

# 36 **MORE** LAWS

To Ignite Your Inner Power  
And Realize Your Dreams Now!



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

by John Watson

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Introduction to "36 More Laws To Ignite Your Power And Realize Your Dreams Now!"

*'The only end to writing is to enable the readers better able to enjoy life, or better to endure it.'*  
Samuel Johnson

**P**erhaps you thought you had learned enough by reading "36 Laws To Ignite Your Power And Realize Your Dreams Now!" You are wrong! We have more ways of enabling you to fly like an eagle in

**"36 More Laws To Ignite Your Power And Realize Your Dreams Now!"**

## Introduction to 36 More Laws (continued)

*"All men dream: but not equally.  
"Those who dream by night in the dusty recesses of their minds  
wake in the day to find that it was vanity:  
"but the dreamers of the day are dangerous men,  
for they may act their dream with open eyes to make it possible."*

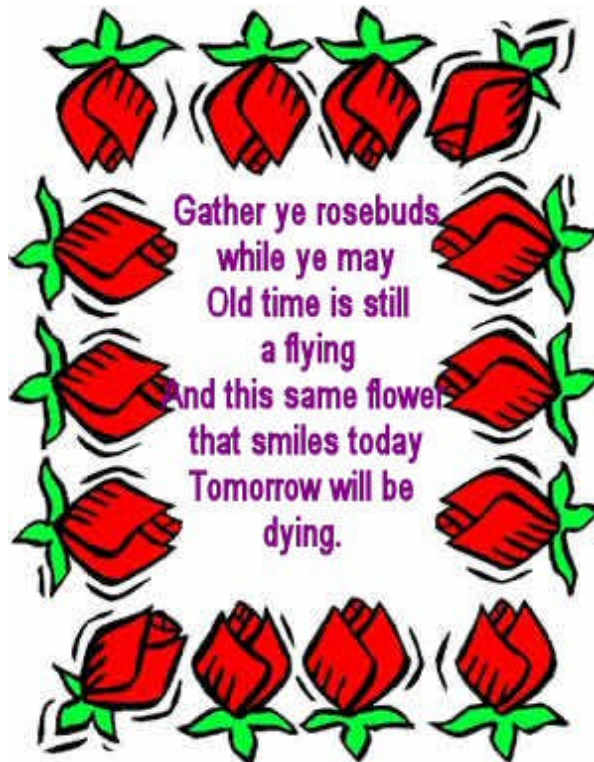
T.E. Lawrence (Lawrence of Arabia)  
Seven Pillars of Wisdom

**W**hy is it important to become a 'dangerous' fulfiller of dreams like Lawrence of Arabia. Because life is soon over. Lawrence died young but he had fulfilled most of his dreams before he crashed his motorbike and left this life for good.

Mr Keating in the film 'Dead Poets' Society' gathers his class around the photos of their early predecessors in the school hall.

The boys in the photos attended this private school over 100 years ago. Keating asks Pitts, one of the boys to read a poem about making the most of time. He reads without understanding:

'Gather ye rosebuds while ye may  
Old time is still a flying  
And this same flower that smiles today  
Tomorrow will be dying.'



## Introduction to 36 More Laws (continued)

The boys in the class have been shocked and amazed by their poetry lesson so far but are all ears. They listen intently to the poem and to their astonishing teacher, Mr Keating, as he comments on the poem:

“Gather ye rosebuds while ye may. The latin term for that sentiment is ‘Carpe Diem.’ ‘Seize the day.’ ‘Gather ye rosebuds while ye may.’ Why does the writer use these lines?”

One boy answers: “Because he is in a hurry” “Wrong!” says Keating who then gives the following answer:

*“Because we are food for worms, lads. Because, believe it or not, each and everyone of us in this room is one day going to stop breathing, turn cold and die.”*

He tells the boys to gather round the photos of the old boys of the school.

“I’d like you to step forward over here and peruse some of the faces from the past. You’ve walked past them many times but I don’t think you’ve really looked at them. They’re not that different from you are they?”

“Same haircuts; full of hormones just like you; invincible just like you feel. The world is their oyster. They believe they are destined for great things just like many of you. Their eyes are full of hope just like you.

“Did they wait till it was too late to make from their lives even one iota of what they were capable? Because you see gentlemen; these boys are now fertilizing daffodils. If you listen real close you can hear them whisper their legacy to you Go on, lean in and listen. Can you hear it ?”

Keating whispers loudly in an eerie, ghostly voice:

*“Carpe...Carpe....Carpe diem Seize the day, boys Make your lives extraordinary.”*



## Introduction to 36 More Laws (continued)

The basic fact of the shortness of life became real to me, too, when I was eight years old. My family and I were returning on a cargo ship from Iran. I was sea sick as usual but kept myself cheerful by lying in the ship's swimming pool so that I would be level whatever the waves did.

I also thought daily of eating a great Sunday lunch without feeling sick and of seeing my grandad's dog when we finally reached the Isle of Man. When we did get there, I learned to my horror that the dog had been run over by a lorry two weeks before. It dawned on me that life was very short and that my grandparents too would soon be dead.

The aim of this book as well as the previous one is to help you and me to seize the day and *make our lives extraordinary*. If you are as old as me, let's make the final stage of our lives extraordinary.

Do you ever feel that you are working flat out and getting nowhere? You are climbing the *ladder of success and the rungs keep breaking*? You are convinced that you will fail to reach your dreams. For each step forward, you take two back? You may even have fallen off the ladder altogether while others continue to climb and leave you behind.



*Maybe one or more of the ideas in this book will help to change all of this.*

The power of some of these ideas, if applied, is awesome. Just *one* of them, if applied, could help you live life the way you want to live it or, at least, avoid living life the way you don't want to. Just *one* idea or law, if applied consistently, could help you achieve your dreams. One idea alone, if practised daily, can make your life an exciting one.

***There is a saying that we teach what we most need to learn.***

I need the laws in this book just as much as anyone. They have already helped me achieve several of my dreams. It helps to have them constantly in mind to battle with the negative scepticism which is too often present in all our thinking. Most self-help writers have someone like me in mind when they are writing their articles and books. If the idea works with me, it will work with many others.

## Introduction to 36 More Laws (continued)

**N**inety per cent of the population (including me) sit or lie down watching football matches. Or we watch programs on how to cook while we scoff pizzas and never actually enter the kitchen. We then wonder why we haven't achieved much apart from becoming overweight.



It took John Carlton, the great copywriter, several years to learn a key secret to living a great life. The secret is this: **"Get off your butt!"**

"Humans are hard-wired to resist movement at all costs. Falling into a rut is a constant danger... and most of the world *lives* in one. And yet we dream of better things. We lust after the rewards of action... without acknowledging the necessity of **actually engaging in action** to get those rewards."

John suggests that we decide to get off our butt for just one day. We can always climb back into our little ruts tomorrow. The rut will always be there! However, once we have tasted life outside the rut we won't want to go back.

Many (not including me) complain endlessly about not having enough money to buy the car or house they want. *They need to get up and take action.* This book can help them. I have spent hours listening and reading in the self help field and have used many of these ideas to help me achieve some worthwhile goals in education and the martial arts. I won't bore you with my details now - maybe later! Just test the ideas for yourself.

Our aims or dreams may have been lost in the many tasks and problems of just surviving in a busy world and eventually we stopped believing in them. Possibly our parents and friends told us that our dreams would never come true. Perhaps we were influenced by our 'instant coffee' and 'instant meals' society to think that success would come with out any effort or persistence.

It is little wonder that 'quality and value' have been lost in the rush for instant satisfaction. Old fashioned values like discipline and effort have been ignored. My brother will patiently take one to two hours to cook a quality meal. I grudge the five minutes necessary to heat up a ready made meal in the microwave. His food tastes great and is good for you. Mine tastes alright but is not nearly as healthy. It takes time and persistent effort to achieve any lasting success. The lottery and get rich quick schemes won't usually do it.

However, even my brother buys a lottery ticket regularly. Sometimes shortcuts work and the microwave does have its uses. Modern culture, on the whole, has far more advantages to it than drawbacks.

## Introduction to 36 More Laws (continued)

**T**he computer makes writing easy. I keep altering and adding passages in this book. With a computer, it only takes seconds. At one time I stupidly ignored the world of computers. Then I was lent one and realized what an idiot I had been. The computer is like a second brain.

The internet has gone even further and opened up the whole world to us. The world is literally at our finger tips. All we need to learn anything is belief in our own ability and the perseverance to put in the hours necessary. We can get university degrees entirely via the net. A friend has done just that.

Modern travel systems and communications save us great amounts of time and modern medicine usually extends our lives. We, thus, have much more time to achieve our goals than our predecessors. We can have few excuses for failure.

Videos and DVD's and audio tapes can help us learn skills when the teacher is on the other side of the world. The opportunities we have are mind boggling.

Many modern discoveries about the brain confirm the old wisdom that belief is central to all we do. If we don't believe in ourselves and don't respect our own value, we are unlikely to work hard enough to achieve anything much. Modern systems like NLP and Educo can help us take much greater control of our minds and our beliefs.

When we stop believing in our dreams or plans for our life, we lose the excitement of what might be in our own lives. Instead we make do with the excitement in the lives of others like TV and sport stars. One aim of this book is to reignite our own excitement and to make great things happen for us.

Most of us are excited when we begin a relationship or a new project or a new job. We dream of a great future. We all remember that first girl friend or boy friend. We could hardly sleep for excitement. We felt fully alive. When we were even younger we doted on a dog or cat or a new hobby like kite flying. Some of us still do!



Early in our lives we have mind blowing dreams for our futures. However, as time passes, that sense of great things about to happen dissipates like the foam from a cappuccino. Why is that?

## Introduction to 36 More Laws (continued)

**W**e believe the sceptics. We accept their estimate of our abilities. We become too busy making a living to follow our dreams. We listen to the little voice in our minds that says. "This is for others but not for you."

We skimp the work necessary to improve a relationship or skill. My Karate teacher always insisted that we work hard. He told us that, if we didn't, we were only cheating ourselves. Short cuts don't work in Karate.

We may become too comfortable in what we are doing or in our relationships and give up on some of our more challenging aims and dreams. We become lazy and dull. We lose faith and become sad and tired.

If we had only kept working and believing we would probably have succeeded. Our modern culture makes us expect things to come easily. It takes little effort today to travel miles by plane or train. We don't have to pay for our education and entertainment is cheap. It takes very little effort to sit in front of the television. We need, then, to close our ears to the siren calls of modern attitudes and wake up to the realities of life.

:

*"Bang your head against the wall. Splash cold water in your face. Do anything that will wake you up to this truth. Any success takes effort, sustained effort."*

*Mike Brescia*



A recent article by Mike Brescia made me realize how influential our modern instant culture can be and, in the quote above, he emphasizes the need for the old fashioned value of hard, persistent work.

However, Mike would also be one of the first to use modern discoveries about the brain and motivation to make any work we do easier, faster and more effective. He believes in affirmations and has created tapes and CD's which reprogram our minds to succeed more easily in several key areas of life.

Affirmations have, of course, been used for centuries but tapes have not been around that long. Also knowledge about how to use affirmations has increased.

## Introduction to 36 More Laws (continued)

*"Knowing is not enough; we must apply. Willing is not enough; we must do."*

Goethe

This book has sections that stress the importance of the old fashioned virtues and rules of life. It also has sections on affirmation, visualization and the power of using both sides of the brain. It makes full use of modern discoveries about how our minds work. We need the old and the new.

Effort and patient persistence are vital. But if there are ways of achieving our aims faster and with less effort, let's take a good look at them and test them to see if they deliver.

The book is a reminder of 36 great laws of life or life skills. None of the laws are original but they are described from my own original point of view and experience.

We know most of the laws but do not always remember and apply them.

The book is designed to help readers remember the laws easily. They will then be much more likely to be applied. Four main memory aids are used:

- Acronyms
- Pictures
- Stories of my experiences or those of other people
- Quotations which are worth memorizing

*All the ideas in this book are summarized in three letter acronyms.* An acronym is a word whose individual letters are the start of another word. JOB could be seen as an acronym for *Just Over Broke*.

Many people in the modern world feel that it is unwise to rely on one job for your financial security. The company you are working for may well go bust and you will end up just over broke. It is wiser, therefore, to have several sources of income you can rely on.

When my father died young, my mother took several jobs and started saving money in shares to keep the family afloat. My granddad also helped us out a great deal. Between them they did a great job of creating multiple sources of income before the idea became fashionable.

We saw in my first book 36 Laws that Churchill favoured the TLA KBO which was his code for Keep Bugging On i.e. never give up, just keep going even if you don't seem to be getting anywhere.

*The TLA's in both books 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. Just one of these ideas or laws can change lives just as the one idea of persistence - not giving up - changed the lives of millions.

## Introduction to 36 More Laws (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 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 **memorise the great quotations** to be found 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 and quotations 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**
- A tenth aid is 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.

## CHAPTERS 1- 12

1	Minutes One Hour Complete	MOC
2	Numbers Universe Best	NUB
3	Push Yourself If You Lose, Lose Well Focus	PIF
4	Prioritize Improve Your Skills Ration Your TV	PIR
5	Read, Listen, Watch Affirm Achievement Visualize Success	RAV
6	Remove Imagine Worse Commitment	RIC
7	Simple Plans Action Confidence	SAC
8	Succeed Ask Try	SAT
9	Time Management Overcome Fear Belief	TOB
10	Values Outside School Work	VOW
11	Walk Enthusiasm Burn Your Boats	WEB
12	Write Until Public	WUP

**36 More Laws/ Action Steps / Conclusion/ Summary/ Acknowledgements**

## Chapter One MOC

- Minutes
- One hour
- Complete

Extra Memory Aid: If you take a **minute** or an **hour** to begin something and then **complete** it, no-one will be able to **mock** you.

### Minutes

**A**nyone can face *one to five* minutes of doing the job they are putting off. *Promise* yourself you can stop after five minutes and then just start the job. After five minutes, stop and you will at least have done something.

However, after five minutes the feeling of *power and control* at having begun something you were delaying will give you extra energy. You will not want to stop. You may well feel like extending the five minutes into ten minutes or longer.

I started working on this book an hour ago promising myself I could stop after a minute or so if I wanted to. I have now completed over two hours of work on it.

However, some people feel you should stop after the 5 minutes even though you feel like going on. Otherwise you will not believe yourself when you promise you will only work for 5 minutes. You can always renew your commitment to a five minute stretch soon after your last 5 minutes.

You may also discover that it is quite fun to see how much can be done in five minutes. The time limit like the distance limit on a running race increases your speed of action and concentration. The game could become 'See how much you can do in five minutes.' How far can you walk in five minutes? How much of your room can you tidy up in five minutes?

When Napoleon was asked why the English won the battle of Waterloo, he replied "**The English fought for five minutes more.**" One of the greatest generals the world has ever seen knew the value of five minutes.



## Chapter One MOC (continued) Minutes (continued)

**Y**ou can if necessary shorten the five minutes to one or two minutes or go the other way and increase it to ten or twenty minutes. In the British TV program 'Ready, Steady, Cook', expert cooks produce an amazing meal in twenty minutes from limited resources as well as limited time.

Agora Lifestyles suggest using an egg timer to focus on filling in postcard entries to competitions:

“And, to show you that it really takes no time at all, we'll send you a simple gift that will help you focus on the job in hand - an egg timer!

It may sound strange, but believe you me, this little trick will really get you on the road to winning prizes again and again! Here's how it works.

In between TV shows, while your kids are getting dressed, just after you've put the washing in, on the train to work - there's always a few minutes in the day that you can use to win prizes!

So when you have a moment, settle down, pick the prizes you want from your first trial issue, and start getting those postcards prepared. Then turn the egg timer over and start filling them in, picking the prizes you'd love to have.

Once the egg timer's run out - stop. We don't want this becoming a chore or a hardship. We want this to be the easiest thing you've ever done. Something you can fit in as and when you fancy.



Then, the next time you're out and about, drop your postcards in the post. And that's all there is to it! You're already in with a shout for some fantastic prizes while 98% of people miss out!”

## Chapter One MOC (continued) Minutes (continued)

**A** I Secunda in his brilliant book *'The 15 Second Principle'* suggests spending 15 seconds at least each and every day on achieving a particular goal. He suggests that you commit to spending a minimum of 15 seconds a day

- **towards learning a new skill**
- **towards dealing with an overwhelming task**
- **towards one of your dreams or goals**

A three letter acronym to remember these three commitments might be **SOG** i.e.

### **Skill, Overwhelming task and Goal**

You need to do this every single day. If you do so, your productivity will increase and your will power will become stronger.

The 15 seconds allows you to break your inertia and get going. What you do in the 15 seconds is not as important as the fact that you have started doing *something* towards a goal that you have neglected.

What is crucial is that you become able to go from doing nothing to doing something; you are going from stillness to movement. You are developing the ability to create *momentum*.

Momentum is valuable because it is self-perpetuating. Once you are in motion you tend to stay in motion. Feelings of fear and lethargy can stop you creating momentum but once momentum is created it is fairly easy to keep going and to start making progress on your goals and dreams.

Why does the *five* minute or one minute or 30 second or *fifteen* second or *ten* second or even *five* second principle work?

- *It is a very short period of time.*

In a busy world we can too easily argue that we are too busy to spend an hour, 30 minutes or even 15 seconds on a dream project. Thus we end up doing nothing on the project. This could happen day after day. Not doing the project now becomes a habit.

However, a few minutes or a few seconds assault on the project is time we can easily afford and is often enough to break the bonds of inertia. Instead of not practising our martial art we can easily do 10 seconds of practising a combination of kicks and punches.

We have time to do 5 seconds of practising the piano. Even our relatives might not complain at that and we can't make the excuse that we are too busy. Drums might be another matter!

## Chapter One MOC (continued) Minutes (continued)

- We are allowed to *escape* after a few moments. We can put up with the pain (if there is any) for at least 5 minutes. We can even put up with this brief pain on a daily basis. In fact the pain will turn to joy as we complete that long desired aim or goal.
- A few seconds or minutes a day puts you at the steering wheel. You are in charge and you have the experience of working on your project every single day. You begin to feel that your dream is a distinct possibility. It might even become a reality! Your fears of failure and other negative thoughts become less and less.



- You have only agreed with yourself to do a few seconds work on that skill or goal but usually you will find that you *want to* do more. You are more afraid of beginning that project than actually doing it. Once you have begun you could well become energized enough to do more. The first fifteen seconds is usually the toughest part of doing anything. If you overcome that you may well continue.
- If you do your brief spell of time *early* in the day, you may well find that it becomes much easier to return to your dream later in the same day without having to wait till tomorrow.
- Forgive yourself if you do not stick to your agreement to work for a few seconds a day on your project or skill. Just aim to get back on track tomorrow.
- If someone cannot agree to work for 15 seconds on a project, Secunda suggests that they simply **write down their goal** and **look at it** for a minimum of 15 seconds.

***“The only action you are committing to is writing down the dream and reading it, nothing more. Afterwards you can rip up the paper or delete it from the computer.”***

- The five minute or 15 second deadline might inspire faster work
- The work becomes like a game. It is fun
- A short period of time on different projects allows you to check out how interested in them you might be. You might find one that you are fascinated by. Time will then become no problem

## Chapter One MOC (continued) Minutes (continued)

The 15 second principle works. After writing the above I used it to begin work on a book I have been writing for three years and have neglected for 6 months or more.

I ended by spending over an hour on the book and achieved more than I had in several months.

It also works in *avoiding* doing things like eating the wrong food. Just now I was about to eat a doughnut but applied the 15 second principle by delaying eating it for 15 seconds. Several minutes have now passed and the doughnut is untouched!

I have not always stuck to the 15 second agreement fully but it has still helped. Even sticking to the principle once a week is achieving more than I had done before. The 15 or 10 or 5 second principle definitely works as does the five minute principle which I started with.

If you do not want to go shopping, spend 5 seconds getting into the car. Get out again if you still do not feel like driving to the shops! The chances are, however, that you will continue the action and end up getting your shopping completed.

Take out that banjo or guitar that you have not played since you were a teenager. Spend 10 seconds on a daily basis. Your old skills will return and new ones develop.



Spend 10 seconds a day tidying up your room. Chances are your room will never be untidy. Spend 10 seconds a day picking up leaves off the lawn. Even if only 10 seconds literally were spent, the lawn would eventually become clear of leaves.

Spend 10 seconds getting on the floor and doing one or two sit ups. The chances are you will continue and develop a six pack. You might even go on and do a full work out with weights. You will feel better and look better. The world takes note of us largely through how we look and speak and act. You will probably speak and even walk better after a good work out. You will sound much more cheerful and confident. Your whole life could change!

## Chapter One MOC (continued) Minutes (continued)

The 15 second or 5 minute principle works. It does produce results. It is a solid rung on the ladder to success..

The long acronym **SESEEFADFI** might or might not help you to remember 10 reasons why the fifteen second or five minute a day principle works. Ignore this if you don't appreciate over the top acronyms!

- Short (It is a short period of time),
- Escape (You can escape from the task after a few seconds)
- Steering wheel (A few seconds a day puts you at the steering wheel)
- Energized (A few seconds a day may give you the energy to do more)
- Early ( Begin early and you can do more sessions on the same day)
- Forgive (forgive yourself if you don't stick to your agreement)
- Alternative (even thinking about your project can get you closer to achieving it )
- Deadline ( Having a deadline of 5 minutes might make you work faster)
- Fun (Working at speed can be fun)
- Interest (You can research what you might be interested in at speed)

10 reasons why a plan might work can encourage us to apply it.

**Law 1: Use the power of small chunks of time to kickstart your projects!**

## Chapter One MOC (continued) One Hour

See what happens if you spend one hour concentrated on a single project. This is the opposite of the 5 minutes play. You decide to spend *one hour* on a single task to **see what effect that can have on the task.** You may or may not finish the task but what ever happens you will probably have made at least one huge stride towards finishing your project.

You need a new passport. Spend one hour on getting the forms and photographs and filling in the forms etc. The decision to spend just one hour on the project whether you finish or not should relieve your mind of niggling worries. The sense of satisfaction and achievement following an hour's hard work will motivate you to repeat the experience.



## Chapter One MOC (continued) One Hour (continued)

**T**here is no law against doubling or tripling the one hour of concentrated work. One hour may be more difficult to start than 5 minutes or 15 seconds but the rewards when finished will be greater. More progress will have been made. The urge to continue and finish it all will be greater.

Few people actually ever complete an hour's concentrated work unless they are being supervised at school or at work or at evening class. Anyone who can do an hour's solid work on their own can achieve most things.

Don't worry about the *quality* of your work during the hour. Just keep working steadily and then examine the results at the end of the hour or later.

*It has been said that if you work for one hour a day on a skill or topic you will be an expert in it after 6 months.*

Try setting aside an hour a day to work on some skill and see how far you have progressed in 6 months.

I have achieved some skill with nunchaku but still tend to hit myself too often with them rather than the imaginary opponent. I have spent some time practicing them but have never managed to practice for an hour a day. I expect ten minutes a day over two or three years might have the same effect as an hour a day for six months.

If you decide to give nunchaku a try, don't start with the wooden or rubber ones. Buy something softer!



It is amazing what can be achieved with continuous practice!



## Chapter One MOC (continued) One Hour (continued)

**R**ecently, I read again a brilliant article by Chris Widener. He pointed out that belief, dreams, vision and inspiration will only get you so far. They are all very important but you must take the next step if you are to succeed.

You have to take daily action to make those dreams come true. He recalls an account of an interview which illustrates perfectly the power of one hour a day to achieve memorable results:

*"I remember reading an interview with an author who has written numerous books that have sold in the tens of millions. They asked him how he did it. His answer was that he got up every morning before anyone else in his family and wrote, long hand, with a pencil, for an hour. Then he quit and went about his day. But his short-term actions piled up. 7 hours a week. 30 hours a month. 365 hours a year. After a while, he had lots of books!"*

Chris makes his point powerfully by contrasting the knowers and dreamers and desirers with the doers:

*Who loses weight? The one who knows all about the benefits of exercise or the one who walks 3 miles a day?*

*Who retires early? The one who dreams of a house on the beach, or the one who invests \$300 a month?*

*Who writes books? The one who desires to become a best-selling author, or the one who gets up early and writes for half an hour a day?*

Of course, if you are retired or have an easy job, you may not have to get up early to write for half an hour or you could just spend your lunch hour writing. The point is to take that daily action and then stop worrying. The accumulated hours of work over time will bear fruit.

If I want to sell this book to a large number of people. I will need to take daily marketing actions like writing articles with a resource box or ending which mentions this book and where you can find it.

I will need to put solo ads or other kinds of ads in motivational ezines. I will need to ask people to read the book or some of it at least and write some words about what a great book it is!

Wishing to sell this book is a start, but it won't get me there. Daily actions of an hour or half an hour a day will get me there. Once I have taken the action I can stop worrying and just go about my business or watch the cricket or the football and take a nap when I feel like it. The results are already on their way.

Don't forget the power of the daily hour or half hour. It can work miracles and change your life all on its own!

**Law 2: Work an hour a day at a skill and become airborne!**

## Chapter One MOC (continued)

### Complete

*"Major projects will never be finished if they are never started. The key to getting things done is to get things started." Harold Taylor*

In the no-nonsense words of Danny, my computer guru, 90% of the human race are "crap at finishing things". Why? It takes effort and concentration and can get boring. Many humans are bone lazy, easily distracted and soon get bored.

We prefer to sit down and watch that favourite television channel. Danny sees TV as evil and is planning to sabotage the family TV in the near future. Hopefully his children won't read this chapter!

It is evil, according to Danny, because it is like a shot of daily vallium dulling the attempts of the individual to achieve or complete anything. People sit like zombies in front of the 'box'.

They are mesmerised and deprived of their ability to take action and then wonder why they have financial problems for most of their lives.



Sometimes we have failed to count the cost of finishing what we start. Jesus warned against this folly. We need to plan with care and decide if it is even worth starting the job. All over the world, buildings have been left unfinished because the builder failed to count the cost in advance. In Britain and probably elsewhere, they are called 'Follies'.

Did you know that:

90% of books purchased never get read past the 1<sup>st</sup> chapter

50% of heart attack victims don't follow their doctor's exercise and diet recommendations

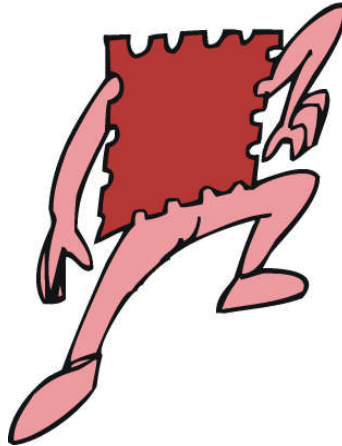
92% of participants in weight loss programs drop out before the end.

## Chapter One MOC (continued) Complete (continued)

*"When a task is once begun you leave it not until it's done." Zig Ziglar's mum.*

**S**ometimes a job may take days to finish. However, if a person can keep concentrating and working on the same job until it is finished, there is a great sense of relief and of achievement.

It has been said that a stamp sticks to a letter until the letter arrives. Its job has then been done. The mail has been delivered.



New vistas of possibility then open up.

Ralph Waldo Emerson wrote "The reward of a thing well done is to have done it." Possibly he meant much the same as the above.

The power of concentration and focus in achieving goals has been realized by all great people. If someone can focus on just one goal and nothing but that goal for day after day, it will be completed. Helen Boyden, the Educator, wrote:

*"There are few concepts so complicated that they do not yield to the repeated attack of the ordinary mind."*

Even an ordinary mind can overcome complicated problems by repeated efforts. In fact, an ordinary mind can often outshine an extraordinary mind by consistent, repeated efforts.

