THE FERGUZ SUCCESS SEQUENCE

BOOK 4

THE LEADER

FERNANDO GUZMAN

THE LEADER

THE FERGUZ SUCCESS SEQUENCE — Book 4

by Fernando Josue Guzman Perez

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THE FERGUZ SUCCESS SEQUENCE

Book 4

THE LEADER

Stop Operating. Start Commanding.

Fernando Guzman

The Ferguz Success Sequence

Fernando Josue Guzman Perez learned from the best: he studied the greats — the teachings of T.D. Jakes and Les Brown, the Rich Dad world of Robert Kiyosaki, books like *Think and Grow Rich* by Napoleon Hill — decoded how they did it, and built his own system. This six-book series IS that system, placed in your hands. Each volume is a floor of the building: you don't skip the order, because there is no influence without discipline, and no discipline that works without a mind to direct it.

1. THE CATALYST — mindset
2. THE OPERATOR — discipline
3. THE STRATEGIST — scaling & financial intelligence
4. THE LEADER — influence (this book)
5. THE NAVIGATOR — resilience
6. THE PATH TO TRIUMPH — the full story

Read in order, apply out of order: every idea in these books works in your life from day one, but the complete system only makes sense when you walk it step by step. This is step four of the system. Influence is the floor where your work stops depending only on your hands and starts multiplying through people — your team, your clients, your family, and the crowds your voice can now reach.

Contents

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8. Public Speaking: The Fear That Hides Money

Introduction: The Shift in Command

In the operational phases of your journey, you built the discipline to execute. You defined your targets, structured your time architecture, and mastered the mechanics of production. But an empire cannot be sustained by your hands alone. The shift from Operator to Leader is the shift from localized personal output to global collective leverage.

This workbook is designed to transition your mindset and your systems. Over the next two chapters, you will evaluate how you command respect in the physical world and how you project that authority into the digital world. The execution phase is over. It is time to establish your legacy.

And an honest warning before we start: this book will make you uncomfortable. It will show you conversations you avoid, truths you don't say, and relationships you neglect. That's good. Discomfort is the signal that you're growing. Leaders aren't formed in comfort; they're formed in the difficult conversations others avoid.

You don't need a title to start. You need a decision. Let's go, leader.

One more thing the greats taught me: leadership is not a position you reach; it's a practice you repeat. Every chapter in this book ends with actions and exercises because influence is built the same way muscle is built — one repetition at a time. Read less, apply more, and you'll feel the shift within weeks.

This book is meant to be read with a pencil in hand: there are exercises, audits, and scripts to write out. Don't skip them. The difference between someone who reads about leadership and an actual leader is in the pages they filled in.

Chapter 1 — Your Mouth Is Your Most Expensive Tool



There is an uncomfortable truth everyone who works with their hands discovers sooner or later: it's not the hardest worker who earns the most. It's the one who **communicates** the most.

You see it everywhere. Two people with the same skill, the same experience, the same effort. One barely covers expenses; the other can't keep up with all the work coming in. What makes the difference? It's not their hands. It's their mouth.

Your hands get you hired. Your mouth decides how much you earn, which clients show up, which opportunities open, and which doors close. Hands execute. The mouth influences. And influence — the thing that makes people want to work with you, pay what you're worth, and recommend you to others — is the raw material of this book.

That's why we open with the essential: before learning to influence others, you have to understand that your primary tool of influence isn't in

your toolbox. It's on your face.



The tool you use every day

Think about your favorite tool, the one you pull out every day. You know it well: you know how to maintain it, when to sharpen it, where to store it so it doesn't get damaged. If it deteriorates, your work gets slower, harder, less profitable. Nobody is surprised by that.

But there's a tool you use far more than all the others: your mouth. You use it with the client asking for a price, with the boss who decides your pay, with the person helping you on the job, with your family at the table. You use it to ask, to explain, to negotiate, to thank, to set boundaries. You use it a hundred times a day, every day, from the moment you wake up until you close your eyes.

And yet — when was the last time you gave it maintenance? You swap your drill's battery; you change your saw's blade. But the tool that decides your salary runs unsharpened: it says the first thing that comes to mind, stays silent when it should speak, or talks too much when it should listen.

The greats I studied understood this before I did. Les Brown — one of the greats I listened to for years — built his career with a single tool: his voice. That taught me something that changed how I work: communication isn't a decorative talent. It's the multiplier of everything else.

What your hands can't say

Your hands speak of your ability. Your mouth speaks of your value. And in the market, the value that gets communicated is the value that gets paid.

Think about the last job where you felt underpaid. Ask yourself honestly: was the problem your work, or your explanation? Many times the work is excellent and the explanation is poor: you stammer out the price, you can't defend what your time is worth, you accept what's offered because you don't know how to ask for what you deserve.

This isn't a pride problem. It's a communication problem. The client can't read your mind; they don't know how many years of practice are behind those hands, how many mistakes you paid for out of pocket to learn what you now do without thinking. If you don't say it, nobody will say it for you.

And it works in reverse, too. The person who clearly explains what they do, why they do it that way, and what problem it solves charges more for the same work. Not because they're better with their hands. Because they're better with their mouth.

Most conflicts are communication problems

Look back: your last three big fights or tensions. Were they money problems, or word problems? Most of the time, money and work are just the stage; the real problem is that someone didn't say what they thought, or said it in the worst way, or said it too late.

With the boss: you didn't ask for the raise in time and frustration built up until it exploded. With the client: you didn't explain the scope well and now they're disputing the price of something you thought was agreed. At home: you didn't say what bothered you when it was small, and now it's a big fight over something tiny.

The leader understands this before anyone: almost every conflict is a message that arrived late, badly said, or never said. And if conflicts are communication problems, then communication is the tool for resolving them before they're born.

Maintain the tool

Every expensive tool needs three things: maintenance, aim, and purpose.

Maintenance: what comes out of your mouth reflects what goes into your mind. If you feed your mind complaints, gossip, and negative news, your mouth will produce complaints, gossip, and negativity. If you feed it learning, gratitude, and vision, your mouth will produce ideas, solutions, and direction. The leader watches what they consume because they know their mouth gives them away.

Aim: a tool with no aim is dangerous. Before speaking in an important conversation, the leader asks three things: what do I want to achieve with this? What does the other person need to hear? What's the best way to say it so they receive it? Thirty seconds of aim saves thirty days of repairing damage.

Purpose: the most expensive tool is used to build, not to destroy. Every word of yours either lifts up or tears down. The leader chooses to build: with their team, their family, their clients. That doesn't mean being soft; it means being intentional. You can be firm without being cruel, direct without being hurtful, honest without being destructive.

The price of an unmaintained mouth

Let's talk about the real cost of neglecting this tool, because it isn't theoretical: it's paid in money, in opportunities, and in peace.

In money: every poorly explained price is money left on the table. Every raise not asked for is another year earning less than you're worth. Every client who went with the competitor because the other guy explained himself better is an invoice you'll never collect. Add that up over ten years and the unmaintained mouth has cost you more than any tool you ever bought.

In opportunities: doors open through conversations. The one who knows how to present themselves gets the job, the partner, the mentor, the loan, the contract. Not because they're the best — often they aren't — but because they knew how to say it. Silent talent loses to communicated talent. That's one of the injustices of the world, and also one of its rules: learn it or pay for it.

In peace: words without aim destroy relationships that took years to build. A cruel comment on a bad day, a truth told without tact, silence when someone needed to hear you: the mouth wounds too, and word-wounds don't show but they ache for years.

That's why the leader treats their communication like their finest tool: with respect, with maintenance, and with intention. Not because they're a perfect speaker — nobody is — but because they understand the price of not trying.

What's coming in this book

This chapter showed you the tool. The next ones will teach you to use it like a leader:

In Chapter 2 you'll learn assertiveness: saying what you think without fighting. In Chapter 3, active listening: because whoever listens, wins. In Chapter 4, communication that produces results at work and at home. In

Chapter 5, the mechanics of influence: influencing without imposing. In Chapter 6, your social capital: relationships as a tool. In Chapter 7, mentorship: getting one and being one. And in Chapter 8, public speaking: the fear that hides money.

Execution brought you here. Communication will take you further.

Apply This Week

1. **Audit your mouth for three days.** At the end of each day, write down the three most important conversations you had. Next to each, note: what did I say? What did I mean? What happened? Look for the pattern.
2. **Prepare one important conversation.** Pick one you have pending this week (asking for something, explaining a price, setting a boundary). Write it out first: what you want to achieve, what the other person needs to hear, how you'll say it.
3. **Feed the tool.** This week, replace one hour of negative content (complaints, gossip, useless news) with one hour of learning: a book, an audio, a teaching from someone you admire.
4. **Build with words once a day.** Say something specific and positive to someone every day: a concrete thank-you, a deserved recognition, a word of encouragement. Watch what changes.

Exercise: Your Mouth Audit

Think about the three most important conversations of your last week. For each one, answer honestly:

Conversation	**1**	**(with**	**whom?):**
What	did	I	say?

What did I really mean?

What happened as a result?

If I could repeat it, what would I say differently?

Conversation 2 (with whom?):

What did I say?

What did I really mean?

What happened as a result?

If I could repeat it, what would I say differently?

Conversation 3 (with whom?):

What did I say?

What did I really mean?

What happened as a result?

If I could repeat it, what would I say differently?

My pattern: looking at all three, what's my most repeated failure? (Do I talk too much? Stay silent? Say the opposite of what I think? Speak without aim?)

