

36 LAWS

To Ignite Your Inner Power
And Realize Your Dreams Now!



Acronyms, Stories, Pictures And Quotes
Easy To Remember And Use Everyday
To Grab Your Life And Soar With The Eagles!

by John Watson

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Foreword

BE WARNED: You have enormous power within... enough power to achieve *anything* you want, this book shows you how to wake that power... are you really ready?

Start Using 36 Proven Laws To Get Anything You Want In Life...Today!

Learn How To Really Achieve Your Goals And Dreams,One Step At A Time Exactly Like The Success Giants Of History, And Become A Magnet Of Wealth, A Shining Beacon Of Love, A Fitness Hero... Whatever You Really Want!

Unexpected Visionary, And Award Winning Teacher and Martial Arts Instructor Of 25 Years Reveals 36 Freaky-Effective Universal Laws To Help You Get Anything You Want In Life...

Learn The Simple Goal Achievement Techniques That Big And Small Heroes Used To Rock The World, Make History, And Live Their Dreams

Promise: Just One Of These 36 Extremely Easy To Remember Action Laws, If Used Diligently, Has The Power To Help You Achieve Wealth, Fitness, Love... In Short, A Life You Want!

**Warning One: Nobody Will Do It For You... It's 100% Up To You Whether You Achieve Your Goals Or Not
Warning Two: This Works... And Change Is Scary For Most, So Don't Be Shocked If You Experience Radical Positive Changes In Your Life, And Friends And Family Ask What The Heck You're Up To!**

Dear Amazing Soul,

Yes, you are amazing, whether obvious or hidden... and you are full of power.

Perhaps your massive *inner giant* is sleeping, but it is there, I guarantee it.

I am not saying this to flatter you, this is true whether you believe it or not, and it's never too late to tap this power, grab your life, and live it like a high soaring eagle, full of pride and miraculous accomplishments.

The TITANIC source of power within you is the same power that I have seen small skinny children and *seemingly* fragile senior citizens use to smash boards with their bare fists!

We can tap this power to smash our obstacles, real and mental, and get what we want in life... wealth, love, health, etc... when we learn how to awaken this unbeatable force, and sleeping giant.

YOU are the only thing stopping YOU from getting what you want.

Let that sink in a moment, because it is a VERY exciting thought and it's TRUTH. Your future is in your hands. What will you do with it? What do you want?

Outrageous wealth? Freedom to do what you want? A fit and healthy body? It's time you let yourself think big... really big.

I want to help you unleash your power and open the flood gates of motivation, if you will kindly listen for a moment.

History reveals a wealth of examples of great men and women who have achieved earth-shaking goals, even against incredible odds. Their proven experience shows *patterns* that are not difficult to imitate and make your own.

But there is a reason why the vast majority *never even try*... who live bland, wilted lives, about as exciting as burnt toast. And without judgement, it's healthy to ask, "why do they accept a sad existence that doesn't even come close to their real potential of a thrilling and inspiring lifestyle of fulfillment"?

To be blunt, why do so many live and die... *bored to death*?

A great, and courageous man by the name of Anthony De Mello, also known as "The Vatican *Censored* Jesuit Priest", shares a challenging story regarding your inner potential, giving the simple reason why the vast majority of people fail to escape mediocrity... as if sleep walking... doomed to a "spectator" couch-potato boredom, with hazy, distant dreams and an unfulfilled life...

Mr. De Mello, now recognized (after his death) by many thousands as a modern day saint, was particularly fond of telling this "wake-up call" story...about the eagle and the chickens....

The Eagle And The Chickens

"An American Indian warrior found a lone, unbroken eagle egg on a mountain cliff edge. Not seeing the nest nearby, he took the egg with him and placed it under a brooding chicken in his village to see if it would hatch."

"When the moment arrived, the little eagle did indeed hatch together with all the fuzzy yellow baby chicks."

"As time passed, the eagle learned how to 'cockle-doodle-doo', to roost, to scratch for little worms and bugs, to jump up to the lowest branches of nearby trees, and to squawk, just like a chicken. His whole life passed in the firm belief that he was a "Big" chicken."

"One day, now very old, the eagle looked up into the sky, and saw something wondrous. Up there, in the infinite blue, he saw a majestic bird soaring with no apparent effort. The old eagle was deeply impressed at the sight."

"He turned to the nearest chicken and asked, 'what amazing bird is that?'. The chicken looked up and said, 'Oh! That's a golden eagle, the king of the skies. But don't bother thinking about it, you and I are here, stuck on the ground, old friend'... and they went back to scratching for worms "

"The eagle didn't look up into the sky any longer, and eventually died convinced that he was a chicken. All the others treated him as such; thus he believed, thus he lived, thus he died."

Break The Mold... You Too Are That Golden Eagle! Or Do You Prefer To Die One Day As A Chicken?

I don't mean to insult you (or chickens)... but I do challenge you to examine your life for a moment... there are moments when we are all "chickens", what's tragic though, is when we believe that we have no choice, and it becomes a habit, then a way of life that we take to the grave.

This doesn't have to be the case... and it's never too late to open our wings and fly!



Here's a true story to show you the power of our thoughts, towards ourselves and towards helping others to believe in themselves...

A famous American psychologist conducted an incredible test. Do you know what he did? Well, before the end of the school year in a local high school, he had all the graduating students of a class take an intelligence test.

The psychologist then chose the names of 12 students. He then went to each of their professors and said, "these 12 students are very highly gifted individuals; they will participate in your lessons. Next year, you will see, they will all be in the top positions of your class. Please just promise that you won't say anything about our conversation, as this could have negative impacts on them."

He Was A Sneaky Fellow

Now, this psychologist was lying! There were not any highly gifted individuals among this "super gifted 12"... he made it up, it was part of his test. He had just chosen them randomly... but the professors didn't know this.

The psychologist came back a year later to find that something incredible had happened.

Every single one of the "super gifted 12" had increased their intelligence by a minimum of 12 points! Some had increased it by as much as 36 points! And when the psychologist asked the professors what they thought of these "super gifted 12", immediate adjectives such as, "intelligent, dynamic, full of life, interesting, etc" were a part of the response.

This experiment has been repeated again and again, even with animals, and the result is always the same... even with mice! *They always become more than what they were before the test.*

These students didn't change because of outside forces, but because outside forces helped them to believe in themselves!

The opposite is also true, we are conditioned to think like "chickens", and thus we believe, live, and die... like chickens.



What If We Start To Imitate The Giants Of Success In How They Think And Achieve Things? What If We Start To Believe In Ourselves Like They Do?

Answer: Miracles happen. Radical positive change takes place. Power replaces mediocrity...

We obtain the growing conviction that we can realize our dreams, and *improve our lives*.

This is an exciting thought... isn't it?

Some of you may want...

- greater wealth,
- a better job,
- a mansion,
- to be your own boss,
- to become a better athlete,
- to become a better musician or artist,
- to have more energy,
- to be a better husband or wife,
- to become a top student,
- to acquire the will power to eliminate bad habits or lose weight,
- to become an inspiring public speaker,
- to run your own martial arts school,
- to write a book that makes a difference
- to be a fine mum or dad
- to be a great politician

The "dream" list is infinite... and so is your potential to realize your dreams.

What's critical is to learn how to start to achieve your goals, then DO IT!

3 Steps To Achieve Your Goals

STEP ONE: Ignite The Fire Within And Do Something!

Perhaps the greatest key to achieving your goals is *passion*. Determination springs from inspiration and/or desperation. You have to let loose with an almost fanatical passion to succeed, never allowing anything to get in your way of achieving your goal.

You have to act, and you have to stop listening to the "chickens"!

"When all is said and done
More is said than done."

Doing and taking action beats talking every time.
The chickens cluck and the eagles fly.

STEP TWO: Acquire Unnerving Energy And Discipline

Discipline is not a popular word, but it is essential towards greatness. Luke warm attempts arrive at luke warm results. Those who put in the extra mile, go the extra mile, it's that simple. If there is a unifying thread that ties movers and shakers together in the world, it would be energy, and in almost all cases, some form of great discipline. The extraordinary do what they have to 'and then some.' Control yourself first and then control your world.

STEP THREE: Follow Proven Roadmaps To Success

No need to reinvent the wheel, others have gone before you, and have achieved what seemed to be impossible goals, follow their examples!

This last step can help us tremendously to develop the first two steps as well. By reading inspiring stories, seeing clear examples, witnessing impossible odds overcome, with clear roadmaps, can indeed give us more passion, more energy, more discipline.

This happens much like a microphone that goes into a continual loop of sound feedback... i.e. we get the inspiration to start, we see some small changes, this inspires us further to continue, and on and on and on... till our goal is achieved with a BOOM!

It all starts with one small step.

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**If You Are Ready To Ignite Your Passion, Become A Dynamo Of Energy
And Discipline... And Want To Positively Change Your Life, Even
Dramatically... Then You Are Ready To Read...**

36 Laws To Ignite Your Inner Power And Realize Your Dreams Now!

**Acronyms, Stories, Pictures And Quotes
Easy To Remember And Use Everyday**

Why Acronyms, Stories, Pictures And Quotations?

Because it is proven that acronyms, especially 3 letter acronyms (as in this book), stories, pictures and great quotations are the teaching elements that stick the best in our minds, and are the easiest to remember.

It might be useless to read motivational literature if we immediately forget about it! For this reason, every single one of the **36 Laws To Ignite Your Inner Power And Realize Your Dreams Now!** is explained using easy to remember 3 letter acronyms, accompanied by lots of helpful stories, examples, and pictures. Great quotes are also easily remembered. I am not only a martial arts instructor with 25 years experience, I am also an awards winning school teacher, now retired... I am familiar with powerful methods of memory retention, and have applied all my knowledge on the subject in this book.

This makes "**36 Laws To Ignite Your Inner Power And Realize Your Dreams Now!**" unique in the motivational field... you will easily remember the concepts; this will give you a higher chance of actually applying them!

Here's What You Will Discover In This Book..

- Three Words To Help You Take Flight And Achieve All Your Goals (Intro)
- Why Praise And Blame Are Deadly Viruses To Your Success...And How To Become Immune To Them (See Chapter One)
- How To Focus Your Energy Into A Tight Channel Of Power (See Ch One)
- Why "Perfection" Loses The Race To "Doin"...By Miles (See Chapter Two)
- How To Put More Kicks Into Your Day... (See Chapter Three)
- Three Tiny Words That Can Make A Titanic Difference When You Climb The Success Ladder (See Chapter Three)
- How You Can Be A Magnet Of Attraction Even As You Get Older and Uglier (See Chapter Four)
- How To Cut Your Losses And Spring Forward With Grace (See Ch Four)

- Transform An Injury Into A Glorious Blessing That Inspires Joy, Not Pain (See Chapter Five)
- Lose Weight But Keep Your Money (See Chapter Five)
- One Word Which Can Empower You To Finish Whatever You Begin (See Chapter Six)
- The Power Of A Small Bucket To Move A Mountain (See Chapter Six)
- Unleash Your Bulldog Power Of Persistence (See Chapter Seven)
- Learn The Unmovable Power Of Staying Calm (See Chapter Seven)
- Effortlessly Fly Forward With The Full Power Laws Of The Universe (Ch 8)
- Get Off Your Butt And Follow Your Treasure Map To Prosperity (Ch 8)
- Discover And Unchain Your Inner Genius (See Chapter Nine)
- Find The Simple Two-Word Prayer That Can Work Miracles (See Ch 9)
- How To Get On Well With Your Children By Using One Simple Technique (See Chapter Nine)
- How To Zoom Towards Your Success By Doing Things Faster (See Ch10)
- How Failure Can Make You Happier (See Chapter Ten)
- The Positive Power Of The Two Greatest Days In Your Life (See Ch 11)
- Uncover Your Magic Inspiration "Hot Buttons" And Launch Your Inner Missile (See Chapter Eleven)
- Use Two Simple Secrets That Won Olympic Gold (See Chapter Eleven)
- Discover The Massive Power Hidden Within A Simple Grocery List (See Chapter Twelve)
- Why The Accountable Person Also Counts The Treasure (See Ch Twelve)
- Five Action Steps to Achieve Your Goals Now! (See the section after the summary of the 36 Laws)

Introduction

"There is a tide in the affairs of men which taken at the flood leads on to fortune. Omitted all the voyage of our lives is spent in shallows and miseries. On such a full sea are we now afloat and we must take the current when it runs or lose our venture."

William Shakespeare

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."

Mark Twain

Get an eyeful of this book or other similar books or the rest of your life may be spent in 'shallows and miseries'. Now might be the tide in your affairs which will lead on to fortune. Don't miss the boat!

Maybe the grand voyage of your life has ended up in 'shallows and miseries' instead of the great ocean of achievement which you dreamed of. Just one idea in this book could be the boat that will carry you out of the shallows and miseries and take you back on to that great ocean where you were meant to be.



The potential of the average person is like a huge ocean unsailed, a new continent unexplored, a world of possibilities waiting to be released and channeled toward some great good.

Brian Tracy

Too many of us spend our lives paddling in the shallows of life and lead lives of disappointment and misery instead of the great adventure that our lives were meant to be. Fortunately we get chances to get back on track. This is one of them. There are life skills or life laws in this book which, if applied, can shift us out of the shallows and on to the ocean. You probably already know these laws.

This book will remind you of them and help you to apply them.

Introduction (continued)

"Successful people will look for ways to remind themselves of what they used to do right... but have forgotten to keep on doing." Brian Tracy

We often learn about life skills and then forget about them. Samuel Johnson said: *"People need to be reminded more often than they need to be instructed."* This book should do both.

Goethe said much the same: *"All truly wise thoughts have been thought already thousands of times; but to make them truly ours, we must think them over again honestly, till they take root in our personal experience."*

Thinking wise thoughts once is not enough! We are programmed with negative messages from others and from our own minds all the time. We need to read and re-read positive messages every day to help us stay positive and keen to achieve our aims.

Bread may not be part of the Atkins diet but Jesus said: 'Man shall not live by bread alone' and 'Give us this day our daily bread'. Daily spiritual and physical food can keep us full of hope and energy.



"36 Laws" is designed to help readers think about the great rules of successful achievement over and over again until they become a key part of their lives. Chew these rules over day after day!

The book provides four key memory boosters to help readers to remember and use the laws systematically. ***The main boosters are acronyms, pictures, stories and great quotations.*** If the acronyms and pictures do not help you, ignore them and just read the words about the laws. These laws are not original. They are just frequently forgotten.

This book contains 36 of these key laws or rules (3 for each month of the year). Life can become awesome when these laws or ideas are remembered and applied on a daily basis.

Introduction (continued)

Three letter acronyms are used in this book to help readers easily remember and think about sets of three ideas or rules at a time. These ideas are not necessarily closely related to each other but could all improve our lives. Some four and five letter acronyms are also included within some chapters.

There is evidence that remembering ideas and words can develop the powers of the mind **and acronyms are one effective way of remembering words and ideas.**

An acronym is a label or word usually formed from the beginnings of words (Greek: acro [head] and nym [word]). **Acronyms are created by taking the first letter of key words and putting them together into a word which can be easily pronounced and easily remembered. The word does not have to make sense in itself.**

Nor do acronyms *have to be pronounceable* as a normal word. BBC is just as much an acronym as SMART. SMART is a well known five letter acronym used to describe goals. It is a wise move to set goals for yourself, but it is even wiser to set *smart* goals.

SMART can be pronounced as a normal word but also refers to five key ideas which are related to the idea of goals. Goals should be:

Specific, Measurable, Attainable, Results-oriented, Time-based.

TLA's or Three Letter Acronyms have been used widely to help people learn and remember.

Sir Winston Churchill had a favourite TLA about persistence or not giving up which he used frequently to encourage himself and anyone else that he happened to be working with.

Winston even used this acronym in his conversations with Franklin Roosevelt on the phone during World War II. Winston always ended his chats by saying **KBO**.

One of his secretaries, who had to write these conversations down, did her job very carefully. She always added these three letters to her written copy.

Eventually her boss, a colonel, told her in an irritated voice that she did not need to keep writing these three letters down.

“Don’t you know what they mean?”

“No” she replied

“Keep bugging on! “

Introduction (continued)

Winston used this motto with staff and friends as well as the American President. When his wife Clementine was away on a four month trip, he felt life was drab without her.

His valet, David Inches, asked him: “And how are you this morning, sir?”

Winston replied: “Alright, I think. Thank you for asking. Missing her of course, but that’s to be expected. No point in dwelling on her absence – we must KBO.”

“Yes sir, keep buggering on at all times.”

Winston added: “KBO - that’s the order of the day”.

When Ralph Wigram, who was supplying Winston with secret information about German rearmament, became worried that he would be found out, he phoned:

“Winston, I can’t go on with this; I’m sure they know something; we have to stop this now.”

“Listen, Ralph. Just a little longer.”

“Winston, are you sure we’re not making matters worse?”

“I don’t believe so. It’s so very important what you are doing Ralph.” He finished:

“You musn’t stop now, Ralph. KBO - remember our motto ‘Keep Buggering On’.”

If KBO seems offensive to you try KPO instead i.e. Keep Ploughing On.

It is no accident that companies use three letter acronyms to describe themselves e.g. CBS, BBC, IBM, ITV etc. Some companies use three *syllables* like Microsoft and Rentokil.

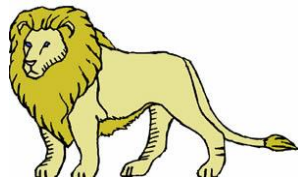
Designers say you should put three things on your mantelpiece. Three objects will look better than two or four. Five will seem cluttered.



Introduction (continued)

The human mind tends to respond well to groups of three i.e. breakfast, lunch and supper; to your marks, get set, go! Children's stories use three's like:

- The Lion, The Witch and the Wardrobe
- Three little pigs with houses of straw, twigs and bricks
- Goldilocks and the three bears who had three beds, three chairs and three bowls of porridge.



The use of TLA's and other aids may help overcome the loss of memory which affects readers and seminar attendees who are inspired but forget key ideas:

- The three letter acronym helps you remember three ideas firstly **by making you think about which idea or word each letter stands for**. This works the left brain.
- I also have included a second memory aid – **a silly comment in small print which is related to the acronym**. It is meant to be silly because it is easier to remember the ridiculous and the exaggerated. This works the right brain.
- The third memory aid is a **photograph or picture** that involves the right side of the brain. 'One time seeing is worth twenty times hearing'.
- The fourth and best memory aid is to **apply the ideas**. Some readers might find it helpful to think about and apply one TLA a day or one a week or one a month!
- A fifth memory aid is to **create your own TLA or other memory aid**.
- A sixth aid is to **memorize the great quotations** included in this book.
- The TLA and the relevant key word are placed **at the head of every page** as a seventh aid to memory. Key passages are often **highlighted**.
- An eighth aid is **to talk about the ideas to others**.
- A ninth aid is to **write your own book or report on self help or re-read this one**.
- A tenth aid is to read the stories of **my experiences or the experiences of others** which will involve the right side of the brain. TLA's work the left side of the brain. When both sides of the brain are involved, the mind works five times as well.

Introduction (continued)

There are twelve chapters or sections in this book. Each chapter is based around one three letter acronym which refers to *three* key laws of life which are not necessarily similar to each other. There are 36 powerful laws in all.

Some of the ideas are very much like other ideas but are still worth reading to reinforce the main idea or law which is behind them.

There is no need to read the chapters in any order but it might help as the TLA's for each chapter are arranged in alphabetical order and a logical alphabetical arrangement works the left brain. However, Chapter One is probably no more important than Chapter Twelve.

To get the most value from the book, apply the TLA's as soon as possible to see if they work and to fully memorize them. Why bother to memorize them?

Because they are awesome, powerful, exciting and magical ideas and memorising them could make it more likely that we will apply them.

It is also well worth memorising the great quotes found on nearly every page.

Memorising in itself is a stepping stone to a more powerful mind.

Tony Buzan, the great educational expert and Olympic rowing coach, teaches memory skills as a first step to developing the genius which he believes exists somewhere in us all.

He believes that properly taught memory skills are the basis for genius. Memory is imagination combined with association. These are two key elements in the thinking of geniuses. Leonardo da Vinci and other geniuses spent their lives imagining and making phenomenal associations.



Introduction (continued)

A person is only as big as the dream they dare to live. Unknown

Visual images and association are a key part of memory skills. You will find plenty of *cartoons, pictures and photos* in this book. These should help readers to memorise the key laws or ideas to which the images refer.

Sir Winston Churchill's favourite TLA (KBO) applied to just one law, persistence.

The TLA's in this book apply to three ideas each instead of one. If only one out of the three work for you, you will have 12 powerful ideas at your service. It might help if you tried to apply just one idea a month but if one, why not more?

It is worth repeating that just one of these ideas or laws can change lives just as the one idea of persistence or not giving up can change the lives of millions. Think back to all those things you gave up on. What would you have accomplished if you had kept going. You have the chance to start again any day of the week. This time, keep right on to the end of the road and achieve extraordinary things!

My sceptical step-brother helpfully suggested that one idea like robbing a bank could change our lives. It worked for Bonnie and Clyde! But as we all know it didn't work for long. Just one of the ideas in *this* book could change your life or mine for good!



Marlon Brando in 'On The Waterfront' wistfully comments on his lost boxing career:

'I could have been a contender'

It's too late for the character in that film but not too late for us. However, if we remember the film well, we may not have much time left!

Let's get on board that boat whilst the tide is still in our favour and we are not marooned in a hospital bed awaiting death. Let's set sail and reach the ocean where we can begin the adventure of our lives. We can say goodbye to the shallows and miseries of an unfulfilled life. The ideas in this book can put some wind in our sails and take us out into deep waters and they won't make us seasick or heartsick.

CHAPTERS 1- 12

1	Achievement Goals Adventure	AGA
2	Badly Anything Full Blast Day	BAF
3	Begin Early Extraordinary Effort Get On With It Now!	BEG
4	Change Yourself Consistency Works Cut Your Losses	CCC
5	Carry The Injury Overeat Later Bang	COB
6	Discipline Anyway Bit By Bit	DAB
7	Don't Give Up Don't Lose Your Cool Don't Stop Thinking	DDD
8	Five Non-Stop Days Accept Treasure Mapping	FAT
9	Genius Gratitude Great Expectations	GGG
10	Just Do It Just Don't Do It Just Do Something Else	JJJ
11	Life Mission Inspiration Tough Training	LIT
12	List Omit List Life Coach	LOL

36 Laws / Action Steps / Conclusion / Summary / Acknowledgements

Chapter One AGA

The three letter acronym **AGA** may help you remember these three great self-help ideas:

- **Achievement**
 - **Goals**
 - **Adventure**

Ignore this paragraph unless you find it helpful. *Aga* means lord or commander. If you do your best you could become a leader of others. **Achievement** is about doing your best. One of your **goals** might be to be a leader. Being a leader involves excitement and **adventure**. All three ideas could make you a leader or aga!

Achievement

"My mother drew a distinction between achievement and success. She said that 'achievement is the knowledge that you have studied and worked hard and done the best that is in you. Success is being praised by others, and that's nice, too, but not as important or satisfying. Always aim for achievement and forget about success.'"

Helen Hayes

The quote above from Helen Hayes gives us back control of our lives. We need not worry about success (if success means being praised) or failure. *We need not worry about results.*

We only need to study hard, work hard and do our best.

That's hard enough *but we can control that*. We can't control the blame or praise that comes our way. *Praise and blame can both become a virus that distracts us from doing our best.*

We cannot control what other people think of us. If we start worrying about the crowd, we take our eye off the ball and miss the goal. We fail to do our best (something we can control) because we are worried about what we can't control (what others think of us).

Ironically, when we forget about winning or losing and concentrate on doing our best, we will usually win. Why? Mike Brescia sums it up well:

"When you do your best, you often become THE best. Why? Because hardly anyone else is doing THEIR best."

If doing our best does not mean recognition so be it. We will have peace of mind knowing we have done all we could.

So forget about any results you might or might not get. *Just do your best*. You will probably be amazed by the results that will eventually arrive. If you do your best, you will stand out a mile from the crowd and will probably achieve success as well. .

Chapter One AGA (continued) Achievement (continued)

Even if Columbus had been forced by his crew to return home before discovering America, he might have slept easy knowing that he had done all he could to fulfill his dream



Both Rocky Balboa and Sylvester Stallone can now sleep easy. Both have done their best and no longer have that burning fire to achieve more in the basement of their souls. Rocky has fought his last big fight and Stallone has made his last Rocky film, I think!

John Wooden in the quote below agrees with Helen Hayes' mum.

"Who's winning and who's losing. Those are the wrong questions. The correct question is: Did I make my best effort? That's what matters. The rest of it just gets in the way."

John Wooden

Achievement is not about winning or losing or getting your picture in the papers. It is about **focusing on doing your best** rather than achieving victory or defeat. Worrying about victory or defeat can prevent us from doing our best.

Of course some people would not agree with the distinction made by Helen Hayes' mum between achievement and success. They would define *success* as 'doing your best'.

There is no need to get hung up about verbal distinctions. The meaning is clear whatever word is used. If you do your best as often as you can, your life will stand out from the lives of the majority who seldom do their best.

"If we all did the things we are capable of doing, we would literally astound ourselves."

Thomas Alva Edison

Chapter One AGA (continued) Achievement (continued)

When we do the best we can, we never know what miracle is wrought in our life, or in the life of another.

Helen Keller (1880-1968) American Writer

How do we know what is our best? *By trying to do more each time we do whatever it is that we are trying to improve.* Currently I do 50 bench presses nearly everyday but I am pushing upwards to 60. Alternatively I could add more weight and do fewer presses. I need to push myself a little further every day.

Another way, to know what our best is, is *to watch what others are doing* and try to out do them or catch up with them or, at least, make some progress towards their standards. They are human beings like us. We must have a good shot at doing as well as them if not better.

They may, of course, have more talent than us. They could be better at tennis, for example, but *we can put in the same hours on the courts and in the gym* as they do. If we work as hard as the top people we may well astound ourselves and discover talents we never knew were there.

A huge part of Jimmy Connors' talent was the effort he put in to every game. John McEnroe deliberately aimed to work as hard as Jimmy Connors.

At Wimbledon in 2004 commentators often asked why there were so few English women playing well in comparison with Russian women. There were about 16 Russian women in the tournament and only a few English women.

One answer given was that Russian women are more motivated and work harder. *If English women put in the same hours* with the same level of motivation we might suddenly discover plenty of talented English tennis players.

Maria Sharapova, the Russian 17 year old, who trained in the USA, won the Wimbledon women's final in 2004. Her father waited at tables to earn money to pay for her training.

The whole family sacrificed so that she could train with the best and become the best. She played well enough to beat Serena Williams the current champion. She dreamed of winning Wimbledon from an early age. The whole family desired victory enough to make it their priority.

Andy Roddick lost in the men's final to Roger Federer.

Andy commented: "I threw the kitchen sink at Roger but he went to the bathroom and came back with the tub. It's tough losing but I feel good that I left everything out there" Obviously losing is not pleasant but it is a lot less pleasant if we do not try our best.

Chapter One AGA (continued) Achievement (continued)

Probably the best way of deciding whether we have done our best is **to check our own progress rather than compare ourselves with others.**

Have we put in an hour's work at some skill on a regular basis? We might not have worked very hard in that hour but have we, at least, put in some time? Have we spent half an hour practicing that musical instrument etc?

Another way to discover our best is to use our imagination. If a gang came in to my gym with a gun and said: "Do 100 bench presses or we'll shoot you!" I am confident I would reach 100.

If they threatened to throw me into a pool of crocodiles I would reach 150, no problem!



Don't read the next paragraph if squeamish.

Guthrum, the Danish Viking Chief, threatened to 'spreadeagle' King Alfred, if he captured him. This meant that he would rip out his lungs and arrange them in the shape of an eagle's wings while Alfred was still alive and breathing.

The very thought of this chills the blood and was no doubt a great motivator for Alfred. It is little wonder that Alfred won the battle and defeated Guthrum.

Chapter One AGA (continued) Achievement (continued)

"There's a way to do it better - find it." Thomas Edison

Fear is a great motivator but so is the pleasure of reward. If I was offered a bar of gold bullion for every bench press, I would easily reach 50 and possibly 100.



Imagining these situations may not persuade us to do more but at least they will teach us what our best is. We will realize that we could do far more and will then have a more accurate target to aim at.

In fact, we will never achieve our best because we are unlikely to face the crocodiles or the bullion for real. However if we realize what we could do we might well do more than we have done before. Achievement probably simply means 'doing better' as in the famous teachers' standby: *'Could do better'*.

Let's try at least to look into the future and visualize the results of not doing our best i.e. mediocrity. Maybe this will be enough to move us to greater efforts. *"Doing our best", probably means no more than doing better than we did before and doing this regularly. Let's focus on this.* The fame may come as well but is not nearly as important as doing our best.

