

Success Interviews

for

**The Millionaire Mindset:
How to Tap Real Wealth from
Within**

Rok Hrastnik and Joe Vitale

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1.

Interview with Charles Burke, BeyondLuck.com

About Charles Burke

Other writers talk about the role that synchronicity plays in success, but Charles Burke insists on calling it plain old luck because, he says, "That's what regular people call it. Most folks understand when I say luck."

Charles, by the time he arrived in Japan in 1985, had worked in camera shops, photo labs, loading docks, bakeries, print shops, and department stores. He had painted houses, pumped gas, driven taxis, delivered blueprints for a copy shop, and sold brushes door-to-door.

He had a little of everything on his resume (except success). And - he sometimes joked - he attracted bad luck like a magnet.

But in Japan, he found new ways of doing things, developed new spiritual skills, and the pattern of his life started changing.

He developed ways to consistently attract good fortune. One lucky introduction after another, for example, brought him a stream of new clients and quickly established him in a copywriting and freelance editing career.

Previously, things had always fallen wrong for him, but now they consistently went right - and his friends began remarking on his knack for being in the right place at the right time.

Drawing from his own successes in attracting success and good fortune, Charles wrote a book; its title, the very simple and direct "Command More Luck".

We recently asked Charles to tell us about his interesting and unique take on spiritual teachings. The following interview is the result.

The Interview

Rok: "You know how some people seem to find every wrong turn along their path? Fall into every pothole in the road? I knew such a young man."

From a very early age, he showed a fair amount of promise, intelligence and talent, but somehow nothing ever seemed to come together for him.

If there were five wrong ways and only one correct one, he would always take six tries to get things right - if he kept trying that long.

Often he didn't.

Lots of potential, but...

Despite his brains and ability, he worked in a long series of menial jobs, tried his hand at one field after another, none of which were matched to him in the slightest.

This case was particularly troubling because that young man was me."

These are the opening lines of Charles Burke's web site <http://www.moreluck.com/> where his book *Command More Luck* is available. And then Charles goes on to say: "Being lucky is a skill, just like any other skill. As you learn it and you practice it, you get better. You get luckier."

I'm certainly most honored to have Mr. Burke here today to share his insights with the readers of "The Millionaire Mindset".

So, without further delays, let us begin.

Charles, we usually start interviews by asking the participants to explain something more about who they are and how they help people, but in your case I'm just too intrigued by your statement: "Being lucky is a skill, just like any other skill. As you learn it and you practice it, you get better. You get luckier." Please tell us, how is being lucky a skill?

Charles: It's a great pleasure and an honor to do this interview with you, Rok. Thanks for asking me.

First, before we discuss how to be lucky, maybe we should back up for a second and make sure we're all more-or-less in agreement on what the word means.

I've found that when somebody is having so-called "bad luck," with unpredictable things falling into their life from left and from right, it's almost always because they just don't know how luck works.

But let's settle on a common definition first. The dictionary says luck is:

- The events or circumstances that operate for or against an individual
- A force that brings us good fortune or adversity

But Mr. Webster doesn't say what that force may be, nor does he suggest that we might be able to control it.

During the past several months, I've interviewed a number of very successful people, and without exception, they tell me they don't believe in luck. They tend to reject the word because the common concept of luck suggests that there's no control.

So they don't believe in luck, but yet, as they continue talking, they'll start telling the most amazing stories of "synchronistic" or "serendipitous" events. Things that most people would call luck.

Second, I should mention that there are a couple of different kinds of luck, each of which calls for a slightly different set of skills, but we can get into that a little later.

Rok: So those that are "un-lucky" only need to learn these skills?

Charles: Yes. It's sort of like learning to read another language. As you know, I live in Japan. When I first came here, I didn't read any Japanese at all. The kanji were just a bunch of meaningless marks to me. When I'd ride the subway, if there was no sign spelling out the name of the stop in roman letters, I had no idea where I was.

However, all those kanji markings weren't really meaningless – it was just that I hadn't yet learned what those meanings were. The problem was in me, not in the writing. As I studied, I gradually gained the ability to read a little of the language. This will work for anybody. If you study, you learn, and this is as true of luck as it is of languages.

Another example: I'm not a hunter, but years ago I had a friend who loved to hunt. He could go out into the woods and within an hour he could tell you how much game was there and what types. He had the skills to read the signs all around. I don't have those skills, so I would never recognize the tracks, the tufts of fur on bushes, or any of the other signs that animals leave.

To me, going out into the woods and bagging a deer would be as unpredictable as finding good luck seems to most people.

But luck leaves signs just as surely as a deer leaves tracks.

Acquire the ability to see to those signs, and luck becomes a predictable thing.

When you discover this about luck, you suddenly have a riddle to solve; if you can control it, is it really luck? Most successful people decide it's not.

This was one of the questions I debated before I wrote my first book – should I go with one of the big, ten-dollar words like “synchronicity,” or maybe even make up a whole new word?

Finally I decided that I'd stay with the word most people already know. As readers get into my books, or any of my articles, they gradually discover that my definition of luck includes a steering wheel and accelerator pedal, but otherwise, it's about the same as what they're used to.

Sure, there are a few differences, but we're in the same ballpark, definition-wise. Besides, slight differences in meaning happen all the time, and we get along okay. For example, how many husbands and wives actually agree on what “shopping” means? Or “I'll be ready in ten minutes”? But they manage to communicate anyway.

So my definition is more or less like everybody else's, except it goes into more detail and has a bit greater depth.

Rok: This sounds amazing. But as our readers are especially looking for practical “how-to advice”, let me ask you how can a person learn being lucky and then practice this skill every day?

Charles: When you learn what luck is, it's much easier to see it when you stumble across it.

Here are a few basic tips.

I recommend you learn this one first: bad luck is just good luck you haven't yet learned how to use. Most people, when they spot something coming that looks like inconvenience, will shy away and start complaining about it.

For example, it starts snowing heavily. Two friends are talking. One complains, "Oh wow, look at that. It's going to make driving terrible, and I'll probably be late getting home tonight."

His friend, however, says, "Yeah, traffic will be a mess. I think I'll put the chains on my tires and go around pulling cars out of ditches. I'll make a fortune today. Then tomorrow, maybe I'll go skiing."

The first man sees bad luck, while the second man sees the situation differently – he has learned to take the "bad luck" and use it as good luck. Clearly, the difference is all in the mind.

When I was a kid growing up in a small town in Georgia, there were always some farmers succeeding, while others were failing. There was a marked difference in what they were experiencing.

My granddaddy used to always say, "It's not in the land; it's in the man."

Well, so is luck.

A second thing, closely related to the first, is this: problems are your friends, and they can make you very, very rich.

Look around in the world. Who gets paid the most in any society? The problem solvers who are willing to tackle the biggest problems.

Have a health problem? Call a doctor. A legal problem? Call a lawyer. A tax problem, a marketing or distribution problem, a management problem? Call the appropriate consultant... and be prepared to pay them well.

Thomas Edison, with barely three months of formal education, solved some pretty amazing problems for all of mankind. Preserving voices and music for posterity. Capturing moving images. Lighting up the darkness. This man thought nothing was impossible, and he acted on that belief. Was he financially rewarded? You bet he was.

So if you want to become rich, make a list of your problems. Next, make a second list of all the problems your friends, family and neighbors complain about. Go down your lists and find the really, really big items, the ones that affect the greatest number of people. If you can solve even one of those problems, you can be very wealthy.

Most of us are trained to turn away as soon as we smell even a hint of a problem, but that's not the way successful, lucky people go about things. As long as you do things like "everybody else" does them, you'll have about the same level of success and luck.

So change your mindset and start looking for trouble. The next problem you encounter may be your doorway to fabulous success.