Edison was expelled from school and was considered to be 'retarded'. We all know what his consistent efforts achieved. He brought physical light to the world not to mention all his other great discoveries and inventions.

Consistent, repeated efforts can bring light to our minds as we begin to understand complicated problems and see the solution to them.

Consistent efforts which are focused on one or two projects at a time will eventually complete those projects and achieve those goals.

## Chapter One MOC (continued) Complete (continued)

The sense of achievement, which completion brings, motivates and energizes. Another goal is then tackled with enthusiasm, vigour and a 'compulsion to closure'.

Eventually you may end up like Alexander weeping because there are no further worlds to conquer. Success breeds success.

Some people are really good at starting things. Danny had a colleague several years ago who would start projects with great enthusiasm and carry them through up to about 35 %. He then moved on. The same thing happened with his girlfriends. He was first class at attracting women but not at staying with them. He was still single at the age of 45.

In the end his colleagues would use the 35% of work he did, which was excellent, and would then finish the rest of the project for him. Probably some of us who are like him need to work as members of a team who are willing to do this. I don't know what they did about the girl friends!

Some martial arts instructors are great at opening schools and attracting students. Keeping them and dealing with the details bores them. They love the spectacular demos which can attract large numbers of student but they are not so keen on the consistent daily work which must follow.



They are still valuable members of the team but obviously some one who can begin and complete a project is even more valuable.

## Chapter One MOC (continued) Complete (continued)

**A** key factor in completing anything is to make sure you choose a task that you are passionate about especially if you need to learn new skills to finish the task.

When I started trying to be an internet entrepreneur, I began in network marketing but I was not passionate about the products because they were not mine. Also I did not like the thought of persuading reluctant people to sign up for products they were not sure they really wanted. In the end I did everything half-heartedly, achieved little success, if any, and dropped out.

I then tried selling products as an affiliate but again my heart was not in the job as the products were not mine and I was not enthusiastic enough about them to learn the skills necessary to promote them. I hated marketing.

Now, at last, I am doing something I am passionate about i.e. writing a book about a subject I love - self improvement. I have spent many hours writing this book. In fact, the book became so large that I had to split it into two books so that people could download them more easily. In fact, they are still too large!

The first book 36 Laws is now finished although I still update it with new material! This second book '36 More Laws' is also complete. I wouldn't be surprised if I added a third volume 'Even More Laws.'

I am so passionate about these books that I would write them even if only a few people wanted to buy them. I am also quite prepared to learn everything I need to know in order to promote and market them.

Now comes the really important point that I learned from NLP expert Telman Knudson. Having learned all the necessary skills to complete a task I am passionate about, I can now use those same skills to complete tasks I am less passionate about like marketing other people's products. I might even end up as a super affiliate! Once I have learned how to promote my own books that I love, I will find it a lot easier to promote other people's books that I merely like!

Another key factor in completing projects is to think of the benefits of completing the project. Thinking of the benefits does not mean the occasional vague thought. It means systematic daily visualizing of every benefit that will come to you if you complete the project. Use all your senses to visualize these benefits.

It may take you some time to make a list of the benefits. But take as long as you need to and then write your list down and read it daily with feeling and imagination. See your goal as finished and this will encourage your subconscious mind to support you. You may well find yourself moving into that fabled zone or flow where everything you do seems effortless and effective.

Since finishing the first edition of this book I have come across the final word on the importance of completion. You will find it in the next two pages:

## Chapter One MOC (continued) Complete (continued)

Some of the greatest truths are the most obvious. But they are also the most overlooked. Many of us need to take a look at the importance of facing the facts and accepting that more usually needs to be done to complete whatever we are doing.

When I read this book again, I realised that more had to be done. For a start, I had to include the following account! I also had to write a summary of each law at the end of each section of each chapter. I noticed at least one word that had been left out that should have been typed in.

It is very easy to kid ourselves that we have done something or finished something when we haven't. We need to be motivated by taking a thorough look at whatever we are doing to check that it really is finished and finished well.

If you are tired, in a hurry and think you have already done a good job it is tempting to stop work before the job is properly completed.

Whenever I mowed the lawn and considered it mowed, I could guarantee that my mother would be able to point out long grass at the edges of the lawn that had not been properly mown.

She was right; the lawn had not been properly cut at the edges. The job was not done. No job can ever be completed perfectly but it should be completed well enough to pass some scrutiny.

Recently, a parcel sent to me at No 19 arrived at No 9. The postman had not bothered to read the number properly. The kind people at No 9 had to finish his job for him. He had not delivered the mail.

A few months ago, I came across a great account by Martin Avis of a talk given by Marlon Sanders, the great internet guru, in Birmingham, UK in January 2005.

My thanks to Martin for giving me permission to copy part of his account of this talk.

I heard Marlon myself some years ago in London and he knows how to hold an audience. Before he even started his talk, he arranged to have the whole audience blowing bubbles.

By the time he started speaking everyone was relaxed and ready to listen.

In Birmingham, Marlon told his listeners to remember:

"There's only two things that matter:

**Things is either done, or they ain't done.'**

## Chapter One MOC (continued) Complete (continued)

As Marlon spoke his voice became louder and louder:  
"When sumthin's done you gotta product, you gotta promotion, you got sumthin' that's gonna make you money."

"When it ain't done, it don't matter if it's half done or nearly done or gonna get done someday - IT AIN'T DONE."

The volume reached the point where people in the hotel next door started paying attention.

"And if it AIN'T DONE, it's jack."

"DONE equals making money, sitting on the beach, taking long vacations and havin' fun. DONE equals a smiley face."

"AIN'T DONE equals nothin'. No product, no vacation, no beach, no money and no fun. AIN'T DONE equals a sad face."

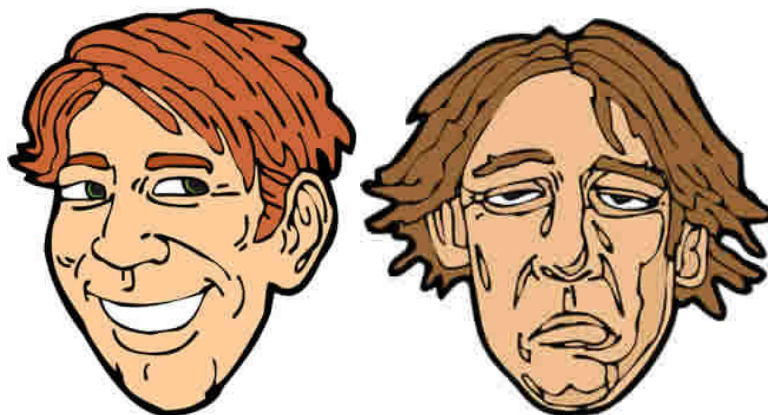
Marlon smiled and knew his point was made.

He said a whole lot more in four hours of sessions over that weekend, but from that day forward the 35 people there will always think in terms of DONE or AIN'T DONE. (Martin's account ends here.)

Simple but powerful stuff. As usual Marlon goes right to the heart of success.

Success has been described as both doing what you plan to do and also not doing what you plan not to do. It could also be described as "getting it done and not half done."

Success and failure could be summed up in the immortal words "DONE or AIN'T DONE" or SMILING FACE or SAD FACE



**Law 3: Complete your project and feel your power and confidence grow!  
Remember it is either done or not done!**

## Chapter Two NUB

- Numbers
- Universe
- Best

Extra Memory Aid: **Numbers** are the heart of the **universe**. They can help us become the **best**.

### Numbers

In the martial arts, some schools grade their students at exams or gradings where they demonstrate what they have learned. This works quite well. Students know an exam is coming up and practise hard to do well.

The grading is also a test of their ability to deal with fear. It takes the student out of their comfort zone. They have to perform in front of other people and other humans can be critical.

Other schools do not have gradings at all. They simply **count the number** of times the student attends the class. Any student who attends a martial arts class regularly deserves to go up a grade after a certain number of attendances.

It is usually impossible to slack off in a martial arts class. So if they are attending they are working hard and are also overcoming their fears in the class itself.

The attendance method is less subjective. Examiners can argue about the standard of a particular student at a grading but no one can argue about the number of times they have attended a class.

They either have attended or they haven't.

Some martial arts schools get the best of both worlds by using both methods.

One of the easiest ways to check your progress is to count the number of times you have done something in a day or a week or a month.

- *How many kicks have you performed today? How many pushups? Give me the numbers!*
- *How many classes have you attended in the last month? One class is not enough!*
- *How many hours have you spent on writing your book this week. 10 hours? 5 hours? None? If none you need to get going now!*
- *How many advertisements have you sent out today? If none, how are you going to sell anything?*

## Chapter Two NUB (continued) Numbers (continued)

**J**im Rohn teaches that it is important to face the numbers in your life. They contain the truth and the reality. 'Success is a numbers game'. Until we check the numbers, we could be totally out of touch with reality.

***Belief and visualisation and affirmation are important but let's also check the numbers!***

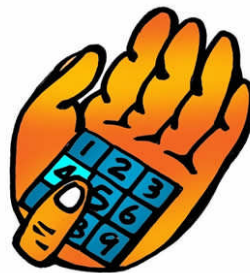
They will teach us all we need to know.

Before getting depressed at the lack of progress it is worth checking the numbers. If you can't touch your toes yet, how many times have you practised touching your toes and for how long?



If you haven't finished your book yet, how many pages did you write today if any? Did you even work for five minutes on the book? 15 seconds? If you are trying to be a financial expert on shares, *how many* books on finance have you read? *How many* seminars have you attended? How much money have you saved this month?

Check the numbers and find out the truth and this will set you free from illusions and put you on the path to success.



How many chocolate biscuits did you eat today? How many bags of crisps? And you still wonder why you are not losing weight? Weight Watchers is a dieting organisation that works wonders for many. What is the secret of their success? They count the numbers. How many calories have you eaten today? How many miles did you walk, this morning. How long did you exercise? How many weeds did you pull up? Once we know the full truth we can take corrective action.

**Law 4: Use numbers to face reality and take corrective action!**

## Chapter Two NUB (continued)

### Universe

The Universe *responds* to desire. Several life coaches stress the importance of finding your soul's desire. Allow your desires to surface. Get in touch with your feelings. If you are moving along the path of your heart's desire, *miracles* happen.

*"We are told that talent creates its own opportunities: But it sometimes seems that intense desire creates not only its own opportunities, but its own talents."*

Eric Hoffer

Bruce Springsteen was told to play his guitar but not to sing. He refused to listen and continued to sing. He became one of the most successful rock singers of the 20<sup>th</sup> century. Perhaps, his intense desire to sing, created his singing talent.

Robbie Williams, also, was told he could not sing and was placed in the back row of his pop group 'Take That' mainly to dance. Later he sold over 14 million albums of his songs and became one of the most popular singers ever.

On the other hand, I was kicked out of the school choir at the age of about 8 for 'growling' and have never felt too confident in any choir since!

Few people really know what they desire apart from the most superficial things. It takes effort and thought to pinpoint exactly what we want out of life. One way to find out is to think about what we enjoy doing most.

I have always enjoyed reading books. As a child, I loved the Dr. Dolittle books and the novels of Walter Scott and Jane Austen. I also enjoy reading self-help books like "Self-help" by the Victorian, Samuel Smiles.

I enjoy playing music in public and speaking in public. I enjoy learning new skills in almost anything and enjoy teaching them to others. I've always wanted to be a great speaker and transformer of lives. My long suffering martial students have to listen to my sermonising about achieving goals, success and life in general. They haven't all left me yet!

It's still not too late for me to be a transformer of lives. Of course, I need to work on myself most to transform my own life first. But that will take a long time; so I'll start now on other people as well as myself! Some people do better when they are trying to lead others. I am one of those.

I enjoy so many things that I have a problem deciding which I enjoy most!

We could ask the God or the Universe to show us our best desires and to guide us on the path to fulfilling them. I am in fact fulfilling one of my core desires by writing this book. I desire to improve my character and life and to help others improve theirs and writing can live on after you have gone.

## Chapter Two NUB (continued) Universe (continued)

*'The starting point of all achievement is desire. Keep this constantly in mind. Weak desires bring weak results, just as a small amount of fire makes a small amount of heat.'*

*Napoleon Hill*

In the film 'Troy' Achilles (played by Brad Pitt) is asked:

"What do you want here in Troy?"

"I want what all men want (i.e. glory). I just want it more."



The author of the script for Troy, David Benioff, has understood the motivation of a great competitor. On a much smaller scale, I was delighted when my name was painted in gold lettering on the wall inside the assembly room at my 'house' in King William's College in the Isle of Man. It went up as recognition for some achievement. I would spend time looking at my name on the wall!

Athletes train for the satisfaction of owning a gold medal and treasure the medal long after most people have forgotten who won what. We all love the certificates that are given us for passing exams. When my brother was small, I would 'promote' him to corporal or sergeant etc. when he completed a chore. Even at that age, he desired the recognition that follows achievement and was prepared to work to attain it even though the 'stripes' were entirely bogus! He might even have made Field Marshal but neither of us can remember for sure!

One way to keep your desire red hot is to think of all the benefits that will come from achieving your goal. Thinking vaguely that achieving your goal will benefit you is not enough. The benefits must be spelled out systematically and in great detail. This is how copy writers persuade people to buy.

If you want to lose weight, imagine in detail how much easier your physical life will be when you are lighter. You will be able to pick things up easily when you drop them. You will be able to get up quickly if you are kneeling down. You will be able to cut your toes without a huge effort. The water will not displace on to the floor when you get into the bath. You will breathe more easily and sleep more deeply. Think of how your relationships will improve. You will look much more attractive and in control of your life. It will be easier to command respect.

**Law 5: Discover your desires and keep them red hot!**

## Chapter Two NUB (continued)

### Best

*"The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor."* Vince Lombardi

**G**et inspired by aiming to be the best at whatever you do. There is nothing inspiring about the mediocre. But the best are awesome. Aiming to be the best gives us an exciting goal immediately. As Lombardi says in the quote above commitment to excellence enhances the quality of our lives. No one trains several hours a day to come second in the Olympics or to go out in the first round of Wimbledon.

Aiming to be the best can release enormous energy. George W Bush, at the Presidential inauguration on Jan 20<sup>th</sup> 2001, talked about putting America's defences beyond challenge: "We will build our defences beyond challenge lest weakness invite challenge." He received an enthusiastic round of applause for this idea. Being the best, the strongest and the toughest is an appealing and even exciting idea to most people. The person who aims to be the best at whatever they do, seldom needs to worry about any challenges to his or her skill, knowledge or work rate!

The country which achieves the best defence in the world need not fear attack as much as those countries which are defenceless. In fact, few countries can achieve an invulnerable defence. Pericles thought that Athens was safe behind the city walls from the attacks of the Spartans. His defence was shattered not by the Spartans but by the plague brought in from the Greek colonies by the great Athenian fleet. Pericles himself died from the plague. After 10 more miserable years Athens surrendered to the Spartans. However, Pericles' plan of defence did work for 10 years. Without it, the Spartans would probably have crushed Athens within a year. The person or country that seeks to be the best will usually achieve *far more* than if they simply aimed for the average.

Richard Branson, the great British entrepreneur, is a fine example of someone who aims to be the best. Virgin Railways are not yet regarded as the best but Branson's vision for the East Coast Mainline railway is to make it the best in Europe. He wishes to bring in trains which can travel at over 200 miles per hour like the best of the French trains. However, his vision will take time to achieve in reality.



## Chapter Two NUB (continued) Best (continued)

*"The best preparation for tomorrow is doing your best today."*

H. Jackson Brown Jr.

**B**rian Tracy gives *two* key factors for financial success in his financial success newsletter. He tells his readers to become *experts in their chosen field*.

To become expert they should read, listen, attend courses and know their product or service inside out. *They should go any distance to become the best and constantly strive to improve.*

Secondly, *they should save money*. The very act of saving develops discipline and character and money attracts money. It is only too easy to spend money without restraint. Credit cards make spending seem painless. The internet provides a huge world wide market – an Aladdin's cave.

A friend of mine has impressed me in the last two or three years by traveling regularly from London to Yorkshire to study with one of the top British self-defence experts. My friend is now giving seminars of his own. He could easily have not bothered to spend hours driving north. He went the distance.

Living near a great city is an advantage when trying to achieve the best. My own interests are well looked after in London. I have been able to train with some of the best Martial Arts Instructors in the world in London. I was able to study Capoeira with Brazilian world champions in Acton and the West End.

Top martial artists like Dan Inosanto and Kwang Jo Choi, founder of Choikwangdo often visit London. Even in my own local area on the outskirts of London, there are several great martial artists like Brian Jacks (Judo), David Dyer (Iai batto jutsu) and Ralph Jones (Jeet Kune Do).

Many great motivational seminars take place in or around London. I have attended seminars by Anthony Robbins, Randy Gage, Stuart Goldsmith, Dave O'Connor and Lisa and Jeffrey Coombs amongst others.

I was also introduced to internet entrepreneurship in London when Manhattan Direct organized seminars which featured the top gurus like Corey Rudl, Jonathan Mizel and Marlon Sanders. It is easier to become the best if you live in or near London or another great city like New York. I would probably have never even started learning about internet marketing if I had not attended the Manhattan Direct seminars.

However, attending seminars and hearing great speakers does not make you the best by a long chalk and seminars are not an essential part of becoming the best. It is more important to give each day one's best efforts. Excellence is all about constantly seeking to do your very best every day. It is not about holding back and being second best. Life becomes exciting when we let rip and go all out.

## Chapter Two NUB (continued) Best (continued)

*"The roots of true achievement lie in the will to become the best that you can become."*

*Harold Taylor*

Life becomes boring when we play safe and keep too much energy in reserve. As Mr. Keating says in the film, we need to gather the rosebuds while we may and dare to live extraordinary lives. Carpe, Carpe, Carpe Diem! We all have a death line to meet one day and our time is limited.

I would like to be able to say when I reach that death line "I did my best at least some of the time that I was on earth."

Chris Widener, another favourite writer of mine, suggests we look inside ourselves to see if we are doing our best rather than look at the latest fashionable view of what doing our best means.

All we need to do is ask ourselves:

- "Am I doing the best that I can?" or
- "Am I becoming the best that I can become?"

We should not compare ourselves with others so much as with our own potential. We may have strong areas and weak areas. Those weak areas need working on.

I am doing well at getting up early by 6 a.m. and then walking for over an hour but am not doing my best at eating more fruit and drinking more water. I could easily improve in these areas and need to.

I could start by visualising myself eating fruit and drinking water and by having fruit and water available and visible.



**Law 6: Aim to be the best at what you do and your life will start to become exciting and rewarding!**

## Chapter Three PIF

### Push Yourself If You Lose, Lose Well Focus

Extra Memory Aid If your lips and bladder were freezing cold from being in a block of ice and you had been drinking water you might well need a PIF.

#### Push Yourself

*A champion is someone who gets up when he can't.* Jack Dempsey

In May 2001 the program Frozen in Time was shown on ITV Channel 4. It showed how David Blaine, the street magician, spent 3 days in a block of ice. He did have water to drink but had to cope with intense cold and with lack of sleep. Doctors told him he could not do it. Every second seemed like a minute and every minute seemed like an hour. He had practised falling asleep whilst leaning his head against a wall.

He did wear a woolly hat and trousers. To avoid having to visit the loo, he took a laxative the day before but this kept him up for much of the night. His comments show why he put himself through this type of endurance test.

*"I am most alive when I challenge myself and face it right on. That's when I feel the best. Since a child I've always pushed to achieve more. I try to reach a leaf that is too high for me and keep trying until I succeed. I'd rather die than give up halfway."*



He has been buried alive in a glass casket and spent time submerged in a container full of ice. He has been impressed all his life by the words of Martin Luther King who said that if you haven't found something you would die for you are not truly human. (The man in the picture is not David Blaine himself!)

I see David Blaine as a tremendous example to all those who wish to push themselves to the limits of their ability and potential. When the going gets tough we have a chance to push ourselves and to start enjoying ourselves.

### Chapter Three PIF (continued) Push Yourself (continued)

*"Most people never run far enough on their first wind to find out if they've got a second. Give your dreams all you've got and you'll be amazed at the energy that comes out of you."*

*William James*

**A**nother man who pushes himself to the limit is Paddy Doyle. Paddy Doyle is a former British paratrooper, aged 40, who holds 125 World and European strong man titles.

His name has been featured in the Guinness book of records more than 30 times already and will be featured in the next edition.

He has just completed 12 tests in under 24 hours and achieved the title of the world's fittest man. Three of the tests involved completing:

- 3250 sit ups
- 1250 star jumps
- running a mile with a 44lb back pack

He comments to an interviewer:

*"I'm pushing my body once again to the limits. I've always said I'm going to die with my trainers on. I think that's going to be true."*

He plans to break another record this year in a six hour event involving

- 1 hour swimming
- 1 hour weight lifting
- 1 hour biking
- 1 hour circuit training
- 1 hour to be decided
- 1 hour to be decided.

Like David Blaine, Paddy is a great example to the rest of us and what a way to die! The cartoon athlete bears little resemblance to Paddy except for the intense eyes!



### Chapter Three PIF (continued) Push Yourself (continued)

**P**aul Jefferys is a young maths genius. From an early age, he showed an amazing grasp of maths and other subjects. He penetrated quickly to the heart of difficult mathematical problems. At 5 his father found him standing on his head on the sofa and doing tricky fraction sums! He stopped going to his school's maths lessons at the age of 12.



As a teenager, Paul won the silver medal at the 2002 Maths Olympiad. Some believe that he lost the gold on a technicality. He was deeply disappointed with silver and pushed himself to win gold in the Tokyo Olympiad. He succeeded and was so happy he ran up about 10 flights of stairs without noticing.

Most students only take 2 or 3 advanced level exams in the UK but Paul has decided to study 9 A levels. He has a voracious mental appetite and loves to read. He likes pushing himself because he enjoys pressure and finds it useful: *"Pressure spurs me on to succeed, to do better. If you are under pressure, you just get the thing done.* If I have 4 essays to do in 2 hours, then I do 4 essays in 2 hours."

People who push themselves do so because they want to be the best. Quite often they enjoy pushing themselves because they feel alive when they do.

The Portuguese football club, Porto, have just won the European Champions League. Their manager, Jose Mourinho, has now signed up for the London club, Chelsea. He told a press conference that he enjoyed pressure.

He coolly announced that Chelsea had top players and a top manager (himself). He, therefore, wanted top things. In other words, he wanted trophies. He required talented, hardworking players who wanted to win.

He is not afraid to think big and has already acted big by winning two European championships in successive years. "We have to work with big things in mind," he comments.

But like Gideon in the Bible, he does not want a big squad of players/warriors. A small group of dedicated players who want to win will be enough for him. This should be a relief to his boss, the Russian billionaire, Abramov, who is already paying his new manager 8 million pounds a year!

### Chapter Three PIF (continued) Push Yourself (continued)

**A**t his press conference, Jose was in the words of the Sky commentator: “Oozing self belief and a touch of James Bond arrogance. His mission is completed in Portugal and he now takes on the red threat of Arsenal and Manchester United (both of these English football teams wear red).” Breaking news! In April 2005, Jose has already won one UK cup and his club, Chelsea, are Champions of the top league in the UK. He has already delivered in a big way.

Most of us give up pushing ourselves when we feel sick. When we are terminally ill, we tend to give up altogether and just lie in bed awaiting death or we might just manage to watch some TV.

Jane Tomlinson is not like that. She is ill with cancer and has severe pain in her back. She was told in 2000 that she had terminal cancer and had only months to live.

Instead of taking to her bed, she took up several challenges starting with a charity fun run to raise money for charity. She has completed at least one marathon. Currently, she is doing a charity bike ride with her brother, Luke.

Jane and her brother planned to cycle 2000 miles in 35 days from Rome to their home in Leeds. The night before she left Rome she was doubled over in pain. Yet the next day she set off on this huge journey.

Not many healthy people would set out on a trip like this let alone a terminally ill cancer patient. They were riding tandem and were pushing themselves to cover distances like 60 or 70 miles a day. Some of these distances involve grueling hill and mountain climbs.

15<sup>th</sup> May 2004 was the 14<sup>th</sup> day of their bike ride. They reached France and had covered 716 miles. Jane was still enjoying the great views but was feeling pain in her back and legs. Getting on and off the bike is a painful experience for her. She is very tired when she reaches the end of each leg of the journey.

Now, on 2<sup>nd</sup> June 2004, she has reached London and has raised over £100,000 for cancer research. People have been leaning out of their cars to hand her money as she cycles along. She reached home in Leeds on June 7<sup>th</sup> 2004. She had completed a very difficult challenge.

Interviewers asked her how she manages to do the astonishing things she has. She explained that she sets herself targets and tries to achieve them by working hard. She breaks her tasks down into small bits. She has also managed to keep her health ‘reasonable’. She was asked what her plans were after her epic journey. She replied:

*“I might try to do a couple of triathlons in the summer”.*

**Law 7: Challenge yourself to face difficulty and start feeling alive!**

## Chapter Three PIF (continued)

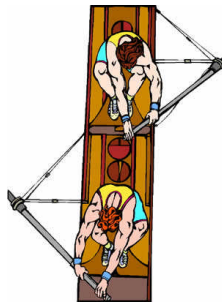
### If You Lose, Lose Well

**S**ir Steven Redgrave commented in June 2001 on the performance of the British women's quad team at one of the main four world regattas at Seville. The British team came *second* to Germany.

Steven Redgrave spoke of the importance of doing well at the big meetings even if you lose. *If you do well you realize that the team ahead are not much better than you.* All you need is a little more belief in yourselves and a little more training. If on the other hand you lose badly you tend to accept defeat next time.

The conversation then turned to tennis and it was agreed that at the top level there is not much difference in ability. The difference lies in the mental attitude. What matters is how much you believe in yourself and, even more importantly, how much you believe that your opponent is better than they actually are.

Steven later cited a rowing incident when his gold medal winning team was losing. Someone in the boat said they should go for it. Steven who was exhausted decided to put 100% into the next 10 strokes and then if they were not in front to give up. His boat did in fact pull ahead in the next 10 strokes and Steven realized that the other team then gave up thinking that the gold medal team must be too good for them. Little did they realize how exhausted the gold medal team was and how close they were to beating them.



The 150<sup>th</sup> Oxford/Cambridge boat race took place in April 2004. One of the Cambridge crew, Wayne Pommen, said before the race that he thought Cambridge would win since they had only lost by a foot the year before.

He was right. This year Cambridge won easily after a controversial start when the boats came too close to each other and one of the Oxford crew was unseated.

Being close a year before would have made Cambridge realize that they had the ability to win. It would also have provided motivation to work hard so that they would not feel the pain of losing again.

**Law 8: Lose well and you may well win next time!**

## Chapter Three PIF (continued)

### Focus

*"Nothing can add more power to your life than concentrating all of your energies on a limited set of targets."*

*Nido Qubein*

Thousands of years ago the great Roman orator, Cicero, had realized the power of focus. "Careful attention to one thing often proves superior to genius," he said. Focus is careful attention to one thing. Some people see focus as a key part of genius itself. Sir Isaac Newton, the physics genius, credited his discoveries to focus.

*"If I have any valuable discoveries, it has been owing more to patient attention than to any other talent"*

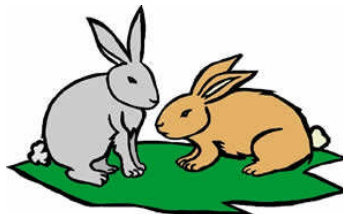
*Sir Isaac Newton*

I joined the Network marketing opportunity SFI about three years ago with great hopes. I started well but was soon distracted by other opportunities and interests.

