

You Only Live Once

Seven Easy Steps to
Creating the Life You Want and
the Success You Truly Deserve

www.MindPowerMarketing.com

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Introduction

"You have to make up your mind what you want. You have to make up your mind what you are prepared to give up getting it. You have to set your priorities, and then go about your job."

Texan multi-millionaire H. L. Hunt

Coming from someone who started with running cotton plantations and ended up making a fortune in oil business, H L Hunt's words are to be taken seriously.

You Only Live Once is a 7 step focused action guide designed to provide you with the direction, purpose and drive that you are looking for.

It includes a number of exercises and assignments that will walk you through the process of first working out what you want from your life and then establishing how you are going to get it.

It will help you to stop drifting along in life – instead you will discover what your life is all about and how you can go about improving it.

You Only Live Once will provide your very own map for getting from where you are to where you want to reach. You will soon rediscover those lost ambitions, those dreams that had fallen by the wayside.

This is the time to start afresh.

So start right now!

1. Discover what you really want from life

Life is so short that you cannot wait for your wishes to be fulfilled. Neither is it generous enough to let you take everything for granted. However, it is possible to design your life in a way you can go out and grab whatever you want.

First of all, you need to have a clear picture of where you are at right now. Then you need to discover what you truly want from life.

Over the next few pages, you'll develop a clearer understanding of what you want and find the ways to make sure that you are going to fulfill your dreams.

These first steps are the foundation on which the others are based so it's important to spend a bit of time working out your ideas.

What is Success?

Most of us would say we want to be successful but success means different things to different people.

For some, it's all about material success and that seldom goes beyond money, cars or big homes as the key to fulfillment. For others, success is much more about happiness or satisfaction or emotional reward.

Regardless of how differently people perceive success, virtually everyone wants it.

You must have your own definition for success. However, you don't have to be dogmatic about this – you may notice that it changes over time; perhaps even as you work through these exercises.

Write your definition of what success currently means to you in the space that follows or on a piece of paper. Do not carry on reading this until you have done so.



If you haven't filled in the above space yet do it now! Don't cheat yourself!

Who is successful?

- Bob is a 32-year old store assistant. His wife Anne is 30 years old and works in the administrative section at a small local firm. They live in their small suburban home with two children. Bob leaves his store at 6 pm every evening and is greeted by his wife at the door with a kiss and a hug. Bob finds time to play games with his children and every night reads them a story. Despite financial constraints the family goes on a vacation every year. They spend a lot of time together.
- Jane is a 28-year old single woman. Her job as a financial analyst enables her to maintain a smart city-centre apartment and own a Lexus. She could afford a holiday anywhere in the world, though she rarely travels anywhere if it's not on a business trip. Her hectic workload seldom allows Jane to reach home before 7 pm or to go out for a party. Lack of socialization often gives her a feeling of loneliness, though she believes that the money makes up for it. She is ready to put aside her personal feelings for a career that gives her enough money and social status.

Who do you think is successful of the two – Bob or Jane?

If you are a teenager you would probably have selected Jane. She maintains a great lifestyle, has a good job and plenty of money. If you are older and yearn for

contentment in life, then you would probably select Bob, the happier one with a contented and fulfilled life.

Compare your selection with the definition you have written in the box above. You will probably see that your selection and your definition have a lot in common.

Your definition of success is formed by your:

- **Upbringing:** Everyone perceives things on the basis of the values they have learned in childhood.
- **Beliefs:** Beliefs, deep-rooted in your mind, affect the way you perceive things.
- **Traits:** Particular characteristics that distinguish you or that are genetically determined will also influence the way you view things.
- **Attitude:** Everyone has opinions or general feelings that affect their thoughts and actions.
- **Peers:** Your family, friends, coworkers or whoever you maintain a constant contact with can influence the way you perceive things.
- **Society:** The views and attitudes of other people generally have a significant influence.
- **Life experience:** Small or big, each and every experience in your life influences the way you perceive things.

Are we born to be winners or losers?

There is a myth that states that people are born winners or born losers. Nothing could be further from the truth. Nobody is born just to win or lose. The way you live your life makes you a winner or loser.

Using self-improvement techniques and methods can positively influence your attitude, behavior and personality leading you to the destination called success.

More often than not, you are responsible for what you get from life. Even a single sensible timely step can change the entire scenario. You need to sense what the situation demands and act accordingly.

Few things are worse than looking back after some years and wishing you had done something. As success guru Jim Rohn says: "We must all suffer from one of two pains, the pain of discipline or the pain of regret. The difference is that discipline weights ounces while regret weighs tons."

Know where you are going in life

To achieve the success you want, you need to know where you are going and then constantly check to make sure you are moving in the proper direction.

Creating a vision and a mission statement of what you want out of life will provide you with some direction and momentum to move forward. It can act as a catalyst in accomplishing your task.

What is your life all about?

Different people look at life in entirely different ways. While some people let things happen to them, others go out and make things happen. It's very important to have an understanding of which group you belong to.

- If you are driven by a compelling vision, you have a greater chance to feel good about yourself.
- If you have a true mission, or sense of purpose, you have a better chance to know where you are going in your life.
- When you feel you are in control of your life and events, you will naturally feel more confident and motivated to achieve more.

Ask yourself the following question: "What do you really want to get out of life?"

A clear vision and a well-defined mission will help you realize the real purpose of your life. Both your vision and mission should express your purpose for existence.

Following is a series of questions for you to ask yourself in order to do some soul searching and to give yourself some insights into what you are all about and why you are here:

- As a child, what did you dream of becoming?
- Which three people do you think have influenced your life the most and why?

- If you could choose your career and get paid whatever you wanted, what would you opt for?
- What are your top three achievements in life so far? What was so special about them?
- What activities make you happiest in life?
- Who are the three people who you admire the most? What are their characteristics and qualities you admire so much?
- Have you ever helped someone less fortunate than you? If yes, what did you do? If no, why not?
- List out your greatest strengths.
- What steps should you take in life to maximize your strengths?
- What is that one thing for which you would be willing to put everything on the block? Why?
- Imagine that all the time you spent till now comes back to you. How would you use it now? What would you do with the time this second time round?
- What results and events in your life are you most happy about? Which are you most unhappy about?
- Is there a word of advice you have picked up from your life so far that you want to pass on to the world?
- Name one thing you value the most in life?
- What would you really like to do with your life?

The point of getting you to think about those questions is to get you to think about what you want from your life. It would be easier for you, after answering the questions, to realize what you want from life and how you are going to get it.

If you have answered all the questions given above, create your own mission statement in the box that follows:



A mission statement is not a 'to do list.' So it is not easy to write one and it shouldn't be something that is rushed.

Take your time, go for a walk, or take a short break. It's better to get away from the routine environment. Remember, your mission in life is far too important to be skimmed over.

A mission statement needs to be honest. Make sure you actually believe in your mission statement. If you don't, it's a lie. Don't cheat yourself.

People who do not have an authentic mission in life tend to just have materialistic goals. The greatest problem with such people is they don't know what fulfillment is. After they have achieved, achieved and achieved, they say to themselves "Is that all there is?"

Elvis Presley, also known as "The King of Rock 'n' Roll," was a giant in the modern entertainment industry. Few people influenced popular culture like Presley. Wealth, fame, women, success ... all the pleasures of life were plentiful in his life. However, when Presley died by overdosing on drugs, he was only 42 years old. Despite all his successes, he followed a self-destructive lifestyle.

Presley was a man who owned what others dreamed about. His success was legendary and his achievements were enviable. However, without a sense of fulfillment, there is no joy.

Success without fulfillment is failure!

Your mission statement is only about what you really want to be in life. We can go one step ahead to understand how we want our life to look in the end. That broadens our insights even more. A method of doing that is to write your own obituary. It will give you a comprehensive picture of all you want to achieve in life and how it should be in the end.

In the box below (or on a separate sheet) write your obituary as you would like it to be written after the long and fulfilling life you desire. Especially note down the things you want to be remembered for even after a long time.

A large, empty rectangular box with a thin black border, intended for the user to write their obituary.

Delve deep into the spheres of your mind, your heart, and let the inner secrets reveal something valuable to your life. Then work through the assignment again!

In the next chapter, we'll start to develop a plan to get you where you want.

2. Make a plan to get what you want

The first chapter gave you an idea about what success is and the emptiness of success without fulfillment. Hopefully it helped put some things into perspective. So, now you have a clear and honest mission statement for your life. The roadmap to a successful and fulfilled life is within your hands. What's more, you even have your own obituary with you!

After completing those exercises did you find that you would need to start work on some things and to stop certain things as well?

Assignment 1

Before we carry on, please have a quick read over what you wrote for the exercises in chapter 1. Keeping what you learned in mind, answer the questions below:

- What was the one major learning point that came out of the exercise?
- What are you going to start to do?
- What are you going to stop?
- What have you been putting up with that you shouldn't have been?
- What are you going to do instead of this?
- What are you going to move towards in the future?

Now we'll set some goals to help focus on what you want in the future. To accomplish great things, we must learn to dream. You need to dream to make dreams come true. So keep dreaming. Let there be no limits!

Create Your Goals

Certainty and uncertainty are two phases of life. Both contribute immensely to your confidence and lack of confidence. In order to feel confident you need to have some certainty in your life. You need to be convinced that what you are doing is contributing to an end result.