Achievement is usually a gradual affair as Jack Nicklaus suggests in the perceptive quote below. We achieve one goal or level and then move on to the next one up. Our confidence and expectation grows as we succeed.

"Achievement is largely the product of steadily raising one's levels of aspiration and expectation."

In Euro 2004, the Greek soccer team were regarded as 80 to 1 outsiders. However, they did their best. They beat the hosts, Portugal, in the first game of the competition. They beat France, former world champions, and went on from one victory to another. *Their confidence and ability grew with each match.*

They reached the final. The Greek nation watched in growing amazement and excitement. Huge celebrations took place amongst Greeks all over the world. They now expected their team to win. Now that they were in the final they started thinking: "Why not?" We, too, should start thinking "Why not?" in our own lives.

Chapter One AGA (continued) Achievement (continued)

"Don't judge each day by the harvest you reap, but by the seeds you plant."

Robert Louis Stevenson, Author

Portugal also reached the final. The Portuguese coach, Scolari, commented "We have given the whole country self-esteem and a brighter future." The team bus on its way to the arena was followed by horsemen, motor cyclists, cars, boats and planes!

But, Greece, the complete outsiders, won the championship 1-0. One commentator spoke: "Unbelievable, unfathomable, the almost impossible has happened." *The Greeks had played their best in their own way.* The confidence of the whole nation had been boosted. This helped them to host the Olympic games five weeks later. Success in one area of life overflows into others.

Audley Harrison, the British heavyweight contender for world championship honours, has been criticized for only fighting inferior boxers since he became a professional boxer. At his last fight the music of Frank Sinatra's 'I did it my way' boomed out over the arena. Audley believes his steady way is the sensible way. He is looking for gradual improvement as he learns and develops his skills his way. Anthony Bonsante from "The Contender" program run by Sylvester Stallone and Sugar Ray was also criticised for choosing to fight an inferior fighter.

Audley's fights may not please his critics but he is learning all the time and will *eventually be ready to do his best against the best.* The same goes for Bonsante.

Audley is often criticized for not entertaining the crowd. He uses his fights to develop his abilities and to learn boxing skills. In one of his recent fights he made the fight last 12 rounds so that he could have the experience of a 12 round fight. The crowd, not surprisingly, were bored by the lack of meaningful action.

Audley ignored the boos as he followed his plan of gradual achievement. His focus was *on achieving his best rather than on pleasing the crowd.* Whether he was right to get his training at the expense of paying customers is another matter! The customers would have preferred a quick and violent punch up!



Law 1: Plant the seeds and don't worry about the harvest!

Chapter One AGA (continued)

Goals

"We aim above the mark to hit the mark." Ralph Waldo Emerson

*"Goals provide the energy source that powers our lives. One of the best ways we can get the most from the energy we have is to focus it. That is what goals can do for us; **concentrate** our energy."* Denis Waitley

One dictionary defines a goal as 'the aim or object toward which an endeavour is directed'. Goals focus our energy into a tight channel of power directed at completing a task which could be big or small.

Without goals we will waste our energy in doing whatever pops into our minds and may well ignore or skimp on our priorities.

Most success gurus teach that it is essential that we set goals or targets on a **minute by minute, hourly, daily, weekly, monthly and yearly basis**. We should do this regularly and then keep track of our progress.

Having a written goal means that we are more likely to achieve it. Write down 6 goals to achieve tomorrow and work on the first until it is completed and then the next. Get as far as you can and add the rest to tomorrow's list.

Thousands of dollars were paid for this advice in the early twentieth century. It is still valuable advice today. It is even more valuable if it is followed!

Display your lists where you can see them easily. My six written goals for today are stuck on a door to my right. My weekly goals could be on the same sheet of paper or put up elsewhere.

Seeing the goals daily and frequently will help you and me to focus both our conscious and subconscious minds on them powerfully and effectively. This one practice alone can transform our lives and help us to fly with the eagles.



Chapter One AGA (continued) Goals (continued)

Goal setting is an exciting business. Goals can create an exciting future. If we list our goals frequently and in detail, our subconscious minds will work on them all the time and even while we sleep.

We still need action and effort to achieve our goals but if we **write them down** much of the hard work will already have been done by our subconscious minds. We will then move towards our goals with power and momentum.

You can use post it notes stuck on your computers or walls to keep your goals in front of your mind. Software is also available which can parade your goals along the top of your computer screen. **Post your goals where you can see and focus on them daily.** *Try it for a few days and see what happens.*

You will probably be amazed at how much you achieve.

Some people argue that if we stress goals and targets too much, we will neglect action. However, writing the goals down is in itself an action and a key one at that.

Also, what is the point in acting without a target? Like Robin Hood or William Tell, we all need a goal or target to aim at or we will waste our efforts or arrows.



A goal also gives us a high standard to aim at. If we miss the mark we will at least have reached higher than we would otherwise have done. We may even surprise ourselves and reach higher than the original target as in the picture above!

Chapter One AGA (continued) Goals (continued)

Smart Goals

This famous five letter acronym for goals has already been mentioned. Goals should be SMART. The acronym SMART is by no means exhaustive but it does cover five important aspects of goal setting:

They should be **specific** or clearly defined. We should know what we are aiming for. My goal at the moment is to finish *this book* not any book.

Goals should be **measurable**. I will know when I have finished this book because I will have written 12 chapters containing three key ideas each. Hopefully, I will feel that each chapter contains at least one powerful life-changing idea.

They should be **attainable**. I know that if I keep going I will eventually finish the book. If I were to drop dead, of course, I would not be able to finish the book without the aid of a genuine clairvoyant or medium. Goals should be difficult enough to be exciting but not so difficult that we give up hope of achieving them.

They should be **results** oriented. My goal is not to spend hours and days writing and writing. It is to actually complete a valuable book which can actually help people to change their lives for the better.

Goals should be **time based**. I have a clear deadline for finishing this book. If I had no deadline I would keep on writing it for the rest of my life. In fact, I probably will do just that because I cannot resist adding new thoughts to the book as I come across them.

If goals are not specific, measurable and time based, you will not know if you are making any progress towards achieving them. If you don't know whether you are making progress, you will lose interest in your goal. If goals are not attainable you will also lose interest.

How long will anyone follow a financial plan if they are not making any money?

You must also really want to achieve your goal. Otherwise you will give up when the obstacles and distractions start coming your way. I really want to finish this book.

As I write this now my TV is turned off and I have worked through other distractions as well because one of my dreams is to write a book which can change lives including my own.

Sometimes I read it and wonder whether it is good enough for others to spend their valuable time on but I am willing to finish it even if I am the only reader.

Chapter One AGA (continued) Goals (continued)

"In 1876, Thomas Edison set a goal to have one major invention every six months and one minor invention every 10 days. He came very close to achieving this goal." Seen on a plaque outside one of his workshops by George Chapin

Goals can refer to lifetime goals or yearly, monthly, weekly, daily, hourly or one minute goals. A great life time goal is summed up in the following saying by Captain Len Kaine from the US Navy: *"To better the lives of others is one of your life's greatest rewards."*

'To better the lives of others' is not only a great reward; it is a great goal. It can apply to a lifetime or to a daily effort to better the lives of others. *In the end daily goals can become lifetime goals and vice versa.*

Each day we can ask ourselves how we can make other people and animals happier and better off. Maybe we should include birds, fish, insects and plants.

Lizzie, our neighbour's cat, has moved in with me and my sister with our neighbours' consent. Their dog loves Lizzie but Lizzie is terrified of the dog and rushes into our house as a permanent asylum seeker.

Lizzie meows a lot but it does not take much to keep her happy. She loves her food and a good sleep. Yesterday, she was asleep on my bed despite the bright lights and the TV noise because she also likes company.

I tried to make her sleep better by switching off one of the lights and blocking off another light with a T-shirt so that she could sleep with less light in her eyes. As you can see from the photo below Lizzie is an expert at sleeping. You can also see that I am no expert at making beds.



Even small efforts like darkening the room for the cat are reaching the goal of making life better and are not difficult to do. Every one achieves such goals daily without thinking or even being aware of what they are doing. However, having a specific goal in mind daily might well mean that we do much more than we otherwise would. *Again, post all your goals where you can see them daily.*

Chapter One AGA (continued) Goals (continued)

"Let your heart be encouraged by what you will get to, not discouraged by where you are at".

Chris Widener

Making life better for our own family is a common goal but sometimes we become bad tempered and miserable as we struggle to make more money for the benefit of our family in the future. *We plan heaven but create hell.*

We need, instead, to think of making life better for our family today. Being cheerful and friendly today can make their lives better now rather than in some distant future when we might be making more money for them.

We also need to have the goal of making life better for ourselves. As Jesus said: 'Love your neighbour as yourself.' He did not say: 'Love your neighbour better than yourself.'

Making a daily goals list of all that we could do to make life better for our family and ourselves would improve our chances of a happier future. But, like the rest of the human race, we will probably find obstacles on our path to that future.

Obstacles can stop us achieving our goals. Too many of us are too easily discouraged by problems and give up too soon before we have reached the goal. One reason for this is that we spend too much time looking at the obstacles rather than the goal or results we desire.

"Obstacles are those frightful things you see when you take your eyes off your goal."

Henry Ford

Instead of getting too involved in the problems we face, we need to think more often about the goal. We need to solve the problems but to keep looking at the goal. If we keep looking at the problems we will get depressed and discouraged.

The great Norman Vincent Peale had a great perspective on problems:

"Stand up to your obstacles and do something about them. You will find that they haven't half the strength you think they have."

We also need to look at our goal and think about how good we will feel when we have reached it. Visualizing ourselves having achieved our goal and feeling the *joy of victory* is a very important key to actually reaching it.

It helps to visualize this achievement in *great detail and often*. It also helps to do our visualizing when we are in a relaxed state of mind such as before dropping off to sleep or after meditation and/or deep breathing.

Chapter One AGA (continued) Goals (continued)

One reason most people don't reach their ambitions is that they fail to set small milestone goals; weekly, daily, hourly.

Mike Brescia

Larger goals usually need to be broken down into smaller goals. There is more on this in other chapters but the idea of breaking goals down into smaller parts needs thinking about and applying in this chapter as well.

If I want to lose weight, I can't achieve it with just one big goal unless I have my stomach stapled. I will need to fight on a minute by minute, hour by hour, daily basis to avoid eating too many of the wrong foods. This will not be fun.

I can set a negative goal like "I will not eat anything for the next 5 minutes." Hopefully when this goal has been achieved I will feel stronger and more able to last out another five minutes and so on until I have not eaten for several hours or even days. Or I can set a positive goal like: "I will eat three carrots today!"

As each goal is achieved, I will become more and more ambitious and feel the pleasure of living in a lighter body. Eating less also means living longer according to recent research. You could even live 25 years longer.

If you want to become stronger through weight lifting, you will need to set small goals. No one becomes strong over night without the help of steroids which can lead to severe physical problems later on. You could begin with 5 minutes of bench pressing and then, next day, add some upright rows etc. Any simple manual on weight lifting will get you started. As you make progress, you will have longer and tougher sessions but it will take weeks of achieving small goals to reach the big goal of an improved and stronger physique.

If someone wants to write a book, they will need to write for about three hours a day for weeks and months until the big goal of writing the book is complete. In the meantime they can feel pleased when they finish each daily smaller goal of writing for three hours. Obviously if three hours is too much, one hour or less will do. It will just take longer to finish the book. Aim to finish it before you pass on!



Chapter One AGA (continued) Goals (continued)

DAWNING

If you start to achieve your goals, you will see the dawning of a new day.



DAWNING is another acronym you can use to remind yourself of key aspects of goal setting.

Detailed - make your goals detailed e.g. I will make an extra £1000 or \$2000 in the next two weeks.

Achievable - If you don't believe you can achieve your goals, you are unlikely to achieve them. If necessary, set an easier and smaller goal e.g. I will make £100.

Win Win - Make sure that your goal is not achieved at the expense of some one else. If you are selling something make sure it has real value.

Now - State your goal in the present tense: "I now have £1000 or \$2000 in my account." When you imagine a goal as if you have achieved it already, it becomes more compelling.

In The Future - Even though you are imagining that you have achieved your goal already, you still, strangely enough, have to set a date for its actual achievement. *The subconscious mind pulls you toward a deadline*. You could say: "I will have £1000 by the end of this month."

No Negatives - The subconscious mind ignores negatives and focuses on whatever the negative is about. If you say: 'I do not want to have a debt of £1000', your mind will latch on to the idea of debt and will bring you into debt.

Goal Achieved - Focus on the moment when your goal will have been achieved e.g. when you receive news on paper or online that the £1000 is now in your account. Imagine how you feel and what you see as vividly as you can.

Law 2: Goal setting will focus and ignite your inner power! Write down 6 goals to achieve tomorrow and put the list where you can see it!

Chapter One AGA (continued)

Adventure

If goal setting isn't an adventure, maybe your goals aren't big enough. Liz Shaw

*To reach a port we must sail, sometimes with the wind and sometimes against it.
But we must not drift or lie at anchor. Oliver Wendell Holmes*

Our goals are the steps to our dreams and these dreams will not usually excite us unless they are big enough to involve some degree of adventure and risk. Most dreams will involve risking both time and money. Some may involve risking life and limb. The dictionary defines *adventure* as a

- “*risky undertaking of unknown outcome*” or
- “*an exciting or unexpected event or course of events.*”
- adventurous means “*daring or enterprising*” or “*dangerous; involving risk*”
- an adventurer is described as “*a person who seeks adventure especially a person who seeks success or money through daring exploits.*”

Risk is a key part of adventure. When we take part in an adventure we don't know what will happen. Some one has written:

"An adventure is going into the unknown. If you know exactly where you are going, exactly when you are going, exactly how you will get there, and exactly what you will see along the way, it is not an adventure... Adventures are inherently dangerous to a greater or lesser degree. Yet it is also only from adventures and their newness that we learn. If we know exactly where we're going, exactly how to get there, and exactly what we'll see along the way, we won't learn anything."

The Vikings of old may have been barbaric and bloodthirsty but at least they knew the meaning of adventure and would take the swan's path to death or victory.



AGA (continued) Adventure (continued)

"The poor man is not he who is without a cent, but he who is without a dream."

Harry Kemp

We can either potter around in the safe shallows where we know what will happen or we can, like the Vikings, take the risk of heading for the ocean where anything might happen. We can make our goals adventurous or ordinary.

Following those dreams that you were afraid to act on can turn your life into an amazing adventure. Get out of the shallows that Shakespeare dreaded and move out onto the high seas. Shakespeare, himself, moved from the quiet waters of Stratford on Avon to the big city on the Thames.

Stop playing safe and be willing to risk failure. Only then will you discover what you are capable of doing. We can either play safe and stay at the kerb or we can take the highway of life and go for it. Life should be exciting and it should be fun. It is a film that has only one reel. No one leaves this life alive.

The risks can be small at first and then as we gain confidence become bigger. Some people will never want to live the high risk life but they can still take smaller risks and build up to a reasonable level of risk.

A small level of risk is involved in something as simple as cooking a meal from a new menu. We don't know how it will turn out. If it is a failure, we can stick another meal in the micro wave and have it ready in minutes. Even chefs do it!

Let's hold on to or grab hold of our dreams and start doing all those things we dreamed about doing – but were too timid to attempt. Too many of us have let go of our dreams and the excitement and adventure that they involved.

"Hold on tight to your dreams"

The words above by ELO tell us to keep a firm grip on our dreams. Our dreams do need holding on to because negative programs (the recurring messages in our minds that put us down) tend to prize them out of our grip.

The grimmer aspects of life wear us down until we become so tired and sceptical that we let go of our dreams and they fly away from us. We stop believing that we have the ability to succeed or that we deserve to succeed. We shut ourselves in a safe, little box.



AGA (continued) Adventure (continued)

"One must have the adventurous daring to accept oneself as a bundle of possibilities and undertake the most interesting game in the world -- making the most of one's best."
Harry Emerson Fosdick, minister and author

Some of us even stop believing that we deserve to live. The great polar explorer, Sir Ranulph Fiennes, was bullied at school so much that he thought about jumping off a bridge into the Thames. His achievements since leaving school are now legendary but they were nearly lost to the world.

We need first to decide what we really want in life and what we don't want! It took Van Gogh several years to realise that his calling was not to be a preacher but to be an artist. He then became an awesome painter until his death at 37. He had sold only one picture but he had created superb pictures that connect us to the dynamic flow of energy and life that runs throughout nature. If he had never discovered his true vocation, the world would have been poorer.

"Don't ask yourself what the world needs -- ask yourself what makes you come alive, and then go do it. Because what the world needs is people who have come alive."
Harold Whitman, Philosopher

As we begin to reach out for and begin to achieve our dreams, the excitement may well come back into our lives. The above quote might help in deciding what our purpose and dreams are.

We have to find out what makes us come alive and then not feel guilty about building our lives around it. We need to appreciate the chance we have in this life to discover and fulfil our dreams.

Dreams can make us come alive and lead a life of adventure. A man who climbed Everest without oxygen was asked why he went up Everest to die. He replied: "I didn't go up there to die; I went up there to live."



The first man to climb Everest, Edmund Hillary had a great insight into why people climb Everest: "It is not the mountain that we conquer, but ourselves."

Law 3: Act on your dreams and start living now!

Chapter Two BAF

The three letter acronym **BAF** may help you remember the following three great self-help ideas:

- **Badly**
- **Anything**
- **Full Blast**

Again ignore this paragraph unless it helps you remember. The *sound* of the syllable **BAF** suggests the sound of someone acting **badly** by hitting someone. When we are **baffled** about what to do, we could just do **anything**. The sound **BAF** also suggests the kind of energetic action described in the **full blast** section.

Badly

"If a thing's worth doing, it's worth doing badly."

My Granddad always used to tell me: "If a thing is worth doing it is worth doing well." He was, himself, a great example of how to do things well. He played the banjo like an expert and inspired me to follow his example.

He also became a highly successful amateur gardener when he retired from work. I remember him using string to meticulously measure out the trenches where he planted vegetables. Every trench was laid out in straight lines and carefully layered with well prepared compost and manure.

He was up at six every morning when he polished the shoes of everyone in the house with great care. He could tell a joke with the best of them and would laugh at his own jokes till the tears ran down his cheeks. I still remember one of his favorites. He would cut a small piece of a pie for the whole family of six and put the rest of it on his own plate as if he was going to eat the lot. He was probably laughing at the concerned look on our faces.

He was an expert at hunting and skinning rabbits for lunch. I can only remember him ever making one mistake when he was out hunting. His lakeland terrier was emerging from a gorse bush. My granddad thought he was the rabbit that they were both hunting and used his walking stick to whack him on the back of his neck. The blow would have killed or stunned a rabbit. Fortunately his faithful terrier survived. Everything he did was done well apart from such rare mistakes!

His saying about doing things well has truth in it but it represents an attitude of mind which can stop people from achieving creative goals because they are too critical of their own efforts *too soon* or they accept the critical opinion of others too soon. Presley, Springsteen and the Beatles would all have given up if they had listened to the criticism of others. They were all told to give up their careers. It is wiser to start, instead, with the saying below:

"If a thing's worth doing, it's worth doing badly first."

Chapter Two BAF (continued) Badly (continued)

"A man would do nothing, if he waited until he could do it so well that no one at all would find fault with what he has done."
John Henry Newman

Build that shed in your garden if you need one. If it collapses or leaks, you can either improve it or build another one. Just don't mess with the walls of your house until you know what you are doing! Avoid the plumbing!

Most creative people *separate* their creative effort from their *editing* effort. Wait till that book has been written before you edit and judge and alter. Writers who judge their work too soon end by giving up before they have finished. I'm still altering and improving this book. Don't judge your ability to speak in public until you have spoken many times. Don't judge anything you do until you have worked on it again and again.

Years ago I landed flat on my backside after attempting a kick in Karate. What made it really embarrassing was that I had let out a great yell before kicking! The whole class laughed but the instructor told them off as I had put maximum effort into the kick. It took me a while before my balance whilst standing on one leg improved.

Experts must be content to do *badly* before they can do well. Most physical skills mean doing badly first before one does well. The skier falls down many times before the skill is learned. *He has to be prepared to look silly before he starts to look awesome.*



The car driver grates the gears and has several near misses before the L plates are removed. The violinist is very unpopular for a long time! The artist produces rubbish before the 'gold' emerges. I spent a long time on the bagpipes before I could produce a reasonable sound let alone maintain it for any length of time!

Writer's block occurs not because the writer can't write, but because the writer *thinks he can't write well*. The writer thinks he doesn't have the talent or inspiration to write something that's good enough to publish

Chapter Two BAF (continued) Badly (continued)

The negative voice we all have in us tells us we can't write. The cure for writer's block is to go ahead and *write badly*. Many good books began with poor first drafts. Just start badly and get something down on paper or on your computer. You can go on improving ebooks forever! I still work on this one!

By the mere act of writing or typing you have broken the choke hold of the negative voice that keeps telling you that you can't write. Now you are writing and, once you're in action, it's possible to improve the quality....

Steve Chandler, a writer who has impressed me, described how he managed to run regularly. A voice inside him would tell him not to run on days when he did not think he would run well. His cure for that was to decide to run *badly*:

"I don't feel like running now, so I'm going to go out and run slowly and in such lazy, bad form that it does me no good, but at least I will have run."

Once he started, something *always happened to alter his feelings about the run*. And by the end of the run, he noticed that it had *"somehow become thoroughly enjoyable."*

Most people hate to begin their tax returns. They should just start badly and gradually the forms will be filled. Even if they have been filled in badly they will avoid the penalties for a late return!

In 1996 Donny Osmond suffered from anxiety about performing in public. On one occasion he could not get on stage until someone told him to just go and do an *average* performance and not worry about how good he was.

This advice got him on stage.

I listened a few weeks ago to a conference phone call by Mike Litman, the inspirational radio show host from the USA. His advice is often pure gold.

Mike teaches that the biggest secret of success is as follows:

"You don't have to get it right; you just have to get it going."

Do things badly and you will still do them. Wait till you can do things perfectly and you will never do them unless you were born a genius who didn't have to learn through his mistakes. And even a squirrel falls out of trees. I have seen it happen in our local woods!

Just this one idea or law can give you freedom from the paralysis of perfectionist thinking and set you free to make the most of your abilities on this planet.

Chapter Two BAF (continued) Badly (continued)

'Doin' it , Doin'it, Doin'it.'

Sometimes businessmen wait until they write or have written the perfect ad or sales message before they send out the ad. They spend hours making sure their website is beautifully designed with all the latest refinements. Meanwhile good selling time is passing them by. Their product may even be out of date by the time they are happy with the advertisements.

The best lesson I learned from Corey Rudl at a seminar in London was not to worry about creating a perfect website. Just get one up. His own dad had a website selling car badges which was very ordinary but it was making money. Michael Bloomberg, the billionaire and Mayor of New York, credits his own success to getting going without spending too much time planning:

'We act from day one; others plan how to plan - for months.'

Dave and Heidi Perry talk about a fairly average businessman and average marketer whom they call Jack. His motto was "Doin' It, Doin'It, Doin'It i.e do something, anything *every day* towards achieving your marketing goals.

He kept plugging away *every day* with his marketing even when the format of his sales brochures and forms was not very good. He would not wait for the format to be improved. He believed in 'Doin' It' even if he was not quite ready to do it.

This philosophy and behaviour made him a multi millionaire and a leader. Even though what he said was not profound and could at times be downright stupid, his action oriented words and behaviour led many to trust him and to follow his suggestions. **"He knew that to get a desired outcome, he had to actually DO something to get there."**

Jack knew that if his audience would just do something — anything — every day toward their goals, they would get there. He himself just started doing something. He didn't wait until he had enough money to start his business or until his advertising materials were perfect or until he had a stockpile of products to sell. He started with what he had and did something every day to achieve his goal.

You can't dream or wish your way into riches. You have to do something about it however badly. What is worse than a sales ad? No sales ad. Don't wait until you have a great website or enough money to start your business. Get going badly now and do something every day towards achieving your goal. You may still have doubts and fears but by doing something every day you will make progress and your confidence and power will increase.

**Law 4: Take action even if you are not quite sure what you are doing.
Perfection loses the race to doin' it, doin' it, doin' it!**

Chapter Two BAF (continued)

Anything

Sometimes we are so overwhelmed with things that we must do that we don't even have the energy to sit down and make a to do list or, if we make the list, we still don't know where to start. We may even be feeling thoroughly depressed about life in general and unwilling to keep trying or even unwilling to start trying.



We may have the 'flu or some other illness that has removed our energy. Life may be going really badly for us in all sorts of ways. Age may be creeping up on us. We may be feeling guilty about all the things we haven't done or haven't done well.

If in doubt about what to do next, just do *anything* and then go with the flow of energy generated by your first action. Don't wait for the energy to arrive before you take action. Cut one of your toe nails and you may cut the rest! Put on one sock and the other will probably follow!

Carol Halsey writes valuable advice about getting organised. One of her passages says much the same thing as I am saying in this chapter:

"It seems that when disorganization takes over, it can be overwhelming. At this point, maybe you are thinking, "I have to do something about this, and get some control or I'll go nuts!" But where and how is the best way to start? *The answer is: anywhere.* The key is: one thing at a time."

One morning, I moved a pile of books into my gym which is also a library of all kinds of books. As a direct result of this I stayed in the gym and did the work out which I usually do later in the day.

This freed up more time later in the day for doing other things. Also, as a result of the workout, I was inspired to write some more on this book.

Just doing *anything* can prime the pump of action and creativity. One action, however trivial, can lead on to another. Lee Iacocca, the auto executive, writes:

"So what do we do? Anything. Something. So long as we just don't sit there. If we screw up, start over. Try something else."

Chapter Two BAF (continued) Anything (continued)

Doing anything can be applied to *all* activities as when I moved the books into my gym or *to one particular project at a time*. If the plan is to tidy your room, then do **anything** *however small that might achieve that goal*.

Throw out some magazines that you have not got round to reading. Remove at least one video or DVD that you do not plan to watch soon into another room that you use less often.

You may then remove several more videos etc. This may lead to labeling the videos that are left more clearly. You may now feel like removing that layer of dust off your video recorder. This could lead to hanging up those clothes that are lying around the room. Who knows; you might go on to vacuum the room. As you may have guessed, I am drawing largely on my own experience!

If we are feeling too overwhelmed to even do the above, we could at least *imagine* picking up and moving one video or DVD. This may well lead on to the corresponding action. Don't knock it till you've tried it!

Incidentally, tidying your room can have an immense influence on your life. All kinds of benefits flow from knowing where everything is and being able to work in a well organized and pleasant environment. Soldiers have to be neat because their lives could depend on knowing where everything is especially their rifles.

It could also be helpful to do something/anything for someone else. Attention is transferred from whatever is depressing us to the needs of another human being or animal.

This can be even more energizing than doing something for one self. Hugging the cat is supposed to relieve stress in humans. I don't know about the cat. Taking the dog for a walk is a great booster for millions.

The key point is to do something for yourself or others and then move on from there. Don't worry if it is a small thing. This could be enough to get you moving. Destroy the family TV. This could be enough to get the whole family moving!



Law 5: Put on one sock and you will probably put on the other!

Chapter Two BAF (continued)

Full Blast Day

Have a 'power day' or 'full blast day' when you go all out and try to do it all. *Stuart Goldsmith*, a great kick-butt motivator, suggests spending 16 hours from 8 a.m. to midnight in fighting the inertia of the universe and more importantly the inertia of one's own mind!

He calls such a day a 'power day'. I like the term 'full blast day' since it suggests going all out or full blast. I also like 'max day' i.e. maximum effort day as suggested in the following image.



I am not sure whether the man above is trying to shape or pull apart a horse shoe – the symbol of good luck. I prefer the first interpretation. The image is of a human being creating their own good luck or fortune through maximum effort. .

Stuart Goldsmith makes a list of different types of items to do on this one day. Some should be short, practical jobs; others longer practical jobs like cleaning the garage. Some should be creative jobs; some should involve the mind.

The idea is to do a variety of activities especially those which one has been putting off. Stuart writes: "The point is that any one of these items would normally be your allotted task for a day or two. But a power day is not like that. During this day, it's YOU versus THE UNIVERSE, and YOU are going to win."

A day like this may leave someone feeling exhausted but it will also leave them feeling satisfied and motivated. It will help them realise how much more they could achieve in life if they worked with the same intensity on a regular basis.

Chapter Two BAF (continued) Full Blast Day (continued)

Full blast days are similar to days spent cramming for exams. In the days before an exam, you cram in as much study as possible. People are often amazed at how much they have learned in the few days before an exam.

