

Special Report

**Born to
Win:
Ideas for
Winning the
Game of Life**

By Boris Vene and Nikola Grubisa

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Has it already helped you in any way?

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A Letter From Jan Tincher, TameYourBrain.com

Hello, my name is Jan Tincher and I am the editor of *Tame Your Brain!* and *Ask Jan!*. I write articles that offer strategies and techniques anyone can use to make changes in their lives. And here's the great news: You can, too! How do I know this? Because, if you can think, you can change! Are you thinking right now? Great!

I believe in the theory *Teach a person to fish*, therefore, each article stimulates you to understand how your brain works so that when you *choose to change*, you can and you will.

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Born to Win: Ideas for Winning the Game of Life

Notice: "Born to Win: Ideas for Winning the Game of Life" is a special excerpt from the best-selling "The Millionaire Mindset: How to Tap Real Wealth from Within", which can be found at <http://www.themillionairemind.net/?fv9>

The Foundation of Success

Like everything solid, you must build success on a strong and lasting foundation. Life is but a chain of moments and your success depends on the choices you make in your daily actions. Reading books, attending seminars, discussing your life with your friends, even listening to success coaches is just not enough to ensure your success in life.

Open your heart and your mind! Free them both of all the beliefs that don't serve you on your journey to success, wealth and happiness. Prepare yourself to consider and adopt new ways of thinking, feeling, living and apply them everyday to every part of your life.

You will find happiness, but only in your own, unique and special way.

You now hold in your hands the tool that will provide you with practical examples and give you insight into some of the greatest questions controlling your success. Why are some poor and others rich? Why are some happy with little money and others miserable with millions of dollars? What makes one person popular and their company sought after, another despicable and avoided at all cost? What is the truth behind "positive thinking" and how can it help you? (Fact: The conventional understanding of "Positive Thinking and its techniques," misunderstood and misused by the masses, often produces the opposite of what you seek to bring about!) What other traps await you under the names of spirituality, wealth and success? What makes most people hide from their problems and how you can overcome your fears.

There is no universal law that decides your happiness. However, there *are* Universal Laws you must heed on the path to *your* wealth and success, which is a path uniquely yours. **We must each find our own way to success and happiness ...**

Just because your neighbor becomes wealthy selling cosmetics, does not mean that *you* will succeed in this business as well ... even if you are a *more accomplished salesperson* than he or she!

Mainly, your success and happiness depend on first discovering what ***you*** want from ***your*** life and then enjoying what you do along the path to fulfilling that desire. Did you know that 99% of the world's workforce *hates* their job? That means that people everywhere are spending an average of 50 hours every week doing something they *hate* and trying to become **wealthy** doing it.

This does not work! You can *only* be successful in life if you are doing what you enjoy. Why is that so? Because when you are performing the work of your heart and soul (what you enjoy), you create a special vibration with your thoughts and emotions; in fact, you create a vibration all the time! What you attract and draw to you (people, events) is a result of what you create.

Therefore, if you create a vibration of hate, resentment, jealousy, people around you feel it. Moreover, people will – like it or not – treat *you* that way!

This is not the way to success. Your job or life's work should not be something you hate, especially when it takes up most of your energy, your creativity and your life!

It is our deepest desire that, with the help of this book, you will discover for the first time in your life what ***you*** want. That, coupled with the practical application of the information contained within these pages is a combination that will enable you to transform your life into a shining success! Of course, you will never know what riches await you unless you begin the journey to developing ***your*** Millionaire mindset and discover the **true wealth that is *already within you!***

Never forget – we are not talking (only) about money – we are talking about *true happiness*. Money is only a part of it.

So, where do you begin? Right here. Traveling around the world begins with the first step of deciding where you want to go and then organizing your plans around that desire to arrive at the destination you seek, that of true wealth and happiness.

Look around the room you are in. Everything you see began as a thought in *someone's* mind.

Your path to wealth and happiness is no different; it must begin in your own mind with discovering what you want, then organizing your thoughts and actions to fulfill your desires and eventually your dreams.

There is a right time for everything. An ancient Buddhist proverb, repeated over centuries, is: "When the student is ready, the teacher will appear." Today, you have the chance to recognize and proclaim your status: **"I am ready, let's go!"**

Entering the Millionaire Realm

Every day more and more people enter the elite society of millionaires. Unfortunately, only a few maintain their top position of wealth and go on to increase their fortunes.

Your education, color of skin, age, gender or even your profession or measured intelligence does not determine whether you become "A Millionaire."

The question you need to ask is, "What do all successful people have in common?"

- **Successful people listen to their "inner voice," to their "feelings and hunches."**

In short, **winners rely on their own inherent wisdom.** Why? Because they already know what you are about to discover, that **you already have the path to your unique success within you!**

- **Successful people see opportunity where others see only defeat.**

If you read biographies of successful people, you will discover that they saw opportunity in the challenges before them, where others saw only insurmountable obstacles.

- **Successful people listen to their own inner voice and become involved in the *process of success* instead of focusing on the *destination of***

wealth.

It's surprising how little it takes, how far a few "key" characteristics go. Of course, it all begins with *taking the first step* – reading this book *can be* your first step to finding *your* true wealth within.

- **Successful people do what they love and the money follows.**

Those who achieve true financial freedom, those who really make it big, do so by doing what they love rather than focusing on the money it will bring them. Successful people concentrate on bringing their ideas to fruition; making money is merely the logical consequence of realizing their dreams. In other words, **money is not the dream!** Money follows from living your dream, from doing what you love!

- **Successful people take responsibility for their lives.**

They do not make excuses. Circumstantial excuses have no connection with the actions that result in your success. **People become wealthy and fail in exactly the same circumstances!**

Growing up in the ghettos of the world produces just as many winners as losers; the difference is all in what you do with what you already have inside!

- **Successful people KNOW the best way to ensure *their* success is by helping other people become successful.**

What does this last statement mean? Exactly what it says ...it is, in fact ...

Advice Worth its Weight in Gold

All successful people know one important fact and live by it:

You earn money *only* through satisfying the needs and wants of *others*.

Think carefully about that last sentence before you shake your head. Nothing is bought, sold or traded that does not satisfy some need or fulfill someone's desire.

