

"A must-read for anyone looking to achieve success"

ATTRACTION: *Getting What You Want*



**The Step-By-Step Blueprint To
Attracting Anything You Want In Life**

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Introduction

It's always a fun thought experiment to imagine what you would do and what you would buy if you won the lottery. If you had a million dollars, where would you be right now? Maybe you'd buy a beautiful home on the coast, or maybe you'd travel the world and see all the sights. Perhaps you'd start your own business?

It's fun to imagine these things but of course it is also somewhat limiting. There's only so much that you could accomplish by winning the lottery and of course this is all tied to what you can achieve with financial clout alone. What would be much more interesting would be to imagine that you had three wishes.

If you met a genie and they said you could have any three wishes, what would you wish for?

I'm not asking hypothetically, I want you to play along and answer. What would you wish for right now?

Here are the rules: you cannot wish for more wishes. The Aladdin rule that you can't wish for someone to love you is out though. That's totally on the cards.

The other rule is that you're not allowed altruism. So, no wishing for world peace, no wishing that your friends will be happy. This is about you. This is about what you want. Two more rules: it has to be physically possible. No wishing that you were immortal or that you could fly. Finally, no wishing for anything as a 'means to an end'. In other words, don't wish for a billion dollars and think that's you sorted because you can buy all the rest. That's just boring... Be more specific!

But nothing else is off the table. You can have riches, you can have fame, you can have a boat. You can become a rock star, you can find love, you can write a book. You name it.

What do you want? Write it down and put it somewhere safe.

Now here is the good news: I'm about to become your magical genie. Minus the beard and the song and dance number. Otherwise though, I'm going to give you what you want.

Or rather, I'm going to do something even better. I'm going to show you how to get everything you want. I'm going to show you how to become your own genie.

Because if you teach a guy to fish and blah, blah, blah. Enough pre-ambles. Let's do this. In this book, you'll learn how to get out there and get what you want for yourself and to stop settling for less.

Chapter 1: The Law of Attraction – True or False?

In this first chapter, I'm going to talk about the thing you're probably already expecting me to talk about. That's the law of attraction. It seems only fitting that I touch on this first, seeing as you're probably already thinking that you know the answers and how you can get everything you've ever wanted.

For those who don't have a clue what I'm talking about, let's go over it quickly.

What is the Law of Attraction?

The 'law of attraction' is a concept that has been popularized by a number of self-help gurus, blogs and books and that claims it can help you to accomplish literally anything with the greatest ease. The premise is simple: as you are, so you will attract.

Or to put it another way: fake it until you make it.

The example that is often used at this point to describe the notion is that of giving someone a gift. When you go to give someone a gift, you will usually start by assessing what they have and what they might like. If you have a friend of humble means, who doesn't like splashing cash and who has hobbies like gardening

and reading, you'll probably get them a book and some gardening gloves with a nice pattern.

Now imagine your other friend. You keep a wide range of company apparently and this person is rich. Ostentatiously so. They splash cash all the time, they talk about their exotic holidays non-stop, they have all the latest gadgets and their home is absolutely beautiful, perfectly modern and kitted out with a ton of exciting features.

What do you buy them? They have everything. They are used to a certain standard of living. So, you probably get them theatre tickets. Or an experience day. Or a cool gadget. A beautiful watch.

You get the point. The rich friend and the person who 'acts rich', actually gets more spent on them. They have put signals out into the universe as it were, and the universe has responded in kind. Someone who puts out humble signals and maybe doesn't 'act' quite so rich, ends up with a gift that is much lower in value. Which doesn't really make sense: surely the less rich friend would appreciate something more extravagant more? Surely it would mean more to them?

This isn't just about giving gifts though. The same rules hold true in practically everything you do. Imagine those same two people

going for a job interview. Who will be offered the more high-paid job?

Simply by acting like someone who is used to a certain standard of living, you will communicate certain ideas to your employers and they will likely see fit to offer you more money to work for them!

Don't get it twisted by the way: I'm not here to claim that living a moderate, humble life is in any way bad or less successful. It's absolutely a valid way to live (with a lot of advantages in fact). All I'm saying is that what you put out, is what you get back. If you want to be highly successful, you need to act it.