A third tip. Other people will account for a very large part of the good luck that comes your way.

Several years ago I read a book by Max Gunther titled "The Luck Factor." In it he told the stories of two men he had known for years. Both were from an eastern city in the US, both were of Polish extraction, and both were born in the same year. But their lives followed very different paths.

One man ended up semi-employed, working mainly as a dishwasher in cheap restaurants – when he felt like working. He didn't get along well with others, and whenever possible, he avoided interacting with them.

The other man was outgoing and had excellent people skills. He studied acting, appeared in a few small plays, then caught somebody's eye who recommended him for a screen test. He appeared in an unimportant movie, but impressed the people he worked with and was invited to appear in other, bigger films.

At every stage of his acting career, it was other people who brought lucky breaks into the life of Kirk Douglas, but it was Douglas himself who worked

hard and built up the skills necessary to perform well when given the opportunity.

Was Kirk Douglas lucky because he got all those breaks? Or did he work hard to make sure that his skills would impress anybody who happened to be watching? I think it was some of both.

And that brings me to one more tip.

Normally, when I talk about controlling luck, the first thing most people think of is the “unexplainable” or psychic element of luck. Yes, you can attract some amazingly “serendipitous” events and people into your life. (Please notice that we can substitute the word “lucky” for “serendipitous” and it means the same thing.) This is an important element in creating good fortune and success, but it’s not the only element. It’s important to master all the skills.

But back to the tip. How do you go about attracting those lucky events and people? You already know most of it. You use your imagination to preview the things you want to happen. I call it “premembering.”

It’s a fact that your mind has some amazing abilities, and it’s also a fact that most of us are using almost none of those talents.

Here’s the short course. Sit down, get yourself relatively quiet and calm, then start thinking of something you want to happen. Maybe it’s a new car, or a new house, or even a new mate. As you imagine your future, inject all the joy and gratitude you can muster into your mental experience. Link your positive feelings with that future you’re premembering.

In the book, “Think and Grow Rich,” Napoleon Hill tells us:

What the mind of man (or woman) can conceive and believe, it can achieve.

Conceive an idea – that part is a piece of cake. We do it all the time when we wish for this or that. We’re even doing it when we’re worrying. But believing – now that’s the tricky part.

You’ve heard for years that you can have a million dollars if you just believe it. Well, most of us can believe that “these principles will work.” But we start

hedging when it comes down to believing specifically that “I can have that million dollars.”

Often we have hidden reservations buried deep down in our subconscious minds. Try this with me – say, “I can have one million dollars right now, right this very second.”

Or if it’s not a million dollars that lights up your eyes, maybe it’s being truly loved by a kind and gentle spouse. Or having a child. Or taking a year-long vacation trip around the world.

Whatever it is that really revs up your motor, say it: “I can have _____ right now, no excuses, no delays.”

Many people will get a faint little sinking feeling when they say a really big, no-holds-barred affirmation. That little sinking feeling – some people call it a “yes-but” because when you say “I can have _____” something hiding in your inner mind says, “yes but, I’m not ready yet,” or maybe “yes but, I don’t deserve it.” There are a million excuses when we don’t feel like we deserve what we want, and any one of those excuses can throw a block into our mental processes.

How do you get rid of these yes-buts and self-sabotaging attitudes?

There are a lot of different ways to come at this. One is brute force. You repeat your affirmation over and over till it eventually displaces the self-defeating beliefs. It’s sort of like running a slow trickle of fresh water into a bucket of muddy water. The new water will gradually displace the old, dirty water. This method has some drawbacks, but it also works for the people who are determined enough to continue doing it.

A way that’s more effective for some is to use the positive emotions of love, joy and gratitude to displace those negative attitudes.

In every case, it requires some real persistence to drive them out if they’re really strong or deeply suppressed. Not everybody is a blank sheet of paper. Some of us come with a lot of history to rewrite. I did.

It took me years to begin feeling that I really deserve to have the good things in life. But when I turned that corner, I gradually realized that much of the bad

luck that had been dogging me was not really bad luck at all. I was just pre-judging every event and identifying it as bad in my own mind. I never gave it a chance to be good luck. No wonder I seemed so unlucky. And I was doing it to myself.

For those looking for a shortcut, some wonderful new techniques and technologies have been developed within the last decade or two.

Here's something I came across recently. It's called EFT (Emotional Freedom Techniques), and it's very impressive. This is an energy field technique. We've all heard of the Chinese acupuncture points. This uses those same points, but instead of needles, it uses a gentle tapping.

EFT literally sends little pulses of physical energy down the energy meridians (wires) to clear emotional blockages that get anchored within the body/mind. Results often actually come within minutes, and when they do, you'll be left with your jaw hanging open.

To find out more about this, you can go to <http://www.emofree.com> to read about the method and its originator, Gary Craig. There's a truckload of free stuff there, and you can easily learn everything you need without ever spending a penny.

If early emotional trauma or feelings of inadequacy are bothering you, this can eliminate years of slow, painful forward motion. You literally leapfrog straight to emotional freedom. I don't get anything for mentioning this, by the way. But it's so effective, I feel that everyone should know about it. EFT is self-help at its best.

Rok: From your letter on <http://www.moreluck.com> I'm also suspecting that being lucky is connected with what we experienced as a child. If for some reason a person was "un-lucky" in her youth, how can she now quickly overcome that and start her journey to success?

Charles: If a person was unlucky as a child – you're describing me. That's exactly how I grew up thinking of myself.

We already touched on this a bit, but it's important to recognize that by the time we grow to adulthood, the events of our childhood may have assumed

larger-than-life proportions because we were so small and defenseless at the time we experienced them.

However, recognizing this intellectually is never enough. We must grasp this at the gut level and feel it if we're ever to get past the hurt and the blockage.

I spent years going at my blockages in just that way, and I made gradual progress.

An important element that took me years to accept is forgiveness. Until you can give up your grudges against all the people who hurt you, you can never be a healthy adult.

If it was a parent, or other family member, or neighbor – whoever it was, until you can see THEIR hurt and pain, you're a captive. Nobody goes around hurting little children because they're trying to make the world a better place. It's only because they've been scarred themselves.

I saw an interview once on TV. A young woman was telling how, at the age of five or six, she had been running around the house, making too much noise. Her father, a minister, became so enraged he nailed her feet to the floor.

I wept when I heard her tell about that. My father, no matter how abusive he became, never did that to me.

But when adults lash out at children, it's always because they feel powerless and little. It's their own hurting child inside that lashes out and hurts other children. No matter how they rationalize it – and no matter how we come to hate that adult – they're just trying to ease their own long-lingering pain.

That does NOT excuse it, however. Two wrongs have never made a right. And passing along the pain of our own traumas to a new generation is not a success strategy.

Reaching the point where you are able genuinely to forgive those who hurt you in the past can be a very rocky, frightening road.

Within the past decade or two, we've seen some amazing new approaches spring up. There are EMDR, NLP, EFT and a growing list of others.

When I ran across the EFT techniques, it became quickly apparent that here was a formidable tool – a genuine shortcut.

I won't go into this any further, because I don't want to seem like an evangelist for EFT, but everybody reading this interview really should check out the www.emofree.com website. Read about it, try it out. Then make up your own mind. The best part? You don't even have to "believe" in it. You just do it, and results follow.

Rok: What would you say is the single most important ingredient to "living a lucky life"?

Charles: Gratitude.

Now, most people figure that gratitude should only come after something extra good happens to them. But that's why most people live boring, disappointing lives.

It is said that nature abhors a vacuum. Here's how to use that principle to get everything you'll ever want.

First, just for practice, you start out by being thankful for all the good things in your life. The terrific things that happened to you today. The wonderful people around you.