Make the welfare of others a chief priority in your life and you hold an important key to lasting success. Find ways to better serve your customers, business partners, colleagues, friends, family and others to the best of your ability. This must be foremost in your mind and reflected in your daily decisions and actions.

Only those who consistently apply the principle – **It is only by helping others to their success that you guarantee your own** – will ever aspire to the financial independence and true wealth that many can only dream of achieving. Trouble only arises when you change your focus from cooperation with others to focusing strictly on yourself; when your thoughts turn towards problems or your own profit then trouble begins.

Just learning to dedicate yourself to the person you are talking to or dealing with, will increase your success in business immediately and substantially!

If you **enjoy** doing **this**, you will be not only successful, but happy as well. This is the only way to true happiness: find a need (that unfulfilled, bothers many people) and enjoy filling it. If people do not want or need what you offer (we are not talking only about products and services, but your ideas as well!), you can waste much energy without any (or very little) success.

This idea is easy to understand. When you act in the best interest of others, people recognize and appreciate your commitment to them and reward that commitment by giving you their energy (business, time, attention, loyalty, money) back. It's as easy as that.

Always remember: Your problems are of no interest to the vast majority of people in your life, however, you can solve the vast majority of your own problems by simply helping others solve theirs. People are people, "egotistical" by nature (we'll explain this later, but it is true!), but our problems are not so different as we might imagine.

Even if you are not strictly a businessperson, satisfying the needs of others should be your primary objective in life. Most of your daily activities (conversations, shopping, work, play, family life) bring you in contact with others. You will be more successful in every area that involves people if you focus on their needs instead of your own ... in the process, you satisfy your needs automatically.

What is “True” Wealth?

While it is true that financial success is a consequence of true wealth, having money does not in itself distinguish true wealth. The “truly” wealthy person is one who lives their life according to their intuition, their dreams and their desires. They do not allow their finances, employment status, time constraints or even family pressures that may be trying to force them into compromises, control their life or path to success.

Some people feel they do not need material wealth, but this is “their way” only. A “spiritually aware” person would not impose his or her personal preferences in life on you. You will never meet a greater or wiser teacher than your heart – those who are “awakened” know this, so they understand that your journey is your own, unique path. Therefore, statements like, “you don’t need money,” are often just excuses made by those “claiming” to be spiritually aware. Beware of advice based solely on someone’s “personal preferences,” it is often bad advice and one should always question it rather than adopt and follow it out of hand.

Only people who have money (or had it and gave it away) can tell you if money is important or not ... even then, they can only tell you a truth that is valid for them. *Would you believe a homeless person, telling you “having a home is not important?”* Maybe they live that truth (???) – If not, their opinion has no validity at all – but this doesn’t mean this is the right path for everyone!

People are planets in and of themselves! Unless you feel “exactly” like someone else, which is impossible – your path cannot be the same. So, don’t try to achieve someone else’s dreams – achieve *your own* instead!

You will find your purpose in life, not in giving up but in fulfilling your dreams. Do you feel better when you are letting your dreams go or when you are succeeding in what you desire? Just ask yourself; the truth is already within you!

Some religions teach, “You mustn’t have desires!” At least, that is how we may understand their message. Thomas Keller, a world-famous counselor, offers a better philosophy: **“It is better not to have desires unfulfilled!”**

What the Future Holds for You

If you continue your present path, you will not need a fortune-teller to reveal your future – it *will continue to be exactly as it is now*, as we said previously in the Introduction. **If you want a different future, you *must* change your current path and that begins with thinking and acting different.** Playing out the same losing pattern, repeatedly, while each time expecting a different result is just one illustration of madness.

Everything begins in your mind. Change begins with a different way of thinking. This book will show you how to program your mind to new ways of thinking.

We are *most certain* you will succeed. The most important step you must take now is to *decide* to believe in yourself. And yes, it *is* a decision that requires no judgment on your part of whether you are worthy of that belief. You must first accept with all your heart that you are a unique person - a being who deserves only the best in life - then miracles will happen.

From this point forward, people will see you in a whole, new light, a brighter one! Others will want to spend more time with you. Your newly discovered self-awareness will get you started on the most amazing adventure of your life! You will discover the secrets humankind has been searching thousands of years for.

You will discover a new, deep well of fortune – yourself!

And if you need some help with this, don't hesitate to subscribe to The Millionaire Weekly Memo, written by the authors of this report, which is going to bring you new articles and advice on creating material and spiritual wealth each week! Claim your subscription here:

<http://www.themillionairemind.net/ezine.html?fv9>

Everything that Happens to You Depends on You Alone

Who or what is responsible for your current circumstances in life? You? Someone else? Pure chance? Is your current situation the result of circumstances beyond your control? Can you influence the events that touch your life?

Many prefer to blame God, their employer, their family or spouse, even the political system they live in for their current circumstances and failures in life. Unfortunately, most never realize the role their past decisions and actions have played in bringing them to their current position in life.

Whether actively or passively, **you make your own choices** and thus **everything that happens to you depends on you alone.**

You buy the car you want to drive and work at the job you have accepted. You have developed precisely the personality you produced in your mind and brought into being through your beliefs and actions. You associate with certain people, distance yourself from others, read books of your choice and watch the television programs you want to see. Even the newspaper you read is a choice you've made.

Every choice you have made has had an impact on your view of the world, other people and especially yourself.

Every choice you make today will have a profound impact on your tomorrow!

External entities are not the extent of the realm of circumstances that influence you - how and what you think shapes you as well. The way you look at, or perceive, the circumstances and events that surround you is purely up to you. When looking at a person, you can choose to see whatever good you can find or you can focus solely on whatever you see that is bad. When you see half a glass of water, you have a choice to view the glass as, optimistically, half-full, or, pessimistically, half empty. The optimist will be glad he or she *still has* half a glass of water to drink, while the pessimist will whine about having *only* half a glass of liquid left. The latter's sorrow prevents him or her from even enjoying the remaining half.

When considering your career or job, you can choose to see only obstacles or you can choose to view each challenge as a new experience and unique adventure. **The**

way you think raises positive or negative emotions within you that reflect in your general beliefs, the words you speak and the actions you perform.

For instance, a new coworker joins your office team. He is young and energetic, having just completed his university degree, and is eager to impress you with his newfound knowledge. One person may think, "I don't need another green-horn, wise guy trying to teach me all the *theory* he just learned in college." As a result, this unfortunate person sticks to this viewpoint and disapproves of any suggestion the newcomer makes, trying to make him look incapable and his performance worse than it is. This person sees the newcomer as a competitor that could steal his or her promotion or even their job!

