

Foreword by Ivan R. Misner, PhD, Founder of BNI, New York Times Bestselling Author



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Your Operation Manual for Excellence

iUniverse, Inc.
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Strategies for Success
Your Operation Manual for Excellence

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This book is dedicated to all the men and women
who have ever dared to dream big!

Acknowledgments

The process of creating this book has been an amazing one. Like so many other things in life, it yielded many surprising gifts and priceless knowledge. Consider this wise saying, “To learn, read; to know, write; and to master, teach!” We pass this wisdom along to you. Take what you learn from this book and the other *Strategies for Success* books to follow and share your discoveries; move the world around you from good to great!

* * *

I would like to thank all of the mentors in my life who were always there when I needed a key to unlock the door.

My extraordinary wife, Jacqueline: I have told you since the day I met you that you have a heart of gold, and you have managed to prove me right for thirteen years. Thank you for standing by my side through the ups and downs and for always believing in me, beyond a shadow of a doubt. This is only the beginning my love.

My sincere love and appreciation goes to my parents, Jackie and Keith Baughman: you always go above and beyond the call of duty. I thank you for always supporting me in everything I’ve wanted to do, and for teaching me at an early age that it is okay to fall, as long as I get back up. I love you both.

To my grandma Betty Murphy: you have been an incredible figure throughout my entire life. There are no words that could express how much you mean to me, so for now, I will attempt it with I love you.

My sister Brandy: I am so proud of you. It goes without saying that we will always be here for each other. It's funny, because we are so alike, and I just know that very soon we will be working side by side, laughing and changing the world.

And to my mother- and father-in-law, Betty and Bill Browning: you are the best! I have said it before, and I will say it again—I am the luckiest man alive to have been blessed with two amazing sets of parents.

Chellie Campbell: thank you for reminding me that “there's no there, there!” to live and appreciate every moment, and for giving so much of your wealthy spirit.

Tad and Adrianna James: you two are magic! You truly transform the planet every day. Your training has created in me the most powerful psychology of success. I promise I will continue your work. Thank you.

And to all the amazing authors who contributed their strategies to this book: thank you for sharing with us your keys to creating success!

– Brett

* * *

I would like to, first and foremost, thank God and my family for always being there and believing in me, especially my children—Sa’Jontae, Sema’j, and Savi’a—because they are the reason why I get up every morning and do what I do.

I have always believed my path has been guided by a hand more powerful than mine, one that has helped me see in my darkest hours and find strength when I am weak; one that paved my path with influential spirits that see in me all I could hope to be, as a wife, mother, and colleague.

I would like to thank so many people who helped me get to this point in my life. I admire your spirit, kindness, and generosity. I can only hope that you never leave my path, and our route continues to flourish.

Last but not least, I would like to send an extraordinary thanks to my mentor, my teacher, and my friend, Patrick Carney, owner of the Referral Institute in San Diego. Thank you for your trust and unwavering faith. The support you have extended me throughout the years has definitely shined brightly through my life, personally and professionally.

– Chanel

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Foreword

Dictionaries define success as the achievement of something desired, planned, or attempted. In real life however, success is a relative thing and there is no generic formula for achieving it because it is defined differently by each individual person.

Your personal definition of success aside, gaining an understanding of what different people have done in different circumstances to achieve what they personally defined as success can guide you intuitively toward the things you desire. The road to success is a road of learning and *Strategies for Success* is a great road map, drawn from the mistakes and successes of others, which gives you the direction and the tools to make your journey easier.

Twenty-three years ago I started a small, local networking organization out of a tiny house with one single employee. That same business, BNI, has now grown into the world's largest networking organization with over 5,000 networking chapters in 39 countries and a membership base over 100,000. This growth was certainly no overnight stroke of luck; I can tell you from experience that inner drive, passion, perseverance, goal-setting skills, a capacity for overcoming and profiting from adversity, and a talent for establishing and maintaining good relationships are traits you must learn to master in your quest for success.

The authors and contributors to this book have all mastered these traits and achieved great successes of their own and, in turn, they

have dedicated themselves to helping others reach great heights of success as well.

Based on the fact that you picked up a book entitled *Strategies for Success*, it is probably safe to assume that you have made a determined start to gain more control over your life and maximize your chances of success. Rest assured that within these pages, you will no doubt gain an in-depth understanding of how to stay focused on your goals, strengthen your motivation, create an environment around you that will foster positive productivity, and learn how to look at life in a way that innately breeds success.

Success is a continuum: enthusiasm gets you moving, passion helps you gain mastery, and desire keeps you in the game. As you read through these chapters and study the success techniques outlined within them, think about how the goals, attitudes, actions, principles, and experiences that the authors relate could be applied to your life, your work, and your dreams. Take what really resonates with you from each author and generously apply those strategies to your own situation.

Remember: In the end success depends on many things, but mostly it depends on *you*.

Ivan R. Misner, PhD
Founder of BNI
New York Times Bestselling Author

Introduction

“We can’t solve problems by using the same kind of thinking we used when we created them.”

Albert Einstein

I believe strongly that the path to wealth is through seeking knowledge, living with passion, and taking action. My mission is to empower everyone to live the life they deserve. I have taken my desire and used it to gain knowledge on how to be successful in every aspect of life. I have done extensive research on advanced communication and performance, and now I want to share the powerful tools I have discovered with you.

When you are not happy with your results, change your strategy. If you are not sure what to do, find someone who has experience with overcoming similar obstacles. Take control of your destiny. I always say, “Extraordinary is only a thought away.” And the first step to taking control, to having the success you desire, is having a plan—a strategy.

Throughout my life, I have loved to see people laugh. I have always enjoyed making people happy. When I was a kid growing up in Mapleton, Illinois, I wanted to be a part of everything. If I saw something on television, in a movie, or at an event, I had to do it. I wanted to play the drums, so I learned. I have been playing for over twenty years now. I wanted to do gymnastics, so my mom took me to classes. (It was fun, but I was never too great at the splits; I did really

like the pommel horse, though.) The same went for tennis; I got pretty good at that one. When I decided I needed to sing in the chorus and show choir and perform in the madrigal, my parents supported me. And when I knew I wanted to pursue acting—well, you get the idea. I did it!

How many things in your life do you want to do or have you dreamed of doing but just haven't done ... yet? Is it because of time, money, or support, or that you just don't know how to get started?

Looking back at all the places I have been, the jobs I have had, and the people I have met, I have discovered that the common thread that ties my experiences together and makes me who I am today is my passions for knowledge, creativity, and the pursuit of happiness—for myself and those around me.

You see, I love to help people. And nothing excites me more than seeing someone's dreams come true, or when people tap into their potential. I have worked in many different fields, from entertainment to finance, from hospitality to real estate, and the one area in which I have always excelled is coaching others to success.

So why create *Strategies for Success*? Well, it started out as something completely different than its present form, but as life tends to do, it changed into something much bigger and better than I expected. Let me explain:

In life, we often—unfortunately—get stuck running the same patterns over and over, or even worse, we give up. I've always enjoyed the following quote by Jim Rohn, popularly known as America's foremost business philosopher: "If you don't design your own life plan, chances are you'll fall into someone else's plan. And guess what they have planned for you? Not much." This is so true. In order to obtain the level of success that's available to us in our lifetime, we must first take responsibility, then take action.

Trust me; I have been there! I spent many years on the effect side of the equation. You know what I'm talking about—looking at the world outside and praying it will be nice to you today. I was going around asking myself, “When am I going to catch a break?” or moaning, “I just never seem to be in the right place at the right time.” I was running around, chasing my tail, and living day by day. The problem with that was that one bad day could take down the whole ship, and because it was up to the world whether or not I was successful, I had no power over my future.

Then one beautiful day (I can say now that it was “beautiful”), many years back, I was with my wife, Jacqueline, in Las Vegas, Nevada. We had just pulled into the parking lot of the Palms Hotel and Casino. And I froze! I had one of those out-of-body experiences. This was my *big* aha moment. I realized that I had been working overtime, trying to be someone or something I wasn't. And I had been using the same plan over and over, even though it wasn't working, and expecting different results. I needed to move myself from the effect side of the equation to the cause side. In that moment, I made the most powerful realization of my life: I am in control! I can learn from my mistakes and grow. My success and my happiness are determined by my actions, my commitment, and my passion. In an instant, I had changed my strategy! And that strategy changed my life.

I have since spent many years on my own personal development, and I have learned many amazing techniques to improve my results and to make the changes I desire in my life. *Strategies for Success* started out as a workshop that I had designed to teach my students these techniques—how to first create a psychology of success and then build one's life and business around it. But the workshop wasn't enough. I wanted everyone to have these tools in their hands, and I knew there

were only so many people I could fit into my workshops. *Strategies for Success* was going to have to be bigger.

Then I met Chanel Ware, and if there is one thing I have learned, it is to always surround myself with extraordinary people who are experts in what they do. Chanel is an incredible businesswoman and a great thinker. And over our first lunch meeting (which ran over six hours), we turned *Strategies for Success* into a book. It was perfect. We could get the tools out there so anyone who wanted to have better results in his or her life could have them.

And just as you will find in the chapters between these two covers, we created a vision of what we wanted and who we wanted to contribute to this book. We set out a plan and formulated a mastermind of resourceful people who could help us get this done.

It has been an amazing journey, one that has allowed Chanel and me to meet and become friends with some extraordinary people, such as Jack Canfield and Marie Diamond, who understood the vision for our book and so generously offered to contribute to its success—and to yours.

Each author in this book is an expert in their field. They have spent many years developing a system for their own personal growth and helping others to reach new heights. Each author's chapter is based on his or her own personal strategy for success, a strategy that either picked up the author when times were hard or assisted the author in advancing his or her business and/or life to the next level. Read each chapter, and find out how you can take action—now—to create the life you deserve.

Just as we have so many powerful experts in this edition, we have many surprises up our sleeves for the following books in our *Strategies for Success* series.

To allow you to easily thumb through the book and find the strategy you desire, or to assist you in knowing what to expect from each author, we have included the “In this chapter” tool at the beginning of each chapter. There, you will find the main points and strategies conveyed in the pages of that chapter.

It has been a dream of mine to produce a tool that can empower the masses—now, here it is.

Remember: with the right strategy, you can accomplish anything,

To your success!

- Brett Baughman
- For information about our *Strategies for Success* seminars or to share with us your strategy, log onto www.jointhewinnerscircle.com

About the Lead Authors

Brett Baughman is the founder and success coach of the Irvine, California based coaching and consulting firm, The Winner's Circle. He is a certified master practitioner of Neuro-Linguistic Programming, Time Line Therapy, and Hypnosis. He specializes in providing his clients with proven strategies for success to overcome the limiting decisions and beliefs that can be created from a negative outlook. He is the master of performance enhancement.

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The Winner's Circle offers a myriad of coaching programs, from one-on-one coaching to online coaching. Find out which of our coaching programs is right for you.

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Jennifer Larson was born and raised in Omaha, Nebraska, where she spent the early part of her life excelling in sports. She was on the varsity teams for diving, gymnastics, and track and field all four years, along with being a member of the dance team. At the University of Nebraska, she competed as a platform diver before moving to Los Angeles, where she currently lives. Jennifer has been in sales and personal growth for ten years. At the age of eighteen she ran her own sales office that grossed just under a million dollars in revenue. She was fortunate to work side by side with a senior vice president for three years in a multi-level marketing company, building vital knowledge and success in the business. At age twenty-three, she suffered from a ruptured brain aneurism. After four brain surgeries and a 100 percent recovery, she then devoted her life to developing herself and others around her, from the inside out, through personal growth and the power of thought.

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as an MBA from Columbia University, an accomplished corporate trainer, and an ordained minister, Karen shares insights from over twenty years of success in the secular and spiritual realms. Visit www.TheMoneyKeys.com, call 877-249-0194, or e-mail customercare@TheMoneyKeys.com for your *free* audio download of “Three Questions You Must Ask to Make Powerful Money Choices.”

Greg Stinson creates magic. As the creator of www.ThisLifeisMine.com, Greg is a personal and business coach and mentor who works with entrepreneurs, business owners, and individuals to find the authenticity within themselves and take them to the next level. His experience includes consulting with Fortune 500 companies, as well as working with start-ups and individuals. You may contact Greg at g.stinson@yahoo.com.

Lisa M. van Es holds a bachelor of science in molecular biology from the University of California at San Diego. While at UCSD, Lisa conducted independent research in bioinformatics for the Microbial Genetics Laboratory. During her corporate career, she successfully performed roles in project management, operations, sales, marketing, and business development. Upon completing her degree, she moved to Bioserv, a San Diego-based biomedical and pharmaceutical manufacturing corporation. She served as project manager and coordinated engineering and laboratory functions for the production and quality control teams.

Lisa moved out of the lab to become a scientific staffing consultant for Kforce and leveraged this sales exposure to serve in genomics sales development for the Laboratory Corporation of America (LabCorp). At LabCorp she specialized in market development for esoteric

clinical testing. Lisa played an impactful role in bringing the genomics revolution to the California health-care industry.

In her corporate career, Lisa also served as global product manager for the world's largest supplier of molecular biology research tools, while marketing to R&D scientists. Lisa then directed business development efforts for the world's largest clinical research organization. Her scientific foundation, corporate success in operations and business, passion for empowering others, and experience in replacing the Law of Averages with the Law of Attraction enables Lisa to serve as a valuable business consultant and coach for the social entrepreneur. She lives a life she loves and can be reached at lisa.vanes@gmail.com for consulting, coaching, writing, and speaking opportunities.

Team West U.S.: Candace Cable, Monica Ferrante, Laura Diann Knowles, Vanessa Ordillas, and Lori Zoval are all amazing and powerful women who are part of an incredible organization called Humanity Unites Brilliance (HUB). HUB is a for-profit company that uses personal development training and education as an economic engine to generate ongoing humanitarian impact. HUB sees the importance and magnitude of creating consciousness for helping efforts around the world, as well as helping the members involved with HUB. Their group stepped up and formed a strategically placed alliance, Team West U.S. The focus of Team West U.S. is to offer coaching and support to members to create an empowered community. To learn more about Humanity Unites Brilliance or for more information about Team West U.S., please visit www.teamwestus.hubhub.org, e-mail teamwestus@hubhub.org, or phone 877-HUB4ALL.

1

The Power of Help: Creating a Mastermind

Brett Baughman

In this chapter:

- The four golden questions
- The gift, the teaching and the learning

*No individual has ever achieved success without
the help and cooperation of others.*

~ Napoleon Hill, author of *Think and Grow Rich*

According to Napoleon Hill, author of the classic text on positive mindset, “a mastermind alliance consists of two or more minds working actively together in perfect harmony toward a common definite objective. Through a mastermind alliance you can appropriate and use the full strength of the experience, training, and knowledge of others just as if they were your own.”

One of the most powerful and successful strategies you will ever create is a mastermind. Your mastermind should be a team of experts in the areas where you need help and in the field on which you are focusing for your achievement. For example, if you wanted to launch an online e-commerce Web site, your mastermind might include a Web designer, a graphics designer, a copywriter, and a top marketer. All of these experts will be able to help you achieve your result.

Sometimes, the word “help” is seen in our society as a sign of weakness, but in actuality, it is a sign of strength to ask for help. If we attempt to build our success alone, we will achieve a certain level of success, but when we work with a team, that success is multiplied many times over.

Think of a mastermind as a well-oiled piece of machinery. Every part has its function, and no part can achieve the result without the other parts. A great example of a team’s working to create a memorable result is the collaboration on one of the all-time greatest Broadway musicals, *West Side Story*. This success story was made possible by the exceptional blend of the talents of lyricist Stephen Sondheim, composer Leonard Bernstein, and choreographer Peter Gennaro, in addition to the producer, director, actors, stage hands, and all the rest of the crew. Each team member was essential to yielding the final winning results!

Now, I take the mastermind even one step further—to form a successful mastermind, you have to first master you own mind! As a success coach and peak performance trainer, I work with individuals and companies to help them learn to fully use their minds and to master their psychology. You may choose to work with a coach, if you feel you need that kind of support, or you can do this yourself. Another option would be to do it with your mastermind team.

Whether you are working on your own success or creating a mastermind to help you achieve your goals, you need to ask yourself the four golden questions. These relate to how people learn and are most effective for anyone who wants to accomplish any objective. The four golden questions are:

***Extraordinary
results come from
your unique
creativity and
your willingness to
step outside your
comfort zone.***

- **Why** do I need to learn this?
(Or, why do I have this goal?)
- **What** will I learn? (Or, what is it that I'm creating?)
- **How** will I learn it? (Or, who or what will assist me in achieving my goal?)
- **What if** I learn this? (What if I apply this?)

Here's an example of how this works. Suppose the result I want is to tighten my abdominal muscles by learning the best way to do crunches.

- **Why** I want to learn this is to look fit, be healthy, and have strong core muscles.
- **What** I will learn is the safe and proper way to do the "focused crunch," how many reps I should do, and how often.
- **How** I will learn this is to hire a personal trainer who will show me the proper procedure and set up my program for maximum results.
- **What if** I do the exercise the wrong way? I will not achieve the results I want or I will potentially hurt myself.

Now let's apply the four golden questions to creating your own mastermind:

- **Why** do I want to create a mastermind? Alone, I know I can achieve great things, but with a team that has the same outcome, I know I can achieve even greater things more quickly and in a more efficient manner.
- **What** is a mastermind? It's one of the most powerful strategies for accomplishing results. Creating it consists of assembling a collective team of experts in all the areas needed to help me get the results I am after. The other members will possess skills and knowledge in the areas where I may be challenged. This is a great benefit.
- **How** will I create a mastermind? I will decide I want to create one and then follow the process below.
- **What if** I don't know who should be in my mastermind? I'll follow the steps below for myself first, define what I want, and then find others who agree.

The process involves eight steps. Go through this process yourself first; then put your potential mastermind partners through each step.

1. **Outcome:** What is your outcome? What do you want to achieve that having a mastermind will help you with? Your goals may be making more money, writing a book, setting up or expanding a business, or improving personal relationships.
2. **Values:** Elicit your personal values. What's important to you about this outcome? Ask yourself what's important about making more money? Then ask, what else is important to your deepest values. For example, if you had more money, what is

something that would cause you to stop pursuing this outcome? It might be that it's making your family unhappy because you work all the time. Then you about it? Keep asking until you go to you would see that responsibility to your family was a higher value than making more money. Put all the values you come up with in priority ranking. Notice if your values are moving toward something or away from something. For example, are you moving away from scarcity or toward prosperity?

3. **Strengths:** Define your strengths and areas of challenge. What are you good at and what do you enjoy doing? List your top five talents and your top five passions. ("I'm great at crunching numbers," or "I'm exceptional with managing people.") What are your greatest challenges or fears? ("I can't find the time to write my book," or "I'm afraid no one will like it or read it.")
4. **Experts:** Find experts in the areas where you are challenged. Get recommendations from trusted colleagues to start your search for these experts.
5. **Outcome of Others:** Define their outcome for joining a mastermind. What will they get out of this alliance? How will it benefit them? How can your strengths assist them in achieving their goals? Everyone needs to agree on the team outcome. For example, I am building an empowerment center for people to have the tools and training to become more successful in all areas of their lives. The specific skills that I will bring are speaking and teaching. Others on my team may share their skills in marketing and product development.
6. **Plan:** Once you have your team together, create a plan of action with specific objectives and timelines, set up daily or weekly check-ins, and delegate responsibilities to each team member.