Likewise, if you are looking to find a partner, what do you think will determine your likelihood of finding someone quickly and of being considered attractive? It ironically, ultimately comes down to just how attractive you already think you are! If you walk the walk and if you act the part, then people will assume that you have something that is worth having. They'll assume you're confident for a reason and on an unconscious level, this makes us think that someone must be a good mate – either genetically or in terms of their resources.

We want that person that everyone else wants because it increases our likelihood of passing on our DNA and of our offspring being healthy and strong.

When you believe you are the hotness, so too does everyone else.

In jobs, they say that your responsibilities and thus your salary should correlate with the amount you spend on your hair cut. Ever heard the term 'dress for the job you want, not the job you have'? This is an example of the law of attraction in action.

Here's an even simpler and more direct one: facial feedback. Did you know that when you smile, you actually produce happiness hormones? This is true even if the smile isn't genuine. If you force yourself to smile, then you will become happier. Acting happy, makes you happy.

Did you know that when you work for an investment company, they encourage you to spend lots of money on expensive things? They want you to go out, blow your cash, buy cars you can't afford, buy flats you can't afford and maybe even use some substances you can't afford. They want you to party as hard as you work.

Why? Because that gets you into the mindset they want you in. When you live that lifestyle, you need to make the money to pay for it. When you're that immersed into the life of an investment banker, you become one.

If you switch off and go home to a nice family to watch Midsummer Murders, then you are not going to have the same 'edge'. I'm in no way suggesting you live like an investment banker. All I'm saying yet again, is that the way you act IS what you will become.

It even comes down to the people you spend time with. Ever heard that you are 'the average of the five people you spend most time with'? Ask yourself who those people are and what that makes you.

The Problem With the Law of Attraction

Does this law really work? Can you really just fake it until you make it?

The answer is a confusing 'yes and no'.

Yes, the law of attraction definitely works to a degree. If you head out there with a little more swagger, dressed in expensive clothes, talking confidently and smiling at people then you'll start to find that life begins to 'give back'. You'll find that your life changes in order to fit around the new you and that you impact on the world around you in countless little ways that lead you to a more successful place.

Likewise, if you want a simple, calm life, then you just have to start acting a little simpler and calmer.

But while that's all true, this can also lead to some lazy thinking. The problem is that many of us feel that because we can attract what we want in this way, it means we can simply sit back and let things come to us.

Just spend lots of money and get rich! It's that easy!

If I were to honestly sit here and promote that tosh, then it would be highly immoral and a lot of readers would end up broke.

That's not our aim.

The law of attraction is therefore only one small part of how you can get whatever you want. The other part of it, is being proactive.

Chapter 2: Taking Opportunities

In the last year, I have fulfilled a large number of dreams and goals that I've had. I've written a best-selling book, I've started working with a leading tech firm and I've become a regular on one of the most watched YouTube channels. I got flown to somewhere I've always wanted to visit, all expenses paid, and I met some world-famous personalities in my industry. Last year, I bought a house and launched a highly successful app. The year before that, I got married. Over the last couple of years I've visited over 20 different countries. And I've maintained a highly active social life and a ripped physique.

As for adventures, I've had a few. I've climbed a mountain, I've driven go-karts on the road around Berlin, I've bungee jumped, I've driven a boat down the Thames in England, I've eaten dinner outdoors in front of the Coliseum in Rome... In fact there's rarely a month that goes by that I don't get to try something new.

I'm not bragging, I'm just stating facts.

Now I'm going to tell you how it happened for me and how it happened for you.

And the simple answer is that I said 'yes' a lot.

A lot of things came my way. A lot of great opportunities. And instead of saying I didn't have time, instead of asking others if I should take up those opportunities... I said yes.

And I've been doing this for the past decade in fact. I've been saying yes to some tiny opportunities, many of which seemed like nothing at the time. I built an app for someone here, designed a website there. I went on a couple of dates. I took on new clients in my writing business. I said yes when a friend invited me to a concert I knew nothing about. Some of these things didn't even seem like opportunities at the time.