What is the result of all this negative and pessimistic thinking? This person's performance begins to slip; too much of their energy is tied up considering their miserable position and the threat of the newcomer. Instead, they should be taking positive action, like adding the newcomer's knowledge to their own learning and self-improvement. In the end, after so much energy has been wasted putting down the newcomer, this person is surprised, even astonished, when they don't receive the long-awaited promotion. The outcome *could have* been so much different had the coworker taken an optimistic stance and chosen to view the newcomer in a different way.

You must understand that **everything** "bad" has something good in it. Good and bad exist diametrically and thus one does not exist without the other tied to it. In some circumstances, there is but a thin line that separates the two. Therefore, always seek the positive side and prevent, as much as possible, from wasting your thoughts and energy on the negative. By doing so, you have a far better chance of settling in the "good zone." However, be careful how you interpret this.

We don't mean you can't have negative emotions, anger, disappointment and such. If you think that way, you will **hide** and **suppress** your true emotions. It is better to recognize, accept and love them for what they are. These undesirable emotions are part of you in the moment you experience them. They even serve a purpose, like trying to **protect** you, warning you, showing you something you need to change and are not there to make you crazy or a "bad" person.

Can you just be grateful for that? Can you love your emotions for how they try to help you? On the other hand – can you also recognize that these emotions are not *who* you really are; that your true self is pure love that everyone holds in their heart?

Focus on this last part and embrace your fears with love. If you can inject a vibration of love into your “negative” (or maybe we should say “protective”) emotions, you will discover there is nothing to be afraid of – because love is much stronger than any fear or “negative” emotion.

Love can influence fear, while fear cannot influence true, *unconditional* love. Why? Because unconditional love accepts everything without judgment. Therefore, when fear appears, love just embraces it ... like it embraces everything else.

When this happens, fear loses its power – because there is nothing to struggle with and no source to give it energy. Your fear feeds on the energy you give to it. When you can accept, love and honor it, rather than **consumed** by it, only then can you strip away the power it has over you.

A different view of this is – **when dealing with any emotion, staying in your high, pure vibration of love gives you the ability to influence that emotion** (or anything you direct your pure vibration towards) **and it will change**. This Law is Universal and holds for people, animals, everything! However, if you decrease your energy, lower your vibration and allow this emotion to affect *you* (by giving it your energy), then you succeed only in making this vibration (in this case fear) **stronger**.

The next time around, it will be more difficult to influence this (lower) vibration with a higher one because you’ve just added another tiny part of critical mass to the vibration itself – and now it’s stronger. The more often you do this, the harder it becomes to change (or affect) it. Nevertheless, it’s not impossible! Sometimes you just have to be patient and persistent.

In addition, keep in mind that you are making progress. Nobody knows when they will hit that critical mass and the pendulum will swing in another, better, direction.

However, if you know what you are doing and can trust the process – you will find the time and energy to deal with it.

Nothing Comes by Itself: You Can't Win a Lottery if You Don't Buy a Ticket

If fate intended you to be rich, then all you have to do is just wait for the “business of the century,” money, spouse, health and wealth to fall into your lap! **Right?**

Most people understand “fate” as something static – as if there were a message written in the stars that said, “This is the way it’s going to be and it’s not up to me.” No wonder **a passive life develops from this attitude** - lives where people wait for their fate to find them and just “happen.”

Years go by before they realize that in all this time they have not experienced anything and have virtually slept through most of their days in a monotonous routine of work, lunch, dinner, occasional entertainment, television and rest. Each day is the same, boring routine until the days become months and finally they stretch into years. Not to mention, they have probably been struggling for money and possibly survival, experiencing health and relationship problems and such. It is not surprising that in the end, all this leads to the final confirmation that “I am not intended to live the good life.”

Jacob Needleman, a philosophy professor at the University of San Francisco and author of many philosophical, religious and medical books, sometimes compares life with a jail cell, where institutionalized prisoners no longer remember their previous life of freedom. Instead, their only goal becomes meager attempts to improve their living conditions (if they can) within the prison walls. They may paint walls with the vivid colors of nature, hang posters or magazine pictures to cover the ugly walls that surround them. All the while, they’re dreaming about a better life and envying other prisoners for meager privileges above their own. Even worse – maybe their cells are wide open and nobody is forcing them to stay in the prison! They are free to go and experience a new, exciting life.

Instead, they refuse to believe that somewhere a better life awaits them. No, they would rather put another poster on the wall – and *dream on* about a better life than take the chance of moving towards it only to wind up disappointed.

For a prisoner to survive inside and behind bars, within the prison system, he or she must engage in a wide range of mind-games. The most important one is to forget your life outside the walls. Unfortunately, this is also the most dangerous game of all;

because its successful execution means you must become satisfied with the limited life you now have.

If a new prisoner comes in with grand tales of life outside, the rules of the game force the prisoner to reject them, not because they don't believe them, but because **they don't want to believe them**. Believing the stories makes living the restricted and limited life inside unbearable. Believing would change their attitude about the limited life they are living and they simply "can't afford" for that to happen. Believing the messenger might elicit talking, thinking and dreaming of escape – but the road from here to freedom is long.

Many people live in a mental prison as strong and confining as those who are behind bars. They have all the freedom in the world, but they exercise none of it because they are afraid to believe, like the prisoner, that a better life *can* be theirs. Why? Because it takes courage to change your life ... to break the old patterns, change old habits and rebuild your mental infrastructure. It is easier to stay where you are, blame others and tell yourself, "No, this is too hard. Who am I to think that I can make it happen? What if I fail? Right now, I have *something*; maybe it isn't what I wanted or even what I like – but it's *something*! If I lose this ..."

Are *you* reading this book and thinking you cannot make it happen? Are *you* living in a prison without walls?

You can find more information and advice on this subject and all others from this report in the book "The Millionaire Mindset: How to Tap Real Wealth from Within" that be found at <http://www.themillionairemind.net/>.