My sponsor was pleased with my progress to begin with. He described my efforts as 'awesome' but his emails soon became puzzled and even indignant. I realize why now. I eventually dropped out. I was doing too little work spread over too many opportunities. Without focus the sun's rays do not set anything on fire.

When I started the martial arts many years ago, I began with Kung Fu. I attended classes taught by Tony Leung from Hong Kong. I would train for two hours on the Saturday morning. Then I noticed some Shotokan Karate classes going on in the same place in the afternoon. I could not resist joining this class as well. One of the Karate instructors called me the iron man because I was now doing four hours more or less on the trot.

Eventually the same instructor told me not to try and chase two rabbits by doing both the Kung Fu and the Shotokan at the same time. He suggested I go for the blackbelt in Shotokan first and then decide if I wanted to continue with the Kung Fu.



In the end, I did not do particularly well with either the Kung Fu (the teacher returned to Hong Kong for a while) or the Karate. I joined a Tang Soo Do class instead! I stayed with this much longer and achieved second degree and then switched to Choikwangdo and achieved third degree before age started to catch up with me and it became more difficult to train with maximum effort.

## Chapter Three PIF (continued) Focus (continued)

**"Get a good idea and stay with it. Dog it, and work at it until it's done right."**

*Walt Disney*

**D**aniel Amen, MD, the author of *Change Your Brain, Change Your Life* describes a technique which can help you to develop a clear focus on what you want in your life.

This is called the "One Page Miracle" possibly because one page of writing can produce miracles in your life. The method could easily be used in conjunction with mind mapping. If you are not familiar with mind mapping type the words 'mind mapping' into Google and you will find some useful URLs. The links to Mindjet and Tony Buzan are well worth following up.

On one piece of paper, write down 5 or 6 headings summarizing the important areas or goals of your life like: relationships; health; money; work; hobbies etc.

Write down next to each heading what you want for each goal e.g. "I want to be making £3000 a month by next year." Make several copies of your one page miracle and display it where you will see it often. Ask yourself "Is my behaviour getting me what I want?" The one page miracle keeps you focused on what is most important in your life. Try filling in the page below or create your own. I have altered the wording slightly to create an acronym.

### **The One Page Miracle    **HOWMAM****

- **Health**
- **Others (Relationships)**
- **Work**
- **Money**
- **Arts (Hobbies)**
- **Misc**

At one time I used to study the style of Gordon Giltrap, an outstanding self taught guitarist. He had a unique way of playing the guitar invented by himself. He used a plectrum and his little finger to extract amazing sounds from his acoustic guitar.

I asked him why he didn't play other instruments as well like myself. This was a silly question. I had not then realized the power of focus. He was a guitar playing genius because he concentrated on playing the guitar and on playing in one unique and remarkable way. His skill thus became extraordinary.

### Chapter Three PIF (continued) Focus (continued)

The ability to focus is an essential part of genius. Genius can be defined in different ways. Some youngsters were asked who was a genius and why by Ted Wragg, the educationist. Here are some of their replies:

"Albert Einstein because he is cleverer than most average people."

"Santa Claus because he can fly around the world in one night."



"Thomas Edison because he invented electricity."

"A seed because all you need is to plant it and then it grows all by itself."



Professor Wragg believes that *motivation* is essential if we are to develop our natural talents. If we are not driven to succeed we will never make the breakthrough to achieve the status of genius.

Professor Joan Freeman of Middlesex University has studied gifted children for over 30 years. She believes that a genius is someone “who in adulthood has made a difference to the world”. She argues that a genius must have a high IQ but on top of that you need keenness, motivation, opportunity, and support and **a great desire to persevere in the direction where you are going.**

Like Buzan, she observes that a common characteristic of every genius is **“a real desire to keep on and on at the same thing.** Children, who are playing in a dilettante way at something they might be interested in, are not going to make it.”

At 18 Jocelyn Lavin had six A’s at advanced level and anything seemed possible but she failed her degree at university. Why did she fail her degree? She knew the answer herself:

“It’s a little bit of a problem that I am interested in lots of things. Because at any given moment there’s at least 5 things I want to be doing all at the same time. I find it so hard to settle down to work.”

Whether we want to be a genius or just a high achiever, focus is crucial.

### Chapter Three PIF (continued) Focus (continued)

**A** key aspect of focus is concentration. It is hard to make serious progress without 100% concentration. The dictionary defines concentration as:

*intense mental application; complete attention*

I have already described Gordon Ramsay, the three star Michelin chef, who has been teaching celebrities how to cook in a restaurant reality show called 'Hell's Kitchen'. The description can be found in Ch 9 'Tough Training'

Gordon has been compared to Hitler or one of his lieutenants but rightly demands total obedience and rapt attention when he is giving instructions. "Can we just cut it and just concentrate!" he demands.



His language is peppered with swear words. Angus Deayton, the presenter of the show, calls him 'the man who put the 'f' in chef and virtually everything else he says as well' but no one can doubt Gordon's drive and determination to give his customers the very best food possible. His own reputation is at stake. His swear words are his crude way of expressing his determination to achieve success.

He tells off the beautiful Abi Titmus for laughing "If you start p\*\*\*\* yourself laughing; you'll be out. I'm going to kick you out. I don't want them in there (the customers) laughing at me tomorrow morning. I've got a top food critic in. I just want \*\*\*\*\* concentration. If you can't give me that I want you to \*\*\*\*\* off. My reputation is on the line. You calm down and you concentrate. That way I know you are focused."

Abi eventually realized that he needed that total 110 percent concentration and decided to give him what he wanted.

Angus Deayton, commented:

"Gordon eschews traditional man management in favour of his own rather less conventional approach And you can't deny it does get results...tears, breakdowns, psychological traumas and eventually beef Wellingtons cooked correctly".

### Chapter Three PIF (continued) Focus (continued)

**D**eayton continues his ironic commentary: "It really is an egalitarian society in there. Nobody is immune from the frenzied verbal assaults of the Obersturmbeführer Ramsay."

Even the kitchen porter does not escape Gordon's bile. She has been getting in the way of the chefs and has disturbed their concentration. A thorough telling off follows inevitably. She retires to the back of the kitchen, mortified.

"What is the dubious method behind his undoubted madness?" asks Deayton.

Gordon explains to him the secrets of his success with his trainees:

"You antagonize them with a style of reprimanding them that annoys them so much that they want to stab you. I tell them off to get them on their toes."

He believes that this kind of pressure will produce maximum concentration and focus. Gordon tells the celebrities to be disciplined and to get to sleep early because they will need their sleep. Concentration is difficult when you have had little sleep.

One of the celebrities is Edwina Currie, a writer and politician. Gordon has taken a dislike to her because he feels she is not giving the project her full *concentration* and support. He does not mince words as he tells her off:

"You pathetic \*\*\*\*\*. If you are not going to pull your weight and *concentrate* on what you are doing, go home! Your attitude stinks"

Later Edwina started rattling the cutlery during one of his team talks. He explodes

"I'm trying my \*\*\*\*\* hardest here and I'm never going to \*\*\*\*\* give up. I'm \*\*\*\*\* trying to talk and you're rattling a \*\*\*\*\* spoon."

In another incident Edwina was singing to herself as she was cooking. Gordon was leaning against a wall. His look became grimmer and grimmer as she continued to sing. Eventually one of his colleagues could bear it no longer and told her to stop singing. The colleague probably feared for Edwina's life if she continued singing much longer. Singing in the kitchen by someone you dislike can be a real distraction!

In fact, the first physical attack came from one of the celebrities, Amanda Barry, who cracked and tried to slap Gordon's face. He skillfully blocked her three right handers although he did look somewhat shaken! Eventually her team mates pulled Amanda away and calmed her down. Later Gordon embraced Amanda and made things up with her. He does have a heart! However, Amanda wisely decided later that she could not stand the heat and left the kitchen.

### Chapter Three PIF (continued) Focus (continued)

**D**espite his aggressive manner and the fact that Deayton says he has all the compassion of a serial killer, Gordon does seem to care for people and can often be positive with his students.

Even Hitler was nice to children. Gordon does not hesitate to praise the celebrities' good points and is capable of coming up with little gems like:

*"When things start to go wrong, come back twice as strong."*

The celebrities soon realize how tough being a chef is.

"Prison would be a relief right now," says James Dreyfus, the comedian.

"You're up at 7 in the morning and you work right through until 1 in the morning" says Matt Goss, a former pop star. *"You have to prepare the food as well as cook it."*

One of the regular chefs agrees: "It's long, long relentless days."

Jenna, a 21 year old, promises that she will never complain again when she is cooking at home. Abi is more positive: "A bit of hard work never hurt anyone."

Al Murray, one of the best trainees, realizes how hard Gordon has had to work:

"It's glamorous to be one of these top chefs but you've got to really work your \*\*\*\* off to get there" He goes on:

*"It's plain that if you want to excel at anything you have to bring dedication, focus and expertise towards whatever you do."*

Gordon comments on the glamour idea: "There's nothing glamorous about cooking. I've said it a thousand times. It's graft"

Eventually he realizes after Amanda's attack that the celebrities have been pushed beyond their limits and gives them a half day off so long as they promise to give him 110% concentration when they are back in the kitchen.

Gordon's kitchen, known as Hell's Kitchen, is now famous throughout the UK. People are clamouring to be guests in the attached restaurant.

Again and again, Gordon stresses the importance of concentration and focus. He understands fully how important this kind of mental intensity is to achievement and success.

One of his deputies, Ange, also stresses the importance of concentration:

*"The point is: Concentrate, concentrate, concentrate."*

### Chapter Three PIF (continued) Focus (continued)

*"Concentrate all your thoughts upon the work at hand. The sun's rays do not burn until brought to a focus."*  
*Alexander Graham Bell*

**T**he same intense, exhausting but exhilarating concentration and effort is necessary if we hope to achieve success in any area of life. Concentration can be helped by some kinds of background sounds such as some types of classical music but usually when we are learning something difficult or new, silence helps. If you have to learn something turn off the TV and get learning.

Silence is not that easy to find in the modern world. Even when I am walking in the local woods I can hear the sound of road and railway traffic. One way of working in a silent environment is to get up early or stay up late. I am writing this at 2.30 a.m. Turning off both the television and telephone also helps. It is much harder to turn off other human beings or even the cat!

The power of concentration is enormous. The toughest problems can be overcome by focus and concentration. Concentration allows us to understand clearly what the problem is. Concentration allows us to list the necessary steps to deal with the problem and permits us to deal with each step one at a time.

If we eventually can't handle the problem ourselves, concentration allows us to list the questions we can ask someone else and then permits us to apply the answers. Remez Sasson explains the power of concentrated thoughts well:

"Channeling the power of thoughts is one of the most important acts you can do for yourself. Instead of letting the mental energy go in all directions and get wasted, you make it go in one direction. When the power of thoughts is concentrated it becomes capable of doing many things."

You accomplish more by concentrating on one task until it is finished just as I am concentrating on this book until it is finished. You save about 50% of your time. The problem is that I keep thinking of or discovering new great ideas that I feel I must include. The book is getting bigger and bigger!

You get results by focus and not by switching from one thing to another or by trying to do two things at once. Concentration, Sasson points out, is necessary in everything. We need to concentrate to listen to others, to enjoy a meal, to learn a skill and so on. We need to realize the crucial importance of concentration.

Visualizing positive mental images of the future with concentration can help create that positive future but we still have to add the key elements of planning, effort and action.

**Law 9: Focus on one task and multiply your power!**

## Chapter Four PIR

### Prioritize Improve Your Skills Ration Your TV

Extra Memory Aid Imagine a Pirate practising with a cutlass because his **priority** is to **improve his skills** with the cutlass. Nor does he have a **TV** to distract him from practising.



### Prioritize

*"A major part of success of living lies in the ability to put first things first. Indeed the reason most major goals are not achieved is that we spend our time doing second things first."*  
Robert J. McKain

**T**his year (2004) I have taken this advice to heart and have begun nearly every day working on this book. As a result I have made more progress in the last two weeks than in several months before this

I am beginning to imagine the book completed (after nearly 3 or 4 years) of writing it. Had I made this book a priority, it would have been written long ago. The book is now finished apart from a few extra bits and pieces.

When I work on my priorities, I find my energy increases and I can work late into the night without tiring. Many people have the same kind of experience.

I have just read a great article by Scott Haines on making writing your priority. This fits exactly with my own experience described above. The article is from a copy writing course but could apply to any writing or any other activity. He advises his readers to write first thing in the morning. Don't check your email or do anything first except write. This will increase the quantity and improve the quality of your writing.

There are three key reasons for this:

- **What gets done first gets done.** Your writing will then be done consistently and consistent writing gets the book etc finished
- Your mind will usually be clearer in the morning especially if you have slept well
- A regular writing plan trains your subconscious mind to be ready to work at a particular time. This improves the creativity and quality of your work.

## Chapter Four PIR (continued) Prioritize (continued)

*"In the absence of clearly defined goals, we become strangely loyal to performing daily acts of trivia"* Unknown

**M**y daily priority is to go for an hour's walk soon after I wake up. These walks are described on my website [www.motivationtoday.com](http://www.motivationtoday.com) Look for the link Lessons in the woods (on the left).

I then do some weightlifting in my gym and then get down to writing. So writing is my third priority of the day. It is not first but it is high up the list and usually gets done.

Without priorities we are faced with too many choices and can freeze and do nothing or waste our time on trivia. Charles Burke remembers the advice his granddad gave his employees:

'My granddaddy ran one of the biggest plumbing shops in his town, and when he'd spot one of his men dithering over what to do next, he'd simply say:

*"Son, you can't do everything first."*

Sometimes the priorities are obvious. Once in Tehran, in the British Embassy grounds, my sister and our French language teacher were being harassed in their changing room tent near the swimming pool by a mountain bear cub which had broken free from the tree it had been chained to. The French teacher yelled at me to get help.

As I backed away I trod on a large twig which made a loud crack and the bear came after me. It was about my size!

My priority was very obvious. I ran as fast as my eight year old legs would go. The bear was still chasing after me so I dived into a nearby house. The door fortunately was open.

When I came out later, thinking the coast might now be clear, the bear cub was up a tree surrounded by four or five Iranians carrying some pottery on a stretcher.



## Chapter Four PIR (continued) Prioritize (continued)

**T**he bear came down crashing into the stretcher. It then took off chased by the men with the stretcher. That is the last I saw of it though I was told that it later ended up in London's Regent's Park Zoo!

In self-defence situations, the priority is not to keep one's money nor one's pride. The key objective is to escape especially if the other person has a knife or friends with him. Everything happens so fast in these situations that there is no time to dither around thinking of all the options.

The possible victim needs to decide in advance that escape will be the main priority and then no time will be wasted debating whether to give up one's property or not. A boy was knifed last week in London because he refused to give up his mobile phone. His mother had given him the phone for his birthday. Sadly he lost both the phone and his life.

Perhaps his life might have been saved if he had decided in advance to give up his phone if faced by a mugger or a gang armed with at least one knife.

Of course, if no escape is possible a decision should be made in advance as to whether to fight or comply. Many authorities suggest fighting back is the best option especially if the criminals are attempting to take you to a secluded spot. Deciding one's priorities in advance means one is more likely to succeed in whatever course of action one decides on. Hesitation is fatal.

What should one's priorities in life be? For years I thought it was wrong to put oneself first. But what use are you to the rest of the world if you fall ill because you have neglected yourself in the service of others? What use are you to the poor if you fail to make money for yourself. How can you support the needy if you are needy yourself? This is true but is possibly an over simplification.

St Francis was poor but brought spiritual riches to others. His tough life caused illness and an early death but few lives have done more to inspire people to do good than his. With enough faith, one should not need a bank account. There are arguments on both sides. I leave you to weigh the options! Either way of life demands decisions on priorities.



**Law 10: Prioritize and achieve what is important!**

## Chapter Four PIR (continued)

### Improve Your Skills

**R**ecently, my brother, has supplied some challenges to my do it yourself and plumbing skills. On one of his weekly visits he pulled the handle off the freezer part of a large fridge. A small leak was created as well.

I anticipated large bills or even having to buy a new unit. I mended the handle with glue. It seems to be working OK and the freezer temperature is correct. My brother is now taking more care when opening the freezer!

The next thing he broke was the lever in the cistern that flushes the lavatory. I immediately thought of, our window cleaner, who is also a dab hand at fixing all manner of problems.

But again the vision of yet more expense crossed my mind and I decided to increase my plumbing skills which are practically non-existent. I removed the broken lever and located a new one for 87p (about 50 cents).

The new one was not an exact replacement but had several holes in it to allow for differences in size. After some hassle when I dropped a screw into the cistern and had to fish around for it, the lever was reinstalled and everything was working again.

Once again Jim Rohn sums the whole thing up:

“Don’t wish it was easier; wish you were better. Don’t wish for less problems; wish for more skills. Don’t wish for less challenges; wish for more wisdom. You must either modify your dreams or magnify your skills.”

Tony Robbins at a seminar in London told his audience to be glad when they were frustrated by a problem. Frustration, if they did not give up, would lead inevitably to enlightenment. What a great attitude.

*An hour a day over a period of six months can make you an expert in most things.*

It has been suggested that it takes about 600 to 700 hours of practice to become a graphic artist. That’s longer than 1 hour a day for 6 months but it is still only two hours a day for a year.

Others argue that it takes longer i.e.1000 hours of practice to become competent at any skill. A lot depends on who the teacher is and on how gifted the student is. Some will learn incredibly fast; others won’t!

The length of time taken is small when one considers the rewards of learning a new skill. There is the satisfaction and the financial rewards as well. You or I will probably feel stupid for several months when learning any skill but we will then begin to notice the progress and start feeling good about our new ability.

## Chapter Four PIR (continued) Improve Your Skills (continued)

**H**ave you ever become frustrated over computer skills like learning how to use an auto responder effectively. Instead of being content with just solving this one problem we should perhaps think big and decide to become a real techie. What would happen if you and I gave an hour a day to studying how to automate a business on the computer? Maybe we would become experts if we kept at it for at least 6 months.

We should at least become expert enough to solve our own problems. We might even become expert enough to teach others. Who knows until they have tried?

Michael Masterson of the Early to Rise ezine believes that 100 hours is not long enough to learn a complicated skill. Even 200 to 500 hours is not long enough. During this time we will feel incompetent i.e. that we lack the necessary ability to learn this skill. We will feel stupid, lacking in talent and hopeless. There is nothing wrong with this. This is normal

This feeling of uselessness and hopelessness will continue for hundreds of hours until we eventually put in the 600 – 1000 hours it takes to become competent and master the skill we are learning.

Feeling incompetent is humiliating and painful and that's why most people quit before they have reached competence i.e. the ability to do the job.

Starting anything is exciting and fun. We love the thought of being good at something but after a while we realize that this skill is not as easy to learn as we expected.

We must have the persistence to pass through the pain and humiliation until we achieve success and learn what we have to.



## Chapter Four PIR (continued) Improve Your Skills (continued)

**D**anny Burke of PC Magic believes that you could learn any skill you put your mind to. But there are occasions where the time required to learn a skill is not available or you do not really desire to learn the skill.

It is then easier to pay some one else to do the job – car mechanic, plasterer, plumber etc. etc.

If, however, you do decide to pursue a particular skill never give up on it.

If you begin to fix the plumbing in your house and then give up you will have caused more damage to yourself as well as the house than if you had just paid someone to do it.

There will be damage to your psyche because if you start a job and then fail, you will lose confidence in your ability to achieve anything. The more you fail at various tasks, the more likely you are to believe that you are useless.

Do not start jobs unless you really want to do them and are determined to finish them. **ALWAYS finish jobs you start.**

If you never finish things you will lose self esteem .People start things well and then someone makes a derogatory comment and they give up and this pattern tends to repeat itself leading to:

Failures = 50

Achievements = 0

You damage the house if you start a plumbing job and give up in the middle because you will probably create leaks which could trash your furnishings, your carpets, your plaster work, your floorboards, your electric wiring and your marriage!



**Law 11: Keep studying or practising and you will become an expert!**

## Chapter Four PIR (continued)

### Ration Your TV

**S**ean Dudley a singer in Dudley, England was given 30 days life coaching by life doctor, Rhonda Britten. ITV5 presented an impressive film of the coaching in April 2002. The coaching turned Sean's life around. It also saved his marriage and family life.

Before Rhonda took him in hand, Sean was close to divorce. He stayed in bed until 2 or 3 in the afternoon. He wasted hours watching TV as he lay on the couch. He did not spend enough time with his children and was making a not very successful living by imitating Robbie Williams, the famous singer.

Rhonda found out that he wanted to save his marriage and to develop his own role as Sean, the singer, not Sean the imitator of Robbie. He also wanted a better deal from his agent who was taking 50% of his earnings. The singer in the cartoon below is not Sean or Robbie! Notice that Rhonda did what we should all do **i.e. find out what we really want to achieve in life.** Once we start following our deepest wishes, we will be willing to put in the time and effort necessary to achieve them.



After a few days of rationed TV (4 hrs a week) and getting up by 8 a.m. helping with the kids and taking his wife out, Sean found that he “was getting off his butt and *making things happen*” He commented:

“I’ve got loads of things done that I wouldn’t have done before”

He took his wife out on a date, listened to her closely, looked in her eyes and held her hand. His marriage was saved by this and by his changed attitude to work and help around the house and with the kids.

He wrote his own songs and recorded them. We all love our own creations.

He became Sean rather than Robbie. He faced up to his agent even though he hated confrontation and negotiated a much better percentage for himself – 85% rather than 50%.

## Chapter Four PIR (continued) Rationed TV ( continued)

The power of life coaching by an excellent coach is shown clearly. Rhonda Britten did not just work with him. She talked to his wife asking her to encourage him and she spoke to his agent about his new image.

She also coached him through his interview with his agent teaching him to 'stand tall' and to be firm rather than soft. She showed up at his singing venues and was the most appreciative member of the audience. Results were amazing. A good coach in life can make as much difference as a good coach in a sport.

As a lover of TV myself – home is where the TV is - I especially appreciated the way Rhonda persuaded Sean to ration his TV rather than just get rid of it. There are after all some superb TV programs which are well worth viewing. Several of them have supplied outstanding material for this book. I am grateful!



TV can also provide great relaxation. Not many will admit to watching soap operas. Lamon Dozier, the American song writing genius (Sugar Pie, Honey Bunch is a famous phrase in one of his songs), admits to watching a TV soap regularly. He works from 10 to 12 noon and at that point he needs a break. He then watches his soap opera and is refreshed.

It is also possible to work at a low level of intensity when a TV program is on which also does not demand close attention. A football match can be watched on and off. A loud cry from the crowd will alert you to the fact that a goal has been scored and you can then watch the replay!

I am watching Denmark play Bulgaria in the European cup whilst writing this paragraph. I could practice the nunchaku if I wanted to during the game and still see most of the match.

The only drawback might be if I accidentally hit my computer or TV or myself. I have already had any hanging lights removed. A workout on an exercise bike or a stretching machine offer further alternatives.

Danny, my computer guru, hates TV. He wants to achieve something great and difficult in his life and has no time to waste on idle pastimes. He didn't even watch England play Switzerland on Monday. I am speechless! I think he belongs to a bygone age (that of the Puritans)!

**Law 12: Watch less TV and achieve far more!**

## Chapter Five RAV

### Read, Listen And Watch Affirm Achievement Visualize Success

Extra Memory Aid: If you apply the ideas here, you will eventually be **raving** with delight

### Read, Listen And Watch

**R**ead books like this one. Only fools think they know it all and that a book has nothing to teach them. Even if the ideas are not new, a book will remind the reader of their importance. Don't leave the book on the shelf or in a pile of books. Take it and read it. I have far too many unread books in my house, garage and gym that I am still planning to read! Leave one or two in the washroom. I have four in there!



I've just read a great email from Dr Mani, a well known internet guru and heart surgeon, advising me and his other subscribers to buy "THE SUCCESS PRINCIPLES - How To Get From Where You Are To Where You Want To Be" by Jack Canfield.

In fact, I already have the book on my shelves, but have not yet started to read it. Dr Mani being a real go-getter has. He gives three excellent pieces of advice concerning the book: Get it; read it; AND ACT ON IT. He writes:

"I've read only the first 24 pages of this 458 page tome. Already, I've learned stuff that WILL change my life. I'm guaranteeing it - because I'm taking 100% responsibility for making these changes. As a sincere word of advice, I strongly recommend you get a copy - and read it AND ACT ON IT."

His fourth piece of advice impressed me even more than the first three. It was intended for his very busy sister. He bought her a copy of the book and sent it to her with the following note attached:

**"I don't care when, where or how... just read at least 20 pages of this book daily - starting now!"**

Superb advice! I love the idea of reading 20 pages daily. That is a small enough chunk to read within 20 minutes and 20 minutes is the optimum study time according to many educational psychologists. I also like the urgency of the note - start now!

## Chapter Five RAV (continued) Read, Listen And Watch (continued)

### Read (continued)

**A**nother great email about reading reached me recently from Ken McCarthy a brilliant marketer and the organizer of the great System seminars on internet marketing

He decided to sell some books at his local community fair and found out the hard way that selling books is hard work. He comments ruefully:

"Most people don't buy books. They're rather buy used exercise machines or ash trays shaped like a cow or any manner of physical junk, but readers are few and far between. The reality is most people don't buy books."

Ken was reading a book about farming when he came across something in the Preface which was very interesting and very true.

The farming expert said that people would rather *wait* to see something done rather than buy a book and learn how it's done *right now*.

Ken wisely comments that this gives readers a HUGE advantage over the rest of the world:

"Readers can access the cream of the crop when it comes to advice and take action now. Non-readers... well, they get the scraps years later and if they're buying info from one of the 'overnight gurus' they pay 100 to 200 times what a book reader pays."

Buying and reading books then can save you both time and money. Ken in the last paragraph is talking about internet marketing but what he says could apply to almost anything.

Books are really, really valuable and can change lives. They can also provide mind boggling information about almost any topic under the sun. But they have to be read.

Some people are happy to pay hundreds of dollars to get to a seminar and have some one else read to them or give them the material they themselves have discovered simply by reading.

I am no exception. When I run across a problem on my website I am happy to wait several days to see my web designer who will *show me* how to fix the problem. I would learn more and faster if, in the mean time, I read some books on web design and at least attempted to solve the problem myself.

Of course, it does help to be shown things but we do not always have an expert available to do the showing. Until we do, let's get reading that manual and try to do what it says!

## Chapter Five RAV (continued) Read, Listen And Watch (continued)

### Listen

**L**isten to audiotapes or CD's. Again the temptation is to think that nothing new has been said on audio tapes. Any effort to listen, however, will usually be rewarded by at least one gem.

One advantage of listening to CD's is that it is possible to do other things whilst listening. Listen and tidy the room. Listen and do the cooking. Listen and do some gardening. Listen and do your sit ups. Above all, listen and make notes. Listen to webcasts. Some are excellent. It has been said that your car can become a university. On short or long journeys, you can get the equivalent of a university education by listening to tapes or CD's.

We are so bombarded with sounds these days from television, telephones, radios and CD players that we may need to apply Dr Mani's advice to his sister (about reading ) and just listen for 20 minutes at a time. There is, after all, a stop and pause button on most audio machines.

### Watch

**W**atch videos or DVD's. I have many videos and DVD's in my house which I have not yet watched. They are full of invaluable information but it still takes effort and concentration to watch them.

Again, watching for 20 minutes at a time might be the best way to go. Don't forget to start now. It is only too easy to leave DVD's on the shelves along with the CD's and books.