A lot of people would have turned them down. Maybe they were unconfident and didn't think they could do it. Maybe they were too lazy or too tired.

But each of those little opportunities led to newer and better opportunities and experiences. They built on each other. A little experience here and there, the right contacts here and there. Making new friends. Planting the seeds of new ideas.

Constantly saying yes allowed those opportunities to build on each other and for more and more to come.

Right now, in your own life, I bet there are plenty of opportunities you are not taking. Even if that's just the opportunity to do something constructive with a bit of free time you have. Or the

opportunity you have to do something new with a friend. It might be that you've been offered a training opportunity at work that you're currently ignoring.

This reminds me of two friends. A bunch of us went off to college when we reached 18 but these two friends stayed at home and worked for a local supermarket. They both told us that they were off to do great things and that we were just wasting our money (of course college creates endless opportunities... but we won't go into that!).

Over the next few years though, they both stayed in those jobs and not much seemed to happen. Behind the scenes though, they were acting very differently. Friend A was taking every opportunity for development and progression that came their way. They went to the training days. They went to the leadership seminars. They went to the teambuilding. They schmoozed. They danced (probably). They said the right things. They smiled at every single customer.

Meanwhile, my other friend said no to every opportunity that came their way. They thought that they were too good for these things. They were going to be rich! Why would they care about that management course? Or becoming team leader?

But guess what? Friend B is still in that same job right now. Friend A meanwhile eventually became team leader. Then floor manager

for the clothing section. Then manager of the store. Then they became regional manager. Then they got headhunted by another company. Now they earn far more than the rest of us dare to guess.

The only difference? They took the opportunities that life handed out to them.

You Make Your Own Luck

So, you might say that all this success was just luck. You might think that all you have to do is to wait for things to be handed out to you? How is that proactive!

Firstly, recognize that this isn't easy. Doing all that training won't have been easy for my friend when everyone else was out partying. Or when they were in a serious relationship. Or also pursuing another hobby as a radio presenter. Saying 'yes' is not as easy as it sounds. It's scary and it's challenging.

Secondly, you need to recognize that you in fact make your own luck. Because not all of these opportunities will appear without your action.

The first thing to do is to take note of the 'law of attraction' that we discussed earlier. In other words: you need to present yourself as someone who is deserving of these opportunities. You need to be

well dressed. Eloquent. Confident. Capable. THEN you will find more and more people start offering you things.

If you portray yourself in the right way, then you will be batting away offers for high paid jobs and exciting opportunities.

The other way you make your own luck is by chasing down opportunities when they don't present themselves. That might mean going to networking events in your industry. This is SUCH a valuable way to progress your career.

If you want to find love, or sex, then you need to go to dating events, get on online dating, get on Tinder, go to bars, go to clubs.

You need to create every opportunity for life to give you what you want and you need to be ready to seize it when that happens.

Chapter 3: Overcoming Challenges

So, we have two steps in our plan to fulfil our wishes so far:

- Look the part, act the part and be ready
- Take the opportunities when they arise

The next step is to be ready for the obstacles and the challenges that will come your way. And there will be lots.

In this chapter, we'll look at some of them and we'll discuss the best ways to overcome each.

You Fail

The first way that things can go wrong for you, is that you fail. You put yourself out there and you look the part. The opportunity comes and you seize it. And then you fail. Either you get rejected by the person you just asked out, or you get laughed out of the interview as you go for that job. Maybe you create a product that bombs. Maybe you try your hand at painting and you break your arm.

No, I don't know how that happened either. You're that bad.

(In this scenario.)

So, what now?

Simple: you try again. This is not a failure; it is an attempt. Those two words can describe the precise same event but they have completely different connotations. An attempt simply means you'll try again. A failure simply means that it didn't work and now you've given up.

If you don't give up, you don't fail!

Think about a painter or a dancer. The very first time they tried their art, they were not good. They were terrible. It is highly rare to ace anything the very first time. Instead, repeated trial and error is what eventually led them to become great.