When I was a teacher in a London school, we had a week's inspection every four years or so. Some teachers said they would not do any extra work for it. They felt it would be hypocritical to do so but I decided to be a hypocrite and use the inspection as motivation to work especially hard. At the end of the week the inspector asked one of my classes if my lessons were usually this good and, out of the kindness of their little hearts, they said they were.

I was up at 3 a.m. on some mornings and each day was full blast. I was amazed at what could be achieved. It was an exhausting but enjoyable week.

Recently a program about a Career Boot Camp was shown on BBC TV.

Twelve young unemployable men from all over the UK were given a USA style boot camp. They were made to exercise very hard and then stay up half the night completing assignments and keeping watch over the mansion where they were staying. At 5 a.m. in the morning they were off for a three and a half mile run.

When they returned to base, their bedrooms had been overturned and trashed by the course staff. You might have experienced a similar feeling of horror to theirs when your computer has crashed after hours and days of hard work.

The trashed room was designed to teach them to deal with the curve balls and frustrations that life throws at you. They were being taught that they could give 100% and then when necessary give 100% more.

They were experiencing full blast days every day.

As expected, several students dropped out but the others learned the lesson that we all have awesome reserves of power inside us that can handle any problem.

Seven, out of the twelve that started, lasted the course and had job interviews at the end of the course. All seven are well on the way to being successfully employed after years of unemployment.

The power day or the full blast day or the max day plugs in to this tremendous reservoir of power, which we all have inside us, and performs miracles. You could even call it 'miracle day'.

There is no reason why the power day should not lead into the power week or the power month or the power year. One success usually leads on to another.

Chapter Two BAF (continued) Full Blast Day (continued)

“Look at a day when you are supremely satisfied at the end; it’s not a day when you lounge around doing nothing; it’s when you’ve had everything to do, and you’ve done it.”
Margaret Thatcher

Today, inspired by writing some more material for this chapter, I had a kind of half-power day or mini-marathon day as follows from about 8 a.m. to after 5 p.m. (about nine hours) covering fourteen activities which were quite varied.

- I spent about 3 hours working on this book
- Opened some mail and checked out some email
- Prepared some material for my instructor course
- Recorded some outgoings in Excel. I had put off doing this for some days
- Made several phone calls
- Vacuumed the room
- Spent 1 hour or so sorting details for a new website
- Took Lizzie the cat back to her owners
- Spent another hour or so working with expert assistance on uninstalling some software that did not wish to be uninstalled; installing some software to keep track of my finances and putting up a better free offer on my main website
- Went for a short walk – I’m still feeling too groggy from the ‘flu for a long walk
- Mowed two lawns in the front garden when I came back. Evidence below!



Chapter Two BAF (continued) Full Blast Day (continued)

- Did some weightlifting and sit ups
- Moved a sack of salt into the house
- Wrote up this account and some others

Even if you never start up a full blast day of your own volition; you may reach a point in your life when you feel the full pressure of all the things which you should have done but haven't. Now is the time for a power day.

Don't crack under the pressure. Instead have a full blast day and amaze yourself and your family and friends. You might even find it fun.

Make a list of all you the things you have to do and imagine that you have completed them all. Feel the relief and joy. Preferably do this the night before the day starts so that your subconscious can work on the list overnight.

When day breaks, have your cup of tea or coffee and get going. Be ready to perform miracles!



Sir Ranulph Fiennes, the great explorer, had a power week or full marathon week when he ran 7 marathons in 7 days on 7 continents in 2003. His last marathon of the 7 took place in New York.

What is especially amazing is that he did all this 4 months after a major heart operation which followed a potentially fatal heart attack. He reasoned that if he felt ill he would drop out of the race!

He completed all the travelling and the 7 races. What a power week! What an example! Here is a man who leads an exciting life soon after a heart attack!

For people like him a full blast day is probably just a normal day. Maybe that is the way it should be for all of us.

Law 6: Run a marathon today and tomorrow and tomorrow...!

Chapter Three BEG

- **Begin Early**
- **Extraordinary Effort**
- **Get On With It Now!**

As usual, ignore this paragraph and similar paragraphs in later chapters unless you find them helpful. The acronym **BEG** reminds us to **begin** tasks early. Also, other people will start begging to know your secret to achieving so much! If you begin your day early you will be able to put in an **extraordinary effort** and to **get on with it**.

Begin Early

Begin early. Do it before you have to. *Don't wait for the pressure to make you act.* Most of us wait till the pain of toothache makes us call the dentist. Imagine the pain in advance and visit him ahead of time.



Don't wait for the bill reminders; pay on time. Don't wait till you are short of money; raise the money now in good time. Be early. Take a delight in being ready way ahead of time. Start early. Buy your Christmas cards in January. They will be a lot cheaper!

Last year, I left the Christmas tree downstairs (instead of in the attic) I was a year ahead of time! Mind you, in the end I forgot where I had put it and ended up going into the attic and getting down another tree. There is such a thing as being too early!

If you have prepared that talk well ahead of time, you can then go on to make it awesome. **You will have given your subconscious mind time to be creative.** The seeds of thought have time to grow. You can also relax and relish the feeling of being in control.

If you prepare for that physical test ahead of time, you will not have to struggle through. You will find it easy. You can even enjoy the run up to the event or presentation as well as the event itself.

If you leave things to the last minute you will have to rush and do things badly in a panic. The early birds can afford to have an accident or fall ill and still achieve their goals. They can even die without having to regret all the things they have not yet completed. The executors of their wills should have an easy time of it.

Chapter Three BEG (continued) Begin Early (continued)

"A year from now you will wish you had started today." Karen Lamb

There is a program on BBC 2 called 'Are you tough enough for the SAS?' In 2004, 24 men and women entered this program to see how tough they were. Three women ended up in the last six left.

One of them was Emma Gribble who was 31 years old. She prepared in advance for the ordeal in front of her by running up and down the steps in an office block carrying a haversack full of copy paper. Copy paper is not light!

In the end, she did not get any further than the top six competitors but she did amazingly well to get that far. In my opinion, she deserved to go further.

While we are on the subject, running up and down steps is a great form of exercise preferably without the copy paper which could overdo the stress on the joints. Give it a try whenever you come across some steps.



Another woman, called Rachel Nolan, prepared early by working with a personal trainer. She reached the last four and, from what I saw, deserved to come first. She didn't, but, again, her achievement was awesome.

Actors, who learn their lines well in advance, can concentrate on acting and not on remembering. They are also spared the nightmares about being on stage and forgetting their lines. Early birds don't worry themselves into an early grave.



Chapter Three BEG (continued) Begin Early (continued)

When I examine or grade my martial arts students, the ones who have failed to practise well in advance end up embarrassing themselves by either forgetting what they are supposed to do or by doing it badly because their minds are focused on remembering instead of putting energy and aggression into the key moves.

Being ahead of time has all kinds of advantages. In Chislehurst, where I live, the bottle collectors arrive two hours ahead of the other collectors. If you fail to put your bottles out early you are stuck with them for another two weeks. The collectors have been and gone. I now put the bottles out the night before.

In about a month's time I am teaching an instructors' course. I already have a plan for what I shall be teaching and happy 'accidents' have started to happen which will help me carry out the plan. For example, this morning the cat was meowing.

I thought the sound was coming from under my bed. As I groveled around looking for the cat I found some key handbooks that will be very useful for the course! This kind of serendipitous event does not usually happen unless your subconscious mind has been involved through advance preparation. Or, unless you are a tidier person than me! Also, I keep coming across articles and videos that will be very useful as reading material for the course.

Begin early and you can relax whenever the event etc you are preparing for arrives. You will be able to handle any last minute problems that come up and still be able to keep your cool. You will also have much more energy on the day and be able to actually enjoy it.

It is good practice to begin early in the day by getting up early. My Granddad always used to quote the famous saying: "Early to bed and early to rise makes a man healthy, wealthy and wise." He was a man of his word and would always get up at six ready to start an active and worthwhile day.

The person who gets up early and refreshed from a good night's sleep gets the jump on the rest of the world who stagger up later in the day. He or she has done a day's work before the rest have started.

If you get up early and get down to business, you can feel smug for the rest of the day and feel energized by what you have already done. You will probably do more for the rest of the day than you would have done if you got up later.

Law 7: Start your plans well in advance and enjoy being first!

Chapter Three BEG (continued)

Extraordinary Effort

"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

As Michelangelo warns most of us do not think big enough. We aim too low. We need to set huge goals that are truly worthy of our powers and which will inspire us. We need to think the extraordinary and to make extraordinary efforts to achieve the extraordinary.

Danny Burke, my computer guru, realized many years ago that he did not want to just do the ordinary. He wanted to do something difficult and challenging. As a result he has been working for twenty two years on a language translation machine which can achieve what no other machine has achieved. He does not want to lie on his death bed and think that he has achieved nothing special. I feel the same.

We need to dream of more and to do far more than most people think is necessary. A while ago I watched a judo lesson taken by the Olympic Champion Brian Jacks. He demonstrated a somersault in the air landing on his back. He did this three or four times impressing everyone present.

He then mentioned that when he trained in Japan, he had to do 1500 of these before he could even start his lesson. To the average person this sounds mind boggling. It is far more than most people would think of doing in 20 actual lessons let alone doing it before one lesson started!

Bruce Lee, the famous martial artist who later became a great film star, used to do 500 kicks with one leg and then 500 more with the other leg on the same day. His kicking skill became legendary. Very few people do even one kick a day. Those who do soon start to look like the young kicker in the photograph.



Chapter Three BEG (continued) Extraordinary Effort (continued)

The advantage of doing so much is enormous. The person who does *far more than the average* achieves an awesome standard which no one can doubt. Their own confidence increases to a huge amount. Doing just enough to get by is no fun. *Being awesome is fun*. It is tough when you are doing the extra work but fun later.

If you are attending an evening class, *attend* every class and you will be doing more than many students who miss the odd lesson here and there. I attended a cartoon class years ago with my girl friend. We were making progress until we decided we knew as much as the teacher and stopped attending. Our progress also stopped.

When every one else stops, just carry on for an extra twenty minutes or longer. You will soon begin to shine. Taekwondo can be a spectacular martial art but the Koreans often outshine every other country. It is a Korean martial art but one reason for the superiority of the Koreans is that they practise for about *eight* hours a day whilst other nations are content with two or three. When I attended Taekwondo lessons some years ago, one man was always there first. He was usually sitting on the floor stretching. His kicks became lightning fast and he later became a champion. His name is Steve Graham.

How do you know what effort is extraordinary? For many people, doing anything at all other than sitting in front of the TV is an extra effort. They have no idea of what even ordinary effort involves.

First, do what you think is enough and then do more. If you can, redouble your efforts. Do a hundred sit ups or push ups and then do a hundred more. Go for one walk and then go for two. Lift 10 Kilos and then lift 20. Don't stop too soon.



Chapter Three BEG (continued) Extraordinary Effort (continued)

Yesterday, I did two hundred sit ups instead of one hundred. It was much easier than I thought. Obviously I am no where near developing my potential for sit ups! Why not think big and aim for a thousand?

Paddy Doyle, has just won the world's fittest man competition. He has run, cycled and swum huge distances and has completed 3250 sit ups as well! I am clearly thinking way too small.

Geoffrey Boycott, the great batsman, praised the New Zealand batsman Brendon McCullum for not smiling when he had scored 50 runs. Boycott commented:

"Don't smile till you've got a hundred runs; then you can smile. That's what it's about. Get big scores. All batsmen should keep that in mind. When they get to 50 they should say: 'that's only half the job'. Get your head down and get another 50. You don't smile until you get back in the pavilion and have got some runs."

In other words don't be easily satisfied. Don't praise yourself too soon. Do more!



Tiger Woods, after the third round at the St Andrews Open in July 2000, was practicing until 8.45 p.m. Even the man considered to be the best golfer in the world was not content to sit back after another successful day. **He did more.**

Tiger Woods has controlled his thinking from an early age and has programmed his thoughts to make him expect more and do far more than the recognized high standards of most golf professionals. Recently he commented:

"My mind is my biggest asset. I expect to win every tournament I play."

As Les Brown has said, if you don't program your own mind, the universe will program it for you.

Chapter Three BEG (continued) Extraordinary Effort (continued)

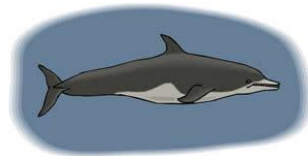
A new free diving world record was set on August 17th, 2002 in the waters of the Caribbean by world champion free diver, Tanya Streeter. She reached her goal depth of 160m/525ft in a total dive time of 3 mins and 26 seconds.

Tanya realised that she had an extraordinary ability to hold her breath when spear diving and decided eventually to make a career out of free diving.

A commentator on her world record attempt said: "This woman is flirting with death. She is trying to dive deeper than any other human being has been before. She'll do it on one single breath of air. During the dive her heart will almost stop. Other vital signs will sink to lethal levels. She is trying to become the woman who dives the deepest and returns alive." Tanya gives her view of death: "I am not scared of dying. I just think when you die, you die. I hope I don't die painfully."

The average healthy person can hold their breath for 40 seconds but could be trained to reach 4 and a half minutes. Tanya holds her breath for over 6 minutes. She uses this ability to dive to great depths without equipment using only the air in her lungs. The ability requires superhuman fitness. Recently a rival has taken her world record by reaching 136 metres. Around 50 free divers die a year. At depth, the breath in their lungs can turn poisonous. They become unconscious and cannot trigger their return mechanisms.

Tanya made 10 training drives before her world record attempt. On one of them, an oceanic white tipped shark renowned for its ferocity appeared. The shark eventually disappeared but was still on her mind. Because of the mask she wears, the shark could be right behind her without her realising it.



At 50 metres her lungs are squeezed to the size of a clenched fist. Deep dives cause immense pain because of the pressure of the water. A burst ear drum could cause her to pass out and die. Many free divers do black out and die.

Her ability to dive so deep is a combination of innate talent and intense training. She lies face down in water for minutes at a time and does one training dive after another. Despite a bruised ear drum and other problems, Tanya did the dive and broke both the women's and the men's record. It was not her best dive but it was the deepest. Tanya commented: "Look what we can do when things aren't going well. Imagine what we can do when things are going well." She is already looking ahead. Six weeks after Tanya Streeter's world record, her rival Audre Mestre tried to break it. She died in the attempt.

Chapter Three BEG (continued) Extraordinary Effort (continued)

We can learn what extraordinary effort is by studying the lives of people like Tanya Streeter. They make us realize how little effort 'normal people' put into things. She was willing to face pain and death to achieve her goals. Another person who can inspire us is Chris Moon.

His right arm and leg were blown off by a bomb some years ago. He was told he would never run again but a year later completed a marathon in under 5 hours. He now plans to walk the equivalent of 2 marathons a day for 25 days. He will complete 1300 miles in 25 days. The route will take him from the north tip of Scotland (John O'Groats) to the southern tip of England (Land's End)



Chris will have to walk for 18 hours a day. Many years ago, I walked from one end of the Isle of Man to the other with two friends. We went up all the hills on the way including the one mountain, Snaefell. It took us 17 and a half hours.

Our ankles were swollen and we had trouble walking at the end of it. We were laughing when we started but grim and miserable for most of the walk. Recovery took about a week. Chris Moon is putting in 25 days of this kind of effort with about 4 hours sleep a night and no real recovery time. He also has to rely on one artificial leg as well as his normal one.

His website comments: "This challenge requires an exceptional level of fitness and an unflinching determination to succeed. The sheer magnitude of the challenge facing Chris is set to generate extensive media interest".

Chris started his walk on 5th June, 2004 and completed it on 29th June, 2004. He covered over 1,000 miles in just 25 days. It was an amazing achievement. He commented at Land's End: "I am now looking forward to a really good sleep!"

Chris's walk helped to raising the profile of the Leonard Cheshire homes. These homes, founded by a former bomber pilot, help disabled people to achieve their goals. "That's one reason to put one foot in front of the other," comments Chris

People like Chris and Tanya are living their lives to the full and by their extraordinary efforts are changing the lives of others who follow their example.

Chapter Three BEG (continued) Extraordinary Effort (continued)

A retired business executive was once asked the secret of his success. He replied that it could be summed up in three words. These three words were: *“and then some”*.

He discovered early in his life that the difference between the ordinary people and the higher echelons could be explained by the fact that the top people did what was expected of them and **they then did more**.

They were sensitive to the needs of others and then gave even more help. They dealt with their responsibilities fully and then worked some more.

They were the same at home as at work. They were reliable friends and considerate neighbours and then exceeded expectations.

A hotel employee went out of his way to put up two elderly people in his own room when the hotel was overcrowded.

A while later the elderly couple turned out to be the owners of the Waldorf Astoria. Guess who they put in charge? The man who had looked after them – and then some.

Jonny Wilkinson, the rugby union player who takes the kicks for England, nearly always stays out on the pitch practising until he is satisfied that he can score points from anywhere on the pitch.

Jonny is not happy until he can hit a tiny point that he pictures between the rugby posts. He even imagines a girl eating an ice cream in the stands behind the posts. He has to be able to land the rugby ball on her lap and then has to improve his standard so that he can knock the ice cream out of her hands. It is no wonder that he hardly ever misses.



Jonny is seldom seen with the rest of the team when they are relaxing. He might well be on the pitch practising his kicks. Only when he is happy with his standard will he allow himself to take a break.

Chapter Three BEG (continued) Extraordinary Effort (continued)

A few weeks ago, Sky Sports commented on the fact that David Beckham, Luis Figo and Roberto Carlos were still practicing their free kicks when the rest of the Real Madrid team had finished their training,

Such men become stars in a team of stars. In the 2004 Spanish Cup Final both Beckham and Roberto Carlos scored a goal from their free kicks.

Real Madrid lost the final in spite of these two goals. Maybe the rest of the team should have done some extra training as well.

Some times it is enough to do just a little more than the average:

- A few extra hours of work could make you stand out from the rest.
- A writer who does a little more research or a bit more thinking about the best words to use in his or her book can transform the book.
- A little more attention to detail could make a failing business successful

The person who refuses to live an ordinary life often realizes how little is the extra effort it takes and yet the rewards for this small extra effort are out of all proportion to what it costs.

The mediocre person thinks that he's taking the easy way but in the long haul he's taking the hardest way of all because he must spend his entire life existing on the poor financial results that his average work produces.

Recently I had the front drive of my house paved by some unorthodox 'builders' who offered a cheap price. To the amazement of my neighbours they did quite a good job but just failed to make it a great job which I could then have recommended to other people.

You can see the paving in the photograph of the two lawns which appeared earlier.

With just a little bit more effort, they could have had a site which would have given them many more willing customers.

A little bit extra every day becomes a huge amount over a lifetime. If you want something extraordinary, then you must do that bit extra.

There is, of course, no law which says that you can't do a lot extra!

Law 8: Do the expected "and then some". Put more kicks into each day!

Chapter Three BEG (continued)

Get On With It Now!

Are you usually on time with your Christmas shopping and Christmas cards or are you the type who dithers around when faced with an overwhelming task?

Perhaps you need to learn the importance of taking swift action. Perhaps you need to learn and apply one or two techniques which will help you take that action.

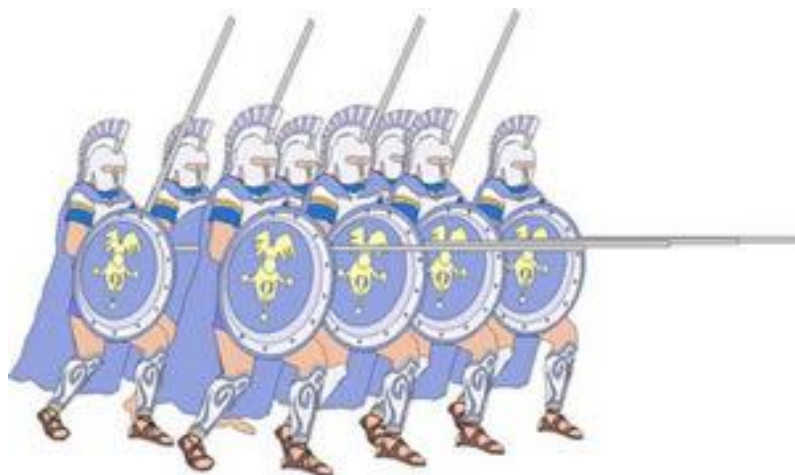
The following might help!

Brian Tracy, the great American motivational speaker, talks of the power of swift action in the battles of Alexander the Great. Alexander moved so fast that his troops had no time to feel afraid.

Outnumbered at the battle of Issus, he charged straight in off the march. The Persian army were taking it easy expecting him to settle down before he attacked. His surprise attack worked and a great victory was won.

The person who moves fast can have the fun of continually surprising both themselves and others with the speed and extent of their achievements. Momentum is on their side and they often achieve ten times as much as the person who is still pondering and missing the opportunities.

Alexander did not settle his tired troops down and work out a detailed plan in the light of what could be seen of the army of Darius across the river. He simply acted with stunning courage and confidence and, above all, speed. With 20,000 men, Alexander overcame 50,000.



Chapter Three BEG (continued) Get On With It Now! (continued)

Julius Caesar also astonished his enemies by the speed of his movement. His troops would appear when the opposition thought they were still miles away. In the end his speed of movement made the battle easier to win and energy was saved.

The famous saying of Caesar 'Veni, Vidi, Vici' - I came, I saw, I conquered - sums up his 'get on with it' attitude.

Speed generates energy and excitement and everyone including you can see the progress and feel the enthusiasm of a project that is moving swiftly to its conclusion.

"You can start quickly and then slow down," commented Alan Hansen as Portugal lost their first match against Greece in Euro 2004, the great soccer competition hosted by Portugal. Greece had started quickly and were two goals up before Portugal got going. Portugal did score one goal but, by then, time had run out for them and they had lost. The Greeks were, of course, ecstatic.

Clive Woodward (now Sir Clive) coached the England team that won the World Cup (in Rugby Union) in 2003. He had been a great player himself and was determined to be a great coach.

He put much of this success down to the captaincy of Martin Johnson, the giant forward. Clive talks about his conversations with Martin in which Martin would say very little.

However, Martin would usually end the conversation by shrugging his shoulders and saying: "Let's just get on with it."



Chapter Three BEG (continued) Get On With It Now! (continued)

Just getting on with the job and thus finishing it quickly is rare. The person who does this regularly stands out a mile from many of the human race who dither and delay and take ages to begin and then finish any project. Look at how long it took to start rebuilding Wembley Stadium, the great soccer venue in London.

Five years of dithering took place before a decision was made to rebuild. If the decision had been made earlier and they had just got on with building it, the stadium would have been ready now and the costs would have been far less. In fact, they might already have been paid off by now from the audiences that would have paid for their seats at great footballing events. The stadium was supposed to be ready for a big final in 2006 but no one is yet sure whether it will be completed.

People who procrastinate about buying promising shares miss out on the huge profits which often follow a quick and correct buying decision. Those who delay selling their shares in a bear market make huge losses. They should have 'just got on with it'.

Some people don't 'get on with it' if they feel sick or tired or badly done by. On December 10th 2005, Audley Harrison, the Olympic super heavyweight gold medalist, fought Danny Williams for the Commonwealth title. Harrison only fought when he was forced to by Williams and spent much time complaining to the referee about blows to the back of his head which were partly caused because he was holding on to Williams. Later in the fight, he complained about being hit by Williams' head and elbows. The commentator remarked:

"Heads, elbows! This is boxing, brother! You have to get on with it!"

In the end, guess who won the fight. Danny Williams, the man who got on with it.

Things don't always go our way in life, let alone boxing. We just have to get on with it. Brian Tracy would advise ditherers to repeat to themselves the phrase 'Do it now!' 'Do it now!' over and over again. This does not allow the brain to think of all the more immediately pleasurable alternatives to doing it now. It also stops the brain worrying about the size of the task.

Faced with Christmas shopping and writing large numbers of cards, or some other huge task, try saying 'Do it now!' over and over again or, if you prefer "Get on with it now!" "Get on with it now!" At the very least, make a start on just one small task. Buy one present. Send one card. Soon, you will be saying, like Caesar, 'Vene, Vidi, Vici'.

Law 9: Do it now and surprise everyone including yourself!

Chapter Four CCC

Change Yourself Consistency Works Cut Your Losses

The sound of three C's pronounced with a hard C (like K) suggests the sound of **cutting**. C...c...cut your losses. The sound is **consistent** and **changes** your hair style.

Change Yourself

"Let him that would move the world first move himself."

Socrates

"Everybody thinks of changing humanity, but nobody thinks of changing himself."

Leo Tolstoy

When Christmas or any other festival which encourages family gatherings arrives, many people get irritated by their relatives and try to change their more annoying habits. This is usually a waste of time and tends to make matters worse.

Don't waste time when you try to change other people. Changing others is possible but the only person you can be sure of influencing is yourself. Even Jesus, who taught that we should give second chances and more, told his disciples to move on if their audience was not prepared to listen to them.

We are fortunate to be in charge of our own amazing bodies and minds and we *can improve these as much as we want*. We can read the books on self-improvement. We can buy the audios and watch the videos and, hopefully, take action.

We have a Rolls Royce or Ferrari of a brain in our heads; let's not leave it in the garage! We have amazing bodies which can easily be improved.

If we are not happy with the way we are, nothing can stop us changing. We can begin right now! How about a few sit ups and push ups? But let's not sit in front of the TV watching the football or the soaps unless we have earned a break. Alternatively we could still watch the TV and do sit ups at the same time.

The rest of the family might object so try to get them to join in! If necessary have your own TV in your own room. Have another TV in your spare room so that you can cycle or row or lift weights as you watch.

We can change physically in few weeks of starting the right diet and the right kind of exercise. Internal change – changing our attitude and mindset – can also occur quickly but it may take longer. It may take several seminars, audios, or books or minor successes before we start believing in ourselves and our abilities.

Chapter Four CCC (continued) Change Yourself (continued)

We might have thought for years that we were useless at making money. It may well take a year or more before we start believing that we can make money. It might, however, only take five minutes of reading a good book on the subject.

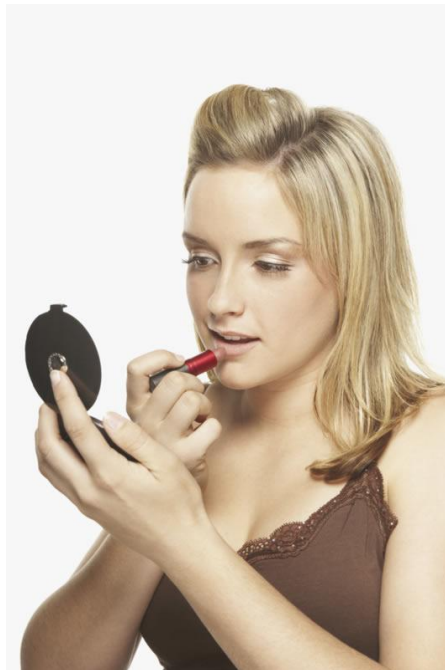
Changing ourselves can take imagination, effort and discipline. The great James Allen comments:

"Men are anxious to improve their circumstances, but are unwilling to improve themselves; they therefore remain bound." James Allen 1864-1912

Freedom only comes when we decide to change and *to do whatever it takes*. Then life becomes exciting and even frightening and things start to happen.

Dr Edward de Bono, one of the world's leading authorities on how to think, has just written a book about having a beautiful mind. He suggests that people should spend more time trying to change and improve their minds rather than their bodies.

In an interview on BBC 1, he mentions the serious theory that humans developed the brain as a sexual attraction feature. Brains got better and better because that's what humans wanted in their mate. Obviously, good looks helped as well. 18 billion dollars are spent world wide on cosmetics to change the physical appearance. De Bono suggests you would be better off buying his book.



Chapter Four CCC (continued) Change Yourself (continued)

You can usually do more about your mind than you can about your physical appearance. As you get older, your mind can get more beautiful although your body may well become less beautiful.

Your beauty of mind will show itself in conversation, attitudes and behaviour. We will be less dogmatic and more interested in understanding the viewpoint of others.

Education, in the official sense alone, is not enough to create a beautiful mind. Many highly educated people have ugly minds. We have to learn how to use our minds. A beautiful mind is not about being right or wrong or knowing the facts.

De Bono says that he has met many highly educated people who have ugly minds and are stupid because a key source of stupidity is arrogance. People who are arrogant think they know it all.

They cut off connections and don't listen because they believe no one can teach them anything. Too many educated people are like this.

Clearly their education has not been a complete one.

So work on changing yourself for the rest of your life. You can even become more beautiful than you were! Learn to think with an open mind and become a magnet of attraction!

If you do try to change other people, don't try to change their attitudes and behaviour. Teach people how to think about all the possible options. Teach them to have an open mind and respect the views of others.