What? The people around you are not so wonderful? Then find some small thing about them that IS wonderful and be thankful for that. Anything, no matter how small, can be a good thing. Your boss is sarcastic and refuses to give you a raise? Then be thankful for what you're earning. If you want your reality to stretch, you're going to have to be the one to do it. So stretch.

Find some wonderful things and give real, joyous, soul-lifting thanks that those things are there for you to enjoy.

Then, just to prime the pump of reality, start giving thanks for things you haven't received yet. Be glad they're on the way to you. As you lift your joy and gratitude to higher and higher levels, nature will be watching.

You're creating a vacuum as you generate gratitude for things that haven't arrived yet, so nature will insert the things you're giving thanks for... even if it has to create them from nothing. It's filling the vacuum you've created.

It's impossible to put the universe in your debt.

If you want to live the same life other people live, wait to feel your joy until after something happens. That's the way most people do it. So they don't usually get much joy.

On the other hand, if you want to live a special life, you'll have to take the lead. And you do that by paying life before it delivers. Issue your gratitude before anything happens.

Then, once you've received what you wanted, redirect your gratitude to another target. Once you develop some skill at this, you'll be amazed at how fast the universe can fill a vacuum.

This is not magic – it's just a natural phenomenon. But your friends may begin to wonder...

By the way, there's a very good reason for using the emotion of gratitude or joy when doing your inner work. ANY sufficiently strong emotion will attract events and people to you.

But the emotion you direct toward your goal will determine how the event will impact your life. You could spend hours and days directing hatred and violent thoughts into an imagined event.

Some teachers will tell you that using negative emotions is not effective with inner work. That's not really true. It'll work, but it's not a good idea. Hatred is just as effective as love in creating events and circumstances. But there's a huge difference in the outcome. If you imagine hate-filled or fear-filled events, they'll come to you, but they will be just as filled with negativity in reality as they were when you imagined them. And you'll be the one harvesting all that negativity.

The world already has too much of this. So stick with the positive emotions, not because it's the only way, but because it's the only safe way. When you

unleash negative emotions, you and those closest to you are invariably the ones to suffer.

So enough of that – back to the positive.

How do you generate positive emotions when nothing special has happened yet? This is where the skill comes in. Actors generate emotions all the time. In fact, they go to school to learn how.

If you'll practice this, you'll soon become very adept at controlling and generating any emotion you want.

First, start with the easy stuff. Recall some pleasant memories. Holding hands with your first sweetheart, being tucked into bed at night when you were small, eating your favorite desert at a party, receiving a prize or award. Anything with positive associations is a useful tool. Remember puppies or kittens playing. A lovely sunset. Your favorite feel-good movie.

Develop an inventory of happy, pleasant memories. Run them often. You might even want to write them down so they don't slip your mind.

Next, start running new ones that are closely related to existing memories. Closely related, but they never actually happened. Now you're bridging into the creative.

One word of advice. This skill will take time to develop, just as any skill does. Many people, when they sit down to do this, find their mind wandering, or the emotions they're trying to generate seem weak and insipid at first. So they get up and quit.

If you drive, how long did it take you to gain that skill? What about riding a bicycle? Skating? Swimming?

Treat this as seriously as you did your other skills, and you will master your imagination and your emotions. Will it happen overnight? Not usually. Maybe it'll take you three months... six months... a year. So what? You'll be doing something in three months. You have it within your power to decide what that something will be.

So if you want big results, concentrate on gratitude. I call it my "happiness pump."

Rok: In your book you also mention "The single most powerful source of good luck..." What is this source and how can our readers start utilizing it even today?

Charles: We've also already touched on this, but now let's approach it from a different direction.

Other people are your major key to success. Think about it – virtually everything we get in life comes to us via other people. Most of us don't make our own fabric for clothing, we buy it. If we DO weave our own cloth, we probably don't make our own shoes, build our own house, or grow all our own food.

And that's just the tangibles. What about the intangibles? Parents (in most cases) feed and nurture us until we're old enough to fend for ourselves. They teach us whatever they know about the world around us. If we're very blessed (lucky), their model of how the world works is a good fit for our own personality and talents, and we go out into a world that "works the way we were taught it works." Success comes easily for these people.

If we're not so lucky, our parents give us instructions that don't fit our world very well, and we spend decades trying to figure out why things don't "work the way they should."

Even your evaluation of yourself starts from the opinions of others. As we grow up, we gradually develop our own self-image, but it's enormously influenced by the way others treat us during our early years. If one or both of your parents was a tortured, neurotic personality, you'll carry many memories of their irrational treatment. If they were "healthy," you'll be well adjusted and comfortable with yourself.

All of this is stuff we get from others.

What are the most satisfying areas in human life? Career, marriage, parenthood, social exchanges, cultural experiences.

Again, all of this is anchored in experiences we share with others.

So the vast majority of luck, whether good or bad, comes to us courtesy of other people.

Probably the second most important set of skills you can develop are people skills. Of first importance is your inner work, but a very close second is the ability to interact smoothly with others to achieve your goals and to help them reach theirs.

We've all seen abrasive, misanthropic people who have wonderful ideas, but can't make headway toward their dreams because they can't get along with anybody. A coach without a team is always a loser – he'll never even be in the game.

Virtually any personnel manager will confirm that they place great importance upon the ability to get along well with others. The two most valued qualities are usually people skills and dependability – causing few disturbances among your co-workers, and doing what you say you'll do – and they're often counted as more desirable than genius, training, or talent.

So if you want to become successful and lucky, learn to really like and enjoy others. They'll be the ones bringing your riches and your opportunities to you.

Rok: Charles, as you know our readers are especially interested in learning how to achieve spiritual and material wealth.

Luck is certainly one of the ingredients we all need in achieving this. But if for a moment we leave luck aside, what other elements do you believe are most important in achieving wealth?

Charles: It's vitally important to be able to like yourself – to accept yourself. People who don't accept themselves usually have a lot of trouble with issues of not “deserving” success or wealth.

They'll find sudden unexplained barriers in their path, again and again. Or they'll engage in self-sabotage, which is frustrating, primarily because they can't see that they're placing those blocks to their own forward progress. They can see the blocks, but they don't realize where they're coming from.

Psychology tells us that our mental blocks are totally invisible – to nobody but ourselves. In other words, even though you can't see the dumb, irrational things you're doing to yourself, everybody else on earth can plainly see them. It's sort of like the nightmare where you find yourself naked in public.

Once you start liking yourself, however, you can start accepting your own follies and failings with a bit of humor. Then you start being able to see everything better.

It's almost impossible to change anything about ourselves that we hate, resent or condemn. This condemning is a type of denial; it's protesting "I'm not really like that." Denial puts the problem out of reach: "Something else is causing that, not me." As long as you think it's not really yours, you won't have the authority to do anything about it.

Until you accept a fault or failing, it will be forever beyond your reach, and you'll never be able to change it.

But the moment you accept that failing as simply a part of yourself, and you accept it unconditionally, then you suddenly have the power to change that part of you.

By the way, you don't have to like it to accept it. Just admit it's yours and be a little understanding. That's enough.

So if you want to build wealth, mental balance and spiritual well-being, you're going to have to enter places in your own psyche that have previously been off-limits. Now, the only way to get permission to enter those off-limits areas is by accepting ownership of them – admitting that it was you who set them up in the first place.

If you can't bring yourself to accept ownership of your "craziest parts," then you'll constantly be confronted by unexpected blockages to your forward progress.

Is it really that simple? Just look at your own mental blocks and accept ownership of them?

Of course it's not quite that simple. If it were, the world wouldn't be such a mixed up place.

However, here's a trick you should learn: stop solving problems.

Instead of fastening your eyes on your problems, forget them and look past them to the outcomes you want. I mean really, really concentrate to the exclusion of everything else. Fill your mind so full of results that there's no room for problems.

