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GROUP



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THE SEVEN SECRETS OF SUCCESS

Contents

Introduction

Seven Secrets to becoming Unstoppable 3

Success Secret 1

Change Your Thinking..... 4

Success Secret 2

Change Your Life 10

Success Secret 3

Dream Big Dreams 16

Success Secret 4

Decide To Become Rich 22

Success Secret 5

Take Charge of Your Life 28

Success Secret 6

Commit to Excellence 34

Success Secret 7

Put People First 42

Seven Secrets to becoming Unstoppable

If you absolutely believed that you were guaranteed to be happy and successful, and that every setback or obstacle was sent to you to teach you important lessons that you needed to know to achieve your goals, you would be completely unstoppable. You would be positive and optimistic most of the time. You would set big goals for yourself, and bounce back quickly from any temporary defeat. Your belief would eventually become your reality. By changing your thinking, you would change your life.

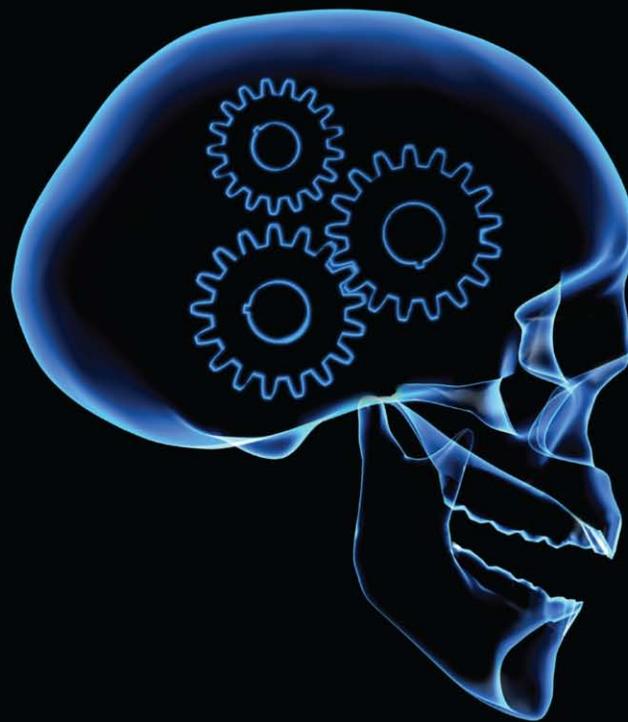
Throughout the pages that follow, I will share with you a series of 7 time-tested and proven methods and techniques that you can use to take complete control over every area of your thinking. I will show you how to think so positively and effectively that you will feel yourself capable of accomplishing anything. You will learn how to program and reprogram you self-concept so that your inner world is consistent with the person you want to be, and the life you want to experience on the outside. You will learn how to become unstoppable.

Success Secret 1 **Change Your Thinking**

“ There is a law in psychology that if you form a picture in your mind of what you would like to be, and you keep and hold that picture there long enough, you will soon become exactly as you have been thinking

”

- William James



Self-concept

Perhaps the greatest breakthrough in the field of human potential in the twentieth century was the discovery of the self-concept. This is the idea that each person develops a self-concept, or bundle of beliefs, starting at birth, or even before. Your self-concept then becomes the master program of your subconscious computer, determining everything you think, say, feel and do. For this reason, all change in your outer life begins with a change in your self-concept, with a change in the way you think and feel about yourself and your world.

A child is born with no self-concept at all. Every idea, opinion, feeling, attitude or value you have as an adult, you learned from childhood. Everything you are today is the result of an idea or impression you took in and accepted as true. When you believe something to be true, it becomes true for you, whatever the fact may be. "You are not what you think you are, but what you think, you are."

First Impressions Are Lasting

If you were raised by parents who continually told you what a good person you were, who loved you, encouraged you, supported you, and believed in you, no matter what you did or didn't do, you would grow up with the belief that you were a good and valuable person. By the age of three, this belief would lock in and becomes a fundamental part of the way you view yourself in relation to your world. Thereafter, no matter what happens to you, you would hold to this belief. It would become your reality.

If you were raised by parents who did not know how powerful their words and behaviors could be in shaping your personality, they could very easily have used destructive criticism, disapproval, and physical or emotional punishment to discipline or control you. When a child is continually criticised at an early age, he soon concludes that there is something wrong with him. He doesn't understand why it is that he is being criticised or punished, but he assumes that his parents know the truth about him, and that he deserves it. He begins to feel that he is not valuable or lovable. He is not worth very much. He must therefore be worth-less.

Almost all personality problems in adolescence and adulthood are rooted in what psychologists refer to as love withheld. The child needs love like roses need rain. When the child feels unloved, he feels unsafe and insecure. He feels that, "I'm not good enough." He begins to engage in compensatory behaviours to make up for this

inner anxiety. This sense of love deprivation is manifested in misbehaviour, personality problems, bursts of anger, depression, hopelessness, lack of ambition and problems with people and relationships.

You Are Born Unafraid

The child is born with no fears, except those of falling and loud noises. All other fears have to be taught to the child as he or she grows up.

The two major fears we all develop are the fears of failure or loss, and the fears of criticism or rejection. We begin to learn the fear of failure when we are continually criticised and punished when we try something new or different. We are shouted at and told, "No! Get away from there! Stop that! Put that down!" Physical punishment and the withholding of love, which scares us and makes us feel insecure, often accompany these shouts and criticisms.

We soon begin to believe that we are too small, too weak, incompetent, inadequate, and incapable of doing anything new or different. We express this feeling with the words, "I can't, I can't, I can't." Whenever we think about doing something new or challenging, we automatically respond with feelings of fear, trembling and a churning stomach. We react exactly as if we are afraid of getting a spanking. We say, "I can't" over and over. The fear of failure is the primary reason for failure in adult life. As the result of destructive criticism in childhood, we hold ourselves back as adults. We sell ourselves short. We quit before we even try the first time. Instead of using our amazing minds to figure out how to get what we want, we use our reasoning ability to create reasons why we can't, and why the things we want are not possible for us.

The Need to Be Loved

The second major fear that holds us back, undermines our confidence, and destroys our desire for a happy life, is the fear of rejection, and its expression, criticism. This emotion is learned in early childhood as the result of our parents expressing disapproval of us whenever we do something they don't like, or don't do something that they expect. As a result of displeasing them, they become angry and withdraw the love and approval we need so much as children.

The fear of being unloved and alone is so traumatic for a child that he soon changes his behaviour to do whatever he thinks his parents will approve of. He loses his spontaneity and uniqueness. He begins to think, "I have to! I have to! I have to!" He concludes, "I

have to do whatever Mummy and Daddy want me to, or they won't love me, and I'll be all alone!"

Conditional Love

As an adult, a child raised with what is called "conditional love" (as opposed to unconditional love, the greatest gift one person can give to another), becomes hypersensitive to the opinions of others. In its extreme form, he cannot do anything if there is the slightest chance that someone else may not approve. He projects his parenting relationship onto the important people in his adult life – spouse, boss, relatives, friends, authority figures – and tries desperately to earn their approval, or at least not lose it.

The fears of failure and rejection, caused by destructive criticism in early childhood, are the root causes of most of our unhappiness and anxiety as adults. We feel, "I can't!" or "I have to!" continually. The worst feeling is when we feel, "I can't, but I have to!" or "I have to, but I can't!"

We want to do something, but we are afraid of failure or loss, or if we are not afraid of loss, we are afraid of disapproval. We want to do something to improve our lives, at work or at home, but we are afraid that we may fail, or that someone else may criticise us, or both.

For most people, their fears govern their lives. Everything they do is organised around avoiding failure or criticism. They think continually about playing it safe, rather than striving for their goals. They seek security rather than opportunity.

And it all goes back to our self-concept which is broken down into a series of mini-concepts affecting the different areas of our lives. For example, you have a self-concept for how healthy and fit you are, and how much you eat or exercise. You have a self-concept for how likable and popular you are with others, especially with members of the opposite sex. You have a self-concept for what kind of a spouse or parent you are, for how good a friend you are to your friends, how smart you are and how well you learn. You have a self-concept for every sport you play, and for every activity you engage in, including how well you drive your car.

You have a self-concept for how well you do your work, and for how well you do each part of your work. You have a self-concept for how much money you make and how well you save and invest it. This is a critical area. The fact is that you can never earn much more or less than your self-concept level of income. If you want to make

more money, you have to change your beliefs about yourself relative to income and money.

