

Official Workbook
for
The Loser Syndrome
Prevention, Detection, Cure

by

Clifford S. Yurman

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**Official Workbook
for
The Loser Syndrome
Prevention, Detection, Cure**

**By Clifford S. Yurman
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About The Author

Clifford S. Yurman is a communications expert, media industry veteran, entrepreneur, and author of [The Loser Syndrome: Prevention, Detection, Cure](#).

As president of **Marketing Pro Resources, Inc.**, a successful management recruiting firm, Mr. Yurman has evaluated and coached hundreds of job candidates to help boost their confidence, establish a clearer direction, and succeed in their career objectives.

Prior to founding Marketing Pro Resources in 2002, Mr. Yurman founded **Media Consulting Services**, a communications consulting firm. As producer and director of dozens of corporate videos and multimedia productions, he gained vast experience coaching people be their best on camera. He also honed his skills as a professional writer of advertising, sales promotion, education and motivational training vehicles.

Mr. Yurman received his MBA from **Columbia Business School, Columbia University** and his Bachelor of Science in Economics from the **Wharton School, University of Pennsylvania**. He spent the first decade of his career in the media industry, working for two top ten advertising agencies (**Lintas Worldwide, Bates Advertising**) as well as two media giants (**CBS, News America Publishing/Fox**).

[The Loser Syndrome: Prevention, Detection, Cure](#) is Mr. Yurman's debut book. Using what he refers to as "a combination of humor and tough love," he presents an easy-to-follow model for success and happiness in today's increasingly difficult world.

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Introduction

Greetings! My name is Cliff Yurman – you can call me Cliff. I'd ask you what *your* name is, but I really don't think I would be able to hear what you're saying right now – even if you spoke really loudly.

In any event, I want to welcome you to the companion Workbook for my exciting new book, *The Loser Syndrome: Prevention, Detection Cure*, currently on sale at the official web site, www.LoserSyndrome.com. To give you a little flavor of the ebook, I have provided this introduction which is actually the first chapter of the book.

Anyway, I sure hope you are doing all right. I want to begin by saying that, well, I have a theory about you. You see, I believe that the fact that you noticed a workbook like this one indicates to me something really important about *you* – that either now or at some time in your past, you have felt just a tiny bit, shall we say, *insecure*? Well maybe *more* than just a tiny bit. It is quite possible that, deep in the recesses of your mind, the word – dare I say it – “Loser” – has resonated with you in some profound way. Am I right? I knew it.

Now, take heart, there's really no shame in it and I certainly meant no harm by mentioning it. I, myself, have felt *exactly* as *you* have – as we all have – at some point in our lives – or, if you are like me, all *through* our lives.

And if this is indeed the case – as I suspect that it is – that you have bandied about the word Loser as a representation of how you feel about yourself – you, my friend, may have a potentially serious problem – for it is a sign that you are particularly susceptible to one of the world's most self-destructive diseases. No, I'm not talking about the avian flu – I am not talking about some horrible form of cancer or drug-resistant tuberculosis. I am, in fact, speaking of:

The Loser Syndrome

Just what *is* The Loser Syndrome, why is it so dangerous, and why do I think you might contract it someday – if you haven't already? Let's start from the very beginning – *your* beginning...

You take a nine-month swim, and out you come. Whaaaaa! Aren't you cute? You grow and mature (at least some of us do) – you experience a lot of stuff along the way, and you also cultivate a blend of neuroses and insecurities – positive traits, too, mind you – and finally, you become the person that folks now recognize as “you.”

Life goes on, and one day, you happen to notice that a lot of bad things have been happening to you lately – the cat died, your mom got ill, your job got cut, someone you actually cared about broke up with you, your furnace exploded – whatever. Or, you've noticed something else – that nothing particularly *good* has happened to you, well, since you were *born*!