All teachers tell us that our life becomes filled with whatever we fasten our attention on. If you think about your problems, and concentrate all your energies and attention on solving them, what will you be filling your life with? Right – more problems.

So instead of fastening your attention on what's standing in the way, look past it. Concentrate on the outcome you want. Fill your awareness to the brim and overflowing with results, not with problems.

Gradually, those intimidating, terrifying problems will turn to smoke, and you'll walk right through them.

Your life will become filled with results.

Rok: Could you please give us some practical examples?

Charles: Sure. Let's start with examples of self sabotage, then look at what we can do about it. Such cases are all around us. We see them everywhere. How many brilliant athletes have destroyed their careers with drugs, or gambling, or poor anger management?

We see people with all the physical gifts anyone could ever hope for, and they're also blessed with the drive and self-discipline to train themselves into the top ranks of world-class performers.

But no matter how good they are, no matter how high they rise, something inside them can't accept all that success. They sabotage their own career with self-destructive actions.

Famous actors and actresses regularly hit the tabloids with destructive behavior that damages their careers.

Politicians get themselves into scandals, and loving husbands or wives can't resist repeated affairs.

It's easy to see why the ancients thought mischievous gods often reached down and toyed with us.

Of course it's not the gods. It's our own inner minds, with all their amazing twists and turns, that play those tricks on us.

The logical question, of course, is – how do we stop this nonsense? How do we get all the parts of our inner and outer minds pointing in the same direction and working in harmony with each other?

Is it possible to stop defeating ourselves?

If I had all the answers to that question, the world would already be camped out on my doorstep. But I don't have all the answers.

I do have, however, a few things that work consistently, provided you use them consistently.

First is perspective.

It took you decades to get like this, and many of those experiences happened during your most formative years. That doesn't mean it's hopeless; it simply means you'll need to be creative in your approaches. You'll also need some patience. Undoing what's been done can sometimes take a while.

Second is forgiveness.

Learn this: at every moment of your life to now, you have always done the very best you could do under the circumstances. There were many days when your best wasn't very good. But it was the absolute best you could manage at the time.

Learn to forgive yourself for every error, every lapse, every mistake you ever made. Don't hold all those things against yourself. You're just an apprentice human, after all, and you're just learning your way around. Show a little mercy.

Even if you've sometimes done some spiteful or vengeful things, it's all you knew how to do at that time. Forgive yourself, and you'll stop feeling that you must be punished. Gradually much of the self-sabotage will fade away.

Once you begin forgiving yourself, you'll also find it easier to forgive others.

Just as you were doing your best under difficult and confusing circumstances, everyone else is also struggling to make a life against a rip tide of bewildering currents. They're no more evil than you are. I know it may sometimes seem that evil inhabits some people, but it doesn't. And those people are just as deserving of forgiveness as you are. This one may be even harder than forgiving yourself, but it will come.

When you can truly see others as honest and well-meaning, even at their most threatening, life becomes a much more comforting place (even though their bumbling may have caused you great inconvenience, even terrible pain).

Third is love.

With forgiveness you clear away the grudges and hatred. That leaves room for genuine love. Gradually you'll find that you deserve to be loved. And so do others. Your entire world becomes a warmer, safer place where everyone is loveable just as they are – even with their many faults and failings.

After all, we're all just human. Apprentice humans, at that.

In an atmosphere of love and forgiveness, it'll seem quite natural to allow yourself all the success and happiness you want.

Years ago I worked in a shop where Joe, one of the other salesmen, was always the first one out the door at closing time. He headed home like a shot. The boss resented his "lack of loyalty" and openly criticized him. The rest of us accepted this evaluation at face value, and we looked down on Joe as lazy and disloyal.

Then one day, Joe gave a couple of us some new information. He had been working a second job for years. Every evening when the store closed, he drove across town to a bakery and turned out bagels and pastries for another eight or nine hours a night.

When we asked him why he was working so hard, Joe told us that his daughter had been born with a serious medical condition and that he was working to pay her doctor bills. He never told the owner of our store because he knew the owner would consider working another job even more disloyal than merely leaving early.

Given this new information, we suddenly saw Joe in a whole different light. We were much more understanding of his eagerness to leave work on time. We stopped judging him and started simply accepting him.

You can do the same thing for yourself. Everything you have ever done, no matter how irrational or bizarre, was done because you were just trying to cope, the best way you could, with sometimes overwhelming circumstances.

Be a little understanding of yourself. Forgive. Accept. You're not bad and you're not a failure. You just sometimes didn't have all the information you needed to make the best decisions.

Once you start liking yourself better, you'll find that fewer blocks fall into your path. The world around you will actually begin treating you more kindly. That's when your success will become much easier than before.

Rok: Have you on your own personal path discovered any kind of success achievement secret that you haven't shared with anyone else, but feel comfortable telling our readers about it right now? I'm sure they will be very happy to hear it ...

Charles: In my own case, perhaps the biggest step was the day I learned I was not a failure.

I was sitting, one day, feeling sorry for myself for all the many failures I'd had; a long string of them over the years.

Then it occurred to me that one particular case hadn't been a failure. Instead, I had quit before I'd had a chance to fail. Then I recalled another similar case, then another, until before long I was surrounded by a crowd of non-failures.

In fact, I couldn't remember a single time when I had persisted long enough to actually fail. I'd always quit when things started getting tough.

A realization like that can shift your reality pretty drastically.

Suddenly, within the space of an hour, I was not a failure any more. This was important because in my mind, failure was not fixable, while quitting was.

Now, I'd like to say that my life made a sudden, movie-like turnaround. But that didn't happen. What did happen was a new mental toughness that kept me going a bit longer when the going got difficult. And gradually, over the next few years, I started hanging in there longer and trying harder. Eventually, I started racking up some real successes.

Things changed when I suddenly became able to see what I was really doing (quitting), rather than what I thought I was doing (failing).

So always be sure you're evaluating your life and yourself accurately.

Rok: Here is another quote from your web site: "With a satisfying career in Japan, why would he decide to start an Internet business? Simple. In his words, 'It looked like it would be interesting.'" Is doing interesting things in any way connected with achieving personal success and wealth?

Charles: Inextricably connected.

No matter how much money you're making, no matter how much fame you've gained, if it isn't fun, you're a failure.

On the other hand, if your work is more like play, and you derive great enjoyment from doing it, you're a success even if you haven't a penny to your name.

That one can be a little hard to sell to the bill collector – or to your spouse – but it's true nonetheless.

The ideal arrangement, however, is to both love your work and be well paid for doing it. That's the best of both worlds.

When I came to Japan in 1985, I had done some writing for my own enjoyment, but had never written for pay. Finding that there were major companies (like Isuzu, Sony, Toshiba) willing to give me money for putting words on paper was exciting. I also found I had a flair for editing. I'd take the English documents produced by Japanese translators and make them sound like native English. I really enjoyed doing all that.

Then, after the first twelve or thirteen years, I started wanting something more. I think I got a little bored. My work had not changed while I had. So eventually I decided to write my first book, *Command More Luck*, drawing upon my own experiences here in Japan.

Then I set about selling the book on the Web. Naturally, an Internet sales business is a different creature from an editing and copywriting service business. I discovered a very steep learning curve. But it's fun, always exciting, always interesting.

It's the fun factor that keeps me glued to the task. If it weren't fun, I'd bail out very quickly.

Rok: What would you say wealth actually is?

Charles: Wealth has a couple of important aspects.

First is the ability to create value that other people want. Whether you write books, or sing and entertain, or make beautiful shoes, you must create something or perform some service that others find desirable.

Some kinds of value are obvious. The tailor and the baker provide tangible products that you can pick up and carry home with you.