_____
_____

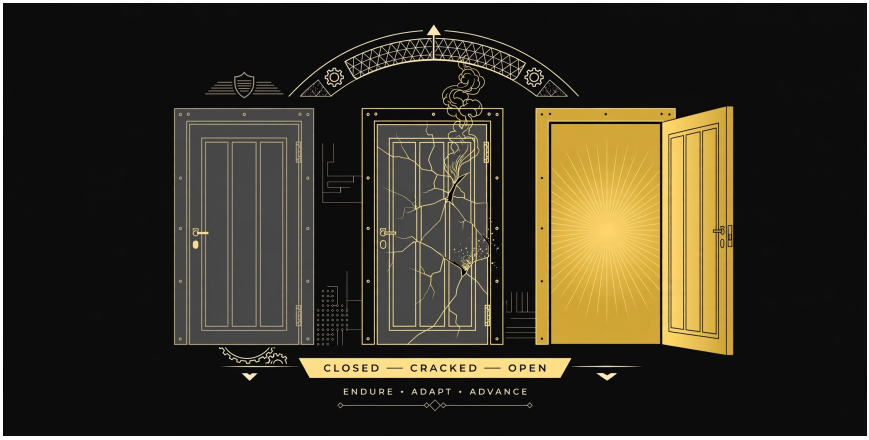
My commitment: this week I'll maintain my tool by doing this:

_____
_____

To reflect on

- How much money do you think an unmaintained mouth has cost you in your life? Be honest with the number.
- Who is the person with whom you most need to improve your communication? What's stopping you?
- If your mouth were a tool you could sell, what would it be worth today? What would you do to raise its price?

Chapter 2 — Assertiveness: Say What You Think Without Fighting



There are three ways to speak in this life: stay silent and swallow everything, shout and impose everything, or say what you think with firmness and respect. The first makes you sick. The second leaves you alone. The third makes you a leader.

Assertiveness is the leader's natural posture. It isn't a communication trick; it's a character decision: I'm going to say what I think, I'm going to ask for what I need, and I'm going to do it without trampling anyone. The leader influences because they tell the truth without breaking the relationship.



The three styles: the silent one, the shouter, and the leader

The passive stays silent. Accepts the impossible schedule, the unfair price, the disrespect. Says "it's fine" when it isn't fine. And since everything swallowed accumulates, one day they explode over something small and nobody understands what happened. The passive person doesn't avoid conflict: they just postpone it and make it bigger.

The aggressive imposes. Shouts, threatens, humiliates. Gets immediate obedience and permanent resentment. People obey out of fear, and fear isn't respect: as soon as they can, they leave, betray, or quietly sabotage. The aggressive person wins the argument and loses the person.

The assertive says what they think with clarity and respect. Doesn't get stepped on, but doesn't step on others either. Protects their rights without removing the other's. Their typical line sounds like this: "I understand your point, and I need you to understand mine."

Notice: the passive loses, the aggressive wins by losing, the assertive wins by winning. That's why assertiveness is the leader's tool: it's the only one of the three that builds influence instead of destroying it.

Saying no without guilt, asking without begging, receiving a no without collapsing

Three skills form the assertive muscle:

Saying no without guilt. Every "yes" you say out of obligation is a "no" you say to your time, your family, or your health. The leader says no calmly and without a novel: "I can't take that job this week, but I can do it next week" or "No, that price doesn't work for me." No long excuses, no endless apologies. A clear, kind no is more respectful than a resentful yes.

Asking without begging. Asking isn't humiliating yourself; it's informing. You have the right to ask for a raise, to charge what you're worth, to set conditions. The difference between begging and asking is posture: the beggar apologizes for existing; the asker presents facts and lets the other person decide. "I've been doing this work for two years with these results; I need us to review my compensation" isn't begging. It's leading your own life.

Receiving a no without collapsing. Sometimes you'll ask well and hear no. The passive takes it personally and quits; the aggressive takes offense and burns bridges. The assertive asks: "What would it take to make it a yes?" or "When can we revisit this?" Today's no is information for tomorrow's yes.

The formula: fact + need + proposal

When you need to ask for something important — a raise, a better price, a boundary, a change — use this three-part formula:

1. **Fact:** the objective part, no emotions or accusations. "For six months I've been covering two shifts."
2. **Need:** what you require, in first person. "I need my schedule to go back to one shift, or for the compensation to reflect double work."

3. **Proposal:** a concrete way out that makes it easy for the other person to say yes. "I propose we hire someone for the second shift within two weeks, or adjust my pay in the meantime."

Fact + need + proposal. No attacking, no begging, no beating around the bush. This formula works with the boss, the client, the supplier, and at home. It's the leader's language because it respects both sides of the table.

Imagine it's Friday at 4 PM and your boss asks you to stay late one more day. The passive says "it's fine" and gets home furious. The aggressive says "this always happens to me" and creates a problem. The assertive says: "I understand the work has to go out today (empathetic fact). I need to leave at 6 because I have a family commitment (need). I can stay until 6 and leave everything ready for the morning shift to finish, or I can come in an hour early tomorrow (proposal)." Firm, offers solutions, leaves the decision with the boss. That's how a leader talks.

When the other person isn't assertive

You can be assertive and still run into someone who isn't: an aggressive boss who shouts, a passive client who never says what they want and then complains, a coworker offended by everything. Assertiveness is also knowing how to handle other people's lack of it.

With the aggressive: don't raise the volume. Stay calm, slow your voice down, and repeat your point without hooking into their emotion: "I understand you're upset. What I need is to resolve X. Can we talk about the solution?" You disarm aggression with firm calm, not more aggression. If they shout and you shout, you already lost; if they shout and you stay in control, you lead the conversation.

With the passive: draw them out with questions. The passive person won't tell you the problem; you have to ask: "Is there anything about this plan that doesn't work for you?" "What would you need to feel good about this?" And create a safe space: if every time they speak you attack, they'll stay silent. Passive people talk when it feels safe to talk.

With the easily offended: be clear but kind, and don't take responsibility for their emotions. "I'm telling you this with respect because I care about the result" — and move on. You can't control how each person receives your words; you can control that they're clear, honest, and respectful.

Remember: your assertiveness doesn't depend on the other's response. You do your part — clear, firm, respectful — and the outcome is information, not a verdict on your worth.

Assertiveness is trained

Nobody is born assertive; it's trained like a muscle. Start with low-risk conversations: send back the food that arrived wrong, ask for the information you need without apologizing three times, give your opinion in a small meeting. Each repetition makes you stronger for the big conversations.

And remember: being assertive doesn't guarantee you'll always get what you ask for. It guarantees something better: that you'll never again betray yourself by not trying. The leader can live with a no; they can't live with silence.

Apply This Week

1. **Have the pending conversation.** Pick one difficult conversation you've been postponing. Write it with the fact + need + proposal formula before having it. Have it this week.
2. **Say one no without over-explaining.** This week, when something doesn't work for you, say "no" in one short, kind sentence. No novel, no guilt.
3. **Ask for something you deserve.** An adjustment, information, an opportunity. Ask with facts, without begging and without apologizing for asking.

4. **Detect your style.** For three days, at day's end ask yourself: was I passive, aggressive, or assertive in my most important conversation? Write it down.

Exercise: Rewrite Your Week

A recent passive moment: describe a situation where you stayed silent and swallowed something you shouldn't have.

_____
_____

Now write it in the assertive version (fact + need + proposal):

_____
_____

_____
_____

A recent aggressive moment: describe a situation where you imposed, shouted, or ran over someone.

_____
_____

Now write it in the assertive version:

_____
_____

_____
_____

The pending conversation: what difficult conversation have you been postponing? With whom?

_____
_____

Write it here with the formula before having it:

Fact: _____
_____

Need: _____
_____

Proposal: _____
_____

My assertive commitment for this week: _____

To reflect on

- Are you more passive or more aggressive when pressure rises? What did your family teach you about saying what you think?
- What pending conversation is stealing your peace? What's the worst that can happen if you have it?
- Who do you admire for how they say difficult things? What do they do differently?

Chapter 3 — Active Listening: Whoever Listens, Wins



Hearing is automatic; listening is a decision. Your ears catch sounds without asking permission, but listening — truly listening — requires you to put your attention, your body, and your mind at the other person's service.

And here's the secret that separates leaders from bosses: most people don't listen; they just wait their turn to talk. While the other person speaks, they're already building their reply, their defense, or their counterattack. The leader does the opposite: listens first, speaks second. Because you can't influence someone you don't understand, and you can't understand someone you don't listen to.



The body speaks before the mouth

Before you say a word, your body already told the other person whether they matter to you or not. The phone in your hand says "there's something more interesting than you." The wandering gaze says "I'm here out of obligation." Crossed arms and a restless foot say "hurry up and finish."

The leader who wants to influence masters their body first:

Phone down, eyes up. When someone talks to you about something important, the phone disappears — not silenced on the table, disappears. That gesture alone is worth a thousand words: it tells the person "right now, you are the most important thing."

Don't interrupt. Interrupting says "what I think is more important than what you're saying." Let them finish. If you're afraid of forgetting your idea, write it down. The person who feels heard to the end lowers their guard; the one who's interrupted raises it.

Paraphrase. After listening, play back what you understood in your own words: "Let me make sure I understood: what worries you is that the job won't be ready on time, correct?" Paraphrasing works two miracles: it confirms you understood (and corrects you if you didn't), and it shows the

person you truly listened.

Ask open questions, respect silence. Closed questions ("is everything okay?") invite an automatic "yes." Open ones ("what worries you most about this project?") invite the truth. And when you ask, hold the silence: the best information comes after the uncomfortable pause, not before it.

Watch your face. You can say "I'm listening" with your mouth while your face says "how boring." The leader's face shows genuine interest: nodding, eye contact, reacting. People believe your face more than your words.

Listening is a business skill

The client who feels understood buys. Period. They don't buy the best price or the best product: they buy from whoever understood their problem. The worker who feels heard stays. They don't stay for the best salary: they stay where they're treated like a person.

Think about how many clients you've lost not because of your work, but because you didn't listen to what they really wanted. The client said "I want something nice and cheap" and you heard "cheap"; what they really meant was "I want something that looks good and doesn't leave me broke." If you'd asked and listened, you'd have sold the right job at the right price.

