

# Chapter 1: The Secrets Of The Success Mindset

## ***You Already Have Everything You Need To Become All You Want To Be!***

**Success is created by your thoughts and YOU are in control of your thoughts.**

Have you ever had a negative thought that just won't go away? No matter how hard you try to distract yourself – that pesky thought keeps coming back, like a tune playing over and over...

Thoughts are stubborn little devils. They can make you feel like a failure – no good, worthless. If only you could escape them! But you can't. The thoughts are in your head – in fact, you are the one creating them!

I know what you're thinking – you've heard all this before, right? *Everyone* knows about positive thinking, don't they?

*But if you do, then why aren't you thinking positive thoughts right now to create the kind of life and success you deserve?*

The reason is this: Knowing what to do is one thing – doing it is another. And, like any truly useful skill, it takes practise to master your thoughts. The good news? Right now I'm going to tell you exactly how to do it...

Nature hates a vacuum. This is a universal law, and one that you can apply to your success-thinking immediately. Trying to tell yourself NOT to think unhelpful thoughts is like trying to tell yourself NOT to think about a pink elephant. Go on – try it now. DON'T think about that pink elephant.

You can't can you? There is a picture of a pink elephant in your head now and there definitely wasn't one there before. (At least, I hope not!) Your mind is programmed to think whatever you tell it to think, and it doesn't hear the NOT part!

But this is GOOD NEWS! It means you can tell your mind to think exactly what you want it to think. Just remember – you can't NOT think something.

So how can this help create success? Because you are, literally, what you think.

Thoughts create your feelings, your actions, your very experience of life. And RIGHT NOW you can start to choose to only think thoughts which empower you.

How? By replacing the old, negative thoughts with new, carefully chosen ones. Forget telling yourself to be positive. That's just another way of being negative!

Start now. Notice when you're thinking something unhelpful or negative. Write it down. Then write down the thought you'd like to replace it with. For example, you catch yourself thinking, 'I'll never be rich, that's only for other people. My plans are nothing but pipe dreams.'

Okay, that's good! You've caught yourself in a really negative place. All you have to do is change it. 'I can achieve anything I want to if I set my mind to it! My dreams will become a reality. I'll make it happen!'

It seems so simple. It IS simple. Don't be fooled, and don't think you've heard it all before. Just do it – try it for a week and see the amazing difference controlling your thoughts will make to your life and your success.

### **You can talk yourself towards success or away from it.**

What if I told you you were scared of success? You'd laugh, right? 'Of course I'm not!' you'd say. 'I want to be successful!'

*I believe you. I believe that you are the kind of person who has what it takes to succeed – you wouldn't be reading this book if you weren't!*

But fear of success is a deep-seated psychological barrier that must be overcome before you can truly fly. And one of the tell-tale signs of being scared is saying 'I can't'.

We've just talked about your thoughts and how your mind is stubborn and must be harnessed if you want to reach your true potential. But do you realise that the words you use every single day are also key to your success?

One of my favourite quotes on this subject comes from Robert Kiyosaki's *Rich Dad Poor Dad*:

“Words form thoughts, thoughts form realities, and realities become life. The primary difference between a rich person and a poor person is the words he or she uses. If you want to change a person's external reality, you need to first change that person's internal reality. That is done through first changing, improving, or updating the words he or she uses. If you want to change people's lives, first change their words. And the good news is words are free.”

The above paragraph basically sums up the whole thing; if you want to change on the outside you need to first change from inside – from within.

Whenever you say, 'I can't' what you are really saying is, 'I won't'. Read the following example out loud and see how meaningful one little word can be:

‘I **can’t** get involved in this new opportunity because (insert any reason you like here).’

‘I **won’t** get involved in this new opportunity because (insert reason again here).’

The first example sounds like an excuse. The second is a powerful statement of intent – in this case not to do something. The first makes you a victim of your circumstances. The second puts **you** in control.

Using **won’t** instead of **can’t** has another, even more important, effect. It forces you to take responsibility for everything you decide not to do. And turn it on its head and say **I will** instead of **I can** and you have a whole new vocabulary of success right there at the tip of your tongue!

The next time an opportunity for success presents itself to you, say ‘I will’. Give yourself permission to move towards the things you dream about, and talk your way to prosperity.

### **Being scared of success.**

Do you ever look at truly successful people and wonder what makes them so special? Shall I let you into a secret?

Nothing! There is nothing remotely special about them. They are just like you – they breathe and eat and grow old and have worries and fight with their spouses and laugh at bad jokes.

Although – maybe there is one, tiny difference. Truly successful people have something inside them that says, ‘Go for it!’

When others may have held back and played it safe, they had the courage to push on and take a risk. Not all of those risks will have paid off – you only need read the biographies of great entrepreneurs to know that. But take enough risks, put yourself out there enough times and eventually your efforts will pay off.