Other kinds of value are harder to pin down. What do you really get when you pay your money and go in to watch a movie? You sit in a darkened room with a hundred or two hundred other people, none of whom you interact with, and you all sit silently watching as colored shadows are projected onto one wall. Where's the value? There's nothing you can pick up and carry out with you. You're just watching colored lights and listening to disembodied sounds.

And yet, despite all that, the entertainment industry is enormously successful. If you can make others think, or feel intensely for a while, or fill them with excitement, you have the potential to attract rich rewards.

What about athletes? What do they do? Nothing useful (on the surface). They don't turn out a tangible product (except vicariously through endorsements). But they do show us just how great, how powerful, how fast, how graceful our human bodies can be. They entertain and inspire us to recognize the greatness in humanity, even if we never attempt any of that physical excellence ourselves.

So wealth is the ability to provide others with something they want or need.

But that ability must make a connection, or it will sit in solitude and go unrecognized. I used to know a university professor who wrote poetry. He mailed out packets of his work virtually every day. But nobody liked it. After several years of trying, he remained unpublished.

He was producing something he liked, but which no one else did. Where's the value to others in that? He spent a lot of time explaining to anybody who'd listen that his poetry was too subtle for those idiot editors to understand.

Hmmm.

This leads to the second point, which is the value that other people assign to you and your abilities.

Take two singers. One is on the road 320 days a year doing one night stands in little clubs and road houses. The other is a Las Vegas headliner.

Both are excellent singers, but one is well-rewarded for his services, the other is not.

Many factors go into lifting one person out of the masses of mediocrity and into the spotlight. One of the most powerful is a sense of deserving.

It's a fact: Others will have a much harder time recognizing your genius if you don't see it yourself. This doesn't mean you have to become a raving ego-maniac. Not at all. But you must develop a healthy respect for your own value, not a superficial "ain't I grand" type of self recognition.

Your respect for yourself (as well as for others) needs to run deep and be genuine. When you have that, wealth will flow to you naturally and easily.

Rok: One of your latest web sites is <http://www.beyondluck.com/>, titled "Beyond Luck: The 20-Lesson Boot Camp in Building Success and Good Fortune". From the title I would suspect this goes one step further than "Command more luck"? If I'm right, what are the most obvious advances?

Charles: Beyond Luck is a free 20-lesson autoresponder series that I originally set up to promote my book Command More Luck. However, people seem to be responding extremely well to this little promotion, and it's started to take on a life of its own.

I don't think it's so much an advance as it is a different treatment of the same principles. My book covers the information the way a book does, while Beyond Luck, which is laid out as a series of lessons, is formatted as a course or a manual.

The other day, I sent an email survey to about a thousand of my newsletter subscribers asking them to choose the subject matter and format they would like for my next information product.

I was surprised. Over half of those responding wanted to see a manual or handbook type of product. Many of them also wanted some kind of audio product. If I hadn't asked, I wouldn't have realized that, because my own personal preference leans toward a regular book format.

Anyway, Beyond Luck is definitely teaching me some exciting things about how people want to learn. Several commented that they would appreciate information broken down into a step-by-step, do this then do this, type of presentation. That's similar to the Beyond Luck series.

And that's also why I think so many people are getting so excited about your book, The Millionaire Mindset. There's just so much how-to information with almost no fluff or filler. Readers really like that because they instinctively know when they're being well-served as opposed to the usual under-serving they receive.

Rok: In this report you also uncover where money really comes from. So I'll obviously have to ask more about this ...

Charles: People have this peculiar idea that, since governments print the currency we use, that governments must be where money comes from. Not so.

The printing of money is a service that governments render to make it easier for people to exchange goods and services of value.

Notice that until somebody makes or does something of value, nobody exchanges anything. No money changes hands.

Once you have people starting to produce chairs and newspapers and bratwurst and beautiful songs, other people will find a way to buy those things. That's when they use the money that the government has printed.

Sometimes, however, governments go crazy and start printing tons of money, and the amount of new money being turned out far exceeds the quantity of new goods and services being produced. This is the galloping inflation we've all heard about. It's just a massive overprinting of currency.

During huge inflation, there's lots of currency, but paradoxically, there's less and less wealth.

So the only real wealth is the ability to produce value. If you can turn out goods or services that other people want, you'll be wealthy. If you can't, it doesn't matter how much money there is, you'll be broke.

Rok: What are the other success principles you can share with our readers?

Charles: Perhaps the biggest, most crucial thing you can learn is that everything starts inside.

All those blockages and problems that are keeping you from moving forward, they may look like they're "out there" in front of you, but that's not true. What you're seeing is an illusion, a projection.

The outer things that surround you in your life – those things are just a printout. The original file is in your own mind, and if you want to change the printout, you don't attack the surface it's printed on. Instead, you go back to the computer (in this case, your own mind) and change the original data there.

Change the thoughts you're running through your mind, and the printout will easily, naturally shift to reflect those new thoughts.

No matter what awful things you seem to be facing, they're put there by you. They are your creations, the children of your own thinking.

Until you take responsibility for everything – EVERYTHING – in your life, all the problem solving skills in the world will be ineffective.

But once you can say something like: "I give joyous thanks for this terrible problem because it tells me something important about myself," then you can start claiming your entire life. And nothing in your life will ever be off-limits for you again.

Rok: Is there any recipe for achieving success?

Charles: Yes, actually there are quite a few recipes for achieving success. And every one of them has worked for some people while failing to work for others.

I have to confess; I like formulas and recipes. Most people do. They're simple and comforting. Unfortunately, the power is not really in the recipe, it's in the person performing the steps. It's in the ideas behind the formula.

Step-by-step instructions are wonderful for teaching us the basics of a new field. They take us by the hand and lead us until we become somewhat familiar with the new territory we want to learn. Eventually, of course, we must discard the steps and the recipes, but at the first, they're good to have.

Confucius is reputed to have said, "The teacher points at the moon, and the imbecile looks at the teacher's finger."

That's a pretty blunt way to say that any teaching aid (including the teacher himself) is just that, a teaching aid, while the truth is in the concepts behind the words he speaks.

The teacher is just a page in the book. Many people, however, want to revere the teacher and look no higher than the man. It's simple, it's comforting, but it's not the way to reach higher understanding.

Recipes and formulas are like training wheels. They'll get you started and keep you from crashing too often while you're learning. You'll probably even achieve a measure of "success," which is a wonderful place to start. But until you think beyond the formulas to the underlying truths, your growth will only go so far.

Formulas and recipes, when used correctly, are terrific learning aids. The only problem with them is when some people refuse to let them go and move on. You'd think something was strange if your 18 year old child continued to use training wheels on her bike, but sometimes we may be tempted to do the same thing in our spiritual work or our business experience.

The greatest performers in every field drill on the basics. But they go far beyond those limitations.

Take an NBA superstar on the basketball court, or an NFL football quarterback on the field. They perform all the drills till they know them in their sleep. But they also create entirely new moves once they're in the heat of a game.

Every master chef knows all the recipes, but they also put something more into every dish they prepare – what the Japanese call "Plus-Alpha."

In all fields, you'll find that the top performers know all the recipes, understand all the basics, but then they go beyond those basics to reach superstar level. It's that Plus-Alpha that makes them great. It's what makes others seek them out.

And that's the only recipe I can give you. Learn all the basics you can find. Drill, practice, study, expand your abilities. Then surpass them by adding your own creativity and personality to the mix.

That's when the world will begin seeking out the value that you provide.

To get started in any field, by all means try the recipes. You may find some that work exceptionally well for you. You may also find some that are not a good fit.

If you find something that doesn't seem to be working very well, don't give up too soon, but don't hang on to a loser too long, either. How do you know the difference? Two ways. First is experience. But until you get experience, just keep your overall objective firmly in mind. Always have a goal you're working toward. Then, don't let yourself get so immersed in the details of learning something new that you forget where you're going.

