

Natural Synergy: The Next Phase

TOTAL LIFE MASTERY

Life Principle Mastery



Harness the power of your mind
to reach your full potential

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FORWARD

In all my years on this planet, I've noticed one thing that's stuck with me. And I've experienced a lot. I've been across counties and continents. I've sat down to eat meals with people from each major religion. I've participated in festivals and fairs of all types. I've done many, many things that I'm proud of (and a few that I'm not), and I've experienced a fair portion of this world.

...and I've noticed this; People are all the same.

It's true! People, no matter where they come from, or where they grow up, or what race or creed they belong, are all fundamentally the same. It's a fact that I can't escape. People value the same things, they want the same experiences for themselves and their families, and they are all driven by essentially the same motivations.

You're the same as billions of other people. You've been dealt some cards in your game of life. You might be holding the grand-daddy of all poker hands, flush with success and opportunity.

Or you might have an adequate hand that you're comfortable with.

Or maybe your hand is so bad that the cards are bent, they're falling apart, and you're quite sure that you're playing with Uno cards while everyone else is holding Aces and Kings.

But you're the same as anybody else in this life. You might come from a different background, but you want the same experiences, value the same dreams, and are motivated to succeed just like anybody else.

Ok, I lied just before. It's not just one thing that I've noticed. It's actually two.

While people are all the same, the principles that people use to succeed are all the same as well.

It's a universal fact that no matter who you are, you can start living your best life today. It doesn't matter where or how you started, using the same principles that anybody else has, you can win at the game of life.

And you can win again and again and again, stumping everyone who watches you.

They'll be scratching their heads, looking at you saying, "Isn't that John/Kelly/Steve? How do they do it? What are they born with that I'm not?"

And the answer is simple; you're no different than anyone else...

....but you're using Life Principle Mastery.

And because you're no different to anybody else, you are seeing the same successes.

You're realizing the same dreams.

You're achieving your greatest desires with the tools and skills people have been using for hundreds of years.

And these principles still work today.

SO WHAT IS A PRINCIPLE?

I could give you the definition straight from the dictionary. I could tell you that a principle is “the fundamental truth that serves as the foundation for a belief or behaviour”.

I *could* tell you that, but I won't bore you with something so dull.

In short, a principle is a brick. It's a construction material that you can rely on to do its job. You can build with it, put it through the test of time, and it still stands strong.

Just like bricks, the more principles you have in your life, the better you can build with it. And just like bricks, you can build whatever you want with these principles. You design your life.

Build a wealth that will last for generations

Build a career that will vitalise you and inspire others.

Build strong and healthy relationships that will sustain you for decades to come.

By using the strongest, most powerful and proven principles, your life has no limits on what you can build.

The reason I'm calling this Life Principle Mastery is that these principles will work for *you*. I've seen them work in hundreds of other people's lives. I've seen the stories of friends, celebrities, and CEOs all enjoying great success. I'll share these stories with you so that you can see each and every principle and just how it works.

- I'm going to walk you through some of the most powerful principles that you already have inside you. Some of the greatest things in life ARE free. I'm not going to give anything to you. I'm going to show you that you *already* have them, and I'll show you how to use them.



- I'm going to reveal how to cut away some of the things that you don't need. Some of the most precious principles are learning what you can remove from your life. It will feel like weights off a hot air balloon by the time we finish this section.
- Then I'm going to expose some of the tips and tricks that you can use to maximise your impact. These principles come from dozens of successful people with decades of experience putting together the tools they used to see success. You're getting the tools of the titans without ever spending one dollar.
- Lastly, I'm going to teach you how to use the strength and wisdom of others to fast-forward your dreams. Nobody walks this journey alone. I'll show you how to find the right guides and be inspired by some of life's giants in these powerful principles.

In a way, I'm envious of you. You're about to see some things you've never seen before, and you can't go back after that.

Once you experience the power of a principle at work in your life, you'll be forever changed.

And I'm jealous that you get to experience that life-changing power all at once. For me, it's taken years to accumulate all these principles. For you, it's all in here, ready to apply today.

You're about to become the best version of yourself that you can be. You're going to build your best life upon these principles.

See you on the other end.

Part 1: THE PRINCIPLES IN YOU: MAKING THE MOST OF WHAT YOU'VE GOT

I love a good movie montage.

I love when the hero trains hard to get super fit for the big fight.

I love it when the main character of the movie realises that he has an incredible power...

...and he starts using it!

My favourite example is Matt Damon in a relatively unknown movie "Rounders".

Damon plays a small-time gambler with an incredible ability to play poker. He's also in school to become a lawyer. His girlfriend convinces him to try and live a normal life without poker, and he fails miserably.

Here's the best scene of the movie. Damon discovers that he is a poker player inside and out, and that's what he does best. He decides to sit down with Teddy KGB, a master player and a scary club owner that he owes money to...

...and he absolutely obliterates him, taking all his money.

And the movie ends, just like that. Piles of money in hand, he books a taxi to head off to Vegas.

Damon's character has discovered who he is. He finds out what he does best, and goes and does it...

...and succeeds!

That's what this section is all about. It's about learning that you're not meant to be someone else. All you need is already inside you. You don't need to impress, mimic, or alter who you are.

You just need to make a different choice. But that's only if you want to see something different happen in your life.

If you want success, happiness, wealth, a perfect romantic partner, or whatever, you need to decide here and now to do something different.

It's time to use what you already have. It's time to make the most of what you've got right now. Let's start with what you've got.

Think of this as your very own montage. And out the other end, you're going to be better, happier, and more powerful.

And I'll be cheering you on the whole way.

IT'S YOUR LIFE, SO OWN IT!

"If you own this story, you get to write the ending."

Brene Brown

Agree with him or not, but Adam Carolla is a success story.

He grew up in North Hollywood to an extremely dysfunctional family. He grew up extremely poor, slightly dyslexic, and without any opportunities.

And yet today, he owns several million dollars' worth of cars, a nice house in the Hollywood Hills, and quite a few properties.

He runs a successful podcasting empire, interviews top performers, makes documentaries and comedies for Hollywood, has written multiple bestselling books, and races rare vintage cars for fun.

If you ask him, Adam would say that he can physically pinpoint one moment in his life when he turned the corner from destitute to wealthy.

Adam worked construction for 10 years out of high school, and one day, driving home in his dilapidated truck, he noticed his coffee thermos rolling around in the passenger floor when he pulled into his shared one-bedroom apartment with no air-conditioning.

Normally, he would forget about it and walk inside after a hard days' work, but he made himself lean over, pick up, take it inside and clean it.

Adam often says that was the moment he decided to take control of his life, and turn things around. He knew no one else was going to do it for him, so he had to pick up and clean his own thermos.

From there, he decided that he would take control of his choices. He enrolled in an improvisational comedy class, taught himself comedy skills, and got himself in front of Jimmy Kimmel, then a radio host in Hollywood as well. From there, he gradually built up his successes to TV shows, multi-million dollar radio programs, and many other endeavours.

And it all started with one coffee thermos.

What's your thermos story? Normally, you might notice something wrong in your life, and do nothing about it. You might see that thermos and think you'll deal with it later, or you can't be bothered, or worse, not think about it at all.

But this is your life. No one is going to live it for you. You have to own it.

Claim 100% responsibility for your life and you are now responsible for your own successes.

Make this choice first before all of the other principles in this book, and I promise that you'll be better for it...

...and you've already gotten a return on investment many times over on this one purchase.

You own your success, and you own your failures. It's time to be honest with yourself.

And it all started with taking a small action today.

HERE'S WHAT YOU DO

It could be as minor as a rolling mug in your car that makes all the difference.

It first starts with noticing those little jobs around you.

Make a quick list of all the things on your plate that you know you *should* be doing right now.

Pick your smallest task, be it emptying the dishwasher or oiling up that squeaky hinge. Do it now.

Your job for the next week is to finish everything on that list.

You also have to do every job you notice. If you're walking past a pair of shoes in the hall, put them away. If you pass a piece of paper on the counter, file it or throw it away.

It's your life. You do the work to make it different.

WHO'S IN CHARGE? YOU ARE

Marcus Aurelius, emperor of the Roman Empire said these words:

“Choose not to feel harmed, and you won’t feel harmed. Don’t feel harmed, and you haven’t been.”

Aurelius was talking about the ability we all have; a secret superpower people don’t realise.

This is the power to be in charge.

You are in charge of your life. This is a responsibility, like the previous principle talks about, but this is also a power.

Life happens to all of us. Jobs get lost, cars break down, and milk spills.

Our power lies in our ability to change how we see these situations. In other words, we choose what to cry over,

Thomas Edison, one of this last century’s most prolific inventors, had what some might call a bit of a setback.

Edison was at home one night when one of his employees ran up telling him that the laboratory had caught on fire. This was where he had built up a great empire of inventions and new experiments. Many of the technologies we use today probably came out of that lab.

Edison soon learned that the town's fire stations could not control the blaze, and the chemicals inside the lab made it impossible to salvage. The fire burned a range of colours due to the experimental materials in the building

Edison found his son, and gave him an interesting response.

"Fetch your mother and her friends. They will never again be able to see a blaze like this one"

Sure, Edison could have sat down and cried. He could have stormed off to complain to the town's fire fighters. He could've fired the employee responsible, but he took power over his own reactions.

Nothing would have been accomplished if he had done those things. Instead of letting emotions control him, he reminded himself that he was in charge, and chose to see the fire as a spectacle to watch and enjoy.

You have the power to choose to see things in the way you want to see them.

That spilled milk? Maybe it saved you from drinking some expired dairy. You could even see it as saving your life.

Your choice over what happens to you is your power to decide how you'll react.

Winners and successes choose to find the upside in life and they focus on that.

HERE'S WHAT YOU DO

Separating yourself from the emotional response takes time. So what can you do today to start to make a difference?

Give yourself 5 minutes.

Get into the habit of saying this phrase, "Give me 5 minutes and I'll get back to you on that"

Or "Can I call you back in 5 minutes?"

Or "I'll come back in here in 5 minutes and let you know"

Say whatever you need to say to give yourself the time to remove the emotions from your response.

Those 5 minutes will allow you to separate your decisions from your gut reaction, and will give you the freedom to focus on the best response.

YOU CAN DECIDE WHAT'S GOOD AND BAD

When my friend Jeanette was on a flight from London to LA, they had to make a stopover in Chicago. The flight was long and when they landed in Chicago, Jeanette got in line for the counter to transfer to her next flight.

She could see the other passengers in front of her all getting annoyed or frustrated by whatever the person behind the counter was saying.

There were a lot of moans, groans, and a few choice words that even I couldn't repeat because my mother might be reading this.

When Jeanette got to the front of the line, the agent told her that her connecting flight to LA had been overbooked and her ticket had been cancelled. The next flight out was the following day.

The agent expected Jeanette to respond with groaning and grumbling, but Jeanette surprised her by saying, "Oh great! I've never had a chance to see Chicago. Can you tell me a good restaurant here?"

Jeanette chose what nobody else did that day. She chose to see the world in her own way.

Jeanette didn't hear the news as either good or bad. It had just happened. It was out of her control, and she couldn't do anything about it.

So, instead of seeing the news as negative, she just heard news.

And she *chose* to hear it as a good thing.

It was an opportunity to see a city she hadn't been to before.

God isn't out to get you in any way. He also isn't here to serve you and give you good things. God works in mysterious ways.

You get to decide if they're good or bad.

It's time to make a separation in your mind. Instead of hearing news as bad or good, separate the objective (what happened) from the subjective (your reaction).

Instead of saying "this bad thing happened"...

...think, "this thing happened and it was bad."

...or "this thing happened and it was good".

You can choose to separate yourself from the situation. And when you do that, you can choose the reaction you'd like.



HERE'S WHAT YOU DO

Becoming objective is easy when you think about life happening to someone else.

The next time something happens, good OR bad, think about it as if it were happening to your best friend.

Mentally advise your “friend” what they should do. This removes the YOU in the situation and gives you perspective and distance from the issue.

We're all good at giving advice. It's time to advise yourself.

CHANGING WHAT YOU CAN, LETTING GO OF WHAT YOU CAN'T

"Be the change that you wish to see in this world."

Mahatma Gandhi

This phrase is a crucial part of the 12-step program of Alcoholics Anonymous. AA is renowned for helping people overcome their addictions to alcohol. In fact, it's been so successful that branches now cover multiple other addictions. They help millions regain control of their lives.

And a huge part of the success of the program is this mantra...

...Accept what I cannot change, and change what I cannot accept.

Let's first talk about what you can't change.

You can't change *the world*. You might hate the politicians. You might despise the system of government. You might get bogged down by the hatred and cruelty of others.

But you can't change it.

Let me be clear. When I talk about acceptance, I'm not saying that you should accept the actions of others. You don't have to agree with people or what they do.

You only need to accept that you can't change that.

You can't change (fundamentally) your partner.

I remember going through pre-marriage counselling with my husband. The counsellor said something interesting to us.

“Go into your marriage with your eyes wide open, but squint after you’re married.”

He was talking about paying attention to what our partner did or said before we committed to each other.

It’s too easy to get into the thought that marriage will break someone of their bad habits or annoying traits.

Then he told us we should also “squint” after we’re married, because it doesn’t help to focus on those annoying habits once we’d tied the knot.

You just can’t change other people. Or expect that they should change.

You need to “squint” at those things or people in your life. You’re not accepting them or approving of them.

Often, the only thing you can change is yourself. You don’t have the freedom to squint at your own faults and flaws.

AA teaches this to its members, and they accept their weakness, every day. They start their meetings with “Hi, I’m John, and I’m an alcoholic”

They’re accepting that they’re addicts and that they need help. And that’s the first part of their success.

If you want to see results, let’s focus on the things you can change, and the good news is...

...it’s only one thing; You.

HERE'S WHAT YOU DO

You're going to start today by making a change to yourself: this is where the real power of this principle is felt.

Accept you have flaws, move on, and start to work on them.

Start your morning in the bathroom, close the door so nobody interrupts you, and take a quick minute in the mirror.

Repeat after me.

"I'm (your name) and I have messed up. I have (list a couple flaws), but today I can change that"

It's so quick that you won't have time to feel embarrassed about talking to yourself in the mirror.

Acknowledging you have something to change is the best part of this principle.

YOU GET WHAT YOU EXPECT TO GET

"You were born to win, but to be a winner, you must plan to win, prepare to win, and expect to win."

Zig Ziglar

Call it your brain. Call it "The Universe". Call it Faith. Call it whatever you want.

...but the principle is this: You get exactly what you expect to get.

Doctors know this. But they weren't the first.

The Bible talks about it. "Faith is being sure of what we hope for and certain of what we do not see"

But even before that, tribes understood the power of this principle. And it may have saved their lives.

Roki trained with Paka, the village healer, for 1 year before he saw this power. Roki was chosen by the elders to be given the title of "Healer" once Paka passed on.

Roki studied hard. Paka was a kind and gentle teacher. He taught him the herbs that had medicinal powers. He showed not only how to find them in the forests on the hills, but how to cultivate and grow them for himself.

Roki was surprised one day when Paka called for him early. Paka informed him that a serious disease had taken over the chief's daughter. She was just a child, so the chief was very concerned. It would be difficult to heal.

Paka solemnly prepared the herbs and mixtures he would use, but Roki was surprised by one thing. Paka took the feathers of a chicken, rolled them in some pig's blood, and stuffed them into his cheek before anyone else saw.

Then the chief arrived with his sick daughter. Roki helped by mixing up the leaves and roots Paka had already prepared. Paka didn't say a word. As the daughter, fever burning, was laying on the bed, Paka did something Roki had never seen.

He bent down and proceeded to suck on the chief's daughter's stomach. As the smoke rose from Roki's herbs, Paka continued to suck on the stomach.

All at once, Paka started coughing, leaned over in front of the chief, and spit out the feathers and blood he had put in there earlier.

"That is the evil inside your daughter. I have removed it" said Paka.

Roki gave the girl a sip of his preparation. And the chief took his daughter home.

They learned that the chief's daughter recovered quickly, and the chief was grateful to Paka, the great healing shaman, for his help.

So what happened?

The chief and his daughter both believed that Paka could heal them. He made a demonstration, a show, and that strengthened their expectation that the girl would get better.

It wasn't the feathers and blood that healed the girl. It was the girl's belief that caused her body to heal.

This is the power of getting what you expect.

Are you expecting to fail when you try a new habit? Guess what? You're right.

Are you looking for love, expecting that you'll just never find the right person? You're going to find the exact amount of love you expect to find.

Have you ever played with those Magic 8 balls where you shake it around to find the answer to your question? The universe is like that Magic 8 ball, only all the answers are "You're right".

I believe I will be rich...

...You're right!

I believe I deserve love...

...You're right!

I believe I have every success coming my way...

...You're right!

Start to expect more, and the power of this age old principle will prove you right.



HERE'S WHAT YOU DO

As a little experiment to prove this to yourself, do this the next time you're about to walk into a crowded room.

Take a quick moment before walking in, breathe deep...

...and assume everyone already likes you.

Not just likes you, but is aching to talk to you. They're happy to see you, and they love your wit, your conversation, and your topics of interest.

You will actually feel different, and you'll respond accordingly.

The funny thing is this; when the gathering is over, and you reflect on it, you'll notice that people did respond better. They actually showed more interest. They asked you more questions. They went out of their way to say Hi to you.

If you go in to a room with an expectation that people already like you, you'll be amazed to find that "You're Right!"

YOU CAN DO IT AND YOU KNOW YOU CAN

"No one can make you feel inferior without your consent."

Eleanor Roosevelt

Like many wives, I'm often *forced* to watch sports with my husband.

I wouldn't say I'm a *big* sports fan; but I've grown to love watching tennis.

I think what makes it unique is how personal these games can get. You're not on a team.

You're out there, on your own, in front of the crowd, with one opponent standing in your way.

And that can be a terrifying thought as a player. To be a great tennis player, you don't just have to be a terrific athlete, talented with your returns and volleys.

You need to have the mental stamina to play a game where it's just you out there, alone with your thoughts.

You have to believe you can do it first.

One of the masters of this game is Roger Federer. I love Roger and I love watching him play. He plays exceptionally, showing no emotion at all, just consistently hitting back massive forehands and those beautiful sweeping backhands that only he can do.

Nothing rattles Roger. You can tell he's got a belief that he can do it, no matter what the scores say. He is his own biggest coach and cheerleader. And sometimes, when he

makes a big point, he lets out a little fist bump or cheer. It's rare, but he does do it. I love those moments.

But the other thing I love about tennis is you can start to actually pinpoint the moment when a player doesn't believe they can do it anymore. You can actually watch the outcome of their beliefs on the court. It's like watching their thoughts play out on the scoreboard.

