

Special Report

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

By Boris Vene and Nikola Grubisa

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A Letter From Peter Shepherd, Tools for Transformation [<http://www.Trans4Mind.com>]

We are all "Born to Win" the game of life, but few of us actually realize that potential and live a truly fulfilling life. That's largely because it isn't obvious how to go about life in a successful manner. They don't teach much about that at school, and one's parents probably don't have too much of an idea either. Fact is, the culture and one's upbringing is designed to make you a well-oiled cog in the establishment's machines, so they retain all their power and affluence.

To turn this around, and start living a life that is for YOUR benefit, means to shake off a bunch of those limiting ideas, to discover your REAL self and what exactly turns you on - what do you want to be, do and have? What would make you ecstatic to wake up in the morning and get things done?

It is creating and producing something that you feel and know is worthwhile, that delivers happiness and fulfilment. And that achieves success.

And because we haven't been taught much about how to be successful, we need to learn new tools. We need to go about our lives in different and better ways. We need a good source of information about how to grow personally, to develop our mental resources, to free our minds of limiting ideas, to discover our true selves.

You came to Tools for Transformation for such resources and that was a good choice. Another good choice is TheMillionaireMind.net, the people responsible for this introductory manual of how to win the game of life. That's why I'm happy to offer this PDF as a bonus for subscribing to the Tools for Transformation Newsletter.

The authors, Boris Vene and Nikola Grubisa, understand that success – true success, that is, not just being rich - and personal growth are closely connected with the process of discovering ourselves spiritually. I hope you enjoy applying these principles of transformation.

Love & best wishes,

Peter Shepherd

Director, Tools for Transformation

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The Millionaire Mindset

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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://hop.clickbank.net/hop.cgi?trans4mind/vitale>

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:

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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://hop.clickbank.net/hop.cgi?trans4mind/vitale>

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://hop.clickbank.net/hop.cgi?trans4mind/vitale>

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.

Did you like this special report? Then check out the complete book and see why Joe Vitale said *"It was like the best of every business and self-help book I had every seen while still being entirely fresh, new, inspiring and practical."* Visit <http://hop.clickbank.net/hop.cgi?trans4mind/vitale> today!

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What is the greatest obstacle to your success?

by Joe Vitale

Dear Friend,

Have you ever wondered why some people are wealthy while others --- maybe even you --- are not?

Have you ever noticed that wealthy people aren't always the most educated, the hardest working, or even the smartest?

Have you ever wondered what wealthy people have in their minds that maybe others, even you, may not have right now?

I've been in marketing for more than twenty years now. I've seen some people go on to great success. Many have become millionaires.

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Yet still others --- using the same principles they learned from the same sources --- aren't doing very well. Some even went bankrupt.

What's the difference?

Is it really luck?

Take two people. They can even be a set of twins born of the same parents, with similar backgrounds, experience, and education.

Give them both the same set of tools. Let's say you give them both a shiny new hammer, a box of nails, and a few planks of wood.

What will you discover?

One will do well. The other may not.

One may build a dog house.

The other may not build anything at all, saying "I'm not a carpenter."

One may build a lemonade stand and go into business.

The other may build a stool and sit on it.

Again, what's the difference?

The key is in the person, not in the tools!

In short, the person who does well has an inner set of beliefs --- a mindset, if you will --- that will help them achieve anything they want no matter what tools they are handed.

And that's what the wealthiest people today have: **A millionaire's mindset.** An inner wiring that directs them, almost automatically, to make money and achieve their dreams.

In short, wealthy people are programmed for success.

And that's why wealthy people tend to become wealthier. Their wealth helps them have an inner magnet turned on for even more wealth.

For example, I once interviewed a man who created a website from scratch that now makes several million dollars each and every year. When I asked him how he did it, he simply said, "**I saw the opportunity.**"

How did he "see" it?

When I researched P.T. Barnum, the great showman and marketing genius, I saw again and again that he had a mindset that helped him see money-making opportunities. Others looked at the same situations but only saw the superficial.

How did Barnum get a brain "turned on" for opportunities?

Again and again I've worked with clients who would take my ideas and make money with them. But others took the same ideas but didn't make a dime. Why?

I finally realized that **success is more internal than external.**

I finally learned that it's not the tools, it's the person, who determines their own level of success.