And once you find something that works well for you, don't let yourself believe that you've arrived at your final destination.

There's so much more waiting for you – so much more in life to enjoy.

Rok: Charles, I thank you for all of your insightful answers. But before we end this let me just ask you one more thing, this time not connected with achieving success in general, but more to marketing on the Internet. You are clearly also a very successful web marketer. What web marketing strategies and tactics work the best for you?

Charles: I'm actually pretty unsophisticated. Some marketers have multi-pronged campaigns that span most of the Internet. I'm a simple guy who wants to enjoy my life and my business. So I don't put in 16-hour days. And I don't have dozens of irons in the fire.

Complications bore me very quickly. For example, I decided never to accept paid ads in my newsletter simply because it seemed like it'd be an awful bother keeping track of all the details. Instead, I run endorsements for affiliate products I like. The main reason is to keep it simple. And fun.

Recently two different people approached me with joint venture suggestions.

Because I like people much more than I like "campaigns", I listen very carefully to such ideas. I know that most good luck is brought to us by other people, so I accepted their offers, and then did everything I could to add even greater value to their suggestions.

If you're fairly new to the Internet, joint ventures are probably your best bet for building your business quickly. Don't hang back – don't dismiss this route

because you think nobody would listen to you. Most successful Internet businesspeople are successful because they are open to ideas and suggestions.

They usually don't really care if this is your first day on the Internet, or even your first day in business. If your idea has potential, they'll probably jump at the chance to work on it with you. How do you know if an idea is viable? Propose it to somebody with experience and they'll tell you very quickly.

On the other hand, don't be offended if they decide not to participate. Just try somebody else. If they decline, it's nothing personal – they may just be very busy right now, or your idea may not match them personally.

Another consideration is possible theft.

“But they might steal my idea” – maybe that thought has crossed your mind?

Forget it. A good joint venture partner is far more valuable than a mere idea, and any experienced businessman knows it. They'd rather find one good person than a hundred ideas, so your ideas are pretty safe, as long as you don't broadcast them to the inexperienced.

But hey, what if somebody did take one of your ideas? Surely that's not the only idea you ever plan to have, is it? If you're reading *The Millionaire Mindset*, you should easily be producing a torrent of new ideas every day. One little concept gets hijacked? So what? There are millions more all around you – get busy thinking.

Besides, let's say somebody steals one of your ideas and implements it. Having somebody put your idea into operation out there makes the world a bit better place, right? Well, the universe knows where that idea came from. You WILL be rewarded. You can bank on it.

Rok: Is there one single thing that produced the most results for you?

Charles: When I first started, I tried all the same things most new Internet marketers try. The classified ad sites, the free for all pages, the free ads in brand new ezines.

You know what has been the most powerful? Giving greater value. When you do that, people respond. Of course, giving greater value doesn't mean giving away everything you have – that's not giving value, that's begging.

For example, on my www.moreluck.com website, I had an exit pop-up offering three chapters of my book for free. That brought in some sales, but it was not as successful as I had hoped. So I wrote a set of ten lessons and put them on an autoresponder. Again, the response was so-so.

Then I decided to take the package all the way – make it better than anything anybody else was offering anywhere. I wrote ten more lessons and gave it a slightly outrageous name:

BEYOND LUCK – The 20-Lesson Boot Camp In Building Success
and Good Luck

Then I put a lot of time, thought and effort into making those 20 lessons the best I could do.

They took off. Shortly afterward, one subscriber who runs a website, asked if I'd make the series available to him.

I set up the autoresponder for him, and inserted a link so that if any of the subscribers he referred bought my book, he'd get a 55% commission.

Without really pushing this, I now have set up several dozen people with their own autoresponders, and the sales have picked up very nicely. I even put up a page at www.beyondluck.com/affiliate.html where businesspeople with ezines or websites can register to have me set them up with their own autoresponder.

Why did this series become so popular? I'm convinced it's because I was determined to give more value. All the rest has come from sharing the benefit with other webmasters and publishers.

Rok: Do you also have any advice on affiliate marketing for our readers?

Charles: There are no "sales" out there surfing the Internet. It's all people. Every single sale you make will be to a living, breathing person. I'm disturbed

when I hear people referred to as “eyeballs” or “clicks.” All those eyeballs, all those clicks – that’s me and you they’re talking about.

When you’re trying to figure out how to make sales, remember this one fact and you’ll be in a better position to make a positive connection with those potential customers.

Treat ’em with respect. Direct your inner energy to them in the form of love and kindness and service. If one of those “eyeballs” writes to you, it’s because they want to connect with somebody – they don’t want to be just an ocular body-part to you.

And if you get a complaint, that person is basically scared they’re going to be messed over. It doesn’t matter how offensive they may sound on the surface, they’re just scared. If you can calm and reassure them, you’ll have a friend for life.

Recently, a customer bought my book, then sent me a strongly worded email demanding that I refund their money immediately. I not only did that, I sent them some additional material I thought they might be able to use, and told them about another website that might fill their needs better. I genuinely wanted them to come out of the experience more satisfied than when they went in.

The customer was not only placated. They came back the next week, apologizing for their original attitude... then they re-purchased my book. I treasure that experience – and several more like it – because connecting with others is the heart and soul of any business.

If you treat other people like you’d treat your own family (or even better), they WILL respond.

That’s a relatively easy way to make the world a little better place.

Rok: And now, for the last question: Could you please lay down for our readers some very practical steps they should take when marketing on the Internet?

Charles: Rule number one – don't be so impatient that you fail to gather the information you need.

Sure, you're eager to get started, but running out into the bull ring and taking on the bull without the right training and tools will bring predictable results.

Rule number two – don't keep on gathering so much information that you never get started.

Some people never feel like they're qualified enough, so they continue buying manuals, downloading books and collecting courses till their bookshelves and hard disks are overflowing. They may even buy books faster than they can read them.

Rule number three – find a couple of REAL experts and soak up everything of theirs that you can afford. Really study, take notes, think things through.

How do you find a real expert, while avoiding the wannabe's and the fake-it-till-I-can-make-it types? Go onto discussion boards and marketing forums and just ask. The members will gladly tell you the top names.

Rule number four – before you act, see it happening in your mind.

This is where your real power is located. If you haven't imagined it there first, it probably won't ever happen. Put some real time and concentration into this one. It's where your future lies, and any wealth you ever hope to gain.

Do You Believe This Book Will Help You Achieve Wealth?

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2.

Interview with Andy Kaufman, I-LeadOnline.com

About Andy Kaufman

Andy Kaufman is passionate about helping you and your organization get things done...in the real world. Andy provides keynote presentations, training, and professional coaching services for companies around the world. Andy is author of "Navigating the Winds of Change: Staying on Course in Business & in Life" and "How to Organize Your Inbox and Get Rid of E-Mail Clutter", both published by Zurich Press. Andy, his wife, and three children make their home in the Chicago area.

Interested in improving your ability to deliver results? Want the skills to keep up with life's demands and live your dream? Andy's "Horizon Time" e-newsletter is packed with insights, tools, and interviews to help you grow in your leadership development and personal productivity. Join the thousands of subscribers around the world who read it each month by going right now to <http://www.i-leadonline.com/NewsletterReg.htm?ref=MMS>

The Interview

Rok: Andy, thank you for joining me today for this short interview for the readers of our "The Millionaire Mindset".

Andy: My pleasure, Rok. I've really enjoyed getting to know you and your organization better.

Rok: The headline on your web site is "Helping You Get Things Done ... in the Real World". On the home page you say,

"Do you want to improve your ability to get things done? I'm not talking about just doing more stuff. I'm talking about the ability to get the important things done--the things that really matter to you."