Paths to Success

Is anyone destined for success? Those who inherit their fortunes? No. In fact, statistics show that more millionaires who preserve their wealth do so by "working" for it and not by having it given to them. **Do you think their wealth was luck?**

A well-known millionaire once gave this answer: **"I have been working hard for fifteen years to become lucky and succeed overnight."** Gary Player, one of the best golfers of his time, gave a different answer: **"The harder I work, the luckier I am."** Do you have this winning attitude about *your* life?

Look at the successful people around you. Do you know anyone who relies on fate to throw heaps of money at them? **Think about your future!** If you are waiting for someone to come knocking on your door and offer you the deal of a lifetime, you should prepare for a long wait indeed. Even if such a person *did* come knocking on your door, you can be sure their primary interest would be personal gain and personal profit. **They don't care about you, that's your job!** Do you *really* believe that such an excellent deal would be so graciously offered and so widely promoted?

Perhaps you are one of the passive ones we spoke of above playing the “waiting for your fate to kick in” game – or are you? Even a woman who dreams of a Prince on a white horse sweeping her away on a journey filled with adventure and gifts does exactly that – she waits! She waits for someone else to change her life, for the Prince to arrive and deliver her into happiness. If she does find this Prince she will then take him for granted – because his rescue will confirm her belief that she *deserves* to be taken care of by someone else.

Do you know of any “fairy-tale relationships” (rich Prince and gorgeous Princess) that ever worked out in the end? Even if the union survives, you can be certain that both people will not experience happiness in life – because they both are trying to find their happiness in another person. Even more – their happiness is *dependent* on another person: If this person does what I want or need him or her to do, then I am happy. If not – well, life is a struggle, full of pain ...

Sooner, or later the day **will** come when your partner won't want to focus solely on your needs and you will feel like he or she is “forgetting to love you.” Now what do you do? Should you get a divorce? Beg for attention? Maybe you should punish him or her – just to “let them know how much you are suffering?” I'm sure you've heard many stories like this one.

This happens when we try to reach happiness through other people.

Success requires action, not passivity!

Lack of Time and Opportunity

The most common excuse among passive people is lack of time and opportunity. Research, however, shows that more opportunities are available every day for people to develop their abilities, succeed and achieve success in than ever before.

On the other hand, research also shows that people with excuses far exceed the ones that choose to take action on their own behalf. Look at these real-life examples:

An acquaintance of mine, a waitress who lives with her mother, suddenly decided to move to Australia, her dreamland. While she had been “failing” at home, once in Australia she landed an excellent job and a nice apartment. Some time ago, she returned home to finish some business and I asked her if she now felt that she had fulfilled her dreams. She told me it surprised her to discover how easy it was to live her dream and succeed. Together, we discovered her **turning point** was her **decision** to board the plane and go for her dream.

You don't need much money to begin living your dream. My friend only needed the plane fare to get to Australia. Being on her own in a new country forced her to get a good job just to survive and surprisingly, it wasn't all that hard once she abandoned her old viewpoints and left her excuses behind her. **She simply acted.** And something else too – she didn't care, anymore, what other people thought, which is the second most common reason for delaying or refusing to take action to change our lives.

You see, when faced with a situation that isn't *urgent*, it's easy to make excuses and never change. However, when faced with a potentially life-threatening set of circumstances, where we simply *have to* do something to survive, all excuses disappear and we become creative and successful in our problem-solving efforts.

Further querying my friend, I asked her about her situation in her hometown. She admitted she could have found the same opportunities there as she had found in Australia – if she had both looked for them and then acted to obtain them. In fact, she was now thinking about returning home and looked forward to achieving everything there that she had been able to achieve thousands of miles away. What was different? **She now knew she really could be a success!**

Over the years, I have worked with many door-to-door salespeople. Most sales reps blame outside circumstances for all their failures to sell their products. It's always something, the location wasn't right, their prospect isn't interested in their product, some even cite their own lack of intelligence or money, and on and on and on. Those of you who are familiar with sales and marketing know exactly what I'm talking about.

Years ago, I had the pleasure and opportunity to show a group of people how they alone build barriers in their mind. One of the groups I was lecturing to was selling

household products door-to-door. First, I listened to the sales reps complain and rant and then I decided to run an interesting test.

I selected a new sales representative, John, chosen because he was new to the business and wasn't yet burdened with the self-inflicted problems of his colleagues. I also made sure to sequester him from the other reps to prevent him from hearing any *gossip* about how difficult some specific region was to sell in.

What I had in mind was to send him to a region that *every other* salesperson was avoiding, because of course, "it was impossible to sell anything at all" there. However, I told him something much different. What I told him was, "John, the area I am sending you to today is a great area, especially for new salespeople. It is the best area to sell your specific products in and we regularly send our new sales reps here so they can have the experience of achieving above-average results their first day on the job."

After specifically training John to respond to rejections and combat his fear of the unknown, I sent him on his way to the area other reps feared to tread in and would swear, "You won't sell *anything* here." For three days, I repeatedly sent him to areas his colleagues described as "impossible to sell in."

The results he achieved weren't *above average*, but they were far better than the results of the best sales rep from the group in each of the three areas. John was ecstatic – in those three days, he made more money than he did at his previous company in three weeks! After that, I met with the whole group of sales reps and introduced John to the others. When I told them what he had achieved, much to John's amazement, they applauded and congratulated him enthusiastically. Only then did I tell the group "where" John had made his sales. However, this wasn't the real (or only) "miracle." It happened a week later.

As I eagerly anticipated how the group would react to John's amazing success, I immediately organized a motivational seminar. John's example was perfect to demonstrate the "truth" I wanted the other reps to discover – the essence of their success is in their mind. Two-thirds of the sales representatives *voluntarily returned* to the "Devil's Area" where John had experienced such incredible success. 34% achieved average results, 8% were below average, but 58% of them were more successful than they had ever been, anywhere!

What changed? The prospects didn't. Neither did their buying habits, nor the products the reps sold. **The change took place in the mind of the sales rep ...** a change that ultimately determined his failure or success.

Opportunities exist and will always exist. The question is whether you are able to see them and accept their challenge in time, before they fade away. Luck isn't a beat that falls only on the ears of those destined to hear it; it exists everywhere and always in the music going by. Luck doesn't hit the ground three feet from you, like lightning. It's the bird – flying overhead, that you reach out and catch with both hands.

