

**Bill Morris**  
Wall Street executive and World Record holder  
shares his Formula for Success

**Success**  
**Teens 4**

**DVD Guide**



## ABOUT THE AUTHOR

Bill Morris

Bill Morris is CEO of **Successforteens.com**, a Newport Beach, California based motivational and consulting firm. His motivational seminar is based on the success he's had in business (Wall Street) and athletics (World Record in fitness).

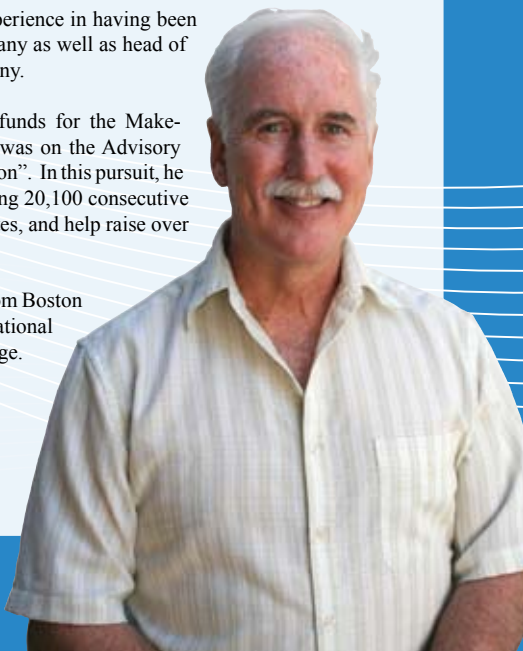
Bill started his career working for Exxon Corporation and by his early thirties was recruited to Wall Street to head all International activity (financial and operational) for Kidder Peabody. Next, it was to work for Shearson Lehman Brothers in New York, London, and Tokyo.

Bill's career then moved into Middle Market M&A, where he has consulted with over 600 CEO'S, and has been involved in over 1000 valuations and 100 closed transactions. Additionally, he is also a nationally recognized speaker on middle market issues.

Bill also has had the unique experience in having been both the CFO of a NYSE company as well as head of M&A for another NYSE company.

As an athlete, Bill help raise funds for the Make-A-Wish Foundation (where he was on the Advisory Board), by creating a "sit-up-athon". In this pursuit, he set a World Record by completing 20,100 consecutive sit-ups in 11 hours and 32 minutes, and help raise over \$150,000 for the kids wishes.

Bill earned his BS in Finance from Boston College and his MBA in International Business from Manhattan College.



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This booklet was designed as a reference for many of the diagrams, charts, and important information highlighted within your **Success 4 Teens** DVD.

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## Behavior/Attitude/Mental Toughness (BAM Chart)

### PATHWAYS

95%

NON SUCCESSFUL  
ATTRIBUTES

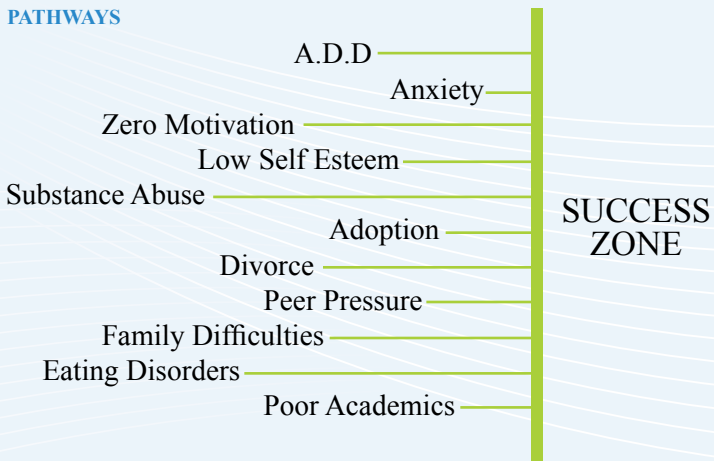
5%

SUCCESSFUL  
ATTRIBUTES

Dark .....	Light
Negative .....	Positive
Threat .....	Opportunity
Surviving .....	Living
Failure .....	Success
Fear .....	Faith/Hope
Hatred .....	Love
Anger .....	Compassion
Greed .....	Sympathy
Jealousy .....	Optimism
Lazy .....	Proactive
Revenge .....	Loyalty
Blame .....	Responsible
Rejection .....	Acceptance