Then their behavior will improve because they will see the world differently.

Miners in South Africa from different tribes who were always fighting were taught to think but they were not taught to change their attitudes. However, their attitudes changed anyway as they began to think with open minds.

The number of fights dropped from 210 a month to 4 a month. Similar results have been experienced elsewhere.

If we learn to think without arrogant assumptions and to help others to do the same, the world might well become a more beautiful and peaceful place. We will also discover the true power of our minds. We will become open to the huge learning resources now available to us in the 21st Century.

Law 10: Learn to think and become a magnet of attraction!

Chapter Four CCC (continued) Consistency Works

Consistency means conformity to previous behaviour and practices. It means repeating the same behaviours regularly and without exceptions. Consistent behaviour is the opposite of erratic behaviour. Consistency creates powerful habits; lack of consistency and exceptions mean that you have to start building the habit all over again.

Consistency allows the seeds to grow and the fruit to arrive. Regular, patient, consistent action is necessary to achieve good results. Even winning the lottery requires buying a ticket and entering the numbers.

A woman who won the US \$162 million lottery is quoted as saying, that she played the same numbers consistently for two years. She didn't play it once or twice and give up as so many people do. She steadfastly believed that her dream of winning the lottery would be realized, and it surely happened.



It's going to take some time and effort, but success takes time and effort, even if it's just to buy a lottery ticket and consistently play those numbers every week. I am not, incidentally, suggesting that you try this method of making money.

If we want to get fit and exercise like mad for two months and then stop very little will be achieved. We may even have a heart attack during the mad period.

Matt Furey warns his students not to go crazy: "Combat Conditioning won't make a warrior out of a wimp in a day. But if you take your time and remain consistent, you will kick rumpstiltskin...Remember the turtle. Slow and steady. Slow and steady. And after a while, look out. You're going to wake up and feel like you've just sprinted past the rabbit."

When I first opened my Choikwangdo martial arts school in April 1990, only one student showed up at the first class. He was over 6 feet tall and very strong. He looked like he could well take care of himself without my assistance!

If I had failed to turn up at the next class and the next the school would have closed down. Instead it has been going for over 15 years from April 1990 to April 2005. It now has 5 chief instructors and 5 assistant instructors as well as myself.

Consistent attendance by the instructor is essential. So is consistent attendance by the student. Sporadic or erratic attendance by instructor or student means lack of progress and eventually failure to achieve potential

Chapter Four CCC (continued) Consistency Works (continued)

Prince Charles helped to start a mentoring program for youngsters in care. Volunteers are trained for three months to be mentors and then are partnered with a youngster. The system works if the mentor and the youngster stick to the program.

One of the youngsters said that if the mentor is not consistent, he or she should not even begin the program. Youngsters have had enough inconsistency in their lives already. Consistency is essential. Consistency means repeating the same behaviour again and again even if it is not convenient or pleasant.

Danish Ahmed believes that to achieve consistency, we need to be very wary of making exceptions to our own rules. He normally gets up at 6.30 a.m. to give himself enough time to complete his morning exercises before he starts the day.



One day he had to attend an early meeting and so got up at 4 a.m. to give himself the time needed for his exercises. A friend asked him why he didn't give his exercises a miss since this was a unique occurrence. Why didn't he make an exception?

Ahmed replied: "Unique occurrences seem to happen more often than we'd like to admit. If I make an exception this time, I'm training my mind to think that exceptions are OK. I want to train my mind to be consistent. And this is the first test in being consistent." **Exceptions kill consistency.** Exceptions are euphemisms for excuses.

This certainly applies to any one who is trying to follow a diet. Make one exception to 'celebrate' an achievement or to cheer oneself up after a failure and further 'exceptions' will usually follow and the diet will collapse.

However, there are exceptions to any rule as they say! So we should not get discouraged if we break our rules. We should simply get back on track.

Arsenal completed an unbeaten season in the top English soccer league in 2004. Their manager, Arsene Wenger, believes that the *secret of their success is consistency: "In any job, consistency is a sign of quality." A football team must work hard in every game and not just the big ones.* Arsenal have done just that and are the first team in England to be unbeaten in over 100 years.

Law 11: Build powerful habits through consistency and change your life!

Chapter Four CCC (continued)

Cut Your Losses

When we lose, we tend to lose more. The disappointment of failing to keep our promises to ourselves or others makes us feel like giving up for the rest of the day.

If we eat too much at breakfast we will probably eat too much at lunch. This is a big mistake since most lapses can be remedied before the sun goes down. If you eat too much at breakfast, give lunch a miss or eat a small lunch!

A while ago I watched the Newcastle soccer team lose to Liverpool in the FA cup. This is an important competition in England. Also both Liverpool and Newcastle are in the North of England and local rivalry is involved.

A commentator remarked that Newcastle badly wanted to win the FA cup but the chance had gone for another year. "Newcastle will just have to get their heads down and concentrate on doing well in the league."

Having lost in one area of life it is easy to give up on other areas. The best route however is to cut your losses; get your head down (i.e. focus and work hard) and do well in other areas. In fact, Newcastle are now in the semi-finals of the second greatest European soccer competition – the UEFA cup.

As soon as possible, take your mind off any failure and get down to work soon on the same project (to make it better) or start another one. Some people argue that almost all first businesses fail. If yours does, take it as a normal set back and get going on your second business. Just get over it and get going.



A wheel chair athlete in the 2004 London Marathon came in third last year and second this year. Three years ago, after being a regular runner in the Marathon, she had an accident which put her into the wheel chair. Instead of giving up, she got over it and continued to race as a wheel pusher rather than a runner.

Law 12: Cut your losses and spring forward with grace!

Chapter Five COB

- Carry The Injury
 - Overeat Later
 - Bang

Picture someone eating a huge corn cob which explodes with a **bang injuring** their mouth. They **eat it later.**



Carry The Injury

You do not have to do everything perfectly. You might have a dodgy knee but you can still do Karate by using your good leg to kick with. Bill Wallace, world champion in Karate, did just that. He was forced to train his left leg for kicking since he could only use his right leg for standing on.

His left leg became incredibly flexible and fast. Few healthy people could stand against him. They were usually knocked out by a kick performed with his left leg. The man in the picture is not Bill Wallace but he is kicking with his left leg!



Most top sportsmen are carrying some sort of injury or handicap but many of them manage to turn in more than adequate performances despite this.

Jonny Wilkinson was a major influence in the team that won the Rugby World Cup for England. After the final game he found out that he had been playing with a fractured bone in his neck and a damaged nerve in his shoulder.

He does not intend to give up rugby as many would. Instead he plans to make his neck muscles and other muscles stronger than they were before his injury. He will then be able to continue making the ferocious tackles that he is famous for without worrying about injuring himself again.

Chapter Five COB (continued) Carry The Injury (continued)

Many people, whether they are sportsmen or not, carry some sort of injury or problem. If they waited till they felt able to achieve everything well, they would never do anything.

Stephen Hawking was diagnosed with motor neurone disease at the age of 21. **He was given two years to live.** He went on to get married and have three children and became one of the greatest theoretical physicists that the world has ever known. He is now Professor of Mathematics at Cambridge – the position once held by Sir Isaac Newton. *At least 40 years have passed since he was supposed to have died.*

If you are working on an internet business and find the technical aspects difficult just carry the 'injury'. You could end up out-geeking the geeks. Many of the top internet gurus admit they haven't a clue about the technical side of things. They don't let that stop them. They either learn what they have to or hire someone else to find a solution. If he can't help, they find some one else who can

Josiah Wedgwood, the great founder of Wedgwood pottery, had smallpox as a boy which damaged his knee. It was agony for him to work the potter's wheel. Eventually he had to leave the wheel to others as he researched various aspects of pottery. His research proved far more valuable than any work at the wheel!

Later in life, his leg was amputated above the knee. In spite of all this he carried the injury so well that he became one of the greatest potters that the world has ever known. He even had two artificial legs made. One was a plain wooden stump for everyday use and the other a much superior one for special occasions.

Josiah believed in making the most of life. He wrote *"Let us begin, proceed and finish our days and years in the pursuit of fortune, fame and the public good and not waste an hour of the very small portion of time allotted to us here."*

By the time he was 60, he had succeeded beyond his wildest dreams. He died in 1795 after a brief illness and passed on the company which he had built from nothing to his son Josiah the second.



Law 13: Transform an injury into a glorious blessing!

Chapter Five COB (continued)

Overeat Later

Delay overeating or drinking. Make procrastination your friend in fighting the 'sins of the flesh'. Just as delay in doing something positive can mean it never gets done, so delay in eating the wrong sort of food or in drinking the wrong sort of drink can mean the food never gets eaten and the drink never gets drunk.

Delay for a few minutes and you might well forget about the food etc as you become absorbed in what you are doing. One expert, at least, teaches that your craving will disappear after only two minutes. We should also delay each mouthful and eat slowly so that our mind has time to realize when we are full.

Another bonus is that, if you delay eating those crisps, some one else will probably have eaten them by the time you get round to them. You will thus be spared further temptation!



Tony Robbins suggests that we should avoid soft words in dealing with overweight. Instead of saying we are round and cuddly, we should admit that we are fat! The politically correct word now is 'obese'.

We should visualize the massive pain involved eventually in being overweight. Imagine walking with sore ankles and knees. Imagine having trouble cutting your toe nails. Imagine feeling tired all the time. Imagine the pain and inconvenience of being disabled by a stroke or heart attack. Visualise being dependent on others for the most trivial and personal of things.

Some expert medical opinion teaches that being overweight is usually followed by illness. Men over 55 who have a large middle are 50 % more prone to get cancer. Women over 55 with a large middle are 35% more likely to get cancer.

Men with a waist of more than 40" are at risk of type 2 diabetes. Women with a waist of more than 35 inches are at risk of type 2 diabetes. Type 2 diabetes is serious and can cause much damage to heart and eyes etc. It also causes extreme tiredness. Obesity can make senile dementia more likely.

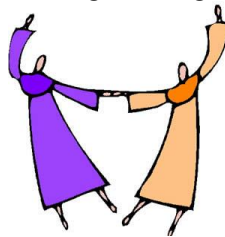
Chapter Five COB (continued) Overeat Later (continued)

We should also visualise the massive pleasure that goes with being slim and fit. Imagine being able to wear those favourite clothes that have been left in the wardrobe for years.

Imagine those admiring looks from the opposite sex. Imagine going swimming without feeling embarrassed.

Visualise yourself becoming an expert at the sports you enjoy. If weight is lost, there will be no further need to sit on the bench watching others having a good time on the basketball or netball court. You won't just be keeping the score. You will be actively involved and becoming fitter into the bargain.

Imagine being full of energy and feeling the urge to dance around.



A quote worth repeating from a recent TV drama series about overweight friends goes as follows:

"Nothing tastes as good as slim feels"

Delaying overeating means that we shall feel hungry for a while. Research in California suggests that we should *accept feeling hungry as a normal part of our lives*.

According to this research we should aim to live in a constant state of semi-starvation. We might then live for a decade or even two decades longer. We would then have a much longer life in which to enjoy our food and to make a difference in the world.

Being hungry all the time would also mean that anything we eat would taste much, much better. A pleasure deferred is a pleasure multiplied. Even that fruit which we would normally find boring would taste delicious.



Law 14: Eat less and live a longer and more exciting life!

Chapter Five COB (continued)

Bang

The whole phrase is **Chip, Chip, Whizz, Bang**. This idea comes from Gill Fielding, a lecturer on how to increase wealth. She loves the symbolism of the woodpecker who pecks away at a tree with apparently little effect and then suddenly the branch or tree crashes to the ground.



Big results can come from little efforts repeated regularly. A person can become wealthy by chipping away at:

- **Saving** what money they can every month (chip)
- **Closing up the leaks** through which they lose money each month (chip)
- **Investing** in unit and investment trusts and shares (whizz)
- **Taking up workable business opportunities** etc. (bang)

Some people despise the small efforts (the chip, chipping). They will not act unless they can take giant steps. But small steps are also powerful and can get you there in the end.

Chapter Five COB (continued) Bang (continued)

The whizz and the bang refer to speedier methods of achieving financial goals as can be seen from the above suggestions. There is no reason to miss out on any of the above methods although the less adventurous might prefer to avoid the bang and even the whizz.

The chip, chip, whizz, bang method can be applied to all kinds of projects. A person could chip away daily at developing a skill like singing. They could move on to the whizz by taking regular lessons and then make progress with a bang by taking on a commitment to perform in public!

Often little progress seems to have been made during the chip, chip period. In the film *Pale Rider*, a miner hammers away at a rock on his own (chip, chip) Then a friend, Clint Eastwood, joins him (whizz). It still seems as if they are wasting their efforts. Eventually one of the villains gives the rock an extra hard wallop (*bang*) and this is enough to split the rock and find the gold.



I have been writing this book for years without making much progress but I have kept chipping away and recently have made much faster progress. The book is nearly finished. I must believe in my ability to finish a good book worth buying.

To achieve anything in life people must believe both in their ability and the fact that they deserve to achieve whatever it is they want whether it is money, reputation or a happy relationship. As a child or teenager they may have lost faith in their ability and their value or self-worth. Reprogramming or regular affirmations can help. Of course, these affirmations must be based on a possible reality at least. For example:

“I have the ability to write a book worth buying and reading.”

“I have the ability to learn the skill of copy writing.”

“I am becoming healthier, wealthier and wiser every day.”

Law 15: Tiny actions can achieve huge goals! Start chipping away!

Chapter Six DAB

- Discipline
- Anyway
- Bit By Bit

The acronym **DAB** can remind us of a picture being created **bit by bit**. The Impressionists used this method in their paintings and had the **discipline** to keep working **anyway** in spite of the insults about their method of painting.

Discipline

Discipline is not such a popular word these days. Too many schools and even nations are suffering from a lack of discipline. Yet discipline is crucial for achieving any kind of success.

If we don't discipline ourselves, we will fail at whatever we try to achieve. If we don't discipline ourselves we will just live ordinary, mediocre lives.

If we do discipline ourselves our lives can become awesome.

What is *discipline*?

Discipline is doing what you say you will do or what you plan on doing (whether you feel like it or not). It is also not doing what you say you will not do and not doing what you plan on not doing.

My computer guru, Danny, agrees with this definition. When he was hiring someone to work for him at the weekends he said to him. "So long as you do *what you say you will do*, we'll get on."

Discipline is a key factor both in relationships and in business. Nothing annoys people so much as a failure to turn up when you say will.

I went to a seminar a few months ago which started 15 minutes late. The speakers had already lost my respect and I left early. If they had been good speakers, I would have stayed but their lack of discipline had also left them unprepared to speak despite having the opportunity to talk to a large and enthusiastic audience.

Danny believes in doing what he says he will do. His job depends on it. He had been to a wedding and eaten some food that disagreed with him. The next day he felt like an "elephant was sitting on his stomach and a rhinoceros was playing football in his head".

He still went to meet his clients and completed the three jobs he had promised to do.

Chapter Six DAB (continued) Discipline (continued)

Prince Charles, at Gordonstoun school, had to fill in a daily chart. In the chart he had to say if he had climbed a rope, completed push ups and had a shower. The school clearly realised the benefits of systematic daily disciplines. It also realised the value of keeping track and the power of numbers.



At my own school in the Isle of Man we had to get up at 7 a.m. and then go for a swim before breakfast. One of my most embarrassing moments was when I woke the whole dormitory up at 6 a.m. because I thought it was 7 a.m.

Part of our summer holidays were spent at an army camp in Wales where discipline was strictly enforced. Our Physical Education teacher insisted we change for the lesson in 30 seconds flat or be whacked with a gym shoe. In school assemblies, chatting at the wrong time could be punished by caning.

Possibly the discipline was unnecessarily harsh but it meant we could focus on our studies without worrying about distractions from poorly disciplined fellow pupils. These days, too many schools allow poor discipline and so fewer pupils have the chance to succeed.

Discipline is about doing what is good for us and not what is easy for us. It is easy to eat a chocolate bar. It is much less easy to eat that broccoli or whatever healthy food we find boring.

If we build up our power to choose *what is better rather than what is easier* we will be able to follow our own rules and plans. We will no longer be at the mercy of our own whims and our natural desire for immediate pleasure rather than long term good.

If only we had followed our parents' advice to do what was good for us, we would have built up healthy habits that lasted a life time. However, most of us learned at least one good habit. My mother ingrained in me and my brother and sister the importance of cleaning our teeth regularly and all three of us have had healthy teeth for many years.

Chapter Six DAB (continued) Discipline (continued)

The power of daily discipline is *HUGE*. Because the discipline is practised daily the effect is cumulative. The good practice is carried out 365 times a year with, perhaps, a few lapses. It cannot fail to have tremendous influence. Once the discipline becomes a daily habit, it can almost be forgotten about until the rewards start coming in.

The writer who writes every day has written well over 300 pages by the end of the year. If he or she does not write every day they lose *momentum and inspiration*. If they keep up the writing (even just a few words a day) there is a focus for relevant thoughts which will occur much more frequently than if they only write occasionally.

It is too easy for gaps in an activity to lengthen into weeks and months. *Daily progress*, on the other hand, inspires and motivates. Also daily activity produces comparatively *speedy* progress and this too inspires much more than slow or even steady progress.

Gaps allow inertia to take over and the gaps between an activity can become longer and longer. I have been writing this book for over three years. In 2004 I decided to write every single day and finished it. It was so long that I had to split it into two books and even these are too long! At the end of 2004 and well into 2005 I wrote an article a day until I had completed over 100 articles.

One problem with the daily discipline approach is that the list of things to be dealt with daily can become so large that nearly an entire day is taken up with them and it all becomes too much. The answer is simply to cut the daily list down and, throw out some projects altogether.

Or some things can be done on *alternate* days and some can be done *weekly* and some every *fortnight* and some every *month*. Once a month is better than once every two or three years.

Even once a year is better than leaving things to the mood of the moment. A yearly spring clean is better than no spring clean.

The practice of twice weekly and *weekly* disciplines can also have a huge impact on our lives. Students who attend my martial arts class *twice a week* make rapid progress and achieve their first black belt after two or three years. Those who attend once a week also make good progress but take longer to get to the black.

Those who show up sporadically, even if they have talent, take much longer. Some of the most talented students have given up altogether. They just don't realise how awesome they can become with regular practice. They lacked the desire or the discipline to reach the top.

Chapter Six DAB (continued) Discipline (continued)

I used to see my computer guru once every week. I knew that I would make some progress in mastering the computer for at least one hour a week. Darwin wished he had set up a weekly discipline as follows:

If I had my life to live over again, I would have made a rule to read some poetry and listen to some music at least once a week.

Charles Darwin

I see my web designer and my computer guru roughly once every fortnight. I know my knowledge of web design and the computer will grow for at least two hours a fortnight. I should really be spending an hour a day on these topics but I can still make progress with fortnightly sessions.

The practise of monthly disciplines can also bring great results. A monthly seminar can keep the inspiration and desire alive. Even a six monthly seminar can keep the mind simmering with the desire to learn more

I try to go to at least one seminar a month. A few months ago I planned on attending a seminar on Dreamweaver MX, another on trading shares and two seminars on the martial arts. One or two of these might have been a waste of time but you never know till you go. In fact, they were all worth while.

Over the last few years, I have been attending Educo seminars about once every 5 months. These have been invaluable in maintaining my enthusiasm for learning more about the power of the subconscious mind. Educo is a system for achieving health, wealth and success which was developed by the Irish guru, Tony Quinn. I haven't heard Tony Quinn himself but have heard his student, Dave O'Connor.

The key to progress is consistent attendance at regular intervals whether these are daily or every other day or weekly or fortnightly or monthly or three monthly or yearly etc.

Self-confidence and a strong will are the rewards of discipline. Failing to do what we plan to do undermines both our confidence and our willpower. We lose respect for ourselves. Sugar Ray Leonard teaches boxers that they beat themselves when they start doubting their own ability.

Jim Rohn teaches that to get this respect back, we don't have to go to 29 classes. All we have to do is *start the smallest discipline and do it every day*. The universe definitely rewards discipline. The rewards outweigh any pain involved.

The practice of daily disciplines alone can change our lives totally.

**Law 16: Do what you plan to do every day whether you feel like it or not.
Your growing power and ability to achieve will astonish you!**

Chapter Six DAB (continued)

“Act whether you see quick results or not.”

Anyway

This is one of my favourite ideas; it works *again and again and can work wonders*.. It means that you should do your *planned* action even if, at the time, you are not convinced that it will achieve *anything worthwhile*.

Follow your plan even if you think your efforts will all be wasted and end in dismal failure. Follow it anyway. .

I do not know if this book will ever be published but if I want to achieve my goal of writing the book I must keep writing *anyway*. If the worst comes to the worst and no one wants to read or publish this book, I will only have ‘wasted’ a few months.

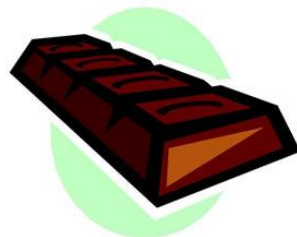
Many people waste months and years watching TV. Even if the book is not popular I will have gained from the *ideas* in it. I will also have *completed* one of my most important goals which will encourage me to complete other goals which may be more successful.

I don’t know whether anyone will read what I have written but I will write *anyway*. The writing may not achieve the intended results but it will achieve the result of increased confidence and will power for me. It will also help me to remember some magnificent ideas that, if applied, could transform my life.

If you think *avoiding* fattening foods is a waste of time but are not sure, avoid them *anyway*. After a week or more, you will see the *results*. The thought “this is an unnecessary and useless sacrifice” will occur frequently in the early days.

Just do it anyway. You have nothing to lose. If your new eating pattern does not work, you will have lost nothing except a few days ‘enjoyment’ of unhealthy foods. You still have the rest of your life to enjoy those crisps and chocolate biscuits! You will also feel confidence in your own will power.

Decide to replace the *pleasure* of eating that bar of chocolate with the *happiness* of knowing you have strengthened your will and improved your health. It helps, of course, if you do not buy the chocolate bar in the first place!



Chapter Six DAB (continued) Anyway (continued)

Recently, however, there has emerged evidence that 3 oz's of dark chocolate a day helps to lower blood pressure by reducing stress.. I was not slow to buy a large bar of dark chocolate last weekend. Possibly, it is still a blessing I should do without!

Vanessa Feltz, the UK celebrity, decided to empty her house of all temptation, including chocolate. She replaced the chocolate with exercise. The chocolate gave her a brief high, *but the exercise gave her a much longer high* and helped her achieve her goal of weight loss even more quickly. Her children cooperated with her in keeping the house empty of biscuits, cake and chocolate.

If you think *lifting weights* is not making you any stronger or better looking, keep lifting *anyway*. The results will come faster than you think and if they don't you have lost a few calories as a side effect. *You will also have increased your will power.*

Many people in fact are amazed at how quickly the benefits of lifting weights appear and are obvious to everyone. Even some one with a big belly can see the traces of a six pack after doing situps for a few days.

In the soccer leagues, the strikers who score many goals are usually the ones who follow up *anyway*. Recently Terry Sheringham, a legendary player, followed up what looked like being the goalkeeper's ball. The goalkeeper miss kicked the ball and Sheringham was left with the reward of an easy goal.

Frank Lampard, who plays for Chelsea, a top English club, followed up a shot on goal made by one of his team mates. The ball bounced off the goal keeper and Lampard kicked it into the net. Lampard usually follows up *anyway*.

Lampard's goal turned the game around and Chelsea were inspired to score a second goal and put Arsenal out of the Championship League Cup. It was also the first time they had beaten Arsenal in five years. All this came from doing something *anyway*. Lampard is now playing for the England team. Not surprising. On April 30th 2005, Frank Lampard scored the two goals that meant that Chelsea became Champions of English soccer for the first time in half a century.



Chapter Six DAB (continued) Anyway (continued)

According to Graham Gooch, a former England Cricket Captain, a fielder has to believe that *every ball* is coming to him. He must prepare for the ball to come to him *anyway*. 9 times out of 10 it doesn't come to him but unless he is ready when it does come he will miss the catch or even get hit by the ball! It also helps if the fielder wants the ball to come to him!



People often have the feeling that they are “kicking but not raisin’ any dust”. If you keep kicking *anyway* the dust will usually come. If you hammer a rock, it often seems as if your hammering is a waste of time. If you keep hammering *anyway*, you will suddenly see the rock break.

Doing it *anyway* then is a key to self-discipline and progress towards goals.

It is no use *affirming* ‘I am strong’ if you do not actually *train regularly* to increase your strength. When you do not feel like training or start thinking that it is a waste of time since you have seen no results – *do it anyway*.

I have had a poster in my room reading:

DO IT ANYWAY

**WRITE
WALK
WEIGHTS**

The poster was to remind me to write even when I thought this might be a waste of time and the same with walking and lifting weights. I have never yet regretted writing, walking or weight lifting.

Every time I do one of these activities I feel I have achieved something. However, *before* doing them my mind thinks of all sorts of excuses for not making the effort to do them. Note the TLA **WWW**.

Chapter Six DAB (continued) Anyway (continued)

A year or so ago, I didn't want to make the effort to go to a Judo class to watch and see if I could pick up a few useful ideas. I went *anyway* and was delighted *afterwards* that I had gone.

I not only picked up some ideas but was inspired to watch a judo video later that gave me even more useful ideas. This sort of experience happens again and again to people who make the effort *anyway*.



I attend quite a few seminars on motivation and self-improvement. Often I don't feel like doing the necessary travelling to get there. However, if I go *anyway* I usually come away having learned something useful at least. Even if the seminar is not much good I always learn something valuable by studying a book on the journey to the venue.

After the Atlanta Olympics of 1996 when British athletes won only one gold medal, it would have been easy to train half-heartedly. However, after the Sydney Olympics of 2000, it was obvious that many British athletes had trained hard *anyway*. They achieved their reward after four years of unremitting effort. The British paralympic team did even better.

The main team could so easily have been depressed by the 1996 results and said that any hard training was a waste of effort. Steven Redgrave trained hard *anyway* despite the onset of age, diabetes and many other setbacks and the fact that he had asked someone to shoot him if he ever got into a boat again after the Atlanta Olympics.

Gold was his reward for doing it *anyway*. He has since become Sir Steven Redgrave. I love reading books but often wonder if the book will be a waste of time. If I read it *anyway*, I usually find at least one idea that made the effort worthwhile. There is always a risk that reading a book or watching a video might be a waste of time. Read and watch *anyway* and you will be rewarded.

Chapter Six DAB (continued) Anyway (continued)

Basically this method is saying: ‘Don’t worry about the results; just do the activity and then analyse the results afterwards.’ Focus on the *process* and the *results* will take care of themselves.

Gandhi tells us to concentrate on the action and not the results:

“It’s the action, not the fruit of the action, that’s important. You have to do the right thing. It may not be in your power, may not be in your time, that there’ll be any fruit. But that doesn’t mean you stop doing the right thing. You may never know what results come from your action. But if you do nothing, there will be no result.”
Gandhi

There is a horse in Japan which is very popular. It never wins. It has run in 106 races and has never won. The record reads 106 races and 106 losses. But it is loved because it always put in a huge effort to win and the Japanese love people and animals who give their all. The Japanese revere ‘doing your best’ and ‘giving your all no matter the outcome.’ The horse achieved fame through losing!

Japanese punters will even bet on the horse that never wins because they believe it will bring them good luck. A no hit ticket means no hit on your car. You will avoid accidents in other words. The ‘little horse that can’t’ is a star for racing to the max against all the odds.

The horse runs *anyway*. It is obviously not concerned about its poor results. The name of the horse is ‘Serene Spring’.

A song has been written *‘Some day I will win’*. There is something admirable and even magical about an all out effort whatever the result. It may not bring money to the horse’s owners but it has brought the horse respect and affection and even fame!

Any one who makes an all out effort *anyway* must feel happier about what they have done (whatever the results) than some one who has only made a half-hearted attempt.



Law 17: Follow your plans *anyway*. The eventual results may amaze you!

Chapter Six DAB (continued)

Bit By Bit

"The greatest things on earth have been done little by little."

Thomas Guthrie

Sometimes we are faced with what seems like a mountain of a task. We are paralysed at the very thought of completing this task. In our minds we are trying to do it all at once. We are overwhelmed and may never even start the task.

If you can't do it all, *do just one little bit of it*. Do just one push up; do one sit up. Write one word of that letter. Walk one step of that walk. Wash up just one plate! Hang up just one piece of washing! Put just one thing away in its place. Try doing one of these things now!

If you did do one sit up, you probably carried on and did more. Why? Because your mind was *encouraged* by the improbable fact that you actually began to do what you had been putting off.