Wealthy people somehow have an inner software in their brain that helps them naturally attract the success they desire.

Believe it or not, **wealth first comes from within.**

Now here's the best news of all:

Until now, that inner mindset remained aloof. You could read about people who had it, but learning how to program someone to have it --- including yourself --- was virtually impossible.

Until now, that is.

Thanks to two Slovenian businessmen, you, I, and anyone with a few dollars to invest in this once secret knowledge, can now begin to acquire "The Millionaire's Mindset."

I'm so excited about their book that I'm not sure where to start telling you about it.

Let me pull a few paragraphs from my own foreword to the book:

You never know what your email will bring you. In August of 2001, I received the following message. It changed my life:

"I am an owner of a web services company in Slovenia, Europe.

"One of my Slovenian business partners (my off-line business is located in Europe, Slovenia, my county of origin) that has not only become an European MLM legend, but is also a member of many international negotiating groups on a B2B and national levels, a speaker at many international conventions, is also a Slovenian bestselling author of the most successful Slovenian book "The Millionaire's Mindset."

"Mr. Boris Vene co-authored this book with Nikola Grubisa, another internationally acknowledged marketer. It is difficult to explain how well this book did in Slovenia just by sheer numbers. It has sold 10,000 hard-copies on a 2,000,000 market (the population of Slovenia) without any direct marketing, only word-of-mouth and articles of praise that were printed in Slovenian newspapers (not promotional articles).

"2,000 of these 10,000 copies sold were purchased by Slovenian business-men that chose to give it away to their business partners as a gift (the book sells for \$30 USD here in Slovenia), it's also at the top of the Amway recommended reading list (but the book itself is not on multi-level marketing). We are also just preparing an e-book version of the book for the Slovenian market, and the hard-copy is just entering its third release with 1,000 pre-orders before the book even entered print.

"This book undoubtedly has great potential for the US market. Based on Slovenian sales we could even expect sales from 1,000,000 to 1,600,000 hard-copies sold in the US.

"But, we need a publisher for the print and e-versions..."

And that's why they were writing me. They were hoping I would want to publish this successful book.

Was I interested? Was I? Of course! With the numbers he gave in that email, I wanted to see the book. So I asked for a copy.

I read it. And I was stunned. Here was a book with how-to techniques, positive philosophy, an up-lifting message, and a practical bent to it. It talked about human nature, as well as business and even spirituality. It was like the best of every

business and self-help book I had every seen while still being entirely fresh, new, inspiring and practical.

And this book sold where? In Slovenia? I had never heard of it before. I'm told it's a small country right above Italy. Well, if it's near Italy, it's got to be good.

I quickly decided that I wanted to be the one to bring this book to Americans. After nearly a year of translating the book, refining some of the book's messages to be clear for the Western audience, and settling on our deal, I'm proud to say the e-book version is done.

But there's also something else wonderful about this book.

It's been blessed. A famous spiritual teacher, Sri Sathya Sai Baba, signed the front of it. You'll see his digitized signature in the book. In a sense, he infused the book with his own magical power. That alone, for a book touted to be pure business, is rare.

Any way you look at it, you're about to read a treasure. Let it touch your mind, stir your soul, and awaken "The Millionaire's Mindset" within you.

I'm not the only one to love this book. Consider these endorsements from people from around the world:

"Vene and Grubisa have put it ALL together. This is a brilliant book that will put anyone on the path to wealth and happiness. It's worth 100 times the price and you will read it again and again!"

-- Kevin Hogan, Author of "The Psychology of Persuasion" and "Irresistible Attraction" www.kevinhogan.com

"I've read many books on success but this one is one of the best. It combines what I'd call practical principles with action steps to truly bring a very positive direction to your life. It draws on many spiritual concepts in a very grounded way to make you think and act like a successful achiever. And once you have these principles as part of your belief system, you'll be amazed at the miracles that will take place in your life."

-- Joseph Sugarman, Chairman, BluBlocker Corporation and JS&A Group, Inc.