Changing Your Beliefs

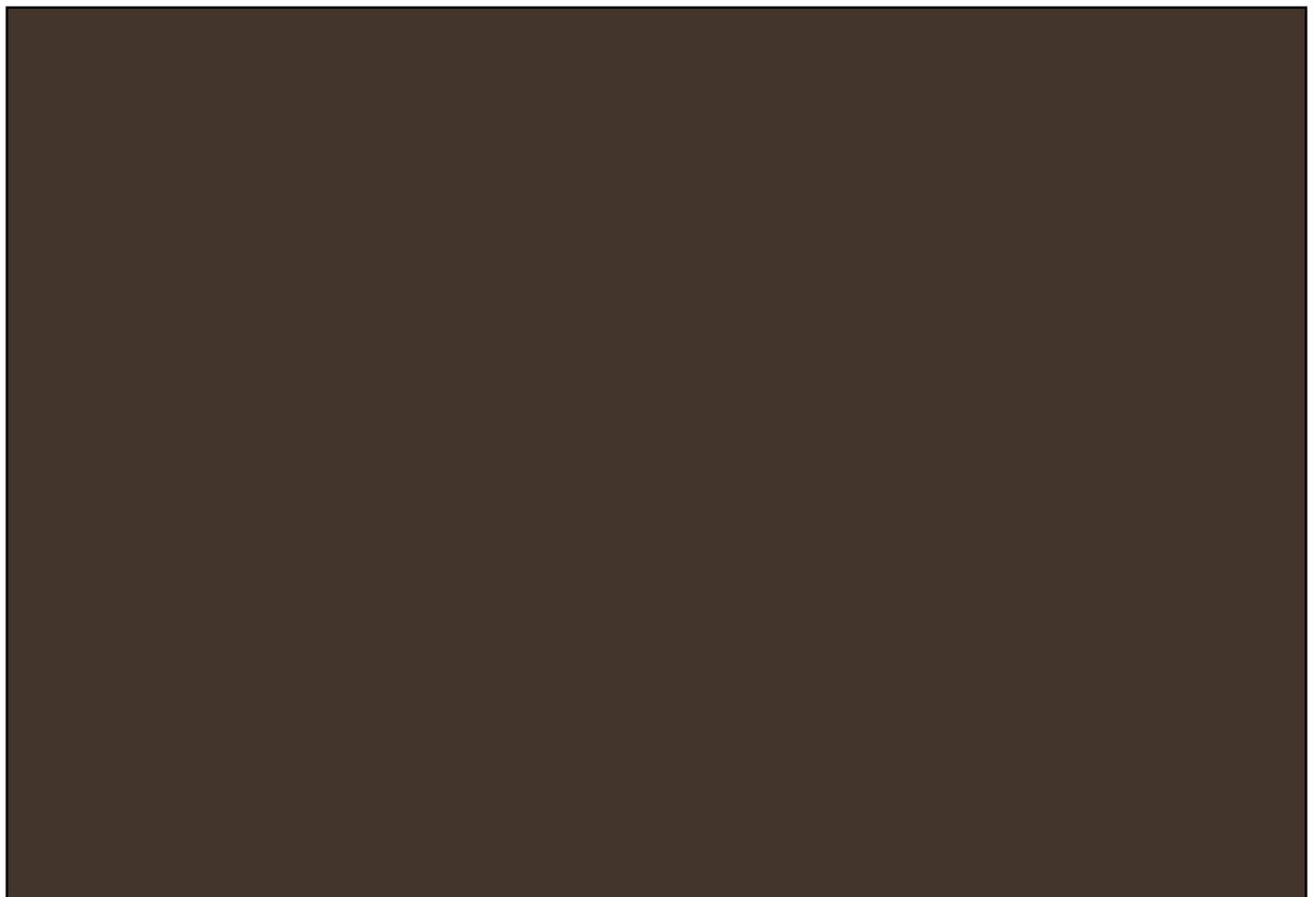
In every case, if you want to change your performance and your results in any area of your life, you have to change your self-concept, or your beliefs about yourself in that area. Fortunately, your beliefs are largely subjective. They are not always based on facts. Instead, they are based largely on information you have taken in and accepted as true, sometimes with very little evidence or proof.

The very worst beliefs you can have are self-limiting beliefs, of any kind. These are beliefs about yourself that cause you to feel somehow limited or deficient in a particular area. These beliefs are seldom true, but if you accept them as valid estimates of your ability, they become true for you, exactly as if they were correct.

The starting point of unlocking your potential, and accomplishing more than you ever have before, is for you to challenge your self-limiting beliefs. You begin this process of freeing yourself from self-limiting beliefs by imagining that, whatever they are, they are completely untrue. Imagine for the moment that you have no limitations on your abilities at all. Imagine that you could be, do or have anything you really wanted in life. Imagine that your potential is unlimited in any way.

For example, imagine that you could be earning twice as much as you are earning today. Imagine that you could be living in a bigger house, driving a better car and enjoying a more expensive lifestyle. This is how you begin changing your thinking and changing your life.

Caroline Marsh Platinum Partners' Secret Millionaire



Success Secret 2 Change Your Life

“ If you paint in your mind a picture of bright and happy expectations, you put yourself into a condition conducive to your goals. ”

- Norman Vincent Peale



The way you think and feel about yourself, your beliefs and expectations about what is possible for you, determines everything you do and everything that happens to you. When you change the quality of your thinking, you change the quality of your life, sometimes instantly.

Fortunately, you have complete control over only one thing in the universe – your thinking! You can decide what you are going to think in any given situation. Your thoughts, or the way you interpret any event, trigger your feelings, positive or negative. Your thoughts and feelings lead to your actions, and determine the results you get. It all starts with your thoughts.

Positive Thinking

Positive thoughts are life enhancing. They empower you and make you feel stronger and more confident. Positive thinking is not just a motivational idea. It has measurable, constructive effects on your personality, your health, your levels of energy, and your creativity. The more positive and optimistic you are, the happier you will be in every area of your life.

Negative thoughts bring about the opposite. They disempower you and make you feel weaker and less confident. Whenever you think or say something negative, you give your power away. You feel angry and defensive. You feel frustrated and unhappy. Over time, negative thinking can make you physically ill, and even poison your relationships.

Positive thinking leads to mental health and peak performance. Negative thinking leads to mental illness and decreased effectiveness. Your goal therefore, if you want to live a wonderful life, is to cultivate positive emotions and get rid of negative emotions.

The elimination of negative emotions is the most important single step you can take toward health, happiness and personal well-being. Each time you take complete control over your thoughts and feelings, and discipline yourself to keep them positive, the quality of both your inner and outer lives improves. In the absence of negative emotions, your mind automatically fills with the positive emotions that generate feelings of happiness and fulfillment.

You Can Choose Your Thoughts

The Law of Substitution says that, "Your mind can only hold one thought at a time, positive or negative. You can substitute a positive thought for a negative thought whenever you choose." You can apply this law by deliberately thinking about something positive whenever you want to cancel out a thought or feeling that makes you angry or unhappy.

The Law of Habit says that, "Any thought or action that you repeat over and over will eventually become a new habit." When you repeatedly react and respond in a positive way, you take full control over your conscious mind. Soon it becomes automatic and easy to think and act in that manner. By using willpower and repetition, you develop new habits of thinking and acting. By applying this law, you can become a completely positive person and change your life.

Starve Your Negative Emotions

Your negative emotions have all been learned, beginning in childhood. And what has been learned can be unlearned, sometimes quite quickly. You can learn any habit or skill that you consider to be either desirable or necessary. Especially, you can learn positive, constructive ways of thinking about people, money, health and other factors to cancel out negative ideas that limit your potential and interfere with your success.

Many negative ideas or attitudes are based on false premises. Sometimes, a negative idea about a subject, or a negative attitude toward a person, can be completely reversed with a single piece of new information. You could suddenly learn that an idea you had about yourself or another person was not true. As a result, you could change your thinking in an instant. Be open to this possibility.

Let It Go

A psychiatrist with more than 25 years experience working with unhappy people wrote that the two most common words he heard in his practice were the words, "if only." It seemed that most unhappy people are held back by some event that occurred in the past, which they cannot let go of. They are still resentful, angry or depressed over something that someone did or did not do or say. They are angry with one or both parents, a sibling, a previous relationship or marriage, a boss or business relationship, a failed investment or financial mistake.

The fact is that your life will be a continuous series of problems, difficulties, setbacks and temporary failures. These unexpected and unwanted reversals and disappointments are a normal, natural and unavoidable fact of growing up. To change your thinking

and change your life, you must make a decision to get over them, and to get on with your life, no matter what happened. Until you do, you remain a slave to the past, which cannot be changed in any case. Make a decision today that, from now on, you are going to eliminate all the "if only's" from your life.