A player will come out, all pumped up, and maybe they'll lose a couple big points. Some players will just fall apart at this moment.

They'll hit the ball out of bounds, they'll blow easy returns, and they'll double fault their serves. From one game to the next, it's like they've lost all their tennis skills.

They've lost their belief in themselves. They're not cheering themselves on anymore.

They don't believe they can actually beat the other player.

And when they don't believe it, they don't do it...

Never have I seen a player give an interview afterward saying, "I never thought I could do it. Wow! That was a fluke".

Of course, never have I seen a successful person say that either.

"I never thought I could do it, but I guess I just..

...got super lucky."

No.

That's doesn't happen.

Every single success story starts the way those tennis players start. These people, from every background and every obstacle in their path, start with a single belief.

I can do this. I can smash this out. This is going to work out.

I believe in myself.



Just like the tennis scoreboard, their lives reflect that belief. You can actually see their success. You can see their belief in themselves.

In the same way, your life is showing everyone exactly what your beliefs are.

Are you winning because you believe in yourself?

Or are you losing? Because you never thought you could...

HERE'S WHAT YOU DO

If you're married or single, it doesn't matter for this experiment.

Find two attractive strangers and approach them, asking for their number.

You're not going to use it, so don't panic about your significant other finding out. Just don't do this with them standing there. (Of course, if you are single, and you get the number, by all means don't throw it away.)

Your success isn't if you get the number. Your success is if you tried.

95% of the population doesn't even bother trying, so you're already way ahead of the game by simply asking.

Thinking you can first starts by saying you'll do it.

JUST DO IT ALREADY

"Things may come to those who wait, but only the things left by those who hustle."

Abraham Lincoln

Nike almost got it right. They have the slogan, "Just Do It".

But this principle goes beyond just a slogan. This is a life principle that will alter you.

I firmly believe this; if you only follow one principle out of this book, this is the one teaching that will take you the farthest.

Just do it already. Just move.

The popular term these days is "to hustle".

Remember how I talked about levelling the playing field in the beginning? I said that you might have all the deck stacked against you. I said that you might have been born with every disadvantage, but you can still get ahead.

You might have been born with no ability, no opportunity, no advantage, but *nobody* can take away your hustle.

Nobody can outdo you.

My friend Alexei is my best example of this, and a personal reminder of the power of this principle.

Alexei is a talented musician with a true gift for the piano. He has performed all across Europe and Asia, playing for kings, princes, dukes and duchesses. He has an enviable life where he performs in galleries and at galas.

Lucky Alexei, you might say.

Wait, it gets better. Alexei decided that being a piano master wasn't good enough, so he started to write. In his spare time, Alexei wrote a book that became a bestseller, and was optioned to become a TV series.

Lucky Alexei. Sure, I can see that.

Alexei didn't stop there. In his travels across Asia, he saw the need of the people there and formed a charitable organization, helping thousands of school kids get access to books and school supplies. He believes in the power of education, and he's putting his money where his mouth is.

His charity has received donations of five and six figures from the notable people he meets.

Lucky Alexei. Oh yeah, sure. If I only told you that part of the story, you could say that.

You might even imagine that he was born to privilege and opportunity. Maybe his father passed down some contacts or his mother was a classical pianist herself.

...and you'd be wrong.

Alexei was born in the former Yugoslavia, but immigrated to the US at an early age. He grew up in some of the roughest neighbourhoods in Philadelphia, and had to drop out of school at 15 to help with the family business.

He never went to college, but helped work long hours to keep his family afloat.

Alexei had to learn to speak English as his third language (third!).

Oh yeah, did I mention that he's dyslexic?

So, is he Lucky Alexei? No, certainly not.

I don't believe in luck, because I know people like Alexei.

But I do believe in the power of just doing it already.

Alexei took extra music classes and worked hard to master the piano, after all his work was completed.

Alexei hustled and booked himself into those gigs in Europe and Asia. He didn't have a manager, but saved money by doing it himself.

He taught himself to write fiction, and worked tirelessly to get the words on the page, in the right order, in a language he wasn't born into.

Alexei is not lucky, in the sense of what he was born with. But if you asked him, he would say he was lucky in another way.

Alexei learned early about the power of hustling. He learned the power of taking action, and just getting it done. He had no other choice. He just had to hustle if he wanted to get ahead in life.

So, what's your excuse?

“You can't hire someone else to do your push-ups for you.” Jim Rohn

The work is yours to do, and it's your advantage that you can out hustle anybody else.

HERE'S WHAT YOU DO

Again, just like the last principle, it doesn't matter what your current situation is for this task. The job here is to prove that having "hustle" is valuable.

I want you to send out your normal resume to a job listed in the classifieds. Pick any job.

Instead of attaching the same old boring introduction letter, include a letter that just says a version of this:

Hi, as you read this resume, I want you to know that nobody will outwork me. I love to work. I'll show up every day. I'll be the first in and the last out. I work nights and weekends and I'll always do more than anybody you have right now. You won't regret hiring me, and I'll do what you ask. In 3 months, you'll happily tell me this was the best decision you made for this position.

(Your Name)

You'll be surprised how fast employers respond to your hustle. That little letter will set you apart as the person they need because you're willing to do what it takes to get the job done.

Your hustle is your best weapon, and the Great Leveller no matter where you start out.

BE SCARED AND DO IT ANYWAY

“Can a man still be brave if he’s afraid?”

“That is the only time a man can be brave”, his father told him.

George R.R. Martin

As I watched my friend Jules plummet toward the ground, I was laughing the whole time. Terror plastered her face as the ground came rushing up to meet her.

In fact, I was standing under her, filming the whole thing.

But when the bungee cord went taut, Jules face went from fear to exhilaration. And I caught it all on camera.

I was filming Jules jump because she had admitted to me that heights were her biggest fear. She couldn’t fly in planes, she couldn’t go out to the edge of the roof of a building, and she definitely could never have bungee jumped.

At least, that’s what she told me.

So, I challenged her to come with me as I bungee jumped. I never intended to leap off, but Jules didn’t know that.

Even as we stood on the bridge overlooking the water, Jules had no idea that she would be leaping off in just a few short minutes.

As we waited for the group in front of us, I talked to Jules about the principle of the successful people that I’d been studying.

I had learned this; they feel fear, just like the rest of us.

If they invest in a start-up, they're afraid it will fail, and they'll lose all their money.

If they go up to a pretty girl in a café, they're afraid she'll reject them, and they'll look foolish.

But the difference between them and you, I told Jules, was that they feel afraid and do it anyway.

Jules agreed with me, and said that she'd love to be like them. She'd love to one day fly across the country, and never think about heights again.

This is the moment I told Jules about my fiendish plan. I informed her that I wasn't jumping today, but I had paid for her to jump.

Let me tell you, I have made some good sales in my life, but never have I ever sold as hard as I did to get Jules to jump off that bridge.

As we laughed about it later that night, she told me about his fear on top of that bridge. she confessed that as she stood out on that ledge, ankles tied to the cord, she waited for the feeling of fear to lessen.

She waited for just one glimpse of no fear and she would jump.

But it never came. It grew and grew and grew as she stood there.

But she remembered what I had said about feeling afraid and doing it anyway, and she just jumped.

I think Jules' revelation is powerful, and I am proud to say that Jules joins me when I fly across the country sometimes to deliver this message.

Fear is a powerful thing. It stops us and reminds us to consider what's going on,

But it should never stop us from taking action.

I saved a copy of that video, and I watch Jules' jump sometimes when I have a big decision to make. If I am afraid to make a decision one way or another, Jules' face helps me be scared and do it anyway.

Take action on those things you're afraid of. Here's some news for you. That fear? It doesn't go away.

As you closer to the edge of taking action, it gets bigger and bigger. There's two ways to eliminate that fear; step back or jump off.

But only one of those ways is the path to success.

I know what Jules would say. She'd tell you to jump.



HERE'S WHAT YOU DO

Find a friend that can extend you a LOT of grace. And take a joke.

The next time you're out with that friend in a crowded place, be it a theatre, a subway, a mall, or a restaurant, try this out.

Stand up and loudly tell everyone it's your friends' birthday. Ask if they wouldn't mind singing them "Happy Birthday". Start out the first couple lines of the song.

You will get stared at. You will get made fun of. You will be terrified.

But you'll do it anyway, and laugh about it later on as you explain to your red-faced friend that you felt the fear...

...and you jumped anyway.

ACT AS IF IT'S GOING TO HAPPEN

"In 2016 I will be 22, graduated from a school I have not chosen yet, and going to the Olympics." (Tweeted 28 July 2011)

"I tweeted that 5 years ago. It's 2016. I graduate from Texas in December. I'm going to the Olympics next week." (Tweeted 30 July 2016)

Morolake Akinosun

I grew up in a very cold climate, and I have to admit that I love the winter. There's something about the silence of a snowfall on a winter's night that brings peace to my soul.

Part of my upbringing was regularly going to the mountains to ski. I took up skiing from an early age, and my whole family would all go together.

I remember one time we went to the ski slopes when I was younger. There was a world championship of downhill slalom being held on the mountain. Competitors from all over the world had come to challenge their rivals, and themselves, at breakneck speeds.

I was young, but I still remember the absolute insanity of the speed when these skiers passed by. These were serious athletes, competing at the absolute top of their game.

I got off the chairlift, and I saw one skier in a racing helmet and a tight bodysuit, obviously a competitor. He was standing there on the flat expanse, skis off, in the racing position. He had his poles in his hand, and he was crouched low.

What really struck me was that he was swaying side to side. I honestly didn't know what he was doing so I asked my Dad.

Dad told me that he was practicing for the race.

"But he doesn't even have his skis on." I protested.

"He's going through the whole course in his mind, going through every turn as if he's doing it", explained my Dad.

I was fascinated by this, and I watched him "race" the slope, from beginning to end. This, as I soon learned, is a practice not just held by skiers.

Many athletes perform using the power of visualisation. They see themselves going through the motions, making the turns, holding their form, crossing the finish line, and standing on the top of the podium.

It's not even a practice exclusive to athletes. Successful performers in every field use the power of "acting as if" to visualise that they've already achieved what they want.

Before a big presentation, consultants will *act as if* their ideas are well received and everybody welcomes them.

Successful interview candidates walk in, *acting as if* they've already been offered the job.

Actors walk in to auditions, *visualising* the director demanding their talents on the next big film.

The power of acting as if you've already gotten your desires is an amazing power of the universe. Some call it the Big Secret.

You can call it whatever you want, but you can't ignore it. You'll find this to be true, but only if you practice it.

I hope you don't fall into this category, but there will be a few people who will only read this book, put it away, and do nothing else about it.

Some of those people might actually agree with what I'm saying.

But in my experience, the minority (unfortunately) of readers will actually practice a few of the principles they read about here.

Please don't be like that.

I can tell you that this is one of those principles that is easy to brush off, because it can sound flighty and airy.

"Oh, the universe will give it you"

"Just let your desire vibrate around you"

I'm not down with that language. I think it serves nothing and it convinces nobody.

What I am about is seeing this principle in action, and watching the response to people when they see the power it has on their lives.

When you act as if you've already got it, not only will you notice, but so will the people you're about to meet.

You're going to get exactly what you expect to get, so take a moment to act as if you've already got it.

HERE'S WHAT YOU DO

All I'm going to ask is for you to try this out.

The next time you're about to walk into something big, remember this principle.

Spend the five minutes before your event acting like the skier. You can put on the bodysuit if you want, but I'm not recommending it.

Actually visualise going through the motions of winning, in whatever way that looks to you.

Make your body move as if you're doing what you want.

Shake the boss's hand.

Get the phone number from the girl.

Hear the congratulations on your successful bid.

Close your eyes and see that happening. You'll notice that your body responds as if you're actually doing it. You'll smile, you'll feel great, and you'll be ready to walk in there and just do it.

DO YOUR JOB AND DO IT WELL

"If a task is once begun, do not leave till it's done.

Be the labour big or small, do it well or not at all!"

Grandmothers everywhere

This principle came from working long hours out in the yard under the hot sun when I was just a child. Slave labour, some might call it. My Dad called it "the reason he had children".

Dad told me that it was my job after I was 10 to mow the lawn each Saturday.

I protested that yard work was boys – not for girls.

"Well it looks like your brother will be getting all your pocket money then" Dad said.

Of course, I look back on this now as genius and I started this with my own kids.

But when I was 10, this was torture. For the first couple weeks, Dad was out there with me as I pushed the mower back and forth. He kept a watchful eye on my work, and made sure I didn't hurt myself.

Once he saw that I could physically manage the job, he then left me to do it every second Saturday on my own.

My older brother mowed the lawn every second Saturday too.

The condition was this; I had to call Dad out to inspect my work after I was complete.

He would check the lawn, walking up and down, to make sure that each blade of grass was the same length. I hated it when he pointed out a patch here or a strip there that I had missed.

I had to get the mower out again, start it, mow over the missed patches, and call Dad outside again to re-inspect.

I got a little better at it, but Dad usually saw something I missed. Sometimes, he saw the patches I couldn't be bothered to get.

Now, when it was my brother's turn; that was a different story. Although we both shared the task, I wanted to do it better.

Whenever it was my turn, I mowed like it was nobody's business. I kept the lines super straight. I skilfully navigated around shrubs and trees. I even got down and double checked my own work after I was done.

...then I called Dad.

Dad walked the lawn, looking behind the tree patch, checking the side of the house, inspecting my lines...

...and he found nothing wrong.

It started out that I did a good job because I wanted to stick it to my brother.

But I soon discovered that when I did the job well, I *felt* good.

I got to come back inside faster. Dad said he was proud of my work. And of course, it was a huge side benefit that my brother was still outside working while I was drinking ice tea at the kitchen table.

But I felt great about it.

That feeling of getting the job done spilled over into my other tasks. When I cleaned the bathroom, I made sure that I gave the taps an extra polish with my cloth. When I collected garbage, I did it before being asked and got every scrap.

I started to respect that feeling of doing a job well.

Dad noticed that I would do it well, each and every time. Boy, that made my brother mad.

It's a good feeling to be recognized for doing a task well. But anybody can do that once.

What you're going to do different is make that a habit.

People praise the task. People *remember* the habit.

By doing every job well, you're creating an image that people will remember. It's not that you swept well, or got that project in 1 day ahead of schedule, or even that you cleaned up without being asked.

It's the habit of doing a job well that people will notice. And when it comes time to assign bigger and better tasks, who will they remember?

The person who always gets it done, that's who.

Be that person.

HERE'S WHAT YOU DO

I know that if you're like me, you have a bunch of tasks on your to-do list. Some are heavy and complicated. Others require a short time of focussed attention.

I want you to pick one item on that list. And you're to start it 15 minutes before you need to.

Your early start will prompt you to take action immediately, it will leave you more time than you need, and you won't feel rushed to get it all done.

If time is the issue, and it often is, giving yourself a buffer of 15 minutes sets your mind to do it well.



GO BEYOND WHAT THEY EXPECTED

I follow a few successful people to see what they're doing or saying. We'll get into this practice later, but it has brought me many insights worth thousands of dollars to my bottom line.

One of those success stories is Ramit Sethi. If you're not a subscriber to Ramit's brain, you're missing out. I won't talk about his empire of incredible products, but he delivers the goods.

The one advice he gave that officially got me hooked was, what he calls the Briefcase Technique.

Ramit teaches a course for entrepreneurs, and in it, he talks about the Briefcase Technique as one of the most powerful ways to land a job, gain a contract, score a raise, or any other endeavour at work.

Basically, this technique makes you the money.

Here's how it works; when you're in an interview with a new client or an employer, take in a briefcase or something like that.

During the course of the interview, you'll get asked about your pricing or your salary requirements. Instead of answering that question, Ramit advises to perform his Briefcase Technique.

Reach down in your briefcase and say this, "Let me get to that in a minute. I want to show you some proposals I've been working on"

Bring out from your briefcase an actual 4-5 page document that outlines the problems of the client or the employer, and itemises just how you'll fix them.

This does two things for you.

First, you get to become valuable in the eyes of the person on the other side of the desk. You're *THE REAL DEAL*, as far they're concerned.

You've just outlined all the problems they already know. And you're putting yourself forward as the solution to all those problems. They've already started to ask "How can I get this guy to help me fix these problems?"

Second; it shows that you're willing to work. You've already gone 100% farther than any other interview candidate they'll have.

Nobody else is showing up with a prepared paper, or a statement about how you meet their needs. You've already demonstrated without using words that you're going to go beyond what people expect.

That's a powerful statement, and one that could make you thousands of dollars.

Your job in life is to go beyond what people expect that they'll get from you. If they expect one thing, and take the extra step, that pleasant surprise is worth all the wealth in the world.

I am a people pleaser at heart. My first boss spotted that when he saw that I would try and give my customers the answer they wanted to hear. My boss came over to me and told me that if I really wanted to keep my customers happy I should do something different.

I should under-promise and over-deliver. So if they wanted me to be done in under hour, I should tell them it would be 90 minutes, and then call them after 45 minutes, telling them I'm finished.

The effect is much more powerful that way. That first boss made me aware of a principle that can be used by you today.

Under-promise what you can deliver. You might be not meeting what they want right now, but just wait.

The key is to over-deliver. This principle only works if you over-deliver.

So, if you've told your client a week, finish in 4 days, Go above what's expected.

If you've promised a birthday meal to your partner, add a spa day on top of that.

By taking things to the next level, you're demonstrating, without using words, that you go farther than anyone else.

You have value. You have drive.

You're doing more than the next guy.

You're worth it.

HERE'S WHAT YOU DO

Let's be really simple for this one. I just want to you to see how powerful it is to under-promise and over-deliver.

When you next get asked to do a favour or a small job, say it will take double the amount of time it would normally take.

If it'll take you 5 minutes, tell them it will be a 10 minute wait. If it will take you a day, say you'll tell them in 2 days.

Then, deliver a quick response. Do it immediately and surpass their expectations.

They might be initially disappointed with your estimate of time.

But the only thing they'll remember is how you came through faster than you said. That lingering thought is what will keep them coming back.

And it's what will motivate you to go above and beyond no matter what you do.

THE FAILURE LINE IS 99%

"In my family, I had to bring home report cards with an A on it or I wasn't doing well enough in school. An A- was also known as the Asian F to my Mom."

Jo Koy, Asian-American comedian

On days when I'm feeling unfit (more days than I'd like to admit), I like to go for a swim at the local indoor lap pool with my husband.

My husband used to swim competitively when he was in college, so you can imagine it is impossible for me to keep up let alone do as many laps as him.