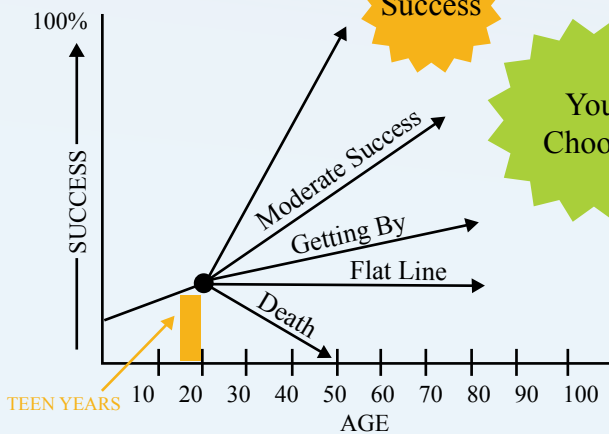
## ASSESSMENT CHART

### PATHWAYS



## LIFE DIRECTION

### PATHWAYS



## TEEN ISSUES

### PATHWAYS

1. FRIENDS
2. POPULAR
3. BODY IMAGE
4. PARENTS/SIBLINGS
5. GRADES
6. "WHAT WILL I BE, WILL I BE SUCCESSFUL"

**NUMBER 6 MOVES UP THE CHART TOWARD NUMBER 1 BY SENIOR YEAR**

## BAM CHART PATHWAYS



## YOU, INC. TIME MANAGEMENT

### NEEDED FOR SUCCESS

- You Need to Believe In You
- What to Do When Things Don't Go Your Way
- Need a Plan For Success
- Need to Accumulate Knowledge

- Need to Feel Good - Externally
- Need to Feel Good - Internally
- Strength to Compete
- Proper Nutrition to Learn

- Need to Help Others - Give Back
- Practice Leadership : Volunteer
- Lao Tse : "A Leader is One Who Serves"
- People Don't Care How Much You Know Until They Know How Much You Care!

### ROAD MAP

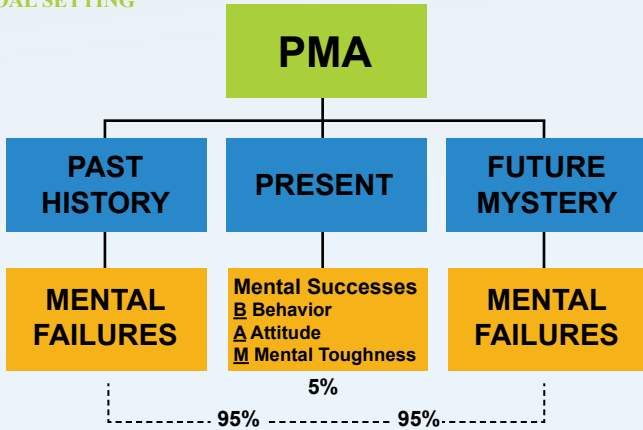
- Positive Mental Attitude  
Self Esteem
- How to Deal with Setbacks
- How to Set Goals
- Creating a Personalized  
Time Management System
- Getting Fit  
Physically  
Nutritionally
- Giving Back- Serving Others  
Pay it Forward

MENTAL  
PHYSICAL  
SPIRITUAL

YOU, INC.