It is more difficult to make notes whilst watching a video than when you are listening to an audio but the replay button also exists on all video and dvd machines. I use it often.

Or you can cycle on an exercise bicycle whilst watching educational videos. You lose the value of being able to make notes but you can always watch the video again and make notes on the second viewing. The internet, of course, has ebooks and websites to read; streaming audio and downloadable audio to hear and video to see online or to download. Multimedia is becoming more and more popular online.

More and more websites greet you with a brief video. More and more ebooks contain links to videos. Videos are one of the easiest ways to learn. Videos allow you to look over the shoulders of those practising the skills you wish to make your own. Videos are even superior to live sessions. If you learn grappling at a live session you usually forget 90% of the locks and holds. If you have a video you can watch the intricate moves over and over again until you grasp the techniques fully.

**Law 13: Books, CD's and DVD's can help you learn almost anything!**

## Chapter Five RAV (continued)

### Affirm Achievement

*"Any thought that is passed on to the subconscious often enough and convincingly enough is finally accepted."* Robert Collier

**A** Chelsea soccer player (Gudjonson) was asked what would happen if his team lost against Arsenal. Arsenal was the top soccer team in the UK in 2004. He answered that *he did not like to think about losing until* it actually happened. His attitude made sense.

Why talk about and affirm failure when you could be talking about and affirming victory?

In fact, his team lost but they put up a good fight! At a later game, Chelsea drew with Arsenal and Gudjonson scored the goal. Later still, Chelsea finally won!

We should not listen to the little voice inside our minds that tells us to quit and give up.

Ashley Cummings was one of 28 petty criminals who went on a four week course with the British army recently. Not surprisingly he did not like the life and asked to see the Officer commanding the course. He claimed he was ill.

*The officer gave him a crash course in avoiding negative thinking.*

"OK, Cummings, what do you have to say?"

"I'm here, Sir, because I want to leave, Sir."

"Cummings. You are a malingerer ...somebody who is pretending to have something wrong with him but doesn't. Is that you Cummings?"



"No, Sir."

"Are you a man or a mouse?"

"A man, Sir"

"Good", said the officer.

## Chapter Five RAV (continued) Affirm Achievement (continued)

**A**t this point the officer got up and stood beside Cummings left ear.  
“So you are a man. What does a man do when things get tough?”

“He sticks them out, Sir, but I do not want to be here, Sir.”

“You’re 18 years old. You’re a man. Now what I want you to do is listen very carefully “

Cummings and the officer stand in expectant silence.

“Right! Do you hear it?”

“Yes, Sir”

“Good. You heard the little voice inside saying ‘I want to go home.’ Didn’t you?”

“Yes, Sir”.

“You heard the little voice”

“It’s not a little voice, Sir. I do want to go home, Sir.”

The officer continued relentlessly:

“There’s a little voice inside saying ‘I can’t do this. I want to go home.’

***That little voice, Cummings. Stop listening to it.***

Cummings swallowed nervously; opened his mouth to speak but was speechless.

He was now handed over to Sergeant Ray who re-educated him less politely.

The Sergeant told him to crawl over the grass saying that he was idle.

“What are you?”

“Idle, Sergeant.”



## Chapter Five RAV (continued) Affirm Achievement (continued)

**A** much easier way of avoiding listening to that negative little voice is available. Use affirmations to replace the weak little voice with something more positive, powerful and inspiring.

Affirmations can be applied to every aspect of your life. What is an affirmation?

An affirmation is a positive statement which is used to reprogram the subconscious part of your mind. This sounds a little sinister but our minds have already been programmed from childhood and continue to be programmed all our lives.

Sometimes this programming has been anything but positive e.g. you are slow; you are useless; you are dumb; you can't sing; you are no good with your hands, you are clumsy etc. etc.



***Why not then reprogram our minds with something positive?***

Affirmers, then, believe that an affirmation is a positive statement which can *influence* your powerful subconscious (non-conscious) mind.

If you *repeat* your affirmations to your self over and over again *with feeling* you will influence internal forces and even external forces and manifest change in your life.

Affirmers believe that your present life and lifestyle is a direct result of your thinking. If you change your thinking your life will change. How do you change your thinking?

Practise affirmation regularly. One reason affirmation works is because the subconscious mind cannot tell the difference between actual reality and affirmations (suggestions) Therefore, it treats affirmations as being real.

The subconscious brain then uses its creative powers to make those affirmations become real in real life. Instead of allowing life to control you, you can then take control of your life.

## Chapter Five RAV (continued) Affirmations (continued)

*"By repeating an affirmation over and over again, it becomes embedded in the subconscious mind, and eventually becomes your reality. That is why you need to be careful what you think and believe, because that is exactly what you will get!"*

Tony Robbins

**A**ffirmations are not used only by the self-deluded. Their power in manifesting what you desire in your life has been recognized for centuries. Peak performance experts, healers (like Emile Coue) and religious leaders and many others are true believers in the power of affirmations.

Emile Coue used the following famous affirmation to successfully heal many of his patients. They would repeat the following phrase for about twenty minutes in the morning and the evening:

**'Every day in every way I am getting better and better'**

This can be modified into one of my favourites: 'Every day in every way I am getting healthier, wealthier and wiser.'

You could add on anything else you want like "and stronger and calmer" etc.

One of the most popular and influential gurus who speaks to crowds about improving their lives in every way is Bob Proctor. He explains the power of affirmations and visualizations very clearly:

'It's just not possible to dwell on negative, limiting, small and poverty-stricken mental pictures for eight or ten hours a day and expect to win. You need to stop feeding the desire you don't want and focus, through affirmations, on the good you desire. Repeat to yourself, over and over again, statements like:

- I am lovable and capable
- I am confident and happy
- I am a prosperous person"

As you affirm that you are a prosperous person, imagine the joy and relief you would feel if you were starting to make lots of money. No more debt worries. No more settling for a miserable life style.



## Chapter Five RAV (*continued*) Affirmations (*continued*)

**B**ob Proctor admits that repeating affirmations may well mean lying to oneself to begin with. When he began to make changes in his own life about 40 years ago he had to lie to himself because the person he wanted to be was very different from the person he actually was.

This was hard and, at times, he thought he had lost his mind. But he began to see results and gain confidence. He also saw his affirmations as creating or assisting his *desire* to be different.

Speakers like Jack Zufelt say that affirmations are not nearly as important as *core desires* - our most heartfelt desires.

Perhaps there is common ground with Zufelt in the idea that affirmations can actually create or, at least, confirm these desires.

In modern times much scientific research has been seen as confirming the power of positive thought and positive affirmations. Computer software has been created to turbo charge the power of affirmations. One of the creators is Jeff Staniforth. He is a keen supporter and teacher of the power of affirmation. His depth of knowledge is impressive.

He gives a much more comprehensive definition of an affirmation than most:

“An affirmation is a statement repeated time and again either verbally or mentally -- or written down. The words of the affirmation statement - in themselves - when spoken, thought of, or written \*without\* a pictorial (visualized) or emotional connection -- make a very weak affirmation”. The words can also be recorded on to a tape and played over to oneself at appropriate times like last thing at night.

Jeff argues that affirmations, when worded correctly and charged with feeling or visualized can “tap into the unlimited creative power of your subconscious mind, and manifest your desires”.

He gives examples of ‘power affirmations’ which work. By analyzing the structure and wording of such affirmations we can learn how to create our own.

### **What do these successful affirmations have in common?**

- "All my needs are met instantaneously."
- " \_\_\_\_\_ comes to me easily and effortlessly."  
(Fill in the blank with what you desire.)
- "I am now perfectly healthy in body, mind and spirit."
  - "I now create my wonderful, ideal life."

## Chapter Five RAV (continued) Affirmations (continued)

*How then should we create our own affirmations?*

Just remember the acronym PPSSA i.e. Present , Positive, Short, Specific, Attractive

# PPSSA

### 1) We should state them in the **present** tense

An affirmation works better when stated in the present tense. For example; "I now have a blue Mercedes." Avoid affirming something in the future tense, e.g. "I am going to have a blue Mercedes" or the results will always be waiting to happen. Again some experts would disagree with this and say it is better to accept that one does *not* have a blue Mercedes. One can then begin to work hard to earn a real blue Mercedes! When in doubt test each method in turn.

### 2) Our affirmations should express a **positive** statement

Avoid negative statements. Affirm what you do want; rather than what you don't want. Avoid: "I am no longer sick." This is a negative statement. Instead, affirm: "I am now perfectly healthy in body, mind and spirit."

The second statement is much more powerful as it is positive and reinforces your desired goal. It doesn't confuse your subconscious mind with the mention of an undesirable condition.

### 3) Our affirmations should be **short**

Short affirmations are easier to say, and have a far greater impact at the subconscious level than those which are long and wordy. The power of a short affirmation is greater because the mind is not cluttered with unnecessary or less relevant words.

### 4) Our affirmations should be **specific**

Don't say "I now have the car of my dreams." That is too vague. Instead say "I now own a blue, modern Mercedes."

### 5) Our affirmations should be **attractive** to us personally

We should like the affirmations and feel comfortable or even happy repeating them. The more you like the affirmation the deeper the impression it makes on your mind and the sooner you will experience positive results.

# PPSSA

## Chapter Five RAV (continued) Affirmations (continued)

**H**ow should we make the most of our affirmations once we have created them? Remember the acronym: ROCEB i.e.

*Repeat Often and Consistently, Emotion, Believe*

# ROCEB

- **Repeat** your affirmations often and consistently whether you feel like repeating them or not.

Repetition firmly imprints the affirmation into our subconscious minds. Regular, consistent repetition achieves results much sooner than erratic, occasional repetition. Successive sessions will have a cumulative effect.

- **Repeat the words with** *emotion*

Think carefully about the meaning of the words as you repeat them rather than just writing, typing or saying them. Feel the appropriate emotion strongly even if this means jumping for joy as you repeat the words you feel happy about.

- **Believe** as much as you can that what you desire or are affirming has already happened. Imagine vividly that your goal has been achieved or your need has been met. Feel the feelings that you would feel in such circumstances. Without this feeling your affirmation lacks power. It helps of course to visualize your desired outcome as clearly as possible.

# ROCEB

Your belief may not be big to begin with but even a small amount of belief can work wonders. Jesus told his disciples that if they had belief the size of a mustard seed they could move mountains (i.e. do amazing things)

Many books have been written on the power of words and affirmations in the programming of our minds. One of the best is "The Midas Method" by Stuart Goldsmith which you can find on my site [www.motivationtoday.com](http://www.motivationtoday.com)

Have a go at creating your own affirmations by following or not following the ideas above. Try repeating them regularly and see what happens. Try to suspend belief and *be ready to take action to be your own solution* in fulfilling what ever you desire. Do not worry about how your wishes will be fulfilled.

## Chapter Five RAV (continued) Affirmations (continued)

**H**and your wishes and desires over to your subconscious or to the Universe or, if you are a believer, to God. *We should pray as if it all depends on God; we should work as if it all depends on us.*

Many gurus suggest writing down what we want in full detail. Occasionally people ask why they should do anything if God or the Universe will respond to their needs and bring the answers to them

One guru replied to one such query by pointing out that we must take action because we live in a physical world. Energy takes physical form so we must take physical action to achieve our desires. Writing things down is in itself a first step to making them physical

We also learn the lessons of life through taking action and grow in character as we face the struggle to achieve. We learn and grow. The universe will still do most of the heavy work for us *but we need to arrange the furniture.*

The universe prepares the path but we have to walk it. The path below is in my local woods. I walk it daily but we need a spiritual path too.



Affirmations, then, enlist the enormous power of a partner. You might see this partner as God or the Universe or the collective unconscious or your own subconscious mind or all of the above. You will not then be working on your own

You can also of course enlist the help of other human beings. A group of people - a circle of masterminds - can generate energy, enthusiasm and light. Jesus promised that where two or three people were gathered in his name he would be right there in the midst of them.

I owe many of the ideas in this book to my family and friends and to other writers on self-help. I have tried to thank and acknowledge them all but apologize in advance if I have missed anyone out.

**Law 14: Affirmations with feeling can enlist the power of the Universe!**

## Chapter Five RAV (continued)

### Visualize

*"Dare to visualize what you want and hold that thought." Eva*

*"Formulate and stamp indelibly on your mind a mental picture of yourself as succeeding. Hold this picture tenaciously and never permit it to fade. Your mind will seek to develop this picture!"* Dr. Norman Vincent Peale

**V**isualization is similar to affirmation. Don't worry about *how* you are going to be the person you want to be or *how* you are going to get what you want.

Just visualize or imagine yourself the way you want to be and imagine yourself in possession of whatever it is that you want. Feel the feelings you would feel if you had already achieved these goals.

This somehow hands over to your subconscious mind (which is about 5 sixths of your mind) the problem of achieving whatever it is that you want. Relax and 'sleep on it'. Then be amazed at the miracles your subconscious can produce.

Some would go further and say that visualization and affirmation tap in into the unconscious mind that is far greater than the individual. They call this power the Universal Consciousness or Energy or the Force or God.

Other experts would argue that all this is mumbo jumbo and delusion and that one would do much better to face up to one's real situation and get working hard to improve it. The only way to find out is to try both methods and see what happens.

John Assaraf is one of those who believes in one source of supply, the universal intelligence or God. He believes that it is always part of him and available to him and to the rest of us. He has learned how to access that supply and achieve amazing results in his life as a result.

In 1995, he began using visualization with the aid of vision boards (similar to Treasure Maps). Visualization is much easier if you can have an actual photograph or picture to support it. These can be pinned up on boards or walls so that they are seen regularly and imprinted into the subconscious mind. Treasure maps are usually a combination of pictures.

Seeing an actual picture of what you want can help to motivate you to do what it takes to acquire whatever it is. Focus your *emotions* on what you want. Feel the joy and pride and relief of achievement. Hear the congratulations.

*"See yourself already enjoying the object or situation you want—and soon, you will be!"*

## Chapter Five RAV (continued) Visualisation (continued)

*"I am a firm believer in 'negative thinking' when used correctly. We need to be AWARE of negatives so that we can steer clear of them. A golfer needs to know where the bunkers and sandtraps are - but he doesn't think continuously about the bunker - where he doesn't want to go. His mind "glances" at the bunker, but he DWELLS upon the green."*

*Dr. Maxwell Maltz*

*Before each workout, it's always a good idea to relax, breathe deeply and picture what you want. Tis a good idea while training - and afterward, too. 17 seconds of holding a success image in mind can truly change your life.*

*Matt Furey*

**S**ee the happy relationships, the glowing and energetic health, the car, the house, the swimming pool etc. Feel what it is like to relax on your lilo in your pool on a sunny day.



Goals are best visualized as having already happened just before you sleep and when you wake up. These are times when you are relaxed and your subconscious mind is receptive.

See your goal as though it already existed in actual fact. Many experts argue that your subconscious mind is only activated by affirmations and pictures that are received in the present tense. (Other experts disagree as usual)

When you break boards or bricks for martial arts demos or gradings, it is helpful to imagine success first. You need to see the board breaking and the brick splitting in half. Relax and hold the image for as long as possible e.g. 17 seconds. If you don't do this, your effort will be half-hearted and you could well hurt yourself. It also helps to pick the right kind of brick! Some bricks are impossible to break. Beware the joker who puts one of these into the pile!.



## Chapter Five RAV (continued) Visualization (continued)

**S**ee your goal vividly just before you go to sleep and as soon as you wake up. See yourself performing at your best. Dwell on mental pictures or images of yourself living the life you want.

I try to read my goal vision which I keep on a clip board by my bed as often as possible.

If you spend twenty minutes or so on this kind of visualization early and late and during the day, your subconscious mind will 'take a photograph' of what you want and a new reality will be created.

Your mind will be programmed for positive instead of negative outcomes.

Obviously you will still have to work to achieve these positive outcomes but you are more likely to do the necessary work and the results are more likely to arrive faster if you program your mind in the way suggested above. Also your subconscious mind will be giving you extra power to achieve your goal.

*Feed your subconscious, as often as possible, with exciting pictures of what you want to create in your life.*

This takes effort as you might not feel like visualizing. You might feel it is a waste of time. Visualize anyway and in time you will find out if it works.

If you are in debt, it will take an extra effort to visualize yourself as a millionaire. If you are several stone overweight, it might be hard to see yourself as slim.

*Visualize anyway and see what happens.*

Don't forget to visualize the sort of person you wish to become as well as the things you wish to have. See yourself as the strong, powerful, decisive, kind, energetic, charismatic, witty and attractive person you have always wanted to be. See yourself performing your life mission whatever it may be.

If you wish to inspire others to great things, see yourself on stage speaking in a way that moves your audience to tears as they remember their dreams. See yourself writing that book you have always wanted to write.

Imagine yourself as brave as Ragnar the Viking who bravely leaps to his death in a pit of wolves or as brave as Helen Keller coping with all her problems and not giving up. Imagine yourself as brave and patient as Christopher Reeves coping with paralysis and trying to help other sufferers.

Buddhists model themselves on Gotama Buddha, Sikhs on Guru Nanak, Christians on Jesus and the saints, Muslims on the prophet Muhammed and the Caliphs, Hindus on Krishna and the other great gods and characters in their epics.

## Chapter Five RAV (continued) Visualization (continued)

**C**hoose a model or create your own picture of who you would like to be and visualize this character daily. Many fictitious characters are based on real human characters or characteristics.

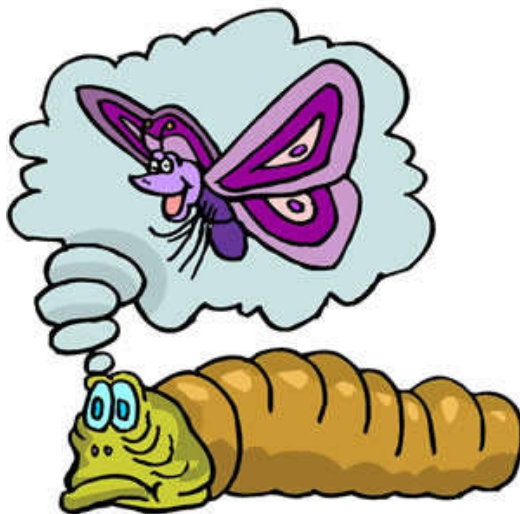
Horatio Hornblower bears a marked resemblance to Horatio Nelson. Jack Aubrey, from the book and film 'Master and Commander', resembles both Hornblower and Lord Nelson.



It does not matter, then, whether your model is a real or fictitious character. I like the character of Clark Kent, an unassuming man, who performs great deeds in his other role as Superman.

Oliver Dimsdale, the British actor, has a stammer but, once he gets into a role, he no longer thinks of himself as Dimsdale the stammerer. Instead he visualizes himself as the character he is acting and has no further problem with his stammer.

If the caterpillar can become a butterfly, surely we can imagine ourselves as someone great.



## Chapter Five RAV (continued) Visualization (continued)

**M**ercifully we can choose what we think about and what we imagine. We might just as well imagine good things happening as bad. I read a book by Frank Bettger many years ago called 'Nothing is too good to be true.'

I remember how much more cheerful I felt when thinking about this phrase. My expectations and imaginations for the future became much more optimistic. This kind of thinking creates more energy and courage for the future. People are much more likely to take positive, energetic action if they are imagining a healthy, happy and prosperous future than a miserable, sickly, poverty stricken existence. Nothing is too good to be true. What a great thought!

Chris Widener, a brilliant motivator, defines imagination clearly: "What is it that we spend most of our imagination on? The future! Our imagination is simply an 'image' we create of that which isn't a reality yet. It is what we think will be. If we use our imagination to think that our future is going to be bad, we call that pessimism, and pessimism will never help you to become a success. When we use our imagination to think of a great future, we call that optimism and optimism is the thing that will give your life flight."

Chris suggests that we change our thinking about any situation in our lives that we are concerned about. If we think things will turn out badly in a particular situation, let's start imagining a positive outcome instead. Let's use our imaginations to visualize things turning out really well. What have we got to lose?

As I am writing this firefighters in Glasgow have just taken the 8<sup>th</sup> dead body out of a collapsed factory but the firefighters are still searching for survivors. The fire chief told a reporter: "We remain optimistic. We are doing everything we can."

Obviously, if they did not remain optimistic, they would give up and not keep searching or at best would be searching half heartedly. Optimism leads to determined, energetic action even when the situation seems hopeless. At one point they thought they could save a man but they could not. The chief admitted his optimism had been disappointed but said he would still be optimistic in another similar situation. He and his men were satisfied that they had done everything that could be done. Without optimism such action would be very difficult.



## Chapter Five RAV (continued) Visualization (continued)

*"If you imagine how you want your life to be, and continue imagining every day, with faith, concentration and love, one day your life will look exactly as you imagined."*

Remez Sasson

Remez Sasson, quoted above, has written some outstanding books on visualisation. I owe many of my ideas on this topic to him. We need to control our own imagination and visualize only what we want to visualize, If we don't do this our own negative thoughts or the negative thoughts of others will take control and attract nightmares rather than dreams.



When we imagine, we see in our minds mental images of things that exist or we can even imagine objects and events and situations that do not yet exist. We can imagine using five senses – sight, hearing, taste, smell and sensation (or feeling).

We frequently use our imagination to imagine happy or unhappy situations. When we worry we visualize unhappy situations. If we keep seeing these negative mental images we may eventually attract them into our lives.

You can develop you ability to imagine by practising daily.

Visualize something you want to do like swimming in the sea. Use all five senses. Feel the water all around you. Hear the sound of splashing; smell the seaweed; taste the salt in the water and see the ocean stretching out before you.

Remez recommends that you practice this type of exercise for about 15 minutes. Try not to replace the imagination with words. If you verbalize the situation it will become less real

Be careful what you choose to practice on! If you don't like swimming in the sea, don't use the scenario described above. If you do like swimming in the sea, you might find yourself on the beach sooner than you think! If nothing happens as a result of your visualizations, don't give up. Keep visualizing anyway and you well be surprised by the eventual results.

**Law 15: Imagine what you want vividly and fly with the eagles!**

## Chapter Six RIC

- Remove
- Imagine Worse
- Commit

Extra Memory Aid If you **rotate** your head you may get a **rick** in your neck and feel **worse**.

### Remove the less - Rotate the rest

**R**ecently, I came across a gem of a book on time management. It is called "Get everything done and still have time to play." The writer, Mark Forster, points out that if we make a to do list and prioritise in the time honoured manner we will never finish the list. Prioritising still does not leave us time to do everything.

*We have to accept that we can do anything but not everything.*

The first step in time management, therefore, for many of us is to empty our lives of activities which are not that important to us. We can then list the projects which are very important to us and we can then do *all of these* well.

There is no point in doing some of them badly so that we can do the others well. We should rid ourselves of the less important and rotate the rest.

We might start by spending 5 minutes on each and then ten minutes the next time round and so on. In other words we give *equal* time to each project since each is equally important.

I had tried this method 30 years ago when I was keen to learn 5 or more different musical instruments. I would spend 5 minutes on my Grandad's banjo and then 5 on the violin, 5 on the guitar, 5 on the bagpipes, 5 on the blues harmonica and so on. In the end I gave up rotating all five or so because I was just too busy generally.

I had failed to follow the first step of removing the less important projects in my life. However, I did eventually end up concentrating on the drums and bagpipes and played drums in a pop band and bagpipes in a London based pipe band. By rotating only 2 instruments instead of 5, I made some progress!



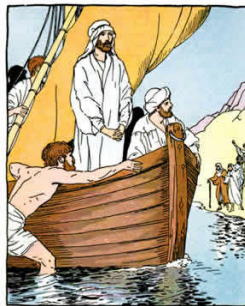
## Chapter Six RIC (continued) Remove (continued)

**T**he drums and bagpipes were my priorities because I had to play these in public and did not want to let the rest of the group or myself down. Most of us will naturally tend to give more time to those projects where there is a deadline or the possibility of embarrassing oneself through lack of practice.

Any kind of public performance or accountability will hinder us from giving equal time to each project and this may not be a good thing as we may well end up neglecting other equally important projects.

Also the principle of rotation may still conflict with the principle of narrow focus. In the end we might have to choose between our list of less and best options and reduce their number even more.

One of my favourite singers, Cat Stevens, gave up his career as a singer songwriter to give his full time and attention to the religion of Islam. Jesus' disciples gave up their careers as fishermen to concentrate on "fishing for men".



Make a list of all your activities and decide which ones could be dropped so that you could concentrate more fully on the other activities. It is easy to just continue struggling on instead of making changes. You could of course exchange one time consuming job for another that is not so demanding.

Some jobs or projects demand far more time and energy than others. Some businessmen are endlessly checking stock and paper work and endlessly sorting out the problems of their employees. They could change their business to another one like info publishing which is not nearly so demanding.

Here, there is no expensive stock to look after. Products can be created on demand and there is no need to have regular employees. Much of the work can be automated and the advertising can be done cheaply.

Many info publishers only work for two hours a day and thus have plenty of time to give to their families or to another job or project. Rotate your projects then, but first chuck out the time consuming ones or exchange them for less demanding ones. My two key projects are info publishing and martial arts.

**Law 16: Give equal time to a few key projects and make progress!**

## Chapter Six RIC (continued)

### Imagine Worse

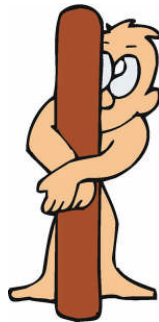
**T**his idea is very helpful when life seems too tough or too frightening. You might be feeling miserable. If you imagine or remember a worse situation than the one you are currently facing, you might feel happier.

If I am feeling sorry for myself, I remember a time when I was crossing from Liverpool to the Isle of Man in very rough weather.

I spent much of the time in the gents vomiting. In the cubicle next door someone else was competing with me. As I emerged from the toilet at the end of the trip, the person next door also appeared looking pale and haggard. He was my brother! Sea sickness must be in the family genes.

Another time I went as the official guitarist on a Christian youth group trip to Israel. As usual I felt sea sick but had to show up and lead various sing songs in a large auditorium full of teenagers when the last thing I felt like doing was sing. I can't sing too well, anyway! Whenever I feel life is tough, I remember those times and thank God that I am not at sea and am not leading the singing! I expect my audience feel the same.

If you are feeling frightened about speaking in public, do what my stepbrother, did and don't turn up. Alternatively, it might help to think what you would feel like if you had to stand naked in some public place and then be relieved that you are allowed to wear clothes when you give your speech.



Recently, Paula Radcliffe has shown enormous courage by relieving herself in public view on a London street as she raced to win the Flora London Marathon on April 17th 2005.

She was two minutes ahead of her nearest rival but might well have lost that lead if she had gone looking for a portalo. You and I do not normally have to answer calls of nature in public. Let's appreciate that fact!

I was amazed to see, in a TV program, a naturist walk stark naked into a house to join a training course. Every one else was clothed. Two young women did not stop giggling throughout his visit. But he took it all in his stride. He started by giving a lesson in naturist etiquette.

## Chapter Six RIC (continued) Imagine Worse (continued)

**W**hen naturists are in someone else's house they consider it polite to place a towel on the seat where they are sitting.



The Naturist remained cool as a cucumber even when the young women asked him questions like: "Doesn't it swing into objects when you are walking around!"

If he could handle this situation, nothing should be too difficult or embarrassing for the rest of us!

I have already written about Jane Tomlinson but here are some more details about her story which were not mentioned in the earlier account.

This year, Jane Tomlinson, a 40 year old mother with terminal cancer, left Rome on a tandem bicycle with her brother Luke. Her destination was Leeds where her husband and children would be waiting to greet her.

She had cancer of the breast several years ago but the mastectomy failed to prevent the spread of the cancer.