People often set goals with the *intention* of achieving them. Many strive for it, but only a few succeed. A wrong step or small mistake could spoil the efforts of a very

long time. Then you will start wondering why, despite all your efforts, success evades you. Such feelings might seriously affect your confidence.

We are all goal seeking animals and you are no exception. In fact we set numerous goals a day and strive for them simultaneously in the different areas of our life. Have you got any goals mapped out for each area of your life? If not, then read on and complete this exercise.

Goal Creation Exercise

Consider the following areas in your life:

- Career
- Relationships
- Fun
- Achievements
- Money
- Possessions

Take six pieces of paper – one for each of the six areas. Under each heading, brainstorm for three minutes and write down all of the things you would like to achieve in each area. You don't have to worry about the size of your goal. Just get them down and don't think too much about them - just keep writing!

After you have completed this step, you should have six pieces of paper full of everything that you would like to achieve for each area. Next, write down a time limit next to each goal. The time limit should be reasonable as well as realistic. The suggested timescales are:

- Less than 1 year
- 1 – 3 years
- 3 years plus

So, you have got six lists of things that you want to achieve in these six areas of your life, and the timescale for each. Next, take your 'less than 1 year' goals for each area and select the top two from each. Now you have 12 goals that you can achieve within 1 year.

A strong need or a real motivation is essential to achieve any goal. It is the key. So, before we start to write down an action plan (that's the next chapter) of how to achieve each goal, write down the compelling reasons why achieving each goal is an absolute must for you. Knowing is as important as doing. You need to check whether your motivations are strong enough to take you to the end.

Unless you have compelling reasons why you *must* make these goals happen, you will not have the motivation to achieve them. Having goals that are *shoulds* will not get you out of bed each day and keep you up late! Moreover too many *shoulds* can act as a deterrent. So, you've got to turn your *I should do this* to *I must do this*.

Answer the following questions for each of your goals.

- What pleasure will it give you?
- What will you be able to do with it?
- What will you miss if you don't complete it?
- Why is it so important to you?
- Why is it a *must* rather than a *should*?

To recap

- Brainstorm what you want in each area of your life.
- Put timescales next to each.
- Select your 'less than 1 year' goals.
- Pick two goals from each.
- Write compelling reasons why achieving each in less than 1 year is a must.

That's it for now. In the next session we will have a detailed look at your goals and prepare action plans for each!

3. How to take action

In the first chapter, you looked at what success means to you and wrote out what you would like to be remembered for long after you have gone.

Then you made a list of goals you want to achieve and found out the compelling reasons why you want to achieve them. Also, you set time limits for each goal. Now, take the list of goals out and re-read the reasons. Do they make you feel energized and motivated, and induce a feeling of necessity inside you? Do you feel achieving them is something you can't afford to miss?

If they don't, you need to find better reasons. Or you chose the wrong goal. It does not deserve a place in your list. Scrap the goal altogether! You will only achieve a goal when it becomes an absolute *must* for you to do so. A goal is nothing but a daydream if you don't have compelling reasons behind it.

It's not the goal but the reasons behind it that make you take action.

You may have included some of the following goals in your list:

- Losing some weight.
- Running your own business.
- Spending more time with your family.
- Being more assertive.
- Teaching your child to ride a bicycle.
- Gaining a better job or promotion.
- Doing charity work.
- Owning a new car.
- Improving your relationship with your boss.
- Writing a diary.
- Earning more money.
- Learning to swim.
- Controlling your temper.
- Paying more attention to your clothes.

To make sure you set your goal properly, you must:

- Decide what your goal is.
- Define it comprehensively.
- Lay out the steps by which you intend to reach the goal.
- Put a deadline or a time limit to achieve your goal.
- Have a genuine reason why you want to achieve the goal.

The goal setting process can be compared with a long distance car journey. You wouldn't think of setting out without knowing where you were going to go and why you want to go there. You would have mapped out the route, and have an idea of the time it would take to reach your destination

Sounds familiar, doesn't it? Well, goal setting uses exactly the same method, except in this case, you are the car and the journey is your life. When it comes to setting your goals, clarity and precision are required qualities. Generalizations and vague ideas won't get you anywhere.

Ask anyone on the street to define their goals in life. You would invariably get responses such as "I want to be rich," "I want to be happy" or "I want to be famous."

Never let yourself be fooled into thinking that these are goals. They are not. **They are just generalizations that are desired by everyone.**

A goal needs to be defined in detail. Or a true goal is something you can define in detail. This step comes just after the identification of the goal. If, for example, one of your goals is to buy a new car, you must define the model, the color, the interior, the price and other details.

Always make sure that you can picture it clearly in your mind and try to get away from generalizations.

Be specific and be precise.

Example: Goal to buy a new car

Details

Model: BMW 3 series sports convertible

Color: Metallic blue

Interior: Beige leather

Price: \$25,450

Extras: Air conditioning, MP3 player ...

These are the primary details. You should go into secondary to define exactly what you want. Consider the following questions:

- What brand is the MP3 player?
- Has it got electric windows?
- Does it have a sunroof?
- Is the sunroof electric?
- Has it got alloy wheels?

**DO NOT GENERALISE,
KNOW EXACTLY WHAT YOU WANT.**

How to achieve your goal – planning and action

Now you know what you want to achieve and you have defined it in detail. The next step is to actually plan and map out exactly how you are going to achieve it. Your desire is not enough to achieve a goal. You need to have the courage, will and an action plan to achieve it.

It is a lot easier to achieve a goal if it is broken down into a series of sub-goals. Each sub-goal, with its own specific deadline, should lead you to the ultimate one. Moreover, when a goal breaks into many sub-goals, you are expected to tackle it sequentially, completing one sub-goal before moving to next.

Consider the example of losing weight. To make the goal more specific, redefine the goal as being to lose 12 pounds in 8 weeks. The next step would be breaking down the large goal into sub-goals. You could set yourself sub-goals of losing 1.5 pounds per week for the 8 weeks.

Make a table and post it on a wall so that you can see it. Suppose you weigh 168 pounds now and want to lose the 12 pounds, your chart would look something like the one below:

Example Goal: To lose some weight

Specifics: 12 pounds in 8 Weeks

Weight as at (date) = 168 pounds

Target weight as at (date) = 156 pounds

	<i>Goal Loss (pounds)</i>	<i>Target Weight (pounds)</i>	<i>Actual Weight (pounds)</i>
End of week 1	1.5 lbs	166.5	
End of week 2	1.5 lbs	165	
End of week 3	1.5 lbs	163.5	
End of week 4	1.5 lbs	162	
End of week 5	1.5 lbs	160.5	
End of week 6	1.5 lbs	159	
End of week 7	1.5 lbs	157.5	
End of week 8	1.5 lbs	156	

Losing 1.5 pounds a week does not look like such a big deal, right?

Action Plan

What you have prepared is nothing but a well-defined, systematically divided goal. Now you need an action plan to achieve the goal. So, devise an exercise plan and a healthy diet to help you achieve your goal. Brainstorm all of the actions you need to take in order to achieve this goal and chunk them into activities of similar nature.

For example:

Exercise

What exercises?

How often?

Do I need new kit?

How much?

Diet

What food?

How often?

How many calories?

Shopping List?

Type of gym

Locations?

Prices?

Clients?

You can also plan what exercise you are going to do on a particular day and how much time you are going to spend. Make another table, similar to the one you have already prepared, for your exercise routine and healthy eating plan. And always try to stick closely to the schedule.

The method used to illustrate the weight-loss example is often referred to as stair-stepping or chunking, which means breaking a big goal down into smaller components. By doing this, besides many other advantages, you can enjoy any number of successes even before achieving your final goal.

The stair-stepping method is similar to eating a Pizza!

Try to eat an entire pizza in one mouthful ... no you can't. By cutting it into smaller, bite-sized pieces you can make it easier to eat and more enjoyable.

Break your goals down and they will become a lot easier for you to achieve. By focusing your attention on the comparatively easier sub-goals, you can make great progress towards your final goal without feeling overwhelmed. If you concentrate on your sub-goals, your major goal will take care of itself.

Get the timing right!

Setting reasonable and realistic deadlines for each sub-goal as well as the final goal is very important. Putting things off until tomorrow or next week will turn into another tomorrow or another week.

As Benjamin Franklin said:

Never leave that till tomorrow which you can do today.

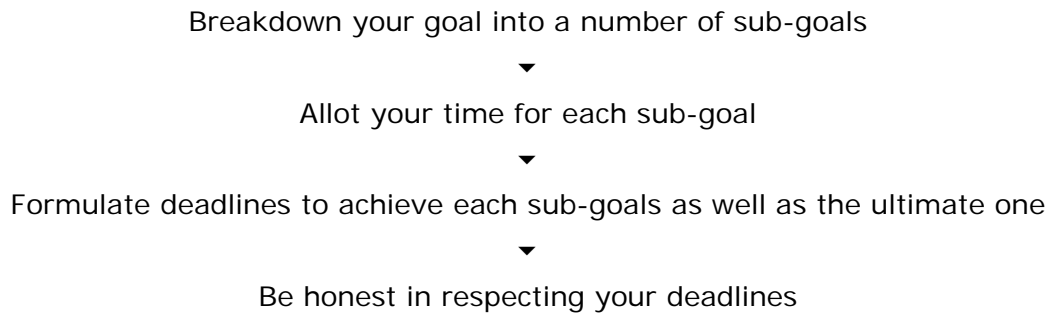
Let's take a look at a word no aspiring successful person should have in his or her vocabulary. Meet **procrastination!**

See how many ways it can affect your pursuit of success. You could:

- Put things off by *never choosing to do anything*.
- Put things off by choosing to do something, *but you never start doing it*.
- Put things off by starting something, *but you never continue doing it*.
- Continue doing something, *but you never finish it*.

