

Special Report



How to Be

# Happier, Wealthier,

and Have People Like You More

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## Introduction

How many times have you woken up, looked yourself in the mirror and wondered why things aren't just a little bit better? Too many if you ask me.

Our faster, bigger, better society has created a world in which your success is never quite enough. You have to do more and be better than your neighbor and as soon as you're better than one neighbor, you start comparing yourself to another.

Why do we do this to ourselves? What trigger in our brains is forcing us to think that happiness is just around the bend – that we just need to work a *little bit harder* to get there?

I've been down that path, and all I found was a world filled with more tasks, more second-guessing and more negative self-talk.

It's time to take control of your self-image. You can be a happier, wealthier person who is liked by your peers, friends, and random strangers alike and it doesn't take a thousand dollar makeover or a multi-million dollar corporation in your name.

It just takes a strong sense of self-confidence, a renewed sense of what makes you *unique* to your colleagues and a powerful mindset that says you will keep working no matter what – striving for what truly makes you happy.

Most of what I'm about to share with you is common sense. It's the stuff that you shrug off between meetings and projects as something for "another time".

Well... now is the time.

## How to Be Happier, Wealthier, and Have People Like You More

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A happier, wealthier you is not a new you – it is a revamped, more thoroughly self-aware you. And it doesn't take a lot of work.

The paradigm that everything worth getting will take years of hard work and grueling, painful drudgery to achieve is wrong. You can be happier and wealthier right now and all it takes is a handful of slight tweaks to how you see and present yourself.

If you're ready to make those changes and quite literally build a path to success and riches that will blow away every man, woman and child you meet, then keep reading. This is the special report you've been waiting for.

Many of you may wonder why I'm giving you this information for free. It's easy, I want you to experience some of the success I have in my life. I have a loving wife and son, a highly successful business, I play a lot of sports and have great fitness, and I enjoy a lifestyle that most people can only dream about.

It didn't happen by accident. It took hard work and an unwavering ability to believe in my dreams and know how to achieve them. I learned to develop every opportunity to its fullest extent and I'm literally living the dream!

It can be the same for you. There is so much potential within people that I see wasted, and I want to make sure you are living your life to its fullest extent.

It doesn't matter what goals you have, if you want to be more confident, if you want to learn to think positively to help manifest good things in your life, if you want to learn to communicate with other people better, either in the work place or in your personal life. If you have health and fitness goals that you want to achieve in order to live a more vibrant and fulfilling life. If you want to attract more wealth into your life in order to live a more comfortable and exciting lifestyle, no matter what your goals, there are a common set of beliefs and concrete steps that will help make these things happen.

They don't just have to be your dreams. They can be your reality.

Some of what you will read in this special report will change your life almost immediately. There is so much more I have to share with you, which is why I have developed my life-changing system, Amazing Self. I can honestly say it's some of my best work.

But more about that later, let's get into this special report.

Regards,

A handwritten signature in black ink, appearing to read 'Amanda Selby', with a stylized, cursive script.

Amanda Selby

Co-Editor, Amazing Self

## Controlling What *You* Think About You

The single most important factor in creating a happier existence for you is simply learning how to feel happier about yourself. That nagging voice in the back of your mind that keeps telling you're not good enough, that you will fail, that you simply don't know what you're doing – it's time to start feeding new scripts to it; ones that will do the exact opposite.

There are a lot of programs out there that describe the powers of visualization, positive thinking and affirmations. I've personally prescribed to the teachings of John Kehoe for the last 15 years – using affirmations and positive thinking to reprogram what I believe – developing strong internal beliefs that I can and will be successful at everything I do.

Before I get into those particular teachings, I want you to stop and think for a second about what exactly goes through your head every time you sit down to do something. Do you honestly feel you can succeed at what you are doing or do you immediately start second-guessing yourself?

Here's the thing – that voice in the back of your head is completely and utterly normal. Everyone has it, but truly successful individuals learn how to reprogram it in a way that always encourages success. They learn how to convince it to give positive encouragement and feed on excitement that will drive your actions every step of every process until you find success. That's an amazing power – and it's all right there in your own head.

But, you need to tap into it – and that requires you to rethink a few of the standard beliefs that society thrusts upon us.

### ***Positive Thinking and Visualization***

There are a lot of ways to go about reprogramming your thinking and to visualize success, but to keep things simple I'm going to focus on just three. These are the mental exercises being used by small business owners, life coaching gurus, and politicians around the globe.