Set Your Own Sails

There is a rule that I have learned with experience: Never do or refrain from doing something because you are concerned about what people might think about you. The fact is that nobody is even thinking about you at all.

Of course, I am not talking about criminal or anti-social behaviours. But it is amazing how many people make decisions to get into or to not get into relationships, businesses, new endeavours, adventures and other things for fear that someone else might not approve. They stay in marriages they hate, they work at jobs they dislike, or they turn down business opportunities for fear that someone, anyone, might criticise them. The truth is that no one cares more about your key life decisions than you do. Plan accordingly.

In Abraham Maslow's studies of self-actualising people, those one or two percent of men and women who are fully mature, fully functioning adults, he found a particular quality that they all had in common: They were completely honest with themselves. They were objective and clear about their own strengths and weaknesses. They did not hope or pretend that they were other than they were. This self-acceptance was a foundation stone of their self-esteem and self-respect.

Because they knew who they were, and who they were not, they did not feel that they had to continually earn the approval of others. They took the opinions of others into consideration, but then they made their own decisions. They were not overly influenced by the possible approval or disapproval of other people. You should do the same. You are the one who cares the most, and who is most affected, in any case.

Positive Versus Negative Worldviews

There are two basic ways of looking at your world. You can have a positive and benevolent worldview, or a negative and malevolent worldview. By taking responsibility for yourself and what happens to you, you become positive. You see the world in benevolent terms. You become more optimistic toward yourself and your possibilities. You become a happier and more effective person.

On the other hand, when you take a negative or malevolent worldview, you see problems and injustice everywhere. You see oppression and evil. You see guilty people all around you. You see limitations and unfairness rather than opportunity and hope. Worst of all, you spend your time apportioning blame to various people and institutions for all the problems you see.

The Power of Forgiveness

The root cause of negative emotions, the main factor that predisposes a person to blaming, and to anger and resentment, fear and doubt, envy and jealousy, is the inability to forgive someone who we feel has hurt us in some way.

As we develop as children, we go through a phase where “justice” is very important to us. We fixate on the concept of “fairness.” We are upset by any situation in our lives that does not seem to be fair and equitable to anyone, especially if it concerns ourselves.

Whenever we feel that we or anyone else has been unfairly treated, for any reason, we take it as personal attack. Our fragile self-esteem is threatened. We react with anger and resentment. This is a normal developmental phase of growth that we go through as we move toward adulthood.

However, some people “fixate” at this stage and never grow beyond it. If we are not taught the importance of letting go of our grievances as children, we will come into adulthood with a “gunnysack” of unforgiven experiences. If we are not careful, we will then build our lives around our anger toward people who we feel are to blame for something they did, or that we disapprove of. Most psychotherapists and psychiatrists spend their entire careers helping people to confront and deal with these unhappy past and current experiences.

The most powerful and liberating decision you can make is to forgive everyone who has ever hurt you in any way. Only by freeing the other person, in your mind, by forgiving him or her, can you be free yourself. This is why most religions stress the importance of forgiveness as the first step toward peace of mind and earthly bliss.

Just imagine how you would feel if you had no anger toward anyone at all in the whole world. Imagine being a completely positive, optimistic, cheerful person, with high levels of self-esteem and enthusiasm, and unlimited self-confidence. Imagine being a warm, friendly, loving person, with feelings of calmness and inner peace. All this is possible for you when you practice forgiveness.

On the other hand, the refusal or failure to forgive lies at the base of negativity, anger, stress, anxiety, mental and physical illness, and most unhappiness. The refusal to forgive keeps you trapped. Forgiveness sets you free. And it is always a choice you make. It has nothing to do with the other person or situation.

Take Control Over Your Emotions

The starting point of eliminating negative emotions is for you to take full control over your thoughts and actions, and to discipline yourself not to express negative emotions when they arise, as they surely will. You may not be able to stop the initial negative reaction to a disappointment or a frustrated expectation, but you can refuse to express it, either to yourself or to another. You can cancel it instantly by saying, "I am responsible!"

There are some who say that it is healthy to express the negative emotions of anger, hurt, fear and doubt. But the fact is that whatever you dwell upon and talk about grows in your reality. A small negative experience is like a spark that can be fanned into a blaze by thinking and talking about it continuously. Instead, snuff it out the instant it arises by saying, "I am responsible!" Then look for reasons why you might be responsible. You will always find them.

The True Gods Arrive

An English poet once wrote, "When the false gods go, the true gods arrive." What this means is that when you stop thinking about, talking about and rehearsing negative events, and the emotions they trigger, the "true gods" of positive emotions will fill your mind and heart. When you let go of the thoughts, opinions, prejudices and attitudes that make you unhappy, you will begin to experience the thoughts and emotions that make you feel good about yourself and your life.

Nature is on your side. Nature wants you to be happy, healthy, prosperous and fulfilled. Your destiny is to experience joy, harmony, love and the greatest of all human blessings, peace of mind. And just as a gyroscope knocked off balance returns to an upright position, your life and emotions return to peace and joy just as soon as you stop doing and saying the things that move you away from a sense of inner peace.

Decide this very day to give up your negative emotions. Resolve from this moment forward to become a positive, optimistic, happy, enthusiastic person, in every part of your life. Change your thinking about yourself and your possibilities, and you change your life.

Success Secret 3 Dream Big Dreams

“ Dream lofty dreams, and as you dream, so shall you become. Your vision is the promise of you shall at last unveil.

”
- John Ruskin



Your mind can be your best friend or your worst enemy. Your thoughts alone have the power to make you healthy or sick, rich or poor, popular or unpopular. Your mind is like a powerful force that can be turned in any direction to bring about wonderful results, or wreak havoc and destruction. Your main goal in life must be to harness your amazing powers and direct them intelligently and systematically toward achieving everything you really want.

A Journey Through Italy

Let me tell you a story. Some years ago, I took my family to Italy on vacation. We toured several of the great art museums of Rome and Florence. In Florence, there is a special museum that was built to house the Statue of David, created by Michelangelo several hundred years ago. This is perhaps the most beautiful piece of sculpture in the world. The actual physical experience of being in the same room with it is something that none of us has ever forgotten.

The story of the creation of "The David" is very interesting and it contains a lesson for all of us. Michelangelo was commissioned by the Medicis to create a statue for the main square in Florence. The Medicis were the wealthiest and most powerful family of Italy at the time. A commission for a statue from the Medicis was not only a great honour; it was also a task that could not be refused. For two years, Michelangelo searched for a block of stone out of which he could create the kind of masterpiece the Medicis were looking for.

Finally, on a side street of Florence, partially overgrown with weeds and covered with dirt, he found a huge slab of marble lying on wooden trestles. It had been hauled down from the mountains years before and had never been used.

Michelangelo had walked past this street many times, but this time he stopped and looked more closely. As he walked back and forth studying the block of marble, he actually envisioned the Statue of David and saw it in its entirety.

Great Success Requires Long, Hard Work

He quickly arranged to have workmen haul the block of marble to his studio some blocks away. He then began the long, hard job of hammering and chiselling. It took him two solid years of work to create the rough outline of the statue. He then put his hammers and chisels aside and spent two more years polishing and sanding before the statue was complete.

Michelangelo was already famous as a sculptor, and the news that he was working on a major commission for the Medicis spread all over Italy. When the day came for its first public viewing, thousands of people came from all over Italy and gathered in the main square. When it was unveiled, the crowd stood gaping in awe. It was breathtakingly beautiful. People cheered. Women fainted. The audience was amazed at the incredible beauty of the enormous statue. Michelangelo was immediately recognised as the greatest sculptor of his age.

Afterwards, when Michelangelo was asked how he was able to create such a masterpiece, he replied by saying that he saw the David complete and perfect in the marble. All he did was to remove everything that was not the David.

You Are A Masterpiece

There are many parallels between yourself and "The David." You are very much like a great masterpiece enclosed in marble as well. But the marble that envelops you, and most other people, is the marble of small, limited thinking, and excessive worry about the possibilities of loss or failure, rather than an excited anticipation of the rewards of success and achievement.

To realise your full potential, your greatest need is to break out of your limited thinking by dreaming big dreams and imagining unlimited possibilities. You need to remove all the negative beliefs that hold you back from becoming all you are capable of becoming. But remember, even after the David had been released from the marble, it took Michelangelo two solid years of sanding and polishing to turn it into a masterpiece.

In the same way, you also have to work on yourself, sanding and polishing, learning and practicing, for days, weeks, months and even years, to develop and bring out all the talents and abilities that lie deep inside of you.

You Can Become Unstoppable

The central purpose of this book is to help you change your thinking in such a way that you become absolutely unstoppable in achieving any goal you can set for yourself. Your goal is to develop yourself to the point psychologically where you become like an irresistible force of nature. You will be like the tide coming in, or like a powerful storm that sweeps across the land.