7. **Follow-Up:** Create a follow-up plan and a way to track your success. How will you tackle setbacks and challenges? How will you create accountability, give feedback, acknowledge accomplishments, and celebrate successes?
8. **Take Action:** Now you are ready! Don't focus on the long-term direction, as it will probably change. Set benchmarks at three months, six months, and one year. Don't get so tied into the big picture that you spend all your time planning instead of taking immediate action. Right now, what is the first step your team can take? Here are some examples: a) Set up the time and agenda for your first meeting; b) Assign action steps for each team member; c) Put into place your follow-ups; d) Go forward. Action begets action. When everyone is committed to the success of everyone else, great results will happen!

You don't need to think any more; just get moving. If you move in the direction you're passionate about, you'll be moving in the right direction. Don't move where you think you "should" go, but move where you "need" to go. Trust your instincts that you know, intuitively, what to do. Do what you're good at, and do what will bring the results. Too many times we get caught up in what we think we "should" be doing or what others are doing. Be a maverick, a pioneer. What can you create that's new? What's right for you? Great ideas didn't come from doing what others are doing. Extraordinary results come from your unique creativity and your willingness to step outside your comfort zone.

I always tell my clients to look for the *gift*, the *teaching*, and the *learning* in every situation. First, look at the gift you got out of the experience. What surprises or new possibilities emerged? Next, what was the teaching? What can you now teach others from this experience?

And last, what was the learning? What did you learn that you can now apply for greater future success?

Taking this optimistic viewpoint is a valuable tool. If you look at life this way, you'll have much more success, and there is no downside. You won't be carrying that burden of regret for days, weeks, or even months. And you won't miss all the wonderful new doors that may be opening for you.

Your mastermind members can assist you in taking this perspective by creating a habit of listening to the others member's feedback, letting them see your strengths, and offering guidance. So, instead of breaking down, you can break through. On your own, you may lose your passion and motivation when you hit a wall or get stuck. Having others help you take a positive view of challenges, as well as helping you celebrate your accomplishments, is one of the greatest values of your mastermind.

*Coming together is a beginning. Keeping together
is progress. Working together is success.*

~ Henry Ford

This book is also a mastermind, as it was created out of the idea to form a team of experts, with the outcome of helping others achieve success in their lives, easily and effortlessly! Read each chapter and embrace each author as part of your own mastermind. Remember always to take action with the tools you are learning in this book.

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2

Success Happens One Step at a Time

Lisa M. van Es

In this chapter:

- Navigate decisions that honor who you are.
- Focus your attention on taking the “next right step.”
- Surmount feelings of being overwhelmed.

I had never felt anything like it before, and I’ve never experienced anything like it since. It was an explosion over my heart, and a burst of energy tore through my chest—but oddly, not in a painful way. Something physically opened up in my body and for the first time in years, I felt the presence of Truth.

I had recently separated from my husband and the reality that my marriage hopes, dreams, and fantasies were actually crumbling was sending my body into shock. I couldn’t sleep, my mouth was dry, my hands constantly trembled, and I lost fifteen pounds in the two weeks that had gone by since he moved out. Yet to survive, I did my usual

trick. Each day, I put on my expertly crafted veneer to show the world that I was the strong one. I was even receiving glowing comments from colleagues at my corporate executive job that my slimming figure looked “fantastic”! But in the privacy of my lonely and quiet home in the suburbs, I would sob all night after my demanding workday was done. At night, I could finally take the mask off and feel my grief.

But because of the blessing of a good friend with whom I could be honest, I shared the pain I was going through, and she responded, “You should speak with my new husband. He’s a life coach.” Several weeks later, our first conversation began by our getting clear on what my core issue was that caused all this emotional volatility. After describing that I needed to decide on staying with husband or divorcing him, I was given clarity that my challenge was that I needed to make a choice. My friend’s husband then brought to my attention that in every choice, there are two paths we can take. One path will honor us, who we are, and what we want. The other path compromises all these same things. And that was the moment of that explosion ripping through my chest.

I realized immediately that I had been compromising myself in my marriage for so long that I had lost my way. I was the quintessential story of the smart girl who makes a dumb choice by gravitating toward the bad boy—he helped me play out what I really thought about myself at that time: I wasn’t ever good enough.

Changing this story was one of the simplest—yet hardest—things I’ve ever done. Every time I needed to make a decision, I asked myself, with an open heart, “Is this the path to honor or compromise?” And the truth always came immediately, but I did not always have the courage or awareness to take the path to honoring myself. Deeply ingrained patterns and ways of being take much focus, attention, and intention to change.

I could only achieve my transformation to self-love one choice at a time—by setting one boundary at a time and following through; by saying no to him and putting myself first, one word at a time. And that’s how I survived my divorce. Each strong decision built momentum and power in my life, which made the next right step easier to take. The paradox to me was that every time I chose to put my own needs before his, I actually got sexier to him. When my power would build, he would always come running back, until I again would fall into old patterns of desperately needing him to validate myself—and then he would run away again.

But looking back on my life, I survived many things with the same principle of creating change, one step at a time. I also found inspiration by listening to *The Secret* to remind myself that if I wanted to travel from coast to coast, I only need to see as far as my headlights—I didn’t need to see the whole journey all at once in order to take it.

In business, I’ve always been fearless about tackling the most challenging situations, where all cards were stacked against me. When I would get hired to fix a completely hopeless situation, I felt like I had nothing to lose. It’s how I leveraged my trait of stubbornness to create the necessary tenacity to develop a market or to deliver on an insane deadline. Our greatest gifts are often hidden in our most obvious weaknesses. But the constant push from internal and external clients, long hours, sleepless nights in strange hotel rooms, and—the biggest drain of all—corporate politics often pushed me close to my breaking point.

When I felt the vice of stress clamping too tightly, I would put on my blinders and keep asking myself, “What is the next step?” I would then take that step and ask again, until I saw results and could take a little break. If I had to think of all the projects, pressures, and logistics that I would face all week, it was just too much for my mind to handle—very self-defeating. This strategy not only tremendously

helped my personal stress levels in business, but it also helped me produce unprecedented results for my employers and to be a colleague that people enjoyed working with.

Part of my development strategy (which was challenged by being in a territory with low market share and a poor brand perception) was that if I couldn't get my foot through the door, I would start with a toe. (The hidden story of my glowing résumé is how many doors were slammed in my face before I achieved the successes listed in pretty little bullet points.) And once I wiggled a toe through the door, I would add so much value and provide such great service that the door usually

swung open after that. Market growth happens one sale at a time.

*Time after time,
I've accomplished
"mission impossible"
just by taking one
step at a time.*

The same strategy also helped me to achieve my goal of completing my first sprint triathlon. After a long, draining day at work, the last thing in the world I felt like doing was to go for a run or bike ride on legs so sore I could barely walk up and down my own stairs. But

I was deeply committed to my goal. To hold myself accountable, I told everyone who would listen that I was going to do my first triathlon. When my motivation was weak, I knew my pride would kick in and give me the energy to keep my word.

So when I got off work, I just couldn't think about running a few miles. I would trick myself into believing that all I had to do was change my clothes, put on my shoes, and walk out to the front sidewalk. I thought, *Well, that's easy; it's just the sidewalk!* And every single time I found the strength to make it to the sidewalk, I also finished the entire run. One strong decision leads to another.

When I'm overwhelmed with my messy house, I'll start with the goal of cleaning one small drawer or area. Once that's organized, I almost invariably clean something else. When I'm being challenged by personal conflict, I'll focus on forgiving one small thing that hurt me, and that always leads to more love and healing in the relationship. If I want to look extra fit in my bikini, I start with making just one meal a day extra-healthy, instead of going overboard with depriving myself. And then one day, the salads actually start tasting good—it's amazing! I'll shockingly choose the vegetable over the pasta, once my body starts appreciating all the small decisions that have nourished it.

Time after time, I've accomplished "mission impossible," just by taking one step at a time. Looking at the details of the big picture all at once only leads to feeling overwhelmed and stressed out. And feeling overwhelmed never serves me or my mission. I spent most of my twenties with such high anxiety levels, I physically felt a heavy pressure over my chest, or my heart would race while I was sitting perfectly still. Our bodies possess a beautiful intelligence and the feelings of stress, anxiety, or being overwhelmed are whispers from our bodies that we are not on the right path. It's a kind whisper that gracefully tells us that our mind is making excuses to avoid change. Our bodies always know if we are choosing between love and honor—or fear and compromise. So listen.

Today, I have a wonderful life that I've designed choice by choice. Daily, I ask my higher power to show me the next step toward living my highest purpose and to give me the courage to take it. Pursuing the impossible is completely possible if you can just focus on one step at time. This principle is also very powerful in manifesting the life you want, while remaining unattached to the "how" of getting there. Remember that the universe will worry about the "how" of your journey, as long as you know what you want the destination to look like. There are many unexpected

twists in the river of life, but you can never go wrong by having faith and simply focusing on the next right step.

Lisa M. van Es's corporate career has included roles in project management, operations, sales, marketing, and business development. Today, she serves as a valuable business consultant and coach for the social entrepreneur. Contact her at lisa.vanes@gmail.com.

3

Fear Is a Friend That's Misunderstood

Jennifer Larson

In this chapter:

- Understanding emotions
- Learn to make empowered decisions

It's been said that one should never use a hammer to swat a fly off someone's forehead. Translation: don't overreact. Have you ever found yourself wondering how you ended up with the results you have?

You may have asked yourself "Why did I do that? Where did that come from? Why didn't I take that chance? Why didn't I buy that house? Why did I quit my job?" Maybe the reason was fear! The question to ask yourself is this: What would you be capable of if you eliminated fear from your life? If fear or frustration were never in your life, how would you be living?

What if there was a way to understand fear and other emotions so that they could help you better your career and lifestyle? How would

you feel if you were clear in your head and aligned with all the decisions you make in life—forever?

Understand that emotions are controllable and that we can use them to help us. The way we feel about things can be changed (if our minds are open) to see those things from a different perspective. The quality of your entire life is proportionate to your emotional state.

We must first understand fear and its origins. Fear is one of our many emotions, and we find its basis in anger and sadness. When people become angry, they are really expressing their fear. When people are sad, it's just another form of fear.

Certain types of fear may hold us back, such as fear of failure. Realize, thought, that failing is a form of learning—whoever fails the most wins! If you view everything in life as a lesson or a teaching point, there is no such thing as fear of failure; there is only learning and growing.

How about fear of success? Subconsciously, you may not think you deserve success; you may question your worth. That's where procrastination comes from—one step forward and two steps back. You set goals but don't reach them. You think you are working really hard and moving forward, but you are really going in circles and not doing the things that will make you money and bring you to the next level.

It's interesting how, as humans, we let emotions guide our lives. The one thing that is constantly changing with every minute, and the only thing that can be changed in the blink of an eye—by a whispered word or even by the sight of someone we know—is our emotions.

The control that we have over our emotions allows us to choose how we make our decisions--deciding where to go in our career, or how we grow in our relationships and life in general.

People often tell me, when faced with making difficult decisions, "I just felt like it was too hard" or "I felt I couldn't do it." I ask them,

“What feelings are you basing your statements on?” And I challenge them to ask themselves “How are these feelings or emotions created?” and “Where do they come from?”

Compare these emotional decisions to cliff-diving. Why are some people afraid of cliff-diving and some are not? The people who choose to jump off of a perfectly good cliff are not that different from the rest of us. They have all the same categories of emotions as we do. Yet, cliff-diving is okay to them. They have mastered the emotion that causes the rest of us to question the sanity of those that cliff-dive.

When you think of past decisions, do you find yourself associating that decision with an emotion? Think about your relationships. Have you ever said or did something to your significant other because you were angry or aggravated? How did your emotions influence your decision to lash out at the other person?

What about being happy? Have you helped someone, even gone out of your way, because you were in a good mood? The emotions you have in your life are created with or without your knowledge of it happening!

We are sometimes confused about how we should feel about all sorts of things. Our beliefs have been placed there by the many influences we have in our lives. The people with whom we grew up, such as our parents, had a pretty big impact on how we feel about things. Our friends and other people in our life, whether we like it or not, are driven by their own needs and desires. They tell us these needs and desires with words and actions. Most of these signals are emotionally driven.

You may hear a stranger on his cell phone, having a conversation with someone about a wonderful restaurant. Until that moment, you might never have considered eating there. And now, because of one conversation a stranger had on his cell phone, you think differently about it. In fact, you have now created inside you a desire to check

it out—all from one overheard conversation! This goes on every day of your life.

Have you ever heard it said that someone is “set in his ways”? What I find more interesting is the follow-up question: “Whose ways are those?” Everything the person has come to believe in his life was created by a combination of outside experiences and the fundamentals of other people’s thinking, which he has internalized as his own thoughts, ideas, and emotions. If you let emotions or how you feel guide your decisions and decide on a solution, it’s really just like flipping a coin. You never know what you are going to get: 50 percent good or 50 percent bad. This will not change until you learn how to make decisions without emotion.

Two more things to consider in the emotion-based decision process: When individuals are in a sad mood, they are more likely to use structured, data-driven processing when making their decisions. They also pay very close attention to detail. When making a decision in a happy mood, they use more of the preexisting knowledge they possess. They rely on the accumulated knowledge of things that they already learned and discovered for themselves and the strategies that worked in the past, while paying less attention to the details.

Depending on your mood when you make a decision, the outcome will be different every time, based on how you feel at that moment. It won’t be a decision based on what is best for you but on the emotions that are controlling you that day. Decision making, when you are in a negative state (fear), becomes extensive, and you tend to focus on one element at a time. It is harder to see the “big-picture effect” of yourself in the future and how this choice will affect or change you.

Now you know the reason why you have the fears and emotions that you live with every day. So now what? The key is turning fear

into fascination. Whenever you feel an overwhelming emotion, become intrigued!

The people in your life who push your buttons and get under your skin, whether it is in a good way or disempowering way, are your best teachers! Look at it as an experiment, and start asking why! When you have an overwhelming feeling or emotion, mentally stop and, in your mind's eye, take the experience and put it on an imaginary TV screen. You are completely removed and objective. Now, watch what is unfolding as if it is a TV show. Ask yourself the question: "What has happened to make me feel this way?" Become the observer. Notice everything—your body language, what you say, how this affects the people in your TV show, and what they do in response to your actions or words.

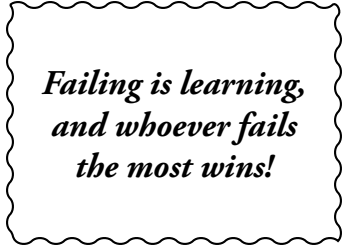
Remember, communication is 55 percent physiology, so pay close attention to your body language. Look at your shoulders, breathing, and the muscles in your face. You can play with your emotions by shifting your body and changing your posture. When you feel fearful, try standing up straight, take a deep breath, pull your shoulders back, and see how your emotion shifts. Also, use positive language and change your tone, too!

Then ask yourself: "What specifically triggered these emotions? What was the one thing that started me feeling this way, and why did I allow it to affect me that way?"

As you look at this and ask questions, you will see that your emotions were controlling you. In fact, you had very little control. In emotional situations, you may or may not have acted or reacted the way you wanted. Or, you might not have chosen the best path for you. What about those career choices you made—you know, the decision you made when you were letting your emotions control you?

Think about a time when you had to make a big decision, perhaps about work or family or where to live. You may have been feeling a bit overwhelmed. Maybe you were frustrated. Thinking about those times in your life, do you think that if you could have taken yourself away from the emotions you were feeling that more solutions or even better solutions would have been available for you? Can you see how each choice affects your future life? Your paths, your decisions, should be based on what is best for you, rather than being pushed in one direction by your emotions.

Don't take things personally when interacting with other people. Many times a person's problem has nothing to do with you. If you can control your emotions and take a step back, it will prevent hurt feelings and pointless arguments.



***Failing is learning,
and whoever fails
the most wins!***

When you start understanding why you feel the way you do in certain situations and around certain people, you become very powerful. You will be able to create whatever you want. You will not be swayed by people or events. You will choose your own direction. The fear, that emotion that holds back so many people, will no longer be there—unless you choose for it to be.

Jennifer Larson recovered from a ruptured brain aneurism and went on to devote her life to developing herself and others through personal growth and the power of thought. She is certified in Neuro-Linguistic Programming (NLP), Hypnosis, and Time Line Therapy®. Contact her at jennilarson@yahoo.com.

4

Leaping with Faith

Chellie Campbell

In this chapter:

- The secrets of successful networking, from Nervous Nellie to Confident Connie
- How to become a “natural” at speaking and selling
- The Number One Thought that creates a zillion sales

*A leap of faith is not a leap from Point A to
Point B. It's a leap from Point A.*

~ Unknown

“You’re really sociable, good with people, and you’re really good at selling,” said my friend and astrologer, Carol Allen. “That’s why you’re so successful in your workshop business.”

I chuckled quietly. “People tell me that all the time,” I said, “but they speak of it as though these are natural abilities that I was somehow gifted with at birth. But I wasn’t born like this! It took me years of work

to become like this.” “Did it really?” she asked incredulously. “You need to tell people that! They need to know that there is hope for them—that they can learn to be at ease with people, comfortable speaking in front of an audience, and good at selling. That these are learned skills and not just innate qualities that they will never possess.”

I thought back to my first networking experience years ago, when I was a new partner in a business management firm. It was 1986, and my insurance agent, Sharlee Bishin, asked me, “So, where are you networking?” I looked up at her across my desk and inquired innocently, “What’s networking?” Sharlee shook her head. “Come with me, dear,” she said, and took me to my first official networking group meeting of a group called Women’s Referral Service at the Bullocks tea room in Westwood. Oh, my goodness, it was so intimidating, and I was so green! I had always been terrible at getting along in crowds. It seemed there were always cliques of people, smiling and helloing, patting each other on the back with gleaming recognition and favor. Never one of those “popular” girls in the high school in-crowd, I was usually in the quiet out-group, the wallflower at the dance, waiting for someone to notice her and come over to talk.

***As I learned to focus
on other people’s needs
instead of my own, the
by-product was that I
grew more confident
and self-assured.***

And you sure can wait a long time for *that* to happen—very like a lot of small-business owners wait for clients to walk in the door and hire them.

Yet I had been an actress, so people made the assumption that my performing background would

make me “a natural” at being comfortable around crowds of people. But no! The opposite was true—I was one of those actors who was great at being another person but not very comfortable being herself.

Now, here I was as a business owner, being expected to “be myself” in crowd situations as part of marketing my business. Yikes. I just didn’t have a clue how to do it. Everyone else seemed so natural at it, holding out their hands and saying, “Hi, welcome to our meeting. How did you find us? What do you do? What kind of clients are you looking for?” I struggled to answer, grateful when someone acknowledged my presence.

But then, time and again, I would blow the interaction. I would answer, “I’m a bookkeeper. I provide profit/loss statements, general ledgers, and budgets and handle all your accounting needs,” and I’d talk on and on about myself and what I did. The reactions were swift and instantaneous. People frowned, drew back, changed the subject, and left in a hurry. No one seemed eager to have a conversation about bookkeeping. With my acting instincts, I knew when I was losing my audience, so something had to be done—fast. Otherwise, I was not going to be any good at networking—and then how was I going to get new customers for my business?

I did then what I always do when I don’t know how to do something: I found someone who did know and signed up for his class. “You have to be interesting in thirty seconds or people will turn off, and peg you in a category from which you will never escape,” Gene Call, the instructor, said. “Most people introduce themselves by saying, ‘I’m an accountant’ or ‘I’m an attorney.’ Boring!” He suggested that you start by describing the benefit you provide to others: “I help people measure their financial success” (accountant) or “I help people protect their property” (insurance agent). That made sense to me, so I started saying, “I do financial stress reduction.” The difference in the reactions was truly amazing. People laughed, leaned forward, asked me, “How do you do that? Do you give away money?” One woman threw her arms around me in a giant hug! I could tell by people’s reaction to that one statement if they need my services.

