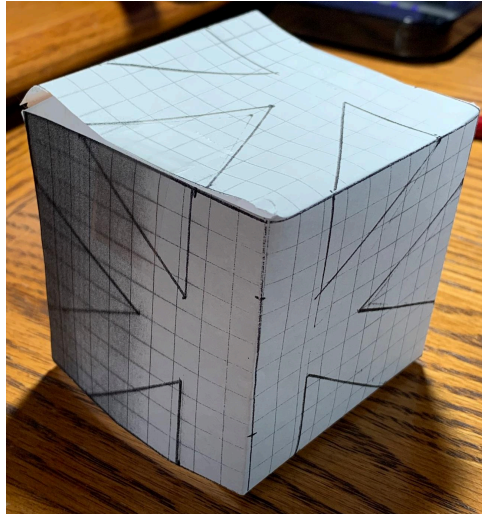


## Your Number Guaranteed – You Gotta Do The Work ! © 2024

At the start of a new year we begin making plans on how to grow our businesses, our families, our interpersonal relationships, our health, and education. We are inclined to seek the path of least resistance. It's only natural, and we shouldn't be ashamed to look at that as our most likely



The original mock-up of  
our 3 dimensional logo.

option. We evaluate the work vs reward and risk versus reward ratios and it's absolutely natural that we want to maximize our rewards and minimize our risk and work. Every interaction we engage in should be trying to maximize our rewards and minimize our risks and work.

We start our new year with making plans to increase our rewards, and we try to formulate methodologies of achieving those rewards. When we think about the rewards we want, we can almost always find a great deal of commonality in what we want. If we are in business, we want to grow our business. We want to sell more products or

services, we want to sell new products and services, we want to lower our costs of goods sold, and lower our cost of operations. When we look at our families, we want to improve the lives of our loved ones. This may be helping your children with their school, sports, or hobbies. It might be finding a new house, saving money for our kid's college funds, or helping parents transition from a big family house to smaller simpler accommodations. The most common things when we look at our health are usually two things; which are to get more exercise and improve your fitness. One thing we sometimes leave out of our plans is our education. Many of us who have completed a course of study in a trade, college or university upon graduation feel, "wow, I've finally made it past the finish line and now I can stop running". While this is true, we can't just come to a complete stop, we must keep moving forward in our career, but we need to keep moving at a modest jog or brisk walk as it relates to our education.

If you look at all these admirable goals that we have for improving different aspects of our lives, you will find that a common theme runs through every one of them. To achieve any of these desirable goals there is one thing you must do. You Gotta Do The Work! Not only that, you gotta do the work for a long time, you gotta be consistent, you gotta be ready to be knocked off your goal, accept setbacks, defeats, mistakes, you must put those things behind you, and you must continue your journey. The one thing that we always want to avoid is the hard work, the risk, the failures but there is no other way to achieve what we want. If these goals are really worth striving for, then they are worth working really, really hard to achieve. Let's look at each of these and touch on them briefly and see what we can do to set goals, make a plan and schedule to achieve them, and to evaluate those plans as we move towards them. We need to look at these goals at the halfway point of the year, and ask ourselves, are we on plan, or behind, can we catch up, or should we modify our goals?

In business we always look for ways to do more with less and we look for new things that we can do, as it relates to new products or services that we can provide to our clients. When we work, we always work for a client. You may not be in a direct revenue generating job, but everyone always works for a client. This applies to every job, it doesn't matter if you work for a company, or an institution, or in government, you are always there to serve someone. Your organization may bring new techniques or tools to you to make you better, safer, faster at your job, and these things allow you and your business to do more with less but it's your responsibility to learn and incorporate these into your work routines. But, that's not enough. It's your duty to search for these improvements yourself. Great ideas rarely just walk in your door, and plunk themselves down on your desk, so you need to actively go out and find them. You need to study your competition, go to trade shows, seminars, workshops, and you need to read. Read everything you can get your hands on. Books can be such deep sources of information, more than just what it can tell you on the surface. Sometimes you need to read the same book twice, because when you take the lessons, information, and insight into your future you can see things which will become apparent to you. Ideas that are new and are novel will present themselves to you. Maybe nobody else is doing something a certain way in your field, and you may be able to make that innovation with these new ideas, that will create a fantastic new opportunity for you. Take those new

ideas, new products, new services, new fashions, new games, and be the first to market with them. Don't wait for something to come to you, go out and find something new, and do the work to make it great.

