOUR WHY IN ONE SENTENCE

My Why is to your contribution, so that
your impact.

This sentence becomes the card pinned to your contents rail, keep it where you'll see it.

What a Fulfilled Life Means

Before you set goals, get clear on what a full life actually looks like to you.

— BEN'S EXAMPLE

- I have a strong relationship with God, and I know who I am.
- I have a strong relationship with my family, and my daily actions protect their future.
- I have a healthy body and feel like a champion.
- I am successful in business and provide well.
- I keep learning, live debt-free, and live with passion.
- I partner with God and my wife in building an intentional life.



ACTIVITY • WRITE YOUR OWN LIST, TEN LINES. BE HONEST, NOT IMPRESSIVE.

1.

2.

3.

...

Your Core Values

Core values are your non-negotiables, the things you will not trade, your compass for how to act when no one is watching. They connect the *how* of your living to the *why* of your life.

— BEN'S EXAMPLE

Honor.

Seeing people as people, and treating them like they matter.

Purpose.

Living on purpose, by design.

Service.

Helping others from a heart at peace.

Growth.

Constant and never-ending improvement.



ACTIVITY · BRAINSTORM, THEN NARROW TO YOUR NON-NEGOTIABLES

BRAINSTORM EVERYTHING

Get it all out...

THE FEW I'D NEVER COMPROMISE

Narrow to 3–5...

Your Yearly Objectives

Writing down your yearly objectives is one of the most important habits of an intentional life. This is your master sheet for the year. Don't wait for January, start today. Then write them on one page, print it, and keep it with you.

I gave lip service to my goals for years, I'd set them, then forget them a week later. Of course I didn't hit them; I couldn't name them. Once I kept them in front of my face, I started actually hitting them.



ACTIVITY · SET OBJECTIVES BY AREA, REVIEW EVERY SUNDAY EVENING

HIGHER POWER

FAMILY

HEALTH

PERSONAL

EDUCATION

FINANCIAL

THEME FOR THE YEAR

One word or phrase to lead the year...

I Know Who I Am

This is about building a healthy relationship with yourself. It’s not about beating yourself up over your weaknesses, it’s about telling yourself the truth about where you are, so you can decide whether you’re okay with it. If you’re not, you adjust.

At the center is **self-awareness**: a clear read on your own strengths, weaknesses, beliefs, and emotions. When you understand yourself, you understand other people better too.

 ACTIVITY · SELF-AWARENESS

MY STRENGTHS	MY GROWTH EDGES
What I’m genuinely good at...	The truth about where I am...

My passions

What lights you up? What makes you lose track of time? The work you’d do even if no one paid you.

Vision Board

What you think about, you bring about. A vision board is a collage of words and images that represent your goals. Your mind responds to pictures far more than to plain words, so putting your dreams in front of your eyes makes them feel real.

Visualizing your future every day trains your brain to notice the people, resources, and opportunities that were always around you. Once it's built, put it where you'll see it every day.

Consistency is the DNA of mastery. *Robin Sharma*



ACTIVITY · LIST A FEW KEY THINGS YOUR DREAM LIFE WOULD INCLUDE

Places, people, milestones, the home, the work, the feeling...

Daily Rituals

Every ritual starts as a single thought. The thought becomes an action. The action repeated becomes a routine. The routine repeated over time becomes a habit. The habit sealed into your life becomes a ritual.



Rituals can be good or bad, chosen or accidental. Either way, you are the author. Build the ones that lead where you want to go, and cut the ones that don't.

 ACTIVITY · AUDIT YOUR PATTERNS

HABITS THAT DON'T SERVE ME	RITUALS I WANT TO BUILD
The ones to cut...	The ones to build...

SECTION TWO

The Power of Directed Thought

"Practice being what you want to be, like
an actor preparing for a role."

BEN WARD

Changing Your Identity

You become what you think about most. Now that you know what you want, we have to build an identity that matches it.