These are the strategies used to help men and women in important decisions not

only accept their mistakes but thrive on them – learning and developing new ideas constantly. And they are the methods you will use to literally reprogram your brain to think that you not only *can* succeed, but that you absolutely *will* succeed at everything you put your mind to.

### **Affirmations**

This is my favorite and probably the simplest mental exercise you can undergo. The idea is that you create a single, one sentence statement and repeat it to yourself every day for 90 days. The brain slowly begins to believe the statement you make and works its hardest to reposition reality in a way that supports that statement.

Better yet, there is a powerful psychological principle backing this puppy up. It's called cognitive dissonance. In short, our brains do not like when what we *think* does not match up with what we see. So, to fix the problem, we will unconsciously do everything we can to sync the two up. This is what you're doing to yourself right now – you think you're going to fail, so you work towards failure. You're shooting yourself in the leg before a marathon without realizing it.

Affirmations flip the whole process on its head and teach your subconscious to root for success- cheerleading your brain into taking whatever steps it can to help you succeed. And all you need to do is write down 2-3 affirmations and repeat them every day for roughly 5 minutes.

### **Neuro-Linguistic Programming (NLP)**

I could write an entire book about NLP, but this extremely powerful tool has been used by some of the world's most successful leaders and businesspeople to reprogram how they think about themselves and the world around them. The goal of successful NLP is to use certain behavior patterns to reprogram what your brain thinks about particular actions.

There are a variety of exercises designed to help you realign what you think and how you think it. The best part about NLP is that true masters can use its principles to directly affect how other people perceive them. An overly simplistic example would be using key phrases in association with a motion. For example, if someone said something you found very attractive like “sexy” and touched a brand new TV, part of your brain would associate the feeling you get when you hear “sexy” with the desire to buy a new TV.



### ***A Quick Exercise***

There are literally thousands of exercises, scripts and strategies for using NLP on yourself and others, but to give you a quick idea of what this powerful tool is capable of, here's an exercise used to help boost self-confidence:

- 1. Envision Yourself** – Look at yourself from the outside. Think of a dream where you float above your body and imagine what you see. Be as honest as possible with yourself, visualizing every detail – from your hair to your clothing to the way you sit and how you hold yourself.
- 2. Create a Positive Version** – Now, start removing any negative aspects of your self-image, brightening it up with positive images. Make yourself look more powerful, stronger, more confident, more sure of yourself. You may only make a few small changes, but create an image of yourself in your mind that accentuates all the positive traits you know you have. If you feel your smile is good, focus on that in your self-image.
- 3. Super-Size It** – You know how you overblow all the small negative things on your body, growing self-conscious of your big teeth or your frizzy hair that few, if any other people see? Do the exact opposite here. Blow up those positive traits to super-size proportions and hold this image in your mind.
- 4. Compare the Images** – Now put your two images next to each other, placing the person you reflexively see against the person you want to see. Now, think about how you want to be the second image, not the first one and your mind will start taking actions to make sure it happens.

This is an exercise that you must continue doing on a regular basis. The same way that we repeat affirmations for 90 days, we must repeat our self-image boosting visualization every day until we wake up in the morning and see ourselves in the positive light that we always meant to see. This is a powerful way to rethink and reposition what you feel and think about yourself and even if it feels odd at first, it can have profound, life changing effects in the long term.

### ***Meditation***

The first two exercises I focused on are ways to train your brain and convince yourself

that you are the confident self-assured person you want to be. But, there is something more to envisioning yourself – a step that can help you come to terms with the “why” of your negativity while also overcoming it.

Meditation is a simple, millennia old technique that helps you to wipe away all of your thoughts for the day – both negative and positive – and focus not on what you want or what you have, but on who you are.

To put it simply, while meditating, you will focus on your body – on the physical manifestation of who you are. Simple meditation starts with mindful breathing. You sit in a relaxed state, breathe deeply through your nose and focus on that breath as it courses through your nostrils, into your throat and to your lungs. The act of focusing on your breathing will slowly relax your body, helping to you to detach from the thoughts you have.

Start with just 5-10 minutes of meditation and continue to extend until you are capable of quite literally removing all thoughts from your brain. When you can do this, you will flush away the lingering negative thoughts you’ve been carrying around and make it easier to imprint your brain with the visualizations and affirmations you’ve been working on.

Meditation is your chance to remove yourself from every worry you have during the day and fold into yourself, creating a cocoon in which nothing can worry or harm you. That detachment from the world will do absolute wonders for someone buried with stress and concerns – the kind that simply don’t go away overnight.