Driving home I asked him how he can effortlessly swim so many laps.

That's when I realised I had opened up a can of worms... a story I've heard so many time, yet he insists on telling it anyway.

The story is about a guy new guy on his swim team called Jerry.

His coach would get Jerry to do laps, but wouldn't tell him how many to do. Jerry would pause midway through the session to look up at the coach to see if he was done.

Every time he did, the coach would say the same thing; "Don't look to me to finish! Look to the wall!"

Jerry didn't understand it at first, but the coach would tell him that every time. Finally, he understood one day what the coach was saying.

Jerry should not look for someone to allow him to finish. He should just swim until he touched the wall.

Jerry didn't finish midway through the pool any more: he swam hard until he reached the wall at the other end. And then he would turn around and do it again.

That quote stuck with my husband; and it resonates with me too.

Look to the wall.

How often do you find ways to end your task prematurely? How often do you excuse yourself, saying things like, "I'm not 100% today. I'm not feeling it. I don't need to finish it all today"

Look to the wall.

Instead of looking for ways to end your task when it's almost done, look for the end.

Tell yourself that only 100% will do. 99% of the task is a failure. Finish when you hit that wall at the end of the job.

Finish when you can hit 'send' on that project.

Finish when you don't have to come back again to it later.

You can't pay 99% of the restaurant bill. You can't give 99% of the rent to the landlord.

You wouldn't accept 99% of your wage from your boss.

So why should anybody accept 99% of your effort?

More important, why should you accept that from yourself?

Look to the wall.

HERE'S WHAT YOU DO

Simply finish what you start. So start something today.

Start cleaning out a closet or a small room in your home. And don't finish with that closet or room until it's done.

You can even start with just a junk drawer if you can't do a room just yet.

But only leave the task if you've completed it, 100%, all the way to the wall.

Anything less than 100% of your effort isn't worth the time.

START WITH YOUR WHY

I've borrowed that phrase from a great leader; Simon Sinek.

He created an entire platform, a ministry of motivation, on focussing in on your 'why'.

This is your reason for getting up in the morning, for working through to 100% completion, and for doing it all again and again.

When you have a powerful reason, or a passion to do something different in your life, it will cause people to ask a question.

"Why do you do that?"

Too many people couldn't answer that question.

But Scott can. Scott's a friend of mine who did something drastic with his life. I guarantee that people all around Scott are asking him, "Why did you do that?"

What's interesting about Scott is that although he grew up in the US, he sold his home, moved with his two young daughters and extremely pregnant wife to live in Kolkata, India.

India is nice and beautiful and vibrant. Kolkata is none of those things. It's a hard place to live with no real redeeming features. It's hot, vastly different to the life you know, and not friendly to outsiders.

Scott worked hard for two years to grasp Bengali, the local language. Not only is it not even related to English, but the alphabet is entirely different in concept and design.

He worked with local businesses in a city that other Indians mock because they don't like to work. He spent hours every day training himself to learn the *kantha* stitch, a particular stitch to West Bengal, and trained up ladies in a village to make blankets using this stitch.

He manages to navigate the complex system of government in India, all while home-schooling his kids, raising his baby son, surviving the brutal heat and driving monsoon rains...

...and he gets debilitating migraines at least once a week because of it.

Why does he do it?

He's just loves the idea of running a business that benefits communities rather than exploiting them. He's passionate about the people there; he is respectful to the lowliest worker and is generous with his time and money. He doesn't try to convert anybody to his beliefs, but instead loves the people of the village that he works in. He takes any opportunity to share his beliefs but his primary mission in life is to find better ways to love the people there.

I respect him for that. I understand his 'why'.

The French call this your *raison d'être*. (Imagine me saying that with a French accent, because it works better)

The Japanese call it *ikigai* (I can't do a Japanese accent. Don't imagine me trying. It's bad).

But no matter what culture or language, the principle is the same. Find out the things that you're passionate about, that get you paid, that you love, and that you're good at.

This is your reason. This is your 'why'.

My 'why' looks different to yours. I write these words because I want to inspire others. I want to see you come alive with even just one of these principles.

My hope is that one of these silly words on this page will cause you to think about trying something new. I imagine you attempting a principle and finding success for the first time.

I imagine that look on your face. I imagine that deep down feeling of accomplishment. I imagine that excitement about your life welling up again. Maybe you'd lost it, but you've found it once more.

Gosh, even now, I'm getting fired up. I love that feeling, and I love inspiring others to have it too. It's why I type these words and teach them to whoever I can.

That's my 'why'.

Find your passion, your talent, your love, and get paid for it. That's your 'why'.

And no can of Red Bull, no energy bar, no burst of adrenaline will ever compare to the drive that you'll get from living that out.

HERE'S WHAT YOU DO

Finding a passion, a “why”, takes time. It’s nothing that I can get finalised in the next 5 minutes. Most likely, it will take years for you to work it out.

But what you can do is this:

Keep a blank page open on your phone that you can take notes with. Start a list of all the things you’d like to do, big or small.

I’d like to build a Lego Death Star

I’d like to go canyoneering through Utah.

I’d like to pick up archery.

I’d like to support an orphanage overseas.

Keep this list going for one month, and you’ll find certain things pop up again and again.

You’ll pick up on a theme about what truly motivates you.

This will be the key to discovering your passion, and it will lead to *ikigai*, your *raison d’etre*, your great ‘why’.

STAY COMMITTED TO BEING A GENIUS AT ONE THING

Are you a Garth Brooks fan? Most people say no, but I know you are. I see you sitting in your car when “I Got Friends In Low Places” comes on the radio.

You slowly wind up the window, turn up the radio, and sing along with good ole Garth. My brother calls music like that Tool Tunes. Its music that you like, but you’d feel like a tool if you were caught singing along to it. (Mmm-Bop is mine)

But do you remember Garth Brook’s alternate character, Chris Gaines?

I’m not making this up. ‘Chris Gaines’ put out a pop album. He wore nothing remotely “country and western”. He had dyed black hair and a there might’ve been some eye-shadow on him. It was completely different from the Garth Brooks I know you love. (Admit it. It’s OK)

But nobody sings Chris Gaines songs.

My girlfriend’s husband has a Michael Jordan jersey in his closet. But his jersey is different, though. It’s not the classic red 23.

He has a Chicago White Sox with the number 45 on the back with the name Jordan over it. It’s Michael Jordan’s baseball jersey from when he tried out for the White Sox as a genuine baseball player.

Do you remember that short-lived career? Probably not. It didn’t work out well, and it never got much attention from the baseball fans.

It was a novelty. It was an interesting move for a basketball savant. It was a slow news day at CNN when they showed MJ fielding hits in the outfield during spring training.

But Michael Jordan playing baseball was weird and out of touch. It wasn't the Mike we know and love.

This just goes to show that even the most talented individuals can forget their genius sometimes.

Garth Brooks doesn't play country music. Garth Brooks *is* country music.

Michael Jordan didn't play basketball. He lives, breathes, and embodies that game.

So why did these two magnates of their field decide to give it up and try something different?

They fell into the same trap we all do. They were caught forgetting what they're truly good at.

They believed the lie that they're good at this one thing, therefore they must be good at *everything*.

As we talk about staying true to your 'why', you'll find it's much easier to get further down the road if you stick to your core genius.

Entrepreneurs fall into this trap all the time. They imagine that since they've started the business, the best person to manage the books, hire the staff, and work the counter is them.

But the true display of smarts is the business owner who understands his genius lies in vision and spearheading new ground, and hires out an accountant, an HR manager, and a receptionist.

So, which business do you think will go farther?

In the first example, you have a single guy doing each job moderately well. He can do the task, but he's not the best. Also, he is distracted from doing his rock star calling; casting vision and leading.

But in the second example, you could have a genius CEO, a talented HR manager, a wizard of accounting, and a dynamite receptionist. And they all are working on the same business.

Again, which do you think will succeed?

Stick to what you're good at. Work with people who complement the areas where you're not.

Be a genius in your field.

Don't be Chris Gaines.

HERE'S WHAT YOU DO

What are you good at? And are you doing it?

Einstein always said, and I'm paraphrasing, that unless you could teach something to a 5 year old, you don't know it well enough yourself.

If you're a genius at something you can teach it to anybody.

Pick a person in your life; your son, your wife, or your neighbour, and offer to teach them something you're good at, for free.

Yes, for free. You're learning how much you know by teaching someone else.

It gives you a chance to focus in on what you're good at.

And it reminds you that while you may not have skills in every area, you do have a genius in this one thing.

JUST SAY NO

"I'll make him an offer he can't refuse."

Vito Corleone

Jodi grew up in Montreal, Canada and studied hard in school. She worked her butt off and got herself into university to study the law.

Jodi saw the earning potential of becoming a top lawyer and began down the track to start her own firm. She landed an enviable contract in a New York law office where she committed to becoming the best lawyer she could be.

But did Jodi love the law? If she was honest with herself, she'd say no.

So, Jodi asked herself the question, "What do I really love?"

As it turns out, Jodi loved two things more than anything else:

She loved to travel...

...and she loved soup.

She looked down the road a few years, and realized that her path was taking her away from those loves. She would never get to travel on the hours she was expected to work in the firm.

So Jodi said No.

She said No to the education she got. She said No to the safe path of remaining in a good job.

She said No to her career so that she could Yes to her passions.

Jodi reasoned that she could quit her job, travel through Asia, trying soups and living in that culture. And then maybe come back to the law after a time.

8 years later, she hasn't stopped.

This is Jodi Ettenberg, who runs the blog 'Legal Nomads'.

Jodi has found a way to indulge her two passions. She travels the world, taking photographs, and eating her way through various soups (and other foods).

She chronicles her entire journey on her website and has gotten tens of thousands of followers. She has run food tours of the cities she travels in, she speaks at international blogging and travel conferences, and she has written books about eating street food when you have Celiac disease.

She now gets paid to travel the world and eat soup.

All because she said 'No' to something.

No is scary. If you have a good job, and a planned out future, saying 'No' is the hardest thing you can do.

Jodi had no idea of what her life would be like, but I don't doubt she would not turn away the chance to do it again.

Sometimes your job is to say 'Yes'.

But sometimes, and this could be the harder option, your job is to say 'No'.

Your 'No" might offend people. They might be repulsed by your decision.

Your family might not understand it.

Your job might not approve of it.

But your future might demand it.

Your passion requires it.

Your time is dictated by your ability to stand up and say NO!

Cal Newport is the Associate Professor of Computer Science at Georgetown. He's a bestselling published author, a peer-reviewed journal contributor, and has an outstanding amount of academic works for his young age of 34.

He also loves to say 'No' to requests for his time. As a young professor looking to gain notoriety, that is very uncommon.

I admire his ability to say 'No' to things because he understands how valuable his time is. He knows what he can get done if he says 'No' to the things that would take away from it. He couldn't get books written or papers published if he said 'Yes' to whatever came across his desk.

Rather than seeing a 'No' as something that takes away from your life...

...choose to see it as a way to add something else better.

Imagine we went out to a fancy restaurant and we had the best steaks you've ever tasted. I'm talking about life-changing steaks. These are "raise the stakes" steaks.

You've just finished your plate and you had one of the best meals you've ever had. But I inform you that not only does this place do great steaks, but their Pavlova is out of this world.

If it was legal to marry a dessert, you'd tie the knot with this meringue cake in a heartbeat.

As I'm selling you on this amazing dessert, the waiter comes up and asks you if you'd like another steak.

Of course, you'd love one, but if you said yes, you wouldn't have room for the Pavlova.

So, you say "no" because you want something better into your life.

That's this principle. Your 'No' is set to allow something bigger, better, and more life-changing than what you've already had.

Chase your passions. Go after your desires. Clear your schedule to passionately pursue what you need to pursue.

And say 'No' to whatever is going to get in the way of all of that.

HERE'S WHAT YOU DO

Say 'No' at least 10 times today.

If you get asked to make someone a coffee, decline.

If you get asked for a ride, politely turn it down.

If you want to say, 'Not now', that works too.

Pick small, unimportant requests today and learn to say 'No' to them.

But it's not to be rude. It's so that you have the freedom to allow something better in your life.

DEFINE YOUR BOUNDARY

Part of saying 'No' means discovering for yourself where that line is.

You need to understand where you stand, and what you won't stand for. These are your boundaries.

They're partly for you, and they're partly for everyone around you.

If you know where your 'Yes' and 'No' should be, that's great.

But it's better that everyone around you understands your boundary as well.

Kids are the big analogy of this principle, because they respond to boundaries.

Sometimes, though, kids have no boundaries.

Brittany was a friend of a friend who had a 4-year-old son, Blake. Blake is the same age as our son.

When our son had his birthday, we felt it would be the right thing to invite Blake, even though the two kids weren't close friends. Socially, it was the right thing to do.

Blake is a bit of a wild child. It's not his fault. Brittany fully admits to us that she doesn't like disciplining him. She wants to be his friend. (sigh)

So, when Blake came over, he did what all kids without boundaries do. He went on a rampage.

He knocked over the games we had set up. He went wild with a foam sword, swinging and hitting everyone. He shot other kids with a Nerf gun while they were playing nicely. He ate the icing off the cupcakes and put them back on the plate.

And Brittany did nothing. In fact, it was my husband and I that had to step in and “parent” Blake while his actual parent watched without saying a word. She saw, but she said nothing. It was awkward to say the least.

The straw that broke the camel's back was when we sang “Happy Birthday”. Blake stood right beside my son. When the song was finished, Blake leaned over and blew out my son's candles.

I waited for a second to let Brittany swoop in and take him away, but nothing happened. So, I took Blake off the chair and asked him to stand beside his mother.

We re-lit the candle and let my son blow out his birthday cake candle.

The awkward part was when Brittany acted like nothing happened. A couple days later, I sat down with Brittany and explained to her that we were hurt, not by Blake's actions, but by her inactions. I was hoping to reveal how her parenting style towards Blake was hurting others.

She seemed very offended, saying we were attacking her son but I assured her calmly that it was not Blake's fault.

Basically, I tried to find the kindest way to tell her that I wasn't blaming him, I was blaming her for not giving her son boundaries.

So, I'll ask you this. Do you think Brittany responded well to my super-calm, super friendly chat?

Not exactly. I was told to leave, and I haven't heard from or seen her since. I feel fine about it. I have a feeling it won't be the first time she has to hear an awkward conversation about Blake.

Boundaries help guide people the way they should go. You can use boundaries when you define the way you want to go too.

Your boundaries also help others respect you. You become a principled and disciplined person in their mind. They will look up to that.

As long as you know where and when you'll say 'No', you'll feel better about when you say 'Yes'.



HERE'S WHAT YOU DO

Create a list of 3 rules that you absolutely **MUST** abide, no matter what.

If you waste time online when you could be productive, start small with something like “I will not browse social media until after 9PM”.

Or, “When I go the gym, I will park 3 blocks away so I have to walk there and walk back.

By sticking to those rules, you'll better define what your boundaries can do for you, and how able you are to stick to them.

You'll also let yourself become known as a principled person.

YOU CAN HAVE WHAT YOU WANT AS LONG AS YOU PAY FOR IT

"Nowadays people know the price of everything and the value of nothing."

Oscar Wilde

You're walking down the supermarket aisle with your mother. You have been good and she knows it.

You've never thrown a tantrum. You've politely remained by her side the entire time. You never even put up a fuss when she bought a huge bag of fresh broccoli for dinner that night.

You deserve a treat.

You deserve one of those caramels sitting in the large mound at the end of that aisle.

So, you politely ask your mother if you can have just one caramel.

You've been such a delight. You've helped push the cart around. Of course she'll say yes.

How could she resist?

"No"

This doesn't compute. That's not right. You've been so good.

So you ask again with a big "Please" on the end.

"No"

Your mother starts to walk away. She's not entertaining the idea. She's not even looking back at it.

So, you reach out and take a caramel.

You're going to go give it to your mother, but another thought creeps in.

Instead of hearing another hurtful "No", you decide to take what you deserve.

You unwrap the caramel, right then and there, and pop the whole thing in your mouth.

You deserved it, right? You were so good. You needed that treat.

You chew the caramel, languishing in its flavours. It's so chewy and soft, sweet and delicious.

Just as you're about to catch up with your mother down the aisle, a lady says something to you.

"I saw what you did there"

You look up, horrified. A woman is standing right beside you, another shopper with her own cart.

"You'd better go back to your mother now", she says.

You run back, terrified that she has seen your crime spree. Your mother still knows nothing, and you cling to her, watching the doors for the police that are sure to arrive any moment.

But your mother pays for her groceries, and you help her take them to the car. You don't see the police in the parking lot.

You drive home. And you go the next 35 years thinking about how you dodged major jail time as a toddler.

That was my experience of shoplifting. The one and only time I've ever stolen from a store. And I never did it again.

You could argue that I paid the price for that caramel...

...But I never paid the sticker price.

But with the guilt that racked my young body and the terror of getting dragged away by the cops, I paid the price.

Nothing in the universe is free. Everything costs something.

That's good news.

That means that you can have whatever you want as long as you can pay for it.

The cost, though, is rarely money.

Do a favour for me and stop reading to get a pen for yourself.

Got it? Good. Write down a quick list of what you want most in life.

Yellow Porsche.

To be able to fit into my old jeans from college days.

Respect from the community.

That's my list.

Now, list the prices next to it.

Porsche? That's easy. You just Google up the selling price.

A slimmer figure? Ok, a gym membership price, but it's more than that. You have to pay time each morning to workout. You have to pay effort into eating well.

Respect? That's a harder one. You'll need to develop a reputation of going farther than expected, delivering more than promised, always doing 100% of the job. You'll have to pay honest effort and consistent results. You'll probably need years of time for this as well.

The good news is you can have all these things. You must be willing to pay the price though.

On the flip side, if you want to be lazy and self-absorbed, you can have that too.

Your cost is a damaged reputation, loss of friends, poor opportunities, and no success. But you can have it if you pay the price.

True success comes at a cost, and those who are willing to pay for it, get it.

This is the principle of the universe as well. It does not matter what you want, or who you are. If you can write the check at the end of the day, it's yours.

Understand this principle and you'll be on your way to getting exactly what you want in life.

HERE'S WHAT YOU DO

If you're willing to pay the cost, you can have everything on your list.

So you're going to do something today that will cost you something.

Think of one friend that you haven't seen in a while. Go online and order a delivery to be made to them, at their home or business.

Think of what they would like. It could flowers, a magazine, or 2 tickets to a movie. Get that sent to them today, and don't tell them that it's coming.

When they find out, they'll be over the moon and incredibly thankful, even just for the gesture,

And you'll have learned the valuable principle of the true cost of what you want. If you want to be a friend, you can have it if you're willing to pay the price.