At every stage of your action plan you must set yourself deadlines so that you don't put things off until tomorrow.

Do Not Procrastinate
Do Not Procrastinate



This can be called the **timetable to success**.

Setting achievable and realistic goals and deadlines is very important. For example, you couldn't normally expect to pass a driving test after only two lessons. Passing after 20 lessons is more attainable and realistic.

Never set a goal that exceeds your ability. However, at the same time, you need to ensure the maximum exploitation of the time allotted. The gap between potential and performance must be the minimum.

Success breeds success

Setting realistic goals can help create the habit of achieving them. This will build up your confidence and help you attain more demanding goals. Moreover, by setting goals that are measurable and achievable, you can easily make corrections to them if you go off target.

If you have people working for you, please bear in mind that setting unattainable targets or making unrealistic demands will only harm their motivation, self-esteem and confidence. It will result in a reduction in productivity. If you ask too much of yourself, the same will happen to you as well. You will become de-motivated and will lose interest in doing it.

The most successful people are those who can identify their own abilities and limitations. And the best managers are those who can identify their employees' abilities and limitations and then set work/goals that will stretch their abilities

without exceeding the limit. Such managers invariably have highly motivated employees.

There is a fine line that divides goals that are too easy to achieve and goals that are probably out of reach. You can distinguish them by using your common sense, knowing your strengths and weaknesses, knowing your potential to develop and learn, and by using trial and error.

You need to set specific goals for different areas of your life. You can set a goal that will help you take a leap in your career, or you can set a goal that will gain you personal rewards. Devise specific Action Plans and apply appropriate techniques in each case.

There is a saying, "A verbal contract isn't worth the paper it is written on." It is no good saying that you have a goal if you haven't written it down. What you need is self-commitment, and writing things down is a start to developing it.

If you haven't started formulating your goals in detail, brainstorm and answer the following questions for each of your goals:

- What will you need?
- Are you experienced enough?
- Who can help?
- What will you have to do?
- Is there a cost?
- Do you need any equipment?
- Do you require any capital?

Chunk all of the actions into 3 or 4 main areas and then class these as sub-goals. Give deadlines for each. Then, **go for it!**

Achieving these goals will give you great self-confidence. It will also put you in the right frame of mind to achieve greater feats.

Setting Goals Example

What?

Lose 10 pounds in weight

Why?

It will give me greater confidence, enhance my self-esteem, and make me more attractive

How?

Exercise, diet, allocating time, gym or home, etc

Chunking

1. Finding gym, exercise routines, kit, frequency
2. Nutrition
3. Time management and organization

Sub-goals

1. Lose 2 pounds per month
2. Buy 1 new item of clothing each month
3. Visit gym 4 times per week
4. Increase distance or resistance each time

Timelines

Major Goal attained within 5 months (date)

X weight in 2 months (date)

Review

What's going well? What are the results? Do I need to adjust?

Adjust

Make sure that you write everything down.

Other uses of goal attainment

Setting and achieving goals should be part of your daily routine.

- If you are attending a course at work, determine what exactly you want to get out of it and why i.e. realize your goals and objectives.
- If you have an important interview, set yourself the goal of getting up an hour earlier than usual to go through your notes again.
- If you are playing a round of golf and you shot a 75 last time around, set yourself the target of 73. And if you bench-pressed 200 pounds at the gym last time, try for 210.

Setting well-defined goals and achieving them in a systematic manner will increase your confidence and efficiency.

If you have staff to manage, give them realistic as well as demanding targets. No matter what their experience or expertise, you will get the best out of them. It will also help them improve their skills and productivity.

Think over the various points discussed in today's session. Go through your assignments again. Then get ready to learn how to overcome problems and difficulties.

4. Overcoming problems and challenges

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

- Henry Ford

The way to success is no bed of roses. Whilst trying to attain your goals, there will be many obstacles in your way. You might face both physical and mental difficulties.

Instead of beating yourself up or giving in, you need to learn from setbacks. As you know, a diamond cannot be polished without friction.

Use obstacles and failures as an opportunity to polish your skills. You will have to sail with the wind sometimes, and sometimes against it. But, you must sail, and not drift nor lie at anchor.

So, what matters is your attitude. This session will have a look at your beliefs and let you know if you have got the attitude to thrive under pressure and to succeed.

Refocusing after setbacks

Edmund Hillary was three times unsuccessful while trying to climb Mount Everest before his historical achievement in 1953. People praised his triumph and said, "You've conquered the mountain," and Sir Edmund said, "No, I've conquered myself."

The bitter experiences of his three previous attempts did not hold Hillary back from a fourth one. With strong will and relentless enthusiasm, he pursued his goal and achieved it.

How many times have you started a diet, stopped smoking, or tried something new and gone back to where you were when a setback or obstacle occurred. People often stumble over obstacles and even consider them as excuses for their failures.

Setbacks and difficulties are inevitable in life. They often challenge your skills and temperament. There are two ways to face difficulties. You can either change the difficulty or you can change yourself to be able to deal with it.

You can deal with difficulties properly and make use of the experience to enhance your confidence or you can deal with them incorrectly and let them seriously damage your confidence. If you can see and face challenges in a positive way, you will gain immense experience and knowledge. Remember, a smooth sea never made a skilful mariner.

Your response to issues and difficulties

Failure should never be considered as a source of discouragement, but a motivation. Your ability to deal with challenges can be converted into a virtue by asking positive empowering questions yourself.

There is an unwritten rule that says:

Ask your mind a stupid question and you'll get a stupid answer!

So, if, after a setback, you ask yourself something like

- "Why does this always happen to me, I never have any luck?"

Your mind will probably come out with:

- "Because you are useless and good things do not happen to you!"

Instead, if you ask yourself a positive empowering question like:

- "What did I learn from this setback for next time?"

Your mind will switch into solution mode and come out with some excellent tips.

These are some points to ponder about when setbacks do occur:

- Be brave enough to acknowledge what has happened. Don't hide away from it. These things happen. So what?
- Ask yourself as many positive empowering questions as you can. For example:
 - What is good about this situation?

- How can I make the most of this situation?
- What can I learn from it?
- What are the facts about this problem?
- How can we make it a success next time?
- Acknowledge the fact that setbacks occur to everyone and you are not being singled out.
- View setbacks as a challenge to overcome rather than an issue or problem.

Get your belief system right for success!

The pessimist sees the difficulty in every opportunity; the optimist sees the opportunity in every difficulty.

- Winston Churchill

It is difficult to get away from discouraging thoughts after a failure. Make a list of the negative thoughts and questions that usually come into your mind after a setback. Also think about the equally discouraging answers you normally have.

Then make a list of some encouraging questions you can ask instead. Obviously you also have some encouraging answers. Try to ask these encouraging questions every time you face a difficulty. Making it a habit can basically change your attitude to adversities.

How to Develop Strong Inner Beliefs

Development of a strong inner belief system is essential to avoid discouraging thoughts. You can clarify this for yourself by asking some self-assuring questions. Such clarifications will lead to self-acceptance, which, in turn, will give you the much needed energy and room to grow. Remember, someone who conquers themselves conquers the world.

Self-acceptance is all about how much one values, loves, and accepts himself/herself, rather than how much he/she feels valued, loved, or accepted by others. Having a strong value/inner belief system is very much dependent on your

ability to accept yourself. So you need to accept your identity, your feelings and your outlook on the world.

The ability to appreciate one's own worth is a great virtue. People with healthy self-esteem are able to feel good about themselves and take pride in their skills and accomplishments.

People who consider themselves as having no admirable qualities may develop a low self-esteem. They may feel as if no one likes them or accepts them or they can't do well in anything. The problem becomes worse when someone whose acceptance of them is important constantly puts them down.

The benefits of a strong inner belief system are many:

- Stronger self-confidence.
- Healthy self-esteem.
- Greater life satisfaction.
- Comfort with self and others.

But how exactly does one go about developing a strong inner belief system?

Consider the following questions. Finding answers to these can help you distinguish yourself in the group.

- 1. What do you currently believe about work, life, people, and yourself?** You can try a free-writing exercise. Write each word (work, life, etc.) at the top of a page (one for each page) and then a free associate for each word. Write down whatever thoughts might be conjured up by the word at the top of the page. Write until each page is full.
- 2. How much of what you believe is your own?** Take a look at what you wrote on each page. Identify messages that may have come from parents, friends, family, peers, teachers, etc. You can see that some thoughts appear under almost every section. Identify the recurring

themes. Now, highlight the things that truly reflect who you are and what you believe.

3. **How much of it is enabling and how much disabling?** The messages of others can be encouraging or discouraging. Now, look at the messages and thoughts that reflect your own inner belief system. Do they make you feel empowered or limited?