"I have just completed reading the Millionaire Mindset. This is absolutely the best book I have ever read, I mean absolutely. Boris Vene and Nikola Grubisa have done it. It is crystal clear, inspiring, easy joyful reading, highly practical and hands-on, written in a surprisingly fresh and concise style, and - they skillfully managed -to put it ALL together in one priceless and precious Masterpiece. Well, this is a 400 + page book! Read it slowly, savour it, enjoy and you will love it- then put it to work the very next day ... Simply, this book is a must for everyone! A Million \$\$ seller."

-- *Dr. Reinhard M. Stern, President/Swiss Overseas (USA) Inc./New York, NY USA*

"Many books have been written about achieving prosperity, but very few can match the special contents of 'The Millionaire's Mindset'. The authors take you on a fascinating journey about the principles of prosperity. They not only tell you why but they also show you how. This book is a real treasure and you'll find yourself referring to it over and over again."

-- *John Harricharan, award-winning author of "When You can Walk on Water, Take the Boat."*

"Unforgettable! This is one of those rare books that everyone will still be talking about 100's of years from now. When it's out-of-print and hard-to-find you'll see copies of it selling for thousands of dollars at auctions. It's that good! I have my copy and I wouldn't sell it for any price. This book will change you life, mind and finances for the better. What are you waiting for? You better buy your copy before it becomes a valuable collector's item."

-- *Larry Dotson, Co-author of the e-book "Hypnotic Selling Tools"
<http://www.hypnoticsellingtools.com>*

"The Millionaire Mind-Set will be an invaluable resource for anyone who is ready to seize control of their financial future. The writing couldn't be more clear, the information more important or the message more inspiring. It is without a doubt one of the most powerful books of its kind that I have ever read."

-- *Blair Warren, author of "The Forbidden Keys to Persuasion"*

"A valuable and sage review of what it really takes to become a millionaire and break free of the bonds of limited thinking. If you're tired of waiting for good things to happen to you and ready to start MAKING things happen, this book will give you the inspiration and guidance you need to move up to the next level!"

-- David Garfinkel, co-author, www.ebooksecretsexposed.com

"Big books usually contain a lot of filler. Not this one. Every single thing here is straight to the point and usable right now. And the writing is so next-door-neighborly you could swear the authors must live right down the street. User-friendly, savvy and powerful. Get this book. Read it. Then unleash your forgotten power."

-- Charles Burke, www.beyondluck.com

Now let me give you a small taste of what you'll find in this amazing new e-book:

- How can you CREATE wealth when buying a car?
- How to turn \$16,000 into \$1,000,000 (Anyone can do it!)
- What really creates your reality? (You may be surprised!)
- How the law of exponential returns helps, or hurts, you
- What is the doorway to your subconscious mind?
- What is a direct link to your inner mind?
- Can your mind prevent you from realizing your dreams?
- A magic solution for anyone plagued by failure
- What really creates your self-image?

Besides all of the above, you will also discover such breakthrough insights as these:

- Your own plan for achieving wealth, success and happiness
- The Secret to setting goals that Really Works
- Why bankruptcy can sometimes be good

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The Millionaire Mindset

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- How the Law of Income Can Make You Wealthy
- Why selling and communicating are so important
- How to be a "hands off" entrepreneur
- and much more!

I can continue with an overwhelming amount of evidence that this book will help you discover and install "The Millionaire's Mindset" in you.!

And in fact, the publisher will guarantee your satisfaction.

But before you get this fantastic e-book, let me list several of the free bonuses you will get when you order right now:

1. "Your Success Calendar" will help you get control over your time and your life. This bonus alone is easily worth \$99.

2. "The Andrew Carnegie Motivation System" will reveal how that legendary tycoon was able to achieve amazing wealth. This bonus is obviously worth \$1,000.

3. "Reverse Engineering" will explain a powerful new way to achieve any goal you can imagine. This bonus should sell for \$29.95.

4. "Your Action Plan for Guaranteed Success" will do just that---reveal a strategy for more sales and more wealth! Easily worth \$29.95

5. "Selling From the Inside Out"--- Applying Esoteric Sciences and Ancient Knowledge to New Era Marketing ... will show you in praxis how you can use ancient knowledge in your sales and other communication situations to make the sale easily and get the customer to come back every single time. "Selling From the Inside Out" will also show you how you can train your sales force or affiliates to bring out their best and help them communicate with your customers on new profitable levels. The secrets in this special report have never been seen by the public before and are the grounds for a whole new book from Nikola Grubisa. Taking all this in to consideration this report should sell for more than \$27!