As I learned to focus on other people's needs instead of my own, the by-product was that I grew more confident and self-assured. Reaching out to people from the place of serving them is more heart-based and soul-based, and for me, that was the key to being comfortable with people. I couldn't do it from the "I've got to sell you my stuff so I can pay my rent tomorrow" space, however true that statement might be. Neediness is never attractive. The key to marketing and selling is that all the money you make in business will come as a result of how well you meet other people's needs.

This idea was crystallized one night when I was giving a speech. What a "leap from Point A" public speaking was! Most people are terrified of speaking in public. Their hearts race, adrenaline pumps through their systems, their hands shake, voices quaver. They're afraid people won't like them, that they'll look or do something foolish, that they will be ridiculed and hence outcast. For many people, the worst part of a meeting is when they have to stand up for thirty seconds and say who they are and what they do.

That's how it was for me. I had all of those symptoms and more. I felt totally naked and exposed. "What if they don't like me?" I thought. "Is my hair okay? Am I wearing the right dress? Will they criticize my ideas? Will they laugh at my jokes or laugh when they're not supposed to?" The committee in my head was very negative and very loud. It was filled with thoughts of "me ... me ... me ... I ... I ... I." No wonder I was a wreck. I hated it. But I kept doing it, knowing that somehow, someday it would get better. I had to leap from Point A, but I wasn't sure where Point B was. My inner senses told me this was a path I must follow, that people needed help with their finances, and I had answers that would help them. I gulped, prepared my speeches, and practiced.

But I was missing the key that would make this easy and effortless—the key that would make me "a natural." I held the vision and struggled

to realize it, over and over again, and failed, over and over again. Fear had me in its grip, and I struggled like the bug in the spider's web, whose struggles only serve to bind it more tightly.

And then one night, the key was given to me when I gave a talk to a group of one hundred businesswomen. As I walked to the podium, the familiar litany of criticism and fear sounded in my brain. But as I turned to face the audience, looking out into the sea of faces, in a flash of divine inspiration, I connected with a woman in the front row. She was smiling, but the overwhelming impression I had was that she was *hopeful*. She had come to hear about financial stress reduction—and she needed it. I looked at the woman next to her and felt the same need.

Suddenly, I understood. This talk wasn't about me—it was about *them*! They had come to hear answers to their pressing financial problems. They thought I might have some solutions to the problems that were plaguing them. They needed this talk, and they didn't care what I looked like or what I was wearing. They came to hear the message, not to see the messenger. It was a revelation. In that instant, my monkey-mind voices stilled, and in the quiet I prayed, "Dear God, let me be of loving service today. Please put the words in my mouth that need to be heard to help somebody and bring light and love to all I meet." I got out of my own way and focused on helping others, and the words flew from my mouth. I was filled with energy, power, and passion. I was connected to the audience and they to me. The speech was over before I knew it. The applause was thunderous.

I've been a professional speaker for more than eighteen years since that night. I say that prayer now before every speech. As a matter of fact, I say it every day as an affirmation, whether I'm giving a speech to hundreds of people or just talking to one. And I haven't been nervous a day since. And now people tell me I'm "a natural"!

I have arrived at Point B.

Point B is where I hold being of service as my ultimate purpose. I filter every interaction through this one thought: “How can I help you?” Sometimes, the help people need is a referral, sometimes a kind word, sometimes it is marketing advice, and sometimes they need financial stress reduction. This one thought changed my life. Because now my focus had been changed to helping others—not instead of myself but along with myself. Making money and succeeding in my business is a by-product of helping others. They are connected. This is the middle path, not to serve others and impoverish yourself, nor to enrich yourself and impoverish others. I learned to add myself back into the equation with “... and bring light and love to all I meet, *including myself*.” When you work for the good of all, including yourself, riches—spiritual and financial—will pour into your life.

You will get your divine inspiration and your key, too. But you will get it after you take action, not before. So if you are waiting to receive the key to success before you go to a networking group, or before you give a speech, or before you try your lab experiment, or before you go on a date, the key will always be dangling out there somewhere in your future. To grasp hold of the key, you need to take the “leap of faith” through your fears into the unknown, and be willing to fall down, make mistakes, and start over. It is your willingness that re-creates your being, giving you strength and passion and knowledge and abilities beyond an inkling of your vision today. That is the place of power from which all things are possible for you. That is the place of power from which you conquer fear. That is the place of power from which you can help others. That is the place of power from which the world is changed.

And let me give you a tip: there’s no “there,” there. Everyone acts as though there is a final Point B at which they can arrive, where all the

dreams have come true, all the zillions are in the bank, and everyone loves you. But what about Point C, D, E, F, G, H, I, J, or K? You're never done. Done is death. Retirement is a fantasy. All those business owners who wanted to be a millionaire and retire at forty? Retirement lasted about six months. And then they started another business.

When was the last time you heard a movie star say, "I can't wait until I have my pension fund so I can retire and stop making all these movies"? You never hear that. Because actors love their work. At ninety years old, they're trying to convince insurance companies how healthy they are so that they can make a movie. They die onstage. They want to die working because they love their job.

The game of richest man in the world has been won already. Bill Gates is still working. The number-two richest guy, Warren Buffet, just gave the number-one guy all his money. He's still going to work every day. The number-three guy, Sheldon Adelson, is still working, too—he has a five-year plan in place to become the number-one guy. He's eighty-three years old! "Why bother?" you might ask.

"Just for fun" is the answer.

Find work that you love doing, and you won't want to retire from it. Retire to do what? Lie on the beach? For how many days would that be interesting? You only think you want to lie on the beach because you haven't had a good vacation. So go to Hawaii or Cabo or the Caribbean or someone's backyard in Malibu now. Because after you've rested a bit, you'll be back in action.

Because you know—Point Z awaits you!

Chellie Campbell is a prominent financial expert, the creator of the popular Financial Stress Reduction® workshops, and the author of The Wealthy Spirit and Zero to Zillionaire. Contact her at Chellie@Chellie.com.

5

Faith in Action

Novalena Betancourt

In this chapter:

- Choose thoughts worthy of you
- Get crystal clear on your vision
- Be here, be now with slight edge moves
- Give true love, open the door to abundance
- Strengthen your spiritual muscle with faith and practice

Faith is the ability to see the invisible and believe in the incredible, and that is what enables believers to receive what the masses think is impossible.

~ Clarence Smithson

My breakup from a five-year relationship with a man I believed I could spend the rest of my life with has become the best wake-up call from the universe.

Faith Principle #1: CHOOSE THOUGHTS WORTHY OF YOU.

Everything is created twice—first by thought and then by form.

~ Mary Morrissey

I remember asking myself questions about what went wrong in my relationship and why this was happening to me again. I had been in two other long-term relationships prior to this experience and felt like I was in a bad rerun of a *Twilight Zone* episode. What was the big lesson the universe was trying to teach me? I had watched the movie *The Secret* several times, but a voice inside of me told me to watch it again. As I put the DVD in my player, it was like I was watching the movie for the first time—this time the message was crystal clear: *I have the power within me to create the vision of the life I crave to experience, by the thoughts I choose to focus on, with faith and action.* I have the responsibility to focus on thoughts that support my dreams and make me feel good inside. As I sat in that thought for a few moments, I remember thinking and feeling how amazing it would be to actually meet these teachers of *The Secret*. I envisioned myself talking to Michael Beckwith and Bob Proctor, asking them exactly how I could manifest the perfect relationship, dream house, and financial freedom, while becoming aware of my true passion. I felt an overwhelming joy run through every cell of my body with my new vision. Then, the most incredible—and what others would say unbelievable—event happened. My phone rang.

Taking Action

The call came from my soul friend Mat Boggs, cocreator of *Project Everlasting*. I shared with him the news of my breakup, and he exclaimed, “This is perfect timing! You should come with me on *The Secret* cruise.” As our conversation continued, I learned the cruise was a weeklong event sponsored by Bob Proctor’s company, LifeSuccess

Productions, to be attended by three thousand people from all over the world. They were coming to learn “Where Passion Meets Success.” The lineup for the speakers during the week included Michael Beckwith, Mary Morrissey, and Mark Victor Hansen, among other teachers of success. It took me less than a second to decide to go on that cruise. I had asked the universe for the big lesson in my breakup and knew I was about to find out by accepting Mat’s offer to go on the cruise as his guest and to meet these incredible teachers.

Faith Principle #2: GET CRYSTAL CLEAR ON YOUR VISION.

Nurture your vision like an unborn child.

~ Lisa Nichols

My experience on that cruise led me to this moment in connecting with you. The strategies for success that I learned in manifesting the life I crave, combined with my own spiritual philosophy, created a clear understanding of the power of my thoughts. The various teachings on the cruise brought one reoccurring thought: I want to connect with women all over the world, to inspire them to believe in their worth and power within to make their dreams come true.

During a breakout session on the cruise, Mat and I birthed the idea of a talk show focused on empowering women from all walks of life. It was the moment I realized that this idea has lived inside me for years. My focus was becoming crystal clear on the vision of the talk show. I had total faith that I could take action on the opportunities attracting to me in making it a reality.

Taking Action

To get crystal clear on my vision, I took two important action steps:

- 1) I created a clear picture in my mind of what the talk show will look like.
- 2) I wrote down on paper the power the talk show will have with waking up women worldwide.

Getting crystal clear on the picture of the dream, desire, or goal you want to manifest is the first action step in bringing images from your mind into form. For the talk show, I visualize women from all over the world tuning in every week. I see five women, in detail, as part of the show, whose lives are transformed by teachings of faith and practice. The teachings help the women attract their dream job or perfect partner, as well as how to stay healthy and achieve financial freedom. The show has a faculty of teachers, including *The Secret* teachers, who guide the women during their journeys. The talk show helps women around the world wake up every day to their own power within, as they watch the transformation of the first five women on the show! This is the picture I hold with faith in my mind every day.

The second action step entailed writing down the success of the talk show to program my subconscious mind to help take action on the right opportunities. The talk show begins on radio every morning with an array of women manifestors, who come together to serve as a collective consciousness team for every woman across the world. Each week is a new lesson in learning how to awaken the power residing within each woman to ignite dreams into form. The show explodes with popularity, as lives are changed across the world. We get asked to join the Oprah Winfrey Network in 2009!

*Faith Principle #3: BE HERE,
BE NOW WITH SLIGHT EDGE MOVES.*

Release filters so you can reveal the invisible and do the impossible.

~ Michael Beckwith

When you have a big dream or goal that you are trying to manifest, it is imperative that you find a way to stay focused in the *now* of each moment. I can remember when I allowed my thoughts to fall into

***Believe, without a
shred of doubt, that it
is already in the palm
of your hands, even if
you can't see how the
dream will manifest.***

what I call “future tripping”—trying to plan every single step of how I was going to make the show come alive. The danger in “future tripping” is that you begin to feel overwhelmed with all the details of making your vision come true.

Do you see how this causes your mind to drift away from your focus? Or how it tells you this is too big of a dream and questions if you can really pull it off, which introduces self-doubting notions? I broke myself from the habit of self-defeating thoughts by focusing on “slight edge moves.”

Taking Action

Slight edge moves are the daily actions you take to manifest your crystal-clear vision. For example, someone who wants to lose fifty pounds is going to have to perform certain activities every day over some period of time to achieve her vision of what she wants to look like as fifty pounds lighter. For me, focusing on daily activities to manifest the talk show “edged” me away from feeling overwhelmed by my big dream. One thing I did was create a MySpace page to promote the talk

show and my passion to inspire others to tap into their inner strength. This allows me to make ten new friend requests each day throughout the world to spread my message. For ten to thirty minutes a day, I continue to learn and enrich my philosophy by reading and listening to personal development tapes. I attend networking events weekly to meet like-minded people who want to help support my efforts. During each one of these activities, I stay true to every moment with the faith the universe is leading me toward the physical creation of the talk show. If I can take manageable steps toward my dream, so can you. We all have the ability to take action and believe in our dreams. What slight edge moves can you make to achieve your big dream?

*Faith Principle # 4: GIVE TRUE LOVE,
OPEN THE DOOR TO ABUNDANCE.*

“When you give, you grow.”

~ Anthony Robbins

I am a seminar junkie, and when I find out the best-of-the-best motivational or success teachers will be sharing their philosophy in a city near me, I make sure to attend, even if it means flying to another city. There is always the possibility you may meet someone who will help you leverage your dream forward, or take away that “golden nugget” that will help shape your vision to become clearer. Golden nuggets set off that trigger within that tells you, “This information will serve my dream well by applying its concept.” For example, I attended an event earlier this year at which Anthony Robbins taught his success philosophy. He spoke for about an hour, and the one idea that stood out to me was a sentence he spoke quickly, “When you give, you grow.” Simple, and yet there is so much truth behind it. In manifesting the talk show, I took this concept a step further and began to give and

serve others every day with true love. Love is the highest vibration of emotion we can experience, and although for most of us it may seem silly to give love to complete strangers, I would challenge you to think “Why not?” What’s the harm in lending a hand to an elderly woman walking across the street, stopping to buy a homeless man a sandwich, or even smiling at every person you pass, even if they don’t smile back? By following this principle, you put yourself in the highest vibration of emotion or energy in motion, to open up yourself to receive in abundance. Think about this for a moment. If you are operating from giving love to everyone with whom you interact every day, you are sending a message to the universe that you are open to receiving all opportunities, resources, people, and events to grow your dream—not to mention, it feels good to give love to everyone. And when you feel good, everything good will be attracted to you.

Taking Action

Give love to the universe for creating a newborn-baby day for you to experience. Look in the mirror when you are brushing your teeth, and give love to yourself. When you walk to your car in the morning, smile at everyone you see or pass by on the roads. Give love to your co-workers when they ask for your input. When making new contacts, give love by asking how you can help serve them. I think you may understand where I am going with this. Practice this every day, and when you stay true to giving love in these moments, watch as the most amazing opportunities attract to you. For example, a few short weeks after I began this practice, I was at another event, giving love to every person I was meeting by asking how I could help support them in their pursuits. It took only a few moments before I was introduced to a phenomenal woman, Jeanie Callen Barat, better known as the Fitness Jeanie. We knew instantly we were operating with similar life passions,

and now she is part of the talk show. I gave love openly and received a soul partner in helping women to wake up worldwide!

*Faith Principle #5: STRENGTHEN YOUR
SPIRITUAL MUSCLE WITH FAITH AND PRACTICE.*

*Faith is the element which transforms the ordinary vibration of
thought, created by the finite of man, into the spiritual equivalent.*

~ Napoleon Hill

To have faith in your dream is like giving breath to a newborn baby. The two cannot coexist without one another. If you only take one concept with you after reading this, I ask you to remember to have *unwavering faith in yourself and your dream*. Believe, without a shred of doubt, that it is already in the palm of your hands, even if you can't see how the dream will manifest. Your belief and, even more so, applying the feeling of faith in every action you take, as if your dream is in form now, will strengthen your spiritual muscle in manifesting your vision.

Taking Action

Here are two practices you can follow to help strengthen your spiritual muscle:

- 1) Read your affirmations in the mirror every morning.
- 2) Talk out loud to yourself in the mirror of the amazing life you experience every day.

I have found in reading my affirmations to myself in the mirror every morning that I am teaching my subconscious mind to work on my behalf in every action I take. I heard John Assaraf speak at an event, and he said 96 percent of our mind operates in the subconscious field. If you can find a way to tap into that 96 percent to work for you in

achieving your desires, you are on your way. The affirmation I read every morning in the mirror with respect to manifesting the talk show is as follows:

I am thankful and grateful now that the Novalena Show has helped tens of thousands of women manifest their biggest dream and can be watched regularly on the Oprah Winfrey Network by December 2009, this or something better.

I read this affirmation in the mirror with unwavering faith, and when I look myself in the eye and claim it as truth, I know without a shred of doubt it will happen.

I also practice talking to myself in the mirror about the life I live every day, with the experiences of the show, my dream house, my true love, and the connection to my family and global communities. I spend about three to five minutes doing this every morning, and when I leave my house, I am in a state of love and faith, knowing anything is possible.

My Results

I attended the cruise in the winter season of last year and by springtime of this year, after practicing these principles of faith in action, an opportunity that I openly received came my way. I was asked to be a guest speaker on an Internet talk-radio show for men. The topic of discussion was soul mates. I shared my insight on the show and received a phone call from the producer, who complimented my teachings. She then asked me what I wanted to do to change the world. I shared with her the vision of my show, and we are currently in the development of launching the talk show I have been dreaming about for years. Keep in mind, it was only when I put total faith and action toward manifesting the talk show that it came into form.

My personal message to you

I am no different from you. If I can apply these principles of faith and take the actions to live my dreams, so can you. I have one request of you, and it is simply this: *Never compare where you are in life to others and think it's not the best place for you to be.* You are on a journey. It's not about the ends as much as it is about the means. I think a lot of people have that backwards. Every day is a new beginning. Get excited about uncertainty because the possibilities of what can happen are infinite. Have faith—and take action!

Novalena J. Betancourt, currently the chief inspirational leader of Rancho Santa Fe Technology in San Diego, Calif., is a teacher of faith and practice. Her belief in endless possibilities, followed with personal action, serves as a source of inspiration to others. Contact her at thenovalenashow@gmail.com.

6

Visualize and Affirm Your Desired Outcomes: A Step-by-Step Guide

Jack Canfield

In this chapter:

- Mental rehearsal
- Create goal pictures
- Use affirmations to support your vision

You have within you an awesome power that most of us have never been taught to use. Elite athletes use it. The super-rich use it. And peak performers in all fields are now starting to use it. That power is called visualization. The daily practice of visualizing your dreams as already complete can rapidly accelerate your achievement of those dreams. Visualization of your goals and desires accomplishes four very important things:

1. It activates your creative subconscious, which will start generating creative ideas to achieve your goal.

2. It programs your brain to more readily perceive and recognize the resources you will need to achieve your dreams.
3. It activates the law of attraction, thereby drawing into your life the people, resources, and circumstances you will need to achieve your goals.
4. It builds your internal motivation to take the necessary actions to achieve your dreams.

Visualization is really quite simple. You sit in a comfortable position, close your eyes, and imagine—in as vivid detail as you can—what you would be looking at if the dream you have were already realized. Imagine being inside of yourself, looking out through your eyes at the ideal result.

Mental Rehearsal

Athletes call this visualization process “mental rehearsal,” and they have been using it since the 1960s, when we learned about it from the Russians. All you have to do is set aside a few minutes a day. The best times are when you first wake up, after meditation or prayer, and right before you go to bed. These are the times you are most relaxed. Go through the following three steps:

Visualization and affirmations allow you to change your beliefs, assumptions, and opinions about the most important person in your life—you!

1. Imagine sitting in a movie theater, the lights dim, and then the movie starts. It is a movie of you doing perfectly whatever it is that you want to do better. See as much detail as you can create, including your clothing, the expression on your face, small body

movements, the environment, and any other people that might be around. Add in any sounds you would be hearing—traffic, music, other people talking, cheering. And finally, recreate in your body any feelings you think you would be experiencing as you engage in this activity.

