Everything Counts!

52 Remarkable Ways to Inspire Excellence and Drive Results

Gary Ryan Blair

Pay Attention To Details!
THANK YOU for your interest in Everything Counts, where our mission is to inspire, promote and celebrate excellence.

Everything Counts, is an execution strategy for inspiring excellence and driving exceptional results.

Its meaning is simple, yet powerful:

“Everything you say; every thought you entertain; and everything you do has a direction, which serves as an advance or a retreat in respect to your pursuit of excellence. Everything — regardless of size or intent — has bottom-line consequences; therefore, everything counts. This is the golden rule of excellence.”

Self-knowledge grows as you subject your life to examination. Listening to your own speech, reflecting on your own thoughts, looking at your own actions—these are the processes by which you master yourself.

You shape your philosophies and yourself by observing and striving to understand the events of each moment. A focus on virtues to attain and vices to forego is crucial.

In this complimentary lesson titled, “Attention to Detail”, you will learn that the magic behind every outstanding performance is always found in the smallest of details.

The most important part of this lesson is what you decide to do with it, to include your actions, contributions, decisions and the results of those decisions.

To that end, and to focus your efforts on making every detail count, I challenge you to act on each idea and to apply it to every part of your life.

It gives me great personal pleasure to welcome you to Everything Counts, a community of people and organizations who are committed to excellence and exceptional high standards.

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P.S. For speaking, training or coaching services, please visit us at Everything Counts!
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If you long to accomplish great and noble tasks, you must first learn to approach every task as though it were great and noble. Even the grandest project depends on the success of the smallest components.

Many people downplay small details, dismissing them as minutia — the “small stuff” that we’re encouraged to ignore. But in fact, our entire environment is simply an accumulation of tiny details.

Although we measure our lives in years, we live them in days, hours, minutes, and seconds.

Every action — every detail of our lives — has bottom-line repercussions, and it’s dangerous and derogatory to think of any of those details as trivial, unimportant, or inconsequential.

Successful people, in many walks of life, understand the importance of detail:

- Crime scene investigators know that it’s often the smallest, most obscure detail that results in the arrest and prosecution of criminals.

- Athletes and coaches are all too aware that one minor misjudgment can swing momentum to their competitor and result in a loss rather than a win.

- Doctors and nurses understand that the slightest mistake or loss of focus can result in a tragic situation that carries massive liability.

- Business people carefully oversee the details of their products and services, knowing that one simple slip-up can cause a series of events that negatively impacts the bottom line, brand integrity, and public perception.

- Automotive detailers make their living by restoring a car to showroom condition. This requires the removal of every last piece of lint, dirt, and grime; and the major tool of their trade is a simple Q-tip.

“A book becomes a ‘classic’ when it is the definitive reference source on a subject matter. Everything Counts is destined to become a ‘classic’ while serving as the guiding philosophy for anyone committed to excellence!”

Brian Tracy
Best Selling Author
How the Best Leaders Lead
Ultimately, the key to quality in every aspect of our lives is doing little things correctly — all the time, every time — so that each action produces a quality result.

When every detail is lovingly attended to, and each step in the process is given complete and careful attention, the result inevitably will be of the highest quality.

Passion for your work, a pervasive commitment to quality, and relentless attention to details are essential markers of excellence.

Quality work and an appreciation for the importance of details benefit not just the clients a business serves; these attitudes and habits also bring joy and peace of mind to the person who delivers the work. To know how to do something exceptionally well is to enjoy it.

The magic behind every outstanding performance, exceptional meal, and fine piece of furniture, jewelry, or clothing is always found in the smallest of details. Those who enjoy the greatest success understand that it takes hundreds of small, seemingly insignificant details repeated perfectly day in and day out to create an unforgettably excellent experience.

The people who deliver superior results are not simply doing more of the same things everyone else does; they are doing better things. Very small differences, consistently practiced, produce superior results.

In business, it is the attention to these little things — the details — that create and build long-term customer loyalty.

From the training of employees and the quality of products and services, to the type of stationery used in correspondence and the music customers hear when placed on hold, a successful company knows that every detail counts.

The thread count of a sheet, the font style for a product’s label, the lighting of a room, the welcoming smile, the floral display in the lobby, or the polish and shine of a doorknob — all of these are “small” details that leave big impressions.

In the successful organization, no element is too minor to escape close attention.

“Everything Counts is a great find and must read. It superbly achieves the goal of providing a roadmap to excellence, both for individuals and organizations. But the true genius of the book is its universal relevance, as it combines a highly effective common-sense approach with frank guidance to enhance results in all areas of life.”

Bill Bartmann
Billionaire Business Coach
If you believe that you are too busy to focus on details, or that attending to the minutia of your business or life would make you less effective in delivering your services, then I encourage you to reexamine your thinking.

Further, I can tell you the following with confidence: No matter what business or personal activities in which you are engaged, you will be continuously challenged by larger problems that could have been prevented if you had paid closer attention to the details at the beginning.

The particulars of your work affect your company’s ability to compete and prosper. A careless or cavalier approach to these details is the kiss of death to success.

Those committed to excellence know that the real threat to success isn’t the Armageddon of some huge and horrible slip-up; it’s the much more insidious danger of being nibbled to death by the smallest of mistakes or oversights.

No lapse of judgment, taste, or quality can be shrugged off by a true professional.

Successful people know that everything counts. It’s not that the devil is in the details, but that every small particle contains a seed that can potentially determine the difference between success and failure.

Therefore, if the benefits of hard work are to be maximized, attention must be paid to detail.

Excellence in any endeavor is a production in which every little detail tells a story about one’s intention, commitment, and character. Pay attention to the small stuff.

Consistent attention to fine points produces excellence — that’s why every detail counts!

“Two words, one powerful philosophy. Everything Counts is a must read if there ever was one.”

Ivan R. Misner PhD
Founder and Chairman
BNI (Business Network International)
How We Can Help

For over 15 years, we’ve been helping firms like IBM, Apple Computer, Disney, Starbucks, American Express, Monster.com, NASA, and others, intensify focus, improve performance, and maintain a competitive edge.

Since the day we first opened the door, our mission has been to inspire, promote, and celebrate excellence. Our motto says it all; our goal is simply to help you achieve yours. To that end, our assistance includes:

- **Coaching**, one-on-one, and small group coaching initiatives designed to increase your sense of direction, performance, and profits.

- **Training Programs**, high-impact training programs designed to enhance productivity and performance.

- **Keynotes and Retreats**, customized presentations that energize, motivate, and inspire peak performance.

- **The 100 Day Challenge**, an explosion of focused, goal directed activity where you compete at an insanely high level in order to achieve a number of challenging goals within 100 days.

- **Books and Self-Study Resources**, a library of powerful handbooks, DVD’s and self-paced materials that educate and inspire.

- **Licensing Opportunities**, a turn key cash cow allowing you to customize, promote and profit from our programs and trademarks.

The GoalsGuy handbooks, training programs and coaching services offer you an energizing, effective way to transform your business and your life.

The experience of more than four million people worldwide has proven that what you learn in our programs really can change your life.

If success is your destination, than let me and my team guide your journey.

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