When things go wrong in our lives, we naturally want to point a finger and pin the blame on someone or something. Typically, we attribute our misfortunes to one or more of what I like to call The Four Scapegoats:

1. **Other People**
2. **Fate, Bad Luck, etc.**
3. **Unfavorable Conditions, (both real and imagined)**
4. **Your Own Incompetence**

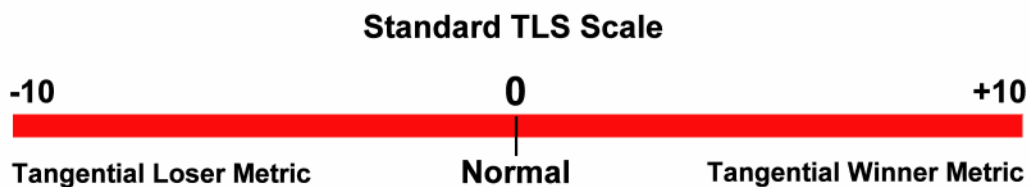
It doesn't really matter which scapegoat you point a finger at – nine chances out of ten, you are going to blame the wrong one. But one thing *is* certain – when Count Misfortune sifts through your bedroom window enough times, you begin to get *superstitious* – you perceive “trends” where none exist – you start believing that you are incapable of ever succeeding at anything. “They,” or “it,” are out to get you – you couldn't win even if you tried!

But wait – there's more! You see, this belief that you have – this “I am incapable of winning” thing – not only becomes an intrinsic part of you, it also starts controlling the way you utilize your time, the way you plan your life, the way you spend your money, and most importantly, the way you deal with *other people*. And the way you deal with other people is of particular concern to me. You see, it is one thing to keep all that self-doubt and suffering locked up on the inside – that's certainly bad, but it's not the worst part. The worst part is when all that poison begins to leak *out* of you – in the form of self-deprecating remarks, cynical comments, paranoid finger-pointing, outlandish complaints, general yelling, screaming and abuse, and all the rest. The result is, you start to turn *other* people off in a big way. And when other people turn off to you, countless opportunities to *improve* your situation never get offered up to you – like they would have if you had learned keep your big mouth shut!

In effect, the initial seeds of self-doubt begin to sprout and very gradually, you turn into a walking, talking self-fulfilling prophesy of gloom and doom, and either consciously or subconsciously, you concoct strategies and habits that help perpetuate your downward spiral. You, sir or madam, have contracted a bad case of The Loser Syndrome!

Tragically for so many victims inflicted with The Loser Syndrome, it's a very hard thing to beat once you have it. But let's not pull that lethal injection kit out of your night table drawer just yet. Because effective prevention, detection and treatment is right on your computer screen! With the ebook, *The Loser Syndrome: Prevention, Detection, Cure*, you and I are going to work on analyzing just what it is that's going wrong. We'll give you some common sense models, strategies and tactics for improving your outlook, for building your confidence and for making you feel just the opposite – like a Normal person!

Wait just a minute! Why did I say “Normal” instead of “Winner,” like most other self-help books do? Take a look at this chart.



The TLS scale (shown above) is a widely accepted indicator used by professionals like myself to diagnose The Loser Syndrome. OK, I have a confession – I am the only professional using this particular indicator – but no matter, keep reading. Anyway, were you to go in for a Neuro/Psychological Scaled Evaluation or NPSEn (not generally available), and were you to score less than Zero on such a test, as I suspect you would, you will have tested *positive* for The Loser Syndrome. Or to use even more technical language, you are in the Tangential Loser Metric. However, were you to score *above* a Zero on the test, scientists would diagnose you as being in the Tangential Winner Metric.

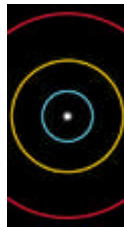
Most self-help books will have you believe that when you complete *their* regimen, you might actually score a ten on the NPSEn – that would put you in the Tangential Winner Metric. Now I understand you are probably *not* a scientist, but I ask you – to suddenly move a full 20 points up the scale after reading a few hundred pages of a self-help book – how realistic is *that*?