2. Get out of your chair, walk up to the screen, open a door in the screen, and enter into the movie. Now experience the whole thing again from inside of yourself, looking out through your eyes. This is called an “embodied image,” rather than a “distant image.” It will deepen the impact of the experience. Again, see everything in vivid detail, hear the sounds you would hear, and feel the feelings you would feel.
3. Finally, walk back out of the screen that is still showing the picture of you performing perfectly, return to your seat in the theater, reach out and grab the screen and shrink it down to the size of a cracker. Then, bring this miniature screen up to your mouth, chew it up, and swallow it. Imagine that each tiny piece—just like a hologram—contains the full picture of you performing well. Imagine all these little screens traveling down into your stomach and out through the bloodstream into every cell of your body. Then imagine that every cell of your body is lit up with a movie of you performing perfectly. It’s like one of those appliance store windows where fifty televisions are all tuned to the same channel.

When you have finished this process—it should take less than five minutes—you can open your eyes and go about your business. If you make this part of your daily routine, you will be amazed at how much improvement you will see in your life.

Create Goal Pictures

Another powerful technique is to create a photograph or picture of yourself with your goal, as if it were already completed. If one of your goals is to own a new car, take your camera down to your local auto dealer and have a picture taken of yourself sitting behind the wheel of your dream car. If your goal is to visit Paris, find a picture or poster of the Eiffel Tower and cut out a picture of yourself and place it into the picture. With today's technology, you could probably make an even more convincing image using your computer.

Create a Visual Picture and an Affirmation for Each Goal

We recommend that you find or create a picture of every aspect of your dream life. Create a picture or a visual representation for every goal you have—financial, career, recreation, new skills and abilities, things you want to purchase, and so on. When we were writing the very first *Chicken Soup for the Soul* book, we took a copy of the *New York Times* best-seller list, scanned it into our computer, and using the same font as the newspaper, typed *Chicken Soup for the Soul* into the number one position in the “Paperback Advice, How-To and Miscellaneous” category. We printed several copies and hung them up around the office. Less than two years later, our book was the number-one book in that category and stayed there for over a year!

Index Cards

We practice a similar discipline every day. We each have a list of about thirty to forty goals we are currently working on. We write each goal on a 3×5 index card and keep those cards near our bed and take them with us when we travel. Each morning and each night, we go through the stack of cards, one at a time, read the card, close our eyes, see the

completion of that goal in its perfect desired state for about fifteen seconds, open our eyes, and repeat the process with the next card.

Use Affirmations to Support Your Visualization

An affirmation is a statement that evokes not only a picture, but the experience of already having what you want. Here's an example of an affirmation:

I am happily vacationing two months out of the year in a tropical paradise and working just four days a week, owning my own business.

Repeating an affirmation several times a day keeps you focused on your goal, strengthens your motivation, and programs your subconscious by sending an order to your crew to do whatever it takes to make that goal happen.

Expect Results

Through writing down your goals, using the power of visualization and repeating your affirmations, you can achieve amazing results. Visualization and affirmations allow you to change your beliefs, assumptions, and opinions about the most important person in your life—you! They allow you to harness the eighteen billion brain cells in your brain and get them all working in a singular and purposeful direction.

Your subconscious will become engaged in a process that transforms you forever. The process is invisible and doesn't take a long time. It just happens over time, as long as you put in the time to visualize and affirm, surround yourself with positive people, read uplifting books, and listen to audio programs that flood your mind with positive, life-affirming messages.

Repeat your affirmations every morning and night for a month, and they will become an automatic part of your thinking—they will become woven into the very fabric of your being.

Jack Canfield, co-creator of Chicken Soup for the Soul series, is America's leading expert in creating peak performances for entrepreneurs, corporate leaders, managers, sales professionals, employees, and educators.

Web sites:

www.AskJackCanfield.com

www.CanfieldTrainings.com

www.TheSuccessPrinciples.com

www.ChickenSoup.com

7

Breakthrough Success: The Paradox of Embracing What's So and Aspiring to What's Possible Now

Karen Russo

In this chapter:

- Create your Money Map
- Strengthen empowering beliefs
- Develop conscious habits

As a minister, speaker, and spiritual teacher, I see too many smart, spiritually connected people feeling guilty, disconnected, and self-conscious about their progress in health, wealth, relationships, and contribution to the world. It's not necessary! If you're reading this book, I know you're serious about being peaceful, creative, powerful, generous, and in the flow. I'm sharing with you my experience and

understanding of the process of “Breakthrough,” so that you can enjoy greater results in every area of your life.

Breakthrough is going from one level of identity and way of being to a bolder, more expanded identity and way of being. Breakthrough includes both a leap of faith that happens in an instant *and* a daily practice of building your capacity in spirituality, beliefs, and habits. When you know how it works, you can consciously and successfully live your Breakthroughs.

My own life has been a series of important Breakthroughs. Perhaps the most dramatic was the journey from the self-limitations of addiction into the liberation of recovery. I grew up as a good girl by day, bad girl by night. Although I was a straight-A student and a leader in school, I started acting out with substances and behaviors that caused me to struggle mightily. By my late twenties, on the outside I had friends, a job, and an apartment; the outside structures were in place. But inside I was empty, angry, and confused. Physically, mentally, and spiritually exhausted, I hit bottom.

In a moment of clarity, I realized I desperately needed help. Disgusted with where I was, I also felt self-compassion. Later, I would look back and realize I had completed the first step of Breakthrough. I was embracing *What’s So*. I accepted my situation clearly, without agreeing with it or liking it, and surrendered to the idea that things had to change.

On August 12, 1990, I walked into the perfect room for me. What I felt and experienced inspired me. Here were people with clarity, freedom, a sense of self-respect, acceptance, and a relationship with a higher power. I wanted what they had! Living a sober, spiritually connected life was available to me. I didn’t know it then, but I was in the second step of Breakthrough: aspiring to *What’s Possible Now*.

I discovered a relationship with a higher power that went far beyond my former religious upbringing. I let go of resentment, blame, shame, and guilt for the past. I got into action, replacing the old patterns of working hard with periodic binges, with new daily habits of self-reflection and quiet time. Five days a week, I hit a meeting. I became of service to others. Looking back, I see that I was developing the evolutionary practices of Breakthrough: spirituality, beliefs, and habits. The journey required both that one moment of clarity and living consciously eighteen years, one day at a time. Today, my life is happy, joyous, and free because of that Breakthrough.

The greatest expansions of my life have been Breakthroughs. Single and lonely, I was longing for a relationship. It was through a complete surrender to be the person that I needed to be and my daily practices of being more connected to myself and others that I met the love of my life, and I am now happily married. Additionally, I was a talented, dependable trainer of other people's content. I taught corporate workshops, spiritual classes, and relationship seminars as other authors' certified trainer. A vision of my own ministry called; I said yes. Then, step by step, I learned how to write, create, and teach the Money Keys message. Today, I have made the leap to being a published author with a teaching that is particularly mine, in that it combines two of the great passions of my life: God and money.

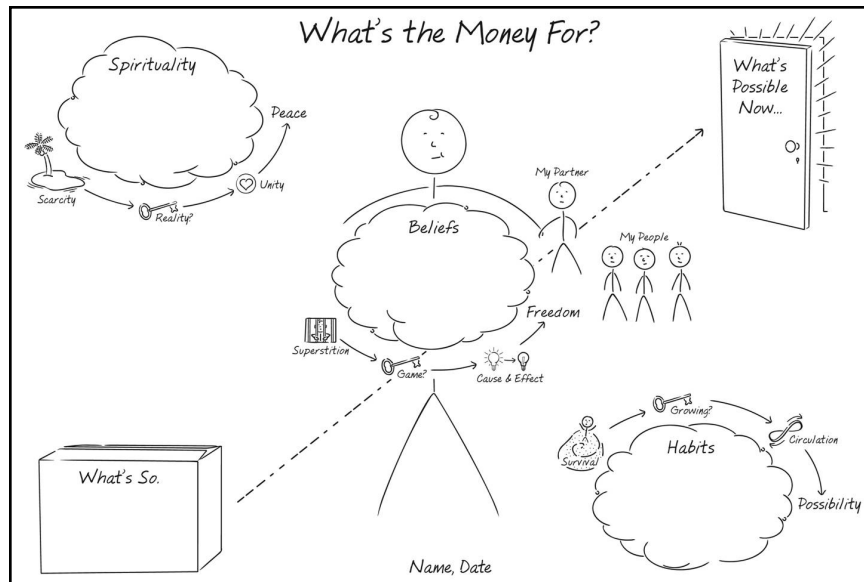
***You'll never have
to worry about
money again when
you discover that
peace of mind is not
a dollar amount.***

In these last eighteen years, I've been studying what happened to me. I've come to see the paradox that the nature of divine reality is complete and timeless and ever-expanding, creative, and evolving. Because we are individual representations of this reality, our nature is to

both take a leap of faith and to progress through incremental growth. If big, powerful changes were possible for me, they are possible for you.

Now that I understand the Breakthrough process, I deliberately teach strategies for how to navigate personal growth with more self-insight and better external results. In my book, self-study volumes, and coaching groups, I show how to develop spiritual money mastery by using the Breakthrough strategy that I lived through in my own life. You can experience your version of real financial power, which is an uplifting spirituality about money, empowering financial beliefs, conscious money habits, and successful financial results.

One of the tools that we use to support Breakthrough is called the Money Map. Think of it as a “snapshot” of your financial life, where you can see all of the elements of your past money experience and capture the dreams you have for your wealth and prosperity.



In the bottom left-hand corner, you capture *What's So* in your money life, including net worth, income and any other relevant facts.

Embrace the facts with clarity and compassion. That's where the guilt is surrendered. In the upper right-hand corner is the open doorway to your version of real financial power. Aspire to *What's Possible Now*. The universe is abundant, unbound, generous, and creative! Dream big; you're not stuck. That's you in the center of the Money Map. The dotted line moving through you represents the practices you build in three areas: spirituality, beliefs and habits.

Cultivate spirituality. Build a relationship with the spiritual source behind the material channels. Channels include things like paychecks and investments. Karin, a marketing expert, wanted to be a better model of financial prosperity for her clients. She learned and applied the practices outlined in the spirituality area of the Money Map, including meditation, inspirational reading and music, and journaling. "I have discovered that the source of my income is the divine and not me and my hard work," she said recently. "This has relieved so much self-imposed pressure in my life." You'll never have to worry about money again when you discover that peace of mind is not a dollar amount.

Strengthen empowering beliefs. Resentment, anger, and guilt about past money mistakes keep you in your own prison of superstitious thoughts and negative emotions. To escape, you must choose to play a money game of collaboration, which leads to creative freedom. After two and a half years of attending real estate seminars, Bruce looked at his Money Map and knew it was time to let go of his doubts about his worthiness and education and to choose boldly. As a member of the *Forty-Day Spiritual Money Mastery Breakthrough* group, he forgave himself for past mistakes and chose to create an affirmation that guides his real estate deals: "I love and respect myself enough to live a financially prosperous and responsible life." As he deposited that very first rent check, he broke through from seminar attendee into real estate investor for good!

Develop conscious habits. Money messes, struggles, and distractions are like financial quicksand. In order to get into the flow of circulation, which, by the way, is the natural order of life, you ask, “How am I growing with my money?” What skills, actions, information, and capacities am I developing? With her kids now in school, Maria wanted to get back into interior design. When she created her Money Map, she knew her journey to embodying what’s possible would include an overhaul of her money habits. She had been treating her business like a hobby and had mingled home and business expenses on two different credit card accounts. She created a money-management system in which she set up percentage allocations of money flow. Maria has prioritized making her business deposits, and she treats every vendor and client transaction as a conscious blessing. She also began a practice of spiritual giving. Within a few weeks, she had a fresh strategy for branding her business and two new prospects that represented her “ideal” client.

Breakthrough success is all about living in the paradox of simultaneously embracing *What’s So* and aspiring to *What’s Possible Now*. When you realize that a transformational leap is always available *and* it’s experienced through an evolutionary journey, you are poised for unlimited success. As you cultivate spirituality, strengthen beliefs and develop habits, you become a spiritual finder, not a seeker; a creative leader, not a follower; and a master of materiality, not a victim of circumstance. No matter what seemingly insurmountable challenge you face or big vision you’re dreaming, you deserve a Breakthrough success!

Karen Russo is the author of The Money Keys: Unlocking Peace, Freedom & Real Financial Power. An accomplished corporate trainer and ordained minister, Karen shares insights from over twenty years of success in secular and spiritual realms. Contact her at customercare@TheMoneyKeys.com.

8

Rise Above

Leyla Hur

In this chapter:

- Achieve your true life's path
- Re-program your thoughts at the core level
- Get out of your own way to achieve success

In 1999, I had a life-altering experience. It set me on a course of true self-discovery and self-empowerment.

I was twenty-six years old and found myself a widow and homeless after my husband chose to take his own life, ending years of misery and abuse that he went through, that he put himself through, and that he perpetuated on to me.

This event made me look at my life, look at my past, and look to what I wanted to create for my future.

In my “awakening,” I began to understand that I had been living in a cycle for many, many years. I was in the cycle of attracting to me people who would abuse me, people who would walk all over me,

and people who were stuck in a victim/survivor “label.” I was one of those people.

In 2002, I experienced a literal death and rebirth, and it was at this time that I threw off the cloak of the label I had carried around with me for most of my life. I decided that it was now time to rise above all that had happened in my life, embrace life, and walk along a path of success, freedom, and empowerment.

The first thing I had to do was to analyze my life. I looked back, and I accepted the fact that I had been sexually abused as a child; I had been bullied in my school years (by my peers *and* by some teachers); and I had married an individual who abused me on so many different levels.

I looked at those times when all these things “happened to me” and immediately realized that in my saying “This happened to me,” I was continuing to give away my power and control to the individuals who had sought to take it.

When we go through abuse—mental, physical, emotional, verbal, spiritual, etc—our power and control is taken away from us. Generally, the abuser is someone who is lacking in some area(s), and he or she makes up for the lack of power and control by taking away ours.

However, we also *choose* to continue to give our power and control to these individuals. After the event occurs, we can feel like it has “happened *to*” us, or we can rise above and say, “I experienced this.”

As I realized this, I knew that I had to begin to change the language of all the years of “experiences” I’d had. Each and every time someone chose to do something, and I chose to continue to give that person power and control, I shrank a little more and a little more, until finally, I was a shell of a person. I simply existed and did not really live.

I made a list of all the occurrences in my life that I needed to look at, accept that it had happened, release it, and move forward.

This was not always an easy task, I assure you. Deep emotions arose, pain came flooding back, and anger rose to an almost boiling point.

It was at these times that I realized that I had to accept the emotions that came with this healing process. If I denied myself the emotions, then I was not fully accepting and could not continue on with the process.

I tell my clients to expect that the emotions are going to come with this process. And by their coming, we have a choice; it is almost as if we come to a crossroad in our journey—we can continue to be “stuck” in the situation and perpetuate the victim cycle, or we can release it. The choice is ultimately ours.

If we choose to walk the path less trodden, and we release these emotions to the universe, and we allow them to flow *through* us, only then can we proceed to the next step.

I will often tell my clients to take a shower during the process of release. Allow the water to wash over you as you let your emotions out. Cry, scream, yell—allow all emotions that come out of you to flow out and then down the drain.

After I went through this process and could look at events not with the emotion behind them but as “occurrences,” I was ready for the next step: facing the situation and the individuals.

For me, most of those who took away my power and control were no longer in my life. Some had passed away. How could I face them? Then I came to realize that we are all connected on the universal level, so I sat in front of a mirror. As I looked at myself, I saw the “me” in them, and the “them” in me. I could then address them from a rational standpoint, a place that did not flow from emotion. I was in a place where I could present facts of the situation, let that individual know that it was “not okay” that he or she had done this, and noted what

it had done to me, too. I took back my power and control and would never again let anyone hurt me.

When we see the connection that each one of us has to the other, see that connection as an extension of ourselves in others, and realize that we carry a part of everyone else in us, the next step becomes easier.

This next step is forgiving and releasing. It is here that we find our true empowerment and overcoming. We remove the labels that

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say “victim” and “survivor,” which continually gives away our power and control to the individuals and situations that have held us down, and we change our terminology to say “I experienced” and “I overcame.”

As we walk to this final step in the re-empowering journey, we look toward the future of what we want to create for ourselves. We are the creators of our own universe, and everything

that is in our universe has a purpose and an experience that will lead us to incredible journeys. As we release the past back to the past, we find peace in knowing that each step and emotion has brought us to where we are today, and we stand strong as individuals who are empowered and fortified with our own power and control.

We commit to ourselves and to those who are currently in our universe and those who will enter our universe that we will not follow in the abuse/disempowering cycle, and we will never again give away our power and control.

We affirm that we are strong, solid individuals, filled with the blessings of life, and that we allow life and *all* its experiences to flow through us, holding on to the positive experiences and releasing the negative.

Write your list with each person or situation that has caused you to become disempowered over the years of your life. With each name you write on this list, affirm out loud that you release him or her in the energy of love and light. You bless the part of you that is in them, and you bless the part of them that is in you, and you forgive them.

Once completed, the final task in releasing and letting go is to burn or flush away the list. As it burns or flushes away, remember all the emotions that you have held on to because of these individuals. Feel the strength and the power return within you as you walk away from that part of your life.

It is a rather ceremonious event, and it should be. You have moved into a new phase of your life. You have released the negatives and blocks of your past that have held you down and continued to allow you to be disempowered. You have taken your power back into your hands. Take a deep breath for a moment here. How do you feel?

This is a great tool and exercise to go through. Your list may not be long, or it may be a volume. The length is not important. What is important is that you regain your *being*. You are a divine being, a creator in your own universe; and now is the time for you to recapture this.

This is your life, and *you* need to be celebrated as such. I always live by the following motto: "I am the most important person in my universe. After my God, I come in second to be placed on a pedestal." This is not said to be conceited; it is a truth that when we take care of ourselves (as we would care for a dearly loved one) and allow the forces of the universe to flow *through* us, we can give so much more to so many more.

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9

Live an Inspired Life and Create Magic for Others

Greg Stinson

In this chapter:

- Understand your “why”
- Identify your passions
- Create your intention for the greater good
- Take consistent action

When I was first asked to be part of this project, I was, of course, honored but also a little perplexed. What strategy would I write about? I have a plethora of incredible techniques and tools that I could write about. I’ve been blessed with the hunger for learning and growing, so I have plenty of information to provide. The real question for me came down to this: how do I define success? As with many of us, I have

*What would I
have to do to live
an inspired life?*

gone through the peaks and valleys of life. I have experienced immense success in my life in business and relationships and at the same time, I have experienced deep lows in both areas. That sometimes painful but ever so blessed journey has led me to this point and has moved me to really understand what success is for me and what I believe is now my number one strategy for success—to create magic for others by living an inspired life.

I know all of us understand, at some level, that it is important to contribute to others and the world, either financially or with our time and energy. The key distinction, however, is to do so from a place of abundance and strength from within, not from the martyrdom mentality of “I’m a good person. I give people the shirt off my back, but nothing good ever comes to me.” Have you heard that story before? I know I have, time and time again. In fact, I used to use it myself—I would tell myself that nonsense to make me feel better when things weren’t going my way.

In order to live an inspired life, you must start with yourself in mind, not others. That may seem like a complete contradiction, but the beauty is that it is a simple, universal truth. You can’t really create magic for other people if you do not have magic in your own life. You must come from a place of absolute centeredness and authenticity within yourself. When you do, it will change the game dramatically. You will move from being inspired to being inspiring. It’s a subtle shift but a huge difference. When you find that place of being the authentic you, you move differently, the tone of your voices changes, and people who would barely look at you before are drawn to you and are inspired by you. When you reach that place, you will have the strength and influence to move mountains and create magic for everyone, simply by your mere presence. Think about it: aren’t there people to whom you are automatically drawn? Of course there are.