6. And finally, you'll also get the new Special Report, "How to Transform Your Work Into Your Dream Job." This may or may not be worth a lot to you. But if you're stuck in a job you don't like, this could be worth a fortune. It should normally retail for \$39.95---but it, too, can be yours free.

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How much is "The Millionaire's Mindset"?

Considering all the free bonuses you get with it, it ought to cost you more than \$795 easily.

Considering it can help you install a "wealth mindset" in you that can pull an unbelievable amount of money to you, it ought to sell for \$995 or more.

Considering the book is proven to work for anyone who reads it and uses what it reveals, the book should sell for \$395 --- or more.

But because this is an e-book and all our delivery costs are cut to a minimum, you can buy the book right now for only \$39.95.

That's right. For less than the price of a good dinner out with a friend, you can have access to a remarkable book that could feed you for your entire life.

Wouldn't that be worth it?

Look. I want you to get this book. Now.

Remember ---

- The book contains the secrets that make men and women wealthy.
- The book sold out within the first 15 days and was called a miracle.
- The book was blessed by a magical spiritual teacher
- The book will help you create a new wealth mindset
- The book will work for you --- guaranteed.

Get this book right now. **Read it. Soak it up. Use it.**

And then note how much your income increases.

You'll begin to see small changes, at first.

Maybe a new deal will come through.

Maybe you'll get a call from an old client.

Maybe you'll just see your income increase.

But you will see something!

So here's your guarantee:

Order "The Millionaire's Mindset" right now. You'll get access to the PDF file of it --- and all the free bonuses --- within a few minutes of placing your order.

Spend time with the book. If you don't see a difference within 30 days, simply ask for a refund. You'll get all of your money back --- no questions asked --- and you can keep the free bonuses as a bonus gift!

Will you order right now?

If so, click here: (<http://hop.clickbank.net/hop.cgi?trans4mind/vitale>) and go on the road to wealth.

If not, let me ask you a question:

Are you not going to order because of skepticism? You don't believe the book will work --- or at least work for you?

I once felt the same way. Before I saw the book, I figured everything I read about it was hype just designed to sell me on it.

But then I read the book.

I now so love it that I decided to be the sole US publisher of it!

And consider this:

The authors of "The Millionaire's Mindset" say this in their book:

"Your rational mind is the greatest obstacle to your success."

Think about that.

Right now your rational mind is talking to you...

It's saying, "I don't believe this."

Or maybe, "I bought books on wealth before and they didn't work."

Or even, "I WANT to believe you but what if you're wrong?"

Again, remember what the authors say:

"Your rational mind is the greatest obstacle to your success."

If you allow your rational mind to stop you, then you're defeated.

You'll keep on doing what you've always done and keep on getting the results you've always gotten. You will have allowed your rational mind to talk you out of your own possible success.

So maybe the question to ask yourself is this:

If your rational mind is trying to protect you, what is your higher mind trying to tell you to do right now?

If it's saying, "Get this book and all those free bonuses," then click here:

<http://hop.clickbank.net/hop.cgi?trans4mind/vitale>

And if it's saying, "Skip this. It's not for you," then do what it says. Always follow the high ground.

The choice, as always, is yours.

I trust you'll decide what's right for you.

Either way, I wish you an exhilarating and prosperous life.

Sincerely,

Joe Vitale

#1 Best-selling author, "Spiritual Marketing"

CEO, Hypnotic Marketing, Inc.

PS -- Remember, you can have all the free bonuses only if you order the book right now. And yes, your satisfaction is fully guaranteed. Click here and change your life forever! <http://hop.clickbank.net/hop.cgi?trans4mind/vitale>

PPS -- Is your rational mind preventing you from achieving your own success? Most of the wealthiest people alive listened to their intuition. What is your gut urging you to do right now? Click here to order!

<http://hop.clickbank.net/hop.cgi?trans4mind/vitale>

Do You Believe This Special Report Can Help People Achieve Better Results in Life?

Has it already helped you in any way?

Is your answer to any of the questions above a resounding “Yes”?

**Then don't hesitate and forward this Report to all of your
friends that you believe could benefit from it!**

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