There is a joke about a poor farmer, who, during the last moments of his life, complained to God: "I have always trusted You. I have given prayers my whole life to You to win the lottery. I respected all of your commandments and yet never received a cent in my life." God answered: "Yes, it's true what you say, but you never bought a lottery ticket."

If you do not take advantage of the opportunity when it's offered to you, it passes you by like it never existed at all. Mark Twain said: **"Those who buy books but don't read them have no advantage over those who don't know how to read."** One of life's truths says: "People are so burdened with unimportant stuff that they don't have time to earn money."

One of my friends, an architect, was building a new office building a few years back. He dug gutters, carried mortar, plastered walls, etc. Although he usually makes \$100/hr, he wasted his precious time doing work that paid him ten times less "just because it was 'his' building and he thought he was saving a few dollars." He never lacked architectural work, so he could have been more financially productive by hiring bricklayers and similar professionals to do the physical work. He would then have the time to do the work his experience and training qualified him to do that paid him ten times more.

Had my friend been doing the work *he* enjoys most, instead of trying to save a buck by doing the labor himself, everyone would have benefited. The bricklayers would have had work, he would have more jobs contracted and the building would have finished sooner and possibly crafted better. Additionally, my friend's burdens, the added worries he encountered by doing the work himself, would have been far less. When I presented him with this view, he thought about what I said and then did as I proposed. "Strange I didn't think of that myself," he commented.

An even greater truth tells us *not to rely on luck*. At any moment, a situation can change and what we once thought was lucky can backfire and turn out to hurt us even more than the lack of luck did to begin with! There is an old Chinese tale that speaks to this truth. Dr. Walter Doyle Staples, in his amazing book “*Think Like a Winner!*” tells the following tale:

In a small village, somewhere in China, there was an old man who had everything – a loving son, all the material wealth he needed as well as a horse worth a fortune that was the envy of all his neighbors. One day, his horse jumped over the fence and got lost in the woods. Gone in an instant was his most valuable possession. Hearing about the accident and feeling sorry for the old man, the people in his village said, “You lost your horse, what a terrible tragedy for you. Oh, what bad luck ...” As they each offered their condolences, his reply was always the same: “Bad luck, good luck ...how do you know it is a tragedy?”

A few days later, the hungry horse returned to the old man, knowing there was food and water at the old man’s barn. The horse brought twelve other wild and beautiful horses with him. When the old man’s neighbors heard about his great fortune, they all thought he was extremely lucky and told him so. The wise, old man simply replied: “Bad luck, good luck ... how do you know it is good luck?”

The next day, his son saddled and tried to ride one of the new horses. The horse threw him from the saddle and the fall injured him badly. Doctors said the boy was incurably lame. Farmers from the village came to offer their condolences to the old man, saying: “Oh, your only son, disabled forever, what a tragedy, what bad luck ...” The old man replied, “How do you know it’s bad luck or a tragedy?”

Months passed into years and war broke out. They collected men and boys from every city to join the army and took soldiers from every village, but the crippled boy, unable to fight, remained with the old man. The following week, the news came that a great battle killed all the soldiers from their village.

An important lesson: **You never know what is bad luck or good luck. Never rely on luck to get you closer to your goals.**

Do not rely on circumstances outside yourself, the goodwill of others, sympathy or gratitude. **Rely on yourself.** Don’t take this wrong – most people are kind and many are grateful, but the responsibility for your happiness lay only within you. If you *expect* others to take care of you, then you place your life and happiness in their

hands, as we said earlier. When that happens, negative energy takes over your mind and you will feel like “a miserable victim of fate,” living your life “as others dictate.”

Make your own luck and learn how to use it. Why does someone succeed in a business you refused to try? Does he succeed because he is more capable than you? I bet you wouldn't agree and would probably say just the opposite.

He succeeded because he acted! He succeeded because he made his own luck and took his life and fate into his own hands. “Help yourself and God will help you,” says the Holy Bible.

Luck is all around you. The seeds of your happiness are right in front of you; maybe those that cannot see them think that only what they pay for can make them happy. Unfortunately, many people only become aware of what they had when they lose it.

Don't let this happen to you!

Life is a Discovery

Are we born with a certain innate knowledge or do we acquire everything we know through experience? Do we have to experience many failures and mistakes before we can finally come out on top?

None of us received a map of the hidden treasures of life at birth. At least I didn't, did you? Born salespeople or born winners, or even born losers do not exist. While it's true that everyone has certain hidden abilities, they must discover and develop them or they will remain forever dormant and useless inside.

Some people gifted, more than others, in certain areas. I bet you even have a talent for *something* that you have yet to uncover or fully realize. However, it might surprise you to know that research has proven, in the vast majority of cases studied, that **only 10% of success is talent and the remaining 90% is plain old hard work and a positive attitude.**

What does a “born salesperson” look like? Jason, as a young man, was always hanging around the corner store. In his free time, while his friends played football (which he wasn't interested in because he was short for his age), Jason enjoyed watching the salespeople work their magic. Fascinated by their interesting dialogue

and the skill they displayed in the various techniques they used to try to sell as much as possible to their customers; he watched them for hours.

Still a young boy, Jason liked to watch movies, especially ones about merchants and people succeeding against all odds. All these events influenced the way Jason thought, spoke and acted. When Jason is a bit older, he gets a job at the local grocery. He jumps at every opportunity to mimic the techniques he witnessed in his youth, but he isn't selling anything yet. He dreams, however, about one day becoming a great salesperson.

Always in the action, he enjoys practicing and portraying himself as the successful negotiator, salesperson and business entrepreneur in front of his friends. Of course, his friends complain because they are still playing football and having fun.

In college, his passion becomes stronger and he discovers there are classes he can take to learn more about business and sales. He likes what he's studying so much, he spends his free time reading books about all the great businesspeople and how they made and kept their fortunes. He goes deeper and deeper into his art, attending seminars, reading articles and comparing the experiences and wisdom of all who have gone before him. Finally, Jason lands a job and it's time to prove he is a "born salesman."

Everyone is astonished at his "overnight" success. His friends envy him and comfort themselves by saying, "That Jason, he is just a born salesman."

IS Jason a "born salesman?"

No. He developed his skills based on his interests and what he loved. He read everything he could get his hands on and practiced his technique for years. His interests led him to discover a hidden ability and he developed and cultivated his "talent" into an art and successful business. A tremendous amount of effort (though it never felt like effort to Jason because he loved what he was doing), willpower, self-confidence, time and other "investments" were necessary for Jason to reach his present status of a "born salesman."