### ***Developing Confidence and Peace of Mind***

The absolute heart of any successful man or women is confidence – surety that you will be successful in every endeavor you put your mind to. That single-minded, absolute assurance in your abilities must extend to every aspect of your life.

While the exercises above are vital in developing that sense of confidence, there are other aspects involved. You must be willing and capable of making mistakes. One of the most profound traits of any successful businessperson is their ability to make a mistake, accept the mistake, and then learn from it.

What I hope you'll be able to do through the mental exercises above is come to terms with the fact that you are human and that humans make mistakes. When you make those mistakes, you're not a lesser person. You've just been given a gift – one that will allow you to move forward and learn from what just happened.

Additionally, I want you to be 100% comfortable with every action you take. True peace of mind will only come when you are capable of taking immediate and decisive action without worrying about whether that action was the right one. Consider it this way – would you rather make a decision and learn from a mistake made or never make a move and spend the rest of your life wondering what could have been?

The confidence to do the former is what will ultimately make you happier and wealthier in your life.

### ***Not Everyone Will Like You and That's Okay***

This is a hard one for a lot of people. It doesn't matter where it comes from, but most of us have a strong desire to be liked by everyone we meet. That's okay, but you need to be willing to accept when someone just doesn't like you.

Here's how I do it.

Get outside yourself and consider what is going on in the head of the people you meet. You know how you focus entirely on yourself and your reaction to a person, what you feel when they talk to you and then worry about your impact on the conversation? Most people have the exact same reaction.

So, in reality, when someone doesn't like you, the odds are highly in favor of it having very little to do with you. They may have a preconception of certain types of people, you may have triggered an obscure pet peeve, or they may simply have had a bad day. Those sound like issues the other person needs to deal with, not things you can handle.

When you meet someone for the first time, they are a guest in your world, not vice versa. The relaxation and confidence you display when taking on the role of host will practically guarantee that no single rejection or poor first impression will have a negative impact on your position.

By building your confidence, analyzing any mistakes, and being willing to adjust to whatever happens in an interaction, you create a situation where no single person disliking you should ever upset you. If they do, go back to your basic visualizations – you’re a good person and a likeable colleague. If they don’t see that, guess whose problem it is?

## Action Tasks

1. Write Down Three Strong Affirmations About Yourself. Repeat These Every Day for the next 90 Days:

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2. Every Morning for the Next Month, Envision Yourself and Your Ideal Self. Compare them and Take Notes of the Changes:

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3. Spend 10-15 Minutes Before Exercising Each Day in Mindful Breathing, Clearing Your Mind of the Day’s Concerns.

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4. Make a List of 5 People Who You Feel Don't Like You and Write Down *Why*?  
Is it Rational or is it a Problem They Have:

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## Making Small Changes for Long Term Gain

I like this section. It's where I get to see people make real physical changes that quite literally transform how they feel and act around other people. The best part is that we're not really changing who you are. You're not changing how you speak to someone or what you believe. You're not learning how to converse or how to ask a question. You're just creating a version of you that closely corresponds to that mental image of a successful you.

This section is not about building a more presentable version of you (though that is a nice trade-off). It's about creating a version of you that you can be proud of. Admit it, you feel more confident when you look good. And if you don't feel comfortable just yet, that's why we practice.

### *Relaxing Around Others*

First up, loosen that tie and relax a little around the people you meet. The single clearest indicator that you're not sure of yourself is a sense of tension or nervousness when you meet someone. Your insides can be a roiling inferno of nausea, but you need to cover it up with a sincere smile, a strong posture and a conversational tone.

This is not something you will learn overnight. Like anything worth learning, it must be practiced. Lucky for you, practicing personal interaction is pretty simple. There are hundreds of people around you every day. You can strike up conversations with your butcher, the guy at the dry cleaner or your bank teller, and I wholly recommend you do.

The best thing about this step is that if you've already worked towards creating confidence in your life, the relaxation will follow naturally. It's amazing what your minds are capable of when we give them the tools. Here are some steps to consciously practice whenever you meet anyone new:

- **Smile**—Always smile. Don't overdo it, lest it appear plastered on, but show people that you're happy to meet them. Back it up with strong eye contact and a relaxed manner. Something as simple as a relaxed smile can be extremely disarming.