4. **What do you want to believe?** Consider your true beliefs, the thoughts and messages you firmly believe in. Do they reflect how you want to feel about life, work, people, and yourself?

Take a blank paper and, on the left hand side, write down each idea or thought that is considered true by others. On the right hand side, write down your alternative; how you'd like to feel/think about each.

Reprogram yourself by identifying these limiting thoughts as they pop into your head, and replacing them with the thoughts and ideas you identified on the right hand side of the paper. Continue this exercise, and you will find the old limiting thoughts creeping up less and less and the new empowering thoughts substituting them.

5. **What messages about life, people, work and yourself did you get from family as you shaped your personality?** Family, your primary social unit, can influence you more than most other institutions. Family members have the tendency to repeat their messages. If you have chosen to reprogram any of their thoughts, values or beliefs, then be prepared to counter these beliefs whenever a family member articulates them.

6. **What's your response when you express your belief and someone disagrees?** There can be many who do not agree with your beliefs and ideas. Consider how you might respond, should you share your beliefs with others and find that they disagree. You don't have to change your mind. There is nothing wrong in someone else believing differently from your beliefs. People are different and that's what makes the world go round after all. Simply convey that you see life / work / people etc differently, and then reconfirm your belief by repeating it to yourself.

As you explore your answers to these questions and the exercises associated with them, you'll begin to realize the strength of your inner belief system. It is like the spirit that gives you life. You don't have to always experience or express its presence. It remains within you as long as you live.

Expression of an idea is a difficult job. You need a great amount of confidence to express your beliefs in an unwavering fashion. People will challenge you and come forward with counterarguments. Consider it as an opportunity to test your ability to continue with your belief system intact as part of your own personal growth.

Once your belief system has been strengthened, you will find that others, having less confidence in their own beliefs, will seek you out. Also, never remain stagnant. You need to grow by helping and encouraging others to tap into their own belief system and follow the process you used.

5. How to make the changes and stay motivated

After serious contemplation, you've written your goals, broken them into sub-goals, charted your action plans and started implementing the carefully planned steps. However ... but ... still ... yet ... there are those mixed feelings, distractions, or some stumbling blocks you are facing that are casting doubts ... should I go on ... is something wrong?

Here's Carol's experience with this; something you might easily relate to. What did she do?

Carol had enrolled for a German course. Her objective was clear. She was working at a firm, which had its corporate office in Germany. Employees with fluency in German get a chance to work at the corporate office for a year. An opportunity, if used properly, that could result in a promotion.

The language course was six months long and it involved giving up on some precious weekend time both for classes and coping with assignments. And, Carol was a very popular girl.

In the first month, everything went okay. But in the second month, those invitations she had been rejecting looked more and more appealing. In the third month, the German course became a real pain. She was also not doing well in her classes.

Finally, her friend who had been silently observing her distress pointed out, "Do you really want the certification or not? If not, forget it. It's better to waste three months than six months." Carol's instant response was, "You do not understand..."

"Well, I might not but in the last month, you have been taking out your frustration on everyone around you. Your classes are also suffering. It's either letting go three months more of weekend fun or the German course. At this rate, I do not see you getting the certification. It requires an honest effort to study languages if nothing else," her friend replied.

It was decision time for Carol, and she understood. She opted for finishing the German course for the chance to work in Germany and the opportunity for promotion looked more attractive.

You need to be as committed and as motivated to work on them on the fifth, sixth or tenth week as you were in the first. There is every chance that you might face setbacks.

More powerful deterrents than setbacks are those mixed feelings and temptations that seem to make you 'take things easy for a while' or procrastinate or simply slow down.

Have a look over the goals that you have written and the reasons why you want to achieve them. Do they still give a tingle of excitement? Do they still mean a lot to you?

If they do not, then maybe the reasons behind achieving them were not compelling enough. Check again whether your goals were 'must haves' or 'nice to haves'.

A list of **must have** goals will give you the required focus to accomplish them in time. The real reason why people falter is because they have **nice to haves** on their lists.

- "It would be nice to lose some weight"
- "It would be nice to have a new job"

These **nice to haves** are not going to get you up early and keep you up late!

Here is a formula that will help you to change anything you want to and to get you to take action! It will help you understand the forces at play while you are making a decision on whether changing or doing something is a 'must have' or 'nice to have.'

The Change Formula

There is a simple equation that you can apply to anything and everything while you are making a decision on whether you want to do something or not.

$$D \times V \times P > C$$

Dissatisfaction with the status quo: To make a visible positive change, you must be unhappy with the present situation.

Vision: You must have a vision of the situation or position you want to achieve. And you must also have an idea of why you want it.

Practical steps: You must have an action plan of what you need to do. You need to be aware of each and every thing you will have to change.

Cost of changing: You must have an idea about what the changes will cost you. What will you have to sacrifice? Will you have to change your beliefs?

The **D**, **V** and **P** factors together form your desire to change.

However, the change will occur only if your desire is greater than the associated costs of changing (**C**).

Here's something to give you a clearer picture.

Nancy was an attractive but slightly chubby lady. Once, she went to visit the village where she had spent her childhood. She visited the local store, where she used to buy sweets when she was younger. The store-owner was the same person from whom she used to buy sweets 20 years ago. Nancy was enthralled and asked him if he remembered her. She helped him recall and he did, but the words that came out of his mouth left her baffled. He said: "What an earth has happened to you? Haven't you let yourself go?"

You could very well imagine what a blow in the face Nancy felt she had received as she left the store!

Now, for most of us a harsh comment like that would sting and instigate us to take some serious action. It did for Nancy too; she had the reasons and the required vision of what she would look like if she lost some weight.

She knew the practical steps and sacrifices she would need to make, like sessions at the gym and diet plans, to make the necessary changes. But still she decided not to change. **Because she did not have enough motivation to change.**

She weighed her options, scrutinized her priorities and realized that her cost of changing was much higher than her desire to change. Nancy enjoyed her life as it was. Her diet consisted of traditional healthy and nutritious food, and she loved desserts. Though she did not over indulge, she could not imagine not having them at all. She loved partying.

The last thing she wanted to do was go to the gym every morning or evening, eat lettuce leaves or cabbages for dinner and breakfast, and then make herself starve after a hard day's work, when all she really needed was to wind down at home with a bottle of chardonnay.

We admire her immensely, for being true to herself and sorting out her priorities in life. There is a lot of pressure on people to be thin these days. If she were to go ahead, and diet and exercise she would have become thin - but do you think she would have been happy? Probably not!

She wasn't necessarily unhappy with her life. She chose her happiness over superficial gratification from the society which would have left her empty and miserable. She went where her heart was and came out a happier person.

This is exactly the approach we want you to follow, as you work out this formula for your goals.

As Anthony Robbins says:

Achievement without fulfillment is failure!

For Nancy the cost of changing far outweighed what she was going to get in return.

People are usually willing to make short term sacrifices to achieve a goal. But they tend to give up if it exceeds a limit, i.e. when the cost of changing is greater than the desire to change.

You need to identify the potential problems before you start working for a goal, by using methods like the Change Formula. Moreover, an unachieved goal could be another blow to your self-esteem. So, it's important to be well aware of the situation in advance and avoid giving up half way through.

People often comment, "I have no will-power." This probably means that they enjoy something else more than what they are trying to do. If you would be much happier without making the sacrifices, then making them would not be worth it. Now, once again take a look at the things you have written down. Apply the formula whenever you find it difficult to take a decision.

SHOULD I CHANGE?

Remember

$D \times V \times P > C$

6. How to be the person you truly want to be

The most important factor that goes into determining your success is what goes on in your mind. Where you are today and what you are today is because of your own mental attitude towards yourself and others. And you alone can change it. All that is needed is a change of your attitude.

The mental attitude that you carry is actually more important than it seems. It may be a boon or a bane for you. It could be affecting your life without your knowledge.

Your mental attitude could either take you up the path of success or down the depths of failure.

And changing it is only in your hands.

In this session, we shall see what the correct mental attitude actually is. Chances are that you already have it. But if you haven't, no worries! You can always acquire it!

We already know how important motivation is and how it can work wonders in one's life. We shall further talk about this activity that gets you off your butt and kick starts you into action.

ATTITUDE - A little thing makes a BIG difference

ATTITUDE - A little thing makes a BIG difference

It's not what happens to you that determines how far you will go in life; it is how you handle what happens to you.

– Zig Ziglar

Whatever you do in life, it is the attitude that you have before, during, and after doing it that determines your success or failure.

Picture a footballer taking a kick. What do you think is going through his mind?

A goal – or if the ball will end up somewhere in the row Z of the stadium!

What do you think when you take a kick?

Goal?

or

Miss?

Now think of a person who has just failed his driving test. What thoughts will his mind be full of?

- Confidence that he will pass it the next time he attempts?
- Deciding to quit?
- Thinking driving isn't for him and he'll be content with public transport?

There is but a simple rule that you should apply to your thinking in everything you do.

Think positively and you will get positive results.

Think negatively and you will get negative results.

It's as simple as that! Now that this is clear, complete the following exercise. It will enable you to understand the thoughts of positive and negative people. Think of the different people you know well – your friends, relatives and colleagues.