You see, with our program, we project that you can go from a score of negative Ten to a Zero in just a few weeks. And let's face it – for you, *that* is a major improvement!

Anyway, in our model of the world, Normal is actually a very good thing to be. Winners are usually egomaniacal blowhards that everybody is jealous of and nobody can stand to be around – and you certainly don't want to be one of *those*. But I can guarantee, with our program, you will definitely get to a Zero, no problema.

In conclusion, I urge you to use and enjoy this workbook, but also to purchase and read [*The Loser Syndrome: Prevention, Detection, Cure*](#) – both for the *good* that it will do you – and the *laughs* it will no doubt bring you.

Now how's that for an introduction? What do you say we get to work – after all, this is a workbook, people.



Your Official Action Plan

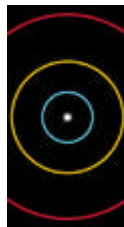
In my new self-help ebook, [*The Loser Syndrome: Prevention, Detection, Cure*](#), we offer some helpful ways to make important life changes. We talk about the fact that most people have what we like to call “Stale Factors.” These are people, things or conditions that have been hanging around in your life for so long, they are turning rather, well, stale!

As I am sure you will agree, many Stale Factors in your life may seem almost impossible to eliminate – but not if you do so in small, calculated steps. That is why we are presenting this worksheet we like to call “My Official Action Plan.” This worksheet is designed to help you organize and keep track of the steps you plan to take to eliminate a Stale Factor in your life. Here’s what to do:

- Step I: Determine the number of Stale Factors you have in your life.**
- Step II: Print out *blank* Official Action Plans – one for each Stale Factor.**
- Step III: Read the Sample Action Plan below, to get an idea of how to proceed.**
- Step IV: Choose your most serious Stale Factor first, grab a copy of your Action Plan and begin.**
- The first entry should describe the Stale Factor in general terms.
 - Fill out as many Steps as you can for eliminating the Stale Factor.
 - If you cannot presently fill out *all* the steps in your plan, fill out as many as you can now, then complete the rest of the Steps as you go along in the process, just like in the Sample Action Plan below.
 - As you accomplish each Step, fill in the date it was completed.
- Step VII: Complete the entire Action Plan and celebrate the fact that there’s one less Stale Factor in your life!**

Sounds easy? It is! Start eliminating *your* Stale Factors today – and check out our ebook, [*The Loser Syndrome: Prevention, Detection, Cure*](#), will you please? Good Luck!

Note: There are ten steps on our form, but you can add more by printing out additional sheets.



My Official Action Plan (SAMPLE)

"My Stale Factor is I have this loudmouthed, self-important, unsupportive significant other whom I have been with for far too long and by golly I am going to change it!"

Step No. 1 to accomplish is break up with significant other, but first, find cheap new apartment to move into after ending relationship and by golly I am going to do this today – right now, or else!" Date: *Sept. 16*

Step No. 2 to accomplish is ask parents for loan to help pay for cheap new apartment I just found on other side of town and by golly I am going to do this today – right now, or else!" Date: *Sept 20*

Step No. 3 to accomplish is mow parents' lawn as "thanks" for loan to help pay for cheap new apartment and by golly I am going to do this today – right now, or else!" Date: *Sept. 22*

Step No. 4 to accomplish is get to doctor quickly for broken nose received walking into tree branch while mowing parents' lawn and by golly I am going to do this today – right now, or else!" Date: *Sept. 22*

Step No. 5 to accomplish is purchase bottle of scotch to help work up nerve to speak to significant other about ending relationship and by golly I am going to do this today – right now, or else!" Date: *Sept. 28*

Step No. 6 to accomplish is sneak clothing and other belongings over to cheap new apartment (do NOT forget porno collection!) and by golly I am going to do this today – right now, or else!" Date: *Sept. 29*