Three years ago, she was told she had only months to live but since then has completed three marathons and a long cycle trip to raise money for cancer research. Her latest venture is the trip from Rome to Leeds.

She spent a weekend in Rome and threw a coin in the Trevi fountain. This means that the thrower will return to Rome.

It is unlikely that Jane will return to Rome. She is already suffering from severe back pain caused by the cancer but has not let this stop her. She has managed to summon the courage to laugh in the face of pain.

We should think of people like Jane when we think something is too difficult to do. Jane's story is so remarkable that it deserves frequent mention. Similar examples of such heroic courage are abundant in human history. Helen Keller's name usually springs to mind but there are many less famous heroes.

## Chapter Six RIC (continued) Imagine Worse (continued)

Troops in the UK were given training in the 1940's, to prepare for the Normandy landings of 1944. Three veterans from this time (all over 79) were asked to mentor a group of today's generation who had volunteered to go through five weeks of similar training.

The group were aged 18-25. They would have been called up in World War II. The recruits were called the Normandy platoon and were divided into three sections named after the beaches assaulted by the British and Canadian troops on D day.

The platoon officer told them to show physical courage. "When the going gets tough grit your teeth and get through it. Show moral courage by doing the right thing in unpleasant circumstances." They were also told to work as a team.

Often both the veterans and the instructors could point out how much worse conditions were in World War II. The youngsters today are not getting shot at for a start! One of the veterans had lost an eye from shrapnel in the Normandy landings. They had all seen hundreds die as British, Canadian, American and other allied troops landed on the beaches. Some were dead before they had even got off the landing craft. The veterans were close to tears whenever they spoke of these events.

People are being shot at all over the world today. Consider life in Iraq for a start. We should be thankful that most of us won't have to face that threat today. *How much worse would any tasks be that we have to face today if we had bullets whizzing round our heads.*



I can anticipate a walk in the local woods this morning without the threat of rifle men hunting me down. I don't even expect any one to throw stones at me! A bullet did once come close to me as a kid when my family were imprisoned in a concentration camp in China. But even there, bullets were not a normal occurrence.

The volunteers began their course and soon found that their comfort zone had been left far behind. Some found it difficult to stand still on parade and were frequently told to stop bobbing about. The drill sergeant waved a big stick around and yelled at them. He nearly head butted each of them to make his point. They had not kept the ablutions clean and could thus be guilty of spreading disease.

## Chapter Six RIC (continued) Imagine Worse (continued)

The students were given equipment which included foot powder and lip salve. The veterans were amazed. Their equipment, including their boots, was not nearly as good. They certainly did not have foot powder! As for lip salve?!!!

The five week course volunteers found the course tough from the start. One didn't like doing his own ironing and claimed he couldn't cope. Another pulled a muscle on the first day. The officer in charge told him that there was nothing wrong with him that a radox bath could not cure!

Both asked to leave and were told that they were no longer wanted on the course. This was after only a day and a half of a five week course.

*They would not have been allowed to leave in the 1940's.*

Other students felt that dropping out would have been disrespectful to the men of those days. The students were slow to react to commands. The veterans explained that a quick response is necessary. You obviously can't dither around in battles. Quick responses can save lives.

The recruits did an assault course in the old 40's uniforms which soak up water and are not nearly as comfortable as the modern uniforms. The modern rifles are much easier to carry than the old Lee Enfields. One of the students commented:

*"The men of those days must have been 'well hard.'"*

The volunteers left their base camp for 3 days and 2 nights in the field. The veterans had spent months in the field after the D Day landings as they fought their way 600 miles to Berlin.

The students were told that the way to survive is teamwork and sharing. Frank, the veteran, told them how his friend, Reg Fletcher, was killed at 18 years old when they ran into a suicide squad: "The only way you get by them is to kill them." Thirteen of his fellow soldiers were killed in the war.

The students had to give themselves a wash all over even in the freezing temperatures. Soldiers must keep clean to avoid disease. They used foot powder to keep their feet healthy. Look after your feet and your feet will look after you.

Aaron Cox who had said ironing was not for men complained of the cold and his poor circulation. He was told to jump on the spot to keep warm. You don't get much sympathy in the army!

He was soon off the course. The others blamed his 'lack of personal discipline'. 21 volunteers made it through the first week of basic training. They were congratulated on their determination.

## Chapter Six RIC (continued) Imagine Worse (continued)

In the second week (now with the marines) the students had to go on a 4 mile endurance run which involved getting muddy and wet. But they would be able to get dry that evening. Life was not so easy in World War II.

The one eyed veteran, Frank Rosier, commented that you have to face hardship in war. "You never know where you will sleep. You never know how dry you are going to sleep". *Most of us can guarantee that we will have dry clothes and a dry bed at night and we know where it is!* Even if we have a hard day in front of us, we won't have to sleep in a field at night.



When the veteran, Frank Rosier, did the endurance course in 1944, he and his fellows had to go for a 26 mile route march afterwards "just to dry off"

The 4 mile endurance course was bad enough. The recruits had to go through tunnels and muddy ditches. They had to dive into icy water at the 'sheep dip' tunnel and were dragged through by their colleagues. Rosier noted approvingly that team work was developing. Their instructor commented helpfully to the muddied recruits: "This is what it's all about – the will to go on, no matter what."

Near the end of the course a cheerful poster announces:

**IT'S ONLY PAIN!  
500 M TO GO!!!**



## Chapter Six RIC (continued) Imagine Worse (continued)

The recruits finished the course and were gasping for air and doubled over. The instructor told them to straighten up and show some pride. They should make what they had done look easy.

“Get rid of the faces which say ‘This is the hardest thing I’ve ever done. Make it look easy. Heads up! Show a bit of spirit. Don’t feel sorry for yourselves”.

On D day many soldiers had to jump off the landing craft into deep water. Men, weighed down with excess kit, drowned before they could reach the shore.



Nowadays, marines have to pass a battle swim test. The course recruits, wearing a uniform, had to jump off a high diving board and swim 30 metres carrying a 5 kilo rifle and 3 and a half kilos of webbing.

When they reach the end of the 30 metres they had to hand over all this equipment while treading water and without holding on to the side of the swimming pool (presumably to simulate actual conditions at sea).

Danny, an 18 year old, dropped his rifle at the end of his swim and, therefore, failed the test. He had to dive to retrieve his weapon. He tried but then said he could not reach his weapon. The corporal asked him what he would do if the enemy was running at him. Would he spit or throw stones?

The corporal suggested he could reach the weapon on the bottom of the pool. He tried again with greater determination and succeeded. It is amazing what can be achieved when some one in authority tells us we can do it!

## Chapter Six RIC (continued) Imagine Worse (continued)

**A**nother recruit called Jamie Baker was next. Seeing Danny struggle had not boosted his confidence. He rightly believed he was 'rubbish at swimming'

The instructors encouraged him. *"Try and relax; kick with your legs as well as your arms. Work! Keep working. Don't give up. Keep working Keep pushing yourself. Push all the way to the end. You can see the end. Get there".*

The instructor was trying to fill his mind with positive thinking. However, Jamie stopped short gasping for air. He thought he could not go on. The instructors told him they thought he could reach the end. Jamie was gasping for air. "I don't want to do it; I don't want to; I really don't want to do it," said Jamie.

"Some people don't want to go to war", replied the instructor. "Some people don't want to get involved in things like that but they do, don't they? They put themselves through hardship, through pain, through suffering for a good reason – don't they?" Jamie agreed gasping for air. "They do."

"Yes? All you are doing is putting yourself through a tiny bit of pain in a swimming pool. One last effort; let's go. Swim. You've got this in you. Keep going all the way to the end. Keep going! Don't stop."

Jamie eventually achieved the goal after a mixture of encouragement and firm commands from the two corporal instructors. He had a final pep talk as he trod water in the pool:

"You got to the end eventually. Yes? A bit of self belief. Yes? You can do it There is no such word as 'can't' in this place. Get out! Hurry up and get out! "

Neil Mackay didn't do the swim test. He wanted to leave but then he hadn't applied to join the whole five week course. His mum had applied for him! Neil had to tell the captain why he wanted to leave the course. He was homesick!

The captain said: "I'm glad you have the freedom to choose to leave. Your grandparents' generation didn't have this. They're the ones that fought for the freedom that you have".

In the 1940's commando conscripts had to learn how to cross a river with a rope whilst being shot at by another soldier. Our modern recruits do not have to face being shot at. But if they fall off the rope and cannot regain their position (lying on top of the rope) they will end up in the river and be both wet and cold.

Conscripts had to be trained to be tough in body and mind before D day. All three veterans accompanying the course had been involved on D day and they told the youngsters what it was like. Some things cannot be understood unless you actually have been present. ***It would be difficult to imagine worse conditions.***

## Chapter Six RIC (continued) Imagine Worse (continued)

**F**rank Rosier (aged 18 on D Day): “D Day for me is noise, smell, flame, smoke, terror, absolute terror.” Jimmy Green (aged 22 on D Day) transported American troops on D Day: “My lasting memory of D Day is seeing the boat behind me go down with every man in the boat. I still think of those lads and my part in putting them ashore. Tears come to my eyes when I think about it.”

Reg Rymer; (23 on D Day): “We were being shelled in the landing craft. All I could see were dead bodies. When people ask about it, I can see it and that’s why I don’t normally talk about it.”

A researcher on the course found the veterans totally amazing and moving. He now has much greater respect for that generation and feels that all on the course will never look at an older person in the same way.

The recruits went through a beach landing **but there were no bullets and no deaths.** They next took the Tarzan assault course and then did abseiling and rock climbing. In the 1940’s plain ropes were used or no ropes at all. Our modern recruits had safety equipment.



**Throughout the entire 5 weeks, the recruits realised how much worse things were for the men who fought for their country in World War II. Those men faced death or severe injury and had little choice about what they would or would not do. Thankfully we do not have to go through the hell that they all faced.**

I was too young to fight in World War II but I did some World War II type training in the army cadets while at school in the 1950’s. We wore the same uniforms as the veterans and used Lee Enfield rifles. We would travel from the Isle of Man to a camp in Wales run by artillery officers. They were dedicated to say the least. To be honest, they seemed totally deranged!

Fortunately enough for us the training only lasted a week and I was always delighted to get back to the comforts of home. When life gets tough I can always think back to how much tougher it was in those cadet camp days. I can thank God daily that I am not being yelled at by crazed officers and am not crawling through mud with the odd viper crawling along with me!

**Law 17: Stop complaining and think how much worse things could be!**

## Chapter Six RIC (continued)

### Commitment

*Commitment challenges you to set a goal and then to support it with a promise. You must promise to achieve and never entertain the thoughts of making excuses or shunning responsibility.*  
Gary Ryan Blair

*"The moment one definitely commits oneself, then providence moves too. All sorts of things occur to help that would never otherwise have occurred...Whatever you can do or dream you can begin it."*  
Johann Wolfgang von Goethe

**W**hen we commit ourselves to something, we are promising to use every means to achieve it. We are staking our self-respect and honour on achieving that goal or result.

The dictionary defines a commitment as an **"obligation or promise that restricts one's freedom of action"**.

Any one making a commitment needs to count the cost of the promise they are making and realise that their freedom may be restricted by the commitment for months or even years to come.

It is much easier to make commitments than to fulfil them. So let's think twice before we commit ourselves to any course of action or goal or person. However if we do seriously commit ourselves we can expect help from Providence or the Universe as Goethe suggests (see the quote above).

Some goals take years to complete. If a goal is not really important to us, let's not commit ourselves to it.



However, that commitment may be the only way to achieve our goal or goals. Without commitment we are at the mercy of changing moods and feelings.

## Chapter Six RIC (continued) Commitment (continued)

The great racing driver, Mario Andretti, realised the importance of marrying commitment with desire. Desire motivates but is not always enough to get us through the boring times.

Commitment, however, can carry us through the obstacles and boring times:

"Desire is the key to motivation, but it's determination and commitment to an unrelenting pursuit of your goal -- a commitment to excellence -- that will enable you to attain the success you seek." Mario Andretti

Far too many of us change our minds about our goals or plans when things become a little difficult or inconvenient. We have our excuses ready.

Commitment is, of course, essential in every area of life including relationships. Commitment turns plan or intention into reality.

We are always committed to something, whether it is watching football every afternoon or going for a walk instead.

We can only find out a person's true commitments by studying what they actually do. Action reveals commitment. *If we don't do it we are not truly committed to it.*

*There's a saying that the difference between being interested in a result and committed to that result is that when you're interested, you do what's convenient; when you're committed, you do whatever it takes. Are you interested in or committed to creating the life of your dreams?*

*John Assaraf*

John Assaraf's quote brilliantly sums up the meaning of commitment. A commitment is a promise (to achieve a result) that we keep to no matter what. We do whatever is necessary to reach that goal or result.

*"Mere interest in achieving a goal, however, only lasts as long as it is convenient or pleasant for us to achieve the goal. Commitment lasts as long as it takes."*

High achievers have the courage to set goals and commit to completing them. They do whatever it takes to keep to their promises or commitments. There is no point in setting a goal if you do not aim to achieve it.

Commitment is the biggest concern in any project. It is more important than skill or intelligence. No excuses are permitted by the committed person. Quitting just because things got difficult is out of the question.

Much of success is just holding on when others quit. In my martial arts school, the students, who hold on and do not quit, always achieve their black belt. The Choikwangdo motto is 'Pilsung' i.e. victory is certain if you do not give up.

## Chapter Six RIC (continued) Commit (continued)

If you break your commitment without a really good reason you lose your power and your self respect and your character. These are much more important than the particular goal you are aiming at.

Commitments are usually thought of as being made to others but we can of course make commitments to ourselves. To achieve our personal goals we need to make commitments to ourselves all the time.

*Failure to honor your commitments to yourself is the biggest mistake you can make; it reflects an absolute disregard for the sanctity of your own goal.*

*Gary Ryan Blair*

Goals or commitments should never be given up lightly. They are sacred i.e. very special. We lose a bit of our soul when we give up on them.

It is vitally important, therefore, that we should stick with our commitments. As mentioned already it follows also that we need to count the cost of sticking with our goal carefully.

Many years ago I and 9 other students committed ourselves for life to study the art of the Samurai sword and the art of Okinawan weaponry. We had the chance to study with David Dyer who had trained in Japan for years.

After 6 years 8 of the students had dropped out of regular training. Myself and one other student remained. Not surprisingly, our instructor, did not want to continue teaching the group as a whole. No teacher wants students who are not committed. They just waste the time of the teacher and the serious students.



Usually it is better to stick to our commitments but on rare occasions it might be wiser to break the commitment. In my view, it is better to break a marriage commitment, for example, if one or both partners feel they have made a big mistake but too often the commitment is broken for trivial reasons or because one partner or both have not counted the cost of the commitment.

## Chapter Six RIC (continued) Commit (continued)

Commitment is required in business. Two young men are currently trying to create a rival to Burger King and other fast food companies. Their dream is to produce high quality but cheap fast food.



They call their company 'Real Burger World'. They are working 18 hours a day and one of them has given up his house to finance their dream. At least one of them has given up a well paid job as well. One has nearly lost his girlfriend but is planning to change his full time commitment to a part time one. This way he will keep his girlfriend.

This is probably a wise decision and shows that commitment need not necessarily be full time so long as his business partner is happy. This is not always the case. The CEO of Marks and Spencer (Luke Vanderveld) is leaving because he has been spending too much time with his other companies.

I run my martial arts school part time. It has been going since 1990 and has been reasonably successful but it might have been a very successful school if I had given it all my time. Full time commitment makes greater success possible although sometimes enthusiasm is lost when part time becomes full time.

The Real Burger World entrepreneurs were told in a discussion program that their lives lacked balance. One couple had given up their dream of a garage franchise because they found that they were making a rod for their own backs. Instead of lessening the work they were doing with one garage, the franchise had increased their work and was making their lives a misery. They had now lowered their sites and were happy with one garage and a less luxurious life style.

The entrepreneurs were also told off for focusing on business rather than relationships. *One of them answered that his ultimate goal was to help the needy and his own family. His burger franchise goal would help him achieve this ultimate goal.* In the USA our two entrepreneurs would have had garlands thrown at them. The British are sniffy about successful entrepreneurs. They tend to accuse them of playing silly burgers (the presenter's words not mine!).

The entrepreneurs were asked what they had learned: "We have learned that we have an ability to never give up. We just keep on going. We've learned that we can problem solve. We've got to. We've had a really steep learning curve. If you don't continuously keep learning on your feet, you go under."

**Law 18: Commitment takes us beyond what is convenient and pleasant!**

## Chapter Seven SAC

- Simple Plans
  - Action
  - Confidence

Extra Memory Aid: A **sack** can easily be made into it a **simple** form of clothing and often is but it is not easy to **act** with **confidence** when wearing just a sack.

### Simple Plans

**W**hen the Japanese runner, Seko, won the Boston Marathon in 1981, he was asked about his training methods. His training program was simplicity itself, and Seko explained it with twelve words:

*"I run 10 kilometers in the morning and 20 in the evening."*

This plan enabled him to outrun the world's most gifted runners. When Seko was told that his plan seemed too simple, compared to that of other marathoners, he replied:

"The plan is simple, but *I do it* every single day, 365 days a year". Simple? Yes. Easy? No. I owe this example to Zig Ziglar, the great motivator.

Most people fail to reach their goals not because their plans are too simple or too complicated. They fail because *they do not follow* their own plans. All plans are useless if they are not followed.

*Seko's plan was effective not because it was simple but because he followed it every day.*

On the other hand, *we are more likely* to follow a plan if it is simple. The British Marathon runner, Paula Radcliffe, has a simple race plan. She gets out in front and stays there!



In the film 'Waterloo', the Duke of Wellington is asked what his plans are for the battle. He replies: 'To beat the French'. Obviously he pays attention to detailed plans for beating the French but he also keeps the simple overall plan in constant view. Every smaller plan must fit into the big simple picture.

## Chapter Seven SAC (continued) Simple Plans (continued)

**"If you wish to be a writer, write."** Epictetus

**T**he writer who has the simple plan of writing for an hour every day will eventually complete whatever they are writing. The weight lifter who lifts for an hour every other day will become strong. *A simple plan that is followed is worth far more than a sophisticated plan which is not followed.*

The great novelist, Anthony Trollope, had the simple plan of getting up at 6 a.m every morning. He wrote: "Few men, I think, ever lived a fuller life than me. I attribute the power of doing this altogether to the virtue of early hours".

He would write 250 words every 15 minutes and would write for three hours before going to work at the post office. His habitual and regular writing schedule became legendary.

He finished his novels at incredible speed and started a new novel as soon as he had completed the old one. In the end he wrote over 40 books which were mainly novels. Many of these are classics like 'The Barchester Chronicles' and 'The Palaces'.

Whenever he travelled by train he would take his writing desk and write in pencil. His faithful wife, Rose, would copy in ink what he wrote in pencil when he returned home.

The achievement is remarkable since he also worked full time for the post office for 33 years and is credited with bringing the pillar box or mail box to England. He needed to write as he needed to eat but he also grew to love his post office work.



Trollope, in addition to all the above, had a happy marriage and was father to two sons. He even managed, in his later years, to fit in a harmless 'romance' with the beautiful young American woman, Kate Field.

Chef Rick Stein in his 'Fruits of the Sea' program speaks of how the real secret of cooking is *learning what not to do*. When he was a young chef he would try to impress his guests with 3 different kinds of fish and 3 different kinds of sauce to go with them. Now he laughs at this over complication and is content to keep his cooking simple and delicious. Simple basic cooking is often the best.

## Chapter Seven SAC (continued) Simple Plans (continued)

A simple plan can have spiritual power. In the film 'Seven Years in Tibet', the Austrian mountaineer, Heinrich Harrer, (acted by Brad Pitt) escapes to Tibet from a British P.O.W camp.

He eventually makes friends with the young Dalai Lama. The film is based on the actual life of Heinrich Harrer.

When the Chinese invade Tibet, the young Dalai Lama has a nightmare and can't sleep. He asks Heinrich to tell him a story:

"Tell me a story, Henry. Tell me a story about climbing mountains."

"That's one way to fall asleep. Those stories bore even me," Heinrich replied.

"Then tell me what you love about it," said the Dalai Lama.



"The absolute simplicity. That's what I love. When you are climbing your mind is clear; free of all confusion. You have focus and suddenly the light becomes sharper, the sounds are richer and *you are filled with the deep powerful presence of life*. I've only felt that way one other time."

"When?"

"In your presence."

Heinrich and the Dalai Lama stayed friends even after Heinrich left Tibet to go home to Austria to meet his estranged son. The Dalai Lama left Tibet for Northern India in 1959 but the friendship continued.

Heinrich had been a loner and incapable of friendship before he reached Tibet. His relationship with the Dalai Lama had changed his life.

**Law 19: A simple plan you follow is superior to a clever plan you don't!**

## Chapter Seven SAC (continued)

### Action

*“Action counts. Nothing will happen until you take action. And the more actions you take, the quicker things will happen.”*

*“There are only two ways to get to the top of an oak tree. One is to climb the tree, the other is to sit on an acorn and wait.”*

The second quote is one of my favourite sayings about action. I found it quoted in the writings of Jimmy Brown. I have mentioned him elsewhere in this book. He is an expert in internet product creation and marketing. He writes:

“There are two kinds of online business owners...those that get started climbing and those that wait around for something to spring up beneath them. I don't have to tell you which one succeeds, do I?”



Too many of us sit around complaining and waiting for the tree to grow under us. Climbing the tree may take a huge effort but it is the only way to reach the top.

Most life coaches or trainers insist that *massive action* is essential to achieve any goals one might have. Massive action makes allowance for all the obstacles and discouragements that occur in achieving any project.

Massive action also creates confidence that the goal will be achieved and thus encourages further action. It creates the momentum which can carry you on through all obstacles.

The Bible insists that salvation comes through faith alone but faith must be followed by works. The combination of confidence (faith) and action (works) achieves goals.

Thomas Gaines puts it well. “It is good to dream, but it is better to dream and work. Faith is mighty, but action with faith is mightier.”

## Chapter Seven SAC (continued) Action (continued)

**"Don't Just Ponder ... Do It. Do It. Do It. Do It!"**

Joe Robson

**W**ithout action, the inspiration will fade. Audie Murphy, the most decorated American soldier in World War II, wanted to be a good soldier. *As soon as he joined a combat regiment he signed up for nearly every course available (i.e. took massive action).* He became one of the most successful soldiers in the US army.

It is important to act immediately. The time to act is when we first feel like acting or think of acting. Do the action now or it will become less and less likely that we will act.

We will no longer feel like doing those pushups and probably won't. We need to fall on the floor and do them *now*.



The common conception is that motivation leads to action and that is true but the reverse is also true. Action can lead to motivation.

Even if you don't feel like doing something take the first step, prime the pump and then be amazed at the motivation and momentum that will follow.

It is no use dreaming without acting. A ship cannot reach another port till it sails off in the right direction. It is no use lying at anchor or drifting with the tide.

Many people live and die without achieving their dream because they have never taken action to achieve their goal. Some have started and then given up but others have never even started. At least, set sail and make a start.



## Chapter Seven SAC (continued) Action (continued)

*"The greatest gap in life is the one between knowing and doing"*

*Dick Biggs*

**T**he world does not need complainers. It needs problem solvers. The problem solvers don't waste time complaining or blaming. They take immediate but thoughtful action and don't give up.

Any one can complain and criticize. If you want a problem solved, don't go near them. Instead turn to those who take thoughtful, persistent action.

Take the best and most thoughtful action you can and then see what happens! Adjust your action as necessary but keep going whatever happens.

Many people fail in business because they spend ages finding the right business and then ages thinking about how to make the business succeed quickly. Instead they should get down to action and do something *every day* to advance their business. This will usually mean doing some advertising or marketing every single day. They need to tell people the benefits of what they are selling.

Others fail, like the man sitting on the acorn, because they expect things to happen by themselves. They sit back and do nothing and then complain that they have received nothing. They must take action to make things happen.

Start doing something now even if it does not work and then try out different things to make it work. Don't give up. *Persistent action will usually bring success in the end.*

Dave Isaacs and Aaron Leighton write forcefully about making money on the internet:

"All you have to do to make money is the one thing that 95% of people fail to do... *Get off your butt and take action!* That's right ...it's that simple! If you get off your butt, stop procrastinating and actually start an internet business, your odds of achieving success will increase astronomically." Sadly, most people won't do this because they are not prepared to take action.

I went to a seminar by Stuart Goldsmith, the UK multi-millionaire, in November 2002. It was worth going to if only for one of his accounts about people who had bought a language course. For every 100 language courses sent out:

- 40 were never taken out of their wrappers
- 50 recipients listened to no further than track one of the first CD
- 8 listened to the first CD but no further
- only 2 out a 100 went on to speak basic school boy French

Stuart commented that humans are endlessly interested but few follow through by taking action.

## Chapter Seven SAC (continued) Action (continued)

**T**his story was encouraging as I thought I was the only one who was this lazy. It was obvious that it would not take much energy to stand out from the crowd. Just open the package and listen to it. How hard is that?

If you can become a man or woman who acts, the world awaits you. The competition are busy watching sport or soaps on the TV. One of the greatest writers the world has ever known knew the power of action:

*Action is eloquence.*

*Shakespeare, Coriolanus*

In other words actions speak louder or at least as loud as words. Instead of telling others how wonderful you are, let them find out through your actions.

Philip Humbert, in one of his excellent articles entitled 'Actions speak louder than words' comments that:

"Too often we talk about what we are going to do even while we actually do very little to make our dreams come true. We talk and dream and set goals and plan. We budget and visualize. *We do everything, in fact, except take action.*"

Philip believes that we avoid action

- *by setting too many goals and deadlines* instead of getting on with the task in hand. Don't just plan to lose two pounds in two months' time. Get up and start walking and then skip a meal or two.
- *by waiting for the right time.* There is never a right time. Just get on with it now. Start your business now. Start your savings plan now.
- *by waiting until we can take big steps towards our goal.* Don't wait until you can save a hundred dollars. Save 1 dollar now! That 1 dollar will soon become a hundred.

Hide that dollar or pound in a box somewhere before a member of the family 'borrows' it or you spend it!

Take big steps if you can but in the meantime take small steps. Before the sun goes down take at least one step in the direction you want to go and do the same tomorrow! Make that phone call. Write that page of your book.

Action speaks louder than words or plans because only action gets things done. Robin Sharma summed this up well:

*"The smallest of actions is always better than the noblest of intentions."*

**Law 20: Act now and fly with the eagles!**

## Chapter Seven SAC (continued)

### Confidence

"Confidence doesn't come out of nowhere. It's a result of something...hours and days and weeks and years of constant work and dedication."

*Roger Staubach*

"To be a great champion you must believe you are the best. If you're not, pretend you are."

*Muhammad Ali*

In the classic Western 'The Wild Bunch', Pike Bishop's gang of outlaws steal rifles and a machine gun from a train. One of his men asks him: "Can you handle that?" Pike, acted by William Holden, quickly replies:

"What I don't know about, I'm sure as hell going to learn."

Pike was *confident* that he would be *able* to learn anything especially when his life was at stake. He was also *determined* to learn whatever was necessary. In minutes he would be an effective machine gunner!



Without confidence that we can learn and without the determination to learn we give up before we have expended much effort. We thus never make enough progress to make us realize that we can learn almost anything.

Leaders, even leaders of outlaw gangs have to believe in themselves and their abilities. Whether we see ourselves as leaders or not, we should start believing in ourselves or acting as if we believe in ourselves.

We might well be amazed at the result. If you believe you can do something you often get an almost supernatural ability to do it. If you fail, you will look on the failure as temporary and will get up and carry on.