So, how do you get there? How do you live an inspired life and, in doing so, create magic for others? I've always been blessed with spurts of brilliance and charisma, but it wasn't sustainable for me. I would always unconsciously sabotage my professional or personal success. It actually took my losing everything to realize something had to shift. I made a decision to not get a nice white-collar job, which I could have easily done, going back to rebuilding the typical American dream—frankly, that didn't appeal to me at all. I realized I kept trying to build the dream so that I could go out and live the life I wanted—to create magic and joy for others, while being completely abundant myself. Intellectually, I knew this was backwards. I'd learned that time and time again from great teachers. I couldn't let go of my cultural model for success, but I committed to starting from the right foundation. I would start living the inspired life I was destined for, creating magic for others and creating abundance for myself.

I started by asking myself a simple question: what would I have to do to live an inspired life? I came up with a simple formula:

Inspiration = my *why* + my *passion* + my intention for serving a greater good + continuous action.

Step 1: Understand Your *Why*

First, you have to get real, get honest, and lose all the cultural models for success that are drilled into you and come up with your *why*. What is your *why*? Simply put, it's what moves you in your life. What is it that gets you out of bed? One person's why can be completely different from another's why—there is no good or bad. It can be something such as your daughter, your significant other, a brand new sports car, a house on the beach, or saving the planet. The important thing is for it to be genuinely you. Don't worry if it sounds shallow, superficial, or insignificant. The important thing is that you identify what it is

for *you*, not for other people. As your life moves along, your *why* will evolve and transform as well.

Step 2: Identify Your Passion

You have to know the things you're passionate about in life and keep them in focus. What things get you so excited that you can't wait to do them? This is a bit different than your *why*, although for some people it may be similar. Take a few minutes to ask yourself the question: what am I passionate about? Don't think or analyze; just let the answers flow and write them down as they come. Again, there's no right answer here; the important thing is that it is truly you.

Step 3: Create Your Intention for the Greater Good

When you live from a place of contribution and service to the greater good, there is a sense of ease that flows through your body. When you make this the cornerstone for your life by making it the context in which you enhance your *why* and live your passion, you add strength and a centeredness to your spirit that allows you to embrace the authentic you. And then—and only then—can you live an inspired life that is sustainable.

Step 4: Take Consistent Action

The final piece is critical to truly becoming the authentic you, and that is to take consistent actions that support the authentic you. It can be a small thing, such as watching inspirational programs, listening to music that puts you in an empowered state, helping out at the homeless shelter, or simply smiling to the clerk across the counter. I just started going back to the gym after a two-year layoff. On my first two workouts, I was really enthusiastic and pushed myself. The first week, every muscle in my body ached, and I was exhausted. I didn't really feel like working

out again, but I had an intention, and I knew that I had to take that continuous action to get me where I wanted to be. After a couple of weeks, working out became fun and effortless again. It's the same for exercising your spirit. At first, you'll get excited and jump right in, and then reality will slide in to give you a little kick. The important thing is to realize that there will be challenges and pain, but as long as you're taking consistent actions, however small, you are moving in the right direction. And that will soon pull you, effortlessly, into being that inspired soul that you are meant to be.

Living an inspired life is meant for us all. It is the place where our mind, body, and spirit are in harmony; our intention is clear, and our authenticity pours out from our presence. Give this gift to yourself—take these steps, and you will be living an inspired life. You will be inspiring, and you will create magic for others, in some way, every day.

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10

Dream and Live Aligned for Success!

Almena Lowe Mozon, PhD

In this chapter:

- Conceptualize your dream
- Nurture your dream
- Overcome your challenges
- Step into your dream

Dreams are important. Our dreams motivate us and allow us to live out our passions. They help to define the meaning and purpose in our lives as they point us to the future. Through them, we find more fulfillment in our lives and in the work that we do.

In my home there is a painting that depicts a little girl with her arms reaching up in her best version of a ballet position. As she looks up and forward, ballerinas at different stages of physical development are pictured, until one is seen as fully grown woman in a beautiful tutu, standing gracefully en pointe. At a young age, the little girl imagines the

ballerina she will become. She has a dream. I have also seen a picture of a little child standing in too-big shoes, wearing an adult-sized lab coat, with a stethoscope around his neck. He has a dream.

A dream has also been entrusted to you. I celebrate you and encourage you in your dreams and your desire to succeed. My desire is that you will realize your dreams and be equipped to be all you are designed to be so that you can move forward to accomplish the great things you are meant to do.

Your dreams and passions determine where your greatness will lie. You have a chance to write your own piece of history through the fulfillment of your dreams. Thus, you must dream—and dream with significance. Prepare to plug into the greatness inside you.

So how can you fully realize your dreams? I offer some strategies that will help you successfully negotiate the stages of dream development and its delivery into the world. The goal is to align your life passion with your life purpose in order to fully live your dreams.

First, conceptualize the dream. To envision your dream, you must determine your passion. Your passion is that which you must do, no matter what else you do. This first happened for me prior to my senior year of high school, when I spent part of my summer away from home with relatives in a larger city. There, I encountered many people who were emotionally distressed and without adequate resources for help and healing. I was troubled by the effects of the injustices they suffered. Their conditions stirred strong emotions within me and gave me a new passion. Feeling pulled away from my previous career goal of becoming a statistician, I looked toward the helping professions. I decided that I could best help the downcast by becoming a psychologist. There, I could make a difference.

To help you to identify your passion, ask yourself:

What do I get charged up about?

What gets my juices flowing?

What do I truly desire? What do I really want?

What gives me energy rather than draining energy from me?

What do I love doing that the world greatly needs?

What brings me unspeakable joy?

Where do I want to make a difference?

What have my life circumstances to this point compelled me to do over and over again?

Around what will there have been something that says “I was here!” and “This is the better for it!”?

The answers to these questions can reveal the things about which you are most passionate. As you look back at your life, you may see that you have been directed toward a specific area that is all your own. You discover your own uniqueness. Know that you bring something special to the world in a way that no one else can.

Your passion, then, points you toward your purpose and helps to answer the question, “What is God calling me to do?” You were born with a purpose. When you entered the world, you already had within you a purpose instilled by God. Your purpose indicates what you are supposed to do with all those passionate juices flowing through you. Your passion and your purpose, united, cause you to dream. To be successful, your dreams must be aligned with your passion and God’s purpose for you.

Secondly, nurture the dream. As you move from conceptualization to nurturing, you determine what it will take to make your dream a reality. You discover what will provide the nourishment the dream needs to develop. Imagine what the realized dream will look like once it is brought forth.

Research can reveal whether a degree or credential is needed for this dream. It may be necessary to go for more schooling, enter a training program, or do independent study. Volunteer, internship, or work experiences may also be in order. You may have to raise funds to nurture your dream.

Garnering the support of family and friends, emotionally and/or financially, is often crucial at this stage of your dream development. It is very helpful to have someone walk alongside you during this time. Surrounding yourself with like-minded people who love you will help to ensure your success. I recognized that my dream of being a clinical psychologist required an advanced degree after completing my BA in psychology. With the support of my husband and family, I went on to earn an MA in counseling and a PhD in clinical psychology as I prepared to step into my purpose.

While you nurture your dream, writing it down and saying it out loud gives it flesh. Voicing the dream states your intention so that it is possible for increased mobilization around it and for resources to become available to you. You see the dream words written in your own hand; you hear the dream words coming from your own mouth, and your subconscious and conscious come more into alignment to set the vision in motion.

Recently, I conceived a dream that felt so big to me that I had difficulty saying it out loud or even writing it. I stood in the prayer room at my church before a big sheet of paper that covered a whole wall, on which people had written prayers and dreams. As I prayed, I dared to write the dream and felt immediately freed to talk about it (though hesitantly at first) and pursue it. Praying the dream gives it divine energy and propels it forward. Therefore, as you pursue the dream, pursue God. When you align your actions with your God purpose, you can be nothing but successful.

Further, as you incubate your dream, you set goals to reach it. These goals must be aligned with your purpose, as well as with your values and beliefs. As most successful people do, write down your goals to ensure that you work toward them. You can keep from feeling overwhelmed by breaking them down into smaller, attainable pieces. Narrowing a broader goal until it is targeted, doable, and measurable makes it more workable. These strategies really helped me to successfully write my dissertation.

It is often useful at this stage to again look at your past experiences to see the path you have taken to become the person you are at this moment in your life. This allows you to get a picture of what you were being prepared to do, so you have a better idea of what additional work you need to do to get to your intended destination. Looking back also allows you to profit from and avoid previous mistakes. It serves to inspire and thereby build on what you have already done. Like the mythical Sankofa bird, which looks back while flying forward, you look back in order to step forward into the action for your dream to reach your greatest potential.

Third, overcome your challenges before your dream takes on life in the world. The intensity of the challenges, as well as the way they are viewed, varies among individuals. Some people go through minimal frustration, while others are intensely frustrated. This often signals that the dream, or some part of it, is ready to be. Frustrations may come in the form of difficulties, roadblocks, stressors, delays, or strained or broken relationships. There are likely few, if any, individuals whose dreams were not born without some difficulty or frustration. You might feel most discouraged or thwarted just as you are about to live the dream. Therefore, you must not give up the dream when faced with hardships.

Significant challenge for me came in the form of having to move to different states several times while I earned my graduate degrees. It was

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not a fun process to reapply for graduate acceptance with each move. However, five cities, four states, and six graduate schools later, my final degree was completed. Rather than viewing these frustrations as roadblocks, I experienced them as detours that required alternate routes to get to my intended destination. Throughout

the challenges, my life scripture, Philippians 4:13, motivated and encouraged me: “I can do all things through Christ who strengthens me.” Indeed, I found that all things are possible with God.

So you, too, must decide where you place your hope when confronted with challenges. In the midst of the setbacks or detours, your faith can help you know that what God promises, he performs. A vision is not given without provision for it to come forth. Therefore, persist in the dream—it often does not come overnight—whether you have a long or brief period of frustrating challenge. Look at this as the necessary work you must do to make the dream happen. Birth always requires labor. If it is appointed for you to realize this dream, it is for you. Push on.

Finally, step into your dream and bring the dream to life. With joy you launch the dream into action and give it life in the world. The ideas you nurtured come alive. The steps you took bring you to the place where you begin to live your dream. Once I opened my clinical psychology practice, I felt at a place where I was wonderfully set to help others to heal, emotionally and spiritually.

After you have taken the first steps to go forward into your dream, continue to grow your dream. It may shift and/or expand according

to how you are currently needed to live out your purpose. Evaluate the dream as it grows, and stay plugged in to its power source for direction. Make sure that your dream fulfilled does something to help others and honor God. Expanding my dream to include life-success coaching, speaking, teaching, facilitating, performing, and consulting has positioned me to positively impact more lives. Living your dream is your golden opportunity to make a difference. Continue to take each step by faith and with love.

Once your passions are aligned with your purpose and you are living out the dreams arising out of them, you live a balanced, joyful life of innovation and vision. You do what you are intended to do. You dream and live, aligned with God's purpose for your life. You achieve success. Even more success awaits you, so continue to dream. Your God dream will help you step into your greatness. I'm still dreaming. How about you?

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11

Success Is an Inside Job

Alicia Davis and Kate Houlihan

In this chapter:

- Identify the desires of your heart
- Cultivate a positive and resilient mind-set
- Use your imagination
- Take inspired action
- Have an attitude of gratitude

*Whatever you ardently desire, sincerely believe in, vividly imagine
and enthusiastically act upon must inevitably come to pass.*

~ Sybil Leek

The above is one of our favorite quotes because it truly illustrates our belief that you “Live Your Life on Purpose,” which is the name of one of our personal-development workshops. As we have taught the following principles to over three thousand adults in the last fifteen years, we have watched people truly encompass a powerful change in their mind-

set and actions to become more oriented toward success in all their endeavors. How do you define success? Money in the bank? A healthy body? Satisfying family and friend relationships? Rewarding work? Community involvement? Having fun and playing? We all measure success differently, but to be truly meaningful and fulfilling, it must be a balanced combination of all of the important aspects of life.

We have found there are five success principles. Think of these principles as providing the rocket fuel for your dreams. The higher you want your rocket to go, the more fuel you will need to propel it. Following these principles will “fuel” you with the drive and the passion to pursue what you truly want in your life.

Success Principle #1: Identify the Desires of Your Heart

Start noticing those things in your life about which you are truly passionate. When you talk about them, you get totally excited, animated, and truly magnetic. You have a sparkle in your eye, a bounce in your step, and you lose track of time when you are engaged in the activity. Your passion is your “why” in life. It’s what motivates you to get out of bed in the morning, stand in front of the mirror, and say “I can do it.” Joy comes from knowing that every day you are purposefully pursuing what you most desire.

Alicia is passionate about teaching and facilitating transformational workshops for adults. I have had the honor of guiding and witnessing people truly change at the core of who they are. For me, there is nothing more satisfying than creating a supportive environment and watching the magic of learning unfold. When someone connects with their authenticity and integrity and starts making decisions in their life based on their “gut” feeling versus what their head is telling them to do (or their family, boss, or significant other is telling them), then success is truly manifesting.

Success Practice #1: To really be able to notice your heart’s impulses, you need to get quiet. You have to separate yourself from your routine,

even just for a few minutes every day and become more of a curious observer of your feelings and thoughts. Take five to ten minutes each day where you push “the pause button” on your activities. Sit quietly, breathe, relax ... rest into your body. Your mind will want to stay focused on the to-do list of the day, but just let that go. Breathe, focus, and just be. You may notice that inspirations and insights pop into your mind. Have a journal nearby to jot them down. Appreciate that you have given yourself this time to center and focus.

Success Principle #2: Cultivate a Positive and Resilient Mind-set

You have to totally believe in yourself before anybody else will believe in you. And that belief starts with the way you talk to yourself in your head. Language is powerful. With just a few words you can make yourself feel really good—or really bad!

There are two types of messages you give yourself throughout the day. The “critical voices” in your head discourage you and say you can’t do something or are not good enough. These voices are draining. They cause you to have no energy, no motivation, and no belief in yourself. You stop yourself before you even get started.

Then there are the voices that are your “cheering section.” This is when you tell yourself you are doing a great job, that you are really proud of yourself, or that you are wonderful. When you are talking to yourself with these words, you feel energized. You start noticing that because of your positive outlook, you are attracting people, circumstances, and situations that support your success. You feel uplifted and motivated. You are finding the positive aspects in your life and telling the success story. You have to make it a habit to change your mind, and focus on the positive.

We teach a technique in our workshops called “re-scripting.” It is the practice of rewording your self-talk so that it focuses on what you are doing right, rather than what you are doing wrong. It’s talking

yourself into a better “feeling place” when you’re upset or anxious or believe you can’t do something.

Re-scripting includes using affirmations. Kate teaches a powerful practice in her Financial Stress Reduction[®] Workshop about how to write affirmative statements that support your purpose and intentions in your life, which also include your prosperity around money. Here are some of our favorites from class: “Everything always works out for me”; “I have a very rich life”; “I am successful, generous, and happy, and I’ve become wealthy from them all”; “I am strong and confident, and I always get my goals.”

Remember, whatever you focus on expands, so instead of focusing on the problem, choose to focus on the solution.

Success Practice #2: Habits are cultivated. It takes at least twenty-one days for your brain to retrain itself and learn a new habit. So, every morning start your day with the most positive statements that affirm who are you, what you are doing in your life, and how you are getting there. Use positive language, and always state your affirmations in the present. Say your affirmations out loud. You can do them by looking into a mirror ... even more supportive, do them with family members. (We both say them while standing in our kitchen each morning!) There is more energy when you verbalize them than when you just say them in your head. Your brain likes to hear you talk ... so tell it something good and encouraging!

Success Principle #3: Use Your Imagination

Your brain is naturally creative. Unfortunately, we keep it so cluttered with thoughts of yesterday’s activities, today’s to-do’s, and tomorrow’s worries that we don’t have any space to dream of something different from what exists in our current reality.

For just a moment, allow yourself to step outside of your day-to-day life and think ahead to next year. Where would you like to be

living? What do you want to be doing? Who is with you? What are the sounds, smells, tastes, textures, and colors of the environment? If you could have, do, or be anything, what would you create?

Once you see that picture in your mind, you must go one step further and imagine yourself in the picture, as if that was just another “normal” day. When you start seeing yourself where you want to be, you’ll start acting in a way that prepares you for actually living in that reality. You also start programming your brain to “look for” the things you want. That becomes the dominant focus of your mind. Once you start this practice, the universe, in its amazing synchronicity, brings people and experiences into your life that you would never have imagined.

Success Practice #3: Create a personal treasure map! Cut out words or pictures from magazines (or print them from the Internet) of things you’d like to have, do, or be that would make you feel rich and successful! Paste them onto poster board or inside a file folder. Hang it up on a bulletin board or someplace you’ll see it every day—the refrigerator, the mirror in your bathroom, or over the desk in your office. You are training your mind to look for these things in the world around you.

*Joy comes from
knowing that
every day you
are purposefully
pursuing what
you most desire.*

Success Principle #4: Take Inspired Action

Inspired action is not a “have to do”; it is a “*want to do*”!

Once you know what makes your heart happy and you have direction and vision, it’s time to take action! Inspired action means you don’t try to “make things happen.” You just start going with the flow of your inspiration. Start by taking small steps. One of my students said “inch by inch it’s a cinch; yard by yard it’s hard.” So true! Once you are

successful with small steps, you feel more encouraged and energized to take bigger steps that build to greater success.

So what kind of steps might you take? It depends on your priorities. Maybe you need to make business sales calls, network with people who have the knowledge or skills or success you desire, find a mentor, manage your finances, exercise, eat healthier, spend more time with family and friends, or rest and play (yes, that counts as taking action!). Make yourself accountable, create a plan, and then follow it. Just get after it!

Success Practice #4: Write your personal action plan. Review your passions and purpose, look at your treasure map, and write down a concrete set of steps that you can do today, tomorrow, next month, and in the next six months that will move you in the direction of where you want to be in the coming one, two, or three years. This plan is just a guide for now—it will change. Use the “Ready, Fire, Aim” method. Just start, take an action, see what happens—remember, there are no mistakes, just information. If you get a result you don’t like, just redirect your approach and continue on. You get to enjoy the journey as well as reaching the goal. It’s the quality of your attention to each moment that makes for true fulfillment and success.

Success Principle #5: Have an Attitude of Gratitude

Nothing will shift your energy and your mind-set more quickly than getting into a space of gratitude and appreciation for all the things you currently have in your life. We all have something to be grateful for, whether it is our health, loving family, committed friends, money, a job, a place to live, or food on the table. When you immerse yourself in feelings of gratitude and appreciation, you increase your energy and you renew your heart. The more you start feeling happy, prosperous,

lucky, fulfilled, and joyful, the more you will perpetuate these feelings that contribute to your being successful.

To put everything in perspective and to continue to cultivate these feelings, start saying out loud those things you are grateful for every day. Tell the people in your life how important they are to you. Focus on what people do right instead of what they do wrong. Look for the solutions instead of the problems. Tell someone you love him or her.

Look in the mirror and tell yourself how amazing you truly are!

Success Practice #5: Throughout your day, and especially at the end of your day as you are preparing for bed, take the time to say the things you are most grateful for that happened during the day. An even more powerful technique is if you journal them, so you can actually see, in black and white, your successes. Tell a friend, your partner, or your dog about *anything* you were appreciative of that happened in your day. You'll start smiling and feeling abundant—guaranteed!

Each day you can choose to do what it takes to be successful.