Classify all these people under two heads – positive or negative thinkers. As you know them well, this shouldn't be a very difficult task.

Positive people	Negative people

There must be something which made you feel that they are positive-minded or negative-minded – perhaps something that they said, or their reaction to something. In the box below, write out all those words that describe why you feel that the people under the heading ‘positive people’ are positive. What do they say? How do they act? What do they do?

Now prepare another list. Here you have to classify the same people listed before into the two categories – successful and non-successful. Remember, it is your perception of whether they are a success or not.

Successful people	Non-successful people

Now look at the two tables you have. In all probability, you will find that most of the people you categorized as successful people are those who are positive-minded. Similarly, most of the people rated as unsuccessful will belong to the negative column.

Successful people in life are always positive people

They are the people who:

- Know what they want.
- Are optimistic.
- Expect the best.
- Expect to win.

Negative people in turn, are pessimistic. They look for the worst in everything and expect to fail. These people tend to moan and complain a lot, and always try to put people down. The way both positive and negative people handle problems is very different.

While positive-minded people will look for solutions to the problems and a means to proceed further, negative-minded people will lose confidence. They will criticize

themselves for having chosen that path and will be convinced that they are beaten even before they start. Everything that you choose to think affects your life. The one thing that can bring success or failure in one's life is attitude.

Imagine you have come to attend an interview at an office.

You are sitting on one of those comfortable chairs outside the interview room in the office, your certificates and papers ready with you. Now, what exactly is going through your mind as you sit there? Let's look at it in two ways:

- As a **negative-minded person**, you may think along the lines of – what on earth am I doing here? I haven't got any chance of getting this job. Neither do I have the required qualifications nor any experience. Most probably I will go in there and make a fool of myself in front of everyone. Why did I decide to come here at all?
- As a **positive-minded person**, you will be confident and ready to face anything. You will probably think this way. If I have got this far, it is because of my own efforts. So I must be really good. And if I'm good, then I've got a great chance of getting the job. I have got the experience and qualifications and I will say only the right things when questioned. So I'm ready!

The thinking of the two people is miles apart. The positive-minded person is confident and actually looking forward to attending the interview. In contrast, the negative-minded person is literally on the verge of running away. He doubts himself and dreads the approaching interview. The last thing he has is faith in himself.

Which person do you think stands more of a chance of getting the job?

Put yourself in the shoes of the company boss. Which of the two people would you prefer working for you?

A positive mental attitude obviously boosts one's confidence. It gives the person a power that draws towards them the favorable circumstances, things and people that they think about the most.

Success is something everybody is after. But believe it or not, your attitude may actually be repelling the very thing you are after. A positive mind attracts opportunities for success while a negative mind fends them off. In fact, a negative-minded person doesn't even take up the opportunities that come along. Why? He is busy focusing on the next time he is going to fail.

Case study

Neville did not have a job. Neither did he have any money. There were numerous jobs that he wasn't even applying for as he was sure that he stood no chance in getting them. He had the mindset of a loser. He had what we just saw to be a negative mind.

Finally he decided to change himself. He made it a point to think positively in all situations. And what a difference that made! His life changed! The glass that once looked half empty to him now seemed half full.

The results were amazing. Neville started to radiate confidence and optimism instead of the usual feelings of self-pity and failure. This attracted the right kinds of people to him. With all the pieces of the puzzle put together, success just had to come to him.

So you see the connection?

Positive-thinking → Success

Suppose you are at a party. What kind of people would you be drawn towards? Would it be a good-humored person who looks at things positively and spreads laughter or a miserable looking person who has nothing to talk about but depressing things?

Doesn't require much thinking does it?

Here's another valuable lesson:

You may find yourself in a difficult situation sometimes, but then don't forget that someone else could be in a much worse situation.

It was Christmas and Frank expected his parents to buy him a new pair of shoes. But his parents couldn't afford that. He complained and said "you don't care about me at all" and walked out of the house. Angry as he was, he kicked at everything he saw on the path. Suddenly he stopped in his tracks. He saw before him a man without any feet! It dawned upon him how lucky he was. "What if I don't have new shoes, am I not lucky to have my two feet?" he told himself. His parents were glad to find their son happy and not complaining anymore when he came back.

This is a story you might have heard before in different forms. Doesn't it convey a simple message? Look at what you have instead of what you don't have.

Whatever your mind can conceive and believe, your mind can achieve.

- Napoleon Hill

Your greatest potential asset is your ability to believe. The only problem is that you can't benefit from it unless you have what is required – a positive attitude. You earlier saw that successful people are positive people. Now ask yourself this:

Am I one of them? Do I think positively?

No matter what mindset you have, there are ways to change it. There are techniques that you could apply to cultivate positive habits in yourself.

You can learn them here. These techniques have helped people form and keep a positive mental attitude. It has bettered their lives. If it worked for them, why won't it work for you?

Coming up is a bit of practical advice that you could very well act upon. You may be an unemployed person desperately looking for a job or even the CEO of a company. The suggestions are recommended for everyone to apply in their life.

How to Form and Keep a Positive Mental Attitude

To get a positive mental attitude, you first need to think and act on the “can do” approach of every activity instead of the “can’t do” approach.

Positive people look for answers while negative people look for questions.

There’s a poem by Joyce. C. Lock, which has these lines:

If I were a hammer, I’d miss the nail
If I were a knife, I’d cut a finger as well
If I were a letter, I’d be lost in the mail

There are many more such lines in this poem but you get the idea. Do you also think in this way? Are you a problem seeker or a solution seeker?

Negative people are, in short, problem seekers. They believe that problems and obstacles cannot be surpassed. As against that, positive people, no matter what problem they are facing, look for solutions.

All it takes is a smile!

Go back to the lists about positive and negative people that you had created before. Look at the positive people listed on it.

Don’t these people smile and laugh a lot more and appear happier than the negative thinkers? It may seem very silly, but there is a lot of power associated with a smile. A smile is always returned with a smile.

So now onwards, follow this rule - **Smile more often!**

That doesn’t mean you have to walk around with a silly grin on your face all the time. Smile when you speak to someone, smile as you walk down the street, smile when looking at yourself in the mirror, smile even when speaking on the phone.

You will be amazed by the good feeling that it generates within you. You feel better and project a positive image to others, which attracts opportunities and more people towards you.

Remember, positive people are happy people and negative people are not. Happy people seem to be more attractive and pleasant to others compared to gloomy people. Isn't this an added bonus for you?

Pat people on the back

Maria had got a very good position at a local firm. Though the work was something she enjoyed doing, she was never satisfied. Her boss never appreciated her work. She worked very hard and received a lot of appreciation from her colleagues. However her boss merely looked at the work and grumbled. She had been feeling down since she joined till her coworkers confided in her that the man was like that. He never appreciated good work. Instead there was no end to his criticism.

There are many people we see in life who jump at the chance of criticizing a person when something goes wrong. Moreover, these people don't even acknowledge you when you are right!

To create and reflect a positive mental attitude, start complimenting people. If you already have the habit, increase the number of times you do it. If your partner buys a new piece of clothing and looks attractive, don't just notice that. Tell them so!

You don't lose anything by complimenting someone, do you? And anyway, a compliment never goes waste. So, compliment your staff and colleagues on their work. Compliment your child on making it to the football team.

The general idea is that you feel good by making others feel good and it enhances your Positive Mental Attitude. What more, you also enhance the Positive Mental Attitude of the people you compliment!

Merely complimenting people is not enough. The way we treat them is also important. Just follow this simple rule:

Treat others as we would like to be treated ourselves

This involves treating everyone as though he/she is the most important person in the world – because to him or her it stands true!

The laws of success state that whatever you hand out in life, you get back at least ten times as much of it.

Connect yourself to this rule. If you make other people feel worthwhile, useful and valuable, you too are bound to be treated in the same manner – ten times as much.

Research has shown that a customer will tell at least ten people if his expectations from a company have been met with or exceeded, or even if his complaint was dealt with promptly and efficiently.

The same happens if you exceed the expectations of your friends, your boss and your coworkers. You will find yourself becoming popular, highly regarded and noted. Now comes a warning.

When you compliment people and treat them with respect, be sure that you are doing so genuinely. You must mean what you say.

Believe, conceive and achieve

Start believing that success to you is inevitable. Whatever task you are given, picture success in your mind. Burn the thought into your unconscious mind. Keep yourself focused on the outcome that you want to achieve in what you do. The mind can achieve anything that it believes and conceives.

You will be surprised to know that there is a giant asleep within yourself. You can direct him to do anything that you want. You have no idea what you are capable of. Don't underestimate yourself. Believe it, the power of your mind and imagination is truly exceptional.

You can think your way to almost anything in life - success, happiness, illness and even death. Read this small story.

Willy was a middle-aged man who was working in a refrigeration unit. One day he somehow got himself locked inside the unit accidentally. He banged on the door, he screamed for some time, but no one heard him. He gave up.

Willy sat down defeated and was sure that he was going to die soon. He became all numb and cold. He somehow scribbled a message for the people who would eventually find him. "Getting colder now, starting to shiver, nothing to do but wait, slowly freezing to death, half asleep now these are my final words."

At least five hours passed before someone opened the door and found the dead man's body. Now that's a sad story. Here comes the twist.