Listening also saves you money: most expensive mistakes on a job are born from poorly heard instructions. Five minutes of careful listening is worth more than five hours of fixing a mistake.

Listening is a leadership skill

You can't influence people you don't understand. The leader who listens gains three things money can't buy:

Trust. People trust whoever listens to them. And trust is the currency of influence: once you've earned someone's trust, your words weigh twice as much.

Information. Whoever listens finds out everything: about problems before they explode, about ideas nobody dares say out loud, about what truly motivates each person. The deaf leader drives blind; the listening leader drives with a map.

Loyalty. Listening is a form of respect, and respect generates loyalty. People don't follow the one who shouts loudest; they follow the one who made them feel important.

The greats I studied — T.D. Jakes, Les Brown — move crowds with their voice, yes. But before speaking to a crowd, they learned to listen to one person. Large-scale influence is born from small-scale listening. That's the sequence: first you listen, then you understand, then you influence.

Listening when there's conflict

Listening is easy when everything's fine. The real test is listening when you're angry, when you're criticized, or when the other person is right and you don't want to admit it.

Hear criticism without defending instantly. When someone tells you something you don't want to hear, your first instinct is to defend yourself. Resist. Ask: "Can you give me an example?" "What would you like me to do differently?" Well-heard criticism is free information; poorly received criticism is a free enemy.

Listen to understand, not to win. In an argument, most people listen hunting for the gap to counterattack. The leader listens hunting for the point where the other person is right — because there's almost always one. When you find that point and acknowledge it ("you're right that I arrived late, that was wrong"), the argument deflates and the solution

begins.

Listen to what's not said. Sometimes the most important thing isn't in the words: it's in the tone, in what they avoid, in the repetition. "I'm fine" said three times with eyes down isn't fine. The leader listens with ears and eyes: notices the energy shift, the discomfort, the topic they dodge. Then asks carefully: "I feel there's something more. Do you want to talk about it?"

Apply This Week

1. **Paraphrase once a day.** In one real conversation each day, play back what you understood: "Let me make sure I understood..." Watch how the person reacts.
2. **Phone away in one important conversation daily.** Pick the day's most important conversation and put the phone completely away. Notice the difference.
3. **Ask one open question a day.** To your partner, your child, a client, a coworker: one question that can't be answered yes or no. And listen to the full answer.
4. **Don't interrupt for 48 hours.** Take the challenge: two days without interrupting anyone. If it's hard, write down what you were going to say instead of blurting it.

Exercise: My Listening Inventory

Who haven't I truly listened to lately? Write three names (partner, child, client, coworker, friend):

1. _____
2. _____
3. _____

What's blocking me from listening? Check all that apply:

- [ ] Phone always in hand
- [ ] Hurry: I'm always running
- [ ] I already think I know what they'll say
- [ ] I'm building my reply while they talk
- [ ] It bores me / doesn't seem important
- [ ] Other: _____

One open question for each person:

For (name): _____ My question: _____

For (name): _____ My question: _____

For (name): _____ My question: _____

My commitment: this week I will truly listen to _____, on _____, no phone, no interrupting.

To reflect on

- When was the last time someone truly listened to you? How did it feel? Who do you owe that same experience to?
- What's hardest for you: not interrupting, putting the phone away, or respecting silence?
- If you listened twice as much and talked half as much this week, what would change at work and at home?

Chapter 4 — At Work and at Home: Communication That Produces



Influence has two arenas: work produces money, home produces peace. And there's a third arena with its own rules: the digital one. The leader communicates to produce results in all three, because it's useless to win the world and lose your home — or to have peace at home while work falls apart.



With the boss: he can't read your mind

Your boss doesn't know what you need if you don't tell him. He doesn't know you're overloaded, that you need a tool, that you deserve an adjustment, that you have a better idea for doing the job. Waiting for him to "notice" is a loser's strategy.

Talk to your boss using Chapter 2's formula: fact + need + proposal. "Boss, this week I covered two areas (fact). I need us to review the workload because quality is dropping (need). I propose you assign me a helper on Thursdays and Fridays, or we move the report deadline (proposal)." That's not complaining: that's leading upward.

And when you mess up with the boss — because you will — own it fast and bring a solution: "I got this wrong, I already fixed it this way, and to keep it from repeating I'll do this." A mistake owned with a solution builds more trust than a year without mistakes.

With the client: sell trust, not jargon

The client doesn't hire you for what you know; they hire you for how you make them feel: trust. And trust is built by explaining simply.

Explain without jargon. The client doesn't know what a breaker, a GFCI, or a subpanel is; they know they want their house to work and not burn down. Explain the problem in everyday words, explain your solution the same way, and explain the price calmly. Whoever explains simply sells; whoever speaks in code confuses and loses.

Defend your price without fighting. When the client says "that's expensive," don't get defensive or panic-discount. Explain the value: what's included, what it guarantees, what it prevents, how many years of experience back that number. "I understand it's an investment. This includes X, Y, and Z, and I guarantee this. Cheap gets expensive when you have to do it twice." Firm, calm, no apologies.

Deliver what you promise and communicate what you can't. If you'll be late, warn ahead. If the job will take longer, say it yourself first. The client forgives the warned delay; they don't forgive the surprise. Proactive communication is the difference between an annoyed client and a client who recommends you.

With your team: clear orders, correction in private

If you lead people — a helper, a crew, a partner — your communication with them decides your reputation as a leader:

Clear orders. "Do that" isn't a clear order. What, how, by when, and how you'll know it came out right: those four answers prevent 90% of misunderstandings with a team.

Correct in private, praise in public. Never humiliate someone in front of others; public humiliation doesn't correct, it only breeds resentment. Pull the person aside, correct the work (not the person): "This came out wrong because of X; this is how it's done; next time do it this way and let me know if you have questions." And when someone does something well, say it in front of everyone: public recognition multiplies good behavior.

Don't badmouth your people. The moment you speak badly about someone on your team to another person, you lost the moral authority to lead them. If you have a problem with someone, talk about it with that person, not about that person.

At home: talk about the problem, not the person

At work you lead with your head; at home you lead with your heart. The rules shift a little:

Talk about the problem, not the person. "You never help me" attacks the person and triggers defense. "I need help with this this week" talks about the problem and invites a solution. Same complaint, opposite results.

Don't accumulate. The leader at home speaks when the problem is small. Saying "this bothered me" today avoids shouting "it's always the same thing!" three months from now. Small conversations prevent big explosions.

Apologize when you're wrong. Nothing disarms like "I was wrong, forgive me." Apologizing doesn't take away your authority at home: it gives it to you. You teach your kids that leaders make mistakes too — and own them too. Humility is leadership in slippers.

Listen before solving. At home, many times your family doesn't want you to solve the problem: they want you to listen. Ask: "Do you want me to help solve it, or do you just want me to listen?" That question alone has saved more marriages than a thousand advice columns.

In digital: rules of a minefield

Texts, WhatsApp, and email have their own laws. The digital leader respects them:

1. **Never negotiate or fight by text.** Delicate topics — prices, complaints, conflicts — happen in person or by call. Text carries no tone, and without tone everything sounds worse.
2. **Re-read before sending.** Especially if you're upset. Read your message and ask: "How would this sound if someone said it to me?" If it stings, rewrite it or wait.
3. **Never write angry.** Write the message if you need to vent, but don't send it. Save it, sleep, decide tomorrow. No message sent in anger ever improved a relationship.
4. **Be specific in writing.** "See you later" breeds confusion; "see you tomorrow at 8 at the job site" breeds results. What's written should be clearer than what's spoken, not less.
5. **Don't vent in work groups.** The work WhatsApp group isn't your therapist. Complaints, gossip, and mockery in the group silently

destroy your leadership. If you have something to say, say it to the person, in private.

[PHOTO: demolition-cleanout-2026-09-23/25-screened-porch-after.jpg — the result speaks: a finished, well-communicated job sells itself]

Communication that sells without selling

There's a form of communication the leader masters and the average worker ignores: **educating.** When you educate your client — explain why something is done this way, what happens if it isn't, how to care for what you installed — three things happen: they trust you more, they dispute your price less, and they recommend you with a story to tell.

The educated client isn't a client who haggles: they're a client who understands value. Spend five minutes at the end of every job teaching: "Look, I left it like this for this reason; if you see this, call me; this is maintained this way." Those five minutes are worth more than any business card.

And educate your team too: the helper you explain the why behind each step to becomes someone who thinks, not just hands that obey. Whoever understands the why makes fewer mistakes and can one day lead others. That's how leaders are built: by explaining, not just ordering.

The best sale doesn't feel like a sale: it feels like help. The leader who communicates to educate never has to "sell": their reputation sells for them.

Apply This Week

1. **One work conversation with the formula.** Talk to your boss or a client using fact + need + proposal. Write it out first.
2. **One at-home conversation on time.** Talk about a small problem before it grows. Talk about the problem, not the person.

3. **Clean up one digital habit.** Pick one: re-read before sending, don't write angry, or no fighting by text. Apply it all week.
4. **Recognize in public once.** Praise someone on your team or in your family in front of others, with specific detail.

Exercise: My Communication Map

AT WORK: who do I need to talk to this week? Complete:

With whom? _____

What will I say? (fact + need + proposal)

_____
_____

_____
_____

When? _____

AT HOME: who do I need to talk to this week? Complete:

With whom? _____

What will I say? (about the problem, not the person)

_____
_____

_____
_____

When? _____

MY DIGITAL HYGIENE: check your commitment for the week:

- [ ] I re-read every important message before sending it
- [ ] I don't write or reply angry (I wait at least an hour)
- [ ] No negotiating or fighting by text this week
- [ ] My written messages will carry time, place, and specific detail

What I learned this chapter:

To reflect on

- In which of the three arenas (work, home, digital) are you weakest at communicating? What's hard for you there?
- Which current conflict of yours is actually a communication problem in disguise?
- What would your family say about your communication at home? Would you dare to ask them?