My first question is: How do you help people get the most important things done in the real world? And what things are we discussing here?

Andy: When I talk about “getting things done”, I’m talking about all the stuff we need or want to do. For example, what’s on your radar screen today? Chances are you have calls you need to make, meetings you need to participate in, errands you need to run, follow-up on commitments you’ve made, etc. But our mind is actually filled with more than just the obvious stuff you might think of as on our “To Do” list. There are movies you want to rent, places you want to go on vacation some day, a story you want to remember to tell someone the next time you see them, a dream you want to pursue someday, the idea you have as a gift for a loved one that you don’t want to forget. I could go on, but you get the point: our minds are filled with things we need to do, that need our attention (at least eventually), that we don’t want to forget.

Here’s the problem. Our responsibilities in the real world usually scale up faster than our ability to keep up. Stop for a second to make sure you drink that statement in... One of the unwritten rules of life is that as you experience even little steps of success, the world will throw more responsibility at you. The old habits that helped us get by in the past suddenly become insufficient. Many of us then just make up for it by working harder and longer. We tell ourselves it will get better soon. But then we deliver and we’re rewarded with more responsibility.

As the days start flying by, we get so crowded with the day-to-day that we start checking out on our dreams. We go into what I call “hamster wheel mode”—we’re running like crazy but not really making much progress when it comes to achieving the most important things to us.

I’m passionate about this issue because I’ve been on the hamster wheel. I’ve been in a daily survival mode, getting up early, working until late, running on caffeine...and starting to check out on my dreams. Thankfully, I woke up and realized this was not the way I wanted to live and began a search for the “exit ramp off the hamster wheel”.

I found that exit and it has made an incredible difference in my life. I now make a living helping people do the same thing, and the truth is, Rok, I'm living my dreams right now.

Rok: That's a great story, Andy. What is the most important practical task one must do to start getting those most important things done?

Andy: Whether it's in a keynote presentation setting, a workshop, or a one-on-one coaching session, I start people down the exit ramp by helping them understand myths they may be holding onto that are holding them back, and key principles they need to understand to implement what I teach.

Rok: Could you please give us a practical example?

Andy: I'll give you two.... First, there's a myth that you're either one of those organized people, or you're not. It's as if there's an "organization" gene that you either get or you don't. Too many people hide behind the "I didn't get that gene" myth. The truth is everyone (even people who are very organized) can make big improvements in their ability to keep up with life.

Here's the second... There's a myth that the answer is a tool or gadget. Just watch the sales pitch from organizations that sell planners, palm-sized computers, productivity software, etc. If you just use our stuff, your problems will go away. Wrong! In the real world, a tool or gadget is never the answer. A planner that has your calendar, to do lists, contacts, etc. can be a wonderful thing. However, there are a lot of Franklin Covey and Day Timer planners that are essentially expensive paperweights right now. Same goes for Palm's or PocketPC's or digital recorders or fill-in-the-blank. Any of these can help and all of them can fail. My background is in the I.T. field where there's a strong bias that the answer is a tool, a gadget, a piece of software, etc.

Rok: If the answer isn't a tool or gadget, what is it?

Andy: Since life scales up faster than our ability to keep up, we need to

upgrade our skills at keeping up. Let me be clear that I'm not a naturally organized person! However, there are specific skills and techniques that anyone can implement that can make revolutionary changes in their ability to keep up with life. The answer is in these skills and techniques. For those who love gadgets (and I include myself in that group), I'll add that this is where tools can come in... they can be a part of the solution, but they're not the solution themselves.

Rok: As you have shared these skills and techniques with people, what benefits do you see people gain?

Andy: One of the most rewarding aspects of what I do is watching how people's lives can improve for the better. I was recently at an organization for a meeting when I was introduced to someone who had participated in one of my sessions months before. She warmly talked about how her life had literally been changed since implementing the stuff I teach and that she would never go back. Rok, that scenario is repeated over and over as people develop skills to stop surviving through their days and start really living. As people start getting a handle on life, they have more "spandex" to react to the surprises that inevitably hit us. They have time to start thinking about longer term issues and stop being beaten down by the continual draining of life slipping through the cracks.

Rok: If you could only give one piece of advice, and one only, in this area, what would that advice be?

Andy: A key part of my teaching in this area is called "Out of My Mind—On to a List". It sounds odd to teach people to go "out of their mind", but that's exactly what I do! As we learn more about how our mind works, it's clear we've been remarkably designed. It can see patterns and relationships in amazing ways and within split seconds. But one thing God didn't do is give us a brain that specializes in reminding us to do what we need to do at the right time. For example, as I walk out of my house on Tuesday morning I see that a light bulb is burned out. I make a mental note that when I go to the hardware store this weekend, remember to get a light bulb. Saturday comes, and like

most Saturday's, I end up at the hardware store. I come home, open the door, and look up. What do I see? A burned out light bulb, reminding me that I forgot to get a replacement. This sort of stuff happens to us all the time. Get a thought before going to bed that you want to remember in the morning? What happens? If you don't get it "out of your mind", you will most likely forget it come morning. In my keynotes, workshops, and coaching, I share specific strategies on how to effectively get that stuff out of your mind and into a system that allows you to not forget it.

Rok: I'm also certain that many people are having problems in balancing their work and their private life --- I know I am, and I still don't know how to do it. Is there some sort of a practical procedure that could help me and others find this lacking balance?

Andy: Regardless of what the piles of books on work life balance say, it all boils down to this: work life balance is a matter of understanding your priorities and making difficult choices. That's it. Now if only that was as easy to implement as it is to say! It's hard! I shake my head when I hear employees whine about their company not having a clearly articulated strategy. It's not that I think it's OK to not have a strategy—it's just that I don't think most people understand how challenging it is to develop good strategy. In a sense, we're talking about life strategy here. We have to take time to do strategic planning for our life! In my "Get a Life!" session on work life balance, I provide specific mental models and strategies for helping people determine where they want to head, how to stay on course, and how to react when unexpected storms roll in. A key point that ties this all together is that when we're on the hamster wheel, we don't have the energy, time, or mental cycles to do this strategic planning for our life—we're too busy surviving each day, which is why I start people with the basic skills first.

Rok: Can we now move on to the area of leadership? What do you think, are people born as leaders or do they make themselves leaders?

Andy: I'm a big believer that we are each uniquely wired up at birth with traits, preferences, predispositions, etc. Jon Niednagel's work with Brain

Typing (www.braintypes.com) has been very influential with me. With that in mind, I believe there are some people who are naturally born with leadership skills. However, just as I wasn't wired up to be naturally organized, I've had to learn these skills in order to do be living my dreams right now. Similarly, I believe most of leadership boils down to skills, and skills are things that can be learned.

Rok: If this is so, how can one person that is right now experiencing difficulties in life, might have even lost her job or is in no position to lead others, become a true leader in real life?

Andy: I believe the job of a leader is to deliver results and build capability. A person who can inspire like a leader but doesn't deliver results is not a leader—they're a talker. A person who drives people like a drill sergeant but does not build capability to do it more easily next time is not doing the job of leader—they're being a taskmaster.

Implied within the question is the myth that leadership requires a job with people reporting to you. Increasingly, the leadership skill people need more than any is the ability to influence without authority—the ability to deliver and build capability when they do not have the authority to actually force the people to do so.

Let's bring this home to the person going through difficult times right now. How can you lead?

Deliver results. Build capability.

Keep getting out of bed each day and go out there and make a difference. Be bold enough to not play the victim. Admit that you need help from others and be willing to ask and receive that help. Realize that you have the ability to help others in remarkable ways. Fix your eyes on where you want to sail and start getting the skills and crew necessary to go there. Then start sailing! I believe the world beats a path to people who get things done, and regardless of your current circumstances, you have the ability to make a notable difference in this world.