A couple of days of doing 30 or so sit ups and you will notice that your stomach looks and feels flatter and stronger. Doing sit ups could become a daily habit increasing your strength and confidence to do other more obviously important things. The rewards of this daily effort will mount up.

Other people will react more favourably to you than if your stomach is hanging out over your trousers or skirt. This is probably because you, yourself, feel and look much more happy and confident without the stomach bulge. Even if the bulge remains it will, at least, look more powerful and muscular!



If you put one thing away, you probably put a few more things away because just putting one thing away can *already* make your desk or table etc. look tidier.

You begin to *feel good* as you start to achieve your bigger goal of tidying your room.

Chapter Six DAB (continued) Bit By Bit (continued)

You can now find what you are looking for without wasting time. You, therefore, write letters more easily because envelopes, stamps and paper are readily available.

You start projects more easily because you can find that inspiring book that you meant to read but had buried under a pile of other books.

I started applying the bit by bit concept in my room this morning. Before I realised it and with little effort I had tidied up several things and found material that gave me some useful ideas as well. Outside the house are a pile of oven trays etc which have been there for a month or longer. No one except the most masochistic could face cleaning them all up. However one tray a week is not so bad and the pile is gradually going down. It has now disappeared.

I've been putting off writing this page but having written one word, I have now written about a hundred more and improved some previous words. To write a complete book, I will need to write a little every day. This morning I decided to remove about three weeds from the front garden. In the end I removed about 50.

The Jewish rabbis told a great story to encourage their students to read through the 24 volumes of the Talmud (a huge commentary on the Scriptures). Two men were asked to clear away a mountain of dust. One gave up almost immediately. The mountain was too big.

The other thought: "I will do a little a day no matter what." His efforts seemed to make no difference but after several weeks he noticed that the mountain seemed a little smaller. Little by little the job was done and the positive worker earned the entire reward for clearing the mountain. The other man, who gave up, achieved and earned nothing.



Chapter Six DAB (continued) Bit By Bit (continued)

This one story about the mountain of dust has helped me finish some tasks that seemed impossible to me. Rooms that were completely disorganised and full of clutter and mess have gradually been sorted and restored to order.

Every one can put away one piece of paper or one object at a time. It is also amazing how work in progress attracts help. Other people are attracted to the person who is hard at work and will often offer their time and energy to assist in achieving the goal.

As a teacher, I often had to move from one classroom to another and had a mountain of books and resources to move and then put in place. The heap of dust story kept me going. Pupils seeing work in progress would often volunteer to help. The mountainous task eventually was completed.

Sometimes the mountain of work to do is so huge that knowing where to start is a problem. The best advice I've heard is to just start anywhere with anything. Once started, progress is made and increased energy and motivation follow on.

This morning I began cleaning the top of a table which is normally left out in the garden. It was a messy job and I decided to do it badly and just do a bit here and a bit there. However, the clean patches began to inspire me to do more and more. Work can be self-motivating or self-generating. Even a small success motivates us to do more and to achieve a big success. The table is now fairly clean. "Big deal" - I can hear someone say but the principle of bit by bit really is a big deal.



Don't try to do too much at once like the man in the picture above or you may never start. Just deal with one piece of paper at a time and order will return. You will once again feel in control of your life.

Law 18: Face the big tasks bit by bit. Even a bucket can move mountains!

Chapter Seven DDD

- Don't Give Up
- Don't Lose Your Cool
- Don't Stop Thinking

The sound of D...D...D suggests some one stuttering but they **don't give up** trying to speak and they **don't lose their cool** and they **don't stop thinking** about what they are trying to say.



Don't Give Up

"You've got to say: 'I think that if I keep working at this and want it badly enough I can have it.' It's called perseverance." Lee J. Iacocca

Giving up is easy. Most of us are so busy that it is only too easy to give up anything that we do not have to do. Years ago I decided to do five kicks a day to improve my kicking.

Doing five kicks a day is not exactly difficult. If I had stuck to this plan, my kicking would be a lot better today. But I didn't. It was just too easy not to do the five kicks a day. I'd either forget or think about something else that needed doing urgently. However, I'll try again. I've failed but will get back on track again.

Most people fail because they give up too soon. If they had kept at it they would have succeeded. I see this again and again when some of my martial arts students give up before reaching black belt rank.

They either feel they are making no progress or that the task is too difficult or they do not want to keep up the effort. If only they had kept going their inspiration and confidence would have returned and they would have achieved their belt.

Just keep going and don't worry about the results. They will usually come faster than you think. If they don't come quickly just keep going. Eventually the results will come and they will often be in your favour. If you are trying to lose weight and it is not coming off, keep trying. See yourself as slim and energetic and hold that thought firmly in mind.

Eat the right foods as often as possible and exercise more and eventually that weight will come off. If you fail and gorge on the junk food, don't get depressed. Just get over your failures and try again

Chapter Seven DDD (continued) Don't Give Up (continued)

Don't give up writing if your book is rejected by the publishers. Write an ebook instead! You can publish this yourself. If nobody buys the book, market it more energetically. If that doesn't work improve the book. Rewriting can work wonders and it is easy to continually rewrite ebooks. I am rewriting this one right now and will probably do so for years to come!

Don't give up selling if your first 9 customers say 'No'. The tenth may well say 'Yes'. Don't give up trying to help others even if your kindness is not appreciated. Don't stop trying to improve your character and your life. Jon Gordon, who inspired much of the above, writes:

"Don't stop striving to be the person you want to be and don't give up on the great things you want to do. Persistence is the energy that transforms dreams into reality."

Sport is full of examples of the power of perseverance. The team that keeps trying often seizes victory out of the jaws of defeat. In 2004 Manchester United were beaten in the last minute of full time by a Porto team that had refused to give up. Manchester United are now out of the Championship League competition and Porto are in. Porto went on to win the championship in May 2004.

Michael Owen, the English soccer striker, scored two goals to help Liverpool win the FA cup in 2001 at Cardiff. In the interview at the end, he stressed the importance of never giving up. There are 90 minutes to a game.

Arsenal had gone one up and many must have thought the game was over. It had been ten years since the team that had gone one down in the final had won. However, Liverpool kept trying and snatched victory from the jaws of defeat. As Desmond Lynam commented 'You can never write Owen off.'

In the pre-election campaigning of May/June 2001 many commentators were amazed at the resilience of William Hague, the Conservative leader, who had been faced on a daily basis with continual criticism and opinion polls which seldom moved an iota in his favour. He continued to look cheerful and never lost his temper with interviewers who started their interviews by calling him the weakest link.

On 'Breakfast with Frost' on BBC1 he was asked the secret of his resilience. He answered that he was a Christian; he had tremendous support from his family and friends and had great support from the people he met on his campaign. He finally mentioned Judo which had taught him to get up and keep fighting every time he went down because victory is always possible up to the last second. You never know what might happen if you keep on trying. William Hague retains the respect and affection of many Conservatives and others. He is now very popular!

Chapter Seven DDD (continued) Don't Give Up (continued)

"Keep on going and the chances are you will stumble on something, perhaps when you are least expecting it. I have never heard of anyone stumbling on something sitting down."

Charles Kettering, The Lanford's ezine

The great Conservative Prime Minister, Sir Winston Churchill, has probably said some of the greatest statements about not giving up. They are simple but powerful. At the end of his life he gave a speech at a University. He had to be helped to the podium. After a long silence all he said was:

"Never give up; never give up; never give up."

He then sat down as the audience rose as one and gave him a standing ovation.



Sir Winston Churchill (1874 - 1965)

Another saying attributed to him was:

"If you're going through hell, keep going."

A British TV program told how Churchill took office as Prime Minister in 1940 on the 10th of May at 65 years old.

"I felt as if I were walking with destiny and that all my past life had been but a preparation for this hour and for this trial"

He faced a German army rampaging across France. The British expeditionary force was in full retreat. But Churchill now demanded victory at all costs.

His great achievement was to set the clear target of victory: "We are going to fight; we are going to win and it's going to be long and hard but we will get there."

There was no question of: "We might give in if they'll go away".

There was no question of: "Well, if we can get them to take half of France, it will be alright." Instead his firm message was: "This is it; no turning back. We're going for it." Maybe it is high time that we all 'go for it' whatever it may be.

Chapter Seven DDD (continued) Don't Give Up (continued)

"My greatest point is my persistence. I never give up in a match. However down I am, I fight until the last ball. My list of matches shows that I have turned a great many so-called irretrievable defeats into victories."

Bjorn Borg

At Dunkirk, Churchill insisted that the men who were fit to fight should leave first. The injured would have to wait. Churchill could be ruthless when he believed it was necessary. Over 300,000 men were evacuated. Churchill was still not satisfied. He commented that wars are not won by evacuations.

"We shall defend our islands whatever the cost may be ...we shall fight on the beaches; we shall fight on the landing grounds; we shall fight in the fields and in the streets. We shall never surrender " Churchill believed that Britain's finest hour had come. The finest hour of many of Britain's allies had also come.

After France surrendered to Germany, he showed his determination by ordering the destruction of the French fleet by the ships commanded by Admiral Somerville. The French admirals had refused to hand over the fleet to the British.

Churchill and Admiral Somerville both liked the French and had worked with them but they could not let the French fleet to fall into the hands of the Nazis. 1200 French sailors were killed when the British reluctantly shelled their ships.

The world realised that Britain was serious about fighting on. Churchill appointed himself Minister of Defence. He was a hard taskmaster and demanded much of those who worked for him.

In the summer of 1940, the Battle of Britain raged over southern England. I now live close to one of the key airports used by the British at Biggin Hill. The pilots were few and had to work overtime. One of their greatest opponents was exhaustion. They didn't even have the spare energy or time to mourn their friends. But no one gave up.

Churchill invested one hour of preparation for every minute of his speeches so that he could express the lion's roar of the British people. He commented on the heroic work of the British pilots and their Allies: "Never in the field of human conflict was so much owed by so many to so few".

Through his speeches Churchill galvanised the nation by idealising its glorious past. All his speeches said tough times were ahead but they also mentioned something good in order to keep up morale.

Churchill has been criticised both during his life and after it was over but few people at the age of 65 have more clearly demonstrated the power of not giving up

Chapter Seven DDD (continued) Don't Give Up (continued)

"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination are omnipotent." Calvin Coolidge

Thomas Edison, the great inventor, is one of the most famous examples of persistence. His attempts to create an electric light bulb are often quoted to teach us to keep going in spite of hundreds and hundreds of failures.

Edison refused to look on the failures as failures. They simply gave him more information about what not to do. Eventually he made the breakthrough and achieved astounding success. Edison had made a huge difference to the world.



In car racing a long apprenticeship is often required before success eventually arrives. Drivers who give up racing too early never experience the joy of standing on the podium (the victory stand reserved for those who come in first, second and third).

Jensen Button is a recent example of a driver in Formula One who kept going until he achieved success. He raced in 70 races without ever achieving a place on the podium. However this season in 2004 he has suddenly started appearing in the first three places in race after race. In Germany on May 30th he achieved his fifth podium of the 2004 season. So far seven races have taken place.



Law 19: Unleash your bulldog power of persistence!

Chapter Seven DDD (continued)

Don't Lose Your Cool

"He who smiles rather than rages is always the stronger." Japanese proverb

Disasters occur in life and can disrupt any attempt to achieve goals. A *key factor in minimizing any disruption is to stay calm*. In January 2001, I was walking up the high street in Eltham, South East London (Bob Hope's birth place) when a car doing a U turn in the street was hit by a learner motor cyclist. The cyclist went flying as did his bike but the bike was more damaged than the rider.



The rider, not surprisingly, completely lost his cool and stomped around the street cursing the car driver and throwing bits of his brand new motor cycle about. He then, having exhausted his anger, was overcome with sadness at the damage to his bike and ran off crying down the street and into a side street. He had wasted emotional energy and had achieved nothing constructive.

Meanwhile, the driver who had been at fault for not having seen the cyclist, stayed calm. He picked up the biggest bits of the motor cycle that were lying all over the street and wheeled the motor cycle across the road and stood it up next to some cars. He ignored the curses of the cyclist apart from a brief comment that there was no need for the cyclist to be so upset since he was insured.

This seemed to upset the cyclist even more since he was probably not insured! The car driver then drove his own car to the side of the road and switched on the flashing hazard lights.

At this point, I thought he would drive off because there was no sign of the motor cyclist who had retired into the side street. Instead he hailed down a police car that was passing and explained what had happened. By this time the motor cyclist had reappeared and was composed enough to talk to the police as well. At this point I left.

However, I had been impressed by the calmness and practical efficiency of the car driver. Many people who are in the wrong lose their cool and become very defensive and very aggressive.

Chapter Seven DDD (continued) Don't Lose Your Cool (continued)

The car driver simply got on with clearing up the scene while the motor cyclist, a younger man, simply gave way to his emotions. The driver was even able to ask the cyclist who was swearing at him vehemently if he was alright!

He also faced his responsibilities by waiting for the police although he could have just driven off whilst the young man was up the side street nursing his feelings of grief and anger

Getting angry wastes emotional and physical energy. If people allow themselves to get upset or angry, they lose the power to act constructively. The motor cyclist is an excellent example of this.

Calling other people names etc does not relieve the situation; it usually aggravates it and thus wastes even more energy and time.



Successful people have the ability to stay calm for much longer than the average person. By staying calm, they avoid doing anything silly or violent. The car driver could have ended up in prison if he had reacted to the young learner driver's insults.

Whenever I have lost my cool in the past I have ended up in very risky situations.

Years ago I was studying NLP at the King's Fund College in London's West End. As I was walking towards the college one night lost in thought a young man who was slightly drunk shouted 'Alright?' in my face very loudly and suddenly.

Chapter Seven DDD (continued) Don't Lose Your Cool

Startled and annoyed, I shouted back at him 'You idiot!' He turned around and came back saying "Did you call me an idiot?!" I explained that possibly he, himself, was not an idiot but his behaviour was idiotic! This seemed to calm him down. I had given us both a get out clause. He himself was not an idiot!

Fortunately neither of us were keen to have a full confrontation but it was close. I could have ended up with a knife in my ribs. If I had caused him 'grievous bodily harm', I could, then, have spent several years in prison. What a waste of time and energy for both of us.

A more sensible approach would have been to keep my thoughts on my dreams and goals rather than getting upset over some one else's stupid behaviour.

Or I could have put the best interpretation possible on his 'Alright?' and replied: "I'm fine thanks; how are you doing?"

Another example occurred more recently. A few months ago, I was in Dixon's (an electrical goods shop) in Eltham High Street in South East London.

A man with his wife and daughter were blocking one of the aisles as they gazed up at a television set which they were thinking of buying.

I waited around for a while thinking they would move on but then saw the man ease forward a little leaving enough room to get past. But as I passed him, we bumped into each other. He turned round and sneered:

"Excuse me' usually works"

I stupidly became angry and replied: "Moving out of the way usually works!"

"What's your problem?" He said. "What's your problem?" I cleverly replied.

We glared at each other for a while but in the end, he had the good sense to turn back to the TV and I moved on. This time he had given us both an escape route by being calm enough to end the conversation and continue what he was doing.

I wasn't too unhappy about this silly dialogue since he was the one thoughtlessly blocking the way but I could have explained my position much better by saying: "Sorry; I thought you had moved enough for me to get past without disturbing you."

This would have been a wiser reply and would have saved us both energy and time. *However, if anger gets hold of you, it is not easy to think of wise replies.* Staying cool allows your brain to come up with words you can be proud of.

Chapter Seven DDD (continued) Don't Lose Your Cool

Ashley Carpenter is a 37 year old cyclist who has just been jailed for 16 months. In December 2003 he was splashed by a car which drove through a puddle near him. Another car nearly knocked him off his bike.

He was so annoyed that he slashed or punctured the tyres of 500 cars with a sharpened screw driver. He picked the cars at random. The cars belonged to owners in Bournemouth and Christchurch in Southern England.

2000 tyres were ruined. £250,000 of damage was caused.

Some of the punctures caused slow punctures and the drivers did not realise what had happened for hours or even days. The potential danger caused lengthened his prison sentence.

If he had learned how to stay cool, he would have realised that his revenge was over the top and dangerous. He would also have avoided a stay in prison.

Most cyclists can sympathise with Mr. Carpenter and have probably felt like slashing the tyres of offending cars. But his revenge hurt him more than his enemies.



Youngsters tend to lose their cool and sulk when their wishes are crossed.

When I was a kid, I loved the crusty corners of large Yorkshire puddings. One day, my granddad failed to give me my favourite corner.

I immediately lost my cool and grabbed a large dollop of mustard which I proceeded to gulp down instead of the pudding. No one felt the pain except me!

My silly behaviour reminds me of Mr Carpenter and his 'revenge'.

Roseanne Barr has just stated on BBC1 that she has realised that it is better be kinder and calmer and to do the things that matter even if she does not feel like doing them. "I don't want to go to hell when I die," she comments.

Chapter Seven DDD (continued) Don't Lose Your Cool

"Superior men and women are invariably those who remain calm and keep their wits about them in the midst of unexpected turbulence. They take a deep breath, they relax, and they assess the situation objectively" Brian Tracy

Viktor Frankl said that the last great freedom of man is the freedom to choose his attitude under any given set of circumstances. You cannot control what happens to you, but you can control *your attitude* toward what happens to you.

When Guy Fawkes and his fellow conspirators were being hung, drawn and quartered, bystanders were amazed at their courage in the face of a horrific death. Perhaps they were thinking of the reward they would receive in heaven for attempting to put an end to the Protestant rule of James I by blowing up parliament.

If disaster happens, staying cool can help you minimize that disaster and stay in control.

Staying calm will allow you to focus your mind on any positive aspects and will allow you to think of the other positives in your life so that you are not depressed and paralyzed by the disaster.

You will be able to think about what exactly happened in the situation and you will find out the facts. You can then focus on what, if anything, can be done to remedy things.

If nothing can be done, focus on your plans for the future and get going on them whilst making any necessary adjustments. Don't dwell on disaster and crisis. This will only weaken and paralyze you.

Don't look for people to blame. It may well be yourself anyway! Just ask: "What can I do now?"

Stress and illness happen to us when we feel out of control. If we allow thoughts of mistakes, failures and disasters to fill our minds we are out of control. External forces and circumstances are controlling us.

If we stay cool and fill our minds with great but practical plans for the future we are in control. We will just get on with things like the car driver in Eltham High Street.

Accepting that a disaster has happened is also important. If we refuse to accept the reality of what has happened or complain endlessly about the unfairness of what has happened, we will achieve little if anything.

Chapter Seven DDD (continued) Don't Lose Your Cool

Lance Armstrong, now 6 times winner of the Tour de France, accepted the fact that he had testicular cancer in 1996 and just got on with his plans for the future.

They had suddenly become much tougher to carry out but he kept his cool and instead of retiring from life in a state of self pity became one of the most amazing athletes the world has ever now.

On Sunday July 25th 2004 he won his sixth tour de France. Unlike Mr Carpenter, he did not spend his time railing at the unfairness of life and the universe. He trained harder than any one else. He failed even to finish several races but kept going and kept training. Then he started to win and win and win some more.



One incident in Lance's fifth Tour de France victory is typical of his attitude to disaster...On the final climb of the Tour's 15th Stage, the right brake lever on his handle bar caught a young fan's souvenir bag causing him to crash.

Lesser men might have lain there complaining about how unfair things are and blaming the thoughtless fan. He was entitled to feel really sorry for himself. He could have said: "I'll try again next year."

Instead of the above, Armstrong got back on his bicycle, joined the leaders and won the stage. He moved on to a bigger lead over his main challenger, Jan Ullrich of Germany.

Leaders, especially need to stay calm. David Cameron was elected the leader of the Conservative party in December 2005. A former leader, William Hague, was asked what one key piece of advice he would give to the new leader. He replied:

"Keep completely calm in all circumstances. There will be days when everyone is running round furiously. The leader must keep completely calm."

Law 20: Learn the unmovable power of staying calm!

Chapter Seven DDD (continued)

Don't Stop Thinking

Pessimists tend to think they must 'do everything perfectly'. So they end up doing nothing and becoming passive. The optimist always does a little something; always takes action and always feels *progress* is being made.

Because pessimists have a habit of thinking 'it's hopeless' or 'nothing can be done', they *quit thinking too soon*. An optimist may have the same initial negative feelings about a project, but he or she keeps *thinking* until possible solutions appear.

Whenever you feel pessimistic or overwhelmed, remember to keep thinking. The more you think about a situation, the more you will see small opportunities for action – and the more small actions you take, the more optimistic energy you will receive.

'Imagination should be used, not to escape from reality, but to create it.'

Constructive thinking leads, sooner or later, to optimism – and optimism is always self-motivating.

When England were competing for the World Rugby Cup in 2003, they were favourites to win but nearly lost to teams like Samoa and Wales who were considered underdogs.

At half time in these games there was a real danger of losing but the England watchword was **T-CUP i.e. Think Correctly Under Pressure**. They did not give up but thought correctly that they had time to turn things around and that they were still the best team in the world.

In the end, they won both games. In the final against Australia, only three minutes of full time were left and both teams were level. England kept thinking and planning under pressure. They cleverly set up Jonny Wilkinson to score a last minute drop goal. As a result they won the World Cup.

When Chelsea were one goal down to their arch rivals, Arsenal, in the quarter finals of the 2004 Championship League, their inspirational coach, Claudio Ranieri, told his players in soothing Italian tones "*not to worry; not to worry*". Worry kills thinking and optimism. They still had plenty of time to score a goal of their own. They did and went on to win the game.

Claudio is an amazing and loveable character. He has been threatened with the loss of his job all season but has kept cheerful and hardworking. He has never lost his temper in public.

Chapter Seven DDD (continued) Don't Stop Thinking (continued)

Throughout the problems and aggravation Claudio has focused on his job of coaching Chelsea. He has not stopped thinking. Chelsea are now second in the English Premiership.

Hopefully, his bosses will now appreciate him for the great coach and man that he is. The fans and most of his players have already taken him to their hearts. Sadly he has now been sacked but he has kept his dignity throughout. He has moved on to a great job at Valencia but is still under pressure to win trophies and is still a thinker who keeps his Italian fire and passion well under control.

People who keep thinking can end up making great discoveries. Sir Isaac Newton described how he discovered the law of gravity:

“I thought about it all the time.”

Thomas Edison never gave up thinking about a problem. He just kept on thinking until he discovered a solution.

Sometimes, it is wiser to stop thinking and hand over the problem to the subconscious mind by visualising a happy solution to the problem.

Imagine yourself dancing for joy when the problem has been solved.



Many people claim that this approach works. Christians have been told by St Paul to pray with thanksgiving. This is seen by Christians as one of the best ways to pray. Pray and give thanks for the answer before it has actually arrived. It is then far more likely to arrive because you have shown trust or faith in God.

Law 21: Keep thinking until you find a solution. Dance in advance!

Chapter Eight FAT

- **Five Non-Stop days**
 - **Acceptance**
 - **Treasure Mapping**

FAT obviously suggests fat but after **Five Non-Stop days** you will be anything but fat. **Accept** that if you eat too much you will get fat. Find the **treasure** & make your wallet fat.

Five Non-Stop Days

You and I have been told that we should not trust salesmen who call out of the blue offering to create a new drive for your house. However, in a moment of madness in August 2000, I did agree to just that.

A salesman called and offered to pave the drive with wonderful paving blocks.

It would be a demonstration site; the price would be cheap. On Monday, the workmen arrived at 8 a.m. Their jack hammer soon broke on the flint as they cleared away the old drive. They did not give up, however. They spent the day using a large hammer and a pickaxe with a handle which was just about to break.

Rubble was cleared as it came up. They only finished work when it got dark at about 8 p.m. They did not *stop* for breakfast, lunch or tea. They looked like the cast of a new production of the Bridge over the River Kwai.

They did accept tea when it was offered but did not drink it when the bosses were around.

The same day the central heating in the house broke down. I feared they had damaged a gas pipe and called in the gas man on the Tuesday morning. He assured me that there was no problem with the gas. Soon large lorries and diggers arrived and this time tons of rubble were removed from the garden.

A huge amount of work was completed by the time the sun went down. One of the bosses at this point told me that the golden gravel would look great. I argued that paving blocks and not golden gravel had been promised. The original salesman backed me on this point but I was persuaded to add some more money to my offer.

I agreed to this partly because I had been impressed by the huge amount of work they had already completed. However, the salesman who was also one of the bosses argued with the other boss and went out to work with the digger in an agitated state of mind.

He worked furiously on the digger and managed to break a part of my next door neighbour's wall. There was also hydraulic oil on my neighbour's pavement!

Chapter Eight FAT (continued) Five Non-Stop Days (continued)

My neighbour was naturally annoyed and also, being a builder, pointed out several inadequacies in the work done so far. By this time I was thoroughly exhausted mentally and physically and was cursing the hour that I had agreed to this entire paving block saga. However, next morning, the problem of the broken wall was discussed with the workmen. Everyone kept cool and a solution was agreed.

The third day, Wednesday, was more peaceful as the layers of shale and sand to go under the paving blocks were laid down. The bricks arrived later in the day. The workmen stayed until eleven at night taking the blocks off the lorry.

On the Thursday, the blocks were being laid. Every now and then the bosses would arrive. They would tell off the workers for not working hard enough! The top boss came by in a posh car and suggested that I have a diamond design built into the block paving for a price. The price was mounting by now but as the design looked great in the photographs I agreed. Three years later you can barely see one of the smaller diamonds in the paving below. Hardly worth the money! *The concept of what 5 days of very hard work can achieve is the really valuable diamond that I was left with.*



By Friday evening the whole job was finished. My knowledgeable neighbour pointed out several deficiencies but agreed that the drive did look much better. The job was not perfect but had been completed in 5 days of non-stop action similar to the full blast days mentioned earlier. *The main difference is that the action was applied to just one goal.*

I had a new drive but I also had a concept of what sheer hard work could achieve if applied non-stop to a particular goal. I wondered what 5 non-stop days might achieve if applied to that book which I had been working on for 3 years and still had not finished!

Law 22: Focus on one goal for five days and be amazed at your progress!

Chapter Eight FAT (continued)

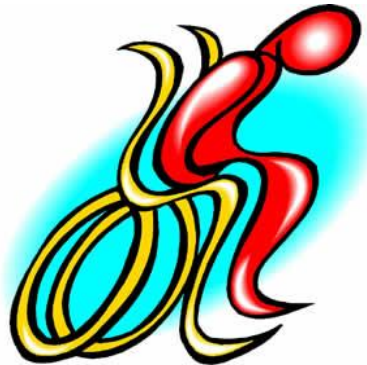
Accept

"The fool who persists in his folly shall become wise" William Blake

We all need to grow up and accept the laws of the universe. If we fall off a tree we will usually get hurt. If we want to train to win a race, some boring work will be involved. The quote above suggests we may have to learn the hard way.

Tanni Grey-Thompson, in a wheelchair for most of her life because of spina bifida, won 4 gold medals at the Barcelona Paralympics and 4 gold medals at the Sydney Paralympics. She has taken part in four Paralympics and gained 14 medals altogether.

She talks on BBC1 in Jan 2001 about her training for the track events she competes in. She spends a huge amount of time training on the roads or on her treadmill or in the gym. For 9 months a year it is a really dull and boring life.



However, Tanni enjoys winning and is prepared to *accept* the boredom of regular training to achieve her goal. Her husband is an athlete who also understands the need for regular training and will not complain if she goes off to Australia for three months to train.

She has never felt bitter about being in a wheelchair. She has never felt that having a disability is a handicap for her. She *accepts* that she will never be out of a wheelchair

"I can't change it. There's no point in wishing I can. Nothing will make me walk. There will not be a miraculous cure. Praying to God is not going to change it for me. So I'd rather use religion to help me out at things I can change in my life."

She is rightly annoyed when people have low expectations of the disabled and think they are stupid or incapable.

Chapter Eight FAT (continued) Accept (continued)

A cceptance of the laws of the universe is a key factor in any progress. If we do not accept these, we waste time wishing things were different instead of accepting the laws and working in harmony with them.

One law of the universe is that if we eat too much and exercise too little we will get fat. Too many of us rebel against this basic fact of life and waste time trying to get round it or waste time moaning about it. Another law is that we get older and weaker and more likely to fall ill. There is no point agonising about this. Accept it and move on. We can do something to improve the situation but eventually we will die. There are very few Victorians around!

In the USA only a quarter of the veterans who made it through World War II are still alive. Over 1000 American World War II veterans die every day.

Winston Churchill in 'The Gathering Storm' tells a friend that tobacco is bad for love, old age is worse. He then quotes from the Russian writer Pushkin. Pushkin like most Russian writers knows how to face the realities of life and old age.

I've lived too long; I'm in the ruck
I've drunk too deeply of the cup
I cannot spend; I cannot fuck
I'm down and out; I'm buggered up!