1. Focus on what makes you feel happy.
2. Say positive and supportive affirmations to yourself.
3. Use your imagination to envision your success.
4. Take inspired action steps, one at a time.
5. Be thankful!

Remember, success is an inside job!

Alicia Davis and Kate Houlihan are codirectors of AliKat Consulting, LLC. Together they have forty years combined experience in sales, education, and holistic health care. For more information, visit www.AliKatConsulting.com or www.CTFinancialCoach.com.

12

Successful People Use Success Strategies in Their Environment.

Marie Diamond

In this chapter:

- Using Feng Shui to create success
- Universal FedEx

What is *The Secret*?

The Secret shows you how to use the power of thought and emotion—the Law of Attraction, which states that like attracts like—to create whatever you desire.

You live between heaven and Earth

As a Feng Shui Master I have come to understand that Feng Shui, a four-thousand-year-old science, is based on how the human experience is balanced between the Laws of the Universe and the planet we live on. By understanding the connection between you, your personal environment, and the universe, you are using *The Secret* to its best advantage.

Three Levels of Good Luck

The ancient feng shui masters discovered that the Law of Attraction works on three levels:

1. **Spiritual Luck:** Your spirit created your birth environment and the start of your life experiences. Where, when, and how you started your life and with what talents is called spiritual luck. Feng Shui teaches that 33.3 percent of what you attract into your life is based on this. Can you change this kind of luck? Yes, you can, with prayer and spiritual practice.
2. **Human Luck:** Your human luck involves the ways you think, feel, and act in this life experience. Law of Attraction? Can we change this kind of luck? Of course, improving your mind-set, releasing emotions, and positive action all enhance this 33.3 percent of your good luck.
3. **Earth Luck:** This is the influence of your environment, the places you spend the most time, such as your home and workplace. This, by far, is the simplest to change. Your mind-set, your emotions, and your actions are all reflected in your environment. Your home and office are the bridge between your inside experience and what you wish to attract in your outside world. We often say, “I was at the right place at the right time to meet the right people.” Feng Shui is creating that right place (your home and office) in the right time (now) to attract the right people and opportunities.

Universal FedEx

Using *The Secret*, you send out your wishes to the universe in meditation or reflection time. You start acting as if things are already in place. But have you forgotten the most important place to act “as if”? Your home and office need to reflect your wishes, as these places are the bridge to

the universe. All cultures have created space, like churches and temples, to send out their wishes through prayers and meditation. Your home and office are your daily temple and church for your life. You may be visualizing and working with *The Secret* several times a day, but your environment is reflecting your messages twenty-four hours a day to your subconscious mind and to the universe. What you wish needs to be reflected in your environment.

For example, you wish for abundance and great networking, but if your home or office is cluttered or chaotic, what are you really saying to the universe? You have made your requests, and the universe comes with its FedEx plane and is ready to drop off all the packages. But the pilot says, "It can't be here; this cannot be the home or office of the person that requested all these riches." So he takes the packages back or drops them off a mile away. And you are left waiting or frustrated because the universe doesn't deliver.

Asking the universe is one thing, but which direction will have the most impact? When I work with my clients, I explain to you exactly which directions are important for you personally to activate in your living room, office, or bedroom. You can find out your personal directions by e-mailing to Info@MarieDiamond.com your gender and your birthday (month, year, and day).

The Secret is that this direction is not the same for everyone. You need to know your four best directions in which to send your message on success, health, relationships, and wisdom to the universe. (I have acquired this knowledge from the ancient wisdom of feng shui.)

As we are living in a linear time and space dimension, we need to use this linear information to reach the nonlinear dimensions of the universe. The universe is like the postal service. If you post your mail in the correct mailbox and from the correct address, you will receive the right answers back from the universe more quickly.

Be Open to the Gifts of the Universe

The Law of Attraction tells us that you need to be open to the gifts of the universe. You need to be in a receiving mode. If you are not opening yourself to what the universe has as insights or as taps on your shoulder, and you turn yourself away from the possibilities, you will not see the gifts coming to you.

Show the universe that you are open to receiving. The king and queen sit on thrones in a way that allows them to see the incoming flow from the universe. By sitting this way, they are open to the gifts that the universe is in process of manifesting. The gifts can come as physical gifts, in the form of relationships with the right people, or the perfect insight or information you need. Feng shui requires that you feel the support of the universe in your life. Remember, you need to act “as if.” When sitting in a way that you feel support in your back and are open in the front, you are acting as if the universe is supporting you—and *it will*.

Position Your Chair as the Throne of the Queen or King

Wherever you sit—your desk, on your couch, in a restaurant, or in meetings—position yourself like a queen or king to see the incoming flow. If you can see the incoming flow from where you sit, you can see the opportunities the universe is sending you. You will make the right decisions, as your senses will capture all the messages the universe sends.

Extra Tips

- Make sure you have a solid wall behind you for support, or sit in a high-backed chair.
- Make sure the images that hang behind you are supportive—mentors, mountains, angels, family members, or partners that support you.
- Remove any sharp-leaved plants from your area.

- Remove all clutter around you.
- When seated at a table, the main breadwinner or head of the family must sit in the best position—not your children or pet or your mother-in-law. Be in charge of your home.

Position Your Bed as the Bed of the Queen or King

The universe also sends messages at night—dreams and inspiration can help you direct your life to make the right decisions. You need to clearly see the door when you wake up to the messages of the universe in the morning.

Extra Tips

- Make sure you have a solid wall behind you for support.
- Try to sleep in a good direction for you personally. The top of your head needs to point to a good direction.
- If your bed is placed in a corner for sleeping in the right direction, make sure you have a headboard or a screen behind you.
- Make sure no mirror is reflecting your bed.
- Sleep in a queen- or king-sized bed, even if you sleep alone.
- Do not hang images of water above your bed (this symbolizes drowning) or images of big rocks (you are squashed).
- Put images above your bed of what you wish to manifest—romance, health, wisdom, success—so your unconscious mind can focus on them during your sleep.
- Do not use a headboard made of slats, or you will cut to pieces your energy for manifesting.

Feng Shui Tips to Create a Successful Location for Your Business

By placing images and symbols in your environment, you are acting as if these things are truly there, twenty-four hours a day.

Be grateful for what you already have. Clean up and organize your office, and be sure there is enough light. Hang uplifting images around you, and let go of the past by removing old files in your office and on your computer.

Each person has a different area in his or her office that creates the best energy for networking. (To find this out email to Info@mariediamond.com and ask for your four best directions. In order to give you the right answer we need to know your gender and your birthday (month, day and year).

***Your mind-set,
your emotions,
and your
actions are all
reflected in your
environment.***

Place a symbol of networking in your personal best direction for relationships. If you wish to network globally, place a crystal globe. You can also place the names of team, a team picture, or your circle of brilliance.

You have a personal success direction. Here, place your logo and your products, your vision board, and images of successful people in your professional field. You can put images or notes here for all the new areas you wish to open up in your business or the new people you wish to contact as a distributor. Place your short-term goals here as well.

Successful people are surrounded by successful images and statues. Display your awards or your books on success. Imagine clients walking into your office—what do they perceive? Junk or elegance? Failure or success? Power or poverty? What you perceive at first is what your client perceives. It's what the universe sees, and that will affect the request you are sending out. Your request is the command of the universe.

Originally from Belgium, Marie Diamond now lives her dreams in California. She is dedicated to sharing the ancient wisdom of feng shui as a teacher, speaker, and coach. Contact her at www.MarieDiamond.com.

13

Creating Mindfulness in Everyday Life

Christina Madrid

In this chapter:

- Define your core values
- Define your purpose
- Create a path to your new life

Imagine what your life would be like if you had an unwavering sense of purpose. What if you were to wake up every day, full of energy and enthusiasm for the day ahead? I recall the days when I worked as a vice president of human resources for a start-up organization. Every day was a new beginning and a completely new challenge. The ironic part of this is that I always knew—and shared openly—that this job was only part of my journey to something greater. I wasn't exactly sure what "something greater" meant, but I did know the position was an important part of that journey.

After about ten years of working in human resources, things changed. The job lost its appeal, and I felt as if the walls were closing in. I felt trapped, and I temporarily lost sight that this job was not my life but was part of my journey. Everyone has, at one time or another, felt trapped in an unfulfilling routine, feeling a lack of options for change. The problem is that some will stay, settling for what is comfortable, even if it brings dread and misery. Are you going to be the person who stays stuck as a victim of circumstances, or will you be on the other side of the equation and take charge of your life and your future? This is a really important question and requires complete honesty. If you want to move to the cause side of the equation, where you take complete responsibility for your life and your future, a certain sense of commitment is required.

For me that commitment meant considering my options. I slowly transitioned from a full-time position to a part-time consultant and began my own business. I looked at life as being full of options, and if I

***When you are
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did not dip my toe in the water, I would never know. Getting to the end of my life and looking back to see that I took the safe path because it was comfortable was simply not an option. Part of my journey was taking time to live in the moment and to appreciate all that life had offered and would continue to offer. This was my first step toward creating mindfulness in my everyday life.

It is a step toward living a life full of purpose with endless options and paths that lead you toward your destiny. What exactly is mindfulness? When you are mindful, you spend your time in the present with an awareness of and appreciation for your surroundings. You begin to see

your life differently. It's almost like looking through a fuzzy camera lens, and when you take the time to get a perfect focus on your lens, the picture looks much more vibrant. We all have a different focus; a different view that is perfect for us. When you fine-tune your lens on life, your options will expand, and your life will begin to take on new, more fulfilling, meaning.

The first step to creating mindfulness in your life is defining your core values—that is, those elements of your life that you hold most dearly. Your core values are pieces of you that define what is most important in your life. Some common core values are integrity, family, abundance, creativity, endurance, generosity, kindness, wealth, inspire, gratitude, boldness, passion. Spend some time figuring out your top three values. Be mindful of your values, and use your values as a decision-making filter, and you will be on your way to honoring your own uniqueness and creating a purposeful life. For a complimentary list of values, please contact the author.

The second step to creating mindfulness is to take time to define your life purpose. Do you really know what you want to accomplish in this lifetime? When I was a vice president of human resources, I got a taste of my life purpose when I was coaching and training new managers and executives. While other aspects of my job held less meaning, this small taste fueled my passion for inspiring others to discover their hidden talents and strengths and to use them not only in their professional but also in their personal life. I knew I had found my life purpose—inspiring and empowering others. Think of your role (if you are working) or your daily activities (if you are not working), and ask yourself what really feeds your soul? When are you at your absolute best? What are you completely inspired by? What means most to you in life? The answers to these questions will lead you toward discovering your life purpose. Then ask yourself, “How can I begin to live my life

purpose?” Perhaps you will dive right in and make a change, or perhaps you will take small steps each day to create your path to your purpose. Whatever you decide, the most important part is to take action every day that will take you closer to fulfilling your purpose.

Somewhere along the way to creating mindfulness, a little voice may creep into your head that says things like “I can’t possibly do this” or “I’ll make this change as soon I have ‘x’.” Understand that these nagging voices are only figments of your imagination or outright excuses that allow you to stay stuck. They come from the limiting beliefs you have picked up over your lifetime. These beliefs tend to be stored at a deep level in your subconscious, and you may not even be aware they exist until you test your comfort zone and begin to expand our boundaries. Whatever the case, whatever your mind chatter is telling you—challenge it. Ask “Why not?” and find evidence of the people who have pushed the boundaries with no support, little experience, lacking resources, and surrounded by real voices who begged them to not push the envelope; to stay with what they know. There are numerous examples of these individuals, like Richard Branson, Mrs. (Debbie) Fields, and Warren Buffet, just to name a few. Take a few minutes to jot down the names of individuals you admire who have achieved greatness. Remember, you have already decided that you are in charge of your future and your life. Don’t let the potholes of life deter you from taking this journey. Find others who have succeeded, and model their actions and behaviors.

This begins the final step in creating mindfulness: creating a path to your new life. Once you have defined your core values and begun to explore your life purpose, you will begin to find resources you have never noticed before. For instance, books, seminars, teachers, mentors, and other signs will begin to surface in your e-mail, in your mailbox, on billboards, or on the Internet. Did these new resources appear out

of thin air? Of course not. They were probably right in front of you all along; it's just that your lens was not focused, and they were lost in the myriad information that floods your senses every day. Having mindfulness will give you an acute sense of vision toward achieving your life's purpose and creating balance and meaning. Begin creating mindfulness today by taking the first step in this journey: defining your core values. You can then move to step two—defining your life purpose—and then map out step three—create a path to your new life. Finally, ask yourself: “What can I do each day to begin living my life purpose?” Write these steps on your calendar and take action!

Christina Madrid is a consultant and life coach specializing in inspiring and empowering HR executives to transform their lives to achieve optimum balance and meaning. Contact her at christina@next-levelcoaching.com.

14

Follow Your Bliss: The Spirituality of Success

Ida Greene, PhD

In this chapter:

- The two sides of success
- Learn to blend your mind with your spirit

Success is not a something-for-nothing activity. Nothing in life is free. You will have to pay a price for everything you get in life, including success. If you do nothing or don't aspire for anything in life, you will

*Believe in possibilities
and miracles. They
can happen to you*

be a person who has no control over his or her destiny. You will be at the mercy of others, looking to others to provide for and supply your daily needs. God gave us dominion over the earth. You cannot take dominion from a lowered mind-set. You must take a positive step up in your thinking and elevate your thoughts on a higher plane, so you are on a

level with the greater good you seek. All good things in life are created from a divine state of mind.

All things must be created through our cooperation with God, the union of our mind with the supreme mind, and subordinate our will to the will of God. The only power you and I have is the power we use, through the divine mind. We humans cannot create anything. We can be cocreators with God, if we understand and use the tools of spiritual intuition, reverence, and humble ourselves to this higher power.

We are God's creation. We came from God; therefore, we are one with God. Just as an egg is a part of a chicken, we likewise are a part of God. We are the human manifestation of God. Everything that has breath is under the rulership of this supreme power and force and stand obedient to this force, which I refer to as God. The universe is eternal and lives throughout all generations. If you live in obedience to the divine laws of the universe and work within them, you can create wonders. You will have many growth experiences until you learn when to push, when to pull, and when to let go and allow God to take charge. To surrender and allow for divine intervention is one of the hardest lessons to learn. There are two phases to the manifestation of what we desire. One is the active, doing phase, and the other is the surrender, allowing phase. We have to take the time to prepare our minds and hearts to develop a vision for what we want, become passionate about our dream, and accept that it is on its way to us. God wants us to succeed, be successful, and make a lot of money, because we can help a lot of people who are less fortunate than we are. We can have all the desires of our heart, as long as we do not take from the good of another, and as long as what we create benefits others as well as ourselves.

Successful Principles and Strategies

1. Say, “God, please use me for a purpose greater than myself.”
2. Learn to let go of people, things, and situations. (We hang on to people and the past longer than is needed for our good.)
3. Ask yourself, “If I were to remove restraints on my life, where would I be?” Do not let anyone or anything hold you back. Remove all mental restraints on how far you can go.
4. Turn your assets into income and wealth.
5. Put God first, and everything you desire will come to you through your surrendering.
6. Keep an attitude of gratitude, and you will be given more things to be grateful for.
7. The relationships you value are important; keep them in the following order: God, you, family, friends, elders, and children.
8. Believe in possibilities and miracles. They can happen to you.
9. Trust the process; you do not need to know every step of the path before you get there.
10. Visualize your dreams as if they were already achieved.
11. Believe in the mystical spirit of God and the unknown; success is often mystical.
12. Learn to trust; love people and your fear of rejection will disappear.
13. Trust your intuition; God speaks softly to you in your mind.
14. Cease worrying; what you focus on expands. Take action; walk in the direction you want to go.
15. Your heart space provides value to the world. Ask God (the universe), “How can I serve? What am I here for? How can I make a difference?”
16. Love, beauty, you—everything is inside of God.
17. Nothing new can come into your life without gratitude.

18. Spiritual people rely on their faith in God, the universe, to take care of their needs, rather than focusing on fear of failure, fear of abandonment by others, fear of lack, fear of scarcity/money, fear of success, or fear of the unknown.
19. They replace worry and doubt with positive action.
20. They have a determination to reach their stated objective; they stay the course with a calm demeanor that God is working things out in their behalf.
21. They are persistent; they do not give up. They know that God sometimes says, “No, hold on—not yet.” to help them develop integrity and character.
22. God wants to test your resolve and spirit of love to see if you can be happy, joyous, and thankful during the down times.
23. You can only learn patience and tolerance from the trials and tribulations of success. There is some truth to the adage, “No pain, no gain.”

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15

Life is a Journey

Team West U.S.:

Candace Cable, Laura Diann Knowles,

Monica Ferrante, Vanessa Ordillas, and Lori Zoval

In this chapter:

- Learning to receive
- The power of humanity

Life is a journey. It has many colorful threads. The common thread of belief determines how it is woven. The traditional journey is focused on outside success for validation and satisfaction. Success traditionally is defined in as many ways as there are individual perceptions. We have been conditioned— socially, economically, and generationally—to define and measure success as what we hold monetarily, financially, or socially: stuff, lots of outside stuff, how we look, big homes, cars, bank accounts, social circles, who we know, and how we are perceived. Our traditional outward journey is full of peaks and valleys. There are moments when we are walking on cloud nine with the angels and

moments when we feel we are burning in the fires of hell. A journey is filled with love, loss, heartache, failure, victories, confusion, sadness, and joy. From this we set a traditional goal to be successful. And from this we declare that once we are successful, we finally will be happy.

Another journey takes place, simultaneously, as we drive toward our traditional outside journey. This is the inside journey, defined by how we feel. But a battle occurs, as our traditional outside journey often requires us to disregard feelings. To measure our feelings takes awareness, deliberate awareness. We say we will be happy once we are successful; that is backwards. The truth is, we must find happiness first in order to be truly successful. In order to become the person we want to become, we must think, talk, walk, and act as if we are.

Throughout life we are given subtle hints of what it is that makes us happy; some activity or experience that gives us full-body chills or something that puts a smile on our face involuntarily. These feelings just happened. They happened when we unleashed, voluntarily or involuntarily, what we are passionate about. A smile comes across a mother's face when she looks at her newborn baby. A smile comes across an artist's face when he looks at his finished painting. A smile comes across our face when we feel at ease, relaxed, open, and willing. When are we willing to experience the flow of the moment? Awareness of these feelings is as vital as breathing, eating, and sleeping in order to find success. But even though it is vital, it is often ignored or not allowed. Therefore, can we be successful without awareness? We can convince ourselves we are. But awareness is a non-negotiable action required to finding real success. This gift of awareness and clarity, how we feel, is ours for the taking. Our success is assured when we choose to allow our feelings to come, willingly, along our journey.

This "allowing" is called a gift. Success happens when you believe you are successful. The best gift and thread we all have, no matter the

situation, is the freedom and thread of choice. Success comes in the form of silence—when you silently choose the important decisions in your life, bells don't ring, horns don't sound, and it is not apparent to any crowd. The success comes within you. The thread of peaks and valleys in our lives, the way we choose to weave this thread through life, is what determines our success. Gratitude for the adversities in our life's tapestry weaves the golden threads into a masterpiece. Success comes when you become greater than your circumstances. This is the most beautiful gift you can give yourself, but there is another big challenge in this journey for many of us. We don't allow ourselves to receive. Giving, for so many, comes so easy. We can give to others, often effortlessly, but we can't give to ourselves; we can't receive. We are struggling as individuals, as a community, as a nation, and as a planet. It is not because of a lack of giving; it is because of a lack of receiving. It is because we do not love ourselves enough to allow the receiving. When you allow yourself to receive, the awareness then allows you to receive the gift of knowing.