## Chapter Seven SAC (continued) Confidence (continued)

Jesus taught his disciples that, if they believed, they could move mountains i.e. do what was considered impossible. The true believer considers nothing to be too difficult to do and nothing too good to be true.

Too many of us believe we can't do things because we had one or two failures as youngsters or we were told we were no good at certain things like maths. From then on we were programmed to fail in that area.

We need to replace this programming with positive programming like "My maths is improving daily". We might then work harder at maths and find that we become good at it.

*"Thoughts of doubt and fear can never accomplish anything. They always lead to failure."*

*As A Man Thinketh*

Sportsmen realize the importance of confidence and belief in their ability. In April 2001, Laurie Sanchez (then manager of Wycombe Wanderers) had his team in a semi-final of the FA Cup (the greatest football competition in England) He commented:

*"You have to believe you are going to win or you have no chance."*

Mark Lewis Francis the promising young sprinter said recently "If you believe in yourself, you can do anything you want." Of course, you can't do *anything* but you can do a lot more than you may have thought in the past.



A similar saying was written many years ago in the Magic of Thinking Big by Maxwell Maltz.

*"The size of your success is determined by the size of your belief."*

## Chapter Seven SAC (continued) Confidence (continued)

**G**eoffrey Boycott commented on the first cricket test match between England and New Zealand in May 2004. These are his approximate words about the bowlers who try to get the batsmen out by hitting the wicket (three wooden stumps) with the ball.

*"You have to believe in your ability and the ability of your players. You have to believe that you can get a batsman out. Even if he scored a 100 runs in his first innings (first turn to bat) you must believe he will not repeat his success."*

Some great batsmen can go on batting for two or three days or even more in a cricket test match which can last for five days. The fielding (non-batting) side can get very hot, tired and dispirited.

The game can go on for hours with nothing much happening. In these conditions it is very easy to lose your belief if you are a bowler. You start thinking you will never get such a batsman out. The crowd can get very restless and bored. But you have to believe and have confidence in yourself and your fielders or you will have no chance.

*"Self-trust is the first secret of success."* Ralph Waldo Emerson

*"Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence."* Helen Keller (1880-1968)

The batsman too must believe in his ability to do well. If you do well in your first turn to bat it is much easier to feel confident about your second innings or second turn to bat. Boycott was a great England batsman and knows what he is talking about: "Whenever you are in good nick you don't think about getting out; you just think about having a good knock."



The captain of the team must also believe: "If you don't believe positively about your players and what you might do, you might as well give the opposition the game."

## Chapter Seven SAC (continued) Confidence (continued)

**A**fter four days of play, the first test match between England and New Zealand in May 2004 was evenly balanced. Either side might win. Boycott believed that England could win:

"If England really believe they can win, they have a chance. If they are capable of batting all day with that belief, it won't be beyond them."

In his commentary on the match, Boycott showed great knowledge of what skills and knowledge are necessary to win a test match. But he never failed to stress the importance of belief and confidence as well.

Ability and belief lead to victory. In the end, England did win quite easily in spite of losing early wickets. Boycott commented: "You have to believe and they did believe."

In 2004 England's soccer team are competing in the European Cup. Sir David Frost asked Sol Campbell one of England's team if they could win the competition. Sol answered:

"Yes; if everyone is fit and uninjured and if we believe we can. If enough of the team believe we can; we could win the cup."

Confidence is crucial in all sports. Johnny Unitas, a great quarterback in American Football, one of the toughest games on earth, once said:

***"Confidence means you believe you can get the job done."***

Success in American Football depends largely on the skill of the quarterback. If he does not believe he can get the job done, the team will be in big trouble. He will soon be on the side lines if he lacks confidence. More confident rivals will take his place.

I remember losing a key position in my school rugby union team because I lacked the confidence to put my hand up when volunteers were asked for. Some one else got the job even though I thought my skills were superior to his. He had the confidence to volunteer himself and I didn't.

Confidence is essential in ordinary life. If you apply for a job you have to believe "you can get the job done" or you will stand little chance in the interview. If you run your own business you must believe "you can get the job done." If you don't you will give up when problems and delays occur as they usually will.

But confidence must always be balanced with humility. Some of the great World Champions have become overconfident and lost their crowns. Even the great John L Sullivan let himself get out of shape and became vulnerable.

**Law 21: Believe that you can get the job done and you probably will!**

## Chapter Eight SAT

### Success Ask Try

Extra Memory Aid: People who are a **success ask** for help when they need it and **try** hard for as long as it takes.

### Success

***"Being a success is doing your best, not being the best".***

*Chris Widener*

There are many different definitions of success. Every one has their own idea of what success is. They may even change this idea as their life progresses and they realize what is really important in life. People often start off thinking success is making a lot of money and then realize that spending plenty of time with their family is far more important

On the other hand, if they make a lot of money fairly quickly, they will then be able to spend more time with their families. Success in making money does not necessarily exclude your success as a parent or other family member. Who wants to spend time with a layabout anyway!

My dad died in Tanganyika as an engineer working on the ground nut scheme when I was eight years old. I did not see much of him but I am proud that he was adventurous enough to work abroad even if it meant I only saw him for a day or two after he started work there. For me, he was a success as a father and as an engineer.

My own definition is that success is doing what you plan to do or say you will do. If you can do what you plan to do, the world is your oyster and you will end up with tremendous confidence in yourself. Others too will have confidence in you and you will probably become a leader and role model.

You can trust Sir Winston Churchill to come up with a great definition of success:

***"Success is the ability to continue to move through total disaster."***

Most of us are paralysed by minor problems let alone total disaster. Total disaster is what happened to Christopher Reeves when he broke his neck or Joni Eareckson when she dived off a raft at the age of seventeen and did the same. Such disasters would cause many of us to give up and die.

But they both decided to keep moving on with their lives and have helped millions through their efforts. Their lives are a success by any definition. They could no longer move too well physically but they could move spiritually and mentally and did so. They also worked incredibly hard at increasing what they could do physically as well.

## Chapter Eight SAT (continued) Success (continued)

**Success happens to people in action. Act now.** Jason Osman

Joni has painted beautiful pictures with a paint brush in her mouth and also sings like an angel. Christopher Reeves hoped one day to improve his ability to move physically and to help others in the same situation to do the same. He has encouraged pioneering work and research into a cure for quadriplegia (the paralysis of all four limbs usually as the result of injury to the spine).

I love this next definition by Warren Whitlock because it points the way to success in anything:

**"Success isn't setting a goal.. it's DOING SOMETHING"**

Setting a goal is important but success cannot be achieved without action. Once we start taking action we are a success.



Tom Morris suggests that success is achieved when you develop who you are by finding out your talents and using them to benefit others as well as yourself.

*"Success is about who you are, not what you have. Successful people work to discover their talents, to develop those talents, and then to use those talents to benefit others as well as themselves."*

Jim Rohn says much the same thing as Tom Morris:

**Success is not to be pursued; it is to be attracted by the person you become.**

In other words, don't worry about success as it is often thought of i.e. money and fame. Instead work on developing yourself and your skills. Money and fame will often follow because you will have become a person of great value to the human race and what you give to others you will usually get back in some form or another. This does not always happen, however. Many great artists and writers have died penniless. They needed some one to market them! However, they were still huge successes, money or not.

## Chapter Eight SAT (continued) Success (continued)

*"I don't know the key to success, but the key to failure is trying to please everybody."*  
Bill Cosby

How do we achieve success?

**W**e can follow the timeless advice of the human race i.e. work hard and don't give up. Show determination and will power. This still works and is much underrated in modern times. Much of this book is concerned with these qualities. William Feather refers to one of them in the following quote.

*'A determination to succeed is the only way to succeed that I know anything about.'*

Jim Rohn often stresses the importance of the old fashioned values as well as the importance of more modern ideas. Jim disapproves of shirkers and admires those who just get on with the job. As usual he expresses this idea brilliantly:

*'Average people look for ways of getting away with it; successful people look for ways of getting on with it.'*

Not only is getting on with it more successful than getting away with it, it is also much more fun. When I was on vacation from University, I spent two weeks in a bakery to raise some cash. I was partnered up with the chief shirker.



He would spend hours avoiding work by hiding in the washroom area of the building. I became utterly frustrated and bored and, after a week of this, begged the cake decorating department to take me in. They told me that they were surprised I had lasted that long with my lazy 'mentor'.

Much modern thought has gone into the study of success and how to achieve it. We would be stupid to ignore this research. Much modern research does confirm the value of the old fashioned character traits but it also suggests ways of achieving more with less effort.

Determination is important but so is knowledge of the way our minds work. Mike Litman studied millionaires to find out what makes them successful. He discovered that they were "stop and thinkers". One key thing they all did was to stop and think about where their lives were going. Too many of us allow routine to take over our lives and years pass before we realize that most of our life has gone and we still haven't achieved our dreams.

## Chapter Eight SAT (continued) Success (continued)

*You are what you do. If you do nothing you are nothing .*

**T**he millionaires in Mike's study took the time to stop and think hard about what they wanted to achieve in their lives. They realized that clarity in life and business is the first secret to making money.

They took the time to construct vivid, clear and exciting mental pictures of the futures they desire. They review these pictures when they rise and go to bed. They realize the power of the subconscious mind in influencing and turbo charging our lives. You can actually harness the power of your subconscious to create peak performance where success seems to come more easily.

If your path to success is painful, and requires a lot of willpower, you could be headed for a nervous breakdown rather than success.

Sometimes we fail to achieve success because we believe we must know everything before we begin our new business or project. We spend hours studying and realize how little we know. Instead we need to get on with our business and learn as we go. To be successful, you have to make a start before you know everything. This can be frightening but if you wait till you know everything you will never start.

Of course planning is important but it is even more important to take action and get on with things. You could have a brilliant plan and achieve nothing because you have not taken action. Instead take that first step and then figure out what to do next. You will at least have moved one step on the way to success. So get going with whatever you already know and have.

All successful people take one step after another. Success is taking one step after another until you reach the goal. There is no secret to all this. Don't look for a shortcut. Just get on the main road and start walking!

If you want to achieve success quickly, take that first step now and then get on with step two. Take step one and see what happens. Only then will you know if your first action worked or not. You can then adjust your next moves accordingly. When you start a walk, the end of the walk seems far away. But you take one step after another. Suddenly you realize you are half way there.

As well as studying the lives of others for clues to success, we can study our own lives. What have we done successfully in the past and why?

Did we succeed because we wanted to please our parents or teachers? Was it because we were competitive and wanted to outshine our fellow students or workers? Was it because we had special talents or interests? Did we want to prove our critics wrong. Did we want to win prizes? We can use these reasons and feelings to motivate ourselves once again.

Get going then and start expecting success.

## Chapter Eight SAT (continued) Success (continued)

**W**hen we act as if we expect success we should go even further and act as if we could not fail. There is a much quoted saying that says:

***"We should act as if it were impossible to fail."***

At first sight, this seems arrogant and delusional. We all know that failure is a real possibility. However, knowing that failure is a possibility does not stop us acting as if we could not fail. If we act this way we press on without hesitation taking one step after another to achieve our goal. We put our heart into everything.

If we act as if we might fail, we hesitate and act more slowly and doubtfully. We do not convince other people. We do not act with energy and enthusiasm.

Chris Widener, as usual, sums up this idea brilliantly:

*"We don't know if we are going to fail or not. So we have a choice. Act as though we will fail, or act as though we will succeed. Then do it until something happens. If you act as though you may fail, then you will most likely set into motion things that will guarantee, or at least greatly increase, the likeliness that you will indeed fail. But if you act as though you are guaranteed victory, then everything will fall into line that will bring you that victory."*

St Paul says much the same thing when he says:

***"If the trumpet give an uncertain sound, who will follow."***

The lion roars as he charges; he does not think he will fail! The bull elephant sounds like he means business! Everybody else takes note!



I teach my martial arts students to yell loudly when they do a technique with power. The yell excludes the possibility of failure from their minds and means that they put their whole heart and soul and body into the movement.

**Law 22: Work on yourself and your skills and success will often follow!**

## Chapter Eight SAT (continued)

### Ask

*"He who asks is a fool for five minutes, but he who does not ask remains a fool forever."*  
*Chinese proverb*

**M**y research on this topic started with a question to my computer expert, Danny Burke. I knew he would give me a hard headed and down to earth answer.

I was not disappointed.

Danny asks for help or information when he has to but believes that self reliance is preferable. He says you should try to sort out your problems first yourself before seeking help. He does not like relying on other people because he believes they are basically unreliable!

He believes that hardly any one does what they promise to do. Those, who do what they said they would, may well not do it at the time they promised to do it. They may also do a lousy job and even make the problem worse than it was to start with

A carpenter created problems with his doors and he had to pay out even more money to some one else to fix them.



I had a similar experience with my back door. It would not lock properly so I called in an emergency 'expert.' He charged £200 for an hour's work but completely failed to fix the door. In fact he made it much worse and much less secure. In the end I had to get an entirely new door from someone else.

The new supplier managed to mess up the alarm system when he fitted the new door and this cost even more money to sort out. The whole cost was not far short of a thousand pounds for what was originally just a faulty lock!

## Chapter Eight SAT (continued) Ask (continued)

*"You create your opportunities by asking for them."* Patty Hansen, Author

**H**owever, my own carpentry skills are none too good and I might well have created problems myself. Obviously we do have, at times, to trust other people with greater skills or knowledge than ourselves. But we should always be suspicious and check what they say for ourselves.

I nearly lost my leg and even my life when I was a boy. One of my toes had been operated on and the bandage was too tight. The toe became gangrenous.

The local doctor said there was nothing wrong with it and that I was just making a fuss. I was in agony for days. My mother knew that I was not the type to make a fuss and, on her own authority, removed the bandage.

The pain immediately disappeared but my toe was black with gangrene. Part of it had to be amputated but my leg, foot and life were saved by the minor amputation and six weeks of penicillin doses. If we had followed the doctor's 'expert' advice I would probably not be writing this or anything else.

The doctor knew more than me but he was not suffering the same pain as me so his interest and knowledge were limited.

Clearly then there are some disadvantages to asking for help and information

- You prevent yourself from solving the problem yourself and thus learning new skills
- You can probably sort problems out more cheaply on your own
- You may well know more than the expert because you are personally involved and he or she is not.
- You may end up asking a 'cowboy' who knows less than you do.

However, the advantages of asking are enormous.

- There are many genuine experts out there who will solve your problem swiftly and cheaply. Most of us can't see a solution even if it is staring us in the face. The expert has already been there many times and can provide an instant solution. I was once in pain for about six weeks after a wisdom tooth had been removed. The dentist was on holiday! I asked for an appointment as soon as he returned. The problem was solved instantly and the pain disappeared.



## Chapter Eight SAT (continued) Ask (continued)

- Knowing that we can ask an expert eventually, if necessary, encourages us to work hard to find our own solutions. Nothing seems 'hopeless'.
- The collective wisdom of the human race is awesome. Tap into it.
- We can ask our own subconscious minds to find a solution by visualising the problem as being solved already.
- We can ask God or 'Universal Consciousness' for far more than we could ever achieve on our own. Jesus said "Ask and it shall be given you." Ask and believe that you have already received the answer. Many people have testified to the fact that this works. The parable of the Friend at Midnight even encourages us to ask persistently to the point of annoyance. We will get what we want because the giver wants to get rid of us.

**S**o then, if you really do need help, ask for it. Kids and animals ask for what they want all the time. They can become downright annoying but in the end they often get what they ask for. Many parents and pet owners want a quiet life.

Our neighbours' cat, Lizzie, who is staying with us is an expert at asking. She meows non stop outside my window until she is let in. She likes her food to be fresh and if she thinks the food is stale will meow endlessly and stand by the fridge until she is given fresh food. As you can see she looks well fed!



When we become adults we start worrying too much about other people's feelings. We are too timid about annoying them by asking for help. We also fear rejection. Instead we should think more about the possible benefits that might arise from asking for help.

If we don't ask we will never know what could have happened. If we don't ask we will not receive. We should not assume that we will get a negative response. If we ask cheerfully and with confidence we are quite likely to get a positive response.

Practise asking for help two or three times a day and you may well be surprised at how much help you receive. You may of course lose some friends who think that a friend who is not in need is a friend indeed. You may even gain some friends. Some people enjoy being a help to others!

**Law 23: Ask and you shall receive!**

## Chapter Eight SAT (continued)

### Try

John McEnroe speaking at Wimbledon 2004 remarked on how Jimmy Connors resented him as an upstart stealing his tennis thunder back in the eighties. These are his approximate words:

"I always had the utmost respect for Jimmy on the court. We both wanted to win so badly. Jimmy fights tooth and nail. That's the way he was taught. His mother and grandmother had the mentality of: "Us against the world". He felt people were out to get him.



"That chip on his shoulder fueled him. He tried to stop me stealing his thunder and it resulted in some memorable matches. He got to the semi finals of the US open at 39. He spanned three decades. In 1974 he won Wimbledon at 21 and then moved into the eighties and was still winning.

"He gave belief to players that later on in their careers they could do something special. Agassi must have been inspired by Connors

*"I watched Connors and I felt that no matter how hard I tried I had to try, at least, try to try as hard as he did because the effort was so great."*

I felt that I came up short but in general I think other players thought "this guy tries hard too."

John Lloyd remembered that Connors was the ultimate competitor He was greedy for every point: "If you were up forty love you could never relax. Some players would think the game was over but he would come back at you."

Even if you fail ultimately to win Wimbledon but have tried your hardest ten times you are still a winner. You have done your best and your psychology will tell you that you have succeeded. You practised, you played and still failed but it is still a win for you.

## Chapter Eight SAT (continued) Try (continued)

**T**im Henman may never win Wimbledon but he has tried and is a success whatever happens. He has no control over the final result but he does have control over his efforts.

He will never give up trying to win. After his most recent failure at Wimbledon, the Daily Express gave its verdict: "The Dream is Over."

It may be over for the Daily Express but it isn't over for Henman. He will keep trying for a few more years until he is incapable of trying any more.

Scott of the Antarctic also tried hard and failed. He is now a legend.

Some people say "Don't try, do." They are confusing two meanings of the word 'try.'

To 'try' as Connors tries means to set your mind to achieve something and then never give up.

'Try' in the feebler sense means: 'Try it once or twice and then fail and then give up.' It is very easy to try a few times and then give up.

The difference between achievers and non-achievers is that achievers *try* again and again and again and non-achievers *try* once or twice.

People, who really try, keep their goals in sight. They think daily of the benefits of success in achieving their aims and so keep trying. Most winners of Wimbledon keep in mind the benefits of winning.

They will immediately become world famous. There are large cash prizes and they will have the satisfaction of knowing they have beaten the best in the world. They will hold these benefits in mind in vivid, exciting technicolor.

Another benefit of trying hard and achieving or nearly achieving their dream will be that their character will grow and become strong.

The great Carthaginian general, Hannibal, nearly defeated and destroyed the Roman Empire in its early days. He defeated the Roman legions again and again and nearly took Rome.

He failed eventually because he was not given support by the Carthaginian political establishment. When Rome won the final battle he was sent into exile but he kept on trying to curb the power of Rome.

Hannibal, even in exile, never gave up his enmity for Rome. He still tried to defeat the Romans by supporting the enemies of Rome. After his defeat by Scipio the younger he advised the enemies of Rome in the Eastern Mediterranean for many years. His advice was often brilliant and enabled his clients to succeed against the world power of those days.

## Chapter Eight SAT (continued) Try (continued)

*"There is no comparison between that which is lost by not succeeding and that which is lost by not trying."* Francis Bacon

**H**e suggested to the Bithynians that they catapult pots full of poisonous snakes onto the ships from Pergamum, a Roman client state. When the pots of snakes exploded on board, the semi-naked oarsmen and sailors panicked. The Bithynians secured the victory.



The Romans did not ignore warning signs like that. On hearing of Hannibal's involvement in the battle they sent an army to capture him.

Eventually he was cornered in Bithynia in a village. Roman troops surrounded the village. There was no escape. Hannibal took poison and died rather than be taken back in triumph to Italy. His final victory over the Romans was to deprive them of their revenge. His last words, according to Polybius, were:

"Let us relieve the Roman people of their long anxiety since they find it tedious to wait for the death of an old man." He died aged 63.

A historian comments:

"In retrospect you can see that Hannibal failed but, My God, what a glorious failure. He took an army from Spain; marched through the south of France went across the alps into Italy; won three glorious battles and his name survives. This was a great general. **OK, he didn't conquer Rome but he tried.**"



## Chapter Eight SAT (continued) Try (continued)

**T**he Romans could not rid themselves of his memory except by destroying Carthage. 35 years after his death the Romans laid siege to Carthage. It took them 3 years to take the city. They entered it and murdered 450,000 people and then burned it to the ground. The ruins were ploughed over to express the final destruction. A curse was invoked on any one who would try to rebuild it. Hannibal had good reasons for trying hard when fighting the Romans. He knew what was in it for him. Survival and revenge!

Unless we know what's in it for us, we will not try hard like Connors or Hannibal. Ask yourself what's in it for you when you decide on a goal. You need good reasons to keep going or it will be much too easy to give up when things become tough. You must keep your eye on the benefits. They need to be good. Connors knew that winning Wimbledon would mean money and glory. He would have the emotional satisfaction of showing the world that he was a great player. This feeling would be especially sweet if he felt the world was still against him. He would also derive great pleasure from beating that cheeky upstart, McEnroe!

Hannibal would feel immense satisfaction in beating the Romans, the enemies of his people and their rivals for Empire. I still feel great satisfaction when I think of Trafalgar and Waterloo even though I admire and like the French. Nor did I contribute in any way to the British and Allied victory at Waterloo!

How will your relationships be affected if you try hard and reach your goal? You will receive a lot more respect for a start! People will ask your advice more often and will not ignore you at meetings. They may even hover around in groups listening to your every word. They will laugh at your feeblest jokes!



You may even be surrounded by the young and beautiful! Will achieving your goal mean extra money? No more worrying about those credit card bills? The ability to pay for extra care for your loved ones?

Will there be physical benefits? Even if you don't do any physical exercise you will walk taller and look stronger if you try hard and achieve something. Write down all the benefits, even if it takes you ages to think of them all. Carry this list with you or stick it on the wall and read it often.

**Law 24: Try again and again and earn huge respect even if you fail!**

## Chapter Nine TOB

### Time Management Overcome Fear Belief

#### Time Management

*"You should always get married in the morning because if it doesn't work out you won't have wasted the whole day."* Sky sports news commentator

**M**arriage can, of course, be one of the great time wasters especially if you have married the wrong person and don't realize it for a few years. St Paul went so far as to say you can't please God and your spouse at the same time. On the other hand, marrying the right person can make you feel so happy and energetic that you will accomplish twice as much. Your partner and children will give you good reasons to achieve your best in life. Sharing your achievements with them will double your joy.

Some people seem to place little value on their time or the time of others whilst others realize the true value of time. The following comment quoted by Philip Humbert reflects this difference.

*Ever notice that the people who are late are often much jollier than the people who have to wait for them?*

Danny Burke had a colleague who was always late until the rest of the team made him suffer by not waiting for him He then arrived on time. Harsh treatment is sometimes necessary to cure people who do not value time. Car drivers are often irritated by tardy passengers. The cure is to drive off without them. This works wonders. Next time they will be ready and waiting!

Time is more valuable than money. You can always create more money. You cannot create more time. However, you can use money to save time. If you can pay a gardener you will have extra hours to spend on whatever is more important to you. Good time management begins with the realization that time is valuable.

One way to avoid wasting time is to plan what we do. Every minute spent planning can save 10 minutes doing. A few minutes planning what you will do tomorrow could save you hours of time when tomorrow comes. All you need is a piece of paper and a pencil and the determination to make a list of what you have to do tomorrow. You don't need sophisticated computer software to do this although it makes it more fun.



## Chapter Nine TOB (continued) Time Management (continued)

*How long a minute is depends on what side of the bathroom door you're on*

**A** good manager of time is effective. If you are effective you pick the most important things to do and get on with them. If you are merely efficient you do things well but they may be unimportant things.

An efficient but stupid person might delay visiting his doctor for a check up in order to clean his car. He might do a very efficient job on the car so that it shines all over. An effective person would spend that time going for the check up. The check up is far more important. An effective person would spend time writing his or her book rather than reading lots of email. The book is more important.

Nero played the fiddle *efficiently* while Rome burned. He would have been *effective* if he had organized the fire fight.



Occasionally you can be more effective by doing nothing and leaving it to the experts. Hitler interfered with Rommel's plans to change the German defensive positions in Normandy. He did the same with the general who replaced Rommel. Both generals ended up having to commit suicide as Hitler shifted the blame for defeat to them instead of himself.

The effective person looks at his or her list of things to do and decides which are the most important. When I look at my current list below, I find that checking my car insurance is the most important thing to do. I need to do this soon before it expires in a few days time. I could of course spend my time reading and replying to the emails.

You could put a 1 or a star beside all of your most important tasks. You could put a 2 beside the tasks that are important but you will survive if they are not done. 3 could refer to tasks that would be useful to do but there are no bad consequences if you don't do them. For example, my list might read:

- 1 Check my car insurance
- 3 Watch that video I recorded yesterday
- 2 Read and reply to my emails
- 1 Continue writing my book
- 3 Mow the back lawn

## Chapter Nine TOB (continued) Time Management (continued)

*If you are having an affair set a time limit on it or you will be found out.*

*Henry Bonsu*

I could try to delegate mowing the lawn to my younger brother on one of his visits but that might not work! I could also save time by deleting the video task. Strangely enough after writing that list yesterday, I have done everything on the list except check my car insurance (a really boring job)! At least the list worked for 4 out of 5 targets and I had delayed mowing the back lawn for months. I did the car insurance a couple of days after writing the above so eventually the list worked completely.



Once you have decided what to do, refuse to do anything else until you have done it. This is not easy because the world is full of people who do not have anything much to do except distract you from what you are trying to do! They are so lacking in purpose and energy themselves that they seem to be drawn irresistibly to the sight of someone else working with enthusiasm and direction. Like most bystanders they cannot resist offering advice, asking questions and getting in your way.

When we work on unimportant tasks we feel guilty and know we should be getting down to the important jobs. When we work on the important tasks we feel virtuous and glad that we have at last got going on doing them. Stress disappears and our energy increases. We feel in control of our lives.

We must, however, know what tasks are really important to us. Knowing what is important is not easy. We need to think frequently about what tasks will make us happier and more able to make others happy.

Usually most people realize at some point in their stay on earth that their family is probably the most important aspect of their lives. They need to ask the question: Will this activity help my family in some way?

I am spending some time at the moment studying how to be a successful info publisher on the internet so that I can make enough money to pay for top notch medical treatment for my family if they fall ill.

## Chapter Nine TOB (continued) Time Management (continued)

*Time wastes our bodies and our wits*

*But we waste time so we are quits.*

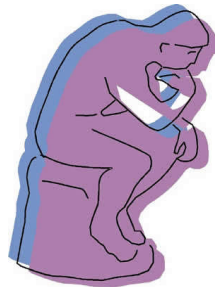
*Verse and Worse*

I also want to write some books that will inspire and help people including myself to achieve their dreams and make the most of their short time on earth. When I am writing a book like this one I usually feel content that I am pursuing an important goal even if I never achieve it.

I can even watch TV programs guiltlessly so long as I can draw some useful lesson from the program. Much of this TV watching appears in this book as I use some program to provide useful life lessons.

Another important goal for me is to discover the meaning of life. I had three powerful and convincing religious experiences in my early twenties (described in the biographical section of [www.motivationtoday.com](http://www.motivationtoday.com)) but have not had any as powerful since and still have many unanswered questions to deal with.