YOU CAN ALWAYS DO BETTER

My brother Troy is an absolute machine in gym. He is incredibly strong.

Troy competes at the international levels of weight lifting. He's travelled the world competing for his country.

Knowing my husband has always wanted bigger muscles, I arranged a gym date in my brother's garage to give some a personal training session.

I stopped inside to say hello and watched them train.

Troy walked my husband through the general movements he needed to perform. He checked his posture and his position. Troy made sure his form was perfect before they started testing weight limits.

After my husband did his weights, Troy added what looked like the equivalent of a small truck to the bar, and started doing his own weights. I could tell he was pushing out his maximum limits.

He strained and grunted and barely got out a set of 5. But what he did next astounded me.

He stood up, and hung two towels from the laundry basket on either end of the bar. He then laid back down and struggled to push out one more lift.

He got up, sweating from every pore, and told me...

..."I can always push out just a little more. I remind myself of that"

Troy is never satisfied with what he's lifting at the moment. It's what makes him such a great, world-class competitor. He always looks for a little improvement on what he is doing right now.

Even if it's just the added weight of two slightly damp towels.

Don't be satisfied with what you're doing. You can challenge yourself, motivate yourself, push yourself a little bit more than what you've got.

Constant improvement is what brings out real success.

In this principle, satisfaction is the enemy. It tells you that you're fine where you are and you don't need to try anymore.

But you're not fine. Satisfaction is like standing still, facing the wrong way on one of those moving walkways at the airport. If you're not moving, you're going backwards.

Constant improvement is the forward movement you need to see something better.

It also gets you into the habit of looking for a better solution. It gets you into the mindset that there could be something better out there than you.

Great companies like Apple constantly test and try out new features. They're never satisfied with what they have because they're asking if they could be missing out on something better.

Some of their innovations are great and life-changing.

Some aren't (I'm looking at you, iPhone 7 with no headphone jack).

But it's the principle of constantly trying that brings the most success. It's when you find solutions you never knew were there.

Get in the habit of hanging towels on your weight bar...

...taking an extra lap around your yard after a run...

...taking one less bite of dessert than you would...

...just to remind yourself that you can always do more.



HERE'S WHAT YOU DO

This is going to be easy for you. But you have to do it.

For the next week, park at the back of the parking lot.

Barring any physical ailments, force yourself to walk that extra bit farther to work, to the supermarket, and to the restaurant.

It's just the principle of pushing beyond what you normally do, and it will hurt at first.

But you'll develop a resilience that is better than the awesome set of calf muscles you'll start to see.

You'll discover that you CAN do more than you first thought.

DRESS LIKE TODAY IS IMPORTANT

"Clothes make the man. Naked people have little or no influence on society."

Mark Twain

I used to tease my boss, Rachael, when I got a job out of high school. I worked at a popular pizzeria at my local mall. Not a classy Italian style one; a fast food type setup. My boss was just a few years older than me, but she always showed up wearing the smartest business outfits.

She would regularly put on the apron to help out in the kitchen during the lunch and dinner rush. She never just stayed in the office.

Rachael was a good boss, fair and kind. I liked her. I knew she had our backs if the customers were rude. She knew what she was doing in the kitchen, and behind the till, even when I did not.

But I always mocked her for wearing her formal business attire. I would come home each day smelling of old fryer oil and splattered with spaghetti sauce. I wasn't never sure how I could get so dirty when I wore an apron all day.

Wearing formal business attire never made sense for me when I saw Rachael making pizzas or taking out the trash. And so we teased her for it.

That's silly 19 year-old me for you.

I quit that job and moved away for school. After a couple years being away, I came back to see if anybody still worked there.

Rachael was still there. But this time, she was the general manager. Not the pizzeria, but of the entire Mall.

And she was still wearing smart business outfits.

How you dress does matter. Even if you work from home in your own time.

If you're working with others, you set yourself apart in the eyes of your colleagues, your customers, and most importantly, your bosses. People notice someone who takes pride in how they appear.

But more than that, it sets the tone for YOU.

Rachael, as nerdy as I figured she was, wore that smart business outfit to remind himself of where she wanted to be.

She wanted to move up and out of the tire section, and wore the shirt and tie for his bosses, yes, but mainly for himself.

Setting the tone of the day is important. If you get dressed in a nice button-down shirt, or a crisp outfit, you're reminding yourself that you want more.

You deserve more...and you're going to dress to get it.

Don't pass this principle up. You're playing a trick on your own mind and body with this little task. If you look great, you'll feel great. And when you feel great, others will notice it too.

Maybe not snotty little 19-year-old me, but someone will.

HERE'S WHAT YOU DO

Freelancers and career employees, listen close. Today, you're going to dress up.

Pick your best shirt and iron it. Ladies, colour match your shoes and lipstick, if you don't already do that.

Pull out that special jacket you don't normally wear. Pick the outfit you won't don unless it's a special occasion.

Because today is a special occasion. It's your life, and you're going to dress like you're living the best version of it.

Come back after today and tell me you didn't feel like you were killing it today. Tell me you didn't feel powerful and in charge. Tell me you didn't experience the best day of your whole week.

And then tell me you don't want to try it again.



HAVE A SENSE OF HUMOUR

Remember my friend, Jeanette? The one who was super excited about her cancelled flight so she could check out Chicago?

Jeanette is a super optimist, if you haven't guessed. She's also an incredibly funny lady. She's a success in her business, a rock star in her community, but she always has time for a laugh.

I got to see this first hand one day. And I saw the power of humour in everyday life.

Jeanette and I had the opportunity one day to fly together. It was a short two hour flight for a conference we were both attending.

(Funny how both my Jeanette stories involve the airport. Hmmm.)

As we waited in line to check in, there was one obstinate and belligerent man in front of us.

He seemed to think that the more often he checked his watch, the faster the airport staff would serve him.

When he got to the front of the line, he loudly let the lady behind the counter know of his displeasure.

"Do you know how busy I am? Do you know how much you've delayed me?" bellowed the man.

Everyone in the line heard how this man treated the agent. He got himself checked in and stormed off.

People like that make me tense and nervous. I don't like the atmosphere and I don't handle it well. Jeanette handled it like a pro.

Later as we made our way to the gate, they had started the boarding process. The same agent was scanning the tickets for all the passengers, and I could see the man in line ahead of us about to get his ticket scanned.

Jeanette strolled right up to the man as he was about to get his ticket scanned.

"Excuse me, I'm sorry, but could I have your autograph?" said Jeanette sheepishly to the man.

"What?"

"I know you probably don't like to be asked for this in the airport, but I wondered if you could give me an autograph", said Jeanette. She looked absolutely genuine and sincere.

The ticket lady stifled a smile.

The man was taken aback by her honest approach, and replied, "Why do you want my autograph?"

"I couldn't help but hear how busy you were so I figured you'd be someone famous or important. I love meeting important people and I have a collection of autographs because I travel a lot and see them at the airports." Jeanette smiled sweetly.

The man stared at her for a moment, and Jeanette reached into her pocket and pulled out a pen. I think because the man was so flabbergasted by her sincerity, he signed her boarding pass.

“Thanks! Oh My Goodness! Thanks! This is so great! I’m sorry to bother you! Have a great flight!”, Jeanette said like a school girl meeting her band member crush.

She came back to me in line. I could see a few of the other passengers smiling as they looked at her.

During the flight, she continued the act and played it off beautifully. She waved at him whenever he looked our way. She even got up mid-flight and got the man to take a picture with her on her phone.

By the end of the flight, I’m certain this man must’ve been convinced that either Jeanette was crazy or that he actually was a celebrity and had forgotten it himself.

And of course, he didn’t speak rudely to anybody else that whole time.

Having a sense of humour, even just something as simple as Jeanette’s approach to a surly, ornery man, can transform someone’s day.

I think about all the people who saw Jeanette’s acting. I think about the agent who was yelled at. I think about the other passengers who were put off by his rudeness. I think about the man himself.

Jeanette’s sense of humour eased the tension, broke the awkwardness, and made everyone respect her, even if she was playing the fool a little bit.

It’s OK to play the fool sometimes. It’s OK to have a sense of humour about yourself.

HERE'S WHAT YOU DO

If you're like me, you're terrible at remembering jokes. Your job is tell one of these jokes to 5 random people today. You start the conversation just by saying, "Hey I heard a hilarious joke today..."

I bought the world's worst thesaurus last week. Not only is it terrible, but it is terrible. So I bought a second one, and it was just as terrible. I don't have the words to describe how angry I am.

What is blue and doesn't weigh very much? Light blue!

Why did the blind man walk into the well?

He couldn't see that well!

Do you know why giraffes have such long necks?

Because their heads are way up there!

Laughing is contagious, so make people laugh, and have fun doing it. Even if you just tell a terrible joke!

Part 2: THE PRINCIPLES OF LOSING: GETTING RID OF WHAT YOU DON'T NEED

My husband Tom thought that when he joined my brother Troy for a gym date, he would help him improve his form in the gym and that he'd challenge him to pick up more dumbbells. He thought Troy would push him harder to add another weight to the bar, or squeeze out a few more reps.

Tom never thought Troy would embarrass him and make him angry instead.

In their first session together, Troy had Tom lift weights the way he normally would. He wanted to watch him.

My husband reached for the 30lb set of dumbbells, like he normally did, and started his first set.

"No! You're lifting too much weight!" Troy said to him.

Surprised, Tom put the 30lb set back. Tom normally lifted that, and I could tell Tom's pride was a little hurt.

Tom then reached for the 25lbs set of dumbbells. Tom protested that was past this weight a couple weeks ago. It seemed no sense to go backward.

"No!" he said, stopping him. "Less weight."

Tom put the 25lbs set down, starting to get embarrassed.

He picked up the 17lbs set and tried to resume his workout.

“No! Still too much weight! Put them back” he said after a couple lifts.

Now, I could tell Tom was angry. He protested again that he could handle 17lbs. This guy had gone too far. As Tom put the weights back, Tom later told me he had promised to himself this would be the last session with Troy.

Tom picked up the 12lbs set, less than half of his normal weights, and started the exercises.

“Do you know why I had you drop the weight?” Troy asked during Toms rest period.

Tom gritted my teeth. “No. I can handle the 30lbs.”

Troy shook his head. “You may think you can pick it up, but it’s doing more damage to you than good”

Over the next 10 minutes, Troy pointed out that Tom’s form had significantly improved when I had less weight to pick up. Troy showed him that reducing the weight would actually improve Tom’s results.

Form, or the principle of proper lifting technique, is what is most important when trying to get maximum results in a shorter period. If my husband wanted the big, strong shoulders he was going for, he needed to lower the weight he normally lifted.

Tom was trying to handle too much, and it was holding him back.

Of course, Tom immediately begged Troy to help him for another 12 weeks, convinced that Troy was his best chance of getting bigger results.

Sometimes you can take on too much, and it slows you down.

You hold on to these massive weights in your life for different reasons.

- Your pride
- Your appearance
- Your comfort
- Your past
- Your peers

I've seen dozens of reasons and excuses that people use when they try to lift too much, try to put too much on their plate, demand too much of themselves.

And just like my husband's 12.5kg dumbbell, it's a literal weight holding them back.

I'm going to outline some of the principles for you to make some cuts in your life.

Cutting something away from your life isn't easy. It doesn't feel good. I might ask you to remove something that you've been holding on to for years, often without realising it.

I'll be asking you to lose emotions, responses, people, actions, thoughts, and beliefs that you keep with you. Some of these are seriously holding you back.

You might get a little upset or hurt that I'm asking you to do this.

You might get embarrassed by what I'm asking you to do.

You might even get angry, the same way Tom did with my brother.

But as I explain and demonstrate the power of cutting away, you'll soon see how you can get better results in a shorter period of time.

You have a lot to lose.... But you have a lot more to gain.

PUT A LIMIT ON YOUR LIMITING BELIEFS

"However ordinary each of us may seem, we are all in some way special, and can do all things extraordinary, perhaps until then...even thought impossible."

Roger Bannister

Say what you want about miracles, but nobody talks much about this miraculous event.

I'm amazed whenever I think about it. This is astounding and should be studied for years to come. We should talk about with our kids and teach it in our classrooms.

The power of overcoming a limiting belief is truly a modern-day miracle.

The miracle I'm referring to is the story of Roger Bannister, the first man to break the "unbreakable" 4 minute mile in 1954. He ran a mile in under 4 minutes, a feat previously thought impossible. It was a limiting belief that had been holding back Bannister for years.

That was pretty amazing, but I wouldn't classify it as miraculous.

The real miracle is what happened next.

I'll get to it in a minute, but what is a limiting belief?

A limiting belief is a deeply held thought that holds us back from taking action. It stops us from achieving something. It's a thought in our brain that we can't go past.

Often, we don't even try.

And even more often, we don't even know that we have this belief holding us back.

Let's try an experiment. This is a fun experiment, nothing like those science labs you did in school.

Write down every belief you have that you heard growing up. This isn't going to be a small list, but I would be surprised if you didn't have more than a few limiting beliefs on your list.

Think about all the teachers, coaches, parents, and authorities who told you that life was a certain way. Include your religious beliefs as well if you have them.

As you write your list, you probably wrote some of the following types of beliefs.

- Eat everything you've been served.
- Men need to act tough for their families
- The rich get there because they were born into it.
- That job is out of my reach.
- That job is beneath me.
- I'm not an introvert/extrovert therefore I can't have a lot of friends.
- I have ADHD / dyslexia / anti-social behaviours / depression / dissociative disorders / mild phobias / intolerances to foods...

Even if you didn't get them the first time on your paper, you might agree with what I've written.

Now have a look at some of your beliefs. Because out of these beliefs comes every action you take.

If I could analyse your brain and had a computer printout of your whole list of beliefs, I could predict every action you'd take. I would make millions of dollars by writing every prediction down, and getting them all right each and every time.

So, if you believe that job is out of your reach, I would accurately predict that you never trained after hours to gain the experience to get it. I would accurately predict you never applied for it. I would accurately predict that you never even considered it a possibility when looking at career options.

You have the power to overcome a limiting belief by questioning it and examining it.

You can figure out where it came from, see if it's doing you any good, and writing permission to believe a new statement.

Did your teacher ever tell you that you could never amount to anything? Maybe that's one source of your belief.

Was your teacher all-knowing? Probably not. Is it serving you well? Not really. Can you come up with a new belief? Let's try.

"I can try for any job I want, as long as I work hard to get it."

That's a better belief, it serves you better, and it was written and authored by **you**.

Back to Roger Bannister.

When he conquered that limiting belief, something shifted in the minds of other people.

Within one year of Bannister's incredible effort, 24 people also broke the 4 minute mark!

That's the miracle of the story. That one person's actions showed how a limiting belief holds no power when you don't let it.

Cut away those beliefs that hold no power over you. Remove the thoughts that hold you back from making better decisions and actions.

Replace them with empowering beliefs that only stir you to try to break through that “unbreakable” goal.

And be inspired by those, like you, who’ve done it before you.

You can become your own miracle story.



HERE'S WHAT YOU DO

Part of working through your limiting beliefs is changing them.

You need to be the one to author your own beliefs.

Take your list of beliefs and identify those that came from other people.

Re-write them now as your own. You own this belief. You wrote it. You take responsibility now for believing it.

For example, if your mother told you that money will always be tight, re-write that money belief.

“Money will be available to me whenever I need it.”

You own that now, and you have the responsibility to live it out.

CROSS YOUR COMFORT LINE

When I was in college, my roommate in my dorm was Mike. He was a quiet dude from the Pacific Northwest. He had his own likes and his own quirky way of doing things. I didn't mind Mike. He was never any disturbance.

Mike was painfully introverted and refused to go out any time. I used to invite him out, and pass along other invites to go have a good time with some of the other guys in our dorm.

He usually (read: permanently) opted to stay inside, doing his own thing in his room.

It went like that for a while.

Then, maybe 3 months in to the school year, there appeared a sign over our front door. It hung over the frame, and you couldn't help but see it as you went out our dorm. Mike had put it up one day, and it said this;

This Is Where The Magic Happens

I was confused by the sign, but Mike was quirky, so I let him have his quirks.

But I noticed something different in Mike. He started to accept a couple of my invitations. He actually came out with us when we went to grab a bite to eat or hang out at the library, Mike, still quiet, did pipe up with something funny every now and then, and he seemed pretty chill, so we kept inviting him.

Soon, Mike became more open. There were a few times where he even invited me out. I met some new friends through him, friends that I still hold dear to this day.

From the start of the school year to the end, Mike was a totally different guy.

He was funny. He was open. He was getting a lot of calls on his phone.

He even had a girlfriend for a period.

I think I mentioned it to him in passing, his transformation from the start of the year to the end, and he just chuckled.

“You must’ve been wondering about the sign then” Mike said sheepishly.

Mike told me that he put that sign up because one day he needed a lift into town, but realised he didn’t have anybody’s phone numbers at the school to call.

He realised that he’d spent all his time in his room, and he needed to get out.

So, he made that sign to remind himself that although his room was his comfort zone, everything good happened outside that zone.

He reminded himself that all the magic of life was going on outside his dorm, and he forced himself to see that every day.

He physically made himself read, every day, that everything good that he wanted in life; friends, girlfriends, fun, laughter...it was all outside his comfort zone.

For Mike, his comfort zone was a physical room. He felt safe in there, and nothing ever happened to him.

...but *nothing* ever happened to him.

We need a space that we feel safe and secure. We need times where we can retreat away and re-energise.

A comfort zone has its place.

But it has no place when it comes to your success.

I'm not here to take away your comfort zone. This principle is about removing your need for it.

Comfort is the enemy. Comfort tells you that you don't need to go chase down that new opportunity. Comfort tells you that you're fine accepting a mediocre life.

But if you want to be where the success is, where you can find happiness, where you can find everything good for your life, it's all found outside the comfort zone.

That's where the magic happens.



HERE'S WHAT YOU DO

Finding something outside of your comfort zone isn't hard. But when you challenge it, you'll find that's where the best parts of life are.

This week, I'm challenging you to cook a new dish. Choose something you've never tried. Maybe pick a couple key ingredients you've never cooked with like daikon or pork belly. Find a recipe online and cook it from scratch.

You might hate it and never eat it again.

On the other hand, you could find that you've discovered something new that you love.

And that only happens when you step outside your comfort zone.

MOVING ON FROM FAILURE

It seems today...

That all you see...

Is violence and movies...

And sex on TV...

But where are those good old fashioned values...

On which we used to rely?

Ohhh...Lucky there's a Family Guy...