*If it’s that easy, why doesn’t everybody do it?*

Well, firstly I never said it was easy. Taking a risk – even a well-researched one – is not for the faint-hearted. And that, my friends, is the point:

To achieve the kind of success you dream about, you must **can’t** be faint-hearted. You must be brave. You must stick your head up above the parapet and prepare to take the flack.

Fear of success is natural. Most of the time we dress it up as fear of failure. But really, it amounts to the same thing. Fear. And fear is paralysing.

If someone held a gun to your head you'd most likely be rooted to the spot with fear. If someone held a hand out to you and said, 'Follow me and you could end up rich', you'd most likely *still* be rooted to the spot.

Why? Because with success comes change. Change in the form of more wealth – but also in the form of decisions and questions and responsibility.

How would your friends react if you really made it? Would they be jealous? How would you spend all that money? How would other people see you? Would they expect more from you?

It's easy to see how these kinds of fears can make someone terrified of success. But not you, right? Right!

You know, there is a way to overcome this. To push through and become one of those people you've always secretly admired. And, just in case you don't know, I'm going to tell you...

*Accept it.*

Yes, it really is that easy. Accept that you will always have these fears and that they are normal. Every entrepreneur and self-made millionaire has felt this way at some time. And they pushed through it.

And so can you!

### **'Millionaires aren't born, they're made'.**

Well, this statement is kind of true. Actually, most of them made themselves. You would do well to go out and buy two or three biographies of fantastically successful people you really admire and read their stories. Then read them again.

The people you admire started off with all sorts of difficulties. They overcame the odds and built up empires from nothing. Do you aspire to this? If you do, great! But if you don't, that's fine too.

It's okay to start off with smaller goals. Just make them big enough to really inspire you – keep them just outside of your comfort zone.

### **Surround yourself with people who support your way of thinking.**

What if I told you I wanted you to go on a diet? That's exactly what successful people do – they restrict the amount of negativity in their lives.

You've already made a start by changing your thoughts and empowering yourself by using powerful words. You understand how to push through the fears and really go for it. But what if there are other factors holding you back?

Your friends and your family really care about you. They don't ever want to see you fail. Unfortunately, this usually manifests itself by them telling you never to try anything! They want you to play it safe – often because they don't want to have to deal with your disappointment!

Obviously I'm not going to tell you to ditch all your friends and never see your family! But what you will need to do is build yourself a positive support network to counteract any negativity from elsewhere.

You know where to look for them – successful people are like magnets. All you have to do is let them draw you towards them. You probably already have a few in your list of acquaintances – now is the time to cultivate those friendships, really make the effort.

Your support network doesn't have to be just people. It can be in the form of books, CDs, or DVDs. Let your daily diet be powerful positivity and watch your confidence grow.

### **Invest in yourself.**

This is one of the most important steps of all. Think of the time, effort and cost it takes to become, say, a doctor or a lawyer. You wouldn't expect to enter such a profession without training fully, would you?

*So why is it that so many people are mean when it comes to investing in training for success?*

Buy, download or borrow as many motivational materials as you can. Read them, listen to them, and watch them. And then do it all again. Really soak up the messages they contain. Yes, you may have heard some of it before. So what?

You can't hear positive messages often enough. That is the truth. How many times have you started a new exercise regime or healthy eating plan and lost momentum after a few weeks? That's because we need to remind ourselves constantly of why we're doing what we're doing.

And, in the words of a famous shampoo ad, you're worth it! Every cent you spend on educating yourself to be the best you can be is money well spent. What better cause is there than YOU?

Remember those amazingly successful entrepreneurs you admire so much? How much money and time do you think they invested in themselves when they were starting out? And how much do you think they still do, every single day?

The answer – as much as they can! And so must you – starting right now...

## Chapter 2: The Importance Of Focus

### *Discover What Really Drives You And Tap Into Unlimited Potential*

#### **Staying focused is hard in a world filled with opportunities.**

In a world where there are so many opportunities people are spoiled for choice. They are bombarded with business opportunities daily, on television, by mail, from friends and colleagues, on the internet. If you're not careful, it's easy to lose your focus and forget what you want to achieve.

We live in a time where anyone can start a business, even on the most modest income. If you're told you can build a fortune without a huge capital investment, and if there are thousands of opportunities to choose from, how can you possibly know which one to pick?

The secret is to tap into your core desires. This way you will only ever be giving your energy to projects and opportunities that really mean something to YOU.

Say you've done an internet search on setting up a home business and making lots of money. You've signed up for a few newsletters, maybe even downloaded some info-products – you might have even got around to reading them!

But your focus is scattered. You're even more confused now than you were when you started. You begin to think, 'What's the point? It's too much like hard work.'

We've all been there – even me. But there is a way out of this 'information spiral'. And the secret is to recognize the importance of FOCUS.

#### **It is easy to lose your focus and forget what you want to achieve.**

We're back to the success mindset again. If you don't constantly feed yourself a diet of positivity, you will lose your drive very quickly. And if you forget, or don't even know, what you're aiming for it's easy to get sidetracked.

You know all about setting goals. You don't need me to tell you how to do it. It's a documented fact that people who set clear goals and write them down are more likely to achieve what they want out of life than those who don't.