- **Engage in Conversation** – At first, it's going to be tough, but trust me it gets easier. Talk to everyone you meet. Force yourself to ask questions, to engage them in conversation and develop a rapport. Remember, not everyone is going to like you. If they don't respond or try to defer your questions, let them go. The real goal here is to do it – results will come with practice.
- **Focus on Yourself** – Don't spend every second worrying about what the other person needs, wants, or thinks of you. Instead, focus on yourself and how you feel. Are you comfortable with a conversation? If not, why? A confident person is someone who will allow the room to conform to them, not vice versa.

Relaxation comes with time, but when you are engaging, entertaining, interesting, and most of all relaxed, a vast majority of the people you meet will gladly open up to you. Imagine the connections you can make in life with the power of people skills.

### *Body Language*

I can't begin to tell you how much of a difference conscious body language has when meeting someone for the first time. Here are two scenarios. You tell me which of the two entrepreneurs comes away with an excited lead:

- Jimmy goes to a trade show for affiliate marketers wearing his suit from high school graduation, shuffling nervously and doing his best not to slouch, but failing half the time.
- Derrek arrives at the same trade show with a clean shirt and slacks, standing straight and cheerfully introducing himself to everyone he meets with a firm handshake and a genial smile.

The obvious answer is Derrek – the guy who is confident in his appearance, sure of his ability to make a good impression, and driven to create new contacts. But, in reality both of these marketers could be equally terrified inside. Derrek just does a better job of hiding it.

When you meet someone for the first time, they will subconsciously make a number of judgments about you as a person – whether they mean to or not. It's a major part

of how human beings interact and yet most of us don't realize it. Drive home those interactions with these simple changes:

- **Eye Contact** – Make direct eye contact whenever talking to someone. Don't stare, but hold your head up and make eye contact. Multiple person conversions are easiest because you can alternate eye contact between people.
- **Posture** – Stand straight, hold your shoulders back and your head high, and don't quite lock your legs. When you slouch or cross your arms, it appears you're trying to hide something. Most of the time, we're hiding ourselves. No more – it's time to get out there and announce yourself!
- **Smile and Maintain Tone** – Smile as you meet someone, and use a clear, slow, speaking voice. Don't rush and don't whisper – be clear and maintain a studious voice.
- **Pay Close Attention** – When someone talks to you, lean in slightly, listen, and make steady eye contact. They want your attention – give it to them and you'll have a new friend almost instantly.

Body language is one of those things that is incredibly easy to fix, but you need to practice. If you're used to hiding in a corner during trade shows and conferences, it might take a small kick to your backside to break that habit, but get out there and show everyone what you're made of. Remember – you're someone worth knowing!

### ***Diet and Exercise***

While a lot of our confidence is derived from self-perception, there is something to be said for conditioning. Like it or not, a burrito and large coffee for lunch every day is not going to help you feel better and maintain a confident tone. It's going to turn you into a grumpy sleep-walker that has a hard time feeling excited about anything.

The best part about healthy living is that it's easy. You don't need to start eating bean sprouts three meals a day and running three miles before bed to feel good and have the energy to engage people around you.



Here are my tips to an easy, effective diet:

- **Eat What You Need** – Cut down on extra snacks. Stick to around 2,000 calories a day and only eat reasonably sized meals throughout the day. Keep the bag of snacks away from your desk.
- **Cut Out Processed Foods and Takeout** – Cook whole foods as much as possible. No microwaved dinners, processed snacks, or sugars. This is a simple one – vegetables, fruits, and whole grains make you a happier healthy person. If you can do it, get as many organics into your diet as possible.
- **Cut Back on Dairy and Meat** – I won't tell you to become a Vegan, but moderate your meat and dairy intake. Stick to healthier meats like chicken breast and turkey, and limit liquid dairy and soft cheeses heavy in lactose.
- **Exercise Every Day** – Get out there and exercise every day of the week for at least 15 minutes, up to 30 minutes. It could be a jog, a long walk, a bicycle ride, a game of squash with friends, or a swim. Just be active in some way.
- **Get Up Throughout the Day** – Don't sit at your desk for more than an hour at any given time. Keep active and sit as little as possible to limit that pesky sedentary habit.

Any one of these bullet points could be expanded into its own book, but here's the bottom line – if you get up and remain active, eat healthy foods, and maintain an overall healthy lifestyle, you will feel fantastic. I'm not talking about a little more energy – I'm talking about full blown, bouncy, chipper improvements that you never thought possible. And it's so easy – that's what makes it fantastic.