We are actually are lucky there's a Family Guy. If you've seen the show, I apologize for putting that infectious tune in your head. I've got in there too now if you must know.

What I'm talking about is not the show itself, but the prolific creator of this show, many other shows, movies, and projects.

Seth MacFarlane.

Seth is a funny, intelligent producer with an aptitude for just about everything. He sings, he dances, leads orchestras, and creates some of the funniest cartoons today.

But there was a chance we weren't going to get all of that.

Seth MacFarlane was actually booked to be on Flight 11, one of the doomed flights to hit one of the towers on September 11, 2001.

Seth had been drinking heavily the night before and had missed his alarm in the morning.

He arrived at the airport and missed his flight by just 10 minutes. He booked himself on the 11AM, and went to the lounge to wait.

It was there that he watched in horror as the flight he was meant to board strike the World Trade Center.

He narrowly avoided a tragedy that would have taken his life, taken away the contributions he has made to society, to entertainment, and to modern culture.

He failed to make his flight.

But Seth's failure actually turned out to be a blessing, an opportunity. And since then, Seth has not slowed down.

He could have spent the rest of his life obsessing over the failure to make that flight. He could have been overcome with survivor's remorse and fallen into lethargy.

But he's made the most of his opportunity by choosing to see that failure to board as a chance to produce more entertainment. He's been adding to our culture since then and shows no sign of stopping.

How is it with you and failure? Do you beat yourself up because you've not accomplished what you should have? Do you dwell on the weight of life's problems?

You should see your failures as an opportunity to go do something different.

You probably won't have a glaring and obvious retry like Seth MacFarlane did, but that doesn't mean the universe isn't providing another way.

Choose to see your failures as a chance to learn and do something different next time, and you'll never experience another failure again.

All you'll get are valuable life lessons that will only build you and strengthen your resolve to succeed.

Use your failures. Build from them. Relish them.

In fact, make lots of failures. Just as long as you don't make the same ones again.

From now on, your failures are your most precious resource to correct course and try again.

The world needs you to contribute your talents. Nothing, least of all a failure, should stand in that way.

HERE'S WHAT YOU DO

I know this will be hard, but remember the last failure you had. Pick something small or this could get overwhelming.

Maybe you forgot to put the toilet seat down (hint to my husband). Internalize it and choose how you can do better.

Taking the toilet seat as just an example, maybe you choose to sit down every time you use the toilet, never having that problem again.

Your action in response to failure should always be to come up with a solution so it doesn't happen again. Internalizing a failure means taking responsibility so that it never happens again. You accept all the blame and the burden of solving it.

Pick your failure, come up with a simple solution and apply it.

ANY DEAD FISH CAN SWIM DOWNSTREAM. GO AGAINST THE FLOW

"If the path before you is clear, you're probably on someone else's."

Joseph Campbell

I went to visit a friend of mine, Casey, in New York City. Casey and I had been friends for over a decade, but I had never visited her at her home.

I was excited to see her but also excited to spend some time in the city. I had never been there before and so I was naturally keen on getting the genuine New York City experience.

I wanted to do all the "Big City" stuff, like ride the subway, see the Statue of Liberty, and snub tourists blocking my path on the sidewalk.

One night, I was with Casey in a restaurant, and I had the next day free to myself. I asked her what I should do with the day, seeing as she was a genuine New Yorker.

With a mouthful of bagel, she told me to "fuhgeddaboutit". Just kidding.

She gave me a list of places to see, and included one place that I absolutely had to try.

"You gotta try these cronut things!" she said excitedly.

I wasn't sure if this was Big City slang, so I stared at her befuddled.

"Cronuts! It's a cross between a donut and a croissant. It's amazing! ", she said with a school girl glee. "You just have to wait in line because these things are popular."

I said I would try it and he advised me to go early.

I arrived early the next morning, planning to beat the crowds. I was wrong. When I showed up at 6:30AM, there were scores of people everywhere. I didn't even get to the block the store was on before I saw the line-up stretching way down the road.

I got disheartened as I saw 10 people get in line in front of me before I even had a chance to line up myself. The crowds were gathering early, just like me.

I seriously began to question my need for a glazed pastry. Just to make sure, I asked a few people in the line what they were waiting for.

"Cronuts", they all replied.

Shoot. I wasn't going to waste half of my only free day in the Big Apple on some confectionery. But I saw that if I stepped out of line, my place would get swallowed up in an instant. I had no one to hold my place either.

So I gave up. I renounced the idea of cronuts, saying they were an abomination to real food, and stepped out of line.

I thought that at least I could get a picture of the store front to say to Casey that I had tried it. So I walked up the line, over a block, and around the corner.

And what I saw next amazed me.

Before I get to that, I want to admit that ignoring the crowd is hard. It's very difficult to not do what everyone else is doing.

Peer pressure doesn't stop when you turn 18. It never stops at all.

You get pressured into going to college

You get pressured into a career that your parents chose.

You get pressured into getting married by the time you're 30.

You get pressured into staying late at the office.

Under pressure. You're the real life version of that classic Queen song.

So, saying 'No' to that crowd is so hard because you've been conditioned your whole life to doing what everyone else is doing.

And here's the kicker. This isn't like being pressured by the cool kids to go into "Smoker's Alley" at school and trying a cigarette. This isn't necessarily bad pressure.

The reason it's so hard to swim against the stream is that it's a good life for many. All those things you're getting pressured to do are good things.

College is a good thing that has great opportunities.

Having a solid career is a good protection against recession.

Getting married can be a wonderful event in your life.

Staying late could put you ahead with the boss and prove that you're worthy of the big promotion.

These are all good things.

But are they good things *for you*? Can everyone be wrong if you decide you want to not have what everyone else is having?

Back to my cronuts...

As I turned the corner to the block where the store front stood, I found that the line-up wasn't even for the cronuts shop.

It was for a big sale at the Apple store just opposite. Most people on this block knew it was for the Apple sale, But as the line snaked around the corner, people assumed that it must be for the cronuts.

The good news is that everyone who had showed up to get cronuts thought they were already in line for it.

The actual line for the pastry had just 3 people! Well, 4 now, because I quickly sidled in.

And I had to take back my cronut slander. It was worth all 5 minutes waiting time.

Sometimes, you need to step out of the stream that everyone else is in.

I get that it's hard and I get that you're pre-conditioned to accept that everyone is doing the right thing.

I thought I had all the information myself. Casey told me the lines were long, the internet was full of excited reviewers who had waited hours to get theirs, and everyone in line told me they were waiting for cronuts.

But sometimes, you need to find out if everyone is right. This principle is about losing the fear that you're standing alone when everyone is rushing past.

The real successes in life are found when you go out on your own to find them.

Every successful business story starts with someone saying that they're going to do something different to everyone else.

Your successful life is no different.

HERE'S WHAT YOU DO

The famous line “Great minds think alike” is a bit of a misrepresentation. In truth, it should be, “Great minds think for themselves”.

Grab a piece of paper and put these words on the top of the page.

“Everybody I know ...”

...and make a list of what everybody you know usually does.

- Goes to the movies on Tuesdays
- Shops at that supermarket
- Uses Facebook
- Goes to college after high school

As you make the list, see which of those actions you habitually fall into as well.

Mark the ones that you do without thinking, and which you've never really considered.

Those are your “dead fish” actions, where you're doing what everyone else does.

Take the time to consider if you should be doing that and if there's an alternative.

Just taking the time to think about your actions puts you ahead of the rest. You're purposefully considering if you're doing what you want, or what everyone else does.

It's time to think for yourself. So practice the art of thinking about what you do.

BE HAPPY. DON'T WORRY.

"Don't worry. Be happy." (whistling noises)

Bobby McFerrin

Here's what you need to know about Jess. Well, here are the two things you need to know about her: She loves making people laugh, and she's a bit of a dramatic person when she worries.

When I tell you this story, you'll wonder why she ever mentions in public because it's so awful. But remember that she loves to make people laugh.

Have you ever done something so embarrassing that you know you'll never top it if you live for another 80 years? Without a doubt, Jess knows this one event will be her 'Most Embarrassing Moment' for the rest of her life.

Jess naturally hates to fly, and so she takes an anti-anxiety tablet when she travels. The worry of being in the air causes her so much stress that her body's response is to ...well...to vomit.

One day, Jess was taking a short flight from Sydney to Melbourne. It's a quick 60 minute flight on a good day, so Jess thought she would be safe not taking her tablet for the plane.

The first mistake she made was not even packing them.

So, as Jess sat down in her seat, her stress levels were elevated.

"No big deal", she told herself. "I can handle this. It's practically almost over".

Jess calmed down a bit when she saw who she was sitting beside. The older lady seated next to her had a folded cane in her lap and dark glasses on. The lady was clearly visually impaired. Jess, a naturally caring person, thought that if she could focus on helping this lady during the flight that would ease her own anxiety.

Good idea.

Then Jess noticed the man seated across from her on the aisle. He was a very good looking, very dark-skinned man. If Jess had a type, it was good looking men. But if you really wanted to impress her, dark-skinned men were her folly. So, this man was the “Perfect Storm of Hotness”, in her words.

Jess gets worried she’ll make a bad impression around men like this, so she reached into her bag to take a pill out. Uh—oh. Remember her first mistake?

As the plane taxied down the runway, she knew immediately this flight would end terribly. She imagined all types of scenarios where she would embarrass herself in front of this very good looking guy. She promptly forgot all about the elder blind lady to her side, and couldn’t help but fixate on this man.

Not 5 minutes in the air, the grumblings of her stomach started. The anxiety of travel as well as the added pressure of this extremely comely gentlemen were like a worry overdose to Jess. So she reached for her travel sickness bag, just in case.

Second mistake. Jess didn’t check beforehand if her seat had a travel sickness bag.

It didn’t.

It was exactly at this point, Jess recalls, that the seatbelt sign came on because of heavy turbulence. Jess couldn’t even get out to visit the lavatory in case of a gastric emergency.

As she reached over to ask the blind woman for her airsickness bag, Jess's lunch came up. And breakfast as well. All over the woman.

It was an affluent amount and the poor woman had no warning what happened because she couldn't see it coming.

Jess was so mortified, but her stomach wasn't through.

The woman was so kind-hearted and reacted with patience, saying that it wasn't a big deal. But the lady didn't have a sickness bag in her seatback pocket either

The only other person Jess could ask was this handsome man.

With only seconds to spare, Jess demanded the man give his airsickness bag, only for Jess to just make it in time, vomiting into the bag. But with the turbulence, the pilot didn't switch off the seatbelt sign for the entire flight, keeping Jess in her place.

The man started shouting to other passengers to pass back their bags, alerting the entire flight to Jess' problems.

The rest of the flight was Jess, eyes squeezed shut, fighting against nausea. The blind woman and the hot guy both cared for her and made sure she found her way to the bathroom.

At least Jess now knew what her worst nightmare was. She never has to worry about it again.

Worry is just your brain's way of trying to predict the future. Only it's a bad future every time. You worry about the worst events and how horrible it would be to happen to you.

You worry about frankly impossible scenarios that could never even happen.

And that worry is destroying your future.

You're not investing your time into thinking about the best future for yourself. You're thinking about the worst.

The one antidote to worry is planning and preparation.

I can assure you, Jess never leaves home without her anti-anxiety pills again. And she always checks for the airsickness bags.

You need to start planning for your future, rather than imagining the worst case scenarios for it.

When you feel prepared, when you've mapped out successful strategies for your next steps...

...you lose that fear of the unknown future. You don't imagine a failure.

You plan for a success.

HERE'S WHAT YOU DO

Planning is the best way to prevent worry. But the next time you find yourself in the middle of worry, imagine the absolute worst case scenario.

If you're about to catch a flight, and you're worried you'll forget something at home, imagine the worst case scenario.

You arrive at your destination, kick yourself for forgetting that thing, and you either do without it, or absolutely worst case, buy a replacement.

It's not that bad.

Realizing your worst case scenario puts your mind at ease when you worry. It eases your worst fears by actually planning for them.

Subvert your worry today by thinking about, and planning for, the actual worst case scenario.

It is never as bad as your thought.

BE AS FLEXIBLE AS POSSIBLE

I envy my kids. I envy the lessons they've learned in such a short period of time. I'm envious about how many principles they've already started to adopt in their few years on Earth.

We have moved around a bit as a family. We've currently experienced two continents and we're on the brink of moving to our third.

My husband and I get worried about how our kids will handle the transition, but they continue to surprise us. They just go with the flow.

The other night at dinner, we were talking about our upcoming move. We talked about the whole transition from one culture to another and how they'll feel about making new friends.

My middle child, at just 8, pipes up.

"Oh Mom, that's easy", he tells me without looking up from his spaghetti. "We just say 'Hi' to a kid and ask if they want to play tag. Then we ask them what games they play on their iPads".

He's not worried about the move at all. If only adults could make friends that easy. I'd play tag with anybody who'd ask.

My kids already understand how being flexible serves them well. They understand how to quickly make new friends, adapt to a new environment, and make the most of their experience.

Being flexible gives us the ability to adapt to change. Which is a good thing, because the only thing you can change is yourself (remember?)

Trying to fight against change is a losing battle. I learned this early on when I went to college.

Our college was close to the ocean, and many of the international students (myself included) had not had great experience living near the ocean. Part of our orientation at school was learning how to manage in the coastal waters.

It was practical advice and probably saved some of the students' lives.

I learned quickly how to identify and keep myself safe when in a rip tide or an undercurrent. They can sweep unsuspecting swimmers far offshore.

Fighting against a rip tide is the worst idea. You tire yourself out and end up losing your energy without gaining ground.

The best option is to swim sideways to the shore until you're out of the tide. Even better, you can let the rip tide take you out until you're past the breakers, and catch the waves back in to shore.

Being flexible is like swimming in a rip tide. If you remain rigid, fighting against the change, it won't end well.

You'll burn up all your energy, just to stay in the same place. You won't end up getting where you need go, burn out, and it could be disastrous.

On the other hand, if you're flexible when life problems start to sweep you away, you don't fight the change.

You can find a new way to solve your problems as you go. Your energy is spent actually getting you to progress, rather than just wasting away on useless efforts.

It's time to lose your stubborn and rigid approach. You've probably even heard it said that "we always do it this way".

Stiff and sore athletes do major damage. But flexible participants succeed every time.

As in sports, so in life. The more flexible you are, the less likely you are to get injured.



HERE'S WHAT YOU DO

Limber up.

No really, it's time to stretch those parts of you that haven't been stretched in a while.

Remind yourself of how much better you feel when you're flexible by standing up and performing 10 minutes of stretching.

Work every major muscle, from your legs, to your chest, to your back, shoulders and neck.

After a few minutes of paying attention to limbering up those tired muscles, you'll actively notice how better your body feels.

The next time you're stretching out your tired joints and muscles, remember that feeling before reacting to life's problems.

Flexible just feels better.

CLEAR AWAY THE CLUTTER IN YOUR LIFE

My brother-in-law Thomas made a 'husband mistake' the other day. Husbands, you know this mistake.

You think that your wife needs to change something in her life, so you, being the naturally gifted problem solver you are, offer to help her with her problem.

And how often do you think that goes over well? Hmmm?

Thomas, tired of his wife leaving little messes all over the house, wanted to do something about it.

Every time there was a flat space in the home; a table, a chair, a desk, a countertop, inevitably, his wife would fill it with knick knacks and junk. Letters, cards, flyers, a used cup, a receipt from the store, eye drops, tape, pens....you name it.

So Thomas went out and bought his wife the popular book "The Life Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing" by Marie Kondo.

I can feel you cringing at this point. Give Thomas some credit through. He's only been married 8 years at this point. It's not like he's newly mar—OK, this was a bonehead move.

Giving his wife what he thought was a kind and thoughtful gift, Thomas expected thanks and praises in return.

Nope.

I don't need to tell you that she didn't see what he saw. She thought it was a complaint and a veiled suggestion she was lazy. She railed against his gift, calling it an insult to her motherhood and her ability to care for the home.

After the yelling died down, she did end up reading the book.

She told me that she found out that part of her stress was the little piles of stuff all around their home.

She found that she felt calmer when she cleared a space. She felt at peace when the kitchen was cleaned every night, She felt it was less tense when the paperwork was all sorted away into files and drawers.

She realised that she needed to clean, not because there were messes, but because it made her feel better.

And can I give you bit more insight here? It wasn't that there was constantly a mess to clean up the truly bothered her...

...it was the unfinished jobs, the uncompleted tasks that cluttered her home and her mind.

Our brains crave completion. It's hardwired into us.

Let me ask you this; have you ever had a song stuck in your head?

Those earworms can be lodged inside your brain for hours at a time. But science now understands what's happening to us.

Our brains are trying to complete the tune.

Certain tunes are prone to create that earworm sensation, such as “500 Miles”, “Never Going to Give You Up” or “We Will Rock You”. They last for hours as our brain tries to resolve what it perceives as incomplete.

If it’s burrowing deeper in your brain, try singing the song through to the end as an effective way to clear out those incomplete songs. (I’m sorry if I’ve got them in your head now. If there’s any consolation, I’m humming “Don’t Stop Believing” right now)

Complete the unfinished tasks on your list and you’ll stop your brain from subconsciously going over and over it.

You’ll find yourself refreshed and happy to have ticked another item off your list.

HERE'S WHAT YOU DO

Tackle one project today that you can clean up.

Take a kitchen drawer, one of the worst culprits for clutter (at least in my house), and empty it all out.

Go ahead, remove it all.

Put everything back in the drawer that you use. Throw away what you don't Rearrange what shouldn't be in there in the first place.

Admire that drawer, and finish there.

You've just marginally improved the clutter in your home. It's an easy task, but the reward centres in your brain are firing off like you've done something big and important.

That feeling of accomplishment is what this principle is all about. Removing clutter from your life is easy, and the upside is enormous.



TAKE YOURSELF OUT OF IT FROM TIME TO TIME

Sometimes what you need to remove from your life is yourself.

Mark is a busy guy.

But Chris is even busier. Mark's lucky to get to have lunch with Chris every two weeks. They make it a regular occurrence, but if it wasn't scheduled in, Mark would never see him.

Mark is a friend of mine who found Chris through a networking group. Chris is the founder and owner of a local chain of breweries in my home town. He produces top shelf quality beers, ales, and lagers.

He's always busy with local restaurants, suppliers, going to trade shows, and managing his three locations.

But Mark asked Chris to mentor him because he admired Chris' successes.

One Friday, Mark had a lunch scheduled with Chris, but at the last moment, Mark got a call from work and had to cancel. He apologized to Chris and asked if he could do lunch on Saturday instead

"No, sorry. I'm booked solid tomorrow."