Step No. 7 to accomplish is go back to old apartment. Drink entire bottle of scotch. Wait for significant other to come home from work and by golly I am going to do this today – right now, or else!" Date: *Sept. 29*

Step No. 8 to accomplish is announce to significant other that I am leaving. Wait patiently for reaction and by golly I am going to do this today – right now, or else!” Date: *Sept. 29*

Step No. 9 to accomplish is go to Emergency Room to have shards of glass removed from head. Reset broken nose and by golly I am going to do this today – right now, or else!” Date: *Sept. 29*

Step No. 10 to accomplish is go back to cheap new apartment to sleep off hangover and by golly I am going to do this today – right now, or else!” Date: *Sept. 30*

Congratulations! Your Stale Factor Has Been Eliminated.

My Official Action Plan

"My Stale Factor is _____
_____ *and by golly I am going to change it!"*

Step No. 1 to accomplish is _____
_____ *and by golly I am going to do this*
today – right now, or else!" Date:

Step No. 2 to accomplish is _____
_____ *and by golly I am going to do this*
today – right now, or else!" Date:

Step No. 3 to accomplish is _____
_____ *and by golly I am going to do this*
today – right now, or else!" Date:

Step No. 4 to accomplish is _____
_____ *and by golly I am going to do this*
today – right now, or else!" Date:

Step No. 5 to accomplish is _____
_____ *and by golly I am going to do this*
today – right now, or else!" Date:

Step No. 6 to accomplish is _____
_____ *and by golly I am going to do this*
today – right now, or else!" Date:

Step No. 7 to accomplish is _____

_____ and by golly I am going to do this

today – right now, or else!” Date:

Step No. 8 to accomplish is _____

_____ and by golly I am going to do this

today – right now, or else!” Date:

Step No. 9 to accomplish is _____

_____ and by golly I am going to do this

today – right now, or else!” Date:

Step No. 10 to accomplish is _____

_____ and by golly I am going to do this

today – right now, or else!” Date:

Congratulations! Your Stale Factor Has Been Eliminated.

Your Inner Circle

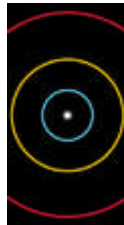
The next important form in your Workbook has to do with defining who are the most important people in your life – people in whom you can really confide – people you can rely on in an emergency.

In order to help you figure out just who these people are, we have prepared a worksheet for you called “My Inner Circle.” Again, we present a Sample Worksheet for you to review. Then, I need *you* to fill one out as well.

The basic idea here is to just put down as many people as you can, then fine tune the worksheet and come up with the definitive list. Beware, though, proper selection is very crucial. Including the wrong people on this list can prove to be a real bummer down the road. So be selective.

And of course, I need you to purchase a copy of – that’s right – [*The Loser Syndrome: Prevention, Detection, Cure*](#) at your earliest convenience.

Good luck!



My Inner Circle (SAMPLE)

Fill in name and relationship to you.

- | | |
|---|---|
| 1. <i>Sophie Drucker – best friend</i> | 13. <i>Octavius – dog
(can really talk to him)</i> |
| 2. <i>Phil – my hair stylist</i> | 14. <i>Aunt Martha</i> |
| 3. <i>Pat my lover</i> | 15. <i>Uncle Ernie</i> |
| 4. <i>Clemson (Not sure of last name) –
homeless guy who lives on the corner</i> | 16. <i>Fom Collins (wait – that's a drink)</i> |
| 5. <i>Dr. Weslow – my psychiatrist
(can't count him - I <u>pay</u> that guy.)</i> | 17. <i>Margarita (that's a drink, too, but
I can really <u>talk</u> to her)</i> |
| 6. <i>David Letterman (spend more time
at night with him than anyone else.)</i> | 18. <i>Jim Horowitz (office mate)</i> |
| 7. <i>Michael Lee (closest friend in
H.S.)</i> | 19. <i>Chris (wife)</i> |
| 8. <i>Barbara Thomas (cousin)</i> | 20. <i>Mark (son)</i> |
| 9. <i>Oprah (spend second most amount of
time with her than anyone else)</i> | 21. <i>Hom</i> |
| 10. <i>The Lord (wait – shouldn't He be
Number One?)</i> | 22. <i>Elvis</i> |
| 11. <i>Sam the Bartender</i> | 23. <i>Garfield</i> |
| 12. <i>Dad</i> | 24. <i>Caroline (Daughter)</i> |