Your aim is to become so confident, courageous, strong and resolute that you can set any goal for yourself with the firm knowledge that you can learn what you need to learn, and do what you need to do, to eventually achieve it. You will become so

persistent and determined that nothing and no one can slow you down or alter your course. You will become truly unstoppable!

Dream Big Dreams

You begin the process of becoming unstoppable by dreaming big dreams. Since everything you create in your world begins with a thought, the bigger dreams you dream, the bigger goals you will achieve. All successful men and women are dreamers. All peak performers are what are called "blue sky thinkers." They continually allow their minds to float freely when they think about what is possible for them. They look at the unlimited blue sky above them as the only limit to everything and anything that they could possibly be, or have or do.

Successful people continually practice "back from the future" thinking. They project into the future several years and imagine what their lives would look like if they had achieved all of their goals. They look back to the present, from the mental vantage point of the future, like looking from the top of a tall mountain down to where they are actually standing in the valley, in the present. They then they look at the path that they would have to take to get to where they want to be in the future.

By the law of correspondence, whatever you can clearly see on the inside, you will eventually experience on the outside. You should therefore visualise your goals with as much clarity and vividness as possible. Visualise your goals intensely and create within yourself the same feeling that you would have if you had already achieved your goals. Visualise your goals frequently. Replay a picture of your goal, as if you had already realised it, on the screen of your mind as many times a day as you possibly can. Visualise your goals for as long as you possibly can, preferably just before falling asleep each night.

Repeat these exercises of visualisation — vividness, intensity, frequency and duration — until your goals become absolutely clear, living, breathing, exciting, clear pictures in your mind. The more skilled you become at moving from the dream through the goal to the visualisation, the more motivated and determined you will be. The greater clarity you will develop, the more courage and confidence you will have, and the more unstoppable you will become.

Create Your Ideal Future Vision

The most important part of dreaming big dreams is for you to define your ideal future vision. It is for you to think about what you want before you begin to think about what is possible for you. You dream big dreams by looking into the future and imagining that

you have no limitations holding you back from achieving anything you set your mind on.

Detach yourself from your current situation and allow yourself to dream. Pretend for the moment that you have all the time and money you need. Imagine that you have all the connections and contacts, all the resources and opportunities, all the education and knowledge, all the skills and experience, that you require to be, have or do anything that you could dream of.

Imagine your ideal lifestyle. Imagine your ideal job or income. Imagine where you would like to live and how you would like to spend each day, each week, each month. Imagine your ideal family life. Imagine your ideal state of health. Design your perfect life in every respect.

What Would You Dare to Dream?

Here is a great question: "What one great thing would you dare to dream if you knew you could not fail?"

If you were absolutely guaranteed of success in the achievement of any one goal, big or small, long term or short term, what would it be? If a billionaire took a liking to you and offered to write you a check to cover any goal that you could clearly define, what one goal would you choose?

If you could have any job, what would it be? If you could work for any kind of company, what kind of a company would you select? Where would it be, and what would it be doing? If your family life and your relationships could be perfect in every respect, what would they look like? Answer these questions clearly. Write them down.

Henry David Thoreau once wrote, "Have you built your castles in the air? Good, that's where they should be built. Now, go to work and build foundations under them." Once you have broken free from your limited thinking, like a balloon casting loose its lines and rising high into the sky, you can begin to turn your dreams and fantasies into concrete practical goals with specific plans of action.

Your ability to set goals and to make plans for their accomplishment is the "master skill" of success. With this master skill, there are no limits on what you can accomplish. Putting your goals on paper is the next step in the process.

Secrets of Self-Made Millionaires

If money is your goal, remember that most of the people who are wealthy today started out with no money at all, or even deeply in debt. Everyone who is on the top today was once at the bottom. Everyone who is at the front of the line of life was once at the back of the line. Almost everyone who is wealthy today was once poor.

Most of America's five million millionaires are self-made. That is, they started out with nothing and worked their way up. Our world today has more than 300 self-made billionaires and multi-billionaires as well. These are people who started with little or nothing, and by changing their thinking, they unleashed their own inner potentials to achieve extraordinary financial results. And almost anything that anyone else has done, within reason, you can do as well. What are your goals?

The Power of Commitment

One of my favourite quotes is from Goethe: Are you in earnest? Seek this very minute, whatever you can do, or dream you can, begin it. Boldness has genius, power and magic in it. Only engage and the mind grows heated. Begin and then the task will be completed."



Success Secret 4 **Decide To Become Rich**

“ Thought is the original source of all wealth, all success, all material gain, all great discoveries and inventions, and of all achievement ”

- Claude M. Bristol



We have passed from a world based on material limitations into a world that is determined by mental concepts. We have moved from the age of things into the "Psychozoic Age", the age of the mind. Wealth and opportunities are contained more in the person you are, and the way you think, than in the assets you have acquired in life so far. Your future lies more in your ability to apply your mind and intelligence to your work and your life than it does in your current job or situation.

Because health, wealth and happiness are essentially mental, there are very few limits on how much of them you can acquire for yourself. In this chapter, and in subsequent chapters, you will learn many of the simple, practical, proven methods, techniques and strategies used by high-achieving men and women in every field to accomplish far more than they, or the people around them, ever dreamed possible. You will learn how to break the bonds of limited, conventional thinking, expanding your desires and ambitions so dramatically that you will be able accomplish any goal that you could ever set for yourself.

Three Major Forces

There are three major forces reverberating through our world today, transforming everything they touch, and creating unlimited opportunities for the creative minority. These three forces are the incredible growth in information, technology and competition.

Information and Knowledge Explosion

The information revolution, combined with the speed of computerised information processing, the Internet and wireless communications, is enabling knowledge in every field to double every two or three years. Fully 90% of all the thinkers, inventors, engineers, scientists, writers, entrepreneurs and creators of all kinds are living and working today. The results of their efforts are becoming almost instantaneously available to each other, thereby doubling, tripling and multiplying their outputs.

Technological Advances

The explosion in technology and high-speed computers is literally breathtaking. Today, you can E-Mail a message around the world to dozens, hundreds, or even thousands of people, simultaneously, in a matter of seconds, at a cost of pennies. The World Wide Web gives you access to tens of millions of other Internet users, as well as to the accumulated knowledge stored in more than 50,000 libraries and research institutes. Instantaneous transmission of data enables the money markets to move a trillion

dollars per day, sometimes in seconds, making it impossible for countries to control their currencies, much less their economies.

In the 21st century, you can own a laptop computer with a microchip that can process one billion commands per second. It will have a long life battery and a built-in cellular telephone, connected to cells and satellites that will enable you to communicate instantaneously with almost anyone, almost anywhere in the world. You will have your own personal telephone number that will enable anyone in the world, anywhere, to telephone you, wherever you are, whether or not they even know what country you are in. And this telephone technology will probably fit on your wrist like a large digital watch does today.

Thriving Competition

The third major factor driving our lives is competition. Every business organisation wants to generate sales and make profits, locally, nationally and internationally, if possible. To survive and thrive, each person and business must be continually seeking faster, better, newer, cheaper, easier ways to deliver value to their customers.

Every advance in knowledge and technology creates opportunities that fleet-footed competitors can grab and run with to create new products and services to leapfrog each other in their markets. All three forces – information, technology and competition – are multiplying times each other to create the greatest rate of change in human history. And if anything, the rate of change is going to increase in the years ahead.

Change Creates Opportunities

Fully 80% of the products and services that you will be using five years from now will be brand new or completely different from today. Probably 80% of the jobs being done in five years will be new jobs or jobs that have been completely transformed by the onrush of information, technology and competition. And the good news is that every single change that takes place opens up more opportunities and possibilities for you to achieve your goals and make greater progress, faster than ever before.

The forces of change impact everything you do. The rate of change is accelerating week-by-week and month-by-month. The speed and variety of change is something over which you have no control, and about which you have no choice. The only decision you have to make is whether you are going to be a “master of change” or a “victim of change.” Are you going to be a creator of circumstances or a creature of circumstances? Are you going to ride the wave and stay ahead of the curve of change or are you going to be bowled over by it and left in its wake? It will be one or the

other, but the impact of change will be forced upon you, whatever you do.

Learn From the Experts

If you want to learn how to cook, you study cooking. If you want to be a lawyer, you study law. If you want to be an engineer or an architect, you study engineering or architecture. And if you want to be financially successful, you study others who have become financially successful before you. You find out what they did, and you do the same things, over and over, until you get the same results.