### ***Building Healthier Relationships***

Part of the title of this guide is “have people like you”, but for that to happen, we'd better define which people you want to have like you. Sure, you could say “everyone” but we both know that's not likely. After all, there are some grumpy folks out there.

And there are other people who have a pretty negative impact on us. Remember how

I told you to remove the negative self-talk from your life. Well, that's pretty hard if you have friends or colleagues pouring fuel on the fire whenever you turn around.

### ***See People Who Think Like You***

Step one – find people who think like you and will support you in everything you do. I don't care if your goal is to create the first McDonald's on the Moon; find someone who supports your dreams and will always bring positivity to your interactions. Imagine the extra pressure put on you to remain positive when everyone you know keeps saying "that's crazy".

Nothing is crazy if you have the ambition and positive attitude to make it happen. Never let anyone make you feel bad about a dream or ambition that is close to your heart. If you don't have any supportive souls in your life, go find them. If those negative thinkers are friends or family, tune out their negativity. They might think they're looking out for your best interests, but negativity is in the best interest of no one.

### ***Recognize Reciprocation***

The absolute coolest thing about finding likeminded individuals is how much you can gain from those interactions. This isn't just a matter of people skills – it is what will make you wealthy.

The reason so many people fail in business is because they get stingy. They grow jealous of their competitors and if someone they know is successful they don't congratulate them – they get snarky. Imagine if someone did that to you. Would you be willing to help them with a specific problem that you've already solved? I think not.

So, before you ever create a multi-national corporation worth millions consider how you can help your colleagues find success in their own businesses. Every opportunity you have to be helpful, take it – I don't care if it takes extra time and pays very little (or nothing at all). The raw power of those connections is what will separate you from the herd when it comes time to ask for favors in your own business.

But, avoid the urge to think of this as building lines of credit on your favors. Never call someone because they "owe you" for past generosity. There are not expectations in your assistance – just an opportunity for you to both help each other grow larger and more successful. Not only that, but having a team of likeminded entrepreneurs to call

on when you need help makes the entire process so much more enjoyable. What's the fun of success and knowledge if you cannot share it with others?

## ***Build Collective Friendships***

This is where things get really good. If you start helping other business owners, build connections in your niche, and generate a strong cohort of likeminded businesspeople, you create a collective that you can draw on at any time to help you grow as a business.

To amplify this, take advantage of the social tools available on the Internet to build those networks. Create a LinkedIn and Facebook account, recommend friends to your other friends, and interact with their business Pages. Social media is practically perfect for the maintenance of collective business friendships – and the more connections you create by doing this, the faster you will grow as a business.

## ***Action Tasks***

1. Consciously engage with five people that you would normally ignore today – the bank teller, grocer, or a co-worker are all good opportunities. Make notes of their reactions:

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2. Write down everything you feel is harming your diet and possible healthy alternatives:

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3. Write down five exercises you enjoy and places you can participate in them throughout the week:

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4. Contemplate business relationships you have and specific things you could offer that your colleagues would appreciate:

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5. Create a Facebook Profile and LinkedIn Profile and add all business contacts. If you already have profiles, use them to actively engage those contacts

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### Getting the Most from Your Relationships

The title of this section is a bit misleading. It sounds like we'll be tapping a relationship for every ounce of value we can. What I mean by "getting the most" is that we won't be leaving any relationship unfulfilled. A good relationship is reciprocal, but it is also a significant pillar on which you can build your business.

Sure, you could end up with 5,000 friends on Facebook, but what good does that do you if you're not engaging those friends, learning more about them, building relationships and creating more powerful interactions?

#### *Asking Questions*

If you want to learn how to do something, you'd better be willing to ask for help. There's absolutely nothing wrong with asking for help. Most people are excited to offer their assistance. They want to show off their knowledge and they recognize an opportunity to create a connection they can tap into later if they need your help.

But, you need to be willing to look for that help. Which means you must come to terms with the fact that others do know more than you about some things and that they have something to offer. Remember how I said jealousy is the enemy of a good marketer – this is where your response comes in really strongly. Success in marketing will depend heavily on you being supportive and intrigued by a successful colleague, not jealous and standoffish.

#### *Learning from Experts*

This extends well beyond just asking your buddies for help with a new programming project. You have to be willing to seek out experts in your field and plop yourself down in front of them to learn. The experts are men and women who have written books, given seminars, recorded videos, and generated huge income of their own.