We think tens of thousands of thoughts a day, and most are the same thoughts we had yesterday. The same thoughts lead to the same choices. The same choices lead to the same actions. The same actions create the same life.

If you want a different life, you have to feed your mind different thoughts on purpose. We do that with three tools: **Success Strings**, **Daily Affirmations**, and **Daily Journaling**.

The principle: *Start living as if the vision of yourself has already come true.*

The Big 5

Inspired by Napoleon Hill's Self-Confidence Formula.

Napoleon Hill called it the Self-Confidence Formula in *Think and Grow Rich*. I call it The Big 5 because, outside of scripture, these are five of the most important paragraphs I've ever read.

In 2004, one of my early employers, Christian Shank, printed this formula out for me. He had me sign my name to it, then he laminated it. I took it seriously. I memorized it. And I've been playing it in my head for more than 20 years.

This became mental food for me while knocking doors as a struggling door-to-door sales rep. It was mental food while building my first business. It was mental food when I lost everything after taking my company public. It was mental food when I was deep in debt, running on a treadmill at the end of my workouts, trying to climb out of a giant financial and emotional crater. And today, after all these years, I still recite it.

Here's what I've learned: it's not enough to **Pluck the FUD®**. You have to pluck the fear, uncertainty, and doubt, and then plant intentional thought in its place. That's what The Big 5 does.

Make it yours. Print this page. Screenshot it. Sign your name to it. Read it out loud. Memorize it. Let it get branded into your brain.

1

I can achieve my definite purpose.

I know I have the ability to achieve my definite purpose in life. Because of that, I demand persistent, continuous action from myself, and I commit right now to keep moving toward its achievement.

2

My dominating thoughts become my reality.

I understand that the thoughts I allow to dominate my mind will eventually show up in my actions, my habits, my identity, and my results. So I will intentionally think about the person I am becoming and hold a clear mental picture of that person every day.

3

Auto-suggestion is powerful.

I know that what I repeatedly impress upon my mind will begin to shape what I believe, how I act, and what I pursue. So I will spend at least five minutes every day directing my thoughts toward confidence, courage, faith, and the future I am building.

4

My purpose is written and alive.

I have clearly written my definite purpose, and I will read it, speak it, and pursue it every day. I will not stop until I have developed the belief, confidence, discipline, and skill necessary to bring it into reality.

5

Lasting success is built on truth and justice.

I know that no success, wealth, influence, or position can last unless it is built on truth, justice, and service. I will seek to benefit the people I work with and the people I serve. I will build confidence in others because I believe in them, and I will build confidence in myself because I am becoming the kind of person worthy of trust.

MY COMMITMENT

I will sign my name to The Big 5, commit it to memory, and repeat it daily with faith until it influences my thoughts, my actions, my identity, and my results.

NAME

Your name

SIGNATURE

Sign here

DATE

MM / DD / YYYY

Pluck the FUD®. Plant intentional thought. Become the person capable of living the life you were meant to live.

Success Strings

The Big 5 is one of my first and most important Success Strings, a thought strong enough to carry me when my circumstances were not strong enough to encourage me.

A Success String is one powerful thought connected to another, a chain that carries you from where you are to where you want to be. It's a collection of the best quotes, ideas, and principles you've decided you must carry with you for life. Not on a list somewhere, in your head, on call, all the time.

Here's how I build one: I keep my antenna up. When I hear something that hits deep, I write it down, move it to a 3x5 card, and carry it for days until I've memorized it. I say it during the last stretch of my workout. I say it in the sauna. I teach it, because teaching brands it in deeper than anything.



ACTIVITY · COLLECT THE THOUGHTS THAT WILL BUILD YOUR IDEAL LIFE

Step 1 Write the quotes, principles, and thoughts worth carrying.

Step 2 Memorize them until they show up on their own.

The lines worth carrying for life...



Daily Affirmations

Affirmations are how you speak your future into the present. You write them as if they are already true, and you lead with gratitude, because gratitude tells your mind the thing has already happened.

— BEN'S EXAMPLE

I am grateful that I get to do this. My life is full because of how I live it every day. I am thankful for the people I get to serve.