Making money is a skill, like riding a bicycle or operating a computer. Because it is a skill, it is therefore learnable by anyone who wants to acquire a lot of it. If in the past, you have accepted the false idea that you cannot make or keep all the money you want, it is now time for you to get rid of that idea. It is a false belief. It is time for you to decide to become financially independent.

Get Rid of the Myths

There are a lot of myths about self-made millionaires. If you want to become a self-made millionaire yourself, you must dispel these myths from your own mind. Remember, as the humorist once said, "It's not what a man knows that hurts him; it's what he knows that isn't true."

Many people have fixed ideas or beliefs about themselves and money that are holding them back. These ideas may be completely untrue, but they will cut off your chances of success nonetheless. You must get over them. To achieve something you've never achieved before, you will have to think in ways that you have never thought before.

One myth is that you have to have a great education to become rich. Another myth is that you have to start off with a lot of money. Some people are convinced that financial success depends upon your getting a lucky break of some kind, like picking a hot stock in the stock market.

None of these myths are true. In fact, in a survey of members of the Forbes 400, the 400 richest men and women in the United States, they found that high school dropouts in the group who made it to the list were worth, on average, \$300 million dollars more than university graduates on the list.

You Are Responsible

You will achieve financial success only after you accept that everything that you ever become is completely up to you. You are responsible. No one is going to do it for you. Keep repeating, "If it's to be, it's up to me!"

Fortunately, in today's world there are more opportunities for wealth creation and personal success than have ever existed in all of human history. As information and technology continue to expand and multiply times each other, and competition continues to intensify, more and more opportunities are opening up every day for the creative minority who are willing to take advantage of them. Your job is to find these opportunities, and if you don't find them, create them for yourself.

You Can Do It

If you are serious about becoming financially independent, or even better, becoming a self-made millionaire over the course of your career, here are two facts: First, it is definitely possible. Hundreds of thousands of men and women become financially independent each year, starting from nothing. Whatever others have done, within reason, you can do as well. The very fact that someone else has achieved a particular financial goal is proof it is possible for you. The only question is, "How badly do you want it?"

Second, the reality principle says that if you want to be successful in any area, you have to find out what other successful people have done to succeed in that area, and then do the same things over and over until you get the same results. As long as you don't try to fool yourself and look for shortcuts, you are virtually guaranteed of eventually achieving, and even exceeding, your goals.

Do It Now!

Procrastination is not only the thief of time; it is the thief of life. To outperform your competition, both inside and outside your organisation, you must develop the habit of moving quickly when something needs to be done. You must develop a reputation for speed and dependability. Study after study shows that those individuals with the best reputation for speed and dependability are the most valued in any organisation. They are very quickly promoted onto the fast track in their careers.

The wonderful advantage of developing the habit of moving fast is that the faster you move, the better you get. This is because the faster you move, the more experience you get. The faster you move, the more you learn and the more competent you become. The faster you move, the more energy and enthusiasm you have. People who move

fast as a way of life soon develop a totally different temperament and personality than people who move slowly, or who take a casual attitude toward their work.

Create Your Own Opportunities

Develop the habit of moving fast. Successful people in every field have a sense of urgency. Only a small percentage of the population moves quickly when opportunity or responsibility presents itself. You must be a member of this small percentage.

When I was younger, I used to think that, when my opportunity came along, I would really take advantage of it, at that time. I soon learned, that your opportunity never does "just come along."

Russell Conwell made this point in his famous story, "Acres of Diamonds". In summary, it says that in most cases, your greatest opportunities lie under your own feet. They are right where you are. They lie within your current talents, skills, ability and experience. They lie within your own business or industry. They lie within your own background or career. Your acres of diamonds are very close at hand, and that is where you should begin your search.

Produce More Value

In its simplest terms, successful people are more productive than unsuccessful people. Successful people have better habits. They dream bigger dreams. They work from written goals. They do what they love to do and they concentrate at getting better and better at it. They use their natural abilities to the full. They are continually generating ideas to solve problems and to achieve company goals. They focus on using every minute of their time to get maximum results.

Above all, they are constantly looking around them for opportunities to add value to everything they do. They have a sense of urgency and a bias for action. They work all the time they work. They develop and maintain a sense of forward momentum. As a result, they soon become unstoppable.

Success Secret 5 **Take Charge of Your Life**

“ The only limit to our realisation of tomorrow will be our doubts of today. Let us move forward with strong and active faith ”

- Franklin Delano Roosevelt



The Great Truth

"You can learn anything you need to learn, to accomplish any goal you can set for yourself." This principle offers a way for you to take complete control over your future. When I was young and struggling, failing and frustrated, this principle came along to change my life.

Generally speaking, no one is smarter than you, and no one is better than you. Just because someone is doing better than you doesn't mean that he is better than you. It usually means that he has just learned how to succeed in his particular field before you have. And whatever someone else has done, you can probably do as well. There are few limits.

This is not an easy rule, but it is definitely simple. You too can learn anything you need to learn to accomplish any goal you can set for yourself. Once I learned this idea, I was unafraid to change jobs, and even industries. I learned how to sell advertising, investments, automobiles and office supplies. I worked in real estate sales and leasing, and then real estate development. Then I engaged in importation and distribution, then banking, printing, consulting and eventually speaking, writing, recording and corporate training.

Learn What You Need

Every time I entered into a new field, I went out and learned everything I possibly could about that field, and then applied it as fast as I could. At first, I checked out the books from the local library. Then, I bought my own books and built my own library. I listened to every audiocassette I could buy on the subject, and attended every seminar.

When I was 31, I studied and prepared myself, and then wrote the entrance exams to get into a major university. I invested several thousand hours of study to get a business degree. I learned the intricacies of micro and macro economic theory, statistics, probability theory, management science and accounting. I studied marketing, management, administration and strategic planning. I became addicted to the concept of learning.

The Great Mystery

I thought that I had come late to the party, that everyone knew that learning was the key to the future. I was amazed and perplexed to find that, when I looked around me,

that very few other people were doing what I was doing. Most people, by their own admissions, were “living lives of quiet desperation.” They were working at jobs they didn’t like, earning salaries far below their potentials, staying in relationships they didn’t enjoy, and living lives that gave them no satisfaction.

I tried to tell them that the way out was up. I told anyone who would listen that they could learn anything they needed to learn to achieve any goal they could set for themselves. There were no limits. But few people seemed to be listening.

No Real Limits

But the reality is that there are no real limits on what you can accomplish with your life. Within reason, whatever someone else has done, you can do as well. The very fact that you can set a clear goal for yourself means that you probably have the ability to achieve it. Nature does not give you a burning desire for something without also equipping you with the talents and abilities you need to acquire it.

If you think back over your life, you will recall that almost everything that you ever really wanted long enough and hard enough, you finally achieved. You are not helpless and you are not stuck in a rut. Your true potential is limited only by your own imagination and determination.

Our Biggest Enemies

The two factors that contribute most to the feeling of helplessness and the comfort zone are fear and ignorance. Fear is and always has been your greatest enemy. Fear and self-doubt do more to hold you back from dreaming big dreams, and accomplishing great things, than any other factors.

It seems that the less you know about a subject, the more fearful you are of trying something new or different in that area. Your ignorance makes you reluctant to reach out for something better than what you are doing today. Fear and ignorance reinforce each other, growing until they induce in you a form of mental paralysis that leads inevitably to underachievement and failure.

Here is a wonderful discovery. Aggressively learning about any subject builds your confidence and diminishes your fear in that area. As your knowledge or skill increases, you soon reach the point where you are ready to take action and make changes. But if you are completely ignorant in a particular area, if you have not read or learned

anything about a subject, it will seem too difficult and may even appear overwhelming to you.

Your lack of knowledge will make you afraid to take the actions necessary to improve your life in that area.

You Are Responsible

My first big breakthrough in life came when I discovered that I could learn anything I needed to learn to achieve any goal I could set for myself. My second breakthrough was when I realised that I was completely responsible for myself and everything that happened to me. No one was going to do anything for me. If I wanted something, it was completely up to me to do whatever was necessary to get it. If I had a problem or limitation, it was up to me to solve it or overcome it. I was on my own.

The acceptance of personal responsibility for your life is the giant step from childhood to maturity. Prior to that decision, people criticise, complain and blame others for their problems. After that decision, they see themselves as the primary creative forces in their own lives. Before you take total responsibility for your life, you see yourself as a victim. Afterwards, you see yourself as a victor.

Positive Self-Expectancy

Successful, happy people continually maintain an attitude of positive self-expectancy. They expect to be successful in advance, and they are seldom disappointed. They expect to make more sales than they lose. They expect to learn something valuable from every experience. They expect to eventually achieve their goals, and they remain open to the possibility that they may be achieved in a way that they didn't expect.