My Inner Circle

Fill in name and relationship to you.

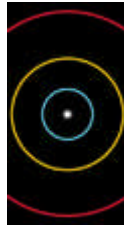
1.	13.
_____	_____
2.	14.
_____	_____
3.	15.
_____	_____
4.	16.
_____	_____
5.	17.
_____	_____
6.	18.
_____	_____
7.	19.
_____	_____
8.	20.
_____	_____
9.	21.
_____	_____
10.	22.
_____	_____
11.	23.
_____	_____
12.	24.
_____	_____

Your Long Term Goals

T*he Loser Syndrome: Prevention, Detection, Cure* is all about changing the way you feel about yourself. We offer a multi-step plan to help you do that. I'll save that for when you read the book. I will tell you, however, that the first step is, of course, to establish a list of long-term goals that you can achieve in your life. After all, how can you be certain what to do in the short term if you haven't the foggiest idea what to do in the long term – am I right?

The following list is a key piece of paper that you should commit to filling out carefully. Pursuing long-term goals that don't really excite you can result in a pretty dull life for you – and you haven't got all day!

So do some serious thinking and get your goals in order. Good luck!



My Long-Term Goals (SAMPLE)

I, Jan Wilson, have the following long-term goals:
(Fill in your name, not someone else's, wise guy)

1. **To not feel like such a Loser (written in for you)**
2. *To meet and marry a rich person and not have to work – ever!*
3. *To improve my sex life*
4. *To meet and marry other rich person when current rich person runs off with someone else*
5. *To actually finish my first novel (reading, not writing)*
6. *To give up smoking*
7. *To give up drinking*
8. *To improve sex life again after giving up smoking and drinking*
9. *To die happy and fulfilled*
10. *To get buried next to Elvis – preferably after death, not before*

My Long-Term Goals

I, _____, *have the following long-term goals:*
(Fill in your name, not someone else's, wise guy)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

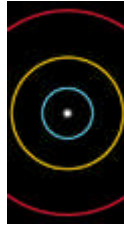
Your List of Positive Things

One of the crucial messages in *The Loser Syndrome: Prevention, Detection, Cure*, is this – thinking negative thoughts invariably leads to giving off negative vibes when you are around other people, which can be extremely damaging to you and your future happiness.

To help fight the negative urges, a must-do for you is to think *positive* thoughts. That's right, no matter how rotten your current situation might seem, there simply have to be *some* positive things going on in your life right now, and that's what we need you to concentrate on – not the negative things.

To help make it a lot easier to think positive thoughts, it's very important that you acknowledge the positive things going on in your life right now. You need to make a list of them – that way, you can always pull out your list when you start feeling sorry for yourself – or you need an emergency tissue.

So here's the list. Print it out, fill it out and *pull* it out when necessary.



Positive Things Going On In My Life As We Speak (SAMPLE)

1. *I am not dead.*
2. *Parents decided to move to another state.*
3. *Unemployment check did not arrive late.*
4. *Car did not die on me this week like it did last week – and the week before – and the week before that...*
5. *For no apparent reason, shins and elbows are turning blue – but so is the sky!*
6. *Parrot just died. Now I don't have to let him fly out the window.*
7. *For no apparent reason, raisins and Slim Jim's not giving me as much gas as they used to.*
8. *SPAM is on sale this week at PriceLopper's.*
9. *Just heard that my 80-year-old dentist passed away – great excuse to stop going for a couple of years.*
10. *I am still not dead!*

**Positive Things Going On
In My Life As We Speak
(SAMPLE)**

1.