And it's the same for anything you want in life. Anything you want in life requires skill. And skill requires practice, patients and repetition.

So, if that first man or woman turns you down. You try again.

If you get fired, you try again.

If your business goes bankrupt, you try again.

You will have learned from the experience (promise!) and when you try the second time, your odds of success will have just gone up.

And each time you try your odds go up too. If you have 'resilience' – the ability to keep on going strong even when life is pissing on you – then you will be able to keep bouncing back, keep getting stronger. It takes a lot to put you down. But you only need to succeed once for your dreams to come true.

So, keep on rolling the dice. Learn the power of repetition.

Another friend of mine appears to be terrible at dating. On any given night out, he will get rejected by 10 women.

But guess what? He always goes home with someone. Because he asks 11 women.

He gets rejected a whole lot more than the rest of us, but he's playing the numbers. If you ask 100 women then one of them are likely to say yes!

If you send out 100 emails asking for work experience, then one of them will say yes. Keep plugging away and never surrender!

You're in Over Your Head

Another reason that a lot of people don't take the opportunities they want or don't get what they want, is that they get in over their heads or they feel that way.

Have you ever been offered a job and turned it down because you don't think you can do it?

Have you ever been in a role and hated it because you feel you're not contributing enough? Because you're scared you're going to be fired any moment?

I had this experience very recently. I took on a job writing about a subject that I didn't really understand and creating applications that were way above my pay grade. It was some scary stuff.

But I 'faked it' until I 'made it'. I accepted every task they sent my way and I tried damn hard. I even stayed up late working on those jobs.

Over time, I got better. Now I'm confident in that role and I know that I'm so much more valuable as a result.

And actually, it turns out that most of the most successful people in the world feel the exact same way. Most of everyone feels the exact same way.

This is what you call 'imposter syndrome'.

Imposter syndrome is a psychological phenomenon and affliction that affects many of us. It simply describes the tendency that we have to feel as though we aren't really worthy of the accolades or the opportunities that we've been offered. If you feel as though you're faking it in a job or you lucked out, or that you don't deserve the praise you just got from your manager then guess what? You have imposter syndrome!

But so does everyone else. You know Elon Musk? I bet he has it too. And David Beckham.

But you wouldn't be where you are right now unless you deserved it. Even if you have to work a little harder, if you are capable of faking it then you are better than 99% of the competition. In that case, you do deserve whatever has come your way. So own it!

This is very important because if you don't take the opportunities because you don't think you're good enough, then you'll never get good enough.

If you only do things you can already do... how will you get better?

If you don't ask out that 10, then you will never know if you could have gotten a yes!

Here's the thing: all of the things in life that are the scariest are almost always the most worthwhile and the most valuable. If you're stressed going into an interview or a date, then it means you probably really want it to go well.

If you back away from anything that makes you stressed then, you will stay stagnant. And this is also what happened to my friend unfortunately. Yes, he said that he was too good for those management opportunities (remember now?) but the reality is probably that he was scared to go for them. The guy had a very fragile ego and so rather than face failure, he would rather stay precisely where he was.

And never try anything new.

And never get any of the things he wanted.

He's 35 and he still lives at home with his parents, can't drive and is single. Now again, I'm not saying that's a bad thing. But it's a bad thing for him, because I know it's not what he wants. In fact, it's likely that he wants other things a little too much and that's why he's still frozen.

You Don't Know Your Own Worth

This point ties in with the last one. One of the reasons that we get imposter syndrome in the first place is simply that we have no

idea of our own worth. We don't value ourselves highly enough and we think we aren't capable and thus we present ourselves in a way that undermines our value.

This is partly why so many people end up not wearing the clothes that will make them look and feel like they're already highly successful (kiss goodbye to that law of attraction!). This is why so many people end up not taking opportunities and not forcing more progression.

The most obvious example of this is when someone prices a service they provide, or ask for a certain salary.

I have another friend who is in a very good job right now but who is earning \$20,000 a year less than their colleague who does the same job. Why? Because the colleague asked for more. It's THAT simple.