If the power of your interests and desires are strong enough, nothing you have to do to achieve your goal will "feel" hard. Everyone can endeavor to be an expert in his or her field. Fortunately, not everyone has the same dreams, interests and goals. It is essential to do what you really want to in life. **Desire is the catalyst that transforms work into pleasure.**

Generally speaking, having an above-average talent in any given area is only an advantage in the beginning, where growth comes faster with less effort. Once you reach a certain level, practice and the resulting experience become valuable. You can substitute practice and endurance for talent, but talent along can never replace hard work.

This next example is remarkable because “art,” “music” and the “artists” that perform each are almost exclusively thought of as possessing a unique talent that by itself carries them to greatness. However, **famous artists do not create high quality work simply on talent alone.**

A pianist, 90-years old, was asked how much time he spent practicing his craft daily. “Six hours,” he replied. Reporters were amazed. “What? You already have a long career and played some of these compositions for decades, yet you still practice so many hours?” The old man laughed, “Sure, that is the only way I can still progress.”

Another well-known story is the one in which a high-society woman approached Pablo Picasso, who was already a famous and reputable painter at the time, and asked him to draw something on her napkin. “I will pay whatever you say,” said the woman. Picasso took a pen and made some lines. The woman was quite enthusiastic, until she heard the price. “What? Ten thousand dollars for just a couple of minutes of work?” Now she was quite angry. Calmly, the painter replied, “Not for a couple of minutes of work, my dear madam, but for ten years of schooling and experience, which allowed me to draw this in just a couple of minutes.”

All successful businesspeople, scientists, even artists have many years in their field behind them, which allow them to arrive at the important decisions, discoveries and techniques, which are the foundation on which they have built their success.

Never forget, they too have had their failures and setbacks, many more than most. Failures do not have to be negative, but are instead the stepping-stones to greatness. It is only on the heels of such failures that they achieve such depth of success.

Reporters once asked Mr. Kashogi, one of the wealthiest people in the world at the time, to lay bear the secret of his extraordinary success. “No problem,” smiled the millionaire, “I can tell you in two words – good decisions.” Reporters, who were expecting some “magic formula,” looked at one another. They weren’t satisfied with that answer. A second reporter mustered his courage and asked, “I understand, but

can you tell us *how* you were able to make such good decisions?” The businessman smiled again and answered, “Of course, I can tell you how in one word – experience.” Still frustrated, a third young reporter piped up, “Fine, Mr. Kashogi, good decisions, experience – we can understand all that, but what interests us is your background. What is *behind* the experience? How and where did you get it?” Still in a good mood, Kashogi answered, “This, even my grandmother could tell you; learning is the basis for good decisions and we gain experience by making many mistakes.”

Good decisions are based on good judgment.

Good judgment is based on experience.

Experience comes from “exercising” bad judgment as well as good.

Do not discount your unsuccessful attempts, for they will eventually bring you to your success. Part of the *magic formula* of success is – we learn by our mistakes. “He who works, makes mistakes,” says an old proverb, which we have all heard. It’s a good proverb to remember.

A successful person who will always do what’s right doesn’t exist in all of history.

The successful person differs from his unsuccessful counterpart; the former looks at their failures with the awareness of a learning experience, allowing each one to hone their judgment and decision-making skills, bringing them one step closer to the top. The unsuccessful person doesn’t learn anything and never moves beyond their failure.

Step, for a moment, into the shoes of a young student just coming home from a dance, refused, once again, by a young woman he is fond of and has been asking to dance for nearly a year. After coming home, he thought, “The first time she refused to dance with me because of the way I dressed, so I learned how to dress better. Then she refused me because I didn’t know how to dance well, so I learned how to dance better. Tonight she refused me because she wasn’t sure I was her “type” of man. I asked her what that meant and during our conversation she told me all the things she liked, even said I was an interesting person. Tomorrow, I will invite her to the theater. I will dress well and bring her flowers, because now I know everything she likes and doesn’t like! And all that makes *me* happy and is great fun ... isn’t life beautiful?”

How would you react after three refusals – in business, by a friend or someone you are attracted to? Would you accept your failure and give up or would you persevere and move beyond them?

Successful people do not consider bad decisions to be a waste of time, money or energy, but rather as an important sign. Rejection doesn't bother them much. They are even happy to receive a refusal, identify a misunderstanding or catch a mistake early in the game because it is easier to correct and they will spend less energy heading in the wrong direction. They redirect their energy into a positive force and head out towards new possibilities.

If you adopt this thinking, nobody will be able to stop you from becoming wealthy, experiencing happiness or being “lucky.”

Another way to look at it is: If you don't know the hard times, how can you ever fully appreciate the best times? We appreciate pleasure because our day is not filled with it. Success is always sweeter when contrasted by our failures. A person that rises to riches from rags appreciates his new lifestyle in a way nobody who has grown up with wealth ever can.

Eastern religions know there is no “good” without “evil,” no beauty without ugliness, no success without failure. It is the two extremes, opposite each other yet part of each other, that perfectly balance any system and make it work. This is YIN and YANG. Without beginning, there is no end and there can be no beginning without an ending first. Day and night follow each other in an endless cycle of dawn and dusk, each known only by the other – white is known only through black as one absorbs all color and the other repels all light. Silence is broken by sound and sound can only be heard distinct from silence.

Successful people embrace both extremes and know them as equal parts of the same whole, learning their characteristics, raising their awareness and accepting them as part of themselves. We should be more aware of our “shadow,” what the American shaman, Foster Perry, calls our “darkness” or “negative emotions.” Our shadow is not “bad,” just shows us the way: **this is the part of us that needs our attention and love the most**. Thomas Keller reminds us to “**do the things you are not inclined to do,**” if you want to change a habit or break away from your daily routine and walk the path to freedom. Jesus simply said, “**Love thy enemies.**” In fact, they all speak the same.

Part of your journey will be complete when you return from the life of duality. A duality that represents opposites, where you fight for everything, which you do because the only way back is to decide “*for or against.*” This is, by the way, where all wars begin. If you are not for me, then you are against me – to the everlasting whole of unity, where there is no “right or wrong, good or bad, black or white” – everything simply **is**. Where everyone is free to express him or herself the way he or she wants – and this doesn’t bother anyone. Further, not only does this not bother anyone, but everyone is **happy** to help someone else achieve his or her goal – because doing so fulfills the helper too!