The very best way to predict the future is to create it, and you create your future by the way you approach everything that happens to you today, either positively or negatively. If you approach each situation confidently expecting to learn from it or gain from it, you will continue to grow and progress and move toward your goals. You will also be a happier, more optimistic person that other people will want to be around, and help.

The Law of Attraction

The Law of Attraction is considered by many people to be the most important law of all in explaining both success and failure. This law says that you are a "living magnet" and that you inevitably attract the people and circumstances into your

life that harmonise with your dominant thoughts, especially those thoughts that you emotionalise strongly.

By this law, or natural force, the more you think about something you want, the more excited you will become about achieving it. The more excited or convinced you become, the more you will attract that goal into your life, like a magnet attracts iron filings. Your thoughts will create a force field of energy that will attract the people, circumstances, ideas, opportunities and resources that you need to achieve your goals. When you change your thinking about yourself and your possibilities, you will attract into your life the forces necessary to turn those big thoughts and ideas into real life experiences.

Take Charge of Your Life

There is only one thing over which you have complete control, and that is the content of your own mind. Only you can decide what you are going to think, and how you are going to think about it. This power, this control, is all you need to create a wonderful life for yourself. Your ability to steer your thoughts toward a destination of your own choosing is sufficient to enable you to overcome all obstacles, and make up for all limitation, on your road to success.

The laws of Belief, Expectations, Attraction and Correspondence, used consciously and deliberately, are the keys to your accomplishing wonderful things with your life. When you begin to change your thinking about your goals and possibilities, your beliefs and actions will change. You will find yourself doing more and more of the things you need to do to make your dreams come true.

You will continually expect good things to happen to you, and you will seldom be disappointed. You will begin attracting all kinds of wonderful people and opportunities into your life. Your whole world will begin to correspond, on the outside, with the wonderful goals and pictures that you are creating on the inside.

Successful and happy people have a generally positive mental attitude. Prosperous and wealthy people have a prosperous and wealthy mind set. Kind, patient, gentle, loving people, who enjoy happy and fulfilling relationships with their families and friends, have kind, patient, loving ways of thinking. When you develop the same mindset that is in other successful people, you will soon enjoy the same results and experiences that they do.

It's A Wonderful World

We are living in a wonderful world today, probably the best period in all of human history. You are surrounded by more opportunities and possibilities to achieve your dreams than have ever existed before. There are no limits to what you can accomplish except for the limits that you put on yourself with your own thinking.

It is the feelings of learned helplessness, and the lure of the comfort zone, that are the two major mental obstacles to changing your thinking, dreaming big dreams, and setting big goals for yourself.

The way to overcome fear and ignorance is with desire and knowledge. The two qualities that flow out of intense desire and increased knowledge are the courage and the confidence you need to do whatever is necessary to achieve anything you really want. You translate your dreams into concrete realities by turning them into goals. You decide exactly what you want, write it down, set a deadline, and determine the price you are going to have to pay to achieve it. Make written plans of action to achieve your goal and then do something everyday to move toward it. Resolve in advance that you will never, never give up.

Make Progress, Not Excuses

Mark Twain once wrote, "There are a thousand excuses for failure, but never a good reason."

When I stopped making excuses, I started making progress. When I stopped blaming other people and feeling sorry for myself, I began thinking about specific actions I could take to improve my situation. When I began to set goals and make plans for their accomplishment, I felt in control of my life and my future. When I began learning what I needed to know to achieve my goals, I felt more confident and competent in other parts of my life as well. And as I began achieving my goals, one by one, just as you will achieve yours, my thinking changed completely.

Changing Your Life

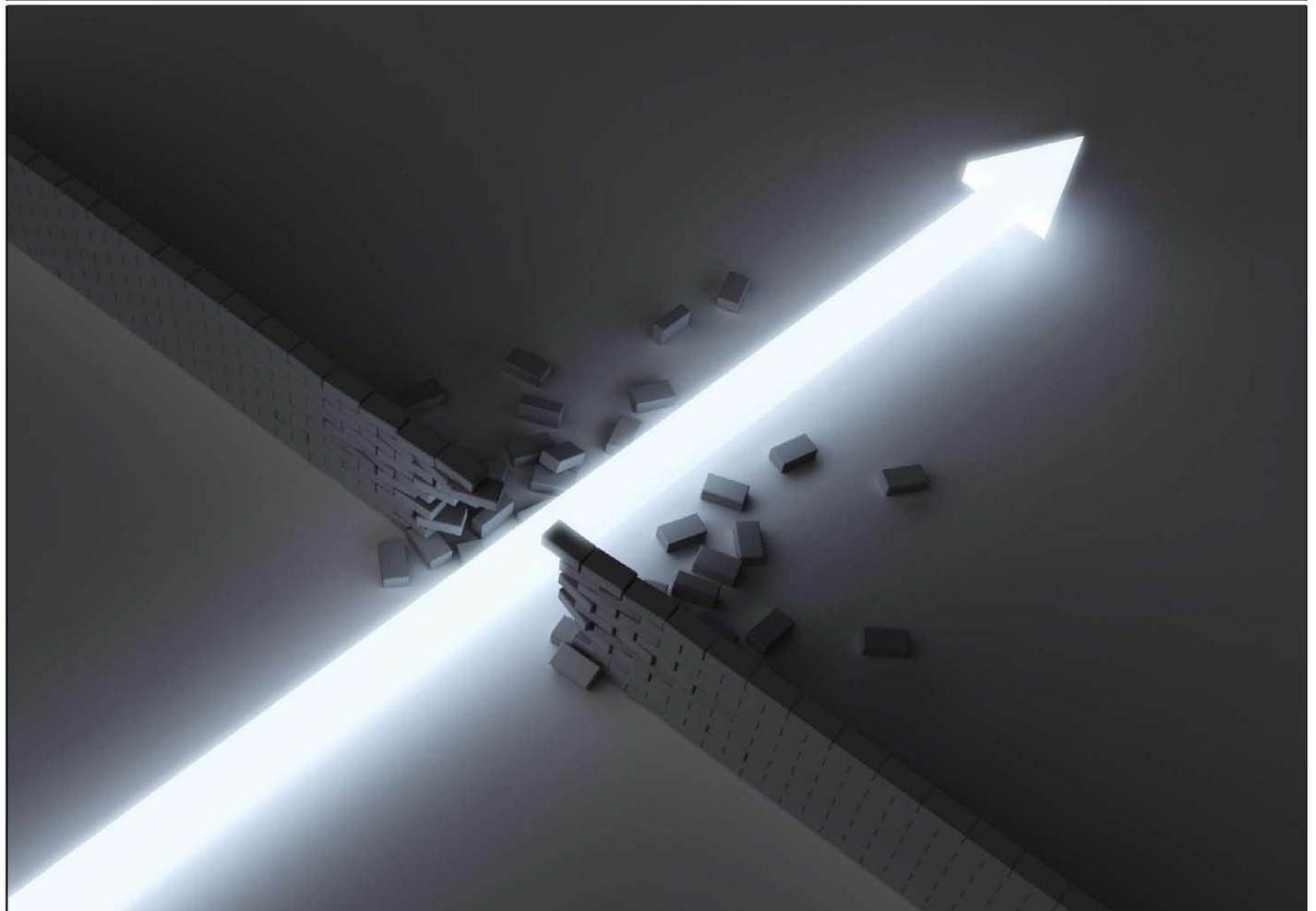
Success is an inside job. It is a state of mind. It begins within you and is soon reflected in the world around you. When you change your thinking for the better, you become a better person. By dreaming big dreams, and envisioning an exciting future, you become a leader. By writing down your goals and making plans to accomplish them, you take full control of your life. And by practicing the ideas taught in this book, you can and will become unstoppable.

Success Secret 6

Commit to Excellence

“ The quality of a person's life will be determined by the depth of their commitment to excellence, no matter what their chosen field ”

- Vince Lombardi



The starting point of great accomplishment is for you to break loose from the mental bonds that hold you back. Dreaming big dreams and setting big goals is the starting point of thinking, seeing and feeling yourself as capable of achieving far more than you ever have before.

How you think and feel about yourself is largely determined by how effective you feel you are in the important things you do, especially in your work or career. It is not possible for you to feel happy and confident as a person if you are not competent and capable in the areas of your life that are central to your personal identity.

One of the most powerful ways for you to change your thinking about yourself is for you to commit to excellence. It is to make the decision, right now, to be the best, to join the top ten percent in your field, no matter long it takes. The very act of thinking of yourself as potentially excellent at what you do actually changes your mindset and improves your personality. It makes you happier and raises your self-esteem. You like and respect yourself more, just by deciding to be the best.