I used to provide writing services at an abysmally low price until I realized my worth. I realized I could get more than I currently was for the work I was doing. So, I just put up my rates. By 50%. Overnight, I had a 50% pay rise.

Know your worth and don't be afraid to ask for it and push for it.

Don't be taken for a ride!

Life Gets in the Way

One of the biggest things holding us back is the fact that life gets in the way. We have all these plans, to start our own business, to find love, to travel the world, to get a beautiful home.

Then life gets in the way. There's never a good time to invest in property, there's always some other big expense around the corner.

Likewise, there's never a good time to go travelling for three months. Your partner won't like it. Your boss won't like it. The rent won't pay for itself.

But if you let life get in the way, then you will never have what you truly want. We're going to discuss this a little more in the 5th chapter. But in addition to what I'm going to say there, I'll also say this:

There is never a good time. If you really want something, you have to be willing to dive in head first and to lose sight of land. And you should never feel bad about going after what you want. And you should never seek permission.

As Tim Ferriss says, don't ask for permission, ask for forgiveness. In other words, just do it. And then worry about it later.

And here's one more tidbit: don't feel like you should have to choose. A lot of people never commit to anything because they feel like they're losing opportunities. For instance, a lot of people won't propose to the love of their life because they want to pursue their career and go travelling. You wouldn't believe how many people I've spoken to (mostly men, interestingly) who did exactly that and then regretted it.

Ironically, most of them never ended up pursuing those goals anyway!

Guess what: I'm married, I have a house, but I still travel, I still wrote a book, I still run a business... There's no reason you can't have your cake and eat it too. I run my business but I also have an active social life.

It just means working a little harder. It means digging a little deeper sometimes and finding that bit more energy. But if ever you find yourself at a cross roads feeling torn between two options, I want you to say this: 'sod it, I'm going to do both!'.

Chapter 4: Springboarding

So, we're looking and acting the part, opportunities are flying at us and we're taking them on. Any problems that come up, we just plough through and keep on trying.

But so far, we're still lacking direction. You follow all that advice and you learn to spot those opportunities as and when they arise and you'll find that life starts to grow and change beyond your wildest dreams. I promise.

But don't just get caught up in the wave. Don't just get dragged along by the tide!

Instead, you need to actually set a course for yourself and follow it through.

I know another guy, who right now is doing very well for himself. The problem is... he hates it!

He was offered a job when he was younger and he took it. So far so good. He had gone to college and proven his worth, he'd worked for the company part time and he generally conducted himself in a manner that meant people would put their confidence in him. He took every opportunity to further himself and he climbed up the ladder.

Tick, tick and tick!

He is now in charge of health and safety and international deliveries for a large logistics company. The company is growing rapidly and he's at the forefront of it, spearheading its growth into the 21st century and implementing new rules and regulations that should have been there from the start. He is something of a superstar, to be frank.

But his wages don't quite reflect that. And what's worse, is that he has no passion for the job. No real interest in logistics and he certainly doesn't enjoy the 'day to day' of it, which involves pestering people to wear hard hats, getting shouted at by clients and dealing with a company that is stuck in the past.

Now is the time for him to 'put his feelers out'. Remember: you make your own luck. He needs to be updating his LinkedIn and making sure people can find him on there. He needs to speak to others in the industry. He should certainly demand more money from his boss.

He is undervaluing himself and he doesn't recognize the strong position he is in.

Because it's at this point in your career, when you can actually start to demand whatever you want. It's at this point in any

journey where you can begin to mould the life you want. This is where 'lifestyle design' comes into play.

And it's where the most important trick in your arsenal comes into play too: springboarding.

Success Begets Success

Success begets success. This is one of the reasons that the 'law of attraction' works in the first place. But faking it is secondary to actually being it.

When you're rich, it becomes MUCH easier to become richer. Why? Because you need to spend to accumulate. If you have money, you can invest and you can make more back.

Likewise, if you get that one '10' to go on a date with you, you will instantly be more attractive to other members of the opposite sex too. Why? Partly because you'll have experienced how to make that person happy and that will come across in your future interactions. Partly because you'll have gained a big confidence boost. And partly because knowing that a ten went on a date with you, will make other people assume you must be a catch once more.