PMA  
GOAL SETTING



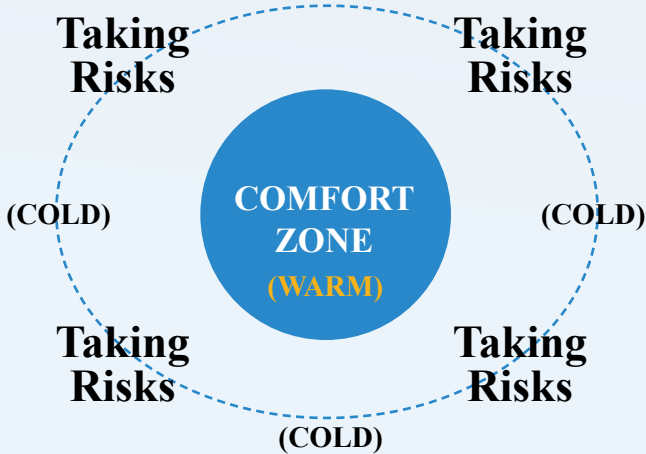
GOAL SETTING PROCESS

GOAL SETTING

1. What, Why, Where, When & How
2. Realistic & Attainable
3. Be Decisive: In/Out
4. Focus -- Write them down and post them
5. Plan Properly -- Give vs. Give Up
6. Involve Positive People
7. Take Action: Setbacks will Happen
8. Evaluate Progress -- shelf life not forever
9. Reward Yourself
10. Always Maintain Integrity

TEEN ISSUES

SETBACKS



Bill Morris Motto

SETBACKS

LEARN!

EARN!

RETURN!

## DEALING WITH SETBACKS

“to succeed more; fail more”

SETBACKS

<b>S</b>	<b>A</b>	<b>R</b>	<b>A</b>	<b>H</b>
<b>SHOCK</b>		<b>REJECTION</b>		<b>HAPPY/HEALTHY</b>
	<b>ANGER</b>		<b>ACCEPTANCE</b>	

- The 1st Three is what I call “carrying baggage”  
you become “frozen-in-time” and can’t move forward
- Control what you can control....and don’t worry about what  
you cannot control
- I didn’t CAUSE it, so I can’t CONTROL it, and I can’t CURE it!
- Never fear failure.....“Embrace” it and “LEARN” from it
- The only way to get the “door of success”.....is through the “door of failure”

### **In The World There Are Only 3 Types of People**

SETBACKS

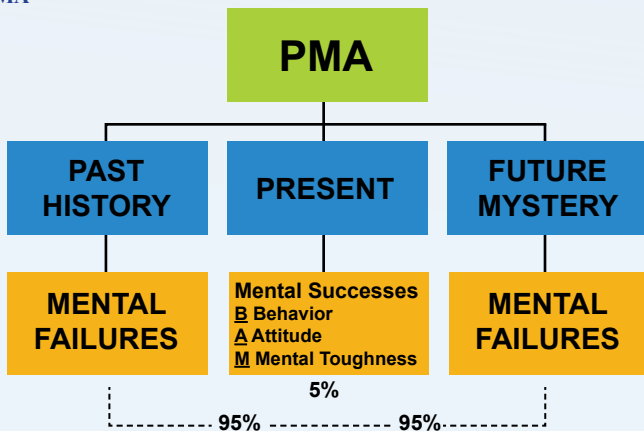
- Those who make it happen
- Those who watch it happen
- Those who say “what happened?”

**I didn’t cause it,  
so I can’t control it  
and I can’t cure it.**

SETBACKS

## PMA CHART

PMA



## LEADERSHIP

PMA

- Positive, Moral, Ethical Mission
- Courageous - Thinks BIG
- Team Builder
- Decision Maker - Risk Taker
- Uses Power Wisely
- Communicates Effectively
- Is Committed

## **Insulin**

**FITNESS**

**Insulin restores the blood sugar balance by helping to send the glucose to the muscles to be consumed for energy and to adipose tissue to be stored as body fat.**