"You couldn't squeeze in a lunch?" asked Mark.

There was a silence on the phone for a minute, and then Chris asked Mark if he'd like to join him on Saturday to see what he was doing. Mark agreed so Chris gave him an address and told him to be there at 11AM the next day.

Mark showed up the next morning, expecting to find an office complex, or a restaurant Chris was working with.

But it was a community centre.

Mark saw Chris' car in the parking lot, so he walked in to see if he could find his mentor...

What he found was Chris, setting up a classroom.

He was laying out books titled "Business Basics: Everything You Need to Get Started".

Mark found out that Chris was teaching an adult education course on starting your own business. He taught finances, budgeting, hiring, managing staff, and everything else about running a business.

Mark sat in on the class and watched Chris patiently and persistently teach a moderately sized room of students how to effectively run a successful business.

After the class, Chris sat down with Mark.

"I figured that you could learn something today as well" said Chris "That's why I invited you along"

"But I know all those things", replied Mark, a little hurt that Chris didn't know his knowledge level.

"No, it's not the course. I wanted you to see that it's important to find something that takes you out of yourself" explained Chris.

Chris is a busy man, Mark told me later, so he found that teaching a class like that helped him re-focus on what's important.

He was laser-focussed on his business, but realized it wasn't good to spend 100% of his time thinking about the breweries. So, as a way to decompress, and a chance to give something back, he started teaching this course.

You need to understand that sometimes, you are your own worst enemy. You can swamp yourself with work, and easily get bogged down with your own set of problems.

Taking a break, and finding a way to "take yourself out of it" is a game changer. You'll lift your mood, you'll gain perspective, and you'll understand that life isn't all about you.

We all need to take a lesson from Chris. It could be your kids, your hobby, or a cause that's dear to your heart, but we all need something to remove yourself from our minds.



HERE'S WHAT YOU DO

Make a plan to involve yourself at least once a month in something that's not self-serving.

You might already be involved in something that's near to your heart. If not, choose something to volunteer with.

Make a call today to schedule it in otherwise you'll never do it.

And then once you've called, commit to it. You now have to step outside yourself on a regular basis to serve the needs of someone else.

You'll feel better, gain perspective on your life, and you'll be giving back to society.

It's an investment of your time that you'll appreciate.

LET GO OF REGRETS

"You miss 100% of the shots you don't take."

Wayne Gretzky, Michael Scott

A few days ago my brother put up a post on Facebook.

Today, I could have been negotiating my salary with the Pittsburgh Penguins to decide on where I'll play out my final years in the NHL. But Mom and Dad didn't put me in hockey when I was little.

It's a running joke in our family that my brother is "bitter" about not playing in hockey when he was little. He jokes that he could've played professionally and been a superstar in the National Hockey League. He says that he could be providing for my parent's retirement...

...but they didn't put him in hockey when he was little.

The joke isn't real. He isn't actually bitter. He doesn't actually believe that he was good enough to play professionally.

He plays up that he has regrets, but they aren't real.

I've determined that there are three types of regrets that people have.

- "I wish that I had seized that opportunity"
- "I wish that I could be like that guy with his accomplishments"
- "I wish life hadn't beaten me down or I could've made something of myself"

As you can tell, my brother is pretending to be in the third group, but he's not really there.

The first regrets are the "missed opportunities" group. They are regrets that you should've conquered your fears, given it more effort, spent time with your loved ones.

These are the "senior home" regrets. You know, the ones that all old people have about their lives.

There's not a lot you can do about missed opportunities. A couple of our previous principles talked about it. Accept What You Can't Change is all about your response to missed chances. Feel Scared and Do It Anyway is about not missing out on opportunities when they are right in front of you.

The second type of regret is interesting. Some people look at success stories and feel regret that they didn't do that.

Your job is now to look at these stories of people making it, and using them as inspiration. Your task is hear about the great things other people have accomplished, and to say, "If they can do it, so can I"

This regret is a good regret because it pushes you to achieve what others already have. If anything, you can be like the runners who watched Roger Bannister. If he can do it, so can I.

The third group of regret is toxic. It's a victim, self-defeating way of looking at the world. It constantly tells you that you are not in control of your life. You're not in charge of your destiny. And success, or the lack of it, is someone else's fault.

Lose the temptation to fall into that regret. It's a harmful way of thinking that gets you nowhere in life.

Regrets aren't necessarily bad. They can be lessons on how to improve our next actions.

They can be motivations to move on to greater things. But lose that "poor me" attitude.

Otherwise, you'll end up like my brother (just kidding!).

HERE'S WHAT YOU DO

Unless you're stuck a in a toxic regret circle, you're most likely in the first category of regrets. But don't be tempted to just look backwards.

If you regret not competing in the Olympics when you were 22, it's not like you can go back in time.

Look hard for the next opportunity, be it a job offer or an invitation to come out for drinks with some friends.

Say "Yes" to whatever offer you have next. Regrets are found in your "No"s so start to say "Yes" to never miss out again.

ASK! ASK! ASK!

I have to be honest and give credit where it's due. This principle wasn't my idea.

Yes, I stole it from someone else, and I have to be upfront about it all, or I couldn't live with my conscience.

I stole this principle, I'm ashamed to admit, from a helpless little kid. Like candy from a baby, they say. Well, like a life principle from a 4 year-old.

Doesn't quite roll off the tongue as well.

It was my own child, so I don't feel too bad about it. But when my son was 4, he would pester me with questions about everything.

If you think you know what that's like, you haven't met my son.

God bless him for being inquisitive and curious, because I think those traits will take him far in life. But as a child, it's insufferable.

Mom, when does the sun go to bed? Mom, why does that bird have feet? Mom, what are you doing? Mom, what are you doing now? Mom, why are you doing that? Mom, why are you doing that now?

At night time. Because he can't stand on his wings. Making lunch for you. Pouring a glass of water. Because you're hungry and asked me for lunch. Because it's lunchtime.

Wow. It's intense having a toddler.

I had nearly reached my wit's end when my husband said something on the phone that I overheard.

"Will the nurses remove her cast?"

I didn't know what the conversation was about. I had only heard that one sentence.

But I knew it was about a lady that was obviously in hospital, had a broken limb at some point a few weeks ago, and the time had come for her cast to be removed.

I knew all of that information from just the one sentence. And I realized that I had this huge base of knowledge that allowed me to quickly jump to that conclusion. I knew about casts and broken limbs. I knew about hospitals and doctors and nurses. I knew about the time frames of broken arms and legs.

I knew all of that, but I realized my son would be completely in the dark about the whole thing.

So, what would he do if he didn't have that huge base of knowledge?

He would ask questions.

I saw that my son didn't have the vast (OK, semi-vast) intelligence that I had, so he had to figure things out by asking questions.

Otherwise, he'd forever not understand why birds have feet, why dogs pant with their tongues out, and why bedtime is so important.

He'd be stunted in his growth.

You need to lose that tendency to not ask questions. You might think you'd look silly. You might think that everyone in the world knows but not you. Or your pride could be holding you back.

But asking questions as you go through life is the fastest way to expanding your base of knowledge. It is what causes us to grow as human beings.

Never stop growing. Never stop asking.



HERE'S WHAT YOU DO

Find one area of knowledge that you know nothing about. You're going to revert to childhood here, so embrace the challenge

Find one expert on the subject and call them up.

Ask at least 10 questions you've prepared beforehand about the subject.

It may make you feel foolish. You may feel naïve and ignorant. And that's the point.

You're not meant to know everything, and that's OK.

You just have to be ready to ask about what you don't know.

YOU DON'T KNOW IT ALL

There is a YouTube video that I watched a couple years ago. I can't remember the title or who made it, but it was an incredible video.

So, in lieu of actually giving you the video title to watch for yourself, you get to hear me describe it.

It's almost like watching it yourself.

The video was on knowledge. The presenter showed a circle, and said that it represented the entirety of human understanding 1000 years ago.

Then he drew a larger circle around it, like a target, and said that was all of human knowledge 500 years ago.

Then he drew a just a larger circle around it and said that it represented 100 years ago.

Then he drew a slightly larger circle again and said that it represented everything we know and understand today.

Then what he did next intrigued me and stuck with me.

I'll tell you in a second, but that circle keeps getting bigger. What they teach 13 year-olds today in school was once the realm of the highest mathematicians and scientists of the age.

When you were learning calculus as a kid, it was once presented to other academics by none other than Isaac Newton.

We do understand more today than people did 1000, 500, or even 100 years ago.

But you don't know it all.

There is no way for you to grasp the complete understanding of all of human knowledge.

There is simply too much.

That's where this video was going.

The presenter then focussed on one small area on the boundary of the largest circle. He drew a pimple-shaped bump protruding outward. It was small and barely trying to escape the outer circle.

"This is a PhD doctorate holder with his thesis on this subject" he said

That PhD knows everything there is to know about the one specific subject, and he could barely push out a tiny bump of knowledge.

He studied for years and worked tirelessly on countless experiments to gain that little expanse of knowledge.

You can't do it all. You'll never understand it all. You won't know all things. But you can be really good at one thing.

If you met this PhD who barely bumped out human knowledge, you'd admire this man for being the brightest person you ever met. And this insanely brilliant man only knows a bump of the whole circle.

Be confident in what you know and surround yourself with people who can fill in the gaps.

Hire a genius in accounting.

Get a master gardener to work on your lawn.

Hire a great tutor to help your kids understand calculus.

For this principle, I'm asking you to drop that need to see, do, and know everything.

But it's so that you can be so much better in your own field.

HERE'S WHAT YOU DO

This exercise works best if you write it down. It's probably best on the computer because you're going to want to delete afterwards.

Make a list of everything you're not good at.

Be honest and extensive. List everything that you can't do well.

The more you write down, the better. There might be some items on the list you want to improve and that's OK.

What's important is seeing those things that you won't ever do well.

Just take the time to read them, acknowledge them, and when you're done, delete it if you'd like.

You've taken the time to see what you can't do. And that's OK

Now focus on what you can do.

Part 3: THE PRINCIPLES TO APPLY: THE MASTER TOOLS TO SUCCESS

Did you know there are different types of hammers?

You would assume that all hammers are used for hitting nails, but you would so very wrong.

So very, very wrong.

And I say that because I was so wrong until someone showed me differently.

The different hammers all have different uses.

There's the carpenter's hammer with the familiar claw to pull nails from the wood. There's a ball peen hammer, used to help drive and shape rivets. There's the club hammer which is used to demolish and pound metal into place, and the sledge which is used for large joints or masonry.

And of course, there's 'Hammer Time', a specific hammer that you use in song form when you want to dance with oversized pants on.

The right tool for the right job makes all the difference. It can save you hours of frustration and oodles of energy.

That's the official measurement of energy, in case you missed it. Oodles.

When I first started dating my husband, he worked a manual labour job building wooden sets of stairs for a construction company. It involved a lot of cutting, sanding, measuring,

and nailing. (I usually don't remember my husband's stories, but because we had just started dating, his stories seemed more interesting)

As he worked, he discovered that the guys he was working with were doing the job so much faster than him. Yes, they had experience, but they were consistently waiting for him, even as he worked as fast as he could.

But it wasn't until one of the guys noticed that his hammer wasn't the right hammer. It was a cheap and nasty hobby hammer and it was slowing down his swing and his ability to pull out nails. Naturally my husband was the butt of jokes for the day and he quickly sought to buy a new hammer.

After he switched up his tool, he found his job easier, quicker, and a lot less frustrating.

The right tool is important. But it's not effective if you don't see it used by someone who knows what they're doing.

In the following principles, I'm going to put the right tools in your hand.

And so that you know what you're doing, I'm going to show you how to use those tools so that your path to success is easier, quicker, and much less frustrating.

I'm going to hand you the tools that masters have taken decades to hone and refine. I'm going to give you the techniques that others have spent their entire lifetime to learn.

And you're getting them all in the next few pages.

Learn to use these tools properly, and you'll be building your best life in a fraction of the time it would take otherwise. It just takes the right tool in your hand to do the right job.

TRUE GRIT CAN BE LEARNED

"I have a feeling tomorrow will be better is different from I resolve to make tomorrow better."

Angela Duckworth

When one of my friend posted a video on their social media saying "Watch This1!!!!1! It's Hilarious!!" I naturally got a little sceptical.

I thought it was one of those click-bait titles where it wasn't actually funny, but would cause me to breathe air out my nose a little faster than usual.

It was a video of the Marshmallow Test being performed on children.

The test is simple; a kid is sat down at a table where he is given a plate with a marshmallow on it. The child is told that the adult will leave the room and come back "soon".

If the kid can avoid eating the marshmallow, the adult will give them a second marshmallow when they return. The adult leaves the room and the video cameras start rolling.

What follows is actually one of the funniest things I've ever seen. These kids do all they can to try and not eat this marshmallow. They smell it, they touch it. They hide it under their plate. One kid even turns his chair around so as not to look at it.

One kid picks up the marshmallow and starts eating it, but is visibly upset that he's doing it.

The experiment isn't to torture children. It's actually a measurement of grit. Grit, or persistence, is a trait that children learn from as early as 5 years old.

Grit isn't about an internal ability. It's all about the techniques used by the kids. Grit is a learned principle.

Let me say that again because it's important.

Grit is a learned principle.

The kids that successfully avoided eating the marshmallow were the kids who had the most techniques up their sleeve.

Those that simply sat there caved in and ate the treat in under a minute.

This test has been proven as a great corollary to success later in life. Researchers performed this test, and they followed the children for years afterwards as they grew up and got careers of their own.

Consistently, the kids that had grit and didn't eat the marshmallow had higher incomes than those who didn't. (Income was the measure of success the researchers used to quantify their findings)

But grit isn't given to some and not others. You can learn to use grit. You can develop the inner strength with techniques to make you push through.

And it can be activated at any time, in any area of your life.

Push through one more lap on the treadmill.

Push through an extra 15 minutes working on your passion project.

Push through just one more day of consistently eating well.

Your success is directly related to the amount of grit you are using.

True grit, while being a great movie, is one of the defining traits of each and every successful person over the last 250 years.

And now it's yours to use as well.

HERE'S WHAT YOU DO

One of the keys to grit is deliberate practice. No matter what you want to achieve, it will take deliberate and scheduled practice.

That means you follow through no matter what.

Pick one area of your life that you want to improve, and make it measureable. For example, choose push-ups.

Measure what you can do today and spend one month of deliberate practice on your skill.

After one month of consciously showing up every day, take another measurement.

That improvement in your ability is due to nothing else but your grit.

Grit takes you showing up each and every day. But in the end, you'll measure up as a substantial success.

THE UNIVERSAL LAW OF ATTRACTION

If I asked you to name just one profession that was as far away from physics as possible, what would you say?

I would say that near the top of that list would be 'astronaut'. The logical and rational mind of astronaut is the very reason they've been chosen as an astronaut. It's also the anti-thesis of the emotional and feeling world of the psychic reader.

But when Apollo 14 launched with astronaut, Edgar Mitchell aboard, he was going to bridge the gap between the logical and the emotional from as far away as the moon.

When Mitchell was orbiting the moon, he had arranged 4 different people on Earth to act as receivers for his transmissions. Only Mitchell wasn't using a radio or electronic signal at all. Mitchell was sending thoughts.

At designated times, Mitchell arranged a sequence of cards inside his capsule, and sent that thought back to Earth. Out of the 4 receivers, 3 of them received the message correctly.

One Olof Jonsson, a psychic in Chicago, even perfectly understood the cards Mitchell was thinking as well as the exact order in which he placed them.

That speaks pretty powerfully of the idea that our thoughts can do more than we, well, think they can.

Just like the law of gravity or thermodynamics, the Law of Attraction is a principle that has been understood for thousands of years. Nearly every great thinker in over two millennia has described, in some shape or form, the idea that your thoughts attract what you want.

Everybody from Buddha, Ralph Waldo Emerson, Carl Jung, and even Jesus spoke about the power of your thoughts to affect your life.

Einstein, one of the greatest thinkers of our time said;

The world, as we have created it, is a process of our thinking. It cannot be changed without changing our thinking.

Einstein, the man who dedicated his life to understanding the laws that govern our universe commented on the Law of Attraction.

You have the ability to shape your world with your thoughts. We touched on this when we talked about getting what you expect to get,

But this law is your tool to use to attract success to you.

We use laws of the universe to our advantage all the time. Roller coasters exist because of the law of gravity. Fireworks exist because we've harnessed the laws of energy.

What are you going to use the Law of Attraction to bring about?

Let me give you some suggestions. You could use it to bring about negativity. You could watch the news, focus on the depletion of resources, the collapse of good manners, the greed of the politicians. And you'd attract sadness and pity.

But I'd rather use this law to bring better things to me. I want to surround myself with successful people and inspiring stories. I want to lift up others whenever I interact with them.

I want to use this law to my advantage, and to propel me to greater things. Like the roller coaster, I want to bring nothing but excitement and joy by using the Law of Attraction.

So, decide on what you want to attract with your thoughts. Figure out what your thoughts are leaning towards, and notice what type of people are around you.

If you're engaging in leaning gossip, mockery, slander, and destructive relationships, that's what you will attract. Even if you're not using this law on purpose, it still is working.

But if great minds like Einstein, Buddha, and Jesus are using this law, I think you'll be in safe hands using it too.



HERE'S WHAT YOU DO

One of the most popular ways to get practical on this is to create what the experts call a “Vision Board”. It’s a physical picture of what you want in life.

List a couple of the traits, items, or characteristics you’d like to attract, and your job is to find pictures that represent them.

Create a simple document on your desktop that you will see every day and fill it with pictures of your desires.

Check it at least twice a day. Once before you begin work, and once before you go to bed.

Concentrate on those desires and dwelling on those items you want.

You’re building the habit of putting the Law of Attraction into effect.

SET A GOAL TO START GOAL-SETTING

"The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark."

Michelangelo Buonarroti

Wendy has been involved in schools, in some shape or form, for 42 years. She has been involved in the lives of students for so long that she's often taught two generations of the families in her home town.

From teacher's assistant, to teacher, to coordinator, to principal, and finally to volunteer librarian, you can't keep Wendy away from school.

Wendy does it because she is one of those people that genuinely loves to impact children's lives. She works hard and loves what she does.

God bless her, because she's the saint we all need working in our schools.

One of the lessons Wendy loves to teach her students is about the power of goals.

She'll gather the kids together and ask them what every adult always asks;

What do you want to be when you grow up?

She'll calmly listen to all the answers and hear all the dreams of the children.

Fire fighter. Police. Vet. Marine Archaeologist. Soldier. Wendy has heard it all.

So, after all the kids have talked about what they want to be, she asks them the question that no adult has asked.