Chapter 5 — The Leader's Communication: Influence Without Imposing



This is the heart of the book. Everything before — your mouth as a tool, assertiveness, listening, communication at work and at home — converges here, in the central thesis of Ferguz leadership: **the leader's power isn't in the loudest voice, but in the clearest vision.** Influencing isn't forcing people to follow you; it's getting them to *want* to follow you.

The leader isn't the one who shouts most. They're the one who best communicates three things, over and over: the **why**, **what's next**, and **recognition**. Master those three communications and you'll never need to impose anything.



The Mechanics of Influence (from the original workbook)

The following is the original chapter from The Leader workbook, preserved intact:

True leadership is never about the title you hold; it is about the authority you command through action. Influence is built in the trenches. When you set the standard and follow through on your commitments, you build sustainable authority. This requires a mastery of emotional intelligence and empathetic communication — understanding the drivers of your team, your family, and your partners, and aligning them with your broader vision.

End of the original text. What follows develops it for your daily life:

Notice the sequence: action first, title second. Most people wait for the promotion, the appointment, the permission to lead. The leader understands that influence isn't granted: it's earned in the trenches, one kept commitment at a time. Nobody is going to crown you a leader; you'll earn the following with what you do when nobody's watching.

And the second key: emotional intelligence isn't about being "nice." It's understanding what moves each person — what they care about, what

they fear, what they dream — and connecting your vision to that. You don't manipulate; you align. People don't follow other people's visions; they follow their own, reflected in yours.

The leader's three communications

Every leader, at any level, communicates three things in permanent repetition:

1. The why: reasons, not orders. "Do this because I say so" works once. "We do this because that's how the client recommends us and next month we have more work for everyone" works always. The why turns an order into a cause. People don't commit to tasks; they commit to reasons.

For those who work with their hands, this translates like this: connect today's task to tomorrow's opportunity. "Today we're clearing this lot; if we leave it spotless, this client gives us his other three on the block." Suddenly they're not hauling debris: they're building the team's future.

2. What's next: constant clarity on the goal. Confusion kills motivation faster than exhaustion. The leader repeats the goal until it sounds obvious: what we're doing, by when, how we'll know it came out right. And repeats it every week, because people forget, get distracted, and get lost in the urgent. Repeated clarity isn't redundancy: it's leadership.

3. Recognition: thank-yous that cost nothing and are worth everything. Specific recognition is the cheapest influence tool in existence. Not "good job," but "thanks for staying an extra hour yesterday to finish the bathroom; the client called to tell me it came out perfect." Specific, timely, sincere. People who feel seen give more; invisible people just meet the minimum.

Feedback that builds

Correcting is inevitable; destroying isn't. The leader's rule: **correct the work, respect the person.**

Wrong: "You're a disaster, look what you did." (Attacks the person; the person defends and doesn't learn.) Right: "This joint came out wrong because of X. It's done this way. Next time do it like this and let me know if you have questions." (Corrects the work; the person learns and stays motivated.)

And correction always in private. Praising in public multiplies; correcting in public humiliates. This rule alone will separate you from 90% of the bosses people hate.

Leading up: influence in every direction

Influence doesn't flow only downward. The leader also influences upward — the boss, the client, the supplier — and sideways — partners, colleagues.

Influencing your boss means selling ideas in their language: not "I want," but "this saves us / earns us / avoids us." Influencing a supplier means building the relationship before you need the favor: pay on time, treat them well, and when you need material urgently on a Sunday, you'll have someone to call. Influencing a difficult client means first hearing their fear and answering that fear, not their words.

The leader understands that everyone — above, below, and beside — is a person with their own whys. Find each person's why and you'll have influence in every direction.

The standard is communicated every day

Influence isn't an annual speech: it's a daily conversation. The leader's standard — what they expect, what they don't accept, where they're headed — is communicated in small doses, every day, until the team breathes it without being told.

It happens in three moments:

At the start: five minutes to align the day. What we're doing, what's most important, what special care today needs. Five minutes of clarity saves hours of confusion.

In the middle: early correction and timely recognition. You see something wrong: you correct it in the moment, in private, with respect. You see something right: you recognize it in the moment, in public, with detail. Immediate feedback teaches; late feedback only punishes.

At the close: two minutes of closing. What we achieved today, what's left for tomorrow, thanks for the effort. People who end the day knowing they advanced sleep better and show up better tomorrow.

The leader who communicates the standard daily doesn't need motivational speeches: their team already knows what game they're playing, why they play it, and that their effort is noticed. That's sustained influence, not one-day inspiration.

> *I was born in El Salvador in 1992. In 2009 I completed 96 hours of INSAFORP-backed electrician training and emigrated to the United States around that time. I served as Parts Manager at AutoZone from 2018 to 2024 and as Property Maintenance Specialist at Eagle Rock from 2024 to April 2026. Today I am the founder of four service businesses in Northern Virginia. At every step of that road, what opened doors was communicating clearly what I knew how to do: trust can't be bought, it's communicated. And something almost nobody knows: people see the business up there — GMPS Construction — and they see different logos on different companies.*

But the real mark is just a white flash with the letters GMPS. Because GMPS isn't just construction: it's "God is the maximum power supply. Dios es el máximo suplemento de poder."

(Story based on verified facts.)

[PHOTO: demolition-cleanout-2026-09-23/32-f550-at-blue-shutters-house.jpg — the company truck on a job: influence is also seen]

Apply This Week

1. **Communicate one why.** This week, to someone you lead or influence (helper, family, client), explain the why behind a task — not just the task.
2. **Recognize specifically.** Thank one person specifically and out loud: what they did, when, and what effect it had.
3. **Correct well once.** When you have to correct someone, do it in private, correcting the work and respecting the person.
4. **Influence upward.** Bring your boss, client, or supplier an idea presented in their language: what they gain, not what you want.

Exercises from the Original Workbook

The following three exercises belong to the original Leader workbook and are preserved intact:

Exercise 1: The Leadership Audit List three recent situations where you relied on your title or authority rather than your influence to get something done. Next to each, write how the outcome would have changed if you had led by example or used empathetic communication instead.

Situation 1: _____ How would it have changed?

_____

Situation 2: _____ How would it have changed?

_____

Situation 3: _____ How would it have changed?

_____

Exercise 2: The Communication Pivot Identify a current point of friction with a team member or partner. Draft a script for your next conversation that removes all blame. Focus entirely on active listening, acknowledging their perspective, and stating your shared objective clearly.

The friction: _____ My script (no blame, listening, shared objective):

_____

_____

_____

_____

_____

_____

Exercise 3: Setting the Pace Choose one grueling or tedious task your team or family is dreading this week. Commit to stepping into the trenches and completing that specific task alongside them to physically demonstrate the standard of work you expect.

The task: _____
My commitment (when and how I'll do it with them): _____

Exercise: The Leader's Weekly Script

Write your leadership script for this week:

My WHY (the reason behind this week's main goal):

_____
_____

WHAT'S NEXT (the goal in one clear sentence):

_____
_____

Three recognitions I'll give this week:

1. To whom? _____ For what, specifically? _____
2. To whom? _____ For what, specifically? _____
3. To whom? _____ For what, specifically? _____

One correction I'll do well (in private, to the work, with respect):

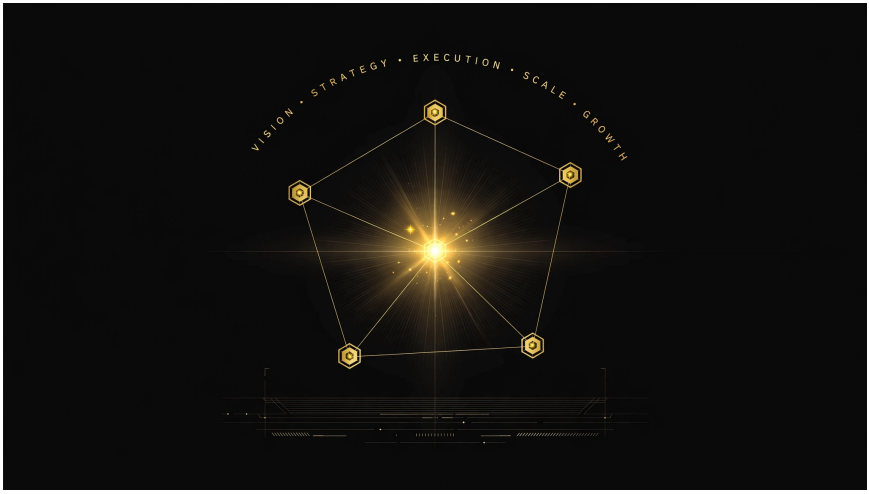
_____
_____

To reflect on

- Do the people around you know your vision, or do they only receive orders? How do you know?
- When was the last time you recognized someone specifically? What happened after?

- Do you influence more downward, upward, or sideways? Which direction needs work?

Chapter 6 — Your Social Capital: The Tool That Doesn't Fit in the Toolbox



There's a tool that multiplies the value of everything you say and doesn't fit in any toolbox: your people. Your relationships. Your network.

Knowledge gets you the job; relationships get you the *better* jobs. Two equally skilled people: one knows the decision-maker, the other doesn't. Guess who gets the opportunity. Connections are capital — social capital — and like all capital, it's built on purpose or lost through neglect.



The five kinds of people you need

Check your network for these five. If you're missing one, you know your mission:

1. **The mentor:** someone 2 or 3 steps ahead on your path. Saves you years of mistakes. (Full Chapter 7 on this.)
2. **The peer:** someone at your level to trade ideas with, vent to, and measure yourself against. Growing alone is slower and lonelier.
3. **The apprentice:** someone coming up behind you, whom you help. Teaching organizes you, sharpens you, and reminds you where you came from.
4. **The connector:** that person who knows everybody. A well-cultivated connector is worth more than a hundred randomly handed-out cards.
5. **Your inner circle:** 2 or 3 people who tell you the truth even when it hurts. Every leader needs someone to say "you're getting this wrong" before it's too late.