The temperature inside the unit was 56 degrees. All day, the unit had been broken, thereby letting in enough air. Willy simply lost hope. Had he tried, he could have survived because there was plenty of air for him to breathe.

Realize that your mind can't distinguish between thoughts and reality. If you feed it with negative thoughts, your mind will mistake it as something that is actually happening. This is what happened with Willy. He wrote his own death.

Remember those times when you are at home alone. You seem to hear every bump, grind and creak clearly. Don't you feel that the clock is ticking very loudly and the tap is dripping like never before? The same sounds, you would never have heard if you had company!

Rehearsal practice- “You succeed before you even begin”

‘Rehearsal practice’ is an important technique that can enhance your positive mental attitude. Use the power of your mind to get better results. Put to use that awesome power of imagination that could now be rusting away.

Whatever situation you are put to, rehearse it over in your mind. If you play it over in your mind first, you do it better. By doing so, you are training your unconscious mind to behave in a certain way to obtain the result that you so much desire.

Let’s go back to the job interview. If you go over in your mind what the interview will probably be like, you can be more prepared. You could imagine the kind of questions you are likely to be asked, the possible scenario in the interview room, etc. With this done, you will be ready for whatever the interviewer throws at you.

You can use this method in anything that you do. It applies to everything from a driving test to a presentation to hitting a golf shot. Rehearsal practice is also called visualization. It is another form of focusing on the desired outcome.

- Before a presentation you could imagine yourself doing the presentation, tackling the questions that the audience asks. You can have a look at possible questions and be well prepared.
- Prior to a speech you could imagine it happening at the venue.
- If you have a party at home, let the party happen once in your mind.
- If you have a driving test, you could think about all the possible road junctions that you may have to cover as a part of the test and picture yourself successfully completing them. Also think over the questions that you will probably be asked. You will see that you can attend the test brimming with confidence. And most probably, the other people will be dreading it. In your mind, you will already have passed the test and so you will confidently look forward to it.

That’s visualization! It really helps! So start today, from right now! Mentally rehearse or visualize any situation that you find challenging.

Look at athletes on television before a big race or long jump. They will be mentally preparing themselves and going over and over in their mind how they will run or jump. They will be visualizing themselves succeeding.

Apply visualization to the goals in your life. Take five minutes of your day for them. Close your eyes and think that you have already achieved the goals. Picture what your life is like, now that you have achieved your goals (in your mind).

You will be fascinated by the end-results.

Now in the midst of all this positive thinking, what if a negative thought creeps in?

Rachel was preparing for a presentation that she was to do before a very important client. Winning the client was very important for her company. All hopes were on her. She was always very confident and that was mainly why she was given the task. The pressure of everybody's expectations was weighing down on her. And yet it didn't seem to affect her. She had thought over the presentation many times in her mind and had won the client.

Once or twice, negative thoughts like 'what if I forget what I have to say?'; 'what if I'm not able to answer some question the client asks?' seeped in. She brushed them all aside with poise and told herself she had it in her to do well.

What more was needed? She did her best in the presentation and won the client.

So what do you have to do when a negative client finds its way into your mind?

Stop right there, get rid of the negative thought and replace it with a positive thought.

That's easier said than done – you will say. Ok, try this way. Ask yourself the following questions every time you experience a negative thought:

- "Is this thought really important in the grand scheme of things?"
- "What can I change about this thought to make it positive?"
- "Think back through past experiences that have been worse and put this thought into the picture."
- "Why did that person say what he said? What was behind it? They probably have the problem, not me."

**Focus on success and watch as the people, opportunities
and outcomes come your way**

Most attributes used to describe a winner are those that can be seen in first class salespeople.

Think of any salesman. If he talks nicely to you and takes care of your requirements, you will say he is nice. Many times you end up buying a product only because of the person. Salesmanship has got a lot to do with attitude. Whatever we do in life, we are selling ourselves or something, and a person with a negative mindset can sell nothing.

Don't believe it? What do you think you are doing at an interview, during a presentation, while talking to someone or even when you are on a date?

Yes, you are selling yourself! And that requires you to be positive.

You need a positive attitude to attain your goals. Even for growth, development and progress in life you need a positive mind. In the journey called life, you have to maintain a positive attitude when faced with opposition from other people or adverse situations.

If you don't have a Positive Mental Attitude, you usually end up being a loser.

If you remain positive and make sure that you are not susceptible to the negative influences of other people – you will succeed.

Remember this: All of the world's most successful people have had setbacks in their quest for success. Your success is not about how many times you fall. It's about how many times you pick yourself after falling. Only persistence can take you to success.

It's all about Positive Mental Attitude.

Without a positive attitude you will find it difficult to achieve anything in life. Remember, it is your attitude that determines your success. People who are negative-minded never get anywhere. They are invariably unsuccessful.

Throughout this topic we have seen the advantages of a Positive Mental Attitude. Make sure that you implement these techniques in your life right away!

Think positively and the world is your oyster.

Think negatively and you are doomed to failure.

Any hesitation on which to choose? No way!

6. Be the person you want to be

We have already seen the importance of goal setting and goal attainment. It is vital that you know what you want to do with your life and where you want to go.

You should also know what kind of person you want to be as well.

The way you look, your attire, your possessions, what you say and how you say it, etc – everything goes into determining whether you are successful. You will be and feel your best when you are winning. So care to look your best too!

Most successful people constantly try to improve areas of their total presentation. They understand and accept that it is a vital factor that helps them maximize their potential.

Don't mistake the tendency of these people to change such aspects of their life as something that stems from a feeling of inadequacy or inferiority. A feeling of inadequacy is by no means the reason for winners and successful people making improvements in their appearance and other areas of their life. These people are confident about themselves, and know that they are brilliant in their own way. Yet they keep trying to improve even further.

Self Image

You will have a mental perception of how you would like others to see you and what type of a person you would like to be. It is important that you have such a picture of yourself. The self-image that you show everyone is supposed to be the external result of your internal self-esteem.

How many people have you seen walking around with their head bent low and back crouched? What image do you feel is conveyed about their self-esteem? Do you think they would be able to sell themselves?

The very impression they project is that of a loser – a person who fears challenges and is not confident about himself.

In contrast, winners present a dignified presence to the world. Self-belief seems to radiate from winners. They are confident and walk tall. Their very manner lets people know "I am a good person. I deserve to be respected."

Not everyone will agree when it is said that one's appearance is as important as attitude. But appearances count a lot in today's society.

Losers don't give much importance to appearance. They make no move to change and want to be accepted as they are.

However it is not what you look like that counts. It is how you feel about your looks that affects your confidence and self-esteem.

To bring out the best in yourself, it is important that you feel good about yourself, what you are and what you do. You should be happy with yourself. Only then will you radiate the confidence, energy and enthusiasm that form a vital part of success.

If you are not satisfied with yourself, there will be something holding you back from touching the shores of success – a low self-esteem.

**If you have no confidence in self, you are twice defeated in the race of life.
With confidence, you have won even before you have started**

Marcus Garvey

If you carry a good-feeling about yourself you believe that others also will like you the way you are. If you project the image that you are likeable, obviously people will like you.

In short, it is impossible for you to feel confident and assured unless you love and respect yourself.

Someone once said:

A man who loveth himself right will do everything else right

A healthy self-image along with the associated feelings of competence, confidence and worth is essential to impress a positive image of yourself on others.

The feel good factor

Let us first of all understand what the 'feel good factor' is. Have you ever had a bad hair day? A time when, no matter what you do to it, the damn thing will not go into place? You comb it, brush it and dampen it – all to no avail. It remains as stubborn as ever. Now, think back. What was your mood like later? How did you feel that whole day?

- Down?
- Low on confidence?
- Short of self-esteem?

Here's another question for you. Think of a complete opposite situation to the 'bad-hair day'. A time when you've just had your hair done or just bought a new suit.

How do you feel then?

- Confident?
- A million dollars?
- Ready to take on anything?

The feel good factor is such a positive force that it can influence your whole life.

Now suppose that on the very day that you are low and irritated you are called into the boss's office. This comes as a rare chance for you to impress the most important person in the organization and somehow it had to come just at a time when your confidence is not at its best.

Will this help or hinder your performance? Beyond doubt, hinder!

Erase this image of yourself. Now think of a time when you are wearing one of your favorite suits, your hair is perfectly set and you are feeling confident and sharp and your energy levels are high.

What if you get the call to the boss's office now? Wouldn't you grab the opportunity to prove yourself? Brimming with confidence, as you would be, nothing will be difficult for you!

So what do you infer?

You must put yourself in a position where you feel confident that you can take on anything to maximize your potential in life.

If you are not happy with your appearance and the things around you, your self-esteem and confidence are affected. The two of them are some of the most important things that determine your performance.

The feel good factor and the feel bad factor are millions of miles apart from each other. What goes without saying is that you must try to inculcate the feel good factor in your life.