Or is it? There is a flaw in this theory – and that is the fact that many people DON'T achieve their goals, despite writing them out in black ink and pasting them all over the house!

*What is going on here? Is there something missing?*

The answer is YES! What's missing is the most important step of all – finding out what really drives you.

What is it that makes you get up in the morning, no matter what the weather's like, no matter how late you stayed up the night before?

It's called your Core Desire – and I'm going to show you how to find out what they are and how to use them to not only make the right decisions but also to stick with those decisions no matter how tough things get.

### **How to get in touch with what really drives you.**

The bottom line is – to do anything you have to want it badly enough to be willing to change from the inside. If the force or reason for you to change is not strong enough, you're just forcing it or faking it.

It has to come from really deep inside you first before your external environment can be changed. And it's not necessarily about making money – there are many other things that drive us.

When I was young I remember watching a cartoon program that showed a donkey chasing a carrot that was hanging in front of him. The carrot was there to force the donkey to walk or run. Obviously, the donkey was not going to get his carrot unless he did what his owner wanted!

*Do you remember seeing an illustration like this when you were younger or even now?*

As a child I believed that the donkey went after the carrot because he was hungry. He knew that the carrot could fill his stomach. Little did the donkey know that there were other alternatives out there and so it kept chasing the only food it knew – the carrot.

It's the same principle when it comes to making money. Little do we realize that often what we are going after is not money itself but how that money can fill our wants and needs.

We get so immersed in the idea that what we want is just to make more money we forget our real purpose for doing so. And sooner or later we find ourselves just like the donkey, chasing for the only “food” (money) we know.

99% of the time people give up the idea of making more money in life because they simply find themselves going nowhere.

## **More than just money**

It's definitely about more than just money. Can money buy you happiness? No, of course not. We all know that, but it sure does help a little for you to buy something that will make your loved ones happy.

Most of the time you will find yourself working for money. But take a look from a different angle: you want to have more money because you want to fulfil a want or a need.

You have a purpose in mind, and knowing your purpose can give you a greater boost to overcome whatever adversity you face. Go deep and find your purpose in life.

So, now is the time to ask yourself those BIG questions. What is it that you really want?

## **Harnessing the power of want.**

So, if writing out your goals isn't enough – what is? Let me give you an example from motivational speaker, Jack Zufelt:

If you are married, did you put down on paper as one of your goals to marry your wife or husband? Did you put on your goal list that, “Jane is the love of my life, I'm going to marry her”.

No, you didn't. Did you visualize Jane every morning? Or did you recite, “I love Jane, I love Jane and I'm going to marry her”. No. I bet most of you did not do any of these things to get marry to your loved one. But it still happened, right?

That's the power of the core desire that is already within you. If you love someone that much, you will do whatever it takes to marry that person, whatever obstacles stand in your way.

Once you uncover your core desire it will motivate you from within to do whatever it takes to accomplish the things you want in life. It's not always money. It could be a relationship, self esteem or confidence, to be a great parent, security, or many other areas in life.

## **Conquering Force**

The conquering force kicks in when you have found what your heart truly wants. This is an extremely powerful force that will ignite and put you at full-steam to be successful in life.

Its power is limitless. When you are fighting for something you believe in, or working for your heart's desire, there is literally nothing that can stand in your way.

Only you know what your core desires are. I can't tell you. There is no complicated procedure for working it out. The secret is this – you need to look deep within yourself and be honest.

You probably already know the answer. Think about the last time you felt really passionate about something, really fired up. If you want to be in business, and make a whole heap of money, you know the reason why.

*And that reason, my friend, is exactly why you will succeed.*

### **Avoiding distractions.**

I've one more thing to say on the subject of focus before we move on to the nuts and bolts of becoming a success... Avoid allowing yourself to be distracted at all costs.

Rome, as they say, wasn't built in a day. It takes hard work over a number of years in any kind of entrepreneurial business before you begin to earn a truly residual income. Quick money is not the way to realize your heart's desire.

Why would you expect it to be any different? How long does it take to get a university degree or train to be a doctor or a teacher?

If you expect instant results, and are disappointed when you don't achieve them, you may be tempted to start something else. Don't. Put the time and effort into where you are now or you will only end up in the same position again in a few months' time.

Think about your reputation in the industry you're in, and amongst your friends and family. If you keep getting distracted by other opportunities you are putting your reputation in danger.

How can you be convincing when you talk to people about your great philosophy or your great opportunity if it is the third or fourth or fifth one they have heard about?

Remember, others are watching you. We will talk about becoming a true leader in chapter four, but right now know this: people are waiting to see if you succeed, if you stick with it, before they will get involved in anything with you.

Think about the example you set, otherwise your friends and family will never take you seriously. Distractions will be everywhere. If you are bored it doesn't mean you're in the wrong place.

Think about how to inject some more passion into what you're already doing. And keep an eye on your core desire – the only way to reach it is to keep on doing whatever it takes.