Which one are you missing? Most people have peers to spare and zero mentors. The leader builds their network with intention, not by accident.

Give first, receive later

People smell self-interest from miles away. If you only call when you need something, your network dries up. The leader's rule: **give first, without keeping score.**

Give value before asking: advice, a recommendation, a hand on a job, an introduction between two people who can help each other. Value attracts value. Genuine generosity — not the calculated kind — builds the kind of network that shows up when you truly need it.

And it's not about quantity. Ten real relationships beat a hundred shallow contacts. Trust is earned one kept promise at a time: show up when you say, deliver what you promise, return the call. Every kept promise is a deposit; every broken one is a withdrawal with interest.

Leave your bubble

Your next door may be outside your trade. The plumber learns from the electrician; the builder learns from the seller; the cleaner learns from the investor. Talk to people from other worlds: every conversation outside your bubble is an idea your competition doesn't have.

And at the same time, step away — no drama, with boundaries — from those who subtract. There are people who leave you emptier after every conversation: they only complain, only criticize, only remind you why "it can't be done." You don't need to fight them; you need distance. Your network should add to you, not drain you.

Referrals: the silent engine

For those who work for themselves, the network has an engine with a name: referrals. A happy client who recommends you is worth more than any ad, because it comes with borrowed trust.

Asking for referrals isn't begging; it's offering. At the end of a good job: "If you know someone who needs this, pass them my number. I'll

treat them as well as I treated you." Simple, dignified, direct. And keep a simple contact list — name, what they do, when you last talked — because memory fails and opportunities don't wait.

[PHOTO: media-library — selfie wearing the FERGUZ cap (1000070744_439_o2do.jpg): your image communicates too; personal brand is built in every photo]

Your reputation travels before you

There's something the leader understands and the average worker doesn't: **people talk about you when you're not there.** What they say — good or bad — reaches your next client, your next boss, your next opportunity before you do.

Your reputation is built in every interaction: do you arrive on time? Do you deliver what you promise? How do you treat those who can't give you anything? How do you speak about others when they're absent? Every answer is a brick in the reputation traveling ahead of you.

And reputation has a modern multiplier: the digital world. A review, a public recommendation, a photo of your work shared by a happy client: all of that is your reputation working without you. That's why part of Chapter 8 covers your digital ecosystem: your reputation on autopilot.

Guard your name like your most expensive tool, because it is. A good name opens doors money can't open; a bad name closes doors money can't reopen. As the saying goes: your name is your brand. And your brand is built one kept promise at a time.

Apply This Week

1. **Draw your network map.** Write the names you have in each of the five categories. Mark the empty category: that's your mission.
2. **Reconnect with three contacts.** Within 48 hours, write to three people you lost touch with. Asking for nothing: say hi, ask how they

are, offer something.

3. **One conversation outside your bubble.** This week, talk to someone from another trade or another world. Ask how they do what they do.
4. **Ask for one referral.** At the end of your next good job, ask for the recommendation with this chapter's line.

Exercise: My Social Capital Map

Fill in with real names:

My mentor (2–3 steps ahead): _____

My peer (at my level): _____

My apprentice (whom I help): _____

My connector (knows everyone): _____

My inner circle (tells me the truth): _____

My empty box (the category I'm missing): _____

My plan to fill it: _____

Three ways I'll give value this week (asking nothing in return):

1. _____
2. _____
3. _____

One referral I'm going to ask for: from whom, and when?

_____

_____

To reflect on

- If tomorrow you needed a big favor, how many people could you call with confidence? Does that number reassure you or worry you?
- Who haven't you thanked the way they deserve? What are you waiting for?
- Is there someone in your network who subtracts more than they add? What boundary do you need to set?

Chapter 7 — Mentorship: Get One, Be One



Mentorship is influence in both directions: you borrow influence from those ahead and you give influence to those behind. The leader's growth is never solo.



A mentor isn't a celebrity

Forget the idea of the famous, unreachable mentor. A real mentor is someone 2 or 3 steps ahead on *your* specific path: the contractor who's already been where you are, the person who already opened the business you want to open, the one who already made the mistakes you want to avoid.

They don't need to be perfect; they need to be real and willing. A good mentor saves you years: every piece of their advice is a mistake you don't have to pay for.

You don't buy mentors; you earn them

Nobody owes anyone mentorship. You earn it like this:

1. **Identify.** Name 2 or 3 people who are where you want to be. Be specific: what step are they ahead on that you need to learn?
2. **Approach giving, not asking.** The first conversation isn't for asking favors; it's for offering value. Help with something, ask a smart question that shows you did your homework, treat their time like gold.
3. **Apply and report back.** When they give you advice, apply it and come back to tell them what happened. Nothing opens more doors than a student who executes: mentors invest in those who act, not those who only ask.
4. **Stay consistent without being a burden.** Keep in touch with respect: brief messages, genuine gratitude, no emotional dependence. Humility with hunger opens more doors than money.

The helper who arrives early, asks with respect, and applies what they learn ends up with more mentors than the one who shows up with cash but no humility. Attitude is the currency mentors are bought with.

Digital mentorship: start where you are

If you don't yet have access to an in-person mentor, start with digital mentorship: the greats I studied for years — T.D. Jakes, Les Brown — first taught me through their online teachings, their books, their messages. Listening to them and following them gave me direction when I had no one to ask in person.

Think and Grow Rich by Napoleon Hill was a mentor to me in paper form: a book can be your first mentor if you study it and apply it seriously. But be clear: digital mentorship is the beginning, not the destination. Use it to grow until you can sit down with someone real.

Be one: teaching makes you a leader

Here's the other direction, the one most people ignore: **teach what you know.** Teaching organizes your ideas, sharpens you, and reveals gaps in your own knowledge. Teaching is the fastest way to master something.

And it builds your influence: today's apprentice may be tomorrow's partner, star employee, or best referral. Every person you help grow becomes living testimony of your leadership.

Don't wait until you "know it all" to teach. You only need to be one step ahead of whoever you're helping. The one who knows how to swap a breaker teaches the one who doesn't; the one who already opened their business teaches the one dreaming of opening theirs. We all have something to teach.

> *I have invested thousands in my training as an entrepreneur. My first business and personal-development seminar was a Rich Dad seminar in Northern Virginia in 2018. After that came trading seminars, trainings, books, and the teachings of greats like T.D. Jakes and Les Brown, whom I listened to and followed for years. Everything I build today was born from what I learned on that road.*

(Story based on verified facts.)

The mentorship cycle

The leader lives inside a permanent cycle: **get → apply → grow → give.** You receive guidance, apply it, grow with it, then deliver it to those coming behind. That cycle is influence's pipeline: it never runs dry because it's always flowing both ways.

Break the cycle at any point and influence stalls: whoever only receives and never gives becomes dependent; whoever only gives and never receives burns out. The complete leader does both, for life.

What a mentor never tells you (but expects)

If you want a mentor to keep investing time in you, understand what they expect without saying:

That you execute. Nothing kills a mentorship faster than the student who asks, nods, and does nothing. The mentor doesn't need you to be perfect; they need to see movement. Apply one thing and come back with results — good or bad, but real.

That you're brief. The mentor's time is their most expensive asset. Arrive with specific questions, not "can you give me general advice?" "I'm between these two options for these reasons; which do you see as better?" respects their time and shows you thought.

That you honor them publicly and protect them privately. Acknowledge who taught you; never use their name to show off or share their business. Loyalty is the currency mentorship is paid with.

That one day you'll be the mentor. The best payment a mentor receives is watching you teach another what they taught you. That's how the cycle perpetuates: the influence you received becomes the influence you deliver.

Apply This Week

1. **Name your potential mentor.** Write 2 or 3 names of people 2–3 steps ahead. Pick one and make a respectful first approach this week: asking for nothing yet.
2. **Teach something.** This week, teach one concrete thing to someone coming up behind you. One technique, one piece of advice, one shortcut that would have served you years ago.
3. **Apply pending advice.** If someone gave you good advice and you didn't apply it, apply it this week and report the result back.
4. **Study a digital mentor.** Spend one hour this week seriously studying someone you admire: a book, a teaching, a message. Take notes and apply one idea.

Exercise: My Mentorship Plan

My 2–3 mentor candidates:

1. Name: _____

What step are they ahead on? _____

1. Name: _____

What step are they ahead on? _____

1. Name: _____

What step are they ahead on? _____

My approach plan (giving first, not asking):

_____

_____

_____
_____

Advice I was given and haven't applied yet:

_____
_____

What I'll teach this week (to whom, and what):

_____
_____

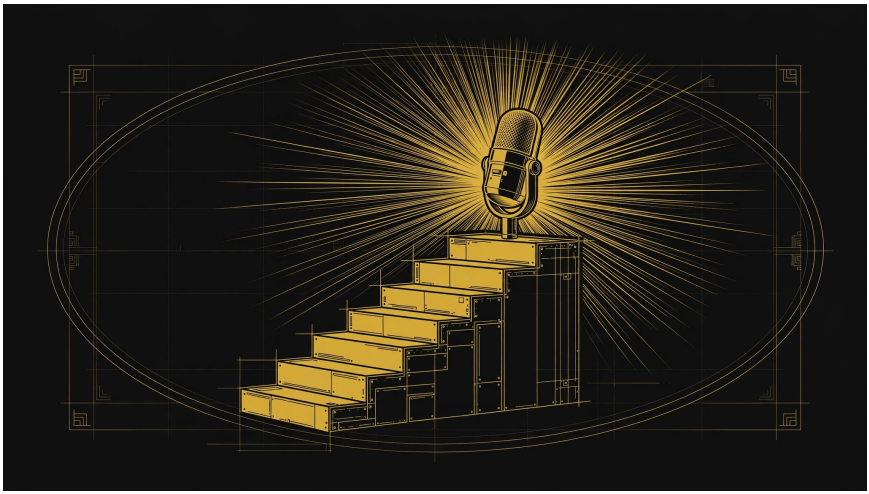
My place in the cycle: am I receiving, applying, growing, or giving? What am I missing?