They know a LOT about what you want to do, and better yet – they have the positive, encouraging attitude you need to be successful. Surround yourself with the world's experts in your niche and I can guarantee you'll come away from each info product, seminar and video pumped to try something new and expand your business.

### ***Shedding Unhealthy Relationships and Negative Opinions***

Listen up guys – I know for a fact that everyone reading this right now *can be successful* in whatever their endeavors may be. Does that mean they will be successful?

Not necessarily...

But, it means that if you put your mind to it and keep trying, repeating affirmations, visualizing success and learning from mistakes, you stand a very good chance of getting where you want to be.

So, why would you want to surround yourself with people that continually tell you “that’s a bad idea” or “most people fail at that”? It doesn’t matter what other people have done - you’re different and you have the drive and confidence to make your dreams come true.

So, before you go one step further, analyze the people in your life and determine if they are really helping you become the man or woman you’ve always dreamed of becoming. Success and happiness are possible for everyone out there, but having a negative influence constantly creating doubt and drowning out your positive visualizations will make it much harder.

And for those of you with family members and friends who constantly inundate you with negative opinions, I can’t recommend you block out everything they say – they are your loved ones after all. But, you need to communicate to them that you honestly believe you can achieve what you’re aiming for and that you don’t want to hear the negativity they keep feeding you. Someone who really cares for you will not only understand, but rethink their advice.

### ***Develop a Passion for Learning and Doing, not Consuming***

I spend almost every day learning new things. It drives me and gives me the energy I need to get up each day excited for what will come next. I have learned to speak other languages, play musical instruments, play sports, and market products on the Internet in dozens of new ways through self-study, practice and tons of reading.

Why do I bring this up? Because a lot of people out there spend a huge chunk of

their time glued to a TV set or computer screen watching movies, playing games, or otherwise wasting time consuming entertainment.

While I won't sugar coat my own TV watching habits, I will tell you that the successful men and women in the world are ones that spend time learning and doing, not consuming. You should develop a strong love for learning and follow it up each day with action.

This is a rough line to walk, because you don't want it become a chore. You should be excited about the books you read and the hobbies you pick up. If you don't enjoy something, you shouldn't do it (unless it's vital for your business's success). So, look for hobbies and activities that will allow you to engage your brain and be active.

By improving yourself, generating new knowledge, and creating new interests, you will build a strong underlying sense of confidence that will help drive your success in nearly every endeavor.

### ***Delegate and Leverage Time***

For the final tip in this section, let's switch gears a bit. Most of what I've recommended revolves around building confidence, generating interest in you as a person, and creating new skill sets that will help you find success.

But, what about the technical stuff? A confident, intelligent, engaging person can get just as bogged down by mundane tasks as anyone else and that creativity can wallow in obscurity. That's why we get smart and delegate the tasks we don't want to perform.

A successful marketer recognizes that he or she cannot do everything. They recognize that there are people who can perform a task faster, better, and more effectively than them and so they outsource or delegate those tasks to the people with those skill sets.

An important part of building confidence is being able to recognize when you're not the best person to complete a task. Sometimes, even when you are highly skilled at a certain task, you might find yourself delegating it to someone else to free up your own time.

Remember, your time is valuable. That's a measure of your own worth – you can place a monetary value on the time you have each day. By leveraging that time with contractors or employees, you free up time to perform more tasks, meet more contacts, and grow your business. The opportunities are nearly endless when you take this enormous step.

## Action Tasks

1. Think of three questions you would like answered right now about your business niche:

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2. Brainstorm three men or women you can ask each of these questions and contact them this afternoon:

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3. Calculate how much time you spend each day consuming. Write it down and think of three activities you can use to replace at least half that time:

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4. Write a list of all your tasks each day. Mark each task that could be effectively outsourced or delegated to someone else without harming the operation of your business:

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## The Mindset of a Happy, Wealthy Person

If there's one thing I want you to take away from this guide it's that you have everything you need *inside* you to be incredibly successful, happy and wealthy. It's right there, tucked into the crevices of your brain. By tapping the incredible power of positive thinking, visualization, self-confidence, and strong interpersonal relations, you can literally explode your opportunities in any niche.

But, what does that super successful you look like? What mindset does the ultra-confident businessperson take to work each day and how do you tap into that mindset in every aspect of your life so that you not only feel better about yourself, but continue to strive for improvement constantly?

### *The Root of Wealth*

If you still think that wealth is directly related to how much time you spend working, it's time to rethink your outlook. Wealth is not a measure of *how much* you do, but of how creatively you use your time.