How are you going to do that?

And most of the children have no answer to that question. A few might pipe up and say university or college.

But many of the kids don't know how to reach those dreams.

They haven't learned how to turn dreams into goals.

Dreams are easy. They are those "one day" scenarios that we all have,

One day, I'll be rich,

One day, I'll have a nice house.

One day, I'll be my own boss.

A goal is like a dream, but it's the pathway to get there, It's the "How" behind the dream.

The difference between a goal and a dream is that a goal can be measured. Your goal can be measured by concrete numbers. How much and by when?

Pay attention to how this feels.

For example, your *dream* is to be fit. Dream about being fit, about being able to squeeze into those pair of jeans you've been saving in your closet. Dream about the compliments you'll receive.

Feels good, right?

Your *goal* is to lose 25 pounds by this Christmas.

See what happens when we turn a simple dream into a goal? See how the power of this principle makes that dream turn from an airy-fairy thought into something you can plan to achieve?

I'll bet that even as you read those words, your brain was already assessing if that was doable, how far Christmas was from now, and how you could manage it.

That's the power of goal setting.

Let's try it again so you really understand its power.

Your *dream* is to be rich. Dream about swimming in your pool. Dream about vacationing in the Maldives every year. Dream about buying lavish gifts for your family and friends.

Your *goal* is to own 4 properties and have \$500,000 in the bank in two years.

Specific time frames and amounts are what drive you to make those goals real. It takes you from imagining to planning. It's what activates your brain to plan for big dreams.

Written goals are proven to succeed nearly 50% more often than if you simply think about it. And it's 100% more effective than just dreaming that one day it will happen.

HERE'S WHAT YOU DO

That gut feeling of turning dreams into goals is a powerful motivator. Your brain automatically switches on and tries to work out the problem you put before it.

That's what brains do; they solve problems.

So, give your brain a problem to solve.

Take a dream you've had, make it measurable, and put it in a time frame.

And let your brain go to work planning how to achieve that goal.

The purpose here is to notice the feeling of what it's like to turn a dream into something that you can work towards.

Notice how you respond and what your body does when planning for your goal to become reality.

That's the power of this principle.

TURN YOUR BIGGEST CRITIC INTO YOUR PERSONAL COACH

"To avoid criticism, say nothing, do nothing, be nothing."

Elbert Hubbard

Who is the biggest critic in your life? Who is the voice that constantly berates you, beats you down, and belittles you all the time?

It's your own voice. You have an inner critic that never stops telling you that you're not doing as well as you should.

The problem is that we tend to listen to ourselves, even if the words we hear are negative. That inner critic is hard to ignore, because it's in our own voice, it directly voices our greatest fears, and it speaks with an air of finality.

Your critic always is addressing your actions, saying things like "You're a failure".

That is coming from your own voice, it's addressing the big fear that you are actually a failure, and it implies, with finality, that you always will be a failure.

It's REALLY hard to ignore.

This principle tells you not to.

In the field of Neuro-Linguistic Programming, or NLP, practitioners teach their clients to listen to that voice. NLP uses the power of re-framing words so that you can use them to your advantage.

The mantra of NLP is that ‘the map is not the territory’. In other words, just like Google Earth isn’t actually the Earth, what your brain is telling you is not actually reality.

They teach that the voice telling you that is actually wanting you to do better. You don’t actually want yourself to fail. You want to succeed. So, in NLP, the goal is to turn that inner critic into your biggest supporter and your personal coach.

The technique is to hear the words in a new frame, one in which your critic is wanting you to improve, to get better.

Let’s try this.

If you hear your inner critic saying things like;

“This exercise is getting you nowhere. You’re just as fat as you were”

...reframe it to understand what your coach is telling you.

- Your expectations are short-term when you should be focussed on the long term
- You have significantly improved your health, the results will come later
- You have developed a habit of being healthy
- You’ve started down the journey to being healthy. You’re not there yet, but you’ve already come a long way. Don’t quit now.

You see how your critic’s message can be changed? You can literally tell yourself something good from words intended to be bad.

Pulling out the positive from your inner voice will significantly improve your well-being and your ability to look at your current situation with hope and encouragement.

In fact, every time you hear that critic, it's because you have more feedback to learn from.
It'll become the best thing you've heard all day.

You ARE improving. You ARE getting wiser. You ARE making movements towards
success. Don't give up now.



HERE'S WHAT YOU DO

To start to work on this area, it will take you to notice it happening first.

It's hard to notice your critic because it's disguised in your own voice.

The next time you hear you criticizing yourself, just say this out loud:

"I'm critical because I know I can do better"

That simple act of paying attention allows you to reframe your focus onto the positive.

You have to learn to catch your critic in the act.

DON'T FIGHT THE OBSTACLE: USE IT

Bucephalus was a stubborn horse. He was a proud stallion that refused to be approached.

Every time the king would try to have the horse broken, Bucephalus would buck, kick, and run off.

Nothing seemed to work. Ropes, whips, and sticks couldn't force Bucephalus into submission. He would have been a mighty steed, fit for a king, but nobody could break him.

That was until one young man, just 15 years old, told himself that he would use Bucephalus' mighty power against itself. He would not try to fight against the immense will of this horse.

He would use it for his own benefit.

The young man cautiously approached the horse, who watched him warily. Without warning, the young man bounded up and lightly mounted the horse.

Bucephalus became furious. He would not be ridden, so he began to buck and thrash wildly. The horse ran and stomped the ground, He neighed and whinnied ferociously. But the young man clung on.

The tirade of this beast continued for a while. It tried, in vain, to throw its rider, but the young man still clung on.

Eventually, the horse became weary and slowed down. Bucephalus saw that it could not throw the rider, and eventually was forced to obey the will of the young man.

That young man, Alexander the Great, would ride Bucephalus for the next 20 years into every major battle he faced, conquering the known world with that same force and wit.

Alexander saw that he couldn't ever hope to overcome the horse. It was too powerful and too energetic. But he didn't see the obstacle as a force in his way. He saw it as the solution to his problem. Alexander used the obstacle against itself.

Sometimes, your greatest tool is the obstacle in front of you. You've worked extremely hard to get around it, but you never succeed. All you end up doing is wasting your energy and failing in your efforts to overcome it.

You end up spinning your tires stuck in the mud. You strip the screw you're trying too hard to turn. You overdo it and end up ruining yourself in the process.

Stop trying to overcome all the obstacles in your life. Stop assuming that going forward is the only way. Sometimes, it's sideways. Sometimes it's backwards. And sometimes it's staying put and using the obstacle itself.

The Russians didn't win against Napoleon because they had superior numbers. They stayed put and used winter to win the battle for them.

Gandhi used this principle to overthrow a nation. Martin Luther King Jr overcame a nation's prejudice using this principle. Jesus teaches to respond with love and kind words when faced with anger and insult.

And you will now use it to overcome the obstacles in your life.

HERE'S WHAT YOU DO

I've found that one of the best ways to see this principle in action is to notice all the times it's happened in the past.

Make a list of your own examples that you can think when someone used an obstacle to overcome it.

Like Gandhi refusing to meet violence with violence, but with peace, figure out how great leaders used their obstacle against itself.

Maybe you can even list something from your own personal experience.

The more examples on the list, the easier it is to see it possible for your own obstacles.

USE FEEDBACK TO IMPROVE

"Computers are great because when you're working with them you get immediate results that let you know if your program works. It's feedback you don't get from many other things."

Bill Gates

When Danielle started her online shoe store, she aimed to meet the needs of women all over the world.

Specifically, women with big feet.

It is difficult finding shoes in larger ladies' sizes, and often the shoes aren't comfortable, beautiful, or affordable. So, when Danielle started her shop, she intended to source and sell shoes that met those three conditions.

At first, her selection was huge. She had over 300 individual items for sale on her site, and it was spreading rapidly. There are always new shoes to buy.

But she started to get complaints.

The most common complaint she heard was there wasn't enough selection in the women's athletic shoes.

She had loads of loafers, heaps of high heels, thousands of flip-flops, and plenty of pumps. But when it came to athletic shoes, she admits she wasn't meeting the demand.

Danielle had worked hard on her business for a long time. She had a solid business plan and a good strategy. Her marketing was impeccable, and her numbers were good.

She had every incentive to simply ignore the feedback and move on.

But Danielle sat down and crunched some numbers. She counted each complaint mentioning the lack of athletic shoes. She estimated that was just fraction of the people who would come to the site and leave without bothering to give feedback.

Then she considered that probable amount of money that she had lost due to not providing these shoes.

And her jaw dropped. She was in the wrong business if she was missing out on those sales.

Almost overnight, Danielle made a shift in her site's offering. She sourced a large selection of women's athletic shoes. Running shoes, basketball shoes, badminton shoes, track shoes, outdoor shoes...

...and she shifted her focus to narrow in on this one niche.

Those pumps, flip flops and heels? They just weren't what the customers wanted.

And when she changed to narrow her focus, she saw tremendous growth and a staggering jump in her profit.

All because she decided to listen to the feedback.

Feedback is a powerful tool that too many people throw away.

"Let me give you some feedback" should be one of the most valuable things you hear someone tell you.

You should crave the feedback, telling you exactly how you're doing.

You are always in control of your own success, but feedback allows you to shift direction if you need.

Feedback is your way of checking the GPS of your life. You can monitor your success by seeing if you're where you need to be.

I've always said it's easier to turn the wheel when the car is moving. That's what feedback is. It's the steering mechanism of your movement.

As you make movement, as you take action, constantly look for feedback as a way to improve and steer if need be.

If you're measuring it, you're managing it.

Ask for feedback. And then go use it.



HERE'S WHAT YOU DO

Ask for honest feedback on the next job you finish.

It's going to be hard and humbling to ask for someone else's opinion. You might not hear the comments you wanted to hear.

But it will put you in the mode of improvement. As you receive feedback on your freshly-mowed lawn, or your recent article for work, or your latest painting project, you're building up the desire to improve and do better next time.

Ask for at least three different sources of feedback.

And commit to truly applying it to your next task.

USE THE PROCESS. TRUST THE PROCESS

Let's try something crazy. Read this list of 10 objects

Mouse, Mountain, Buffalo, Parking Meter, Cheese, Snorkel, Catapult, Chair, Dog, Rubber Duck

Take just a couple seconds to look at the list. Now close your eyes and try and recite, from memory, the entire list. It must be in order as well.

Can you do it? If so, that's great!

Now do it 2 hours from now without glancing at the list again. Think you could do it? Most people couldn't, until you try something new.

Look at this list now:

- 1 – Bun
- 2 – Shoe
- 3 – Tree
- 4 – Door
- 5 – Hive
- 6 – Sticks
- 7 – Heaven

- 8 – Gate
- 9 – Wine
- 10 - Hen

OK, stick with me on this, because you're about to learn an unorthodox way to never again forget your shopping list, your to-do list, or your calendar events for the month.

But you're going to have to trust me, because it's a little weird.

For each item on the first list, associate it with the item on the second list. For example Mouse and Bun.

Make a mental picture, as vivid as possible of the two items together. Imagine a squirming mouse trapped in between a bun you're about to take a big bite out of.

The more vivid (and shocking) the image, the more you'll recall it later.

Do this for the next 9 items, pairing up the items from each list. Mountain and Shoe.

Imagine getting a rock in your shoe, tipping it out only to have an entire mountain fall out.

Remember, the crazier the image, the better.

All you have to do to recall it is simply remember the easy rhyme as you count.

Number one...bun. Ok, bun with a mouse it in, squirming as I raise it to my mouth. The first item on my list is mouse.

Number 2...shoe. Mountain falling out of shoe, crushing my foot. Ok, the second item is mountain.

And so on and so on...

I know it's weird, but I promise that if you try this again tomorrow first thing after waking up, you'll remember, with pinpoint accuracy the entire list without stopping. And the next day, and even the next week.

But just maybe you thought the exercise was stupid, and maybe you didn't actually come up with the 10 mental pictures in your head. Maybe you thought it would never work for you.

That's not trusting the process. I've taught this to kids as young as 6 and they've all recalled lists up to 20, 30, and even 40 items long.

Sometimes, you have to simply trust the process. It may be weird. You may think it's stupid. You may even come up with an excuse why you won't do it, like there's nothing wrong with my memory in the first place.

But when you trust the principle, when you submit to the principle, you get the results it promises. In spite of what you think and in spite of how you feel...

...a principle is a principle is a principle.

It's a centuries old law of the universe that works for anybody and everybody.

You just have to trust it and commit.

OK, I'll test you soon with that list.

That's if you trusted me in the first place.

HERE'S WHAT YOU DO

One week after reading this section, write down the list from back to front.

No peeking, no checking. Just see how confident you are in completing this task.

I know you can do it. Trust in the process.

BUILD YOUR INNER CASTLE

"You have power over your mind - not outside events. Realize this, and you will find strength." Marcus Aurelius

You need a place of strength. You need an inner fortress of solitude to retreat into. You need to become like Superman.

Well, him or Teddy Roosevelt.

Teddy Roosevelt wasn't dealt the best hand in life. He was born with a crippling asthma that robbed him of the ability to live a normal life. He couldn't play, he couldn't work, and he definitely couldn't achieve anything.

His father didn't see any point in giving him false hopes.

"Theodore, you have the mind, but you haven't got the body" his father told him.

Some might see that as a penal sentence or a derisive comment. But little Roosevelt, determined as he was, told his father "I'll build my body".

He then worked out every day in his father's homemade gym.

He was literally beating the weakness out of his body.

That mentality, that inner strength, took him to the very top; one of America's finest leaders and presidents.

I, like Teddy's father, am going to give you a hard truth.

Life doesn't really care about you. To be really honest, the best you can hope for is that it doesn't care.

You could be born with a life of success and opportunity. Or you could be born with everything against you, but life doesn't care.

You're going to suffer at some point in your life.

So what do you have to rely on? Do you have your family?

Maybe, but too many don't.

Do you have your health?

It could be, but like Mr Roosevelt, that could fail as well.

So, what is the good news here? What can you rely on?

You can use your own strength. You can build what the ancient philosophers would call an Inner Castle. It's that place inside you that never breaks, no matter is thrown at it.

Your inner castle is your source of grit, persistence, determination, and sheer will to conquer all that Life will throw at you.

So many of us, me included, are born with weakness.

But so many of us just sigh, open a bag of Funions, and switch on Netflix. That's just who we are, right?

Wrong. Don't suffer your inner weaknesses. Don't sit there and atrophy to nothing. Turn yourself into a fountain of strength and resolve.

Build your Inner Castle in times of strength so that you have something to work with during tough times.

Because the truth is that tough times always come. Are you going to be ready for it?



HERE'S WHAT YOU DO

Commit to perform one action each week that scares you.

It's the ultimate in building up an inner resistance to pain. By forcing yourself to do that task you've been dreading, your ability to withstand displeasure will increase.

Find that one action and don't shy away from it.

Each week, it will get easier and easier as you assemble your Inner Castle.

LET YOUR FUEL BE PASSION AND ENTHUSIASM

"I have no special talents. I am only passionately curious."

Albert Einstein

To this day, I can tell you that your neurons fire because of the movement of sodium into your cells and potassium out of your cells.

I may not remember much of my math education, but I know what chemicals your body needs to cause your nervous system to work.

And I have Mr Watson to thank for that. Mr Watson was my grade 10 biology teacher. That was long ago, longer than I care to admit.

I liked science, but I never really *loved* it until I took his biology class. For the IB program I was enrolled in, I had to have two science classes on my curriculum. So, I picked Chemistry with Mrs Clemens, and Biology with Mr Watson.

Mrs Clemens and Mr Watson were both experts in their field. They both had a long reputation of working as science teachers. They both knew their stuff.

Today, I remember nothing of covalent bonds and isotopes and electron energy fields.

But I still remember the power of the human body to double or triple its red blood cell count at high altitudes, like at Mount Everest.

I remember the different layers in a cow's eyeball.

So, what was the difference between these two teachers? I was equally interested in both subjects. I worked just as hard in both subjects.

But Mr Watson has passion.

Whenever he talked about a subject, his enthusiasm was contagious. He would shout different topics with insane energy.

He would throw chalk at you if you didn't listen. He would capture the attention of the class with his infectious love of biology.

And it was all because his fuel, his drive was his own enthusiasm and passion for the subject.

Mrs Clemens led her class by rote and by the textbook. Mr Watson had us cutting open eyeballs, figuring out alternative names for sections of the brain, and calculating our own body fat percentages using tweezers.

Passion works as a way to get your message across. It works to invite others into your world. It works as an effective sales technique. It works to bring people to you.

But let me ask you a question;

Which of those two teachers would be excited about their lesson that day? Which of those two teachers would get out of bed, looking forward to school?

I'll bet Mrs Watson learned to never ask her husband a biology question for fear she might get an hour long lecture or a wayward piece of chalk.

Enthusiasm is your own fuel for life. It's your own personal energy drink. It's the drive that keeps you going every day.

It doesn't have to be loud and vivacious. Quiet enthusiasm like Mother Theresa's is also infectious. She brought attention to her cause because she passionately served the poor of Calcutta. Not with brash moves and loud fanfare.

Her passion is what drove her to make those sacrifices each and every day.

So, what's your fuel? Coffee? Money? Power?

Only passion and enthusiasm can stand the test of time. Only they can get you out of bed each day with a spring in your step.

I know that a cramp can be solved by some extra sodium chloride in your drink to provide your cells with the fuel they need.

And I know this because I know that passion has the ability to move you to greatness.

HERE'S WHAT YOU DO

Get passionate with someone.

No, not that type of passionate. That's a different book.

Share with one friend something that you're truly excited about. And do it with over the top enthusiasm.

If you've read an interesting book, call up your friends and tell them all about it.

If you've eaten somewhere nice, gush about it to someone right now.

You watch as your passion and enthusiasm infects them. They'll get excited about it too and most likely want to be a part of whatever it is that excites you so much.

Your passion will become contagious.

HAVE A BELIEF SYSTEM

In my line of work, I get to come across fantastic people every day. I hear incredible stories about foundations and organizations put together by super human beings.

One of those super humans, is a man I wish you could meet. It's hard to describe Terry.

Imagine a drill sergeant, but with heart. He doesn't let you quit. He doesn't hold back from saying what he thinks. And he's the most loyal, hard-working man I've ever met.

I only encountered Terry for a brief lunch a couple years ago, but I've been lucky enough to remain in contact via email since then.

Besides Terry's zest for life and empowering others, I came to learn early on about his beliefs.

Terry has an unshakeable belief that all poverty, no matter where it's found, comes down to a lack of one thing.

It's not money. It's opportunity.