_____
_____

To reflect on

- Who taught you the most valuable thing you know how to do? Have you thanked them lately?
- What advice received did you never apply? What stopped you?
- Who could you already be mentoring without realizing it? What would you teach them first?

Chapter 8 — Public Speaking: The Fear That Hides Money



We've reached the top. Your mouth, your listening, your network, your mentorship: everything you built in this book converges on a single moment — the moment you stand in front of people and speak. This chapter has two peaks: your voice before crowds and your digital ecosystem, the influence that never sleeps.

And here is the peak of the peak: **public speaking.** It's the most common fear in the world — and the most profitable to defeat.

The one who raises their hand in the meeting is the one the boss remembers. The one who presents their estimate in person, looking people in the eye, wins the contract that the one who sent it by text loses. Speaking in front of people sets you apart: few do it, and those who do are remembered, hired, and followed.

Don't start with an auditorium. Start with the leader's ladder:

1. **One person:** present your work in person instead of by text.

2. **A small group:** raise your hand in a meeting; speak up in a group.
3. **Your team:** explain the week's plan to them looking them in the eyes.
4. **Your clients:** record a short video explaining what you do and publish it.
5. **A room:** when you get here, it won't be your first time speaking: it'll be your first time with a bigger audience.

Speak with fear until fear gets tired of you. Every time you speak despite the fear, the fear gets smaller and you get bigger. The greats I studied speak before thousands today; they all started trembling before a few.

And the second peak: your influence doesn't have to sleep when you sleep. The digital ecosystem the original workbook taught you to build keeps speaking for you 24/7.



Building the Digital Ecosystem (from the original workbook)

The following is the original chapter from The Leader workbook, preserved intact:

Your physical presence has a limit; your digital presence does not. A true leader scales their influence by building an interconnected digital ecosystem. This is about moving past localized impact and leveraging cross-platform distribution — from specialized Facebook pages to TikTok to centralized Linktree hubs — to establish a global footprint.

By treating Generative AI not just as a tool, but as a virtual crew, you can multiply your output. Your digital footprint must be intentional, serving as a strategic legacy that works for you 24/7.

End of the original text. What follows develops it for your daily life:

One piece, many platforms: the multiplier loop

The most common mistake is treating each platform as a separate job. The leader thinks in systems: **one core piece of content, multiplied.**

It works like this: you record a short video on the job — a tip, a before-and-after, a simple explanation of what you do. That's your core. Then you multiply it: the video goes to your short-form video pages and profiles; a photo of the result goes to your business pages with text explaining the value; the link to everything lives in your link hub, where people find your services, your pages, and your contact in one place.

One hour of work produces a week of presence. That's digital leverage: your influence working while you're on the job site, with your family, or asleep.

AI as your virtual crew

Artificial intelligence isn't the future: it's your helper today. Treat it like a virtual crew working for you:

- **Scripts:** ask it for drafts of what you'll say in a video or post, and adapt them to your voice.
- **Ideas:** ask it for 20 content ideas about your trade and pick the 5 best.
- **Copy:** have it help you write clear service descriptions, client replies, and posts.
- **Organization:** have it help you plan your content week in minutes.

The golden rule: AI proposes, you decide. Never publish anything you haven't reviewed and made yours. Your voice is your brand; AI is your assistant, not your replacement.

Your digital footprint is your reputation

Everything you publish speaks about you when you're not there. Before posting, the leader asks: does this build or destroy my reputation? Would a client who sees this trust me more or less? Does this represent the leader I want to be?

Publish your work with pride: before-and-afters, processes, useful tips. Publish your values: family, effort, honesty. Avoid what subtracts: public complaints, fights, mockery, content you wouldn't want your best client to see. Your digital ecosystem is your permanent résumé.

Digital consistency: the algorithm rewards whoever doesn't quit

The secret of the digital ecosystem isn't perfection: it's consistency. Most people post three times, see no results, and quit. The leader posts fifty times, learns what works, and keeps going.

You don't need expensive equipment or perfect editing. You need three things: **consistency** (post every week, no excuses), **authenticity** (be you: people connect with real people, not commercials), and **value** (every post should teach, inspire, or show something useful).

Measure the basics: which posts generate messages, calls, or comments? Do more of that. Which generate nothing? Learn and adjust. Your ecosystem is a permanent experiment, and every week teaches you something if you pay attention.

And remember the digital golden rule: never argue, never complain about clients, never post heated. Everything you upload stays. The digital leader thinks before posting, just like they think before speaking.

The full stack: the leader who communicates

Look at what you built in this book, bottom to top:

Mouth (Ch. 1): your most expensive tool, maintained.

Assertiveness (Ch. 2): you say what you think without fighting.

Listening (Ch. 3): you listen first, influence second.

Arenas (Ch. 4): you produce results at work, at home, and digitally.

Vision (Ch. 5): you communicate the why, what's next, and recognition.

Network (Ch. 6): your social capital multiplies your voice.

Mentorship (Ch. 7): you receive and deliver influence.

Voice and ecosystem (Ch. 8): you speak before crowds and your influence works 24/7.

You're no longer just the one who executes. You're the one who influences. You're a leader who communicates.

Read that stack again and notice something: every level serves the people around you. The mouth serves the client. Listening serves the team. Recognition serves the family. The ecosystem serves strangers you'll never meet. That's the final secret of influence: it grows in direct proportion to how much you serve. The leader who serves the most influences the most.

But influencing doesn't protect you from everything. Markets change, crises come, plans fall apart. In the next book you'll learn what the leader needs when the storm knocks: the navigator's resilience.

Apply This Week

1. **Record your first video.** One short video (under a minute): a trade tip, a before-and-after, or a simple explanation of your work. Publish it where your clients are.
2. **Multiply it.** Take that piece to two more places: another platform and your link hub or business page.
3. **Use AI once.** Ask an AI tool for 10 content ideas about your work or a script draft. Adapt it to your voice.
4. **Climb one rung.** Speak where you'd normally stay quiet: raise your hand, present in person, speak up in the group.

Exercises from the Original Workbook

The following two exercises belong to the original Leader workbook and are preserved intact:

Exercise 4: The AI Leverage Plan Audit your weekly marketing and administrative tasks. Identify three specific bottlenecks (e.g., writing video scripts, generating graphics, drafting emails) that you will immediately hand off to AI platforms like Gemini, Midjourney, or ChatGPT.

Bottleneck 1: _____ How I'll hand it to AI: _____

Bottleneck 2: _____ How I'll hand it to AI: _____

Bottleneck 3: _____ How I'll hand it to AI: _____

Exercise 5: The Omnipresence Strategy Map out your Content Multiplier Loop for the next 7 days. Take one core piece of content (e.g., a point-of-view video from a job site) and write out exactly how it will be repurposed across three different platforms to drive traffic to your central business hubs.

My core piece: _____

Platform 1: _____ How do I adapt it? _____

Platform 2: _____ How do I adapt it? _____

Platform 3: _____ How do I adapt it? _____

Where does the traffic lead? _____

Exercise: My Speaker's Ladder

Mark where you are today on the leader's ladder and commit to climbing one rung this month:

- [ ] Rung 1: presenting my work in person (not by text)
- [ ] Rung 2: raising my hand / speaking up in a meeting or group
- [ ] Rung 3: explaining the weekly plan to my team looking them in the eyes
- [ ] Rung 4: recording and publishing a short video of my work
- [ ] Rung 5: speaking in front of a room or large group

I'm on rung: _____ This month I climb to rung: _____

My 2-minute script (who I am, what I do, why I'm good at it):

Hi, my name is _____,

I work in _____,

and what sets me apart is _____

because _____ _____.

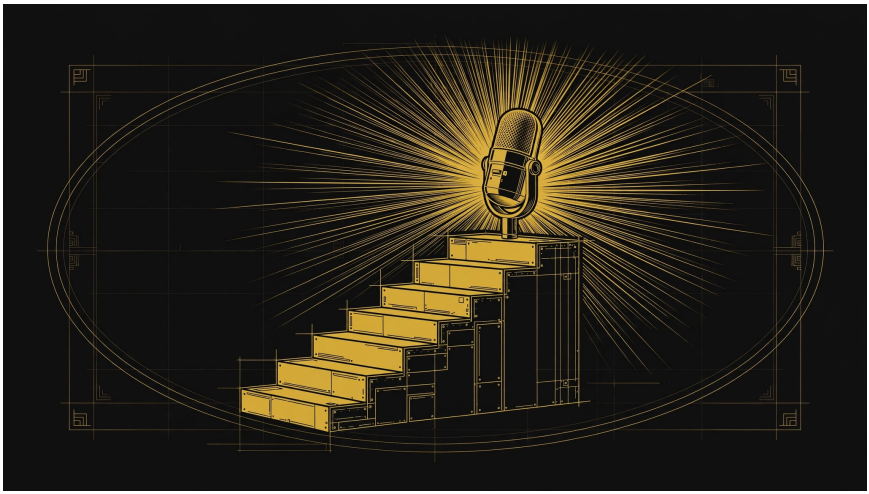
If you need _____, I can help.

My first video this week will be about: _____

To reflect on

- What scares you more: speaking in front of people or publishing a video? Where does that fear come from?
- How many opportunities do you think you've lost by not raising your hand or not speaking?
- If you had to teach someone your trade in two minutes, where would you start?

Workbook Appendix — The Leader's Practice Pack



Use these pages with a pencil in hand. The book's introduction asks you to read it with a pencil — these are the pages that pencil fills. Work one chapter's sheets after you finish that chapter; the tracker in §C-3 runs across all 30 days.

How this appendix is numbered: SA = self-assessment · W = worksheet · T = tracker · R = weekly review · F = final check.