It would be easy to give up and not look for answers but as Socrates once said: “the unexamined life is not worth living.” Life is so amazing and mysterious that we just have to try to figure it out.



Part of the fascination of life lies in seeing what we can make of ourselves in this life and that must make an important goal for many of us. Can we sculpture ourselves and our lives into a work of art? As life goes on we often realize how much we can achieve if we go to work on ourselves and never give up.



**Law 25: Do what is important first and enjoy feeling smug!**

## Chapter Nine TOB (continued)

### Overcome Fear

*"What would life be if we had not courage to attempt anything?"*

*Vincent van Gogh*

**W**hatever frightens us can become a source of power and energy to us. If we overcome our fear and take action we feel tremendous joy and energy. We gain as much strength as Popeye gained from his cans of spinach.



Even if we don't overcome our fear and run away from it, we need not despair. If we keep moving and doing other things we will still have won a victory. We will not have succumbed to the paralysis of fear and we will live to fight another day.

Simple physical movement can help us overcome fear. Once moving instead of standing or sitting still, fears can become less. We start feeling better and more ready to take on the world or at least some part of it! The chemicals released by physical action make us feel more confident and courageous.

Another solution is to get drunk. The alcohol will remove our ability to think and we will take action without thinking. Obviously this route has severe drawbacks. Who knows what we will do or say when in a drunken stupor.



However, a limited amount of alcohol has often been given to soldiers or sailors in the past when they were faced with the possibility of death or severe injuries. In the film *Waterloo*, the British soldiers are given a tot of rum or gin before the battle. The film makers had probably done enough research to realize that this might well have happened in real life.

## Chapter Nine TOB (continued) Overcome Fear (continued)

A better way of removing fearful thought from the brain is to fill it with positive words and encouragement like: "I can do it, I can do it, I can do it!". You can also fill the mind with the thought of the benefits resulting from the action. Think of how relieved and delighted you will feel to have done what you planned to do even if it scared the life out of you at the time. Think fast and intensely so that no fearful thoughts will have a chance to intrude.

I like to fill my mind with the image of Ragnar, the Viking chief, leaping into a pit of wolves. He asked his captors, the English, to give him a sword so that he could die fighting and go straight to Valhalla where he could drink mead and talk to his fellow warriors in the great banqueting hall about the great days they had on earth when they fought and died like kings. After fighting the wolves to the death with his sword he would be able to say: *"I have had a good day today. I am ready for Valhalla."*



The story of Ragnar comes from the film starring Tony Curtis and Kirk Douglas and may or not be based on fact but it is a great image of courage in the face of a horrible death. By thinking about the heroes or heroines we admire, we can absorb their qualities into us so that we become like them.

Another great image for me is from the film 'Samson and Delilah' where the blind Samson (acted by Victor Mature) pulls down the pillars of the temple of Dagon, the God of the Philistines. He puts right the mistake he made in trusting Delilah rather than God and begins to 'see' the truth after his captors have blinded him. He is a great model for the person who has been given a second chance.



## Chapter Nine TOB (continued) Overcome Fear (continued)

Overcoming fear often means overcoming our fear of what other people think of us. We will achieve little if we allow this fear to dominate our lives.

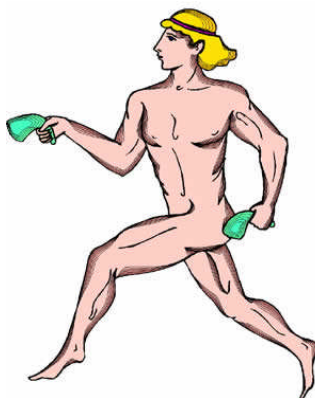
Critics will be around whatever we do. Football referees and cricket umpires have to overcome the fear of what others will think at every game they referee. They will make mistakes and these are shown up mercilessly on TV replays but at least they have the courage to be on the field doing their job as best they can whilst their critics shout from the sidelines. One beleaguered cricket umpire recently remarked that *he didn't pay much attention to the critics as they didn't have the guts to do his job.*



One solution is simply to avoid listening to the critics. Don't buy the newspapers. Don't read the emails that attack you. Put down the phone! Focus only on the benefits of what you have done or are planning to do. Don't think about the criticisms.

Remind yourself that whatever any one does is not likely to be perfect. *The only way to avoid criticism is to do nothing or drop dead.* Few people get criticized when they are in the coffin. On the contrary, they are always praised.

Another way to overcome fear and some of the critical opposition is to explain clearly what you are doing and why. If you plan to streak at some public event to win a bet and then give the money to charity, send out a press release so that everyone knows what you are about. Carry the money in your hands!



**Law 26: Each time you overcome your fear, your power will grow!**

## Chapter 9 TOB (continued)

### Belief

*"The only thing that stands between a man and what he wants from life is often merely the will to try it and the faith to believe that it is possible."*

*Richard DeVos, Co-founder of Amway Corp.*

**M**ost modern sports coaches know that success in competition is 90% mental. The best athletes themselves work more on their mental than their physical game. Tiger Woods is renowned for this. In 2004, Tiger Woods was going through a bad patch which can happen to anyone especially in the unpredictable game of golf. On July 18<sup>th</sup> both Tiger Woods and Ernie Els, the top two golfers in the world, were beaten by an unknown golfer called Todd Hamilton.

Todd Hamilton had considered giving up golf 10 years ago but has had some success since then. However, in the Scottish Open tournament he was regarded by the bookmakers as a 750 to 1 no hoper. In the end he lifted the trophy and £750,000 i.e. well over a million dollars. The commentator asked Todd the 64 dollar question: "What's the secret to winning?"

Todd replied: *"I think it is belief in yourself."* This belief in himself helped Todd overcome wind, rain, ferocious competition. and the negative expectations of the vast majority of pundits. In the 2004 Olympic Games, Kelly Holmes, the British runner won two gold medals. This huge success followed years of coming second and years of injuries. She held the view that *"self belief can summon up extraordinary powers."* She proved that dedication, belief and sheer determination can prevail against all odds.

One of my favorite and most positive quotes on belief is from Gandhi: "Man often becomes what he believes himself to be. If I keep on saying to myself that I cannot do a certain thing, it is possible that I may end by really becoming incapable of doing it. *On the contrary, if I shall have the belief that I can do it, I shall surely acquire the capacity to do it, even if I may not have it at the beginning."*

Todd Martin must have said to himself many times "I can win this even though I am competing with the best in the world."

The word belief means much the same as confidence but confidence usually results from several experiences of success. However, sheer unsupported belief can create miracles without previous experience. This kind of belief can be created by trust in someone else or by repeating to oneself again and again that 'I can do it.'

The following quote from *Nikos Kazantzakis* also suggests that belief in a passionately desired outcome can create that outcome out of nothing: *"By believing passionately in something that still does not exist, we create it. The nonexistent is whatever we have not sufficiently desired."*

## Chapter 9 TOB (continued) Belief (continued)

*"All you need to carve your own path, is the confidence and the belief that you can succeed at anything you set out to do, no matter what the odds."*

*Priyah Shah*

**W**hen we were young many of us believed that all things were possible but then several hard knock backs and negative programming of our minds by ourselves and others made us shrink back into ourselves and lose belief in our abilities.

We ran into problems when we pursued our dreams and gave up on them too soon. However, many people have proved that they can recapture belief in themselves at any age and expand their lives to achieve almost any goal or dream. Once you can achieve one goal your belief will grow to allow you to achieve more goals.

In the 1960's many people lost belief in God and then became ready to believe anything preached by any self proclaimed prophet. People like Timothy Leary told people to 'turn on, tune in and drop out.' A whole generation came to believe that immediate pleasure and satisfaction was more important than any long term goals. They believed they could reach enlightenment by going out of their minds by taking drugs.

However, some great values did emerge like love and peace. Many people came to believe in these values even if they lost their belief in others.

Earlier in the section on confidence we saw how the England cricket team beat the New Zealand cricket team three to zero. They are now playing the West Indian team. England have already beaten the West Indians three to zero in the West Indies and have won the first test match in England. They will be playing at Edgbaston in the second test.

A Warwickshire cricket executive remarked today that England were on a run of success. "Once you get on the roundabout of victory, you think positively. Every time you bat, you think you will score runs. Every time you bowl, you think you will get wickets."

Belief can lead to success and success can lead to more belief and so on. If you believe you will score runs, you bat with greater relaxation and more concentration. If you believe you will take wickets, you will bowl with greater enthusiasm and energy. *Belief relaxes and empowers you.*

Ashley Giles, the England spin bowler, has been criticized mercilessly as unfit to play in an England team. But recently he has had one success after another. He now bowls with confidence and purpose and was largely responsible for England's first victory against the West Indies in the recent test match at Lord's cricket ground. Ashley was named 'man of the match' and will be one of the first to be listed on England's team sheet for future matches. Growing belief and confidence have turned him into a hero.

## Chapter 9 TOB (continued) Belief (continued)

*"Dare to challenge every limiting belief about yourself and watch the true unlimited you reveal itself."*

*Eva Gregory*

Confidence and belief in yourself can work wonders. Some people can't sing but they get away with it by showing complete confidence in themselves. They look like they are singing with enjoyment and, since half the audience are tone deaf anyway, they convince their listeners that they can sing. Some poor singers are great composers. Their songs are so good that no one realizes that they can't sing.

Some can get away with it by being good instrumentalists. A great guitarist can cover up his or her lack of singing talent. Some people look beautiful or handsome and people are happy to look at them even if their singing is not up to scratch. If they don't look good, they could have a group of dancers who do look good dancing around them. All they need to provide is self-belief!

Some poor singers move well themselves and are great dancers. Some rehearse so much that there is no hesitation in their singing and at least this thorough preparation gives them the appearance of confidence and belief in themselves. Great clothes and grooming can command immediate respect from an audience. Sometimes the singing coach can lie to give them confidence. He thinks they are beyond terrible but tells them they are only terrible! A drunken audience in a noisy hall may not realize how terrible they are! If the 'singers' are confident enough to get the audience singing with them they can even get a standing ovation. If they sing with a good backing group, the backing group can lift them and make them sound less terrible than before.

Recently a group of middle aged cleaners had two weeks of professional coaching so that they could compete in a singing competition. One cleaner could sing quite well; the other two could not. In the end they won the competition in style and looked and sounded like professionals. They came from the steel city, Sheffield, and called themselves 'Sisters of Steel'. They moved and sang with confidence and evident enjoyment. They looked great.

They commented, after their winning performance, that if you want to do something and you are determined to do something you will do it. *"You really, really will do it. You've got to believe in yourself. Yeah, believe in yourself. You are never too old to learn and that's what we have learned."*

Confidence and belief coupled with the kind of skills and support described above can work miracles of transformation in the entertainment world. They can also work miracles in other areas of life. I always tell my martial students at gradings to relax and look confident and to tell themselves "I'm getting better and better at kicking and punching etc." They are told to yell a lot as this helps clear their minds of doubt and worry and allows them to put their full body weight into their techniques. A loud yell and plenty of self-belief can make them look like black belts.

## Chapter 9 TOB (continued) Belief (continued)

*"Perhaps the most powerful single factor in your financial success is your beliefs about yourself and money. We call this the Law of Belief. It says simply this: 'Whatever you believe, with feeling, becomes your reality.'" Brian Tracy*

**M**any financial experts, including Brian Tracy, teach that what you believe is a key factor in financial success. Stuart Goldsmith argues in 'The Midas Method' that, if you want wealth, you must start believing that you are *able to make money and that you deserve to make money*.

If you feel strongly that you lack ability and do not deserve financial success, poverty will become your reality.

Whatever you believe strongly and with feeling becomes your reality. People who succeed believe that they have the ability to succeed and do not think about or talk about failing. They build up their belief to the point where it is almost knowing. They know they will make money. They don't just hope they will.

Surprisingly Tracy links belief and will power. People often think of belief as unrelated to will power but I think Tracy is right to link the two. If you believe that eating lots of fruit instead of your beloved chocolate is a waste of time you are not likely to give up chocolate for long. Also if you do not believe that you have the willpower or strength of mind to give up chocolate, you won't even try.

If you believe the effort is worth it and that you have will power, you will start to use it and start to achieve success. Your confidence will grow and your will power will grow right along with your confidence.

Reading about other people who have triumphed over obstacles will inspire you to do the same especially if their obstacles are much tougher than yours. So believe in yourself and get busy achieving your goals.

Increase your belief by filling your mind with words and pictures that will encourage you to focus on your goals and to believe that you will achieve them. Repeat these words and pictures again and again until they become a powerful belief that can move mountains.

Brian Tracy suggests spending a day thinking and talking only about the things you want and not about the things you don't want. If you can do this you can begin to change your future.

Concentrating on what you want is described in more detail in Chapter Five about affirming achievement and visualizing success. As usual, the only way to find out if it works, is to try it out for yourself. Testing the truth of theories takes patience and hard work but is well worth the effort.

**Law 27: Believe in your own ability and value and achieve your dreams!**

## Chapter Ten VOW

### Values Out of School Work

Extra Memory Aid: Many people **vow** that they will live according to their **values**. Many end up breaking those vows when the pressure is on. Education can continue **out of school**.

### Values

*I do not know what path in life you will take, but I do know this: If, on that path, you do not find a way to serve, you will never be happy.* Albert Schweitzer

**V**alues are important to every one. The dictionary defines values as “the moral principles and beliefs or accepted standards of a person or group.” They are those ways of thinking, feeling and acting that we believe to be valuable or important or right. The Salvation Army believe that their key value is the transformation of lives. They want every one including ‘down and outs’ to know the power and love of God. Because of this value, they go into the streets to reach all who need help.

Gordon Ramsay is a chef who has high standards. He teaches his students not to let their mistakes leave the kitchen. A good head chef must check all the food personally before it reaches the customer. A good chef must make sure his kitchen is spotless. Gordon values hard graft and does not believe in short cuts One of his mottos is **“You’ll never cut the mustard if you cut the corners.”**

In Choikwangdo and other Korean styles key values: are Courtesy, Integrity, Perseverance, Self-control and an Unbreakable Spirit. Courtesy is after all the best form of self-defence available! However, the students also have to learn aggressive fighting skills as well. A pacifist might not be at all happy learning these skills since they believe it to be wrong to use them.

If we can base our plans of action on our own values, resistance to our plans will become less in our own minds. If we go against our values our lives will seem to grind along like a car with the hand brake on. If a committed relationship is not considered important and is not one of our values, it would be a mistake to get married. We would be continually bemoaning the fact that we are stuck with one person for life instead of making the most of the large numbers of attractive people out there. “There’s more beautiful girls than one” – as the song goes.



## Chapter Ten VOW (continued) Values (continued)

*"Beauty, truth, friendship, love, creation – these are the great values of life. We can't prove them, or explain them, yet they are the most stable things in our lives."*

*Jesse Herman Holmes*

A senior nurse has recently been accused of encouraging the early death of four of her elderly patients. She is said to have told one "Give in. It's time to go," and to have given too much morphine to three of the four. She has now been sentenced to five years in prison for the death of two of the patients.

Mercy killing was not the value which motivated her according to the prosecution. According to them, her values were a drive for ruthless efficiency and a determination to free up hospital beds!

It is alleged that if a patient showed no signs of recovery, she wanted to get them off her ward as soon as possible

If she is found guilty, it would be obvious that some one with values like hers would not be suited to the job of nursing. The main value of nursing is to save rather than end life. She has now been found guilty of the murder of two of her patients and has been sentenced to 5 years in prison.



I value learning and practising new skills so I am happy when learning myself or teaching others. Being a teacher of others, especially easily bored teenagers, is not a ride in the park but it can be satisfying. I love Gandhi's great statement about life and learning:

*"Live as if you were to die tomorrow. Learn as if you were to live forever."*

I never valued endless talk much so I was notorious for falling asleep in staff meetings. I don't value holidays so I haven't been on holiday for many years. My idea of a holiday is to attend a seminar on trading shares or the martial arts etc.

I still need to make a list of my values in order of importance and then to allocate my time appropriately. I suspect very few of us have done this thoroughly. For much of our lives we imagine that there will be time to do everything that we value.

After sixty, we realize we can't do it all and decide to narrow our values down. Many of us put our families first and some seem to spend all their time in the garden or improving their houses. I currently spend much of my time in front of the computer. I value the huge opportunity to learn and to contact the world.

## Chapter Ten VOW (continued) Values (continued)

*"To say yes, you have to sweat and roll up your sleeves and plunge both hands into life up to the elbows."*

*Jean Anouilh*

**A**s life is so short a key value is the willingness to 'roll up your sleeves' and make the most of it. Let's not waste time moaning and complaining. Let's just be grateful that we have an amazing opportunity to live life for a brief time on this astonishing planet. However, even if we roll up our sleeves, we will not have enough time to live according to all our values.

Brian Tracy suggests that we decide on about 5 key values and then arrange these in order of importance. When we have a decision to make, we should base the decision on our list of top values. .

If health is a number one value for us and being wealthy is only a number five we should possibly retire early to avoid further stress even if we take a loss financially. It is obviously little use having lots of money if we are too ill to enjoy spending it.



Victor Frankl, a great author from the last century (1905 -1997) puts the responsibility for the meaning of our lives on ourselves: "Don't ask 'What is the meaning of my life?' Ask 'What meaning will I make of my life?'"

By choosing great values, we can make our lives meaningful. We can also make our lives meaningful by becoming people of value; people who can help others. Albert Einstein said, "Don't look to become a person of success, look instead to become a person of value." He is saying much the same thing as Albert Schweitzer at the start of this chapter i.e. be valuable to others.

Mike Litman quotes Einstein and continues: "Value is the most important word in the success dictionary. The faster you 'get it' and the faster you become valuable to those around you, the faster you'll live your dreams and become financially free. I can't stress this enough. Become valuable. Add value to people's lives. Watch what happens. Some would say the effects are magical." Mike says that the whole world revolves around one word: value.

**Law 28: Become a kinder, wiser person and bring value into the world!**

## Chapter Ten VOW (continued)

### Outside School

**W**hen we leave school or college or university, we often stop learning because learning is so strongly connected in our minds to school and higher education. In fact, learning should now be swifter and easier.

We are now free to study our favourite subjects for as long as we like and as deeply as we would like. It is worth thinking again of Gandhi's great saying:

*"Live as if you were to die tomorrow. Learn as if you were to live forever."*

There are one or two problems, however. One is a culture that tends to belittle the perpetual student as someone who has not properly grown up. People will feel guilty studying when they could be drinking with their friends or taking their partner out for a meal.

Another problem is losing the collective discipline of the school or college. It is much easier to study if everybody else is doing the same thing. The school timetable is a very disciplined but also sensible thing. Each lesson is usually about 40 minutes long.



This time of 40 minutes can easily be divided into two twenty minute sessions. Many experts believe that the optimum learning time is twenty minutes. Then after a brief break another twenty minutes can follow.

An hour would contain three twenty minute sessions and is a useful unit of study.

*It has been claimed that if you study a topic or skill for an hour a day, you will become an expert in it after 6 months*

It would be a good idea to make this hour's study a priority. Study as early in the day as possible. Otherwise, the usual demands of the day will crowd in and the hour will have been lost.

## Chapter Ten VOW (continued) Outside School (continued)

**A**t the moment, I usually write for at least an hour at the start of the day but I have neglected to study regularly. I study whenever there is spare time and I feel the desire to do so. This is not good enough.

I plan to insert an hour a day of solid study on at least one skill somewhere in the day preferably before noon. However, the plan means little without the action.

You will need to study on your own for much of the time when you have left school or college but if possible try to study with others at an evening or day class.

Many years ago my then girlfriend and I attended a cartoon class in the evening and we made rapid progress even though all the teacher did was put some cartoons in front of us and tell us to copy them. We spent two hours doing this at every session and eventually thought we could do this without the teacher or the class.

In fact we could not. The discipline of being in a group working at the same goal had kept us working. It was also interesting to see what others were doing even though we thought the teaching method was too basic.

In fact, the great Vincent Van Gogh used this method of copying pictures from an art text book to teach himself to draw. He preferred this to entering an art college where he might not get on well with the students. Copying worked for him!



Most activities are more fun if they are done in a group unless you dislike some member of the group. Lorraine Kelly, a popular TV presenter, found training for the Marathon boring on her own but in a group it was fun. As far as I know, she completed the marathon successfully.

## Chapter Ten VOW (continued) Outside School (continued)

**S**ome school pupils realize early on that school learning is not for them and that they would learn more out of school.

Tom Hartley Junior is one of Britain's youngest millionaires. He left school at the age of 11. *He did not enjoy school and felt the only reason most people attended was to "kick a football around at break time. I was there to learn."*

I can empathize with this as I was called a swat at school for working hard and trying to do well in lessons. Working was not fashionable. A lot depends on the class you are in when you are at school. If your class mates want to work and learn, it is easy for you to learn but, if they don't, a huge effort is required.

Tom's father had also left young and could understand how he felt. He took Tom out of school and gave him a different education through the car showroom.

Tom learnt arithmetic by making calculations about sales. He studied geography by finding out about the places they delivered cars. His business studies was the real life of his father's business. His PE was golf with his dad.

He feels his education out of school was far superior to any education he might have received in school. He believes that learning through the business made him wealthy and better prepared for life than staying on at school would have done:

"I left school to learn and what I learnt through the business – and what I am learning – far exceeds any education I could have anywhere in the world."

I don't agree with him totally since he has obviously not tried all the different schools in the world but it is difficult to argue with his life and achievements so far.



Whether we are in school or out of school, we need to reflect that learning once in the modern age may not be enough. We may need to unlearn and relearn again and again. Alvin Toffler puts this well:

"The illiterate of the twenty-first century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn."

**Law 29: Learn as if you are going to live forever!**

## Chapter Ten VOW (continued)

### Work

*"Far and away the best prize that life offers is the chance to work hard at work worth doing." Theodore Roosevelt*

*"The dictionary is the only place where success comes before work."  
Vince Lombardi*

*"Hard work spotlights the character of people: some turn up their sleeves, some turn up their noses and some don't turn up at all."  
Sam Ewing*

Unlike the local takeaway, life does not offer free delivery. You have to go get it yourself. Even when we succeed, we need to keep working. Some people reach the top and then are so flattered by the praise and approval of their fans that they stop working or work far less. Soon their success and popularity fade.

The world is full of wise quotations about work. Three great ones start this section on work. Here are some more of my favourites:

*"The secret of joy in work is contained in one word – excellence. To know how to do something well is to enjoy it."*

*Pearl Buck*

Early attempts at violin playing are horrible to listen to but after consistent work and effort the violinist can begin to enjoy the work of learning to play.

Another quote stresses the importance of hard work and reacting well to discouragement. It points out the need for self belief, planning and persistence.

*"I want to remind you that success in life is based on hard slogging. There will be periods when discouragement is great and upsetting, and the antidote for this is calmness and fortitude and a modest yet firm belief in your competence. Be sure that your priorities are in order so that you can proceed in a logical manner, and be ever mindful that nothing will take the place of persistence." Publisher and philanthropist Walter Annenberg in a letter to his son*

Notice that even though Walter Annenberg advocates 'hard slogging' he also advocates prioritizing. Prioritizing involves planning and planning should usually accompany hard work. Sharpening the axe saves time in the long run.

Most internet gurus stress the need to find out if your product is wanted in the market place before you put in the hard work necessary to create it. Check the search engines to find out what people are buying before you spend hours developing a product which no one wants. They might need it but if they don't want it, they won't buy it. With a little planning and research, you can find out what people really do want and save yourself a great deal of wasted effort.

## Chapter Ten VOW (continued) Work (continued)

*Man is happy only as he finds work worth doing -- and does it well.*

*E. Merrill Root*

**P**risoners digging escape tunnels usually make sure the tunnel will reach outside the barbed wire or the walls before they start tunneling.



If they don't plan first, their work is wasted and they are quickly returned to the prison they came from or are shot dead.

*It's only by persistence, faith, courage and good old-fashioned elbow grease that you truly find out what you're made of.*

Elbow grease was a phrase used often by my Granddad. It always caught my imagination as I wondered what on earth he was talking about. I soon learned from his example what hard work or elbow grease meant i.e. getting on with the job in hand in an energetic and enthusiastic manner.

*“Just as appetite comes by eating, so work brings inspiration, if inspiration is not discernible at the beginning.”*

*Igor Stravinsky*

Work is too often considered to be something mundane and boring. In fact, it can light the fires of inspiration. Work hard at anything and you will become good at it.

Once you become good you may well wish to become excellent and then you will inspire not only yourself but others. Many geniuses admit the huge role that hard work plays in their reputation.

*“If people knew how hard I had to work to gain my mastery, it wouldn't seem wonderful at all”*

*Michelangelo*

*“Talent is cheaper than table salt. What separates the talented individual from the successful one is a lot of hard work.”*

*Stephen King*

*“If the power to do hard work is not talent, it is the best possible substitute for it.”*

*James Garfield*

*“People make a mistake who think that my art has come easily to me. Nobody has devoted so much time and thought to composition as I. There is not a famous master whose music I have not studied over and over”.*

*Mozart*

## Chapter Ten VOW (continued) Work (continued)

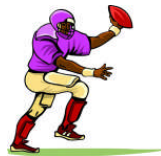
*"I never did anything by accident, nor did any of my inventions come by accident. They came by work."*

*Thomas Edison, inventor.*

**W**ork can create new inventions and solve old problems. Clint Eastwood, as the preacher in the film *Pale Rider*, comments: "There's plain few problems can't be solved with a little sweat and hard work." Greg Werner, a strength coach, says much the same thing:

*"If you have a passion for winning (winning the game, winning the sale, winning a partner, all forms of winning) then you will have a passion for working. Work ethic is the great equalizer. Persistent, smart, hard work will conquer any opponent, and most importantly it is the surest path to healthy pride."*

Jerry Rice, the great American football player, had a passion for winning and working. He had huge talent as a wide receiver but never took shortcuts in his training. His work ethic was solid.



Work has had a bad press in the Judaeo-Christian world because it was described in the Bible as a punishment for the sin of Adam in preferring to obey his wife rather than God. It has also been associated with some of the worst kinds of work like some factory work and some types of office work.

Some kinds of work can, however, be seen as a gift rather than just as a punishment. According to the quotes we have seen, work can inspire genius and solve the worst of problems. Work can create excellence and success. Hard work can create a feeling of satisfaction like nothing else. It can give our lives meaning and purpose. Many people die soon after retirement because they lose their sense of purpose. They no longer feel useful. Hard work not only overcomes problems and achieves success, it creates character. John Ruskin, the Victorian art critic pointed this out long ago:

*"The highest reward for a person's toil is not what they get for it, but what they become by it."*

Hard work can return us to paradise. Jimmy Doherty had a degree in Zoology but found academic life boring. He loved nature and decided to return to it by becoming a pig farmer. He was amazed at the work farmers have to do:

*"Paradise comes at a price and it's hard work."*

**Law 30: When you get good at your work, you will start to enjoy it!**

## Chapter Eleven WEB

- Walk
- Enthusiasm
- Burn your boats

Extra Memory Aid: Webbed feet might be useful if you have *burned your boats* behind you but you would need a lot of *enthusiasm* to *walk* with webbed feet.

### Walk

**W**alking is a great form of exercise and relaxation. I make a point of walking as early as possible in the day and then again later if possible. The more I walk the more interesting life becomes and the more things happen. Life seems to move on with much greater power and excitement. This could be because I often pray as I walk.

Whatever the cause, walking generates physical and mental power. The only way to find out whether this is true is to try it for yourself if you don't already.



Walking also makes you healthier. Health is crucial to any achievement. It is difficult to do well if you don't feel well. A long life also helps. Life is short enough without making it shorter through poor health.