### **Low Blood Sugar**

**The pancreas answers sudden flood of glucose in the bloodstream with corresponding amounts of insulin, which often makes the level of blood sugar drop too low.**

**What we feel is a quick burst of energy, followed by a let down as our blood sugar level drops**

## **Nutrition Tips**

**FITNESS**

- Proteins (1 g of protein = 4 calories)
- Carbs (1 g of carbs = 4 calories)
- Fats (1 g of fat = 9 calories)

***From a Weight-loss standpoint, your body doesn't care-  
"A calorie is a calorie!"***

## Glycemic Index

### FITNESS

Low (14-54)	Medium (55-70)	High (71-91)
Low-Fat Yogurt 14	Brown Rice 55	Carrots 71
Peanuts 14	Popcorn 55	Bagel 72
Apple 36	White Rice 56	Watermelon 72
Whole Wheat Spaghetti 37	Multi-Bran Chex 58	Mashed Potatoes 73
All-Bran 42	Cheese Pizza 60	Cheerios 74
Canned Chickpeas 42	Instant Oatmeal 66	French Fries 76
Old-Fashioned Oatmeal 49	Angel Food Cake 67	Pretzels 83
Banana 53	Whole Wheat Bread 69	Cornflakes 84
Wheat Bread 53	White Bread 70	Baked Potato 85
Sweet Potato 54		Instant Rice 91

## Weight Gain / Loss

### FITNESS

- Every excess 3,500 calories = 1 lb
- For Example:

Eating - put on 2,000 calories/day

Activity cost + Exercise = Burn - 1,500 calories/day

(Excess)  500 calories/day

**500 Extra calories x 7 days/week = 3,500 calories**  
**YOU GAIN 1 lb.!!**

## Nutrition

How to read Labels: "Converting Grams to Calories"  
**FITNESS**

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### Spaghetti's Label:

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Complex Carbs.  $42\text{ g} \times 4 = 168^*$  cal. of comp. carbs.

Protein  $7\text{ g} \times 4 = 28$  cal of protein

Fat  $1\text{ g} \times 9 = 9$  cal. of fat

**TOTAL 205 calories**

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\*most complex carbohydrates

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### Milk's Label:

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Complex Carbs.  $11\text{ g} \times 4 = 44$  cal. of comp. carbs.

Protein  $8\text{ g} \times 4 = 32$  cal. of protein

Fat  $8\text{ g} \times 9 = 72^*$  cal. of fat

**TOTAL 148 calories per serving**

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\*about half of the 148 calories are fat calories

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## Fitness With or Without Weights

**FITNESS**

### ▶ Anaerobics

- Calf raises
- Quads - seat pose
- Abs - sit ups
- Chest - push ups
- Arms - push ups, dips (triceps), curls (biceps)

### ▶ Aerobic

- Run
- Swim

## Target Heart Rate

### FITNESS

- Beginner Athlete  
 $220-20$  (your age) =  $200 \times .6 = 120$  beats per minute
- Intermediate Athlete  
 $220-20$  (your age) =  $200 \times .7 = 140$  beats per minute
- Advanced Athlete  
 $220-20$  (your age) =  $200 \times .8 = 160$  beats per minute

## 10 Fitness Rules

### FITNESS

1. Show up
2. Don't Over-Do It!
3. Don't Look for Immediate Results
4. It's Not a Destination, but a Way of Life
5. Have a Plan
6. Fitness is Inside and Outside  
External - Body Shaping / Internal - Good Nutrition
7. With or Without Equipment, You Can Become Fit
8. Physical is Only 1 Leg of the Three Legged Stool
9. Help Others
10. Don't Give UP!

## LEADERSHIP

### GIVING BACK

- Positive, Moral, Ethical Mission
- Courageous - Thinks Big
- Team Builder
- Decision Maker / Risk Taker
- Uses Power Wisely
- Communicates Effectively
- Is Committed



# Success Teens4

[www.successforteens.com](http://www.successforteens.com)

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