C-1. SELF-ASSESSMENT — The Leader's Starting Score

Rate yourself honestly, 1 (never true) to 5 (always true). Answer from your life as it is today, not as you wish it were. Total your score at the end. Retake after the 30 days.

#	Statement	Score 1–5
1	Before an important conversation, I think about what I want to achieve and how to say it. (Ch. 1)	
2	I regularly feed my mind with learning instead of

complaints and gossip. (Ch. 1) | | | 3 | I say "no" calmly and kindly without long excuses. (Ch. 2) | | | 4 | I can ask for what I deserve without begging and without apologizing for asking. (Ch. 2) | | | 5 | I can receive a "no" and ask what it would take to make it a "yes." (Ch. 2) | | | 6 | I put my phone away and keep eye contact when someone tells me something important. (Ch. 3) | | | 7 | I can repeat back what someone said in my own words. (Ch. 3) | | | 8 | I don't interrupt; I let people finish. (Ch. 3) | | | 9 | I talk to my boss or client using fact + need + proposal, not complaints. (Ch. 4) | | | 10 | I explain my work simply, without jargon, and defend my price calmly. (Ch. 4) | | | 11 | I correct in private and praise in public. (Ch. 4 / Ch. 5) | | | 12 | At home I talk about the problem, not the person — and I speak before small problems grow. (Ch. 4) | | | 13 | I re-read important messages before sending and never negotiate or fight by text. (Ch. 4) | | | 14 | I communicate the why behind tasks, not just the tasks. (Ch. 5) | | | 15 | I give specific recognition: who did what, when, and what effect it had. (Ch. 5) | | | 16 | I keep promises — on time, as promised — and guard my name. (Ch. 6) | | | 17 | I give value to my network before asking for anything. (Ch. 6) | | | 18 | I am actively learning from someone ahead of me and teaching someone behind me. (Ch. 7) | | | 19 | I can speak in front of a group without disappearing into silence. (Ch. 8) | | | 20 | I publish my work regularly and consistently online. (Ch. 8) | |

Your starting score: ____ / 100

Score bands (from the book's logic):

- 20–40 — *Operator mode.* Your hands work; your influence doesn't yet. Start with Chapters 1–3 and the 30-day tracker.
- 41–65 — *Shifting.* Some influence, but inconsistent. Work the chapters where you scored 1 or 2 first.
- 66–85 — *Leader rising.* Your system is forming. The weekly script (W-11) and the tracker will make it permanent.
- 86–100 — *Commanding.* Teach this book to someone. (Ch. 7: that's the give side of the cycle.)

The three statements where I scored lowest:

1. #___ — _____
2. #___ — _____
3. #___ — _____

My 30-day promise: I will retake this assessment on _____ (date) and my three target statements will be at 4 or above.

_____
_____

C-2. WORKSHEETS BY CHAPTER

Chapter 1 — worksheets

W-1. The Tool Maintenance Card (maintenance · aim · purpose — the chapter's three)

Maintenance — what goes in comes out. This week I consumed: _____ One hour of negative content I will replace with learning: _____ What I will learn from instead: _____ _____

Aim — 30 seconds before the next important conversation. The conversation: _____

1. What do I want to achieve? _____ _____
2. What does the other person need to hear? _____
3. What's the best way to say it so they receive it? _____

Purpose — build, don't destroy. One person I will build with words this week: _____ What exactly I will say: _____ _____

W-2. The Price of the Unmaintained Mouth (the chapter's three costs)

In money: one poorly explained price I remember: _____ What it probably cost me: _____ _____ A raise or better price I never asked for: _____ What I will ask for this week (and to whom): _____

In opportunities: one door that stayed closed because I didn't know how to say it: _____ _____ _____

In peace: one relationship hurt by words without aim: _____ What I can still repair: __ _____ _____

Chapter 2 — worksheets

W-3. Name That Style (from the chapter's three styles — classify, then fix)

For each situation, mark P (passive), G (aggressive) or A (assertive). Then write the assertive version.

| # | Situation | Style | |---|-----------|-------| | 1 | You accept the impossible Saturday shift, say "it's fine," and fume all weekend. | | | 2 | You shout at the helper in front of the client for a crooked cut. | | | 3 | "I understand the rush, and I need us to agree on the scope before I price it." | | | 4 | You say "no problem" to the discount the client demands, then resent them for a month. | | | 5 | "I've been doing this two years with these results; I need us to review my compensation." | |

1 → assertive version: _____
_____ 2 → assertive version: _____
_____ 4 → assertive version: _____
_____

W-4. Request Script Bank (fact + need + proposal — write three this week)

Request 1: to whom? _____ About what? _____
Fact: _____
Need: _____
Proposal: _____

Request 2: to whom? _____ About what? _____
Fact: _____
Need: _____
Proposal: _____

Request 3: to whom? _____ About what? _____ Fact: _____ Need: _____ Proposal: _____

W-5. The Clean "No" Log (saying no without guilt — and receiving one without collapsing)

One no I gave this week: _____ _____ How I said it (one short, kind sentence): _____ How it felt: __ _____ _____

One no I received this week: _____

Instead of collapsing I asked: "What would it take to make it a yes?" / "When can we revisit this?" Their answer: _____ _____

Chapter 3 — worksheets

W-6. The 7-Day Listening Scorecard (mark each night: Y = yes, N = no)

| Day | Paraphrased once ("Let me make sure I understood…") | Phone fully away in the key conversation | Asked one open question | Zero interruptions | |-----|----------|----------|----------|----------| | Mon | | | | | | Tue | | | | | | Wed | | | | | | Thu | | | | | | Fri | | | | | | Sat | | | | | | Sun | | | | |

Best day: _____ *Why?* _____ _____

Worst day: _____ *What blocked me?* _____

What changes next week: _____ _____

W-7. Open Questions That Open Doors (closed questions invite an automatic "yes")

The person: _____ My open question: _____ What I learned by listening to the full answer: _____

The person: _____ My open question: _____ What I learned by listening to the full answer: _____

The person: _____ My open question: _____ What I learned by listening to the full answer: _____

Chapter 4 — worksheets

W-8. Work Conversation Planner (upward / client / team — pick your lane)

Lane: [ ] boss · [ ] client · [ ] team member

Fact (objective, no emotions): _____

Need (first person): _____

_____ Proposal (makes their "yes" easy): _____

Date/time I'll have it: _____

If it's a correction: in private? [ ] yes — I correct the WORK, not the person: _____

If it's praise: in public, specific: _____

W-9. The Home Repair Script (problem, not person — small, on time)

The small problem (before it grows): _____ The person version (what I must NOT say — e.g. "you never…"): _____ The problem version (what I WILL say): _____ Do they want me to solve it, or just listen? I will ask first: _____ One apology I owe at home this week: _____

W-10. Digital Hygiene Pledge (the chapter's five digital rules)

I pledge, for this week, to keep these rules. Mark each night.

- Rule 1: no negotiating or fighting by text — hard topics go to call or in person.

- Rule 2: re-read every important message before sending.
- Rule 3: never write angry — write if I must, send tomorrow.
- Rule 4: written messages carry time, place, and specific detail.
- Rule 5: no venting in work groups — to the person, in private.

| Day | R1 | R2 | R3 | R4 | R5 | |-----|----|----|----|----|----| | Mon | | | | | | | Tue | | | | | | | Wed | | | | | | | Thu | | | | | | | Fri | | | | | | | Sat | | | | | | | Sun | | | | | | |

One specific message I will make crystal-clear this week: _____

Chapter 5 — worksheets

W-11. The Weekly Leadership Script (repeatable) — *photocopy or rewrite this page every Monday.*

Week of: _____

My WHY (the reason behind this week's main goal): _____
_____
_____

WHAT'S NEXT (the goal, one clear sentence): _____
_____
_____

Recognitions I will give this week (specific, timely, sincere):

1. To: _____ For what, specifically: _____
2. To: _____ For what, specifically: _____
3. To: _____ For what, specifically: _____

One correction I will do well (in private, to the work, with respect): Who: _____ The work issue: _____ When/where (private): _____

Daily standard check — start (5-min alignment done?) / middle (correction + recognition done?) / close (2-min closing done?)

| Day | Start | Middle | Close | |-----|-------|--------|-------| | Mon | | | | Tue | | | | Wed | | | | Thu | | | | Fri | | | | Sat | | | | Sun | | | |

W-12. Influence in Every Direction (the chapter: everyone has their own why)

Upward (boss, client, supplier): name _____ Their "why" (what moves them): _____ My idea in THEIR language (what they gain): _____

Sideways (partner, colleague): name _____ Their "why": _____ My idea in their language: _____

Downward (helper, team, family): name _____ Their "why": _____ The why I will connect to today's task: _____

W-13. Recognition Log (thank-yous that cost nothing and are worth everything)

Date	Who	What they did (specific)	When	Effect it had

How people reacted when I recognized them specifically: _____

Chapter 6 — worksheets

W-14. The Network Map — expanded (the five kinds of people)

| Category | Name(s) | Last real contact (date) | Next step | |---|---|---|---| | Mentor (2–3 steps ahead) | | | | | Peer (my level) | | | | | Apprentice (whom I help) | | | | | Connector (knows everyone) | | | | | Inner circle (tells me the truth) | | | |

My empty box: _____ My plan to fill it this month: _____

One person who drains me: _____ The boundary I will set (no drama): _____

W-15. Give-First Log (give value before asking — without keeping score)

| Date | Who | What I gave (advice, help, intro, recommendation) | Asked nothing? [Y/N] | |---|---|---|---| | | | | |

What I noticed about my network since I started giving first: _____

W-16. Referral Tracker (the silent engine — ask at the end of a good job)

| Date | Happy client | The line I used ("If you know someone who needs this, pass them my number…") | Referral received? | |---|---|---|---| | | | | |

My simple contact list started (name / what they do / last talk):