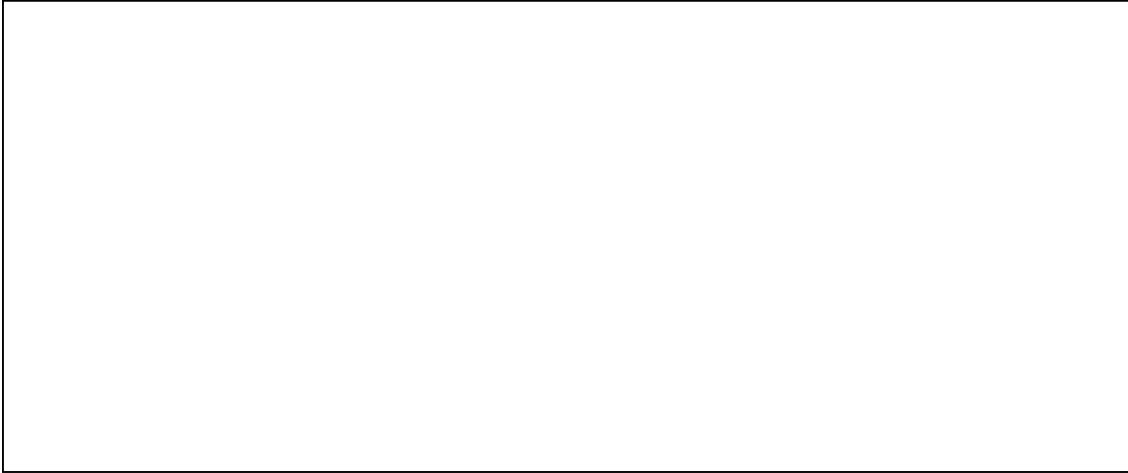
How to get it into your life is something that only you will know, as it concerns your life. It will give you that great confidence to perform and excel in everything that you do. And if you do have this factor, success will be handed to you on a plate.

We have already seen what the pros and cons of self-esteem, both high and low, are. You will in the coming pages see some techniques that will help you boost your self-esteem level and confidence. In the end, hopefully you will have a better perception of yourself and a good idea of the areas that you have to improve on.

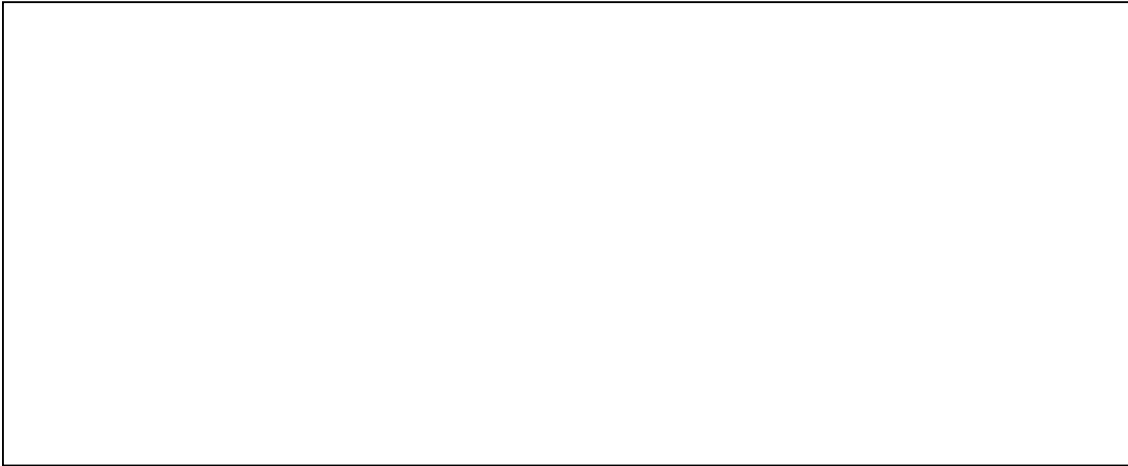
Raising your self-esteem

First of all let us try to get an idea about how you think other people perceive you. In the space provided complete the sentence below with one or two paragraphs. Be as honest as you can:

When a person sees or meets me for the first time they think:



When a person sees or meets me for the first time I would like them to think:



These are two critical questions that bring to light couple of facts about you – how you think others perceive you and how you want them to perceive you.

Look at what you have written above. If what you want others to think about you and what you feel they presently think about you are the same, then it's a real good sign! That would mean you are what you want to be and people perceive you the way you want to be perceived. That denotes an extremely high self-esteem.

Now if this is not the case – and there are differences between the two, then there are areas that you need to work on. Your self-esteem will have to be given some extra lift.

Write down below the differences that you found between what you feel others think about you and what you want them to think. Also make a brief statement of how you can improve the situation.

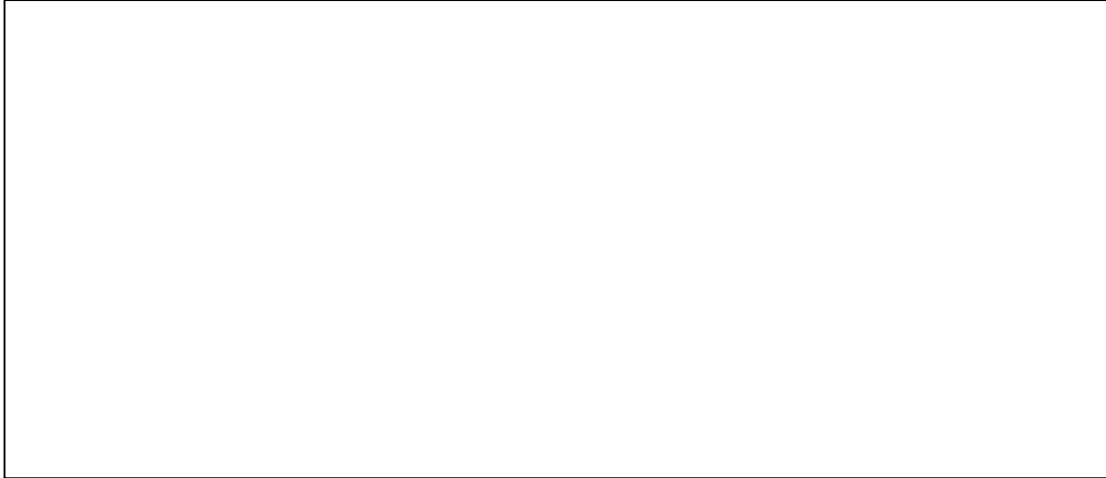
Perhaps some things require significant improvement. It may require a diet, exercise and/or grooming. Other minor improvements that some people need are in the way they shake hands with others and their ability to remember names.

Now please write down below all those characteristics of the person you consider as the ideal person and whom you want to be like. Write down everything about them. The looks, the hair, the kind of clothes they wear, mannerisms, their car etc. Don't miss out on any detail, no matter how small it may be.

Done the exercise? Now ask yourself this question.

Do you prefer their life to your own?

If so, write down what you can do to close the gap:



Regularly doing this exercise will enable you to develop as a person and will ensure that you will not be distracted from your success.

No matter what your list says, let's look at some of the easiest ways that you can raise your self-esteem. They may not apply to you now but will surely help you in one way or other in life.

We have already seen how important the feel good factor is in one's life. To enhance this factor, begin with examining every area of your appearance.

You could perhaps buy an image consultancy book that includes such things as the types and shades of clothing that complement your face and complexion, the hairdo that would bring out the best in your facial features, the most appropriate frame for your glasses to suit your face.

Image consultancy books act as the perfect guide to feeling and looking your best with style, grooming and wardrobe tips. They enhance your confidence and make you feel great. You could take one step further and have a full image consultation.

Looks apart, your possessions also influence your self-esteem. Each month, you can produce a list of the possessions that you would like to have. The contents of the list can be further broken down into three. The example below would give you a better idea:

1. Items that I can go out and purchase immediately (e.g. a tie, a necklace, a shirt.)
2. Items where I would have to save a little to buy (e.g. a suit, a CD system, a computer)
3. Items that require longer term savings (e.g. a car, a house, a luxury holiday)

You can then create medium and long-term savings plans for acquiring the items listed in 2 and 3. Meanwhile you can treat yourself to at least two items per month from part 1.

As a result, the smaller possessions will make you feel good. And when you finally buy the larger possessions that need some saving, you feel even better.

You will by now have a good idea of what you have to look like, own and possess in order to feel your best. You could be the most confident person in the world or the least. But there is room for improvement in everyone's life.

It may sound amusing, but in order to make a positive impact on others you should have a love affair yourself. In short, you should feel good about yourself. Because if you feel so, it is apparent to everyone you meet.

If you feel bad about your shape, physique, clothes, grooming, manner or appearance, it will be much harder for you to remain confident and assured in social situations.

Someone once asked:

If you treated your friends like you treated yourself, would you have any?

You are your own best friend because wherever you go, your best friend goes with you. He/she is always there with you when you need it. Keep that in mind and remember to be nice to yourself!

The way we treat ourselves has a direct impact on how others will treat us.

The way you treat yourself can work as a means to show others how they should treat you. Consider this case. Andy treats himself really well. Everything about him reflects confidence. He eats in the best of restaurants, he has expensive suits and makes sure that he is well groomed always.

Thanks to this, whenever his friends know that he is coming to their place, they tidy up the house, buy his favorite bottle of wine, etc. This happens only because they know how he treats himself. As he treats himself well, they also tend to treat him the same way.

Become your own best friend and everyone else will treat you like theirs

We had earlier seen the importance of complimenting other people. It is equally important to put yourself in the position whereby you receive the compliments.