ITV Channel 4 has just started a series called 'Brat Camp' about a pioneering wilderness therapy course in Utah designed to turn overindulged kids into youngsters who can take responsibility for their own actions. If you do wrong actions in the wild the consequences are immediate and uncomfortable.

ITV Channel 4 sent six British teenagers from hell on the course which is run by Red Cliff Ascent. The staff take charge of spoilt brats and teach them to behave. The wilderness is their ally and a great teacher. One of the staff commented: "If you build a leaky shelter and it rains, you will get wet. You can't blame any one else. You have to *accept* that this is the way the world is."

Kids used to getting their own way find that mother nature is a less indulgent parent. This is why Red Cliff take kids back to the stone age where they are *directly in touch* with the laws behind the universe. They can't turn to their parents whenever a problem comes up. They are face to face with reality.

The staff were questioned by anxious but hopeful parents before they sent their spoilt brats off to the USA. "What if our children refuse to eat?"

"If they refuse to eat, we don't care. Some kids try to be Gandhi. It only lasts a couple of days."

Chapter Eight FAT (continued) Accept (continued)

Right action in the wilderness brings you comfort; wrong action brings you discomfort. There are no guilt ridden parents around to save you from the consequences of your own silly actions.

Any pleasures, from now on, will have to be worked for. No parents are available to buy them for you. In the wilderness you can't even steal the money. You are face to face with the realities of life. You have to accept these.

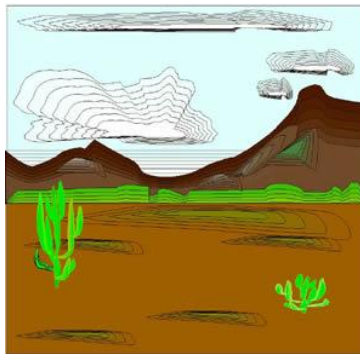
Toilets are holes in the ground and bark or leaves are the toilet paper. There are no toilet seats. Instead students are given a selection of different ways to squat over the hole!

The brats tried desperately to browbeat their parents by letter to take them out of the camp. But the parents wisely decided to leave them where they were until they had learned to accept their own responsibility for their lives.

Change soon started to happen. The brats even came to appreciate things they had taken for granted like salt and pepper. They also learned useful survival skills like how to light fires without matches



Eventually, the camp ended and nearly all 6 teenagers from hell had turned their lives around. Of course they still have problems but they have grown up to a large extent and have taken responsibility for their own futures. The wilderness has taught them to accept the laws of reality.



Law 23: Fly forward with the full power laws of the Universe

Chapter Eight FAT (continued)

Treasure mapping

Treasure mapping involves posting pictures of what you want in life somewhere in your office or home. After reading about treasure mapping, a young couple (who had wanted to buy their own home for years but had never got the money together to do it) decided to put a picture on their refrigerator of a new house which was the kind they dreamed of owning.



Alongside the photo of the house, they eventually put a little thermometer that they filled in as their savings toward a down payment grew. In less than nine months they had made a down payment and moved in.

Because the subconscious mind communicates with vividly imagined or real pictures, it will seek to bring into your life anything you can picture in vivid detail.

We need, therefore, to picture what we want in considerable detail

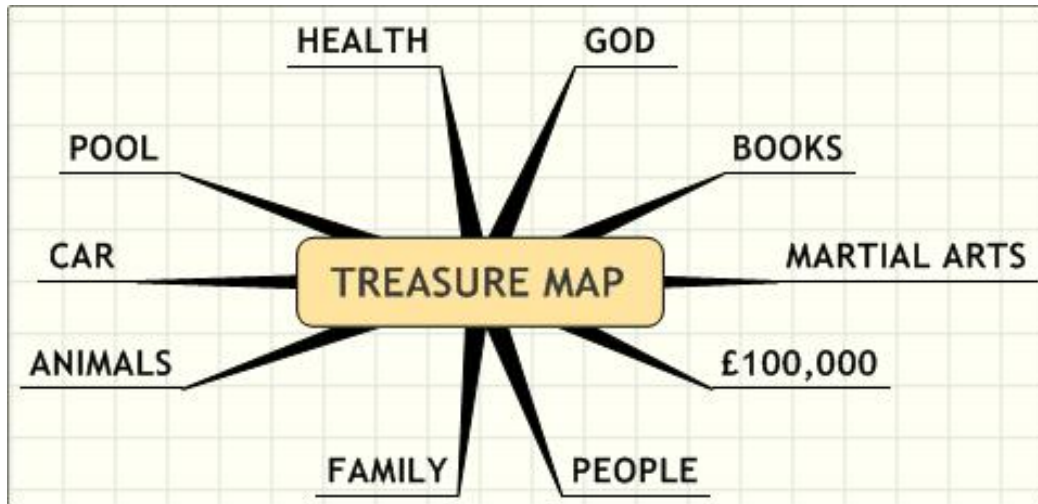
Without advertising our goals to ourselves, we can lose sight of them altogether. It is possible to go an entire week, or two or three without thinking about our main goals in life. We get caught up in reacting and responding to people and circumstances and we simply forget to think about our own purposes.

Treasure mapping is one effective way of keeping our goals clearly in front of our minds. Mind mapping can do the same thing. If you haven't worked with mind maps look up mind mapping on Google and check out some of the great mind mapping resources available. Mindjet produce first class software to make mind mapping easy and fun.

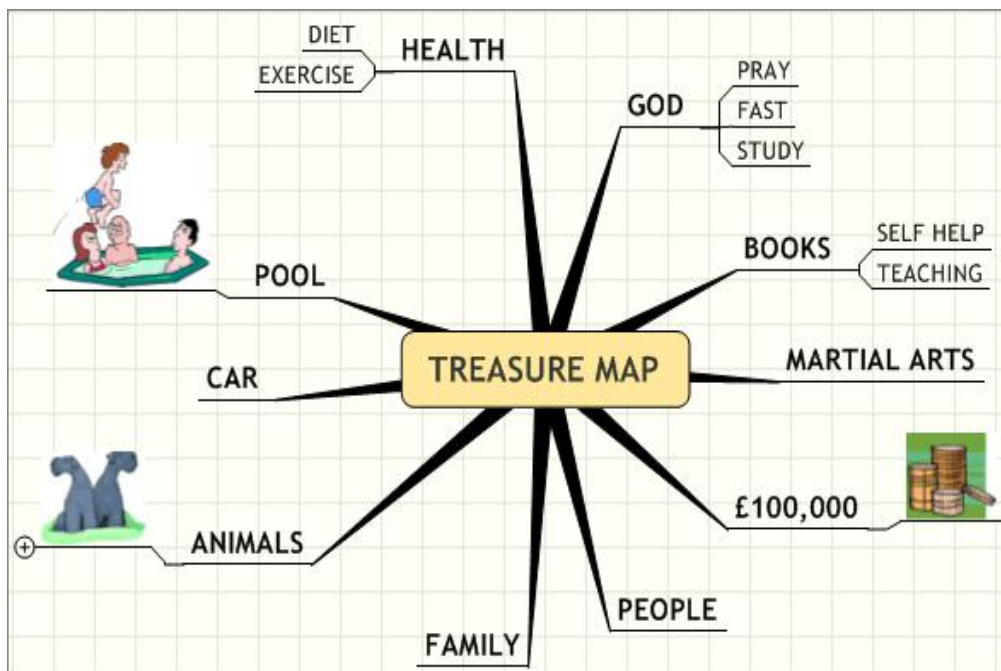
Mind maps help to develop both sides of the brain thus increasing the power of the brain five fold. Mind mapping software also allows you to import graphics to improve the visualisation power of the mind map. There are great books and videos on mind mapping by Tony Buzan, Lana Israel, Vanda North and others.

Chapter Eight FAT (continued) Treasure mapping (continued)

Below is a basic mind map treasure map created with mind jet software. More images and more branches with further detail can be added as in the second map below. I have only added a few images in the second map. More images might well add more interest but might also clutter up the map.

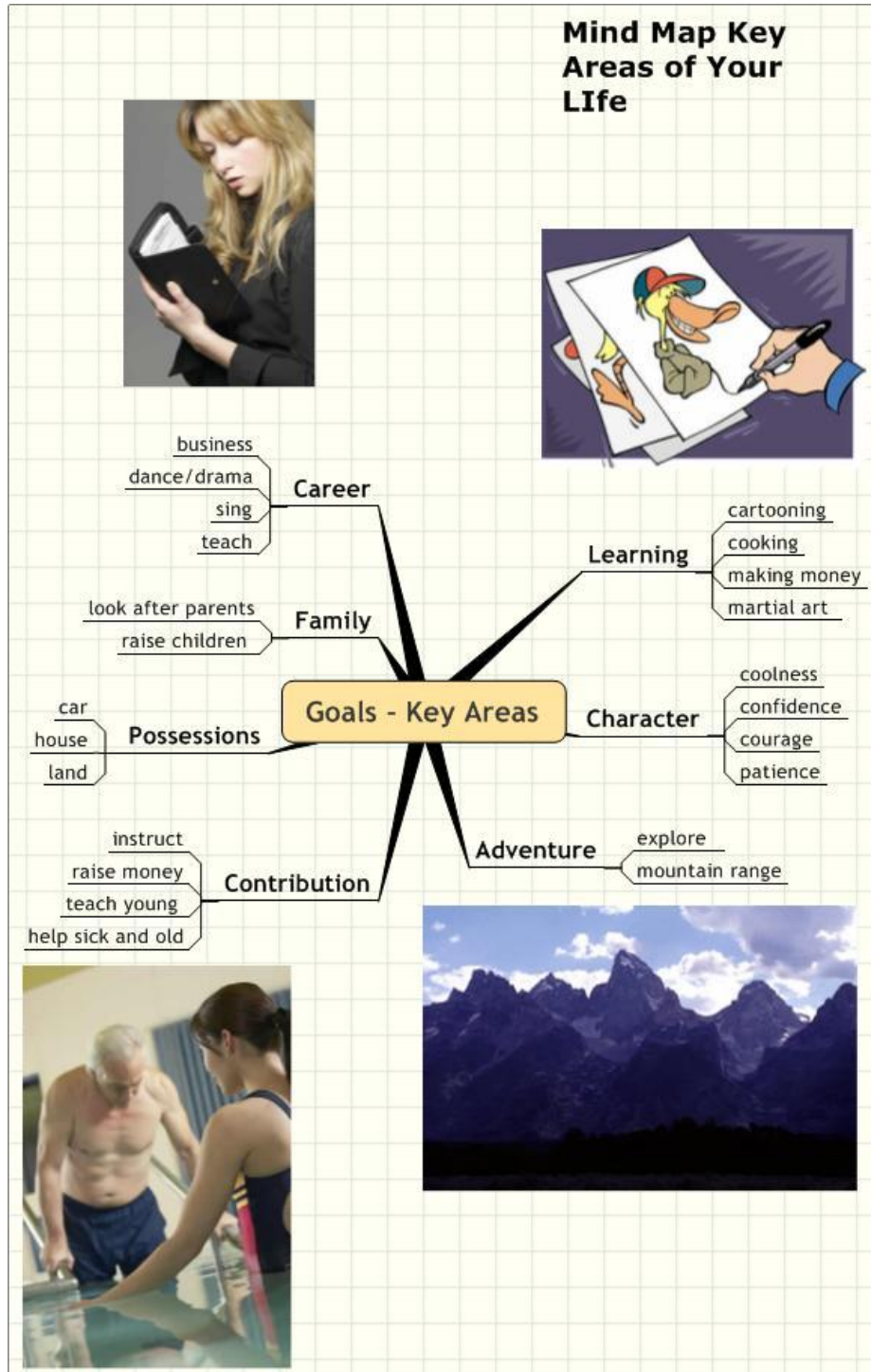


In both mind maps, I list ten areas in my life that I have goals for. The keywords and images can help me focus on my plans both verbally and visually. The words involve the left brain and the images and layout involve the right brain.



Chapter Eight FAT (continued) Treasure mapping (continued)

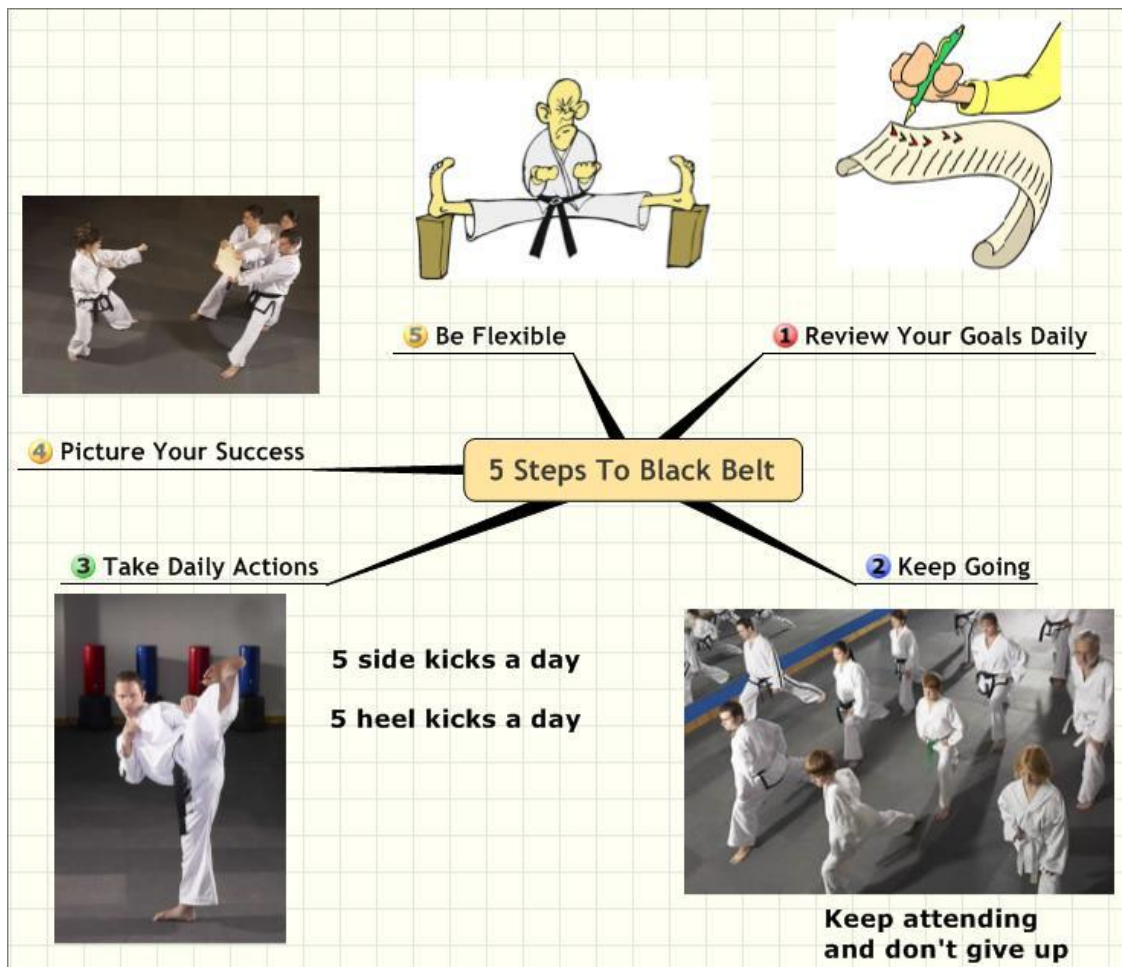
If you cut down the number of topics in a mind or treasure map, you can include larger pictures or photos and more sub-topics. This may well increase the impact of your mind map on your subconscious mind.



Chapter Eight FAT (continued) Treasure mapping (continued)

More detailed mind or treasure maps of one or two branches of your main mind map can easily be made to help you to focus on favourite goals. Again this will get your whole mind involved in achieving your plans. The following mind map focuses on achieving a black belt in 5 steps. First make the mind map; then *put it up on the wall where you can see it daily* and then start applying the steps in the mind map.

Review your goals including the black belt one every single day. Make sure you attend classes whenever you can raise the energy and will power to do so. The more you attend, the sooner you will be ready for your black belt grading. Take daily actions at home to practise techniques like different types of kick. Visualise achieving your black belt or succeeding in each part of the black belt test such as breaking boards. Practise stretching but also be flexible about your goals. If you are training too hard and are getting injured, attend classes less frequently.



Law 24: Get off your butt and follow your Treasure Map to prosperity!

Chapter 9 GGG

Genius Gratitude Great expectations

Geniuses make us **grateful** for what they have achieved and create **great expectations** of what they will achieve.

Genius

Can average people become geniuses or high achievers? I think so but they or their parents have to believe in them. It helps to start young but it is never too late to start.

Possibly this section will convince you that you could be a genius or, at the very least, a high achiever.

Tony Buzan, the great educational expert, believes that great things can happen to all of us. He teaches “Genius is trainable. It is teachable. It is nurturable. If you look at all the people called geniuses in history they shared common characteristics. It wasn’t a bigger IQ. It wasn’t a bigger brain.” What was it then? Buzan answers:

“It was persistence in pursuit of a vision.”

Geniuses and high achievers show extraordinary self motivation and focus. Most of the key ideas in this book deal with qualities like this that can produce great achievers and geniuses. We should all expect great things of ourselves. We have the potential to achieve amazing things. We could all change human history.

We all have awesome brains. Too often we don’t make the most of them. Some experts, like Tony Buzan, believe that anyone can be a genius. Other experts believe you have to be born with great talent and then have to combine this talent with powerful character traits like determination, focus and persistence.

The notorious Simon Cowell, the pop idol critic, who is famous for speaking the truth as he sees it, believes that pop singers are born and not made.

When he went to America everyone was shocked at his comments. Part of the American dream is that anyone can achieve anything if they believe and try hard enough. In the UK, too many of us are now sceptical about everything. Scepticism did not make Britain great. Cowell exploded the dreams of hundreds of American teenagers by telling them that they couldn’t sing. When one young man asked if lessons would help, he brutally replied:

“You could take two thousand lessons and still not be able to sing.”

Chapter Nine GGG (continued) Genius (continued)

"Don't bother about genius. Don't worry about being clever. Trust to hard work, perseverance and determination." Sir Frederick Treves (1853-1923)

One of Simon's fellow panellists, Paula Abdul, was shocked at his comments and much preferred to let people down easily by saying that training might well help them. Cowell described her attitude as patronising.

However, after a year or so of mutual hatred, they are now the best of friends. Many Americans say that they appreciate Simon's truthfulness.

There is, of course, some truth in Simon's approach. Some dreams really are impossible. A power lifter is not likely to succeed as a ballet dancer and vice versa. We can run fast but we can't take off and fly.



Simon is, however, like most critics a destroyer of dreams. He can be amusing. It is easy to be amusing when you are criticizing others. He was asked if he could sing by a member of the audience. "No," he replied, "but after hearing that lot last night, I'm beginning to think I can!"

People like Simon can destroy the hopes of a whole group of people. Possibly they would all fail as pop singers but how can we be sure? Some of the singers criticized by him in the UK went on to make their names in the pop business. One even represented the UK in the Eurovision Song Contest.

He is not always right. Some of the most famous singers in the pop world were told to give up singing by well meaning critics. Simon, given half a chance, would probably have told Bob Dylan to put away his guitar and take up another career!

Susan Polgar, a chess grandmaster, was one of three Hungarian sisters who gained fame in the 1980's as chess champions. Before they were born, their parents planned to turn them into geniuses.

Chapter Nine GGG (continued) Genius (continued)

“Genius is 99% sweat and 1% talent.”

Lazlo and Clara Polgar gave up their jobs as teachers to focus on the education of their daughters. Lazlo insisted the girls specialise early but they could choose their specialism. All three chose chess. Susan was motivated by her chess victories which she enjoyed from the age of 4 and a half to eleven. Naturally she also gained self-confidence through her victories. By the age of 7 or 8 she was practising chess for 6-8 hours a day.

Her father was heavily criticized when Susan was young. He was told that she was playing chess too much. She should be playing with dolls! By 15 she was the top female chess player in the world.

In 1988 all three sisters won gold medals for Hungary at the chess Olympiad. The Polgars became a world wide sensation. Lazlo Polgar reveals his beliefs about achievement in this fascinating interview:

Interviewer: Are you saying that these children started out with just average ability?

Lazlo Polgar: *Every healthy child is born a potential genius.* How near they get to becoming a genius depends on what sort of external influences act on them

Interviewer: Are you saying that they could just as easily have become world famous nuclear physicists?

Lazlo: Yes or musicians or weightlifters.

Interviewer: And reached the very top?

Lazlo: Yes, they could have done.

Susan Polgar gives her views:

“My father believes the first 5 or 6 years of a child’s life determines the rest of their lives. However, if you force a child to do something it will not work The child must be raised to have the inner feel for it; to want to study, to want to learn and to want to improve Some people are talented at birth and pick up things more quickly than others. *But I believe more in the famous phrase that genius is 99% sweat and 1% talent”.*

Not surprisingly, Susan Polgar now teaches chess in New York. She has plenty of keen students or students with keen parents who believe their youngster can become a chess grandmaster.

Chapter Nine GGG (continued) Genius (continued)

The Polgars are right when they say that it helps to start young but I also believe that people can discover and develop their potential even when they are quite old. Some of my best martial arts students started very late in life.

Julius Caesar discovered his military genius when he was middle aged. Churchill was not exactly hot housed when he was a child. He did not do well at school. His genius as a war leader was only displayed after the age of 65.

Winston Churchill's favourite TLA (KBO) applied to just one law, persistence. You will remember that Tony Buzan argued that the key characteristic shared by all geniuses was *'persistence in pursuit of a vision.'*

Churchill certainly qualifies as a genius according to this description. He persisted in pursuit of a vision of freedom in spite of horrendous obstacles and problems and some big mistakes on his part. He made a difference to the world.

Persistence is crucial in peace time as well as war time. However, exciting our lives may be, there are bound to be times when they are dull for a while. Winston felt this when his wife was away from him.

Those are the times when we just have to plough on persistently until the excitement returns. Churchill applied the concept of persistence in peace and war.

He was, of course, a great speech maker and persuaded the British people never to give up in World War II. Veterans from the time remember that nearly every one believed in ultimate victory even during the worst times of bombing and retreat.

There is no need, then, to think that people like Churchill are rare. Many of us could live lives that could make a huge difference to other people. But we need to believe like Buzan and the Polgars that we are capable of genius or, at least, high achievement.



Law 25: Discover and unchain your inner genius!

Chapter Nine GGG (continued))

Gratitude

"When we learn to give thanks, we are learning to concentrate not on the bad things, but on the good things."

Amy Vanderbilt

Goran Ivanesevic, the Croatian tennis star told an interviewer "Every time I am in bad mood, I play the tape (of his victory in the Wimbledon final in 2001)." At the time he was so grateful to God for his championship title and so emotional about winning it that he has become a favourite with the Wimbledon crowd. He has, since then, had plenty to put him in a bad mood as his shoulder has been hurting him since he won the championship against Pat Rafter. He has only just been able to return to Wimbledon as a player in 2004.

When we feel depressed we too could play a 'tape' of all the things and people and animals and events we have to be grateful for. If we don't program our own minds with gratitude other people will program our minds with bad and depressing news. *Gratitude will focus our minds on the good and will attract it to us.*

We have so much to be thankful for. The sun, moon, stars, earth, air and water are all free. We have access to both healthy and unhealthy food. It is our fault if we choose the unhealthy. Most of us had or have families who looked after and brought us up.

We have relatives and friends we need to be thankful for before they die. I realize now how little I appreciated my grandparents and uncles and aunts before they passed on. I need to thank God daily for those relatives who are still alive and for the love and friendship of those who are now gone.

We have access to books which can teach us almost anything we want to learn. We are now blessed with access to even more knowledge via the internet. We can attend courses and develop all kinds of skills.

We can walk freely in our neighbourhoods, during daylight at least, and attend gyms and swimming pools for very little, if any, cost. Many of us travel thousands of miles to exotic locations on holiday. We live in civilized societies where we are free to pursue our own interests and visions. We know that there is plenty of money available if we are willing to work for it and that we shall be able to sleep well in a comfortable bed.

Obviously some people in the world are not so lucky, but I am assuming that any readers of this book have been able to afford a computer and probably live in one of the richer countries of the world. Two world wars have come and gone and, though terrorists are operating, most parts of the world are usually peaceful.

Chapter Nine GGG (continued) Gratitude (continued)

Despite some of the horrors and barbarisms of modern life which appall and grieve us, life has - or has the potential of - such richness, joy and adventure as were unknown to our ancestors except in their dreams.
Arthur Compton

If we focus our mind on all the past good we have experienced and all the future good we hope to experience, we are more likely to attract it into our lives.

The entertainer who goes on stage exuding confidence and a grateful expectation of a good reception will immediately receive back the good will and relaxed respect of the audience.

The one who goes on stage with his mind focused on the possibility of a poor reception will embarrass and eventually lose the appreciation of his or her audience.

Barry Goss and Brian Campbell write a brilliant ezine called 'Manifest Life'. It explains more clearly than many similar ezines how we attract into our lives what we focus on most of the time:

"We are like manifesting magnets! We attract what mirrors are feelings and thinking patterns. So what we send out is exactly what we get back! For example, *when we are full of joy, gratitude, or excitement*, we tend to send out a high frequency energy, which in turn magnetizes back high frequency experiences like great opportunities, positive-minded people, wealthy clients, big bank accounts, etc. On the other hand, when we send out the energy of doubt, frustration, or fear, we tend to magnetize challenging experiences that we don't want. So all you need to do in order to be successful is to constantly emit high frequency vibrations which will attract your desires to you!"



Chapter Nine GGG (continued) Gratitude (continued)

The desires could be for something physical like a swimming pool, a bigger house or a new car or something spiritual like peace of mind. **We need to be grateful for these things before they have actually arrived.**

A friend of mine focused his mind on a laptop computer and a car after reading a book called 'The Midas Method' which explains the power of what we think over what we receive.

When I gave this book to my friend and computer guru, Danny Burke, he was skeptical at first but then he read the book anyway and started to change his thinking. He describes what happened just a few days later:

"I read the Midas Method and at first I was sceptical but after a few days of following the ideas I began to notice improvements. Things just started going my way, my finances improved and I felt much better about myself. The book was worth the asking price just for that alone.

As it recommends in the book, I made a list of things I REALLY wanted, one of which was a nice laptop. As it suggested **I had written in every detail** the spec for the machine i.e..a Pentium 4 CPU with 512 MEG RAM a DVD and CD writer, an internal floppy and a 15 inch screen with a 40 GIG hard drive."

Danny continues his story:

"I am a freelance computer engineer and I get second hand machines offered to me all the time BUT I hadn't had a laptop offered for around a year.

Well, three days after I made my list a laptop came up. I went to see it and would you believe it, it was totally what I had written on my desire list. It was really spooky; it matched the specification that I needed exactly. It got better; this laptop was only five months old and was still under guarantee, it cost over £1700 new and he was selling it so cheap I couldn't believe my 'luck'.

It was almost like putting in an order to the universe; the universe only took 3 days; most stores would have taken two weeks. Read the book, follow the suggestions and see what happens. I can definitely recommend it."



Chapter Nine GGG (continued) Gratitude (continued)

Danny also put on his list a dark blue 4 door Mercedes that used diesel fuel. It should be less than 5 years old and should have manual controls. His deadline for this was July 2004.

Amazingly about three weeks ago he drove a car into my drive which had all the above specifications except that it was a Citroen rather than a Mercedes. The Citroen cost £8000; the Mercedes would have cost £15,000.

Danny bought the car at a place that he does not normally visit to look for a car. He only went there at the last minute because it was suggested to him. Strange!



Perhaps, what happened to Danny is not so strange. We have been told in the New Testament for centuries to 'let your prayers be known to God with thanksgiving'. In other words we should pray as if our prayers have already been answered. We should pray with an attitude of gratitude!

Manifest Life and similar ezines are teaching something which seems very similar in my opinion:

"You are like a radio tower that is constantly transmitting a certain frequency into the Universe. Your thoughts and feelings create an energetic vibration that is sent out into the world. This vibration is then reflected back to you by the Universe, producing physical results in your personal world."

Danny's laptop and Citroen were certainly physical results! Incidentally if you want to read the Midas method yourself, you will find it here along with Danny's account of what happened when he read the book:

http://www.motivationtoday.com/the_midas_method.php

Chapter Nine GGG (continued) Gratitude (continued)

In the last few years abundance thinking or manifestation thinking has become enormously popular as more and more people find that it seems to work and that it has some theoretical support in quantum physics.

Many ebooks and books have been written on how to attract what you want into your life. These books have been snapped up by eager buyers who are desperate to escape poverty and failure.