Once you've published one best selling novel, you can easily get publishers to stand up and take notice of you when you pitch your next one.

Once you are on the property ladder, it's much easier to travel up it.

Once you've bitten the bullet and gone travelling once, you'll realize what you need to do to make it happen again.

Choosing Your Direction

But it's not enough to simply take this as a given and then use it to perpetuate further success.

Once you have had that first bit of success and momentum, you are certainly going to use it to keep on driving forward at faster and faster speeds... but the difference is that you're also going to use that successful to transition into whatever it is you actually want.

For example, my friend could speak to his boss, knowing his worth and demand a pay rise. He'd likely get it and his quality of life would become much better.

But there are other options.

His first job then should be to decide what he can get out of this interaction and what he wants most. Instead of asking for more pay, he could ask for one day off a week on the same pay. Now there's a thought! Imagine three day weekends. Imagine how much more travelling he could do, imagine how much more time he could spend with his family!

Another option is to transition horizontally. He could find another job where he'd be in the same role, doing the same thing.

But this is where I think he'd be making a mistake. He doesn't like the job! More money or a different company is not going to change that fact.

The only way to change that fact is to start doing a job that he does like. And that means he needs to take the experience he has here and then use it to get a completely different job.

He has experience managing people. He has experience in logistics. He is experienced with responsibility and with communication. He can work independently, set deadlines.

All of this is transferrable to any job. It might involve a small pay cut if there are people out there with more specific experience. But that wouldn't stop him from becoming a manager in a company he respects. It wouldn't stop him from going in an exciting tech firm. He could work in the travel industry and get

cheap flights. He could create his own startup and use his experience to get funding and backing.

I know this guy. He's my best friend actually. He always wanted to wear a suit and feel important. At his current job, he works in warehouses dealing with pigeon poo (literally, that's part of his job) and he deals with drivers who hate their work and love giving him a hard time.

He could lead the life he wants. He has the precise skills and experience. He just needs to hop sideways and to do that, he needs to take the bull by the horns.

How to Transition Into What You Want

Transitioning to what you want often means being more proactive than anything we've discussed so far. It means knowing the right time to strike – when you are objectively valued highly enough to start getting what you want. And it means learning to see even smaller and less obvious opportunities that you might have missed but which can lead you to your goal.

Often, success won't come in the form you want it.

Let's take an imaginary scenario for a moment. Let's imagine that you are someone who is a highly successful in a business man or woman. They are doing incredibly well in a small business that

nevertheless has a nationally recognized branding. But they want to be a rock star.

How can they use the momentum they have currently to transition to being a rock star?

Here's one option:

- They ask to head up a new initiative: the YouTube channel
- The YouTube channel helps the business and because the brand is well known, it is instantly successful
- They use that YouTube channel to promote their own YouTube channel (with permission of course)
- Their own YouTube channel features them playing their instrument
- They gain a big following thanks to the initial momentum and the skills they learned
- They use that big following in order to approach a record label and demonstrate their potential for success
- The record label takes them on

Long winded? Yes! Perfectly doable? Also, yes!

An even more straightforward option would be to leave the job for an expensive handshake and then to invest that money into creating your own record label. It's a big gamble sure, but remember: just do it.

Here's another one: I want to boost my personal brand and my website. I've been approached by a book publisher to write a book on a random subject I don't massively care about but have some relevant experience in.

I write the book. The book is successful and that gives me the experience and the contacts to pitch a book that is my idea with a lot more relevance to my online brand.

In the book, I mention my site and my blog and even include extra lessons for them to follow on my website (with the publisher's permission of course).

When the book sells hundreds of thousands of copies, that means I get many thousands new subscribers and followers to my channel. Success accomplished.

Or how about we look at the example of a real life celebrity who had a dream? We're talking about Sylvester Stallone. Stallone always wanted to be an actor, but his slurred speech, Italian

name and muscular frame meant he got constantly typecast as thugs and gangsters and no one would take him seriously.