The following paragraph is a true success story from Monica Ferrante, humanitarian coordinator for Team West U.S. of HUB:

Receiving is a quality of life that I never recognized as an important strategy to success—physically, emotionally, or spiritually. On Christmas Day 2006, my little brother, Zachary, gave me one of the most memorable and important gifts of my life. He had saved from his allowance enough money to purchase a present that he had wrapped and joyfully handed to me. I refused to accept it, saying, "Thank you, Zachary, but you know sister's rule: I do not receive gifts. Please give this to someone who needs it more than I do." Later that evening, my mother shared that he was so excited to give me the gift, which

was a book of Mother Teresa's (my mentor) prayers. He was in tears that I had not accepted it. I realized through this little guy's pain that I had robbed him of the very feeling that brought me more pleasure in life than anything, the joy of giving. In working with Humanity Unites Brilliance and through connecting with some of the world's most phenomenal givers, I realized that many great givers and their causes (including some of the most beautiful nonprofit organizations) were suffering greatly. These great givers possessed this common thread—they were terrible receivers. Their very causes and organizations were at risk of failing because of their inability to receive. Amazingly, through these observations, we with Team West U.S. and HUB realized the importance in practicing and sharing the miracle of abundance in our lives, and with abundance, we are gifting the giver and allowing the energy of money to continue to gift the world exponentially.

In the exact moment when we combine our outside journey and our inside journey to meld into one, our journey makes sense. Our journey is purposeful. We realize that everything we have done, every experience we have had, has conditioned us and groomed us and “aligned us” with our purpose—it's the reason we are here, our true journey. Our “purpose,” as we call it, was always giving us gentle reminders of its existence inside of us since birth. How we feel is always the true indicator of who are really are and why we really are here. And it is here where true success lies. If we have not allowed these feelings, for whatever reason, then we have never felt or experienced true success. This is found when an individual is aligned with his true purpose and passion.

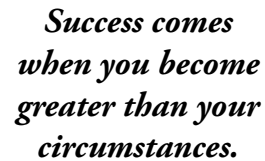
It can be described as crawling before you walk, and walking before you run. When we begin the deliberate creation of alignment with what we are doing and how we feel, we are crawling toward success. Our social conditioning has trained us to resist aligning our actions and our feelings that create this realization of purpose. It has taught us to resist the alignment of the outside and the inside journey. This is why so many of us experience constant turmoil, inner conflict, drama, and unhappiness. The internal battle between what we want and what we are doing arises. This is a very unnatural place to be, think, and feel from. We feel awkward and off balance here. We are not accustomed to deliberately creating how we feel. In the past, we have just let feelings happen to us. We suppress, justify, or create false or temporary fixes to these feelings. Everything that we have been conditioned to think will attempt to break through and push us back into our false identity, stopping the alignment of our journeys, stopping the ability to live our true purpose and find true success. The material things that we use to feel better, or the things that we are conditioned to think are a measurement of success are just that: material things. The expression “You can’t take it with you” should be a great indicator of how invaluable these things really are. And if they are so invaluable, why are we so conditioned to give them such a high value by allowing them to be the measurement of how valuable we are as beings? Why are we allowing them to be the measurement of success? Brilliant, gifted, purposeful people measure their value with things that have no value. Allowing ourselves to realize these feelings puts us one “crawl” closer to the realization of why we were put on this planet. At this point, willingness to have these realizations and willingness to be aware is the key to this alignment.

How do we stay on the outside/inside journey? How do we keep ourselves aligned with what we are doing and what feels good when

we are being told that what we feel doesn't matter? How do we feel good when we are not getting what we want? All of these are great questions. The answer is that we must be willing to allow our feelings to be, without judgments. When we get more comfortable with the "allowing" part of these feelings, we will begin to walk. In the walking phase, we then choose how we want to perceive a situation and which feelings we want to have about a situation. We deliberately choose to align ourselves with what feels good. Soon, we will be running toward real success.

As we begin to run, we become aligned with others who are a part of this success-filled, purposeful journey. We put out the energy that we are open to receive who and what we need to live through this newfound awareness. Because we have now allowed (or gifted or received) the awareness, our being sends out energy that tells the universe we are ready to receive more. This energy attracts people to us. As we attract and meet these people, we are creating a team. Each individual or member of this team is a non-negotiable part of our journey, our purpose.

Success is not something you get; it is something you are. And real success comes from being what you truly are; what you are meant to be; the reason or purpose for your being. The thread of courage is a choice; nothing can sustain human will, and there is no growth without change, which takes courage. Without courage, we will have unfulfilled promises and unrealized hopes, dreams, and plans that we feel so deeply in our heart. Courage holds the tapestry together; it defines our strength. Adversity gives the fabric strength. And belief provides the warmth and knowing that we are all success stories. Success leads to significance; being significant is



***Success comes
when you become
greater than your
circumstances.***

the thread of passion that weaves through the thread of commitment and the power of intention.

The law of cause and effect, heads or tails, in and out, up and down, giving and receiving—these are all one principle. All giving produces receiving; this is the universal law. When you give without receiving, you are subconsciously putting up a roadblock in your pathway to success, because you are not aligned with the universal law. You were already a success when God chose you to be born into this life, but real success is not measured by the amount of money you have in the bank or the accumulation of “stuff” you own. True success can only be found in awakening your consciousness and allowing your true self to be receptive to all the blessings the universe has to give.

Team West U.S. is a strategically placed alliance of Humanity Unites Brilliance, whose focus is offering coaching and support to our members to create an empowered community. Please visit Team West U.S. at www.teamwestus.hubhub.org or e-mail at teamwestus@hubhub.org.

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Will Your Children Outlive You? Ten Proven Strategies for Empowering Your Health—for Busy Professionals and Families

Stephie Althouse, PhD

In this chapter:

- A grim prediction
- The Backburner Syndrome
- What type of leader are you?

I felt like a dagger had been stabbed into my heart in August 2007 when I attended a speech by Dr. Myron Wentz, a well-recognized microbiologist, immunologist, and expert in cellular nutrition. “I also predict that if we do not take very serious measures to reduce our exposure to and our body’s accumulation of toxic substances, there will come a day when *children will not live as long as their parents*,” he

said with deep concern. “I stand before you today to say that I believe that day has come.”^[1] Hearing these words changed my life. *We cannot allow this to happen*, I thought. Also, I know too much to let this trend continue. I had already worked as health coach for three and a half years by that point.

A Grim Prediction—and How to Comprehend It

How do we even comprehend such a grim prediction—children born today might not live as long as their parents, or, even worse, not even outlive their own parents?^[2] What is going on in our life that causes such a terrifying forecast?

Currently, about one-third of all Americans is overweight and one-third obese^[3], making being overweight or obese commonplace. The lifestyle we now live by default (i.e., the lifestyle we lead if we follow what most people are doing in the U.S. or many other industrialized First World countries) has led to this situation. Examples include the consumption of highly processed foods, many with empty calories that are devoid of nutritional value; little to no exercise; eating on the go, damaging (ironically, typically low-fat) diets; stressful lifestyles with staggering demands on our time; etc. Tragically, but not surprisingly, these changes in lifestyle over the last three decades have impacted our children and teens as well. According to the Centers for Disease Control and Prevention childhood obesity has tripled since 1980 and

1 This statement was derived from several peer-reviewed publications, including the *Journal of the American Medical Association* (JAMA), June 27, 2007; vol. 297, no. 24, p. 2741–2751, and the *New England Journal of Medicine*, March 17, 2005; vol. 352, no. 11, p. 1138–1145.

2 See also, for example: a) Steve Connor, *The Independent* (London), Sept 10, 2002, and b) Australian Media Release, “National Nutrition Survey Needed in War Against Obesity ‘Epidemic,’” April 24, 2006.

3 *A Nation at Risk: Obesity in the United States*, A Statistical Sourcebook by the American Heart Association and the Robert Wood Johnson Foundation.

is now at around 16 percent [3,⁴] Let that sink in: Now, nearly one in six children are overweight! Another 15 percent of children and teens between the ages of 6 and 19 are at risk of being overweight.[⁴]

Does This Apply to Me? Is Body Weight the Main Problem?

You might think, “My child is not obese. This does not apply to me.” However, consider that obesity is only one—albeit the most visible—*symptom* of severely declining health in individuals and our society as a whole. In my work as a health coach, I never focus with the client on losing weight. If weight loss is needed, it will come automatically as we successively implement lasting lifestyle changes. Increased body weight is not the main problem. Instead, it is a *symptom* of much more serious underlying issues. However, the fact that someone is not (yet) overweight does not mean that he or she is not silently developing major chronic degenerative diseases. My own story illustrates that point.

My Story

After working as a PhD scientist for several years, I felt I had successfully established myself in my career. It was finally time to learn how to take better care of my health. Looking back, that was an interesting view I had then—to first achieve professional success and only then focus on a more healthy approach to living. I was not eating much “junk food,” and according to tables, my weight was “normal.” However, for a number of years as I went through my education, I ignored reoccurring blood-sugar crashes which, at times, were quite disabling. My typically very high level of energy “suddenly” dropped so low that I barely could figure out what to do to get back on track. I had developed the habit of never

4 Allison A. Hedley, Cynthia L. Ogden, Clifford L. Johnson, Margaret D. Carroll, Lester R. Curtin, Katherine M. Flegal. *Prevalence of Overweight and Obesity among U.S. Children, Adolescents, and Adults, 1999–2002*, JAMA, June 16, 2004, vol. 291, p. 2847–2850.

leaving the house without a snack bar to cope when my blood sugar level dropped. Unbeknownst to me at the time, the snack I had chosen was packed with the type of sugars that quickly spiked my blood-sugar level. The next sugar crash was preprogrammed. After I began to apply my scientific background to understanding the science of health and nutrition, I became aware of a shocking fact: I was not overweight, yet basic metabolic processes in my body were so out of whack that I was clearly on my way to developing type II diabetes and heart disease—along with most other Americans and many others around the globe.

A Shocking Realization—and What I Did Next

This shocking realization was a big wake-up call for me. By then, I had met my husband, Adam, and together, we changed our lifestyles, one step at a time. Each step we made led to our feeling better, and we were motivated to make another step toward optimum health. We also had a new reason for wanting to be healthier: each other. My blood-sugar crashes stopped immediately. I had more energy. Over time, twenty pounds melted off my body—without dieting! My husband was experiencing similar success. Later, as we began to contemplate starting a family of our own, nutrition and health became even more important to us because we understood that our health decisions would impact our child.

The Backburner Syndrome

Through coaching others, I realized that just as I had put my own health on the backburner in the name of getting a great education and establishing myself professionally, many of my clients were doing the same.

Today, most professionals, especially those with children, have many demands on their time: achieving success in their business/career, taking care of their children and their household, and spending some time with their spouse. When the demands on your time are too

great, the first thing to go on the backburner is often your own health. I call this the “backburner syndrome.” We tend to believe that putting our own health on the backburner does not hurt anyone but ourselves. However, if we did not pay attention to our business or career, the lifestyle of our family would suffer. If we neglect our children, our spouse, or our household, the harm is obvious and immediate. While the backburner syndrome is very common—and probably even more common among women—it is also based on a fallacy: if we put our own health on the backburner, it is *not* just our own health that suffers.

What Type of Leader Are You?

Along with damaging both our vitality in the present and our long-term health, and besides potentially becoming a burden to our family once our health fails, we shape the health habits of our children by our habits and behavior. We also influence the health behavior of our spouse or significant other. In other words, we exhibit an often unrecognized, very significant leadership in health, especially to those who matter the most to us. The question is, are we a positive and empowering leader or a leader who hasn’t recognized his or her leadership?

In addition to influencing our own family’s health, we also shape our communities at the local, state, country, and global levels because what we do contributes to the overall norm, which in turn acts as guide, by default, for many. For example, when our children look around they see excessive body weight as being normal, and the lifestyles that lead to this issue are processed as being normal, too.

Ten Proven Strategies for Empowering Your Health— for Busy Professionals and Families

How can you empower your health and, in turn, that of your children and/or your community? Here are ten proven strategies:

- 1) Take your own health off the backburner!
- 2) Assess today's status of your health and that of your family. I recommend using a science-based health evaluation tool.
- 3) Develop a plan to improve your health. Resist the temptation to change too many habits at once. Instead, pick one area first that is both important to you and is achievable. The success you will experience from taking this first step will empower you to take the next step, and you can "spiral your way up to optimum health."
- 4) Establish systems that support you in achieving your health goals. Examples include setting an alarm on your cell phone that reminds you to eat a healthy mid-morning and mid-afternoon snack, hiring a health coach, working with a personal trainer (some will even come to your house or workplace), or enjoying exercise with friends.
- 5) Make improving your health fun. Move your body in a way that is fun for you; for example, it can be an outdoor sport or dancing. It is not all about going to a gym.
- 6) Keep it simple. Do not follow complicated diets. Simple principles work well. Learn about low-glycemic eating, which simply put means do not spike your blood sugar. Eat foods with lots of nutrients (and as few contaminants as possible). Have healthy foods on hand that you can eat on the go.
- 7) Stay involved in the conversation about health. For example, get together with friends who enjoy healthy foods, exercise, and other aspects of great health. Hire a coach. Take advantage of regular tele-seminars that support practical ways to attain great health.

If we put our own health on the backburner, it is not just our own health that suffers.

- 8) Make health fun, and turn it into a fun family matter! Take the kids to a park, play a game of badminton, and have a healthy picnic. With your imagination, the possibilities are endless.
- 9) Take high-quality, pharmaceutical-grade nutritional supplements, and make sure your children take them, too. You simply cannot get all the nutrients your body needs for optimum health from eating well alone. Do your research, though; most supplements are only of food-grade quality, which means that they may not dissolve, might not be absorbed by the body, or might not even contain what the label states.
- 10) Analyze your work habits. Are there any aspects you can make easier and/or eliminate entirely? Read *The 4-Hour Workweek* by Timothy Ferriss, and get inspired. The more you get done in less time, the more time you have for yourself and your family. Also, the healthier you are, the more energy you have, and you will be more productive.

A Plea for Action

Let us all employ these strategies and turn the prediction that our children will not even outlive us, their parents, into a false alarm. You can! It is fun and easier than you might expect. You just must decide that it is critical to do so.

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You've Got a Web Site— What's Next?

Yohan Hamilton

In this chapter:

- Website vs. Web presence
- Tips to connect with your target audience online
- Making the Internet work for you
- How to maximize your profitability on the Internet

When it comes to Internet marketing, many people still think of things such as e-books and other informational products. In fact, a lot of people associate them as “not real” products or services because often, outside of eBay, many online products are not tangible. You can't hold or touch them, and they may not exist outside of the files and folders on your hard drive. Many times when I speak to business owners and ask about their online marketing efforts, the responses I get involve nothing more than a Web site address where customers can read all about the company and how great their service is. When I quiz them further about strategy, every

now and again a savvy business person will tell me that he or she is on Facebook. Therein lies the problem, because Facebook is not a strategy, and just having a Web site address with an extended yellow page ad (“About Us,” products/services, hours, etc.) is an insignificant presence, at best.

Here’s a simple test for any business owner who wonders about the effectiveness of his online strategy. Go to Google.com right now and type in some of the keywords a potential customer of yours would use to search for your business. If it is a traditional brick-and-mortar business or is geographically based, make sure to add in the name of your city or neighborhood. Now check the results: if you are in the top five, you’re doing great! If you’re on the first page, that’s still good! However, if you’re not on the first page ... well, then your online marketing strategy is dead! And to the prospects and customers who don’t already know your business and are looking for you online, your business does not exist, plain and simple.

When a business owner hires a firm to develop a company Web site, he gets just that: a great looking (or in some cases a not-so-great-looking) Web site that displays what the business offers and the terms of how it operates (business hours, location, etc.). The business owner will often get the company name as the Web site address, put it online, and that’s where the work ends. This type of scenario leaves a business owner with no real value, other than a Web address that can be displayed on business cards for potential customers they come across offline. This does nothing to help the business’ presence online, and so online the business does not exist, even though the business owner just paid hundreds or even thousands of dollars for the site. In other words, many business people are getting ripped off when they have their Web sites built!

Now, don’t get me wrong here: usually Web design and development firms have delivered on their promises and given the business owner everything he’s asked for. There are two problems here: the typical

business owner does not know about the type of results he should be looking for from his Web site. So he doesn't know, specifically, what he wants the Web site to do. Second, most Web site designers and developers are not marketers. They usually have creative or technical backgrounds, and even if they are really good at what they do, it takes a different set of skills to make the cash register ring and increase revenue.

The good news is that in comparison with marketing a strictly online business, marketing a traditional offline business can be a lot easier. Now, of course, in certain markets local online competition can be pretty heavy, but even then there are ways to establish a strong presence and be very competitive online. Many industries have not actually embraced this yet, so marketing traditional small businesses has enormous potential, and competition is often fairly low.

Stories of Success: Hypnotherapist's Delight

A great friend of mine started his hypnotherapy practice only a few short years ago; in fact, I can still remember when he would sit me down in his living room to practice and hone his skills. When he first started out, things were not easy; we would often consult one another about our business affairs. He would tell me how much he had spent on overhead and covering his initial costs and how quiet things were in his office—not many people were calling about his services or booking appointments to see him.

During this time he also had a Web site put up that described his services and how he did what he did—nothing extraordinary. Then one day, it was as if a switch was turned on at one of our mastermind meetings. We discussed online marketing for his business, and he really took the information to heart and got enthusiastic about the things we had game-planned for his business. He began implementing and almost immediately got great results. People who had found his business online were calling him to find out more about his services and, more important,

to book appointments with him. Today, he is one of the market leaders and is recognized as an expert in the industry; his calendar is always full. Now, he even teaches other people who want to learn his trade, and he was recently featured on a national television show.

A Tale of Two DJs

These two gentlemen were just like me in that they both had a background in technology and both worked in the IT industry. They didn't know each other, but both were located in a major city. They both had DJ businesses and had been in the industry for years; they each had a great reputation, were known for their excellent work, and often were referred to new customers because of it. Their similarities were remarkable, yet their differences were vast.

It's critical to any successful marketing campaign: don't forget there are people on the other side of the screen.

I was fortunate enough to spend time with both of these talented individuals, and they were both doing well. However, one was still doing his business part-time and was working his IT job full time. The other had quit his job a few years back to pursue his passion for his business full time. While the part-time DJ was a one-man show, the other ran a team of twenty-five other DJs to handle the amount of gigs he was doing. One lived fairly well and drove a nice car; the other lived in a gated community and had an arsenal of vehicles, from a fancy, luxury sport coupe to a tricked-out SUV he could use to transport his team and equipment.

The highly successful DJ was a modest and well-mannered man, startled by his level of achievement. I asked him how he would account for his accomplishments. While I suspect there is more to the explanation than his simple answer, his reply was: "With what I learned

from school and my background working in IT, I was able to figure out a strategy to ensure that whenever somebody in this area searched for a DJ, my site came up at the top of the first page. I get so much of my business just from that alone.”

So while one was known just for the quality of his work and was thinking about getting his Web site and brand image updated in the near future, the other dominated the market in his area through his online marketing strategy.

Business owners approach me, often wondering what the secret is to get their Web sites to produce results. I wish I could sum it up in just a few short sentences or give them some magic search engine optimization (SEO) tricks. Unfortunately, it’s not quite that simple; it is a process and does require some work and research.