Can you accept such a perception of life? Can you accept a view that means the end of pain, envy and sorrow? The perception that everything is one and everyone supports everyone else.

Once again, we return to the question of, “**What do successful people have that unsuccessful people don’t?**” Do they know more theory? We can find theory in a book. Do they know more people? Most started without knowing anyone. Did they have a lot of money to start with? Once again, most had nothing in the beginning.

If we neglect our psychological orientation to success (which anyone can develop in a short period of time) **then the experiences we have only serve to separate us from our success.** Successful people use the same experiences, viewed through their psychological orientation to succeed, as signs that guide them on their path to success, rather than proof of their failure to achieve.

Successful people are not distinguished from the unsuccessful by experiencing fewer disappointments or fewer failures in life. Winners simply view their disappointments and failures through a success-oriented lens and allow them to carry them to greater heights instead of lead them to despair.

Here is an outline of the events of one “successful” person’s life:

He was 2 years old when his infant brother died

When he was 7, he almost drowned

His mother died of milk sickness when he was 9

When he was 10, a horse kicked him and he nearly died

He was 16 years old when he took a job to support his impoverished family

He was 19 when his older sister died in childbirth

Lost his job at 23

Defeated for state legislature at 23

Failed in business (a grocery store) at 24

Elected to state legislature at 25

Overcame the death of his sweetheart at 26

Reelected to state legislature at 27

Had a nervous breakdown at 27

Turned down in marriage proposal at 28

Defeated for Speaker at 29

Reelected to state legislature at 29

Reelected to state legislature at 31

Filed bankruptcy at 31

Filed bankruptcy again at 33 (but spent the next 17 years paying back a debt he had borrowed to lend money to a friend with the purpose of starting a new business)

Lost a congressional race at 34

Elected to congress at 37

Lost re-nomination at 39

Rejected for land officer at 40

When he was 41, his son died

When he was 42, his father died

Lost a senatorial race at 45

Defeated for nomination for Vice President at 47 (received only 110 votes)

Lost a senatorial race at 49

Elected President of the United States at age 52 and reelected for a 2nd term at 56

His name was Abraham Lincoln – **known as one of the greatest Presidents of the United States of America**

Your Thoughts Create Your Destiny

How important is what and how we think? Is it true that everything that happens to us in our life is a product of our thoughts?

Your choices and actions brought you to your current circumstances. Your decisions, controlled by your inner and general outlook about the object of your actions, dictate your actions. Your outlook is the product of your experiences and orientation. Your past actions guide and affect your experiences. Both your internal and external perceptions have shaped your orientation.

Furthermore, the friends you choose, the books you read, discussions you hear and take part in, television shows you watch and everything else you absorb from the world around you affects your external perceptions. The thoughts that arise from those external perceptions, as well as your reactions to those thoughts and the conclusions you draw from them, all affect your internal view.

Even scientists say that “events that influence our condition are only a small percentage of what accounts for where we are in life,” rather, it is our reaction to certain events that have a significant impact on our present condition!

Following is a hypothetical example of how this chain reaction occurs within you:

You have your heart set on a promotion you have been working towards for a longtime. Someone else receives the promotion. Disappointed and even a little bit

angry, you try to find out *why* they were chosen over you. This is your internal perception at work, reacting to the external stressor of losing the promotion.

During this process, you “*discover*” new information. One, your colleague has business connections that are far superior to yours. Two, you have more experience and a better education than your colleague. You assess the information and begin to think; “This “*confirms*,” the system I work in prefers young, fresh employees for the top positions.” It even makes you think that your company appreciates the work of others over yours.

Now you are more than a little angry. Your self-talk, the thoughts that arise inside your mind, now say things like, “They don’t respect me. My work isn’t worth anything. Nobody sees what an important team player I am. I will never be able to achieve my goals in a company that prefers younger employees for top positions.” You begin to think there is no point in trying again. In fact, it doesn’t matter how hard you try because you won’t be successful anyway. You now see yourself in a hopeless situation.

You now become depressed, offended, short-tempered and come to work in a bad mood every day. Where you used to see coworkers, you now see only competitors and backstabbers. Angry all the time, you no longer see any reason to be in your present line of work or working at the company where you are currently employed.

What is the result of your *thinking*?

You are no longer enthusiastic about your job. You have a lack of interest in your line of work. Your energy level has decreased dramatically and you display an attitude of indifference in everything you do ... all these things, without a doubt, stomp your productivity into the ground and destroy your effectiveness on the job.

SUMMARY: How do you know, for sure, why they chose your colleague over you ... and what gifts are waiting for you in this situation? Based on your presumption, you are now in a really hopeless situation that will never allow a promotion. In addition, if you continue to work like mediocre people do, you will probably never again find that “edge” and creativity that put you so close to the top to begin with.

Why not try a positive approach to the event that has just occurred in your life?

First, you should try to find out why they chose the other candidate. You may never find out the “real” answer, however. Thus, barring that, you should ask your

supervisor what you could have done differently that might have swayed them to choose you instead. Always remember, however, the positive approach needs no further information from the outside.

Rather, you need to sit down and be frank, admit to yourself any “mistakes” you made. Sometimes others cannot see what we’re doing ... On the other hand, there are times when they see something is going on with us – but we do not register that at all. In other words, there is a gap between how *they* see you and your work and how *you* see yourself.

Perhaps you have been late or often absent. Perhaps they feel you lack initiative or don’t take enough calculated risks to put their company out in front. Maybe they feel your work isn’t your top priority, you are not loyal enough or enthusiastic enough about their company or your job ... you name it! All or any of these or other reasons may have kept you from getting the promotion you wanted. Find out, if you can, and improve your performance in those areas!

Even if you never find out the “real” reason, your self-assessment will lead you to areas you can improve in. This gives you the opportunity to take a huge leap forward *and* higher. In fact, you can view losing the promotion as providing the catalyst you needed to realize the difference between your view of your performance and your company’s view and expectations.

Now, you can learn more, educate yourself further, take better care in fulfilling expectations from business partners and coworkers – with that you can improve your image, reputation, professionalism and your capacity to lead and do business with others.