Peter McLaughlin, a performance expert, describes the benefits of exercise:

“Exercise triggers the biochemistry of dopamine, norepinephrine and endorphin. Endorphins are those neurotransmitters that are like little dolphins through your central nervous system...So, exercise is the number one mood elevator. You're tired. It's the end of the day and you're saying: 'I can't exercise. I'm too tired.' As soon as you get in that gym or as soon as you go out for a run, within ten minutes the biochemistry effect has set in and you're an energised person.

*“No one ever comes out of an exercise session saying: 'I wish I hadn't done that.'”*

## Chapter Eleven WEB (continued) Walk (continued)

**W**alking goes up your blood cells and makes them work much better. Walking also helps to keep your blood sugar levels down and can prevent type 2 diabetes.

Walking can also help one to deal with mild depression.

*In the UK 6 out of 10 men and 7 out of 10 women are not active enough to benefit their health. Regular walking could help them.*

Everyone can walk for 30 minutes a day. Walkers could start at 2000 steps to begin with and then increase the number of steps gradually. People should aim for 10,000 steps a day. Someone who walks 10,000 steps a day should lose some weight.

Tracy Rees, a UK housewife, gave up using her car for a week and did about 18,000 steps a day when she was without it.

Another UK citizen lost much weight by changing his habits in a thoughtful and systematic way by:

- Walking within his daily routine. He walked to work.
- He also changed what he ate and
- Ate less of it

When you have been over weight for many years the body adapts and it is very difficult to lose weight. A two pronged attack is, therefore, essential i.e.

- Eat less
- Exercise more

It is not always easy to walk. Many people find it boring. You have to believe that walking will help you and you must enjoy it at least some of the time. It helps to have a pleasant environment to walk in and friends to walk with or meet en route although many people enjoy walking on their own.

Walking provides benefits for both body and mind. Most people who exercise regularly say that their day seems to go much better when they exercise and much worse when they fail to. I certainly have that experience.

Going for a walk or simply deep breathing gives the brain the oxygen it feeds on to be newly refreshed and creative.

Exercise increases the overall efficiency of all our bodily functions and the more efficiently our bodies are working, the more efficiently our minds will be working.

## Chapter Eleven WEB (continued) Walk (continued)

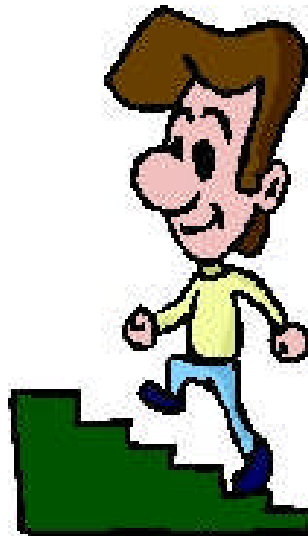
**W**e do not need the elaborate gym equipment and exotic training methods foisted on us by the advertisers. We do not need to be super fit. Fitness and health are not necessarily the same thing.

Walking does not require equipment and it can begin as soon as you go out of your front door. It can also be done inside your house although the air is not as fresh as outside in the woods or even on the streets of a city.

Lyn Stapleton, the wife of John Stapleton the UK television celebrity, walks up two flights of stairs 4 times a day for a month. This, according to her, is the equivalent of climbing Ben Nevis the tallest mountain in the UK.



If your house has only one flight of stairs, climb it 8 times a day. Eight times a day over a month (of 30 days) amounts to 240 brief climbs. If one climbed the stairs 20 times a day, one could climb Ben Nevis every 12 days.



Walking cannot make us Olympic champions but it can make us healthy. It gets us out in the open air and puts us back in touch with the rhythm of the seasons.

**Law 31: Walk indoors or outdoors to enjoy health and success!**

## Chapter Eleven WEB (continued)

### Enthusiasm

*"Every day has two handles. You can grab the handle of anxiety, or the handle of enthusiasm. You choose your own destiny."*

*(Quoted in Kickstart by Martin Avis)*

On March 27<sup>th</sup> '99, England beat Poland at soccer. The score was 3-1. Much of the success of the England team has been put down to the optimism and enthusiasm of the part time England manager Kevin Keegan. It is probably right that Keegan should have much of the credit for this win although it was "Scholes that scored the goals!"

As a player Keegan was noticed for his incredible energy and enthusiasm. He may not have been as talented as Glen Hoddle (the previous manager) but he certainly seemed to work harder. Acting with enthusiasm generates enthusiasm in oneself and in others.

Since I wrote the above, England have gone out of the European cup tournament. Enthusiasm alone is not enough! Knowledge is also important! Maybe Keegan needed more strategic knowledge? Since writing this last sentence, Keegan has retired saying that he had limitations which did not allow him to be the best coach for England. He was probably referring to the main criticism made of him that he lacked tactical knowledge.

However some people argue that enthusiasm is more effective than ability although ability obviously helps:

*"Experience shows that success is due less to ability than to zeal. The winner is he who gives himself to his work; body and soul"*

*Buxton*

John Paul Getty, one of the richest men on the planet, valued the power of enthusiasm ahead of imagination, business skills, and ambition.

Frank Bettger, the great American baseball player and salesman, has described brilliantly how enthusiasm changed his life both in baseball and in selling. When he was a baseball player he eventually found himself in the minor leagues.



He decided to play with enthusiasm. He ran round the pitch as if his life depended on it. His example soon inspired the rest of his team. The newspapers took note that Bettger was on fire and soon he was back in the major leagues.

## Chapter Eleven WEB (continued) Enthusiasm (continued)

*"Every memorable act in the history of the world is a triumph of enthusiasm... Without enthusiasm you are doomed to a life of mediocrity but with it you can accomplish miracles."*  
Og Mandino

*"If you aren't fired with enthusiasm, you will be fired with enthusiasm."*  
Vince Lombardi, 1913-1970

**T**he same thing happened in selling. Frank was in a slump and decided to use the same method that had worked in baseball. He began to act enthusiastically even though he did not feel in the least bit enthusiastic.

Soon he started breaking sales records and teaching others how to break them. Read his books if you want an inspiring example of the power of enthusiasm and the power of faking it till you make it.

Andrew Wood went to the States with about \$300 dollars in his pocket and became a millionaire. He describes how he became the successful owner of a martial arts school by being enthusiastic. When the owner was away ill, Andrew took over.

He was a complete beginner but he was bubbling over with enthusiasm. When the owner returned, he was so amazed at the numerous enrolments that Andrew had taken in during his absence that he offered to sell him the school for \$15,000.

The owner went back to a regular job and Andrew went on to huge success in the martial arts business and in golf and in writing. Andrew refers to Mark Twain in one of his articles. Mark Twain was once asked to explain his great success in life. *He replied, "I was born excited."*

If you are teaching anything, enthusiasm is essential. No one else will be interested if the teacher himself is bored. Kids, especially, need an enthusiastic teacher who is willing to go out of his or her way to make the lessons fun.

Conference speakers need to be enthusiastic. They need to be excited about their topic. One speaker who stays in my memory is Marlon Sanders. At a conference in London on internet marketing, he arranged for every one to get a can of bubbles and a metal circle with a handle. Soon bubbles were floating all over the auditorium and everyone was having a good laugh.

As you can imagine, everyone listened to Marlon with great care and interest for the rest of his talk. He had shown enthusiasm and imagination and that element of originality which can get an audience's attention in a big way.

**Law 32: Act with enthusiasm and excitement and rise into the major leagues of life!**

## Chapter Eleven WEB (continued)

### Burn Your Boats

*“Every person who wins in any undertaking must be willing to cut all sources of retreat. Only by doing so can one be sure of maintaining that state of mind known as burning desire which is essential to success.”* Napoleon Hill

**B**urning your boats behind you has become a symbol for powerful motivation. Some conquerors have literally burned the boats behind their invading troops so that there could be no going back.



One less drastic way of burning your boats behind you is to arrange a face to face encounter even if you are not fully prepared for it. The thought of the meeting will motivate you to prepare.

I hate sorting out my finances. However, I have organised them reasonably well simply by arranging interviews with financial advisers and using the forthcoming interview to motivate me to prepare all those boring statements etc.

Making a promise to yourself or some one else is another way of burning your boats. You must either deliver or feel ashamed that you have not delivered what you promised.

One great theologian promised himself that he would get up at 6 a.m. or throw a golden sovereign into the river Cam whenever he failed to do this. The loss of one gold sovereign was enough.

Paying money up front for a seminar is a way of burning your boats and making sure you attend the seminar unless you don't mind throwing your money away!

If someone arranges a big public wedding they have burned their boats. If they still have doubts they would do better to arrange a quiet registry office wedding instead! It would be much less humiliating if one or both of the partners change their mind!

**Law 33: Burn your boats and make victory much more likely!**

## Chapter Twelve WUP

- Write
- Until
- Public announcement

Extra Memory Aid: If you apply these three ideas you'll **wup** most of the problems and obstacles which are preventing you from reaching your goals.

### Write

*"Paper and pencil are the two tools most useful for turning dreams into reality. Nothing has the same effect as seeing reality on paper in your own handwriting."*  
Linda Carroll

**S**ome experts advise us to write down our discoveries, our to do lists, our dreams and plans. They argue that the more you write things down like your plans, the more you can dictate your own future.

*There is something about writing something down that imprints it more firmly into your brain.*

Eric Lofholm discovered the power of writing things down on a white board almost by accident. He has always had a white board in his office and developed the habit of writing his ideas down the board.

He began to realize that most of the things he wrote on the board came true. He then developed a belief "that if I wrote it down on the whiteboard, it would happen." He has been using this idea for years.

He did not rely just on the writing to make things happen. The writing was intended as a prompt to him to get into action and make the thing happen.



The whiteboard keeps the idea visible and in your face. You can also easily change what you have written. I do something similar by writing ideas etc. on posters or A4 paper which I stick on the walls of my room.

## Chapter Twelve WUP (continued) Write (continued)

**B**lackboards are probably too messy to use. Chalk gets everywhere. There are other alternatives to whiteboards like magnetic boards or cork boards that you can stick reminders on etc. etc.

Of course one can simply write down to do lists on paper or on the computer. I like using mind maps to write down my to do lists or an electronic diary like Easy Noter. Even an old scrap of paper or an envelope is better than nothing.

Most of us do not realise how much we forget. We can hear invaluable advice and forget it within minutes or hours. I always write notes at seminars and when I type these up later am astonished at how much I have forgotten after only a few hours.

I write important notes down on A4 paper attached to a clip board to start with and then later transfer the information to the computer where it is filed under the appropriate headings. Key ideas thus get written down twice and can be used as source material for diaries, reports and even books.

One of my uncles wrote down his poems and had them published in a small volume called 'Scant Harvest'. I have a volume of these, today, and can hear his 'voice' again even though he died some time ago.

Noel Coward wrote "You live and learn...then you die and forget it all." If you write down what you learn, you can pass it on to the next generation. They may not want to read it but at least you will have given them the opportunity to learn from your experience.

Philippa Forrester, a presenter who works for the BBC, used to write down 10 things to be pleased about at the end of the day. She often found she had more than 10 things to write about. This is a great way of overcoming depression and of switching from a negative to a positive outlook.



Count your blessings but count them in writing and they will have twice as much effect on your state of mind.

**Law 34: Use the magic of writing to achieve your goals!**

## Chapter Twelve WUP (continued)

### Until

**T**he word '*until*' is a word that can turn your life around. It is a favourite with both Rohn and Robbins. Rohn calls it a magic word. The word expresses huge resolve. I *will* do it *until* I succeed or I will die first. Nothing can resist the human will.

- How long should a baby try to walk? Any parent would answer: "My baby will try *until* it can walk"



- A student would say: "I'll study *until* it makes sense" or "I'll go to seminars *until* I get a handle on it".
- A musician might say: "I'll practise *until* I master it".

In the prayer of Sir Francis Drake, he stresses that it is not starting something that matters but continuing with it *until* it is finished.

Most humans are great at starting things but finishing them takes guts and determination. Josiah Wedgwood, the great British potter, started looking for the formula for a perfect pastel ceramic in the late 18<sup>th</sup> century.

Three years later and after 5000 failed experiments he discovered the formula he was searching for. He called it Jasper. On the 1<sup>st</sup> January 1775 he wrote "I am confident of my blue and sea green."

This discovery was as important as the creation of porcelain by the Chinese a thousand years earlier. Jasper became very popular. Catherine the Great of Russia had a portrait in jasper made of herself as the Greek goddess, Minerva.

Josiah even used jasper to campaign against the slave trade. One of his jasper ceramics depicts a slave in chains with the words around the man saying: "Am I not a man and a brother?" Josiah was a man who kept going *until* he succeeded.

**Law 35: Use the power of the word 'until' to rise above mediocrity!**

## Chapter Twelve WUP (continued)

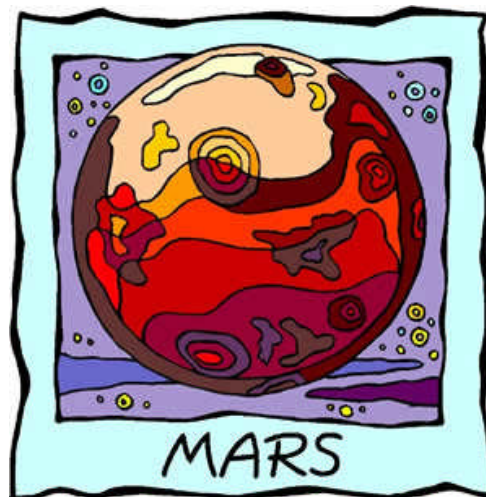
### Public Announcements

One way of increasing leverage or pressure on oneself to achieve is to make a public announcement. In 1997 Ann Widdecombe, the controversial British politician, announced publicly that she was going to write a book. She did this deliberately to put pressure on herself.

She also announced in July 2000 that whenever she decided to slim, she would make a public announcement about it. She made this announcement a few years later and has succeeded in achieving both of the goals that she announced in public. *A little outside pressure can work wonders.*

Pressure that you choose can be positive and helpful in achieving most goals. Some people raise money for charity by finding members of the public who will give money to a charity for every pound of weight they lose.

President Kennedy made a public announcement about reaching the moon. The rest is history. Recently President Bush has announced that Mars is a target. I anticipate that it, too, will be reached.



Many years ago – over two thousand – the Roman leader, Cato, would end his every speech “Karthago delenda est” i.e. Carthage must be destroyed. Eventually one of his relatives Scipio did utterly destroy Carthage. Even a destructive public pronouncement may well be carried out to the letter.

If a determined person makes a public announcement about their dream, many others may well join them and help them fulfil that dream. The actress, Melina Mercouri, has a dream that the Elgin marbles should be returned to Athens by the British Museum. Her public announcement of her dream has enlisted much support both in Greece and in Britain.

If she had kept quiet about her dream, her chances of getting the marbles back would have been zero. They are probably still zero but at least more people are aware of the marbles and will visit them in the British Museum.

## Chapter Twelve WUP (continued) Public Announcements (continued)

Sometimes it is better not to make a public announcement. Everyone has friends who will tell them they cannot achieve what they plan to do. A cynical friend can destroy confidence. On the other hand critical comments can motivate people to prove their critics wrong. John McEnroe describes Jimmy Connors' reaction to his critics: "Jimmy only plays his best when people write him off."

A public announcement also ties down the future. Who knows what one will be thinking in a few weeks' time. What seemed important at the time may no longer seem so important. My step-brother believes it is unwise to make public promises. It is far wiser, he thinks, to give the appearance of being a complete idiot and then to surprise everyone with your achievements.

Some one like Sir Percy Blakeney, the Scarlet Pimpernel, who pretended to be interested only in fashion provides a fictitious model for this approach. In public he seemed lazy and clueless. In private, he was resourceful and dynamic. He rescued many aristocrats from the guillotine.



Clark Kent plays a similar role. No one knows how great his achievements are. In public he appears to be a bumbling newsman who is often lost for words. In private he is awesome. Jesus, himself, taught that when you do good, you should not let your right hand know what your left hand is doing.

Achieving great things in private is fun. Often your efforts become public in the end and you can enjoy the satisfaction not only of having achieved something but also of having that achievement recognised whilst you gain a reputation for modesty at the same time!

As a compromise, I favour short term public announcements like "I am running a seminar in six weeks time." This puts pressure on you for a short time but not for a big chunk of your life. It also makes it more likely that someone will attend the seminar! ***As an extra bonus, it creates a deadline which you would be ashamed to miss.***

Deadlines are a great way of achieving goals. You can set your own deadlines but if you involve at least one other person in your deadline, extra pressure is added. Liz Allen was a journalist in Dublin in the 1990's.. This made her become used to meeting deadlines. When she decided to write a book she asked the publisher for a deadline for the completion of the book. He was surprised at this unusual request but gave her a deadline of 4 months.

## Chapter Twelve WUP (continued) Public Announcements (continued)

The book was completed in 4 months. The publisher was probably surprised once again. A second book has also now been finished apart from a little polishing. Liz also has two children to look after!

The power of a public deadline is enormous. Public deadlines are used all the time at school and university. Students are given deadlines for handing in work and are publicly shamed if they do not get the work done on time.

At university, the deadlines constantly interfere with the students' innocent pleasures! Exams are of course very powerful deadlines. One's whole future could depend on them.



The boss at work hands out deadlines left, right and centre. "Get that order out to catch the post by tonight!" "Finish your presentation in time for the meeting tomorrow at 10 a.m." etc.

When you work on your own, you have to create your own deadlines for yourself. It helps enormously if you can tell at least one other person that you will have completed your own project by the end of the month.

The public announcement or deadline is another way of burning your boats behind you but, as already suggested, it should be used with care. A celebrity was asked if she would run the London Marathon in a year's time.

She wisely refused to commit herself in public despite the pressure. Who knows how she would have felt about running a marathon in a year's time. She would also have had to worry about it for a year.

If she does decide to run the marathon, she can do so without pressure and can then astonish all those that she decides to let in on her secret.



## Chapter Twelve WUP (continued) Public Announcements (continued)

**N**ot committing yourself to a deadline can have considerable benefits.

- You have more time to do the job thoroughly.
- You do not make silly mistakes.
- You will not have to redo tasks that were botched originally.
- You will have enough time to do an outstanding job
- You will not have to deal with complaints and refunds.
- You will acquire a reputation for excellence but not speed
- You will not suffer as much stress. Why die of a heart attack in pursuit of a deadline? If the job doesn't get done in time, we can usually live with that situation. The epitaph "He got the job done!" is not much use to anyone.

The answer to the apparent contradictions above is that deadlines and public commitments work in some situations but not in others.

If you have to choose Christmas presents it is no use arguing that given a few extra weeks you could choose better presents! The deadline is Christmas day.

If a magazine is sent out monthly, you need to finish the article you promised on time for publication. It is no use sending out a brilliant article two weeks late.

However, the lack of a deadline or public commitment gives you freedom to choose how to spend your own time. Dr Seuss describes this freedom well:

*"You have brains in your head, you have feet in your shoes. You can steer yourself any direction you choose. You're on your own. And you know what you know. And you are the one who'll decide where to go."*



**Law 36: Public promises can motivate powerfully, but use with caution!**

## 36 More Laws

**Law 1: Use the power of small chunks of time to kickstart your projects!**

**Law 2: Work an hour a day at a skill and become airborne!**

**Law 3: Complete your project, even if you lose interest, and feel your power and confidence grow! It is either done or not done!**

**Law 4: Use numbers to face reality and take corrective action!**

**Law 5: Discover your desires and keep them red hot!**

**Law 6: Aim to be the best at what you do and your life will start to become exciting and rewarding!**

**Law 7: Challenge yourself to face difficulty and start feeling alive!**

**Law 8: Lose well and you may well win next time!**

**Law 9: Focus on one task and multiply your power!**

**Law 10: Prioritize and achieve what is important!**

**Law 11: Keep studying or practising and you will become an expert!**

**Law 12: Watch less TV and achieve far more!**

**Law 13: Books, CD's and DVD's can help you learn almost anything!**

**Law 14: Affirmations with feeling can enlist the power of the Universe!**

**Law 15: Imagine what you want vividly and fly with the eagles!**

**Law 16: Give equal time to a few key projects and make progress!**

**Law 17: Stop complaining and think how much worse things could be!**

**Law 18: Commitment takes us beyond what is convenient and pleasant!**

**Law 19: A simple plan you follow is superior to a clever plan you don't!**

**Law 20: Act now and fly with the eagles!**

**Law 21: Believe that you can get the job done and you probably will!**

**Law 22: Work on yourself and your skills and success will often follow!**

**Law 23: Ask and you shall receive!**

- Law 24: Try again and again and earn huge respect even if you fail!**
- Law 25: Do what is important first and enjoy feeling smug!**
- Law 26: Each time you overcome your fear, your power will grow!**
- Law 27: Believe in your own ability and value and achieve your dreams!**
- Law 28: Become a kinder, wiser person and bring value into the world!**
- Law 29: Learn as if you are going to live forever!**
- Law 30: When you get good at your work, you will start to enjoy it!**
- Law 31: Walk indoors or outdoors to enjoy health and success!**
- Law 32: Act with enthusiasm and excitement and rise into the major leagues of life!**
- Law 33: Burn your boats and make victory much more likely!**
- Law 34: Use the magic of writing to achieve your goals!**
- Law 35: Use the power of the word 'until' to rise above mediocrity!**
- Law 36: Public promises can motivate powerfully, but use with caution!**

*Just one of the 72 laws can lead to a new dawn*



**See the next page for action steps based on these 36 laws**

## Five action steps to achieving your dreams based on the 36 laws above

1. **Seize the day**; make a list of your dreams and goals now and don't be too fussy! You can always change your list later on. If you are reluctant to start making your list promise yourself you will spend five minutes only on it and then start writing it. Put the list in order of importance and make it specific:

- I will become so healthy and fit that I will be able to join a martial arts class and achieve black belt rank.
- I will make an extra £5000 by the end of the year.
- I will complete a book on dieting by January 1<sup>st</sup> of next year.

2. **Now list the things** you will have to do to achieve the above. e.g

- I will eat natural foods and I will lift weights daily for at least 10 minutes a day. I will walk or run for 20 minutes a day.
- I will ration my TV so that I can spend 30 minutes a day learning the investment skills that will allow me to make £5000
- I will spend at least an hour a day writing my book. Make this a commitment that you will not break.

3. **Visualize and affirm** your goals as already accomplished:

- See yourself walking or running.
- See yourself studying your books on investment. Visualize the money in your bank statement.
- Picture yourself writing your book. See the finished book.

**Affirm success daily** and even hourly:

- "I am becoming fitter every day."
- "My investment skills are growing daily. I make money."
- "I am becoming an excellent writer."

4. **Take action to achieve your goals**. Check the numbers. Are you actually writing an hour a day? Focus on completing each task. Ask for help if you need it and believe in your ability to get the job done. Keep your plans simple but carry them out. Write your goals and plans down often and look at what you have written often. Sign up for the martial arts class to burn your boats behind you. Maintain your enthusiasm by thinking of the benefits of what you are doing and don't give up until you have achieved your goal.

5. **Complete all your tasks and celebrate**. Your confidence will be huge. Repeat steps 1-5 and attempt another set of goals.

## Conclusion

**Y**ou may have come across all the ideas in this book and in the first book 36 Laws before but they still need to be kept in the forefront of the mind so that some of them are used daily. Try to read this book or a similar one at least once a day so that the ideas are frequently in your mind.

Most of the really powerful ideas speak of the importance of action, effort, persistence, enthusiasm and getting started but there are many others which look at other ways of improving your life. Focus, affirmation and visualisation are powerful ways of helping to reach your goals. They make use of the power of the subconscious mind and will allow you to accomplish more with less strain and stress.

Checking the numbers keeps you in touch with reality and pinpoints the areas where you need to improve.



Using the fifteen second and minute techniques will help you get started. Study great examples of extraordinary lives so that you too can push yourself to be your best. Give regular time to improving your skills and take action on a daily basis. Ask for help if you need it but don't just accept whatever you are told.

Decide what your priorities in life really are and then 'carpe diem'. Burn your boats behind you occasionally and use the pressure to achieve. Two key words stand out throughout the 36 Laws – BELIEF & EFFORT. You won't go far wrong with these two on your side.

If you have enjoyed this book and found it has helped you move in the direction of your goals and dreams please send me a brief comment on what you found useful about the book together with permission to use your comment and name 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 if your testimonial is included.

Thanks for reading this second book. The first book is easily available if you have missed it. Best wishes for all your plans and goals. Good luck and God bless.

John (aka Jack) Watson (My email address is [jwatson301@btinternet.com](mailto:jwatson301@btinternet.com))

For news of further books or reports, please check my website:  
[www.motivationtoday.com](http://www.motivationtoday.com) or email me at [jwatson301@btinternet.com](mailto:jwatson301@btinternet.com)

## Summary in alphabetical order of the main ideas behind the 36 laws

<b>Act</b>	Introduction Ch 7 Action Action Steps
<b>Act with confidence</b>	Ch 7 Confidence
<b>Affirmations empower</b>	Ch 5 Affirm Achievement
<b>Aim high</b>	Introduction Ch 2 Best Ch 3 Push Yourself
<b>Avoid delay</b>	Introduction Ch 1 Minutes Ch 11 Enthusiasm
<b>Avoid complaining</b>	Ch 6 Imagine Worse
<b>Ask for help</b>	Ch 8 Ask
<b>Believe you can do it</b>	Ch 7 Confidence Ch 9 Belief Conclusion
<b>Complete the task</b>	Ch 1 Complete Ch 6 Commitment Ch 12 Until
<b>Desire is vital</b>	Ch 2 Universe
<b>Discipline is necessary</b>	Ch 3 Push yourself Ch 6 Commitment
<b>Effort is crucial</b>	Ch 10 Work
<b>Face reality</b>	Ch 2 Numbers
<b>Focus</b>	Ch 3 Focus
<b>Improve your skills</b>	Ch 1 One Hour Ch 4 Improve your skills
<b>Keep going until you finish</b>	Ch 1 Complete Ch 11 Burn Your Boats
<b>Keep learning</b>	Ch 4 Improve your skills Ch 5 Read, Listen and Watch Ch 10 Outside school
<b>Know your values</b>	Ch 4 Prioritize Ch 6 Remove Ch 10 Values
<b>Manage your time</b>	Ch 9 Time Management
<b>Mind power works</b>	Ch 5 Visualize Success Affirm Achievement
<b>Motivation</b>	Ch 4 Ration Your TV Ch 5 Read, Listen, Watch Ch 11 Burn your boats Ch 12 Public
<b>Overcome fear</b>	Ch 9 Overcome fear Ch 11 Enthusiasm
<b>Second best can lead to progress</b>	Ch 3 If you lose, lose well
<b>Succeed</b>	Ch 3 Push Yourself Ch 8 Succeed
<b>Train hard</b>	Ch 3 Push Yourself Ch 8 Try Ch 10 Work
<b>Useful techniques</b>	Ch 1 Minutes Ch 2 Numbers Ch 4 Prioritize Ch 5 Affirm Achievement Ch 12 Write
<b>Visualize daily</b>	Ch 5 Visualize Success
<b>Work hard</b>	Ch 3 Push Yourself Ch 8 Try Ch 10 Work Conclusion

## Acknowledgements

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Thanks to the owners of the following website for the royalty free photo of the golden eagle. Just copy and paste if the link is not live.

<http://geekphilosopher.com/MainPage/photos.htm>

Thanks, too, to [www.clipart.com](http://www.clipart.com) - a truly great source of graphics.

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God Bless

John Watson

*Just one of the 72 laws can lead to a new dawn*