Terry believes that opportunity is the one thing people lack that truly makes them poor.

Talk to any parent in a desperate situation, and they all want their children to have a better opportunity in life.

Terry often talks about the saying "Give a man a fish and he'll eat for a day. Teach a man to fish (Give him the opportunity), and he'll eat for a lifetime"

In fact, Terry took that saying literally. He put his money where his mouth is, and started a fishery in a rural village in Bangladesh.

He found a small village that had an abundance of poor people. They wanted money and food, of course. But in talking with them, they all said the same thing; there are no jobs, no schools, and no opportunity for our children to grow up better.

So, he funded and founded a small fishery in a pond he leased out to the people there. Terry bought the fish, gave out one year of expenses for fish food, medicines, wages, and other incidentals.

He then handed that business over to the village. The money would be spent to feed the extremely needy, to provide medical camps to those who couldn't get to hospital, and to help educate the children.

He literally gave a way to fish for themselves.

That fishery has been running for 5 years. It has funded some very cool projects, including a monthly distribution of rice to the widows, a medical camp bringing in aid workers from overseas, and it has given books and school supplies to hundreds of kids around the area so they can go to school.

Terry is doing this because he had a belief. He believed that opportunity was the most important gift he could give,

Terry found a way to step outside of himself and use his belief system to guide him.

Now, let me be clear. When I'm talking about your beliefs, I'm not referring to a religion or a higher power. I'm talking about figuring out what you stand for and what will guide you.

A belief is the driving force behind your actions. When you use your beliefs, you're using your personal road map to decide what's best for you.

And because only *you* have your beliefs, only *you* can determine the way in which you should go.

If Terry listened to the experts, he never would have done what he did. He never would have started his own fishery, gave it to someone else, and trusted them with its upkeep and growth.

But Terry listened to his beliefs.

It's time to start using your own beliefs. The principle of having something that's bigger than yourself is a powerful tool and an accurate pathway for you to follow.

It's time to start walking your way. Stop following in the footsteps of others.

Start following your own beliefs to your own version of success.

HERE'S WHAT YOU DO

Your beliefs drive your actions.

So what do you believe?

Most religions of the world have a Creed of Belief. They have written down their beliefs in concrete form so they don't lose sight of it.

Make the time to create your own Creed of Belief.

It should be just one paragraph, 4-5 sentences long. It should include your major beliefs about life. It should be positive and uplifting.

If you can refine it over time, I'd suggest getting it framed for somewhere you can see it every day.

KEEP YOUR AGREEMENTS

"Keeping a promise is very, very, very important."

Jake, 5



In my travels, I have spent a bit of time in India. I would highly recommend that everyone experience this country, at least once in their lives.

It will irrevocably change you. It is like nothing else you have seen, and it will shock and surprise you at every corner.

But coming from the West, I had a rough exposure to the Indian concept of time.

Those who are Indian might chuckle at that.

To an Indian, schedules are...well...suggestions. They represent the general idea of something, not a firm time.

I was staying at a Bed and Breakfast and I found a local cafe that delivered dinner.

Looking to spend the night in, and being exceptionally hungry, I called down to have my food delivered.

I was told it would arrive in an hour.

An hour passed, and no food.

An hour and half, still no food.

I called them and they said it would just be 5 more minutes.

30 minutes later, still no food.

Again, I called. He's leaving just now, they told me.

I waited a full hour again before my food arrived. It was delicious, of course. It's hard to find food there that isn't.

But waiting three hours for food just wasn't good enough. So I decided I would go down the next day and speak to them about it.

The next night, I went down to the restaurant. I asked to speak to the manager.

"He's not here", the host told me. "He'll be back soon".

I was almost afraid to ask. "How soon?"

"An hour" he said, smiling.

Fool me once...

I never ate there again during my stay.

You put such an importance on another's word. You hold them to mean exactly what they say. You ask that they remain loyal to what they agree.

So, why should it be any different with you?

One of your greatest tools in your bag of principles is your word. If you become known as a man who never meets his word, you'll lose clients, you'll lose friends, and you'll lose face among everyone around you.

But being known as a man who is true to his word, your reputation will spread.

Using your agreements is a powerful tool to build a relationship, but also to strengthen it for the future. How much likely is that they'll remember you did exactly what you said you would do for them the next time they need something?

Yours is the first phone they'll call.

Create opportunities for yourself by using your word, your agreements, as a tool to build up your name in your network.

HERE'S WHAT YOU DO

Make a promise today.

Send a text right now to your partner (or a very close friend) and make a promise to them to do something.

Promise to take them out to dinner. Promise them a new pet cat. Promise them something that you wouldn't normally do.

And then follow through on the promise.

Your word is something that you build, so lay the first brick today on the foundation of your honest and reliable self.

Part 4: THE PRINCIPLES OF OTHERS: THE FOOTSTEPS OF GIANTS

If you're looking for a movie suggestion for tonight, can I recommend a movie from the late 90's called The Edge? It stars Anthony Hopkins and Alec Baldwin.

The two are staying at a lodge when they get caught out in the wilderness. While trying to find their way back, a rogue bear stalks them and tries to attack them multiple times.

It's a great movie and worth watching immediately if you've never seen it.

There's one scene that stuck with me. The two are trapped and cornered by the bear and running out of options. They have no weapon and no escape from the bear. But Alec Baldwin's character is carrying a picture of a Native American holding a large stick as a spear, charging at a bear.

They take that picture as their only chance of making it out alive.

The two start telling other a phrase.

What one man can do, another can do.

They use the inspiration of the picture to make their own spear. They hold the long spear up as the bear comes closer.

They continue to repeat this line, "What one man can do, another can do" like a mantra.

As they nervously protect themselves using the sharpened stick, they start to say it louder and louder.

They pump themselves up with this thought as the bear charges. They use the spear to pierce the bear's body and drive it away.

As for a movie, I'd give it a solid 7.5 out of 10.

As for the principles of learning from what others have done before them, that's a perfect score.

I'm going to show you the principles of using people around you to build you up, encourage you, drive out weakness, and use as inspiration.

Some of the best lessons we can get come from other people. We can learn from experts, stand on the shoulders of giants, take greater risks because others have done it before.

As I lay out some of the principles of surrounding yourself with these people, I want you to remember that phrase.

What one man can do, another can do.

What one man can do, another can do.

This is going to become ingrained in you so that when you see the success of others, not only will you cheer what they've done...

...you'll see it as a guide for you to follow in their footsteps.

It's time to surround yourself with success.

It's time to use the principles of others.

SURROUND YOURSELF WITH SUCCESS

"If you can't spot the sucker at the [poker] table in 10 minutes, you're the sucker."

Phil Hellmuth

Lauren looked around the table one night at her home. She had invited a bunch of her friend's to celebrate her 30th birthday, and they had all come over to help her ring in the new decade.

Lauren had begun a transformation. About 9 months earlier, she saw the big 3-0 approaching, and started to evaluate her life. She decided that she would make some changes.

The start had been slow. She started by getting a gym membership. And then she started actually using the gym membership.

Then she had worked to reduce her calorie intake and watch her eating habits. IN the first 5 months, she had dropped 10 kg. That was an encouraging start.

Lauren had started to take an online course to study computer programming. She was always interested in development and code, but never formalised that into a career. So, she had studied at nights to improve her skills and learn new coding languages.

And then Lauren had started reading new books. Normally, her trips into the bookstore were for comedy and romance, but now she had become fascinated with biographies and business management books.

She listened to podcasts while she worked out at the gym and learned new things.

And now she sat there on her 30th birthday, looking around at her friends. None of them would be interested in what she was reading. She couldn't talk about the podcasts either.

She seriously doubted more than one person at the table cared about their health enough to work out. And none of them had any higher aspirations than finding a "good man".

Lauren had a realization on the night of her 30th birthday.. It's not that she didn't love her old high school friends. They laughed and had a good time, but Lauren was changing now.

She needed to find a new group of friends.

The way I see it, you have two choices.

As you start to apply these principles into your life, you are also going to notice changes. Your interests will differ, you'll talk about different topics, and you'll value different parts of life.

You can choose to be like Lauren and wait until the changes are underway, only to find that the people around you aren't changing with you. That can be sad...

...Or you can find those people now who do encourage and challenge you.

Becoming a better person is almost always linked with the people surrounding you. They build you up, they support you, and they understand where you're coming from.

They accelerate your growth.

There's a saying that goes, "If you're the smartest person in your circle, you're in the wrong circle".

I cannot more wholeheartedly agree with that sentiment.

Find and seek out successful people to hang out with. Find fellow gym friends. Find readers of the same book you've just read. Find someone who has started a business and is further along than you.

The influence they will have on your growth and your wellbeing is immeasurable. It's worth its weight in gold.

Success breeds success. So start finding some successful people to breed with

(Not literally...that didn't come out right...you know what I mean)



HERE'S WHAT YOU DO

Book a lunch next week with someone doing much better than you in life.

Make sure it's someone you admire and want to be like. Simply call them up, out of the blue, and ask if you can take them out to lunch.

You are looking to build a relationship with this person, so go over and above for the meal.

You're not there to ask questions, to pester them with your problems...

...you simply want to sit and talk with them.

Building a relationship starts with this simple gesture.

Seek out that relationship before you realize you should've done it sooner.

SUCCESSFUL PEOPLE INVEST IN THEMSELVES

"Always bet on black."

Wesley Snipes

Angela and I had been friends for a few months before she invited me over to her house.

Angela, in my eyes, is a pretty successful woman. She and her husband work on their own separate businesses along with a successful online business they run together.

I wanted to have some of that success rub off on me so I spent more time with her when I could. So when she invited our family to join her family for a barbecue, I jumped at chance.

Angela's husband Craig was a real delight. He and my husband share a love for hot-coal grilled meat so I knew it was going to be a great afternoon.

During the night, Craig brought up some of the interesting things he'd been reading about Andre Agassi in his biography.

"I'm a tennis fan", my husband Tom mentioned, as he perked up.

"So what's your favourite Open?" Tom asked. "I can't get enough of the Australian Open, but the Roland Garros in France is always a fun one to watch too."

"I don't really watch tennis" Craig said dismissively.

I was confused. Why would he read a book about Agassi when he cared nothing for the sport?

But it all made sense later that night.

Craig invited us to look at his study and join him for a drink. As we walked in, we were floored.

You know that scene in Beauty and the Beast when the Beast shows Belle the entire library he has? And then gives it to her?

In this scenario, I'm the Beauty.

Craig had a massive bookshelf on each wall, floor to ceiling. The shelves were loaded with books from top to bottom. They were meticulously arranged, and there was a bit of everything on there.

He had biographies, famous business books, eastern philosophy books, medicine texts, a few economics books, some works by famous scientists...

I was secretly hoping he'd turn to me and say, 'Belle, this is all for you'

It was no wonder Craig had such a wide range of topics. He was an avid reader. And it was no wonder that Craig and Angela had found great success in life. They had studied from the very best.

I learned that Craig had learned early in life to invest in himself.

Since he was 22, he had given himself a monthly budget of \$300 to buy any book he wanted.

When he was younger, although money was tight, he stuck to spending the entire amount and religiously bought books on every topic.

As he grew older and more successful, his budget expanded and his habit did as well.

Now, as I found out, Craig read an average of 5-6 books a month, less than he would have liked. But he never spent less than his monthly allowance.

Angela caught the reading bug from Craig and was reading 2-3 books a month.

If he couldn't read them, he would buy books for his wife Angela. Or he would buy for family and friends.

I walked out that night with an armload of books that I couldn't wait to get into.

I wish this was the single source of everything you need to know about success, money, happiness and relationships. But there is so much more out there for you to read.

Start today to invest in your own growth. Learn from as many sources as you can. Listen to podcasts and audiobooks. Go to seminars. Buy many, many books. If you don't have an office set-up like Craig's, get an e-Reader.

This money is an investment that will continue to pay you for the rest of your life.

Learning from the experiences of dozens of CEOs and great leaders, learning new ways of thinking about problems, finding out more about yourself in the process...

...these are all investments in your future growth and faster success.

HERE'S WHAT YOU DO

Write down a monthly budget of money that you are allowing yourself to invest in yourself.

Set that aside each month, and the catch is that you must use the entire balance.

Use the money to buy books, to attend seminars and conferences, or to buy resources for yourself.

This is your monthly investment, and there is no limit to what you can expect on a return from your initial capital.

It will be a better life, and there's no price tag on that.

STAY MOTIVATED WITH THE MASTERS

When Trevor would pull out his spray paints and get started on a brick wall in the city, he would keep an eye out for the police.

Although he was spraying paints onto the side of the building with the full permission of the building's owners, he still got mistaken for a troubled youth.

I know Trevor as the son of one of my dearest friends from college, Kristin. Trevor is an artist that doesn't restrict his art to a canvas. He does use an easel and stand from time to time, but Bob Ross he ain't.

He's often in colourful tight pants, loose fitting tops and weird jackets, piercings in multiple places on his face, and tattoos up and down his arm.

He doesn't fit the typical look of a 'brush and knife' artist. But he does look like a hooligan which is why he occasionally gets hassled by the police officers who see him spraying paint on the walls.

But he's commissioned to do so. While Trevor's art isn't exactly my style, it does attract a lot of interest from others. He makes a very decent living painting pictures on walls in offices, spraying murals outside of buildings, and doing custom art for homeowners.

One day I was out for a quick coffee with Kristin when she got a call. She apologized and quickly took it.

"Oh, who was that?" I asked casually.

“Oh that was Trev. He’s in Florence” she replied, just as casually.

“Florence! Wow! What’s he doing there?” I asked surprised.

Kristin then explained that Trevor takes a holiday every year to Italy. He travels the museums and looks at the Great Masters. He even takes classes there from time to time.

Now to say I was shocked is an understatement. If you saw Trevor, you’d think that learning from Van Gogh, Rembrandt, and Michelangelo were the furthest people from him. His art certainly never reflected their influence.

But as it turns out, Trevor loved to be inspired by true works of art. He would take this respite every year, not for inspiration, but for motivation. He was reminded there that art can move people and express more than the sum of its parts.

In every field you can think of, there is someone who has reached the top. I’m sure that even in roller derby, there is somebody who is known as the best roller derby-er ever.

Probably.

No matter what your interests, no matter which area you’re focussed on right now, there are masters that you can study. Even if you don’t agree with their principles, or you don’t want to follow their path, you can use them

You can use them for motivation, the way Trevor does.

You can use them for guidance on how they overcame big problems.

You can use them to inspire you to achieve great things in your field because it’s been done before. *“What one man can do, another can do”*

True masters can teach long after they've passed. Their works and their legacy continue to inspire the generations after them, if they want.

You have to seek it out. You have to find who the masters are in the area you want inspiration.

Money, Marriage, Health, Business, Character, Entrepreneurship...

...there's a guru for you.

Now it's time to study under them.



HERE'S WHAT YOU DO

If you can, watch a documentary this week about someone you admire greatly.

You don't have to agree with everything they have done in their lives, but it's your job to simply watch them.

Watch the way they interact with others. Watch the way they deal with their obstacles.

Watch what they did after their successes.

Spend a dedicated amount of time studying the masters, and motivate yourself to keep going with their examples.

CREATE A NETWORK OF MENTORS

"All coaching is, is taking a player where he can't take himself."

Bill McCartney

My family loves watching sports; even my Mom and sister-in-law. So whether I like it or not; I watch many different types of sport.

I understand the principle of a coach for a sporting team. I can see how a hockey team needs a coach to coordinate several people at once on the ice.

I can see how a football coach can line up plays when they see the movements of the other team.

I can see how a coach can look over an entire group of soccer players and choose the best offense and defence strategies.

A coach can oversee an entire team. But why would a single player need an individual coach.

When I first begun watching tennis, I noticed each player has their own coach... which I used to find odd.

These players are at the height of their games, playing at their peak performance and are ranked in the top ten in the world.

So why would these top performers need a coach?

Because the coach performs the same task for the player as he would for the team. He can oversee the entire strategy. He can see what the player cannot. He can work on plays to counteract the offense of the opposing player.

But most of all, the coach is someone that can speak truth to the player.

When Roger Federer picks a coach, he's not picking someone better than him. That person doesn't exist.

He's picking someone he trusts will be honest with him and point out Roger's flaws in his play. He's picking someone who won't cater to him or stroke his ego.

He needs the truth about his play and he craves the feedback to improve.

That's your job too. You might be a single player on your team, but you still need the approach of a mentor to lift your game.

You need to pick someone that you regularly meet with and be honest with.

You need to lay out your problems. You need to speak openly about your plans for success.

And you must listen.

That's why having a mentor is a two way street. It's about opening up and being honest about who you are But it's also just as important to listen and hear what they have to say.

And even better than one mentor is multiple. This is especially true if you're working on more areas than one.

Roger employs a coach for his play. He employs a trainer for his physical ability and to avoid injury. He employs someone to care for his equipment. Roger is surrounded by people working with him to lift every area of his game.

The only way you're going to lift every area of your life is if you can get an outside opinion.

When you have a mentor you trust who can speak truth into your life, that is as focussed on your success as you, they will see things that you cannot.

They will build you up to be better. They will heighten your genius. They will improve your weakness.

And they will inspire you to go bigger and better than you ever have.

HERE'S WHAT YOU DO

The best coach for your life is someone who sees outside of your perspective. It's a good idea to find someone that you don't hang out with all the time to mentor you.

You don't wait to be asked; you ask. Approach this person and ask for exactly what you want. Don't ask for lunch or a coffee.

Ask specifically if they'd be willing to mentor you. Ask if they could be honest with you and give you a new perspective.

People don't get asked that every day, so it may take some time to get an answer. But start today by asking for a mentor for your life.

They will take you farther than you could ever go by yourself.

AFTERWORD: THE DAYS TO COME

You've just completed the first of many readings of this book. I've never intended this to be the end...

In fact, this is just the beginning.

I've just presented you with 46 principles, many of which will take you years to fully master. It's a lot to take in after one sitting.

But that shouldn't stop you from taking action on them today.



From time to time, come back to a certain principle that you need to re-visit. Re-apply some of these principles when you are feeling a little weary or burdened.

Start today. There is no preparation required. If you're not careful, you can spend all your time getting ready at the starting line before the race has even begun,

If there's one more bit of advice I could give you, it's this;

Start today. Start with something small. Start a tiny, tiny action. But start today.

It's easier to steer a car in the right direction if it has movement.

The same is with your life. Start applying just a couple principles, and as you go, continue to add on as you can.

Soon, you'll be living your most fulfilled life, your fullest life, increasing your potential and applying these principles every day.

And I hope to see you out there soon...

...Living your best life.

Warm regards,

Emily J Parker