The market only pays superior rewards for superior performance. It pays average rewards for average performance, and below average rewards, unemployment and bankruptcy, for below average performance. Today, the race is on in every area. Your competitors are more capable and determined than they have ever been before, except for next year, and the year after and for the rest of your career. You have to run faster just to stay in the same place.

The Good Old Days

At one time, you had to be excellent to rise to the top of your field or market. Today however, excellence is taken for granted. Today, you have to be excellent just to get into the market in the first place. Then you have to constantly improve, getting better and better, week-by-week and month-by-month, if you want to keep up with the competition.

In every field, the top 20% of companies make 80% of the profits in that business or industry. The top 20% of salespeople make 80% of the sales and 80% of the income. The top 20% in every field enjoy most of the great rewards of money, pride, satisfaction, and reputation that go along with being the best at what they do. Your job is to join them, as quickly as possible.

The Absolute Prerequisite

The fact is that it is impossible for you to be truly happy or successful until you know in your heart that you are very, very good at what you do. For this reason alone, you must resolve to overcome any obstacle, pay any price, and go any distance to achieve this level of excellence. You must set a goal to be among the top 10% of performers in your field, and then do whatever it takes to get there.

Fortunately, getting to the top is easier than you think. The great majority of people seldom think about personal excellence. And if the thought crosses their minds, they quickly dismiss it and go back to average performance. Most of the people around you are content to do their jobs, for better or for worse, and then go out with their friends, or go home and watch television. However, when you begin to make those extra efforts that enable you to excel, you will find that, like a runner going into a sprint, you soon move ahead of the pack of the average performers.

Develop the Winning Edge

One of the most important of all success principles is the "winning edge concept." This concept explains success and failure, and has been demonstrated over and over. This principle says: small differences in ability can lead to enormous differences in results. It seems that the top people in every field are usually just a little bit better than the average in the critical things that they do. But consistency in being a little bit better in your key skill areas eventually adds up to an enormous difference in results.

In fact, all you need is to be about 3% better in each of the key result areas of your job to develop the winning edge. This edge enables you to move to the front in the race of life. Once you get a little ahead, you can then maintain and increase this gap by continuous self-improvement. You can continue to get better and better with learning and practice.

With this strategy, you will soon emerge in the top 10%, or even the top 5%, of people in your field.

Your Area Of Excellence

What is the critical factor that determines the success or failure of any company? It is its competitive advantage, or "area of excellence." Every company comes into being and survives because it has a unique capacity to offer the market something that is better in some way than anything being offered by its competitors. It stays in business as long as it continues to satisfy its customers in a particular area better than anyone else.

The competitive advantage, or unique selling proposition of a company determines its rate of growth, its level of sales, its profitability and its very survival. Companies without a competitive advantage soon disappear from the marketplace, to be replaced by other companies with clear, unmistakable, competitive advantages that customers can and will pay for.

You are no different. As the president of a company of one, you too must develop and maintain meaningful competitive advantage. You must develop an area of uniqueness. You must be absolutely excellent in the work that you do so that you can rise to the top of your field. Your choices and decisions about what your competitive advantage is, and will be, are the critical determinants of your financial success in your life and career.

Do What You Love To Do

You may be wondering how you go about determining your area of excellence, if you don't already have one. If you are already very good at what you do, you should know that, with change taking place so rapidly in your field, you will probably find yourself in another job, doing something different, with a different area of excellence, within a few years. Whatever got you to where you are today is not enough to keep you there.

Here is one of the most important parts of changing your thinking. Successful people do what they love to do. They do their jobs for the art and joy of it. They would do what they are doing even if they weren't being paid for it. Ask yourself this question: "What would I choose to work at if I was financially independent and could do anything I wanted?"

How would you change your life if you won a million dollars? The great majority of people, if they won a million dollars, would immediately quit their current jobs. If you would quit your current job if you won a million dollars, this is a "danger signal." It means that you are in great danger of wasting your career, and wasting your life.

Success Leaves Tracks

The starting point of identifying your special talents and unique abilities is for you to think back into your past. What sorts of activities have given you our greatest results and rewards?

When you were in school, what subjects interested you the most? What subjects did you get the best grades in? You will always be best at doing something that fascinates you, that holds your attention, that captures your interest, and that you are naturally attracted toward.

One of the tests for whether or not something is right for you is your desire to learn more about it. You will enjoy reading about it, talking about it, and learning about it. Not only that, but you will naturally admire the people who are the most successful in the field for which you are ideally suited.

Be Prepared to Walk Away

Many of the happiest men and women in our society today are those who, at a certain point, got up and walked away from a situation that they finally realised was not making them happy or fulfilled. They had the courage to decide that they were going to do what they loved to do, rather than what they felt they had to do. They looked deep within themselves and honestly assessed their own natural talents and abilities. This often changed their whole lives.

Listen To Others

Some years ago, I began thinking about what it was that I really wanted to do. My current job was coming to an end, and the prospects for the future, because of the economy, were not very encouraging. Meanwhile, I had a very good idea of what I wanted to do, but I wasn't sure.



At this point, I suddenly asked a friend of mine what he thought I would be good at doing. He replied, without a moment's hesitation, "You'd be excellent at teaching and giving seminars."

That turned out to be exactly what I had been thinking, but I was nervous about directing my whole career into a completely unknown field. My friend's comment made me realise that often, the people around you can see clearly what you should be doing, even if you can't see it yourself.

If you are at all unsure about your area of natural talent and ability, ask someone who knows you well what he or she thinks your ideal line of work would be. The people who know you and care about you will often give you ideas and insights that change your whole life. Often these insights will reveal to you your "heart's desire."

Your Most Valuable Asset

Your most valuable asset is your time. It is also your scarcest resource. You have a limited amount of time, and once it is gone, it is gone forever. Time is essential to accomplishment. Time is perishable. You cannot get more of it, no matter what you do. It can be said that the quality of your life is determined by the way you spend this precious resource.

Results and rewards, however you define them for yourself, are everything. Your ability to achieve the health, happiness and prosperity you desire is the measure of your effectiveness as a human being. Your job is to use your minutes and hours more effectively to assure that you are the greatest quantity and quality of the things you want in exchange for the time you invest.

Trading Your Time

Everything in life is a trade of some kind. Overall, you trade your time for the results and rewards you want. You can tell what kind of a trader you are by looking around you and evaluating your current situation. Are you satisfied with the results of your trades in life so far?

Some people trade their time for \$25,000 per year. Some people trade the same amount of time for \$250,000 per year, even though they may be of similar age and intelligence, and have similar educations and backgrounds. But one of them earns ten times the other! Why is this?

In the simplest of terms, the one earning more thinks and acts differently from the one earning less. One person is a better “trader” than the other. One person has better information, continually upgrades his skills, starts earlier, works harder, and stays later. He quickly develops the winning edge, and begins to pull ahead of the pack. Soon, he is working and earning at a far higher level than the people he started out with. This must be your goal as well.

Your Time Is Limited

You cannot save time. You can only spend it differently. Every part of your life today shows the result of how you have spent your time in the past. If you want to have a different future, you have to spend your time differently in the present. You have to change your thinking about yourself and how you use your time to get the things you want in life.

Time, in a way, is like money. It can be either spent or invested. If you spend time or money, they are gone forever. You can never get them back. But if you invest your time or money wisely, you will get a greater return in the future. Personal strategic planning and thinking gives you the tools to assure that you achieve the highest return on time invested (ROTI). Put another way, it enables you to get the highest “return on life.”

Every thing you do that requires your time represents a choice. The choice is to use your time wisely or not. However you choose, the time will be gone forever. If you spend your time on one activity, you will no longer have that same quantity of time available to spend or invest in another activity. Your choices about how you use your time largely determine the quality of your life, both today and in the future.

You must be extremely jealous of your time. You must be adamant about not spending your time on activities of low value. You must downsize, outsource and eliminate all activities that no longer represent the highest and best use of your time if you want to get the highest return on energy in your life and career. Zero based thinking will help you to make better choices. It is a key thinking tool that can change your life.

You Are Extraordinary

The fact is that you are extraordinary. You are born with unique talents and abilities that make you completely different from all other human beings that have ever existed. The odds of there being two people just like you are more than 50 billion to one. In fact, it will never happen.

There is no one who has the unique and remarkable combination of experiences, ideas, thoughts, feelings, education and imagination that you do. You have within you, right now, the ability, to be, have or do virtually anything you can imagine. You are very much like Michelangelo's block of marble, just lying there. You are like an incredible masterpiece just waiting to emerge.