2.

3.

4.

5.

6.

7.

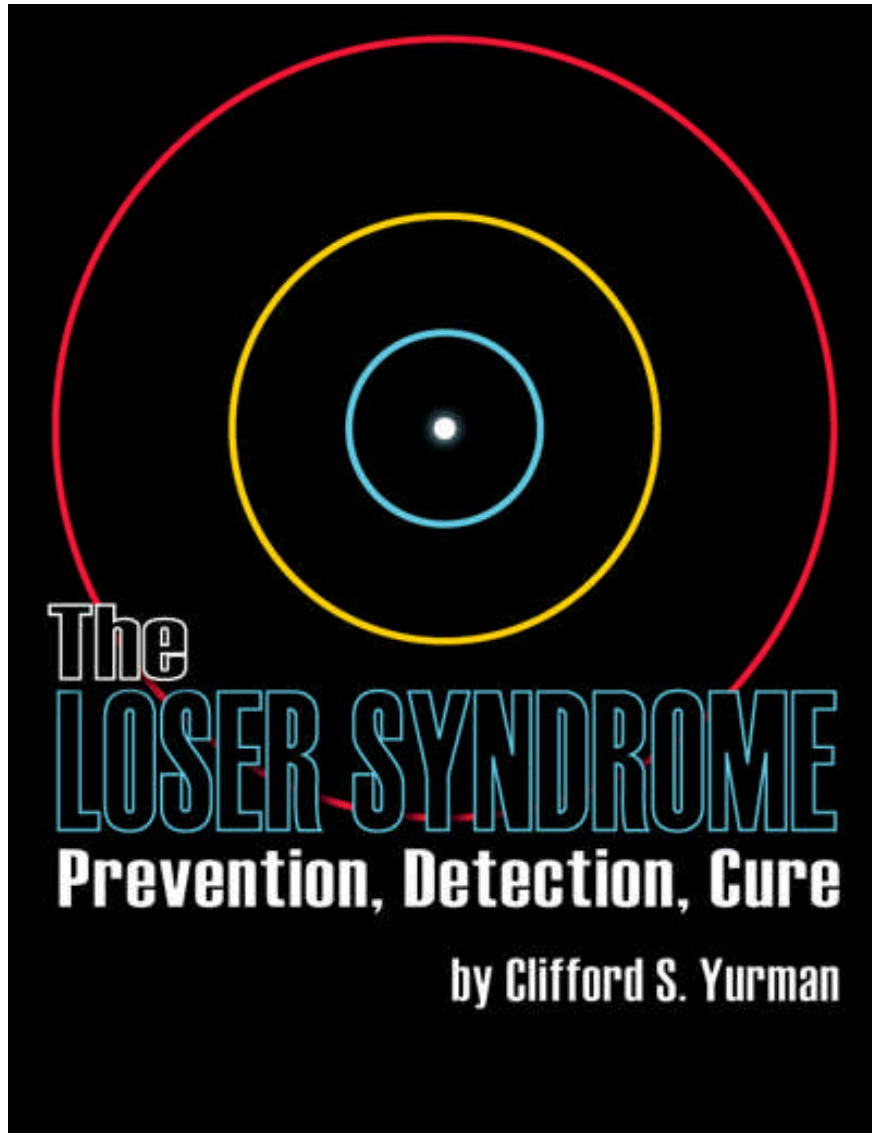
8.

9.

10.

Hope you enjoyed this workbook.
Now go to www.LoserSyndrome.com and improve your
chances for success and happiness!

(Well, at least you'll have a few good laughs...)



On sale now at www.losersyndrome.com