He was turned down from acting jobs left and right but that didn't stop him from writing his own script. He showed that to one of the producers during an audition and they were so enamoured with it that they offered him thousands to buy it from him. He said no and that the only way he'd let them make the movie, was if he got to play the lead role.

That script of course was Rocky and the rest is history.

Sometimes the path to what you want is not so obvious. That's why you need to take every opportunity and be constantly on the look out for those baby steps toward what you really want in life.

Chapter 5: The Plan

Using the ‘springboarding technique’ then means that you basically use the success and the clout you establish in one area in order to succeed in another. Heck, you can even use success in a job to impress a member of the opposite sex, or to buy your freedom so you can go travelling!

But to use this strategy, you do need to know precisely what it is that you actually want. This is why it is so important to have a goal and to have a plan.

This is what you did right at the start of this book: writing down those wishes. You need to keep them in the back of your mind, because life will twist and turn and it will throw unexpected curve balls at you. But if you keep growing and you keep on getting better and taking opportunities, you’ll gradually be able to take the reigns and wrestle back control.

And this is also where lifestyle design comes in. I touched on this concept very briefly earlier but basically, this means that you think about the life you want – not just the job or the partner – and then you go about making that a reality.

The problem is that many of us don’t really know what they want. That’s why my friend ended up doing very well in a job he hated.

And there are lots of people who do this. They equate money with success and they think that what they want must be the same thing that their parents and teachers wanted for them.

But you know what? Money only gets you so far. We've seen that you can use money to launch your own record label and become a rock star, but you can also accomplish the same thing by creating a YouTube channel on the side. That puts out the feelers to invite the opportunities and you didn't have to sell your soul in order to get there.

Many people think that responsibility = success. They think the more they become the stereotypical adult, the more successful they will be. That means a suit, time away from the family, travel, important meetings. Business!

But deep down, they're still the same kid they were with the same dreams. And they'd be tons happier if they'd give themselves a break.

Forget success for a moment. Instead, focus on what you want. If you want to be a musician that's really easy. Only becoming a successful musician is hard.

Would you be just as happy if you took that option to work the four day week and then used your day off to write music and hang out

ATTRACTION: GETTING WHAT YOU WANT

with your family? You could get all the same sense of reward from seeing your music do well and just enjoying it for its own sake.

Conclusion

If you do decide you need an injection of more ‘classic’ success and accomplishment in your life, then you can execute this plan until you’re at the point you need to be.

But just make sure that you remember to stop and smell the roses once in a while. Remember that you might already be in a strong enough position to make that sideways transfer and to create the life you want. It might just not be the way that you thought it would be, or the way that others think it should be.

In the meantime, focus on developing yourself. A lot of what I said here sounds ‘easy’ on paper but it’s not. Dressing and acting the part? Not easy. Putting yourself out there? Not easy. Finding the time and the energy to work on projects and pursue interests? Definitely not easy! Most of us spend the majority of our time burned out and exhausted. Learning to value yourself? Hardest of all.

Most people won’t actually put the things I suggested in this book into action and they’ll blame the book. They’ll blame me.

Worse, they might blame themselves!

But the actual solution is to recognize that while this might all look a little like luck when it works... the reality is far from the truth. It

takes courage, smarts and hard work. And if you're going to be capable of those things, then you should start by investing in yourself and learning to become better.

If you find it hard to talk confidently in a group, then put yourself in more of those positions where you'll feel out of your depth. Maybe even try doing standup! This is an incredible way to increase your confident right away.

If you are too anxious to take time out of work and to take chances, then try taking up meditation.

If you're too tired all the time to work on anything extra when you get home... then improve your sleep, start an exercise regime and use the right nutrition and supplements regimen in order to boost your energy levels and feel a million bucks.

Don't try and change things over night but instead recognize that this all takes time. Use the 'kaizen' approach to self improvement, so that you're finding tiny things you can change every day that will ultimately add up to massive differences in the way you feel and act. Even something as simple as getting the right haircut can boost your confidence, energy and the way others perceive you.

It all starts with you. Invest in you. Value yourself. And life will cough up!