Great success and happiness comes when you identify your natural abilities, and then concentrate on developing along the line of your inborn talents. It is almost as though you are engineered for success in a specific way, and if you can find the area for which you were specifically designed, you will achieve more in a few years than most people achieve in a lifetime.

Leave Nothing to Chance

You leave nothing to chance. You don't hope for miracles or wish for a lucky break. You recognise that if it's to be, it's up to you. Since you know you are going to have to spend the rest of your life working at something, you decide in advance that you will do what you love to do.

You will become everything you are capable of becoming by developing your unique talents and abilities, wherever they lead. You will only work at something you enjoy, with people you enjoy, doing work that makes a difference in the world.

You set high standards for yourself. You think positively and constructively about your career and your future. You recognise that anything that anyone else has done you can do as well. Once you have decided what it is you want to do, you throw your whole heart into doing it in an excellent fashion. And as a result, you become unstoppable.

Success Secret 7 **Put People First**

“ Personal relationships are the fertile soil from which all advancement, all success, all achievement in real life begins ”

- Ben Stein



The people you know, and who know you in a favourable way, will do more to determine your success, happiness and level of achievement in life than any other single factor. No one achieves anything of consequence by himself, or herself.

In life, relationships are everything. My friend Charlie Jones says, "You will be in five years what you are today except for the books you read and the people you meet." Dr. David McClelland, author of *The Achieving Society*, concluded after 25 years of research at Harvard that your choice of a "reference group" would have more to do with your success than anything else. McClelland interviewed graduates of the university, as well as those who had attended his intensive seminars on achievement in American life.

He tracked these people for many years. Many of them took what they had learned and did wonderful things with them. They built profitable businesses and successful careers. However, many of the graduates failed to turn the information and ideas they had learned into later success. Why not? When he went back and surveyed them, he found that invariably they had returned to the same group of people they had been associating with before they had taken the advanced courses on achievement. As a result, they went back to the same old ways, the same old habits, the same old customs and manners of living. Because they were immersed in their old reference groups, nothing changed for them.

As A Man Thinketh

The Law of Correspondence says that your outer world is a mirror of your inner world. It says in the Bible, "As a man thinketh, so is he." This means that, as you see yourself and think about yourself in your conscious mind, your outer world changes and conforms to fit a picture consistent with it. This is the central message of this book.

The most influential factors in your thinking and feeling will almost always be the other people in your life. Successful people are those who form the habit of associating with other positive, success-oriented people. Unsuccessful people, by default, end up associating with people who are not going anywhere with their lives. Both sets of people become more and more like the people with whom they most identify.

Form A New Reference Group

If you really want to change your thinking, and your life, make a decision today to begin associating, in every area of your life, with other men and women whom you admire, respect and look up to. Resolve to associate with people whom you enjoy

and from whom you can learn. Only work and socialise with the kind of people that you want your children to be like when they grow up. When you set these kinds of standards for your interpersonal relationships, your whole life will begin to improve almost immediately.

Develop Your Own Network

Your network is composed of the number of people you know, both directly and indirectly. These are people over whom you can exert some influence and who can in turn exert some influence over you.

The most successful people in our society, at every level, are those who know the greatest number of other successful people. They organise their lives to meet these successful people by deliberate design, not by accident. And so can you. Many men and women, over time, move from one city to another, or from one field or industry to another. They start off with few contacts, yet in no time at all, they become some of the best-known and most respected people in their new field. Why does this happen? It is because they apply the principles of creative networking to their new lives.

They immediately begin to form new, positive reference groups. They put into action a plan to develop as many good, high-quality relationships as possible within the shortest period of time.

Be A Joiner

The major focus of networking developed by most high achieving men and women and self-made millionaires, is their regular involvement with groups, clubs and associations that contain members who can be of assistance to them in their particular fields.

In my own experience, moving from one city to another, I found that by joining certain clubs and organisations and getting involved, I was able to develop more friendships, and make more progress in a couple of years than many people had made in ten or twenty years.

Make a decision, right now to join one or two clubs or associations. The first association you should join should be the one for your profession or occupation. If you are an entrepreneur, join an entrepreneurial association. If you are in sales, join a club like Sales & Marketing Executives International.

When you join a professional association, don't make the mistake of merely attending the meetings and going home. This is what 80%-90% of the members do. They may get some benefit from their membership with the organisation, but nowhere near as much benefit as you can get by becoming more involved.

Here is your strategy. When you join a club or organisation, get the membership book and look at the various committees. Ask around and find out which of the committees is the most active and important to the organisation.

Sometimes it is the membership committee. Sometimes it is the government relations committee. Sometimes it is the education committee or the fund raising committee. But whatever it is, find out what committee seems to have the greatest impact on the health and growth of the organisation, and then volunteer to serve on that committee. There will almost always be an opening for someone willing to help.

Donate Your Time

When you attend meetings of that committee, develop the habit of "raising your hand." Volunteer for assignments. Volunteer to write things. Volunteer to do work that needs to be done.

The rule is this. In every organisation, fewer than 10% of the people will do most of the work. On any committee, fewer than 20% of the people will do more than 80% of the work on that committee. Your goal is to be among that top ten to twenty percent.

The most important committees attract best and most important people in the association. These are the kind of people that you want as part of your reference group. These are the kind of people that you want to form relationships with. These are the kinds of people whose names you want in your Rolodex, and who you want to be a part of your professional network.

Learn To Speak On Your Feet

If you have any fears about public speaking, you should make a plan, right now, to get over them. Your ability to make a presentation to a small group, or to stand up and give a talk, or chair a meeting for a larger group, can do more to bring you to the attention of people who can help you than almost any other thing you can do.

Fortunately, public speaking is a skill you can learn with practice. I have urged people over the years to take a Dale Carnegie course, or to join Toastmasters International. They are both open to everyone, and available everywhere.

When you sign up or join one of these fine organisations, they will train you thoroughly in how to speak on your feet. They will teach you how to design a talk, with a beginning, a middle and an end. They will show you how to speak in a variety of different situations. And the better you get at speaking, by the Law of Attraction, the more you will attract people and opportunities into your life to speak to more and larger groups.

Your Mastermind Alliance

Napoleon Hill, after decades of studying the richest men in America, concluded that the formation of a mastermind was an important step to great wealth. It was the creation or joining of a mastermind that enabled countless men and women to go from poverty and obscurity to success and affluence.

The core of your personal network of contacts, even before you begin to go outside to join groups and organisations, should therefore be your mastermind network. This is a small group of four or five people with whom you meet and talk on a regular basis.

Getting together regularly, at least once per week, or even more often, with other people who think like you do, is the key to the success of a mastermind group. Don't worry about being self-serving in these relationships. Include in your mastermind only people you can help, and who can help you.

Seek Out A Mentor

Most successful people have mentors at different stages of their lives. A person who you know and who knows you, and who helps you on a regular basis often determines your success in life. The right mentor at the right time can save you countless mistakes and years of hard work.

At each stage of your life you can benefit from the advice and experience of someone who is further along the path than you. The men who have been there to give me guidance and advice as I have grown up and gone into business at various levels have affected my life dramatically. This type of relationship can have a major impact on your success as well.

Many people are a little bit fuzzy about mentoring relationships. Let me explain what they are. A mentor is like an uncle. He or she is an older friend, someone wiser and more experienced than you, who will give you guidance and advice from time to time. A mentor can help you avoid pitfalls that might sidetrack your career or hold you back.

Customers For Life

It is quite common in business for someone to work very hard to win a customer for the first time, and to build the initial relationship. However, once the relationship is established, they begin to take them for granted and go off to work on new relationships that are not yet well established. Then, six months later, they are astonished to find that their customer has gone to a competitor.

As a businessperson, your customer relationships are some of the most important assets that you develop and maintain over the course of your career. Once you have invested the time and energy required to develop a customer relationship, it is essential that you develop a plan for relationship maintenance. You make sure that you are doing whatever is necessary to keep that relationship alive and growing.

Relationships Are Everything

Keep it foremost in your mind that relationships are everything. Your job is to become a relationship-creating individual. You should look for every way possible, in your personal reference groups, in your mastermind networks, in your clubs and associations, and with mentors, to form and maintain high quality relationships.

Most successful men and women owe their success to the fact that, at an earlier time, they made the effort to establish and maintain a particular relationship that eventually paid off for them. Doors were opened and opportunities created that saved them years of hard work. And this can happen to you as well, if you use creative networking at every stage of your career.

When you know that your contacts list contains hundreds of valuable names that you can call upon, because you have already built a bridge with these people, it gives you a tremendous feeling of personal power and self-confidence. You begin to feel unstoppable.

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