ACTIVITY • WRITE YOUR AFFIRMATIONS IN THE PRESENT TENSE

Read them every morning and every night.

I am... My life is... I am grateful that...

Daily Journaling

Writing in a journal clears your head and lowers your stress. It quiets the noise so you can focus and execute.

The most powerful place to start is gratitude. When you give thanks for something, your mind treats it as already done, and that feeling pulls you toward it. So write what you're grateful for, and write what you're grateful for that hasn't happened yet, as if it already has.

What the mind can believe and conceive, it can achieve., *Napoleon Hill*



ACTIVITY • TODAY I'M GRATEFUL FOR...

Today I'm grateful for...

...and what I'm grateful for that hasn't happened yet:

As if it already has...

SECTION THREE

Personal Growth

"Your success will rarely exceed your personal development, because success is something you attract by the person you become."

JIM ROHN

Sharpen the Saw

The most valuable thing you can do is become more valuable. Spend time every day growing, educate your mind, learn new things, develop your talents. It can be as simple as finding a coach, taking a class, finishing a degree, or signing up for one course.

Fulfillment comes from progress. So become a **learn-it-all**, not a know-it-all.

Discipline is making yourself do what you don't want to do, when you don't want to do it, to get what you do want. Ben Ward



ACTIVITY · NAME IT, THEN TAKE ONE ACTION THIS WEEK

What I want to learn & the talents I want to build, and why each matters:

My one action this week:

One concrete step...

Believe it. Conceive it. Achieve it.

You can fast-forward years of your life by getting laser-focused on what you want and taking consistent action to get there.

The word *decision* comes from the Latin for "to cut off." So decide. Cut off every other option, and move your feet on purpose toward where you want to end up. **Be happy with what you have while you chase what you want.**

Five Types of Motivation

1 Mission.

The
highest
form.
Bigger
than
you.

2 Personal conviction.

I will
do
this
because
I said
I
would.

3 Ethics.

Doing
it
because
it's
right.

4 Ego.

Doing
it for
attention
and
recognition.

5 Money.

The
most
selfish
kind,
and
the
easiest
to
spot
from
a
mile
away.

You
know
why
you
do it.

You
are
genuinely
good
at it.

When
you
say
you'll
do
something,
you
do it.

Where am I going?

What skills do I need to get there?

What resources will I need?

What relationships will I need to build?

Keep Showing Up

You've got this, my friend. Check these off as you make them part of who you are.

☐ **Be patient.** The secret is the ritual.

☐ Commit to bringing your ideal life into reality.

☐ Work on your Vision M.A.P.™ every day, I have, for years.

☐ Look at it daily until you can speak it. Keep it close. Review it weekly.

☐ Commit to constant and never-ending improvement.

A stylized, handwritten signature in black ink, appearing to read 'BEN WARD', with a long horizontal line extending to the right.

MAKE IT A GREAT DAY. BEN WARD



— SELLERSHIP UNIVERSITY

The operating system for your Vision MAP™.

This workbook gave you the map. **Sellership University gives you the system to build the life you just designed.**

EVERY FRAMEWORK IN THIS WORKBOOK GOES DEEPER INSIDE

- Vision MAP™ Deep Dive
- Daily Rituals & Habits
- Success Strings
- The Hour of Power
- The Sellership System®
- Pluck the FUD®
- Recruiting
- Retention
- Culture
- Hard Conversations
- Accountability
- New content added regularly

Built for sales leaders who are done guessing and ready to build something that lasts. Leaders inside are breaking records, rebuilding teams, and getting their lives back.

Your Vision MAP shows you where you are going. University is where you **build** the skills, habits, and identity to actually get there.

This is where that building happens.

sellershipuniversity.com →



VISION MAP



MASSIVE • ACTION • PLAN

Believe it. Conceive it. Achieve it. Your dream life is waiting on the other side of clarity, focus, and execution.

— PART OF THE **SELLERSHIP SYSTEM®**

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