Had you gotten the promotion, your motivation to further educate and improve yourself would be gone. Your competitor did you a great favor – a favor that will eventually allow you to achieve much more than you were previously able to, given the limits of your past knowledge. Maybe you won’t stay at your present company, but this goes for *any* company you work at, because true professionals and successful people always find an available workplace!

Look at this same set of circumstances from another perspective. Imagine you are the supervisor that must decide who will get this job. You have to choose between *you* (as you are right now) and someone younger, with the same knowledge and

experience that has applied for the same job in your office (this is your younger “competitor”).

If you had to decide - would you take *you* (as you are right now) ... or that younger candidate? Be as neutral, honest and open as you can be. If you find these questions hard to answer, then ask yourself (as though you are the supervisor who is responsible for this tough decision), “How would I feel if this person (you) got a job in my competitor’s office?” Maybe the decision is easier to analyze from this perspective. Because this is a thought experiment, it’s easier to distance yourself from the “emotions” that attend “being the candidate” – from the supervisor’s chair, you can remain neutral and thus open to explore new levels of honesty.

Sometimes a company employs someone simply to gain a competitive edge. Sometimes the difference between the skills and experience of employees is so small that promoting one over the other becomes simply a matter of which one the supervisor feels more comfortable with, rather than who is better qualified.

It so happens that I once took part in a financial project for which I expected a far different outcome than happened in the end. My colleagues and I tried hard to affect the outcome positively, but our efforts just didn’t do the trick.

My sign to leave the project came when I saw an amount 5 times smaller than I expected in my paycheck. I left the project the same day.

Once alone, I found myself in a crisis, circumstances so unexpected that even my own survival was in question. Even so, I also knew that, up to that point, I hadn’t found a business that I could see myself working in for long and be joyful doing it. I had yet to discover a business, in fact, that I enjoyed as much as, say, my favorite hobbies. I asked myself, “What do I want to do today and what would I like to be doing twenty years from now?” In writing out the answers that came to me, I began to discover my areas of interest and skill and even ways that I could put them to work to profit from them, or at least make a living. Soon, the path began to appear all by itself.

Accidentally, I stumbled across the address for an organization that did Business Consulting. I called them and offered my knowledge and experience, because that is something I’ve been doing for years – advising people on how to profit from their current circumstance – but until now, I had provided this counseling free. After the

second interview, they hired me to run their seminars – it's funny how well we clicked, right from the beginning.

I knew this was my chance and I prepared, as thoroughly as possible, for my first session. The results were more than excellent! I gave my first, independent seminar to a packed house, so full, in fact, the company decided I should give a repeat session as soon as possible.

In the beginning, I only conducted a few seminars each month. However, it wasn't long before I was able to *choose* when, with and for whom I would work. I felt this was *it* and I still feel that way today!

I will never forget the people that helped me make this happen, including the financial project that got me started on *my correct path* by what seemed like a disaster at the time. What I have realized since then is how much knowledge I gained from that failed project. In fact, I could never be where I am today without it. My decision to leave was right, for that moment, and among the best business choices, I have ever made.

Always look at the positive side, even if your company fires you!

Given that circumstance, there is *something* that you now have the opportunity to do, that you could not take advantage of while working for the same company or doing the same job. Collaborate with organizations that will help you “to get up on your feet” or even take you further in your current line of work. Many places offer such support free.

Therefore, you see, everything that happens in your life is ultimately the product of what and how you think and especially your reactions to your thoughts and the events they arise from. You can control what and how you think about anything and because of this, you can control your destiny and even predict what events and experiences the universe will bring you.

The Plan for Achieving Wealth, Success and Happiness

1. Consciously, follow your thoughts for one day. Discover and write down the questions you pose to you – those that give you power and those that take it away.

2. Begin writing daily in a Diary of Experiences. It should contain the following.

List the good events that happened today.

List at least 5 things that happened today that you are grateful for and why.

Write about at least one event that happened today that you wished you had reacted differently to and how you would like to react to that situation in the future (be specific because it WILL occur again in some form). Ask yourself, “What message does this experience bring me?” Write down the answer that comes to you.

ATTENTION! Do not ask yourself **why** something happened. Sometimes, the answer to that question is not obvious or ready to reveal itself to you. Still caught up in moving through it, you are not looking at the event from the soul (yet), but rather still viewing it from the personality. **Just believe – everything that is happening is for your own good.** Thomas Keller, who played an instrumental part in helping me with my personal growth, says there is always only one answer to the question “Why?”

“Because God understands ... and because God is love.” Therefore, if you simply believe, you don’t need an explanation of why!

3. For everything that happens, specifically ask, “Why is this good? Where does it lead me? What must I learn from this?”

4. There is only one solution for the occurring events and circumstances that drain your power, life energy and motivation – ask yourself the question, “What is the fastest way to get beyond this?” and move forward.

5. When you feel the urge to help someone, ask yourself, “Did he or she ask me for help?” If the answer is no, then you will help them best by trusting they can solve the problem on their own. However, when someone specifically *asks for your help*, respond immediately. Sometimes, helping someone or accepting help from someone is a learning experience for both.

Maybe this experience is just what you both need to set you free of certain patterns and mindsets that have slowed your personal growth and prevented you from moving forward. Trust! By the way – this also goes for helping older people and children – of course, you take care of children until they can stand on their own feet, but then they must find their own way and live “their” own life. Thomas Keller asks, “**Are you worried about your children** (parents or spouse) **or are you caring for them and trust in their success?**” There is a difference between “worry” and “care.” The difference is in the energy you give and it is essential!

6. Here is a technique for raising your self-confidence. Do the following exercise and answer all questions honestly:

a) Call to mind all the **successful** events you have experienced in your life. Surely there are many things (personal, educational, business) from your birth until now that you are proud of. Take a moment to relive them now. (Can you see the power of “posing” the right questions?)

b) Think about the people you have met in your life, since you were a child – school, vacations, business trips, social events, hobbies, intimate life, etc.

c) Now, answer this: Of all the people you remembered in the previous question, who among them could realize what you have realized in life as successfully or more successfully as you have? Be honest! This is not about self-praising (which is another pattern given to us: you should not think arrogantly of yourself), it is about recognition!

Did your answers surprise you? Write them all down so you can go back and read them, whenever necessary, for encouragement.

P.S.

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