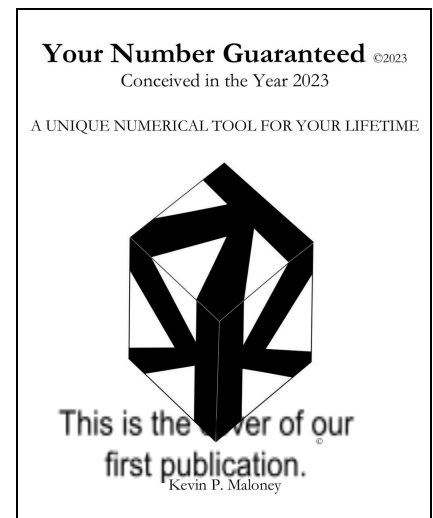
The most important part of every person's life is their family. We all want the best for our families and again, there is no easy way to make your family great without hard work. For parents to provide for their children, they must work, to sacrifice and to be good role models. For children, they need to do their part to grow as individuals in their work at school, developing social and physical skills in sports, and broaden their experiences with hobbies and friends. Parents need to be consistent supporters for their children in their activities, but they can't do the work for their kids. Children need to learn from their parents the work ethic, repetition, and persistence to learn lessons in school. Parents can only do so much, and then the kids need to take over and do it for themselves. Parents need to provide goals and directions for their kids. Saving up for a college fund is essential for every child, because it shows that child that there is a future for them. They will one day become providers for themselves and others. They are developing the skills, knowledge, and the abilities to do valuable work.

If you want to live longer, live better, and be more productive, you must look after your health. There are no shortcuts to being healthier, and there are infinite reasons to become healthier. The terrible reality is that to get healthier, you gotta do the work. The simplest concepts here are also the ones that are the most obvious, and there is no way of getting around doing the work. You cannot buy health, you gotta invest your time and effort into doing it yourself. You can hire someone to cut your lawn, but you can't hire someone to sleep for you. You've gotta do it. Make a regular pattern, be consistent, have good sleep practices like going to bed at and waking up at the same time each day. If you want to get more exercise, make a plan, stick to it, and make a record. If you are going to walk three days and swim three days, write it on your calendar at the start of the week and record your exercise as it is being done. If you want to lose some weight, keep a record of your weight, and limit your intake of food and beverages. Your weight is primarily determined by your calorie intake. Think of your weight like a credit card balance. Calories in add to your balance and calories out subtract from that balance. One simple and virtually free thing you can do is

drink lots of water. Keep records and be consistent. You are not going to change your entire weight, or physical fitness in a really short time. Plan for every month of the year. If you make a plan for a healthier lifestyle, then you can track your success. It needs to be a 12-month program and make a goal for each month. If you lose 2 pounds per month that's 24 pounds in a year. But wait. Every year you go on vacation in August, so plan to gain four pounds that month. You earned it. Then go back to your new normal. It's still a great accomplishment and yes, life is made to enjoy so treat yourself when appropriate.

The most overlooked part of annual plans for improvement is making plans to improve your education. This doesn't have to be a formal program in which you enroll. It can be as simple as making a plan to read four books in the next year. You may want to take a course at college in some subject to which you are interested. There are many workshops and tradeshow that provide these experiences. Find things which are in your trade or profession and sign up for them. If they are months away, it's easy to plan to attend. Become enriched with new ideas, knowledge, practices, products, services or just learn about health, religion, cooking, or whatever you always wanted to do. Just take a risk and try to find something new to you. There is no other way than trying something, doing the work, to attend, listen, read, and complete the exercises, and be amazed at what you have gained from this invaluable experience.

This is a huge year for me, as I've started a new business called Your Number Guaranteed Inc. and I've written a book to describe the business, products, services, partnerships, and every bit of it is new and unique. We are going to be hiring new programmers, app developers, social media content managers and producers as well as a host of other positions. As I was writing this paper, I was asking myself, do I make a hard rule that everyone who comes to work for us needs to read our book? I've answered my own question, with Yes! You Need To Do The Work ! Our book was published in November of 2023, our website and Token will be available for sale in 2024, and we will start delivering Tokens and Applications in the fall of 2024. We look forward to meeting many new



members and partners and impressing them with the results of our hard work.