Look at yourself. Are you happy with the way you dress? If yes, then it's great! But if you are not happy, buy the clothes that you feel will make you feel good.

What about other things - your house, your car, garage and office desk? Are they in a mess? Well then, tidy them up.

You wonder what that has got to do with self-esteem. OK, think about this. What if someone new got into your car and there were papers, cans, grit and other stuff lying around? What do you think this says about your self-esteem?

Not anything good, definitely!

Are you happy with your weight? If yes, that's good for you. People like you are a very rare find. But if you aren't happy, go on an exercise and healthy eating plan.

Make people say "Wow you look great!"

So many things depend on the level of your self-esteem. It is one thing that can either open many doors for you or shut them tight.

When it comes to those few moments of truth in your life - that 20 minute promotion presentation or that 10 minute chat to the boss, you must be at your best and feel your best so that you can perform your best.

When you are feeling good about yourself, you feel you can conquer anything. It is a time when no obstacle is too great and no mountain is too steep to climb, for you.

Your self esteem can be improved by internal (thoughts about yourself) and external (appearance, possessions) factors.

To maximize your potential in life you must analyze your self-esteem.

Try to put yourself in a position where both your mind and body are one. And remain there.

Once you have achieved this you will know because you will never have felt anything like it - **the power of a high self-esteem and the confidence to achieve almost anything.**

7. The power of action

We've covered a lot in this ebook but information without action is useless.

Follow these five steps to turn this information into positive results.

1. **Set your outcome:** Be specific about where you want to improve and what exactly you want to achieve.
2. **Make a plan:** Develop a roadmap for how you're going to improve, even in very broad terms.
3. **Take action:** Take the first step now to getting the improvements you want. As Confucius said, "A journey of a thousand miles begins with a single step."
4. **Get feedback:** Be alert to the responses of others as you move forward, and carefully watch the results you're getting. If the results aren't what you want, then change something.
5. **Act "as if" already successful:** If you make your attitude one of excellence, you're already on your way to achieving your objective.

Nobody said success was easy but if it's possible in the world, it's possible for you. If you look around, you can see that it is possible.

Now it's your turn to succeed. Good luck.

Recommended Resource

For regular tips on using the science of the mind in your business, visit:

www.MindPowerMarketing.com

Recommended Resource

“Discover Which One of These Four Marketing Secrets Could be Costing Your Business Thousands ... and How You Can Use Them All to Make More Money”

Have you ever wondered why some business owners achieve shocking success, while others seem to have trouble "breaking through" to that level? If so, your confusion is over. In a few seconds, you'll discover...

- **Exactly what you need to change** to achieve the business success you want.
- Four factors that can put you on the road to **outpacing your competition**, no matter what business you're in.
- The marketing "secret weapon" that will **catapult your results**.
- How you can **be part of an elite group** of people who want to transform their business results in just eight weeks.

This is the most powerful information about marketing that you'll find. Just click on the link below now and in seconds you'll immediately understand how to **unlock the real profit potential of your business**:

www.MindPowerMarketingSystem.com

Recommended Resource

“I Was Surprised at the Advice I Got from the World’s Top Marketing Guru – But I Was Amazed at What Happened When I Followed It ...”

Now you can discover little-known secrets that the top marketers use. Secrets they don't want you to know. Here's a taster of what's inside:

- What is the single biggest secret to really making people buy? (And how you can “trigger” it anytime).
- Find out how the greatest advertisers from the past wrote amazing ad copy and how you can “steal” their secrets for yourself.
- Understand why your customers want to buy from you so that you can be streets ahead of your competitors.
- One thing you must use if you want your prospect to reply to your advertising.
- Plus you'll also receive a free subscription to "MindPower Marketing" - our newsletter on the science of winning more customers.

There's no obligation. Just click on the link below for free instant access!

www.SecretsofMarketingLegends.com

MindPower Marketing

The Science Of Winning More Customers

From Robert Greenshields



The Life Evaluator

Rank your current levels of success in each area of your life. Use this as a foundation and baseline position to start to increase your levels of success in everything that you do. (If the sentence is true give yourself 1 point)

Happiness

- ☐ I love my life and I am very happy
- ☐ I can't wait to get out of bed every morning
- ☐ I spend my time away from work doing the things I enjoy the most
- ☐ Everyday I spend time on me
- ☐ I love my days off and weekends – they are fun packed
- ☐ I appreciate the little things in life
- ☐ I am living the way I want to live at the moment
- ☐ I don't get stressed out easily and can chill
- ☐ I laugh a lot
- ☐ I am fun to be with

Happiness score out of 10:

Money

- ☐ I regularly save 10% of my income
- ☐ I have no money worries
- ☐ I have no credit card debt in excess of \$2000
- ☐ I have at least 50% worth of money of my annual salary in the bank or invested
- ☐ I have a money plan in place for the future
- ☐ I always know what I am spending each month
- ☐ I always know what my bank balance is at any given moment
- ☐ I am financially knowledgeable – I know about money and investing
- ☐ I have total control over my finances
- ☐ I am always thinking of ways to make money work for me

Money score out of 10:

Career

- ☐ I love my career. I am fulfilled.
- ☐ I look forward to going to work everyday
- ☐ My career stimulates me and develops me as a person
- ☐ I work to live and not live to work
- ☐ I know where my career is taking me both in advancement and reward
- ☐ I have as much energy at 9:00am as I do at 5:00pm
- ☐ In the main, work does not stress me out
- ☐ The people I work with are great
- ☐ My work environment is positive and supportive
- ☐ I have fun at work

Career score out of 10:

People/Family/Relationships

- ☐ My family life is fantastic
- ☐ I have a lot of friends and we do things together
- ☐ I am close to my parents (alive or not)
- ☐ I have a best buddy
- ☐ I am close to my children; there are no differences between us
- ☐ I get along with my neighbors and the people in my area
- ☐ We do a lot of activities together as a family
- ☐ The people who matter the most in my life love me

- ☐ I have a good network
- ☐ I get along with people in the main and can communicate effectively with anyone

People score out of 10:

Confidence

- ☐ I am a confident person
- ☐ I don't doubt my ability to do a job
- ☐ I know my strengths and weaknesses
- ☐ I don't have difficulty in saying "No"
- ☐ I don't often think that I am not as good as others
- ☐ I don't worry what others may think of me
- ☐ I don't expect myself to be perfect all the time
- ☐ It's not important for me to want to be liked and approved of
- ☐ I smile a lot
- ☐ I am a positive person

Confidence score out of 10:

Looking after yourself

- ☐ I take exercise at least 3 times a week
- ☐ I lead a healthy lifestyle in terms of the food I eat and I do not abuse my body with excess alcohol
- ☐ I am happy with my appearance
- ☐ I regularly visit the Dentist, Optician and the Doctors for check ups
- ☐ I manage my stress levels by relaxing each and every day
- ☐ I have at least 3 vacations/breaks per year
- ☐ There are no outstanding issues or problems that have not been resolved or working towards being resolved.
- ☐ I do not chase my tail in terms of not having enough time
- ☐ I regularly treat myself each week to something I enjoy – clothes, CDs, massage, nails, hair, skin etc
- ☐ I regularly assess how I am looking after myself and put a plan in place to improve

Looking after yourself score out of 10:

Growth & Development

- ☐ I am constantly learning and growing
- ☐ I try out new things and activities all of the time
- ☐ I make plans to improve myself constantly
- ☐ I know what my goals are and I am eagerly and effectively making them a reality
- ☐ I enjoy variety
- ☐ I develop the people around me so that they are more successful in their lives
- ☐ I have all of the tools, aids, contacts and resources to make me a success
- ☐ I have a mentor who continually pushes me to achieve more
- ☐ I make events happen rather than wait for them to happen to me
- ☐ I regularly attend seminars, training courses and conferences to improve

Growth & Development score out of 10:

Unfinished Business!

- ☐ I am in control of my own life and my own destiny
- ☐ I could die right this moment with no regrets
- ☐ I am doing what I want, when I want
- ☐ I am really optimistic about the future
- ☐ There is nothing I am dreading or avoiding at this moment in time
- ☐ I have a plan in place to succeed in all that I do
- ☐ I am implementing my plan
- ☐ I have the energy and drive to succeed
- ☐ I am not afraid of making mistakes or failing at things
- ☐ I am now ready to give it all that it takes to succeed

Unfinished Business score out of 10:

Your overall scores:

Area	Score
Happiness	
Money	
Career	
People	
Confidence	
Looking after yourself	
Growth	
Unfinished Business	
TOTAL	

Put your overall scores in the table above and highlight the areas of your life that need the most work.

Jot down below the **top 5** activities that you are going to start on immediately. What jumped out at you from completing the assessment?

1.

2.

3.

4.

5.

So, what was your score?

Use the chart below to see what success level you are at!

Points	Ranking
70-80	Platinum
60-69	Gold
40-59	Silver
00-39	Bronze

Platinum

For the elite who have reached a very high standard and are reaping big rewards.

Gold

Huge potential to jump into the big league. Need one or two changes to give it that final push.

Silver

Performing to a good standard but underachieving. Need new tactics and strategy.

Bronze

Need a serious overhaul and massive action to get it right.

No matter what level you are at, visit:

www.MindPowerMarketing.com

You owe it to yourself to get the best results you can in your life so take action today.