Someone could spend their entire life selling donuts at a corner coffee shop, making \$50,000 a year of take home income. He works 10 hours a day, 6 days a week and is able to pay his mortgage.

But, if that same man created a marketing plan that set his donuts aside from others, then franchised the rights to make his donuts and maintained a 15% stake in every franchise he sold, he would be making \$500,000 a year within 5 years and could probably work half as many hours. He's working less and yet making more money.

How did he do it?

He had a dream of working less, making more money, and growing his business's reach. He then leveraged the time of other people to create more donut shops and built a strong presence in dozens of markets instead of just one. By having the confidence to take that risk and trusting others to take over the actual creation and selling of those donuts, he became wealthy in just a few short years.

Wealth doesn't sprout from thin air. You'll need to do hard work to get it and you will need to take some risks. But, honestly, I'd rather take a handful of risks and work my backside off for a few years so that I can enjoy the rest of my life in comfort, pursuing my passions than wondering what "might have been".

### ***Investing and Reinvesting***

A big part of that long term success is recognizing opportunities to reinvest the money you make into your business and generate new streams of income. Our donut shop owner probably wouldn't be able to franchise without first spending a lot of money on a marketing plan, a new store front, and a marketing campaign to reach potential franchise owners at trade shows and in publications.

He also probably spent hours developing his franchise model and brainstorming ways to reach potential buyers. But, when he finally built his empire, he was able to reach unprecedented levels of success.

When you make money from your business, immediately reinvest what you can, then spend the rest. Reinvestment in contract labor, new systems, employees, bigger facilities, and marketing can all help you grow infinitely faster. Better yet, it helps to remove you as the lynchpin of your business. Part of a confident, happy business owner is being able and willing to pull back and let other people take on tasks you would otherwise do.

### ***The Meaning of Hard Work***

I am a hard worker. Even now, after years of successful business dealings, I spend a lot of time every week developing new ideas, strengthening existing websites, and creating new partnerships. If you want to be successful, use your confidence to know that all the hard work you do now absolutely *will* pay off in the future.

### ***Setting Goals and Task Timelines***

Step one is to set goals for yourself that you know you can complete. Start simple and always be realistic about what you can and cannot achieve. That means, if you plan on starting a membership site for stock photography, you shouldn't expect to get 10,000 members in one month. It's not very realistic.

However, it also doesn't mean you should set a goal of only 10 members in one month. You might not always meet your goals – that's okay as long as you keep

tracking your goals and adjusting to them. If you set a goal of building a site and getting 50 members in one month and you get only 25 members, guess what? You still got 25 members. I'd consider that a success.

Be very clear about your goals, however. Vague, overarching goals are hard to maintain and they don't allow for good tracking. Instead of having big, impossible to define goals like "make X amount of money" create small, specific goals that you can work towards month to month.

I like to use the task test for all my goals. I will write a list of goals for the month and then go through to each goal and ask "can I create specific tasks that will help me achieve this goal?" If not, then my goals are not specific enough. Once you've done that, schedule in those tasks accordingly and you'll have a clear path toward achieving your goals.

### ***Never Procrastinating***

A timeline is vital because the last thing you want is to start procrastinating on your new project. Everyone gets stuck in this rut occasionally, but the people who find success and wealth manage to overcome it quickly.

Here's how I do it. First, I have three categories for every task, idea, or project I come up with:

1. Do it Myself
2. Outsource It
3. Do it in the Future

The most important tasks that I need to perform are immediately scheduled for a future date when I can accomplish them. Any tasks that can be outsourced are immediately outsourced to a contractor on sites like Elance or Odesk. And if the task is not important or is an excuse to procrastinate on what I *really* need to get done, I place it in an "ideas" folder where I can come back in a few weeks to check for good ideas.

I check that ideas folder once every month for new ideas that have not yet been completed and reassess whether they are important enough to focus on right away.

Procrastination comes in many forms, and everyone has their own tricks for getting past it. What you need to remember every step of the way is that the sooner you complete something, the sooner you either succeed or fail.

Fear of failure is a big reason for procrastination. But, guess what – we don't care about failure. In fact, we welcome it – it gives us the tools we need to get better and learn from our mistakes. That's fantastically useful, but you first must be willing to embrace your mistakes and to keep working, even when you're fearful of what might happen.

