



I RULE[®] the World

STARTER KIT

Discover the single
most powerful RULE[®]
in the world —
to make your
best decision
in every moment.

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and
featured
in



www.iRULEtheworld.com

What if there were one simple RULE® to follow for all of the challenges in your life and world?

IT STARTS WITH A SIMPLE, PRACTICAL FRAMEWORK: RULE® – RESPECT, UNDERSTAND, LOVE AND ENJOY.

As you incorporate this framework into your daily decision-making, these principles can instantly improve your happiness, confidence, relationships, personal and professional successes – everything!

Are you ready to realize your full potential success? Great! Let's get started.

[R] Respect

Ask yourself, "What can I do today to demonstrate my respect for another human being, even someone I don't know?"

ACT Think of 5 things you might be able to do. Jot down your answers. Circle one that you will commit to yourself that you'll do within 24 hours.

BONUS Schedule the other four into your calendar to do this month.

This alone is life-changing—for both you and each person you will touch through this practice.

Remember: "No one cares how much you know until they know how much you care."

[U] Understand

Understanding something or someone doesn't mean we have to agree, it simply means we can see their point of view.

ACT Each morning, ask yourself, "What can I learn today about something or someone that I have yet to understand?"

BONUS Let your unconscious mind answer, and trust what it tells you. Then set out to learn something new, from someone new. Listen with the intention to learn something, with the understanding that someone has something to teach you that may (will) surprise you.

Often the most powerful things in life are also the simplest. This **I RULE® the World Starter Kit** outlines my simple, proven strategy for making your best decision in every moment and serving everyone involved at the highest level.

[L] Love

Ask yourself, "What can I do—today and every day—to show love for myself and to someone else?"

ACT Think about what you love about your job. Come up with 3 things you love, and find a way each day to express that love, either in your passion for what you do or by sharing that love with another person.

BONUS Remember that we don't know what someone else is going through, and our example and love and compassion may be all they need to have a better day, and in turn, we will have a better day, too.

[E] Enjoy

Every morning, before you leave home for the day, ask yourself, "What do I look forward to today?" Allow your mind to answer, and be open to what happens.

ACT Think about what you can do or create to bring joy into your day and perhaps give joy to another. Come up with three things, and then set out to bring those into your life for that day.

BONUS Realize that as you approach your day with joyful intention, you will automatically attract that very thing without effort.

Practice each of these every day, and you will soon find that your energy—and that of the people around you—will be more positive, your relationships will improve, and your overall well-being will become better than ever. This practice will be the beginning of your learning how to RULE® Your World.

How cool is that?!

Karl Zimmer is an author, leader, speaker and former CEO. He has been featured in *Entrepreneur Magazine*, NBC News, Fox News, CBS News, and other national media. Learn more at iRULEtheWorld.com.

Want to **RULE®**
your world
right away?

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