1. _____ / _____ / _____

2. _____ / _____ / _____
3. _____ / _____ / _____

Chapter 7 — worksheets

W-17. The Mentor Approach Draft (earn it: identify → give first → apply & report → stay consistent)

Candidate: _____ Step they're ahead on that I need: _____ What value I will OFFER in the first conversation (not ask): _____ One smart question that shows I did my homework: _____ Date of the approach: _____

What I expect without them saying it (the chapter's four): execute · be brief · honor publicly / protect privately · one day become the mentor myself. My notes on how I met each: _____

W-18. Apply-and-Report Log (nothing opens more doors than a student who executes)

| Advice received (whose?) | Applied on (date) | What happened (real results) | Reported back on (date) | |---|---|---|---| | | | | |

W-19. Teach One + Cycle Check (get → apply → grow → give)

What I will teach this week (one step ahead is enough): _____

To whom: _____ *When:* _____

Teaching taught me about my own gaps: _____

My place in the cycle today: [ ] getting · [ ] applying · [ ] growing · [ ] giving

The direction I'm neglecting: _____ *This week's fix:* _____

Chapter 8 — worksheets

W-20. The Speaker's Ladder — progress log (climb one rung per month)

My current rung: ____ My target rung this month: ____

| Date | Where I spoke up / presented / recorded | Rung practiced | Fear level (1–10) before → after | |------|---|----------------|----------------------------------|||||||||||||||||||

My 2-minute introduction script (refine it each month):

"Hi, my name is _____, I work in _____, and what sets me apart is _____ because _____. If you need _____, I can help."

W-21. The 7-Day Content Calendar (one core piece, multiplied — the multiplier loop)

Core piece this week: _____ (tip / before-and-after / explanation)

| Platform/place | How I adapt it | Posted on (date) | |---------------|----------------|------------------|| 1. |||| 2. |||| 3. |||

Where the traffic leads (my hub/page/contact): _____

What worked this week (messages, calls, comments): _____

What I'll do more / less of next week: _____

W-22. AI Prompt Bank (AI proposes, you decide — adapt everything to your voice)

Fill in and reuse. Never publish anything you haven't reviewed and made yours.

1. *Ideas:* "Give me 20 content ideas about _____ (my trade). I serve _____ (my clients). Keep the tone direct and practical."
2. *Script:* "Write a 45-second video script about _____. Start with a hook in the first 3 seconds. End with: _____."
3. *Client reply:* "Help me reply clearly and kindly to a client who says: '_____'. Keep it short and professional."
4. *Service description:* "Write a clear description of my service: _____. Include what it covers, what it guarantees, and who it's for."
5. *Weekly plan:* "Plan my content week: 3 posts about _____. One tip, one before-and-after, one useful explanation. One short line each."

My three AI bottlenecks this week (from the chapter's original exercise): 1) _____ 2) _____ 3) _____

W-23. Digital Reputation Checklist (before you post)

- [ ] Does this build or destroy my reputation?
- [ ] Would a client who sees this trust me more?
- [ ] Does this represent the leader I want to be?
- [ ] No complaints, no fights, no mockery, nothing I wouldn't want my best client to see.
- [ ] Consistent, authentic, valuable — teach, inspire, or show something useful.

C-3. THE 30-DAY TRACKER — one page per week

Six daily habits drawn straight from the chapters. Mark each night: ✓ done, ✗ missed.

The six: (1) Build with words — one specific positive word to someone (Ch. 1) · (2) Phone away — in the day's most important conversation, phone completely put away (Ch. 3) · (3) Paraphrase — once daily ("Let me make sure I understood…") (Ch. 3) · (4) One why or one specific recognition (Ch. 5) · (5) Re-read before sending — every important message re-read; nothing written angry (Ch. 4) · (6) One rung — speak where you'd normally stay quiet, or advance your presence (Ch. 8)

Week 1 (days 1–7)

Day	(1) Build with words	(2) Phone away	(3) Paraphrase	(4) Why / recognition	(5) Re-read before sending	(6) One rung	Score /6
1							
2							
3							
4							
5							
6							
7							

Week 1 review: total score ____ / 42 · What worked? _____ · What cost me most? _____

Week 2 (days 8–14) — *this week adds: one difficult conversation with fact + need + proposal (Ch. 2)*

Day	(1)	(2)	(3)	(4)	(5)	(6)	Score /6
8							
9							
10							
11							
12							
13							
14							

Week 2 review: total score ____ / 42 · This week's difficult conversation: with whom? _____ Had it? [Y/N] · Result: _____

Week 3 (days 15–21) — *this week adds: two network reconnections asking nothing + one referral asked (Ch. 6)*

Day	(1)	(2)	(3)	(4)	(5)	(6)	Score /6
15							
16							
17							
18							
19							
20							
21							

Week 3 review: total score ____ / 42 · Reconnections: _____ · Asked the referral? [Y/N] Result: _____

Week 4 (days 22–28) — *this week adds: teach something to someone coming up behind you (Ch. 7)*

Day	(1)	(2)	(3)	(4)	(5)	(6)	Score /6
22							
23							
24							
25							
26							
27							
28							

Week 4 review: total score ____ / 42 · What did I teach? _____ · To whom? _____

Days 29–30 — close

Day	(1)	(2)	(3)	(4)	(5)	(6)	Score /6
29							
30							

Total 30-day score: ____ / 180

C-4. THE LEADER'S WEEKLY REVIEW

Every Sunday night. No shortcuts: the leader who doesn't review doesn't improve.

Week of: _____

This week's wins (what I DID — the 3 best):

1. _____
   _____
2. _____
   _____
3. _____
   _____

This week's misses (what I didn't — the 3 worst, honestly):

1. _____
   _____
2. _____
   _____
3. _____
   _____

My most important conversation this week: _____ Was it passive, aggressive, or assertive? _____ What would I change? _____

My listening this week: who did I truly listen to? _____ Who do I owe real listening to next week? _____

My network this week: one new or reconnected name: _____

My teaching this week: what I taught / to whom: _____

One adjustment for next week: _____

C-5. THE 30-DAY FINAL CHECK

After day 30. The difference between someone who reads about leadership and an actual leader is in the pages they filled in — these are those pages.

My final self-assessment score (C-1): ____ / 100 (starting: ____) Points gained: ____

The three real changes in my life I can name:

1. _____ _____
2. _____ _____
3. _____ _____

My speaker's rung: started at ____, today I'm at ____.

The mentorship cycle already running: who I receive from: _____ who I give to: _____

My leader's commitment — the sequence that brought me here: the Catalyst gave me the mind, the Operator gave me the discipline, the Strategist gave me the scale, the Leader gives me the people. I read Book 5, THE NAVIGATOR, not like someone collecting information, but like someone sharpening a tool: to use it.

Signed: _____ Date: _____

If you made it here with the pages filled: you're no longer just the one who executes. You're the one who influences. You're a leader who communicates — the Ferguz brand.

The Journey Continues

The following is the original transition from The Leader workbook to Book 5, preserved intact:

You now have the mechanics of influence in place. You have built an automated digital ecosystem that works 24/7 to multiply your authority. You have stopped operating as just a worker and stepped into your role as a true Leader.

But influence alone cannot protect you from market shifts, operational bottlenecks, or economic turbulence. Building the empire was your focus here; defending and scaling it against unforeseen crises is an entirely different game.

What happens when your industry changes overnight? How do you pivot your operations without breaking the foundation you just built?

In Book 5, we move beyond daily leadership. We transition into advanced problem-solving, long-term resilience, and the strategic foresight required to steer your enterprise through the storms. You have learned how to lead the crew — now it is time to learn how to navigate the ship.

End of the original text.

The Ferguz Success Sequence continues in order: Book 5, **THE NAVIGATOR — resilience**, teaches you to weather storms, adapt without quitting, and sustain success over time. Then Book 6, **THE PATH TO TRIUMPH — the full story**, gathers the entire sequence into a single doctrine. Each book stands alone; together they form the complete system.

One last piece of advice from leader to future leader: don't read the next book like someone collecting information. Read it like someone

sharpening a tool: to use it. Influence that isn't practiced rusts. Have today the conversation you postponed, listen today to the one you ignored, recognize today the one who deserves it. The leader isn't born when the book ends; they're born when they apply the first page.

And remember the sequence that brought you here: the Catalyst gave you the mind, the Operator gave you the discipline, the Strategist gave you the scale. Now the Leader gives you the people. What comes next — the Navigator — will give you the one thing none of the others can: the ability to keep standing when everything shakes. Finish strong.

Back Cover

Stop Operating. Start Commanding. You have built the discipline to execute and the strategies to scale. But an empire cannot be sustained by your hands alone.

The Leader is your blueprint for shifting from localized output to global influence.

Inside this workbook, you will learn how to: Master the Mechanics of Influence: Command respect and build authority through empathetic communication and integrity, without relying on a title. Build Your Digital Ecosystem: Leverage Generative AI and cross-platform distribution to multiply your brand's reach and establish a 24/7 digital footprint. Set the Standard: Lead from the front and align your team, family, and partners with your ultimate vision.

The execution phase is over. It is time to establish your legacy.

About the Author

Fernando Josue Guzman Perez was born in El Salvador in 1992. In 2009 he completed his electrician training (96 hours, INSAFORP, Instituto Técnico Ricaldone) and emigrated to the United States. He worked as Parts Manager at AutoZone (2018–2024) and as Property Maintenance Specialist at Eagle Rock (2024–2026). He is the founder of GMPS Construction, SG Junk Removal, G Metals Inc, and a handyman service in Alexandria, Virginia — and the real mark behind it all is a white flash with the letters GMPS: "God is the maximum power supply. Dios es el máximo suplemento de poder." He has invested thousands in his training as an entrepreneur. Husband of Carmen Rosario Menjivar and father of Gabriel, Schneider, and Karla, he writes for those building their future with their own hands.



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