Here is where I would start:

- Know what you want and be specific in what you want the Web site to do. Ideally, you want the Web site to lead visitors through a marketing process. Usually, you want visitors to identify themselves and basically “raise their hands” to indicate they are interested in what your business has to offer, whether by giving you their e-mail address, calling to inquire about your business, or actually coming in to the store. This needs to be clear in order to develop an effective online marketing strategy.
- Don’t have the Web site built for your own desires; have it built for your customers’ needs. In other words, don’t just build a site that looks good in your own eyes. Try to envision what your ideal customer would look for and want to see on your Web site. What concerns would he have that you could

answer? How could you let him know through your Web site that your company could fulfill his needs? Your Web site must cater to your customers' desires. Make sure you keep your customers in mind; it's a fundamental marketing principle, both online and offline. This is critical to any successful marketing campaign. Don't forget that there are people on the other side of the screen.

Any business that can implement the few tips I just mentioned is well on its way to developing its online *strategy for success*. Keep in mind the leverage that marketing online can offer. As a business owner, you are now able to measure and track the results of any campaign, down to the actual amount of dollars it brings in. The speed of implementation allows you to basically pay only for what brings in results and quickly end what is not working. You can target your audiences by nearly any parameter, right down to the language they use. Finally, one of the most attractive things about marketing online is that you can scale it to whatever budget you are comfortable with, starting with very small amounts to figure out what works and then increasing your spending to attract as many customers as your business can accommodate.

If you own a business and are not getting fantastic results online, you need to re-evaluate your strategy. With the abundance of customers looking for solutions on the Internet, there's really no reason for your business not to thrive online.

Yohan Hamilton consults with business owners, helping them develop and implement effective online marketing strategies for their businesses. Find out more at www.followupsystems.ca, or contact him directly at 1-888-501-7363.

18

Being a Global Entrepreneur

DC Cordova

In this chapter:

- Business etiquette
- Rub elbows with leaders
- Add value to your image

Becoming a global entrepreneur has been one of the most exciting journeys of my life. I have always liked to travel. I loved geography as a child. Growing up in Chile, before going to live in the U.S. when I was twelve, I used to dream of going to China—the farthest place I could have gone from there. All those dreams of traveling and going to faraway exotic lands have come true. I now own a global organization with over seventy thousand graduates in English and Chinese from over sixty countries. I deal with people from diverse races. They speak different languages, have completely different religious backgrounds and beliefs, and have taught me tremendously how to do business internationally. I love every minute of it.

Quite a few years ago someone asked me, “What does it take to be a global entrepreneur?” I was a little taken aback because I didn’t realize until that moment that I had actually become one. Since the mid-’80s, we had been doing business in several countries, were paid in several currencies, and I had had to add pages to my passport a couple of times.

So to answer that question, I will share with you some great distinctions that I have learned through the years. Most important, we need to accept that the world of business has been global for decades. If you are a forward-thinker, it’s a logical choice to do business worldwide. It gives you tremendous freedom because if you study the different cycles of economies around the world, there are always fluctuations. While one side of the world may be doing great, the other side may not. There is tremendous peace in knowing that you can go anywhere in the world to do business.

If you are doing business in the UK today, that money is worth twice as much in the U.S. If you are an American, your dollar is worth 3.6 times its worth in Malaysia and approximately seven times its worth in China. Of course, some of those currencies fluctuate. If you like faraway exotic lands, your money can go quite far in places like Bali, Indonesia.

There are always niches that you can take from one side of the world to the other. If you have a good eye, you can see them everywhere. And when you are a global entrepreneur, you can go wherever your currency is strongest.

Interested in becoming a Global Entrepreneur? Here are some key distinctions:

- * Travel to other countries with the intention of seeing business opportunities and personally researching this new ground.

- * Act like a global entrepreneur.
- * Take business cards and promotional materials of your current business. If you don't have a business or represent an organization, print cards with your contact information with a title, such as entrepreneur. Always use a logo.
- * Get a domain name with your name or your current business. It is not professional to have a "hotmail" or "Yahoo!" account if you do business internationally.
- * If you live in the U.S., print your business cards and all stationery with the country telephone code: a plus-sign and a 1 in front of the number (e.g., +1-619-224-8880). Spell out the state and country (not everyone around the world knows that "CA" stands for California).
- * Do market research by the industry and/or country in which you are interested doing business. This is so easy now with the Internet!
- * Find that industry's conventions or local meetings that you can attend while there, and connect with people in that field. This is a great time to network.
- * Find out who the leadership is for your industry. Participate in any meetings or conferences that they may be attending or speaking at. Find someone who can introduce you to them, and seek guidance from them. You'd be surprised how generous leaders of industries can be with their time and with people who truly want to learn. Most leaders have a vision to expand their industry to other areas of the world. Make it easy for them to connect with you.
- * Build good contacts and get into networks that will have an affinity with you, and begin to build trust with them—this is key in developing great businesses worldwide.

- * And if you are looking for something new to do in a new country, research the top ten industries of growth in the foreseeable future. For instance, I might research everything about water. When someone like famous American industrialist T. Boone Pickens is buying more water rights than anyone else in the world—and water is getting the name “blue gold”—you know it’s time to get into that industry!
- * Once you decide where you are going, learn as much as you can about the region, as well as the country.
- * Research the country’s language, religion, foods, clothes, and style of dress, and be prepared to honor those traditions.
- * Read on the Internet or in international magazines and newspapers about the area that you are planning to visit.
- * Educate yourself on world affairs.
- * When people speak of money in their country, acknowledge the value that money has there. For example, if you are American, don’t say “How much is that in U.S. dollars?” People use the money they make in their own country, not the country you come from. Plus, you should be able to figure out the exchange to your own currency without having to ask. You can always carry the information with you so that you can easily access it.
- * Don’t make commitments or promises if there is a possibility that you may not keep them. The world is a very small place, and people remember when they have been inconvenienced.
- * Take gifts with you to share with the people you’ll meet, including for their children and spouses. Take books, samples of your products, any articles or items related to their industry from your country—anything that would be helpful to them.
- * Contribute to them with your knowledge, experience, and wisdom.

- * Frequently ask “How can I support *you*?” Nothing will bring you more good will. They will not forget you and in turn will support you with your endeavors.
- * Be prepared: to gain insight and have new distinctions about your own country and how people may experience it. It’s not a good time to boast that your country is the “best in the world,” even if that is your experience. Global entrepreneurs give compliments about the country they are in, not where they come from.
- * Under any circumstances, never speak of the shortcomings, financial situations, or religious or political beliefs of the country you are visiting. Be an “active” listener; you are there to learn.
- * Never criticize your own country’s leadership. As a carrier of an American passport, I always speak of “President” Bush, not “George” Bush. Always respect your country’s government officials. It’s a good policy to not engage in political, religious, or gender-related subjects.
- * Don’t curse, and don’t over-drink alcohol under any circumstances, even if those around you may be doing this.
- * Don’t speak negatively of industry leaders. Become familiar with the “territory” you are scouting. You may be meeting people who know the people you are speaking about.
- * Remember, wherever you go, you are an “ambassador” of your country and your industry, and as such, always be on your best behavior.
- * Once you return home with your new contacts and information, follow up with thank-you e-mails or—even better—cards. And of course, follow up with any business commitments that you have made.

You are now well on your way to becoming a global entrepreneur; plan your next trip!

As you can see, being a global entrepreneur requires that you be gracious and a professional at a whole other level. If you follow my advice, you can look forward to amazing opportunities.

I learned some of these distinctions by watching others make mistakes (and made some myself). I was blessed to have had wonderful

***There is tremendous
peace in knowing
that you can go
anywhere in the
world to do business.***

teachers and mentors in the Asia Pacific region who lovingly supported me in learning some of the above distinctions.

For example, I found myself in the middle of the Asian financial crisis in 1997–98. Prior to that, we had had a thriving and prosperous business in Singapore; it came to a screeching halt because of the economic situation. I lived both there and in Hawaii. I was blessed to have had another home in San Diego, California, so I returned to the U.S. because it was in good financial shape. and I was able to rebuild the business there while we waited for Asia to get back on its feet.

It was mainly because of the relationships we had built and the support of magnificent mentors and wonderful partners that, as an organization, we survived that crisis; our Asian business today is thriving more than ever. Because I am a global entrepreneur, I feel very secure that no matter what is happening in the economy in any region of that world, I can do business in many different countries. The world is literally my oyster, and this experience allows me to follow my dreams and continue to grow and prosper as I happily

follow my life's purpose—to uplift humanity's consciousness through business.

May you live long and prosper—globally.

DC Cordova is a pioneer of high-speed, experiential, entrepreneurship education. She cofounded the organizations that present the Money & You® program and the Excellerated Business Schools® for Entrepreneurs. Please visit www.excellerated.com or call +1-619-224-8880.

19

Simple Customer Service Strategies

Leonard Buchholz

In this chapter:

- Learn simple skills to achieve excellent customer service
- Learn how to provide service that people remember
- Have fun doing the work that leads to your success

Customer service is about doing the simplest things with enthusiasm. When we are having problems, we usually don't have to look very hard for the answers. Some of the steps will seem obvious after you read them, and quite frankly, they are. Customer service is not a mystery or science fiction when you know what to look for. It's the simple things in customer service that make a difference—when they are delivered with enthusiasm.

Here are five simple steps that will change and improve your customer service:

1. *Smile.* I know, it seems too simple, doesn't it? Why would I need to point that out? It's because I travel all over the country and consistently receive better service whenever someone smiles at me. In today's faster, often unfriendly world, smiling makes a *huge* difference. It may not seem too scientific, that smiling thing. Go ahead and just try *not* smiling to your customers for a couple of days and see what happens. And understand that a big part of customer service is the perception. When people smile at us, we perceive it to be a much better experience, even if the service we receive is mediocre. I recently had a meal at a restaurant that, quite frankly, was average. It was not bad; it was not great; it was average. However, if you asked me my perception of that restaurant I would say it was great, based on the interaction and smile quotient that my waitress provided. She was outstanding—smiles make the meal taste better and the service sweeter.
2. Say the customer's name. To our ears, our own name is the most wonderful sound in the language. And when someone takes the time to learn our name, we feel really appreciated. It even works in a quick-paced customer service environment, such as a fast-food restaurant or the cleaners. We will always return to a place that remembers our name. It's a great way to meet people, and it's quite simple to do. Introduce yourself, and ask the person's name. It goes like this: "Hello, my name is Leonard. It's a

*All that we send
into the lives of
others comes back
into our own.*

pleasure to meet you. Your name is ...?” And here’s the trick: Remember the person’s name by focusing on either the color of his or her eyes or an article of clothing. He may be wearing a bright yellow shirt, or she may have interesting earrings. Attach the name to object and file it away in your memory. If, for example, you are in the restaurant business, introduce yourself, ask your customers for their names, and then say their names when delivering their order. Set it in front of them and say, “Mary, you’ll really enjoy this dish.” Watch your tips go up.

3. Be courteous. Use the words you learned when you were little. They include please; thank you; “May I help you?”; “How are you doing?”; “Is there anything else I can do for you today?”; and “How did you find your service experience today?” Courtesy also extends to actions. Practice the art of actually walking a customer to whatever he has inquired about, rather than just pointing and directing. If someone asks you, “Where are the restrooms?” actually take the time to walk with her to the area where the restrooms are located. I worked at a dealership that emphasized those little things, like walking your customer to the item he asked about, cleaning the bathroom sink with a paper towel after using it, and presenting the best possible face to the customer. All of these courtesies demonstrate your commitment to the service experience.
4. Ask for feedback from the customer. Ask the right way. Instead of “How was our service today?” which will get you an “Oh, it was fine” kind of answer, ask “On a scale of one to ten, how would we score on providing service to you today?” You might get a lot more interesting answers, especially if you ask the follow up question: “Specifically, how could I make it a ten in your eyes?” Tell your customers you are really trying to become

better at your customer-service skills and you would like their help. People like helping other people get better at something. It is in our nature to want to be a part of another's success. It helps us grow in some way as well.

5. Invite your customers to come back. Invite them back the right way. It's all in the presentation. "It was good to see you today, and I look forward to seeing you again. If for any reason you remember something we could have done better, call me at 111-111-1111 and ask for me personally. Here is my business card with the number highlighted for your convenience." If that is too long winded, say "My name is _____. Please ask for me when you come back. I've highlighted my number on this card for you." You might even say "It was a pleasure to take care of you. Please come back and ask for me, _____."

Taking care of the customer is a series of simple steps. Taking care of you is just as simple. Sometimes we all need a boost, a pep talk or an "atta boy." We want to do our best and in order to do that, we need to pick ourselves up from time to time.

Here are five simple steps for giving yourself the pick-me-up that will make your day:

1. Write an acceptance speech for an award you are receiving. How fun! Make the award for "Best Person on the Planet" or "Greatest Customer Service Rep on the First Floor"—anything that sounds fun and interesting to you. Then write your acceptance speech, detailing all the good things you have done. Thank everyone for helping you get the award and end it with a promise to your audience to do better and strive for excellence

next year! Don't forget to say you love your mom and dad, spouse, significant other, etc.

2. Send yourself a check for a million dollars. Write it out, date it, put it in an envelope, and mail it to yourself. Wow! How cool is that? You can tell everyone for the rest of your life that you received a check for a million dollars in the mail! Once you get it, place it somewhere where you see it every day. Save the envelope! You'll want it later.
3. Pass out business cards that say "World's Greatest" on them. You can order them from several companies relatively inexpensively these days, or just print them out on your computer. Keep a supply handy and pass them out to everyone you know! When they ask you, "World's Greatest what?" answer them with, "Everything, of course!"
4. Write a story about the day you _____. It can be anything that you are striving to achieve. Just get it on paper. Write everything—what clothes you are wearing, what it smells like, looks like (sunny or cloudy), everything. Describe everyone and what they are doing. Then frame it and hang it where you can see it all the time.
5. Have a friend take a picture of you standing with a big check, just like they do in a golf tournament or when someone wins on a game show. You can order the checks made up already or have one made. Make sure you have on nice clothes and really be excited in the picture. Then have that framed as well, and hang it in a very conspicuous area. It's not only fun, it's a great conversation starter.

One of my favorite quotes goes like this: “All that we send into the lives of others comes back into our own.” Here’s to your having continued success in customer service and improving your life while having a little fun.

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Follow Up Made Easy

Chanel Ware

In this chapter:

- Learn to build a strong network
- Client vs. contact
- A little effort goes a long way!

Although some would consider me a professional networker, I consider myself a professional follow-up specialist! I have taken the art of follow through to the next level and I would like to share this knowledge with you.

As a follow-up specialist, I know a lot of people. I am always amazed by how many people I know and who know me. Many times people ask me, “How do you meet so many people?” I tell them that meeting so many people does not happen by chance; it happens by design. I am very strategic in my networking efforts, and I have a goal in mind of whom I would like to meet at an event. It is about having a purpose for

being there and following up with people to continue the conversation with them.

I would like to share with you one of the strategies I have used to build a large database of business contacts, keep in touch with key individuals in many diverse industries, and have fun at the same time! It is a simple four-step follow-up process. In fact, anyone can implement this strategy right away and immediately begin to build relationships and develop business.

So, let's get started with following up!

There are a couple of things that you will need to keep in the back of your mind as you meet people, introduce yourself, and exchange business cards. As technology has increased, we have become less informational on our business cards. In fact, these days you'll likely receive a card that has only a name and e-mail address!

The first step is to introduce ourselves, exchange business cards, initiate a conversation, and listen for "key" information. On the back of the business card I write down these "keys" and use them as a reminder to me during my follow up.

Some things I would typically note would be anything that the other person is looking for, or something with which he or she needs help. People are always looking for ideas and advice, such as who is the best Web master or the name of a good lawyer. It can also be a wish they have or something that they would like to change in their lives.

These points don't always come up in all conversations. In that case, I would make a note of something about them to help me remember them. I might simply note on the back of the card something as simple as "woman in lime-green dress," or "guy with red hair," or "lady with the ferocious pink hat."

I also want to make my first contact a memorable one. I use my name to leave a lasting impression. I often tell a little story about

my name, Chanel, and how that name has been the source of many amusing anecdotes throughout my life.

Some examples are my being called “Chanel No. 5” or “Channel 44.” I even tell how getting married and changing my name to Chanel Ware moved me from perfume to a clothing line. This story lets me plant a memory in their minds and associate my face and name with a story.

Your goal is to get as much information as possible. When you are face to face with the person, it would probably be the best time to verify his or her name, address (very important) and telephone number, and e-mail address.

***It has been said
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The second step is to send an e-mail within twelve to twenty-four hours that highlights your conversation. In the e-mail, I will reference when and where we met, some details we discussed, or even remind them of a small commitment we may have made. This e-mail is designed to keep my name fresh in their minds and to move any future business we may have together to the next level.

The e-mail should be personalized to the previous conversation. A generic e-mail that includes the basic “It was nice meeting you at XYZ event, and I look forward to talking with you soon” will be viewed as a boring, standardized e-mail that you send to every person you have met.

Following up takes some imagination and creativity, so make sure when you are sending the follow-up e-mail that you reference something that the individual can relate to. Usually, the person who follows up with me first is the person I remember the most.

The third step is to send that person a personalized greeting card. Part of the effectiveness of this process is to follow up with the right people. Not everyone you meet is destined to do business with you.

You have to weed out those who will remain “contacts,” and work with those who can become potential “clients.”

A couple of opportunities to consider while sorting your business cards would be whether or not this person could be a good referral source, or if he could be a part of your support system or information network. A referral source would be someone who refers you business all day every day, and you reciprocate by referring business back to him. When someone is in your support system, you call on her when you need her help. For example, if you were having an event, you would call the people in your support system and ask them to forward your event information to the people in their networks. If they fall in your information network, these are people who are experts in their field and could provide you with valuable information on various subject matters.

Once I have decided who I will be working with, I send them a greeting card. Personally, I use a simple system to do it; it is called SendOutCards. You can send a card from your computer without ever leaving your home or office. These are actual greeting cards that go out in the mail, not e-cards. The cards are in your handwriting and include your signature. I like it because you can personalize it with your own photos and even send gifts.

Once I have sent them a card by mail, I have done something that almost no one does anymore. I have made myself memorable in a unique way. Can you see how that distinguishes me from everyone else?

The fourth step is to make the call. I use this call to schedule an appointment, introduce a service, or ask how I might help them. By the time I actually connect with them, I have touched them four times in one week. They have met me, received an e-mail, and received a card and a follow-up call. When I call them, they know who I am and are willing and ready to hear what I have to say.

I am going to let you in on a little secret: It has been said that the number-one craving in the world is the need for appreciation. During my call, I demonstrate appreciation by asking them how I might be of service to them. Our lives have become too complicated and busy. Most likely, they have never had a call where someone asked if there was something they needed. I often catch people off guard by asking the question, “How can I help you?” I’m looking for people that I admire and want to work with; I naturally want to help them. It’s about building relationships. It’s not a technique thing; you’re building strong relationships and that leads to strong business results.

This is a simple four-step follow-up process you can begin to implement today.

If you are not practicing effective follow-up strategies, then the real question is, how much business are leaving on the table? If you are not using a system, what are you using? And how is this impacting your bottom line?

Follow-up is where business is done.

People who do not follow up usually do not have a systematic way of following up. This leads to missed opportunities. Using a follow-up system that includes SendOutCards is the best way to be effective and consistent! By following the steps outlined here you stand out from the crowd and establish yourself as the person other people need to know. I live by my motto: “The fortune is in the follow-up.”

Chanel Ware has over eight years of business management experience. She shows business owners how to achieve financially rewarding relationships with their clients, customers, and prospects. Visit her Web site at www.ChanelWare.com.



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