Barry Goss and Brian Campbell continue in their ezine:

"The truth is that we are always creating something. It's important to know that we are each born with the natural power to create our own reality. We do so everyday! The real question is... are you creating what you WANT, or stuck in creating what you DON'T WANT? The truth is that you are a manifesting machine! You cannot stop manifesting. **Whatever you are focusing on is what you will manifest!** If you are constantly thinking about how you wish you had a million dollars that's exactly what you will get...a wish. Once you learn how to train your mind to stay focused ONLY on the experience you want to have, that experience will find its way into your life! "

As this whole chapter suggests, one of the best ways to focus on what you want is to thank God or the Universe daily and even hourly for all the good things you have experienced and will experience in the rest of your life.

Don't just thank with words. Thank with genuine emotion and joyful feelings. Thank by dancing around in celebration of what is in store. Give thanks frequently and don't forget to thank other human beings for what they bring into your life.

Most of our mums taught us to write thank you letters for birthday and Christmas presents. This was one way of ensuring that we would get more of the same or even better presents next time round!

A thankful person is nice to be around. A moany, ungrateful and whingeing person is soon left on their own!

Football fans watch their team knocked out of a competition and are depressed for days and even weeks afterwards. They will sometimes go on a rampage overturning cars and smashing windows.

Instead they could think of all the games they have won and the chances to win again in the future and be grateful. They could try to share the joy of the teams that have won or at least be glad that some other teams have also lost and are feeling as bad as they are!

Chapter Nine GGG (continued) Gratitude (continued)

Instead of complaining about how poor we are, we should be grateful that we live in a country where we can set up our own business or do a useful job and make money in an honorable way.

Instead of complaining about how old we are, we could be thankful we have managed to stay alive this long. As someone has wisely said: "Being old sure beats the alternative." The film 'Rocky Balboa' has shown that we can still create magic in our old age.



If someone died young we can in the words of the remembrance service be glad that 'age shall not wither them.' They will remain forever young. We can be grateful that even the old can stay young: "He who lives with his memories becomes old. He who lives with plans for the future remains young."

There are countless things we can be thankful for if we look. I'm watching the news at the moment and just heard a great line from President Bush at a press conference in Ireland. The President declared he would do what he felt was his duty and would *let the chips fall where they may*.

This is a great ideal. I would not have been reminded of it if I did not have a television set and the time to watch it. *Expressing thanks daily can restore our spirits and even our health*. A great Christian mystic, Meister Eckhart, has summed it all up:

"If the only prayer you ever said was 'Thank You', that would be enough"

Law 26: A simple two word prayer can focus your mind on the good and attract more of it! Try saying 'Thank You' every few minutes!

Chapter Nine GGG (continued) Great Expectations

"A lot of people expect a lot of themselves; that's why they are at this level."

John McEnroe

At Wimbledon in June 2004, the commentators were discussing the roller coaster career of Greg Rusedski. One commentator suggested that Greg had done badly in 2003 at Wimbledon because he expected too much of himself.

McEnroe replied with the quote above which suggests that you must expect a lot of yourself to reach the level of playing at Wimbledon. However, he did not like the way Rusedski appeared overconfident to his colleagues and would say that he would one day win Wimbledon for sure. Possibly Rusedski was trying to bolster his own confidence. I have never heard Greg appear boastful in any of his interviews.

McEnroe spoke more favourably of Pete Sampras who would walk the walk of the humble in the locker room but when he was on court would ooze confidence and power.



Some people believe that you should affirm confidence out loud just as Muhammad Ali did when he told people which round he would win his boxing matches in. Muhammad may well have spoken in this way so that his opponents would start worrying and losing their confidence in their own ability.

In tennis, your confidence or lack of it show up in the last games of a set and can make all the difference. Great expectations of victory can help you finish off the set in your own favour.

Interestingly enough McEnroe felt that Goran Ivanisevic entered Wimbledon low in confidence without having won many matches prior to Wimbledon and with few expectations of being champion and yet he became champion in 2001.

I think Goran's confidence must have grown as he passed through one round after another. He also enlisted divine aid in his last match with Pat Rafter at the final. This may well have given him some great expectations of victory.

Chapter Nine GGG (continued) Great Expectations (continued)

"You see things and say 'Why?' but I dream things that never were and I say 'Why not?'"
George Bernard Shaw

Jimmy Wong played Andy Roddick at Wimbledon 2004. The weather was very windy and the commentator remarked that if you expect the weather to give you an advantage it will. If you expect it to be a problem, it will.

Teachers who are told they have great pupils in their class start teaching for high achievers and bring out the best in these pupils even though they have been lied to. Pupils are very sensitive to what is expected of them and react well to the teacher who encourages and praises them.

Teachers have also been told that they would be teaching one of the best classes in the school. In fact, the classes had been chosen at random. However the expectations of the teacher meant that the classes responded well and did far better than usual.

I was a teacher for 33 years in London schools and the wisest piece of advice I ever heard was;

"Give only one word of criticism for every three words of praise"

Criticism without praise makes the pupil think you expect little from them and they respond accordingly. Praise means that you see the potential in them and expect great things from them. They try harder for you and the atmosphere of the entire class is much improved.

When I was at school in the Isle of Man, the teacher in my house or group announced to every one that I would one day be the head boy of the entire school. This did not endear me to the other pupils but amazingly his prophecy came true.

Maybe his words were lodged in my subconscious mind and created an expectation which was self-fulfilling. He expected great things of me and this made me have great expectations of myself even though I could see no reason for his expectations.

Our expectations can bring out the worst or the best in others as well as the worst or the best in ourselves. We need to have great expectations of other people as well as ourselves and we need to tell them that we expect great things. My housemaster told me what he expected and this probably lifted my own expectations of myself. Nelson told his fleet at Trafalgar 'England expects every man to do his duty'. They met all his expectations and then some.

Chapter Nine GGG (continued) Great Expectations (continued)

Sometimes our expectations will meet with disappointment. Many people expected the England football team to win Euro 2004 but they went out in the quarter finals to Portugal.

However, expectations were still justified because the England team put up a good fight and the result was in doubt until the last minute of extra time and penalties. Many observers believed that England were wrongly denied a goal by the referee. The goal would have made them the winners. If England and their supporters had not had great expectations, the team would not have tried as hard as they did.

We need to have great expectations of other people and ourselves. We need to expect people to do well and, as I have said already, we need to tell them so. In my martial arts style, Choikwangdo, students are often told from the first day that they have the potential to achieve black belt.

When they pass their first grading as white belts they become a white belt senior student. The belt they now wear has a long streak of black down the middle. This encourages them to expect that they can eventually achieve the black belt.

The Choikwangdo motto is 'Pilsung'. This means 'Certain Victory'. It teaches that if you keep on trying and don't give up, you can expect victory. We need to expect more from ourselves than mediocrity. We need to have great expectations but we should not let this make us conceited or arrogant.

In 'Great Expectations' by Charles Dickens, Pip does not expect much from life. He will become a poor blacksmith like his friend who looks after him. Suddenly his life is transformed as a rich ex-convict (who remembers how Pip had once helped him) starts to send him money. He now has great expectations of life and expects to be a young gentleman. However, he also becomes a snob and becomes embarrassed by his old friends.



Chapter Nine GGG (continued) Great Expectations (continued)

“Once you say you’re going to settle for second, that’s what happens to you in life, I find.”

John F. Kennedy

Later Pip learns that some things like love, loyalty and friendship are more valuable than money and status. His great expectations of himself now become attached to the nobler things in life. He shows compassion for the ex-convict and love for his old friends.

A huge factor in this change is the way the ex-convict expects Pip to think and behave. He expects Pip to feel gratitude for what he has done and to be a son to him. Gradually Pip, who is horrified at first by finding out that the convict is his benefactor, does start acting like a son to him.

Dickens understood that what others expect of us can transform us.

In the same way what we expect of ourselves can transform us. We need daily to expect the best from others and from ourselves. We need to encourage and inspire others with our faith in them and we need to encourage and inspire ourselves to have great expectations.

John Kennedy did not settle for second. See the quote above. He clearly aimed to be the President of the USA and not the Vice President. If he had not wanted to be President and showed his confidence by entering the Presidential race, no one would have voted him in.

He went on to even greater expectations. America would put a man on the moon. What a huge expectation. It unleashed the energies and mental powers of a select group of scientists and astronauts and inspired an entire nation. Eventually his great expectations were realized.

The whole world was utterly amazed at the results of Kennedy’s great expectations. Sadly the visionary, himself, was murdered but his great expectations still influence the world of space travel today.



Chapter Nine GGG (continued) Great Expectations (continued)

My favourite film, or, at least one of them' is 'Waterloo'. In the film the Duke of Wellington, on the eve of the great battle, notices that one of his staff officers, called Hay, is without his watch.

Hay, the staff officer, is one of the dashing young officers that would have no trouble finding adoring girl friends. His whole life is in front of him.

"Who did you give your watch to?" asks the Duke.

"Somerset, sir."

"Expecting to die, tomorrow. I don't like those thoughts. Having them sometimes makes them come true. Get your watch back. Tomorrow, I'll ask you the time every five minutes."

Hay is killed anyway.

The Duke knew the power of expectations. According to the film he, himself, expected to win the battle. He almost looked forward to the fight with his great opponent especially as he had scouted out the battlefield a year before.

Some of his allies expected he would cut and run but he had enough belief to stand and fight on the muddy ground of Waterloo. The rest is history.



Law 27: Expect great things and they may well happen!

Chapter Ten JJJ

Just Do It Just Don't Do It Just Do Something Else

The sound J...J...J. reminds me, at least, of the sound of a steam engine beginning to move inexorably forward. If the ideas in this chapter are applied you will become like an *irresistible force moving forward to achieve your aims*.

Just Do It

This is a popular variation of 'Do it anyway' or 'Get on with it'. Instead of thinking and talking endlessly about some plan or other, just do it. The phrase '*Just do it*' is a favourite sticker for the back of car windows.

It is well worth sticking on your walls at home. Humans spend all their time either thinking or acting. Some humans spend too much time *thinking* and too little time *acting*. This type of person needs to stick '*Just do it*' on their wall. Others act without thinking. They should remove the sticker! It is best to have a balance. If you go on a car trip without studying the map, you could end up miles away from your preferred destination. You head North, when you should go South.

However, *a bias towards action* is no bad thing. It gets the job done quickly. Any employee who can get the job done quickly and well is in for a pay rise. Many employees do not do the job properly let alone quickly. Try transferring money!

Two years ago I transferred some money from my bank account to my stockbroker's account. First my local bank left out some key information from the transfer form. Fortunately, I checked the form myself and had this corrected. Then the international transfer centre for the bank sent the money off but failed to mention who the beneficiary was. I only found out about this after expensive phone calls. They apologised for the error and agreed to correct it and send me a copy of the message including the correction. Several days later I had still not received this correction. This is just one example of several.

Any employee, who can just do whatever it is correctly and quickly, will stand out like a beacon of light in a dark world. They will never lack for employment and they will soon rise to the highest ranks of management.

Just do it is also the kind of phrase to think of when hesitating before calling the dentist for an appointment. Thinking about the possible pain involved is a waste of time. *Action* is the king in this situation. Thinking means delay.

As Shakespeare said:

"If it were done, when 'twas done, then 'twere best done quickly."

Chapter Ten JJJ (continued) Just Do It (continued)

Just do it means things get done and they usually get done quickly since one successful completion of a task leads on to the next. This allows the doer to seize the high ground and be on top of their life.

Alistair Chisholm, a fine motivational speaker, describes a visit to Waterworld in the USA. As he and his wife walked through the entrance the first thing they noticed was the giant slide about fourteen stories high that dominated the park.

Before he left, both of them went down the slide.

As he went to the top of the slide all he allowed himself to think was the repeated mantra '*Just do it*'. Afterwards he and his wife both felt much taller and stronger. They had done it. Repeating a mantra that excludes fear and doubt is a key factor.

On Friday July 13th 2001 I went on one of Tony Robbins' Unleash the Power seminars at the London Arena in Docklands. This usually involves a firewalk on the first evening. The evening of preparation for the firewalk started at about 6 p.m. and went on to about 11 p.m.

The preparation included much motivation and practical instructions for the firewalk but also included some stories about how people had been injured and had even died from their injuries at firewalks (other than Tony's)!

Tony himself had severely burned one of his feet by failing to wipe his feet at the end of the firewalk. A burning coal was still clinging to his foot burning it badly.

Later he banged his foot against a chair leg and pus came out. Despite this horror story I was so tired after 5 hours of preparation that I just did not care what happened. In this mood, the firewalk was no problem and completely painless. I **just did it** without thinking or caring.



Chapter Ten JJJ (continued) Just Do It (continued)

Many things cannot be learned in advance. You have to try doing them first. When you start actually doing something you learn fast. If you are a teacher and have to teach your pupils how to pass a particular exam, you are motivated to study hard to cover the syllabus and keep one step ahead.

When I was a teacher, I would often pick topics and a syllabus, I knew nothing about. I knew I would learn very fast as I prepared lessons for my pupils. My enthusiasm would be much greater if I was learning as well as teaching.

There is only so much ground you can cover when you are at university or training college. You cannot wait until you have studied every possible syllabus before you start teaching. You just do it. You begin teaching and find out the answers the night before if necessary. You are highly motivated to do this or you will be embarrassed in the lesson and your teaching will not be appreciated.



I spoke to a web designer recently who tells his customer that he can do whatever they ask for. He then stays up till 3 or 4 in the morning finding out how to do what he promised the customer. Sometimes he might be held up by one tiny little thing like a small piece of code which is wrong. But he keeps at it until he gets the solution and can then feel the elation of achieving his goal.

This way of learning a skill beats any abstract college course where there is so little pressure.

By getting going and moving forward instead of always preparing and planning you learn priceless lessons and gain powerful, do or die, desperate motivation. You will then move on to a new level of mastery and achievement. So just do it and enjoy the elation of learning new skills and new knowledge fast.

I encourage my martial arts students to enter for gradings even when they don't feel ready. Faced with the dead line of the grading and the possibility of embarrassment they just do it and make quantum leaps forward. They can feel the elation of passing the test and moving one more step up the success ladder.

Law 28: Zoom towards your success by just doing it!

Chapter Ten JJJ (continued)

Just Don't Do It

However, you might with equal wisdom decide *not* to do it. I was nearly blown off a water slide in the South of France by a strong cross wind. The slide did not have high sides and I felt myself lifted by the wind and moved sideways even though I weigh several stone above the average! I was glad to reach the bottom of the slide in one piece.



Not every one has to do firewalks or go down slides or break boards to feel they have achieved a great goal in life. I have broken boards, tiles and bricks to pass martial arts gradings and you do feel good afterwards but any other achievement like giving up cigarettes or chocolate biscuits can be even more exhilarating and involve less risk to your bone structure!

There is no need to feel guilty about not doing some challenges. Forget them and don't waste energy worrying about them. Some years ago a fellow Taewondo student severely damaged his hand when attempting to break a pile of tiles. He had forgotten to check that there was space between each tile.

Chapter Ten JJJ (continued) Just Don't Do It (continued)

Most roof tiles have small protuberances that allow the tiles to hang on the roof without slipping off. When tiles are arranged for breaking, they need to be arranged so that the protuberances leave space between the tiles. This makes it possible to break a whole stack without injuring yourself.

In the commotion of a public display, safety checks are not always carried out. My fellow student's knuckles were driven half way up his forearm as his fist smashed into the tiles. None of the audience realised what happened and few of them would have cared even if they had realised.

As you have probably realised I am not too keen on public martial arts displays. Students take unnecessary risks so that members of the audience might decide to join their clubs. Breaking objects does have its place in displays, however, but they must be carefully prepared and demonstrators must be well trained in advance. No one should be forced to do breaks that they are uneasy about.

A few years ago, I attended a seminar where the final challenge was to break an arrow by walking forward after placing the head of the arrow in your lower throat area and the end against a wooden board held by one of the seminar instructors.

It was a great seminar but this final challenge was not really necessary. Everyone at the seminar broke the arrow without any injury but a greater achievement might have been to refuse to attempt something that seemed so risky.

I still keep the arrow, however, as a reminder. Below is a photograph of it.



Some challenges really are too risky. I have just heard on the news that a girl of 16 from Wales has fallen 100 feet from a water slide in a theme park. The slide unlike mine, used boat carriages. Sadly, she died later in hospital.

Law 29: Save energy, stress and even your life by not doing it.

Chapter Ten JJJ (continued)

Just Do Something Else

If you do not go down the slide or break the brick or give up smoking, don't feel depressed and discouraged. These things may be challenges which you evaded or failed in or wisely decided were too risky but there are still plenty of other challenges which you can handle.

Overcoming these other challenges even if they are less challenging will *still* give you the energy which comes from achieving your goals.

So don't sit around moping and feeling guilty because you have 'bottled out' of some challenge. Just do something else! You may feel that you are being second best when you could have come first but second best is a lot better than achieving nothing at all. And after achieving second best, you are in a strong position to aim for first.

The great West Indian fast bowler Malcolm Marshall had a great piece of advice for his team. "If you aren't taking wickets at least stop them making runs." If you stop the opposing batsmen making runs, the game won't get out of sight. You might take wickets later. It might even rain and the game will be a draw!

In European football there is a Champions League football competition. If you bomb out of that you are mercifully given a second chance in a less prestigious competition called the UEFA competition. This second 'inferior' competition can become just as exciting as the more prestigious one.

Having done something else, you may well return with greater energy to do the original task that you failed to do. In 2003 Porto won the UEFA cup. (i.e. second best) but this gave them the confidence and experience to win the Champions League (i.e. the best) in 2004.

Even if you never complete the original challenge, you will still be living fully; you will just be going down a different route. However, the natural reaction after a failure is to want to retire from life. At an audition for a pop band, one girl who sang quite well was turned down in the second round of auditions. She was distraught and said she just wanted to go home to bed. Most of us share the same feelings when we fail.



Chapter Ten JJJ (continued) Just Do Something Else (continued)

Perhaps we should give in to these feelings for a while but the more quickly we can start some other project, the less time we will waste. Adam Khan in his book 'Self-help stuff that works' describes how negative feelings can harass all of us from time to time. We can get worried, angry and depressed.

Worry can make our lives a misery; anger can make it hard to concentrate and depression can make us feel hopeless and sad. These feelings are not good for our health. What can we do to be rid of them?

If possible we should take a good look at what is causing these feelings and if there is a real problem there, we should do something about it. Adam Khan writes:

“But if there is nothing you can do about it, get involved in something that engages your mind and forget about it. Don't try to stop thinking negatively. Simply try to get absorbed in doing something constructive...seek escape from unnecessary negative feelings by fleeing into a purpose. It will take your mind off the negative thing, giving you a healthful break from those negative feelings.”

A side effect is that something productive gets done. Instead of moping around wasting time you will have something to feel good about.

Cooking, for example, is capable of engaging the mind. Give it a try. Many people have forgotten what good food tastes like and have become used only to fast food. A good well-cooked meal could make their day.



Churchill had to learn to do something else during his years out of office. Before 1939 Sir Winston Churchill was left in the wilderness of political life for years. He was seen as an embarrassment by his colleagues in the conservative party because he kept on warning the nation of the dangers of a militaristic Germany ruled by an aggressive and fanatical dictator.

Chapter Ten JJJ (continued) Just Do Something Else (continued)

Churchill felt that the leaders of the nation were asleep at the wheel. He expresses this feeling in the poem 'The Clattering Train.'

“Who is in charge of the clattering train
The axles creak and the couplings strain
The pace is hot and the points are near
And sleep has deadened the driver's ear
And the signals flash through the nights in vain
For death is in charge of the clattering train.”

Churchill was right. Because Britain and the League of Nations did not act swiftly to curb Hitler, death and concentration camps became the experience of millions. My own family were imprisoned in the middle of China for two and a half years.

My father was given the choice of working for the occupation forces or being sent with his whole family to a concentration camp. He chose the camp.

My uncle was imprisoned in Changi, Singapore and died soon afterwards.

My family were eventually rescued by American soldiers when the war ended. I still have a plane made of bullets given me by one of the GI's. I was only 5 years old but will never forget those days or the kindness of those soldiers. I keep the plane on my window sill.



If Churchill had been given power earlier, he might have prevented much suffering. He might even have prevented World War II. However, he did not sulk in despair. He just did something else, as we shall see, and when the chance came to take power and make a real difference, he grabbed it with both hands.

Chapter Ten JJJ (continued) Just Do Something Else (continued)

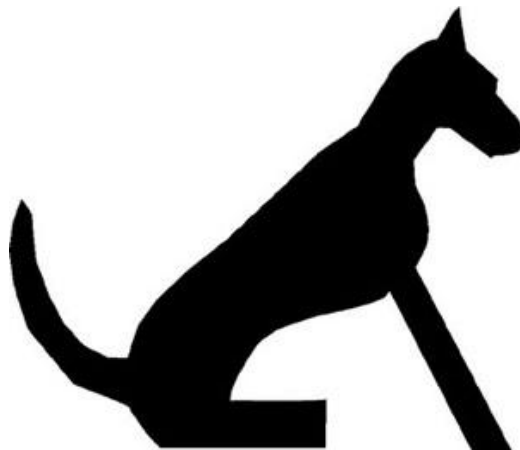
Churchill had done what he could when he had no power but often became depressed. He believed that he might not get the chance to save Britain and the world.

He even felt suicidal at times. But instead of throwing himself under a train, he 'just did something else' He painted water colours and joined the National Union of Bricklayers. He told a friend why he painted landscapes.

"Painting keeps me sane. A tree can't tell me that I have got it wrong. I couldn't exist without paint and paintbrushes. It keeps the black dog away. So does brick laying."



Daily he wrote 2000 words and laid 200 bricks and painted landscapes. 2000 words and 200 bricks a day kept the black dog away. The black dog was the mood of depression that would settle on him from time to time.



The famous parable of the talents teaches that doing less than someone else is fine so long as you attempt to do something. The man who made the most of his talents was given the biggest reward but the man who came second was also given a reward. The man who risked and did nothing received nothing.

Chapter Ten JJJ (continued) Just Do Something Else (continued)

Yesterday, I came across the following amazing saying which sums up what this section is all about. I had not felt too happy recommending second best until I read this wise quote:

Remember that if the opportunities for great deeds should never come, the opportunities for good deeds are renewed day by day. The thing for us to long for is the goodness, not the glory.
F.W. Faber

Two great lessons are embedded in this quote. Firstly, opportunities for greatness are not always readily available. They take huge amounts of work and preparation and events like the Olympic games only occur once every few years. However, the opportunities for doing good deeds and for being kind to humans and animals are all around us every hour of the day and night. My neighbour's cat, Lizzie, who moved in here a few years ago often wakes me up at 2 a.m. or 4 a.m. She meows very loudly and persistently until she is given food and/or let out for a leak. As you can see below, she enjoys her sleep but does not hesitate to wake me up whenever she feels the slightest need.



Instead of being irritated by this, I should look on it as yet another opportunity to do good! If someone phones me interrupting my work, I should seize the opportunity to listen and possibly help someone rather than get off the phone as quickly as possible. Secondly, the quote above suggests that goodness is not in fact second best. It is perhaps greater than the glory of achieving great deeds.

Jason Robinson, the England rugby union captain, has decided to put goodness before glory: "My five children need a father, not a superstar." Another great quote implies that goodness is not enough: *Aim above morality. Be not simply good, be good for something.* – Henry David Thoreau

The second quote does not really contradict the first one. It is tough being a superstar and doing good as well but being good and good for something is a real possibility.

Law 30: If you can't get the gold, go for the silver or bronze instead. If you can't be great, at least be good and good for something!

Chapter Eleven LIT

Life Mission Inspiration Tough Training

LIT suggests getting **inspired** or lit up by a **mission** for your life. Inspired people will endure **tough training** to fulfill their mission.

Life Mission

"Love your neighbour as yourself" *Jesus Christ*

"There are two great days in a person's life--the day we are born and the day we discover why." *William Barclay*

A psychic once wrote to me telling me very kindly that I had karmic credit from a previous life. In other words, I had done enough good in a previous life to deserve some good things in this. I didn't believe that he knew anything about me but was interested by the psychic's concept of what I might have done in this past life. He wrote that in my remarkable past life it was likely:

- You were a wealthy humanitarian who gave thousands of pounds to the needy...
- You influenced the political decisions of your time, for the better....
- **You helped make many people's dreams come true**
- You were a famous and beloved public figure!

He went on: "Only good deeds done on such a large scale could account for an enormous Karmic credit like yours!" I didn't believe the letter but it did remind me how important it is to have a mission statement for one's life. I really like the third statement above. I would like to help many people make their dreams come true unless, of course, they plan on conquering the world by force! I would also be happy with all the other statements.

Churchill believed that he would be a great war leader like his ancestor, the Duke of Marlborough. He even dreamed of his ancestor surveying the battle field before the battle of Blenheim. The great duke appeared to look at him and smile. Churchill came to believe that his destiny was to save Britain and the world from the Nazis. He was only fully happy when engaged in achieving this life purpose.

If we are still alive, our mission is not yet complete. But, many people haven't got a clue what their life mission is. Perhaps that is why they are not achieving it! I believe that one of the most valuable uses of our time is to write down what we think we should achieve in our short time on this planet. What is our life purpose? If we don't know, our purpose could be to find out and then achieve it.

Chapter Eleven LIT (continued) Life Mission (continued)

"Duties are not performed for duties' sake, but because their neglect would make the man uncomfortable. A man performs but one duty- the duty of contenting his spirit, the duty of making himself agreeable to himself." Mark Twain

Throughout human history many teachers have taught that our life purpose is to do our duty as a child, a parent, a neighbour, a worker, a citizen etc. Mark Twain perceptively sees only one duty in all of these. All our duties can be summed up in the one duty of achieving peace of mind or contentment with ourselves. We will only feel happy or content if we have done our duty.

Nelson, at Trafalgar, died in pain but happy after achieving his life duty of keeping his country free. The human spirit will not allow us to be happy until we have done our duty as well as we can. James Taylor, the song writer, has reflected on the fact that the odds against us being born a human are huge. He concludes that birth gives us a unique opportunity which should not be wasted.

An interesting study was carried out in the USA in the last century by Dr. Henry Link. A year long survey was conducted to find out what character traits happy Americans had in common.

A 1000 page report was produced and was ready for release to the press. Dr Link asked the press if they would like one statement that summarized the results. The press wanted the summary. Here it is:

"Virtually every day of his life, the happy American does, or attempts to do, something difficult."

Part of our life mission then should be to face some kind of challenge nearly every day of our lives. Without facing difficulties and trying, at the very least to overcome them, we will not grow and we will not discover our real power.

Life is a 'fathomless mystery'. Is there life after death or is this life all we have? Many with good reason believe there is more but the best way to prepare for life after death or death after life is to make the most of this life and to use whatever talents we have in the service of both ourselves and others. Mother Teresa has summed up her thoughts on life in a great passage as follows:

"Life is an opportunity, benefit from it. Life is a beauty, admire it. Life is a dream, realize it. Life is a challenge, meet it. Life is a duty, complete it. Life is a game, play it. Life is a promise, fulfill it. Life is sorrow, overcome it. Life is a song, sing it. Life is a struggle, accept it. Life is a tragedy, confront it. Life is an adventure, dare it. Life is luck, make it. Life is life, fight for it!" Mother Teresa

Law 31: You have just one unique life. Find out your purpose and go for it!

Chapter Eleven LIT (continued)

Inspiration

"Man is so made that whenever anything fires his soul, impossibilities vanish."

Jean de la Fontaine

Any success in life has much to do with inspiration and determination. These two qualities make impossibilities vanish as the quote above suggests. We can inspire ourselves or be inspired by others.

This year I watched Ireland play Wales at rugby. Most neutrals thought that the match would be close. Ireland had been hammered by France the week before whereas Wales had hammered the Scots.

However, one inspirational player, Brian O'Driscoll, had returned to the Irish side after injury. He made a huge difference. His pace, power and strength were outstanding. When he had the ball, the crowd became excited. He would make things happen.

One of the commentators mentioned the leadership of O'Driscoll. He doesn't say much but his actions cry out 'Follow me!' Great leaders inspire. Kennedy inspired a nation to reach the moon. Churchill inspired several nations to fight for freedom.

The Irish played like men possessed. They scored 6 tries to 0 before 50 minutes had passed. They bore no resemblance to the team that had capitulated to the French only one week before. Again and again in sport and life, one person can make all the difference.

The Irish team were also helped by the fact that they were playing at home and they had the wind behind them in the first half. An early try had a knock on effect and was followed by five more. Ireland won the match by 36 points to 15. For this week at least they were true heroes. Keith Wood, a great Irish player, made the point that Ireland now had momentum and confidence on their side. *"With confidence anything is possible."*

They take on the World Champions, England, in two weeks time. Once an individual or group become inspired, miracles can happen. I still think England will win! I was wrong! Ireland played again with tremendous determination and inspiration and beat the world champions.