### ***Drawing on Challenges to Succeed***

Truly successful, wealthy people will actively seek out challenges in their business so they can generate solutions. You need to find the energy and drive to feed on these challenges. It may seem counterintuitive to spend so much time looking for ways to make your job harder, but consider the alternative. If you look only for the easiest way to get through the day, how many opportunities are you missing out on?

Remember our donut shop owner? He had two choices – the easy route of making \$50,000 a year and working endless hours or the hard route of expanding, investing and franchising so he could make \$500,000 a year and work half as much. The second option is risky and it takes quite a bit of time and money up front, but by rising to the challenge, our donut salesman created a business that can support him for years to come.

When you are presented with a challenge, don't shy away from it or put it on the backburner – jump at the opportunity to test your newfound knowledge and confidence. The worst that can happen is that you generate valuable experience you can use for the next challenge.

### ***Defining Focus***

Focus is the act of sitting down, devoting your entire being to a single task, and not stopping until it is completed. It also happens to be one of the single biggest enemies of entrepreneurs looking to find a happier, more fulfilling lifestyle in their business.

So much happens around you at any given time – from family issues to business snafus – that you may feel like your head is spinning on its axis sometimes. But, a few simple exercises that help you narrow your focus can help you reduce the stress you feel in your work and get a whole lot more done.

- **Set Aside Specific Time Frames** – Every day, sit down and write a list of what needs to get done, then sit down and get it done. Don't work on anything else, and try to maintain the same timeframe on a daily basis to optimize your productivity.
- **Don't Be Afraid to Keep Working** – If you get on a roll, don't stop working. How often do you get "in the zone"? I might reach that magic point once every week or two, so when it happens I don't let some artificial timer stop me from whipping out a whole lot more work.
- **Avoid Distractions** – Tune out the world. Unplug the Internet if possible, get a quiet room, or even rent an office space so you can separate yourself from the many distractions of the world at large.

Achieving focus is both a physical and mental task. By separating your tasks and only working on one at a time, you can narrow your actions in on the task at hand. But, to truly focus on any given aspect of your business, maintain the confidence you started with that says you are capable of success, that you are a tremendous thinker and that your dreams are absolutely possible. You'll be surprised how much drive those simple thoughts can give you.

## Action Tasks

1. Brainstorm three things you can reinvest in that will immediately help improve the efficiency of your business:

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2. Make a list of goals for the next month. Go through each goal and break it down into actionable tasks. If a goal cannot be broken down into tasks, it is too general:

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3. Think of three challenges currently facing you and your business. Now, think of specific actionable tasks you can accomplish to work towards a solution:

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4. Set aside a specific time frame in which to work that will minimize distractions:

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### What Comes Next...

The modern businessperson is successful because of, not in spite of the risks they take. To be successful, you cannot sit on your laurels and wait for something to fall in your lap. You need to work hard, developing a confident attitude that will help you get through any mistakes or failures with a stronger sense of purpose and a clearer idea of what your business needs.

The rich didn't get that way by chance. They worked hard and they made a lot of mistakes. They then applied the knowledge gained from those mistakes and generated companies that allowed them to build massive wealth and maintain the lifestyles they dreamed of.

Happiness, wealth and friendship – those three things are closely interwoven and should remain so if you want to be find that degree of success in your own life. Create a strong foundation, build relationships you can tap in any part of your life and don't let anyone tell you that something isn't possible.

There are a million clichés I could quote, but I'll keep it simple. The world is a big place and there is a lot of room for successful men and women with the confidence and drive to build a business. Master the basics and I can guarantee a long, happy life filled with wealth and people you will grow to know and love.

...That's not the end of it though. In fact, you are only just beginning. This is just a taste of what's possible and what I can teach you about living your life to its fullest and being your most amazing self.

I started sharing a bit of this stuff with my friends, and realized that a lot of what I learnt and applied in my own life was groundbreaking stuff for others! At that point I realized I could be doing more. So I wrote down my techniques, thoughts, and rituals, and set out to surround myself with other people, just like me, who had powerful personal development secrets to share.

The result? *Amazing Self*, a pioneering new monthly interactive personal development membership that has been created especially for you by a world-renowned team of the most respected experts, coaches, counselors and best-selling authors.



## How to Be Happier, Wealthier, and Have People Like You More

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Each monthly edition of *Amazing Self* contains never-before-revealed secrets to personal and professional success that will astonish, pleasantly surprise and occasionally even shock you... that's because this is **the \*real\* support you truly need** and - until now - nobody else has had the courage, creativity or insight to give it to you all in one place.

But, that's all about to change forever... and so, too, is your life.

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