If we wish to change our lives we need the wind of inspiration behind us and in us. We need to get inspired and stay inspired by ourselves or by others. Even animals can inspire us. Just watching an enthusiastic puppy can make us realize what life is all about but obviously everyone is inspired by different things. We have to find our own way to be inspired.

Chapter Eleven LIT (continued) Inspiration (continued)

One of the soldiers escaping at Dunkirk in 1940 was inspired to keep going by remembering a beautiful girl who had been a model at his drawing class. The vision of the girl kept his hope alive in the midst of the despair and carnage of the retreat.



One of my martial arts students recently returned to training after fracturing his skull in a fall at work. Another student plans to do his grading a couple of days after an operation on his arm! A neighbour in her seventies has returned to a hugely active lifestyle after breaking her arm. A Sikh man, over 93, is running in the 2004 London Marathon. A blind woman, with cancer, is also running. She plans to finish in 3 days.

Inspiring examples like the above are all around us. Inspiration can also come from our own deepest desires but the sparks of inspiration can be easily put out by the mundane business of the world. Ayn Rand warns us against allowing this:

“Do not let your fire go out, spark by irreplaceable spark, in the hopeless swamps of the approximate, the not-quite, the not-yet, the not-at-all. Do not let the hero in your soul perish, in lonely frustration for the life you deserved, but have never been able to reach. Check your road and the nature of your battle. The world you desired can be won. It exists, it is real, it is possible, it is yours.”

We do all have a hero or heroine within our souls that can inspire us. When we get a clear glimpse of our own potential we are inspired. When we achieve our goals we are inspired. Nothing is quite as inspiring and motivating as our own success.

Chapter Eleven LIT (continued) Inspiration (continued)

"Inspiration usually comes during work, rather than before it."

Madeleine L'Engle, American Author

When we put our heart and soul into anything we will inspire ourselves and others even if we fail to achieve what we are after. We will know that we have given the project our best shot and could not have done better.

When we only just fail, we come so close that we might well be inspired to try again soon. We have seen the top of the mountain and it will call to us again. Our huge effort will inspire others to do the same. As we have seen one person can inspire an entire team or an entire nation

A gallant failure can inspire others even more than a success. Remember Scott of the Antarctic. We hear more about him than the man who actually reached the South Pole first – Amundsen, the Norwegian explorer.

To square things up a little below is a photograph of the Norwegians and the Norwegian flag.



Sometimes the person making the effort is so focused on doing their best that they do not even realize until later that they have inspired others. I doubt if Scott and his companions understood as they died that their story would be told again and again and would prove an inspiration to others.

Sometimes it is better not to tell others what we are doing in case their sceptical comments destroy our own inspiration before we achieve our aims.

It is tempting to tell others that you have just discovered the most amazing business opportunity. Wait till you have made some money from it and even then don't boast about it. People will soon start asking you about your new car or the new swimming pool and will respect you for not talking about how much money you are now making.

Chapter Eleven LIT (continued) Inspiration (continued)

Great music also can inspire us. I am inspired by the national anthems not only of my own nations (Scotland and England) but by the anthems of other countries like France, Spain, Wales, Ireland and the USA. The Rocky films provide great music for working out to. 'Eye of the tiger' can inspire us to unleash the tiger or winner within us all.

Robin Hood (with Kevin Costner) and the Hornblower TV series have music that helps you dream big dreams. They make you feel that you too can achieve anything. Everyone has their own favorite music that inspires them. They just need to make sure they play this music more often.

We have to become inspired and stay inspired to achieve our dreams. We have to find out how to get inspired and how to stay inspired. I find that going for a long walk every single day helps me to stay inspired.

Teaching a couple of martial arts classes a week makes me search for inspiration by studying hard by reading books and watching relevant videos. The class starts at 7 p.m. This gives me a useful time deadline. I must get inspired by then or I will deliver a boring lesson which no one will enjoy, including me.

Writing this book inspires me. I may not be inspired to start with but after a few minutes, I am inspired and working flat out. Seeing Danny and Gerard, local computer gurus, regularly and learning new computer and web design skills from them inspires me.

Buying internet software and courses inspires me even when I don't use them! However, this is a very expensive way of getting inspired. A cheaper way is to work hard at whatever we are doing. Work creates its own inspiration.

Today, I had the choice of signing up for a fairly expensive weekend seminar on internet marketing or staying at home and working on some internet products of my own. I have decided to stay home and continue working. I may well miss a lot of inspiration but I know that steady work will produce its own kind of inspiration. It will also be a lot cheaper! It may even make money rather than lose it.

Also If I go to the seminar, I may well suffer from information overload. I already have dozens of videos of seminars that I haven't yet looked at. I have expensive courses I haven't read and CD's which I haven't even put into the computer. The only advantage of the seminar is that it would force me to sit through two days of listening to some great information. I wouldn't be able to slack off or get distracted by other things. I might well learn something of great value. It would also provide the kind of holiday I enjoy. Either choice then would provide inspiration. The bottom line is: **"Get inspired and stay inspired by whatever means you can."**

Law 32: Launch your inner missile of inspiration and reach the moon!

Chapter Eleven LIT (continued)

Tough Training

Sarah Price, the English backstroke swimmer, won two gold medals at the Commonwealth Games in Manchester in August 2002. She was asked for the secret of her success and answered that it was caused by the *confidence* she gained from her training. This training was very tough.

Tough training for an event makes the actual event seem easy.

Tough training pushes you to the point where you don't feel you can carry on. But you do and are surprised by the reserves of strength inside you. Rocky in Rocky IV sums it all up:

"Going that one more round when you don't think you can makes all the difference in your life."

Consistent training also is a key part of Tough Training. Consistent training means that you must train when you may not feel like training. Regular training is vital whether one feels like it or not. One of the best quotes on consistent training comes from Peter Vidmar, the American athlete. He reveals his two secrets:

*There's only two things I had to do to win the Olympic Gold:
Train when I wanted to, and train when I didn't.*

England won the World Rugby Cup in November 2003. One reason for this was that they were pushed hard by their coach Clive Woodward. He and eventually his team dared to believe that they could be the best team in the world. He pushed himself to study the methods of the best.

He even went to the USA to learn how American Football players were coached. He was impressed by the fact that American teams had defence coaches. He himself had never been coached in defence when he was an England player. He brought in a special defence coach from Rugby League and England's defence became one of the best in the world.

Players had to learn to discipline themselves whether on or off the field. The old rugby culture of drinking pints of beer after a game went and a nutritionist came in instead. Beer guts were out and six packs were in. Healthy food and drink would add energy and power to the team.

Punctuality for England meant arriving 10 minutes before a meeting began. If a player arrived late he was not told 'You are late'. He was told 'You have just lost us the world cup.' Why? Because he had let the team down by failing to set the kind of high standards that make you the best in the world.

Chapter Eleven LIT (continued) Tough Training (continued)

The clothes of the England Rugby team had to be immaculate. Everything was geared to excellence; to being the best in the world. They stayed in the best hotels and travelled in the best coaches.

They even had a black book – a book full of rules agreed by both players and coaches that they must follow rather than the emotions and whims of the moment.



Videos of games were watched and everyone, especially the star players, had to face the objective criticism of the coaches in front of everybody else.

There was no hiding place.

You were either doing what you were supposed to do or you were not and everyone could see this clearly on the video. The video is one of the best judges there is. No one can argue with it.

The team were given the acronym TCUP – Thinking Correctly Under Pressure. England were often under extreme pressure during the series of games they had to win.

Often they looked like losing but there was no panic. They kept believing and working hard right up to the last minute of each game. Eventually victory was theirs. TCUP was mentioned earlier in this book. Like all good ideas it is worth repeating.

Woodward considered one of his players to be the best in the world – the fly-half Jonny Wilkinson. Wilkinson would train until he was happy with the results. Only then could he sleep well at night.

He is one of the best kickers in the world if not the best. He would practise for hours after everybody else had stopped, if he felt it was necessary.

Chapter Eleven LIT (continued) Tough Training (continued)

At the final of the world cup both Australia and England were all square at the end of full time. There was a brief rest before extra time was played. Woodward wanted to talk to Jonny about his kicking but *Jonny still wanted to practise*. Jonny Wilkinson like Johnny Coltrane, the musician, practised like a man with no talent when he, like Johnny, had all the talent in the world.

He told Woodward that he must practise before the game restarted and off he went. A couple of practice kicks were enough to give him the confidence to kick the final winning kick of the competition! All that practice in private finally paid off in public. This is the kick that went round the world!



Sir Clive had been England team coach for six years. The tough, disciplined and thoughtful training he brought in was largely responsible for their success.

Sir Ranulph Fiennes, the polar explorer, ran in the London marathon of 2004. *He said before the race that there is no need to be mentally strong if you are fully prepared physically.*

Preparation and training means that the tough challenges can be enjoyed with minimum mental effort. Lack of preparation means that the challenge will be grim and mental strength will be necessary to achieve success. The solution is to use mental strength in advance in the preparation. The challenge will then be fun.

Chapter Eleven LIT (continued) Tough Training (continued)

Not too long ago, 10 British celebrities volunteered to be trained as top class chefs by the great chef Gordon Ramsay in a reality program called "Hell's Kitchen". Little did they know what they were in for.

They had to be up at 7 a.m. and did not finish work until 1 a.m. the next morning.

Two celebrities left after a day or so. Another was so upset that she tried to slap the head chef across the face several times. Fortunately she did not have a meat cleaver in her hand at the time.

Shocked by her own behaviour she left the next day. Close ups of the other celebrities frequently show them in tears or totally exhausted and dazed.

Gordon Ramsay is a quiet, pleasant man normally but in the kitchen he can be a monster. *He uses the slap stroke slap method of training.*

Because the celebrity trainees were detached from the rest of the world, they became dependent on him for their strokes or words of approval. The more abused they were by him, the more dependent they become.

A few words of praise from him were treasured for days. A minor criticism could cause tears and depression.

Gordon demands a very high standard in his own kitchen and hates the thought that any customer should be unhappy with the food. He is especially concerned about the food critics and his own reputation as a three star Michelin chef.

He required instant and unquestioning obedience and would mercilessly harry anyone who stood up to him. There were plenty of verbal slaps given to anyone who did not meet his standards.

One of the trainees, James Dreyfus, described one of his nightmares to Gordon who listened indulgently. They had caught him in a good mood:

"You were dressed in a Nazi uniform and we went to a concentration camp.

I said: 'Why have you brought us here?'

You said: 'Well. Day out from the kitchen. You should be pleased.'

We had to jump in a pool of water with a shark in it

You said: 'Come on! What's the matter?'

I said: 'There's a shark in the pool!'

You said: 'And?'"

Whatever one might think about Gordon's training, it produces results. Even one of his fellow experts found the food sensational. Tough training can work.

Chapter Eleven LIT (continued) Tough Training (continued)

A new series was shown on BBC 1 called “Pushed to the limit”. Ordinary families are encouraged to discover their hidden strengths with the help of ex-SAS soldier, Chris Ryan.

The quest to win the reputation of being a tough family began with a storm tossed voyage on a tall ship. Many from the families were sea sick. They were not blamed for being sick but were blamed if they did not get back to work immediately after being sick. This is tough!

In theory, you should get over being sick after a while and will then be able to laugh at the others who are being sick. This did not happen for one or two members of the families. They just had a thoroughly miserable week and were probably delighted when they and their family were dropped from the course.

I may have mentioned elsewhere that I once joined a Christian youth group on a voyage to Israel as their official guitarist. I frequently felt sick but still had to get up and lead the singing in a large auditorium full of hundreds of energetic teenagers. I know how these family members felt when they were sick and were then expected to work.



In Euro 2004, Zinadine Zidane vomited before taking a penalty. When he had finished vomiting, he did not ask for time out or any kind of help. He simply got on with his task and scored a magnificent goal. Hardly anyone even noticed that he had been sick. Zinadine is not only a great footballer; he is clearly a tough man.

Law 33: Take action whether you feel like it or not and become a tough and inspiring winner!

Chapter Twelve LOL

- List
- Omit List
- Life coach

Apply the ideas here and you will be **LOL** (laughing out loud) at your success. See yourself showing a **list** of all your achievements to your **life coach**.



List

"One of the secrets of getting more done is to make a TO DO List every day, keep it visible, and use it as a guide to action as you go through the day."

Alan Lakein, Time Management Expert

Write down a list of what you have to do. Preferably, make your list the night before you need it. Then your mind can work on it over night. In the morning, take out the list and do one of the tasks till you finish it and then go on to the next task.

This is a simple idea but if applied it is dynamite!

The to-do-list has tremendous value especially if it is used properly and not worshipped so that nothing is done without it.

The to-do list takes the burden of remembering what has to be done off the mind allowing the mind to focus on the actual task in hand.

Legendary amounts of money have been paid for this idea of the to-do-list but all it needs in practice is a sheet of paper and a biro and few simple guide lines as to how to use the list.

Above all the list should *not* become a burden. It should not be a vast list to make people feel guilty about what they have not done. It should in the first place lift the burden by taking the tasks off the brain and on to the paper.

Most authorities demand that the tasks should be listed **A, B, C** in order of importance. A fourth category of **D** for **delegate** could also be used. The more tasks one can delegate, the more free time one has to achieve the major tasks.

An **E** category suggests that we should **eliminate** some tasks to free up our time and money for other tasks.

Chapter Twelve (continued) List (continued)

The list allows the subconscious mind to work on your tasks. View it often and see the tasks as already completed. This can help the subconscious to focus on them and begin the process of achieving them.

Paul Getty, the billionaire, talks of the inner drive that took over his personality once he had committed himself to a goal. Writing a goal down encourages commitment to it.

Carol Halsey makes the important point that one should not confuse a master list of long term or life goals with a *daily* list of goals one wants to achieve today. Obviously the two lists are related but only so much can be achieved on a daily to do list. She recommends keeping the daily list short so that a daily sense of achievement can be attained. Some experts suggest doing 6 things.

Brian Tracy recommends that we always work from a list and that we create several different lists for different purposes.

- **Master list.** On this list write down everything you want to do in the future
- **Monthly list.** Write down what you need to do in the month ahead
- **Weekly list.** Plan next week in advance
- **Daily list.** Decide what you wish to accomplish tomorrow. Make your list and sleep on it – literally if you prefer!

Finishing each task will boost your confidence and motivate you to do more. A feeling of success will help you to avoid procrastination. As you work through your lists you will develop a feeling of power. You will achieve more with greater efficiency and at greater speed. You could also have yearly and five yearly plans like the old Soviet Union! These lists and plans also help us to realise that life is very short. We need a sense of urgency in all that we do:

“At my back I always hear Time’s winged chariot hurrying near”



Law 34: Discover the massive power hidden within a simple grocery list!

Chapter Twelve (continued) LOL (continued)

Omit List

Do it now without the list!

**GET UP NOW AND DO SOMETHING YOU HAVE BEEN PUTTING OFF!!!
GO ON! DO IT NOW! NOW! NOW! ANYTHING WILL DO!!!**

Sometimes people *plan and ponder* too much before doing anything. They make a *to do list* and then they *prioritise* the tasks and then do *nothing*. They even spend hours selecting the best time management computer software.

They spend time installing and admiring the software and typing lists in different formats. They fill in the time to start and the time to complete. They spend several minutes estimating the time it will take to do something. In the time spent doing all this, they could have completed several minor tasks!

They even spend time typing in the fact that the task has been completed or in the case of some software moving the completed task to an on screen dustbin and watching the task go up in flames. You can guess who I am talking about!

Yes, myself! There is a place for all this and this kind of software can help both efficiency and motivation but it can also become a substitute for action.

I enjoy using the flaming dustbin but it is as well to at least do some things without listing and checking them. Nothing can beat the *motivation of having achieved some tasks* whether big or small, whether important or unimportant.

Sometimes we cannot even see what is important because there is such a clutter of unimportant tasks that simply need *doing* and clearing out of the way. These are often listed as C rather than A or B tasks and are never tackled.

They still clutter both the desk and the mind making it more difficult to do the important tasks. Kerry Gleeson's book on Personal Efficiency makes this point very clearly. The book is worth finding and buying. I have passages from it stuck up on my walls.

Keeping my room tidy is, to my mind, an A task although many would see it as a C task. Most people work much better in a tidy environment. The space and neatness which tidiness creates both calm and energize the mind. My plan is to put at least one thing in its place a day and to chuck out (or archive) at least one thing a day. This simple plan alone can work wonders.

Law 35: Act without lists and planning. Your own action will motivate you!

Chapter Twelve LOL (continued) Life Coach

Life Coach

One fast track way of achieving your goals is to ring a life coach at regular intervals to discuss your goals with an impartial but helpful listener. It could be argued that this is a more effective way of keeping up the necessary enthusiasm than listening to motivational talks and attending motivational seminars. The enthusiasm from such talks and seminars usually fades within days.

The phone call provides regular motivation. Life coaches have been popular in the USA for many years now. They are just now becoming an influence in the UK. Steve Chandler in his book, '100 ways to motivate yourself', describes how after a disappointing round on the golf course, Jack Nicklaus will often take a golf lesson. He did not expect the golf coach to be better than him at golf. All he wanted from the coach was objectivity.

The coach could stand back from Nicklaus and see him objectively. Chandler writes about the value of coaching: 'Once you open yourself to being coached, you begin to receive the same advantages enjoyed by great actors and athletes everywhere.'

Having a coach is not a sign of weakness. It is a sign that you are determined to succeed. You are willing to face the humiliation of another human being hearing that you have not done what you said you would do (a bit like confession in the Roman Catholic Church). Many of the most successful sportspeople and business people in the world have life coaches.



You have to be brave to face the criticism of a coach. You might think you are doing brilliantly but your coach may well tell you that you are underachieving or just plain being lazy. He can tell you forcefully to 'get on your bike and work much harder.' Corner men in boxing are often great life coaches!

Chapter Twelve LOL (continued) Life Coach (continued)

“Self-help info products and gadgets don't usually produce the change in people that they want. An exercise bike can't force you to get on it. You have to do that by yourself.”

Mike Brescia

I've had an exercise bike in my front room for years and a stretching machine in my back room for even longer. I seldom use either. They won't do the work for me! I need to get on them using old fashioned determination and will power.

I think the greatest advantage of the coach is that the next phone call sets a deadline. The thought of phoning the coach and telling him or her that you have failed to make the slightest effort is enough to make all but the most insensitive get a move on and at least do something.

The phone call makes us accountable and makes us get going so that we shall be ready for the call. A coach gives motivation to us in reaching a deadline. Our own will power may not be up to the job on its own. Few people can teach and guide themselves without help. Even Genghis Khan new he needed help!



Hiring a life coach is a brave step to take. It means you are really serious about moving ahead with your life. It will be less easy to dilly dally on the way. Many people don't want to hand over control of their lives to someone else. In fact we probably no longer have control and need the discipline of a coach to regain control.

The coach is more likely to hand back control of our lives to us rather than to take our control away. They will see through our excuses and demand that we take responsibility for our actions or lack of action. They will look at the numbers and facts and bring us back on track with our lives. If you would like to be a life coach remember that you have to be very brave. You might well stir up a lot of hostility in your client. No one likes to be told that they are lazy, cowardly and ineffective! It is hard to do this tactfully!

Law 36: Hire a life coach or mentor to help you take off and fly!

The 36 laws or life skills that can transform your life

- Law 1: Plant the seeds and don't worry about the harvest!**
- Law 2: Goal setting will focus and ignite your inner power! Write down 6 goals to achieve tomorrow and put the list where you can see it!**
- Law 3: Act on your dreams and start living now!**
- Law 4: Take action even if you are not quite sure what you are doing. Perfection loses the race to doin' it , doin't it ,doin' it!**
- Law 5: Put on one sock and you will probably put on the other!**
- Law 6: Run a marathon today and tomorrow and tomorrow...!**
- Law 7: Start your plans well in advance and enjoy being first!**
- Law 8: Do the expected "and then some". Put more kicks into each day!**
- Law 9: Do it now and surprise everyone including yourself !**
- Law 10: Learn to think and become a magnet of attraction!**
- Law 11: Build powerful habits through consistency and change your life!**
- Law 12: Cut your losses and spring forward with grace!**
- Law 13: Transform an injury into a glorious blessing!**
- Law 14: Eat less and live a longer and more exciting life!**
- Law 15: Tiny actions can achieve huge goals! Start chipping away!**
- Law 16: Do what you plan to do every day whether you feel like it or not. Your growing power and ability to achieve will astonish you!**
- Law 17: Follow your plans "anyway". The eventual results may amaze you!**
- Law 18: Face the big tasks bit by bit. Even a bucket can move mountains!**
- Law 19: Unleash your bulldog power of persistence!**
- Law 20: Learn the unmovable power of staying calm!**
- Law 21: Keep thinking until you find a solution. Dance in advance!**

Law 22: Focus on one goal for five days and be amazed at your progress!

Law 23: Fly forward with the full power laws of the Universe!

Law 24: Get off your butt and follow your Treasure Map to prosperity!

Law 25: Discover and unchain your inner genius!

Law 26: A simple two word prayer can focus your mind on the good and attract more of it! Try saying 'Thank You' every few minutes!

Law 27: Expect great things and they may well happen!

Law 28: Zoom towards your success by just doing it!

Law 29: Save energy, stress and even your life by not doing it.

Law 30: If you can't get the gold, go for the silver or bronze instead. If you can't be great, at least be good and good for something!

Law 31: You have just one unique life. Find out your purpose and go for it!

Law 32: Get inspired yourself and you will end up inspiring others!

Law 33: Take action whether you feel like it or not and become a tough and inspiring winner!

Law 34: Become a list expert and ignite your power!

Law 35: Act without lists and planning. Your own action will motivate you!

Law 36: Hire a life coach or mentor to help you take off and fly!



Five Action Steps to Achieve Your Goals Now!

Some readers may well be saying: “I agree with much of what you say but what should I do now to get my life back on track and recover my passion and my dreams?” Here are some suggested steps which I need to apply as much as any one else. These steps are only a few among many possibilities.

Decide on some things you want to achieve this year and make a list of these achievements in order of importance. If you cannot make an accurate list, make an inaccurate list. You can always change it later e.g.

- Make my family happy by giving them great birthdays this year
- Improve my health by drinking more water
- Learn how to design a website to market my ebooks
- Make at least £100 a month selling ebooks by December

2. **Then make a detailed list** of your next steps in achieving the above e.g.

I will get a framed photo of her cat for my sister's birthday
I will drink at least 5 glasses of water a day
I will spend an hour a week learning web design skills.
I will complete and market at least one ebook this month.

3. **Visualize the goals as already accomplished** or at least in the process of being accomplished e.g.

See the framed photo of the cat on the wall with your sister looking at it.
See yourself drinking water at regular intervals through the day
Imagine the completed website which you have designed.
Visualize a crowd of people who have bought your books.

You could make a treasure map or mind map with pictures about these goals. You could recite affirmations about them e.g. I love drinking water every day. I am becoming better at web design every single day. Give thanks in advance.

4. **Take consistent action** and do your very best to achieve the above goals. Start early and do what you planned even if you begin to have doubts about your success. Do it anyway and don't give up. If necessary, hire a mentor or expert to help you follow through. Realise that many people have much tougher tasks to face. Expect yourself to succeed and act whether you feel like it or not!

5. **Complete the tasks and celebrate your success.** Then apply the above steps to other goals. Of course, you could add other goals as early in the year as you wish e.g. Read this book again and apply 3 laws a month!

Conclusion

Some of the ideas in this book have helped me *complete the book itself* after several years of not focusing on it and being distracted by other projects or interests. Finishing a book has been one of my dreams for years

I know these ideas work for me. They can work for you.

Use the TLA's to allow you to think about these ideas wherever you are. The more you think about the ideas, the more they can take hold and influence your life for the better. You may have come across all the ideas before but they still *need to be kept in the forefront of the mind so that some of them are used daily.*

If you disagree with some of the ideas, forget them and apply the ideas that you think might work and see what happens. Most of the really powerful ideas speak of the importance of focusing and doing your best rather than worrying about results in the future or failures in the past. I like the idea of following your plans *anyway*. Your mind can be full of doubts but you press on anyway.

Set goals and use the power of your conscious and subconscious minds and the power of the universe. Recently I came across a great quote from Dr. Robert Anthony which sums this idea up beautifully:

"I have come to understand that when we enter this world we all do so with two wings. One is the Wing of Infinite Power. This is your connection with the Universe. And whether you know it or not, that wing is flapping by your side supporting you twenty-four hours a day 365 days a year from now to eternity. The other wing is that which you have consciously activated. This is the Wing of Self-Effort. This wing has to fly equally as hard as the Wing of Infinite Power. When it does you will have flight into the world of unlimited possibilities where anything and everything is possible for you. Then and only then will you understand how truly powerful you are and that you have all it takes within you to create what you desire."



Conclusion (Continued)

Try out treasure mapping to engage the power of your subconscious mind. Believe in your own genius and achieve far more than you thought possible. Never give up and have great expectations for your own life and for those you meet.

Taking small steps gets you there in the end. Consistent efforts plus inspiration and belief can create miracles. Focus on what you want most and be thankful in advance as you work towards achieving what you want but don't worry about how you will achieve it. Just hand the problems of how to achieve over to God or the Universe.

If you have enjoyed this book and found it has helped you move in the direction of your aims and dreams please send me a brief comment on what you found useful for inclusion in future ads about the book.

If you wish to add your own URL to your testimonial please write it down so that I can publish it alongside your name.

Thanks again for reading the book. As Churchill would say: KBO.

As my step-brother would say: ZZZ i.e. Have a good sleep!

May God or whatever power you believe in be with you and let's be thankful.

John Watson

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www.johnwatsonpublishing.com
www.religiouseducationonline.com
www.self-defence.org



Summary in alphabetical order of the main ideas behind the 36 laws

Act	Ch 1 Goals Ch 2 Get On With It Ch 5 Anyway Ch 10 Just Do It Ch 12 Omit List
Aim high	Ch 1 Goals Ch 3 Extraordinary Effort Ch 9 Genius
Avoid delay	Ch 2 Badly Anything Ch 5 Bit by Bit Ch 10 Just Do It
Believe you can do it	Ch 9 Genius Gratitude Great Expectations
Break down the task	Ch 5 Bang Ch 6 Bit By Bit
Change yourself first	Ch 3 Change yourself
Complete the task	Ch 7 Don't Give Up
Consistency is key	Ch 4 Consistency Works Ch 5 Anyway
Delay can be useful	Ch 5 Overeat Later
Desire is vital	Ch 1 Adventure Ch 11 Life Mission
Discipline is necessary	Ch 6 Discipline Anyway Ch 9 Tough Training
Dreams are your life	Ch 1 Adventure
Effort works miracles	Ch 2 Full Blast Day Ch 3 Extraordinary Effort
Face reality	Ch 8 Accept
Find your mission	Ch 11 Life Mission
Focus on doing and not on praise or blame	Ch1 Achievement Ch 6 Anyway
Gratitude is good for mind and body and for manifesting what you want in your life	Ch 9 Gratitude
Inspiration is powerful	Ch 11 Life Mission Inspiration

Keep going	Ch 4 Cut Your Losses Ch 7 Don't Give Up
Mind power and focus on what you want works	Ch 7 Don't Stop Thinking Ch 9 Gratitude Ch 11 Life Mission
Motivation	Ch 11 Inspiration Ch 12 Life Coach
Second best?	Ch 10 Just Don't Do It Just Do Something Else
Stay cool	Ch 4 Cut Your Losses Ch 7 Don't Lose Your Cool Don't Stop Thinking
Train hard	Ch 5 Carry The Injury Ch 11 Tough Training
Useful techniques	Ch 12 List Life Coach
Value your time here	Ch 11 Life Mission
Visualize daily	Ch 8 Treasure Mapping Ch 9 Gratitude
Work hard and enjoy life more	Ch 2 Full Blast Day Ch 3 Begin Early Extraordinary Effort Ch 8 Five Non-Stop Days

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My thanks for the royalty free eagle photo to the owners of the following website:

<http://geekphilosopher.com/MainPage/photos.htm>

Many thanks to www.clipart.com an amazing source of great graphics.

Thanks to all the great writers whose ideas I have borrowed or adapted. As I said in the introduction, we all already know or have read about the great self-help ideas. We just need to be reminded of them in different ways.

Thanks to my family and friends for their contributions and thanks to God and my parents for the fact that I am alive and able to write anything, and, last but not least, thanks to you for reading this book. Go fly with the eagles!

God Bless,

John Watson