Rok: I know this is asking much, but is there some way you could reveal a true secret for our readers in this area, perhaps something you have never shared with anyone before?

Andy: I'm in the people helping business so I make it a point to not keep secrets that, if told, would be able to help people.

Rok: Do you mind if get just a little personal right now? How did you personally become a leader? What steps have you taken and what problems have you overcome?

Andy: I mentioned earlier how I was on the “hamster wheel” myself. It's true. I kept getting promoted to the point that I had difficulty keeping up with the demands of the new levels. I went through periods of persistent anxiety and worry about the future. I started checking out on my dreams. I could have easily tanked. There are three key things that pulled me out and are instrumental in me being able to now live my dreams:

I realized the fundamental basis of all I do needs to be beyond myself. My belief in God and commitment to Biblical principles are no longer some warm and fuzzy blanket that gets pulled out during the storms of life. They are everything to me and the underlying reason for all that I am and all that I do.

I realized that if I was successful at work but not a true partner in life with my wife and an involved father to my children, all things considered, I was a failure. Though I was giving lip service to this, my life didn't reflect my words, which required some of those difficult choices I referred to earlier.

I realized that I was incredibly self-deceived and interdependent on others. We all are. This realization led me to being open-minded to other opinions, more hungry for critical feedback, and teachable when it came to coaching. All this led to the learning which I now share with thousands of people each year.

Rok: Thank you for sharing this with us. Did you, on your way to your personal success, discover any practical rules that others could use as well?

Andy: I live under the mental model that success is a journey not a destination, and the journey thus far has taught me many lessons. Beyond the ones already discussed, I believe many of the great lessons fall under the umbrella principle of “You reap what you sow.” In a business, money follows value delivered. In relationships, trust follows trustworthiness. The number of friends you have is a function of your friendliness. Zig Ziglar said it this way: “You can have everything in life you want if you will just help enough other people get what they want.” If I’m not content with what I’m reaping, it usually pays for me to take an honest look at what I’ve been sowing.

Rok: You see, our readers are foremost interested in learning how to attain true inner and outer wealth, and of course achieve personal and business success ... on all levels. What was that one breaking point that made the difference for your personal success? Or more precisely, how have you realized what your true mission in life is?

Andy: Most of us know a situation where, after 40+ years of marriage, a couple decides to separate. It would appear that one or both of them just fell off a cliff and started making terrible choices. I don’t buy that. In most cases, people don’t just fall off cliffs. They take one step closer each day until gravity eventually takes over. When it comes to success, I believe there are parallels. It could appear that someone skyrockets to unbelievable financial success overnight. Though the rare person wins millions in a lottery, most skyrocket stories are not as “overnight” as they seem. There were steps taken day-by-day to prepare them for the launch. When talking about her success, Lucille Ball said, “Luck to me is something else: hard work--and realizing what opportunity is and what isn't.”

In my experience, the most influential decisions were those day-to-day choices that took me out of my comfort zone. In 1994 I said “Yes” to an offer to speak publicly in front of 7,500 people. At that time I would get freaked out if I had to present in front of 10 people. I could hardly eat or sleep for the week leading up to the presentation. I was way out of my comfort zone, but guess what? It went really well. It led to other speaking opportunities that led to an understanding that I have a unique ability to communicate with people from the platform. It led to a dream to speak and write and coach for a living, which

led to plans and goals that led to another critical comfort zone moment. Was I going to just dream my dreams or was I going to start living them? The day I walked out of ACNielsen as a highly rewarded, comfortable corporate Vice President and walked into my own leadership development start-up, I was way out of my comfort zone. But I had a smile on my face, a fire in my belly, and a hunger to make a difference like I've never had before. And the result is the ability to influence hundreds of thousands of people I never would have touched back in the comfort zone. And the financial rewards have exceeded my expectations.

Rok: Do you think everyone else can discover their mission in life as well? How?

Andy: I not only believe we all can but we must if we desire to not waste our short time here on earth. I believe I heard it first from Stephen Covey that our job is not to determine our mission as much as to uncover it—it's within us. There's a lot to that observation. But remembering that we're all self-deceived and incredibly inter-dependent, I believe the best path to understanding our mission is to work with a trusted friend, colleague, mastermind group, coach, etc. to intentionally work through the process. My journey has been marked by the excellent coaching of caring people who helped me see the path with my name on it.

Rok: But what then, after they have discovered their mission in life? How can people act on that path and be sure it will lead them to their long-term goals?

Andy: There's a line from the movie "Grumpy Old Men" that will always stay with me. An elderly man says, "The only regrets I have in life are the risks I didn't take." When we have a sense of where we want to go—perhaps even where we've been called to go—we still have to take risks. I implore people to be willing to take the risks of living the life they were meant to live. As we journey, we'll find that conditions will call for some modifications to those long-term goals. That's OK! What's not OK—or at least profoundly sad—is the person who just dreams about goals and never has the guts to start walking

toward them. I don't want that to be my story, and my desire is to influence people to not make that theirs either.

Rok: This sure is great information. Only one more question on this topic: What do you think people should do when they reach their long-term goals in order to continue their successful life and not fall victim to the success they have achieved?

Andy: Abraham Lincoln said, "Nearly all men can stand adversity, but if you want to test a man's character, give him power." Perhaps the same can be said about success. It's almost a cliché to talk about people's lives that have been ruined by money. The biggest falls I've personally seen are when people lost the perspective of what they really were aiming for and money and its trappings became the focus. That's why I believe that non-monetary goals should dominate our long-term focus. It's not that they should be off the radar screen—they just shouldn't be the primary focus. O.A. Battista observed, "You have reached the pinnacle of success as soon as you become uninterested in money, compliments or publicity."

Rok: Andy, we have covered many interesting subjects in this short time. Now here comes something a little off-topic, but I'm certain it's going to be of high interest to all of our readers that are in some way or another involved in marketing. How do you market your business and reach your prospects?

Andy: Regardless of our industry or title, when you boil it down, nearly all of us are in the sales business! Though most of my revenue comes from speaking, training, and related products, most of my time is devoted to understanding what problems people are dealing with and helping them understand how I can help them overcome those problems. The greatest return on my marketing investment is delivering value. For example, a high-value keynote presentation to thousands of attendees at a national meeting beats the daylights out of thousands of cold calls. To that end, I speak every opportunity I get, and focus on delivering value instead of a commercial. I've had great success with a monthly e-newsletter that goes to leaders all over the world. E-books, both free and for charge, have been instrumental in driving traffic to my

web site and bringing in revenue. Once again, I focus on delivering value, not just a commercial, and the results have been very rewarding. I do some traditional paper-based marketing (direct mail, brochures, etc.), but nearly everything is electronic. We all know that people hate to be sold but love to buy, and if we make it clear how we can make problems go away, people will buy.

Rok: Is there something that has really worked well for you in the past couple of years?

Andy: I've learned there's no magic in sales. It's hard work that you can learn to enjoy. Deliver value, manage cash, exceed expectations, value people and relationships, write good copy, and ask a lot of questions are all just a part of the formula to successful marketing.

Rok: And now, to complete this interview, what is the single best advice you believe you can give our readers?

Andy: A couple weeks ago my wife and I went on a date with another couple to Six Flags Great America, a Chicago-area amusement park. This park has some incredible rollercoasters, and our mission that night was to go on the biggest and the fastest. I had a thought as we were getting strapped into Vertical Velocity, a suspended spiraling impulse coaster that launches riders from 0 to 70 miles per hour in less than four seconds. This ride rockets you forward and backward, straight up and straight back down two 150-foot vertical skytowers. As the harnesses were being locked I looked at my wife with an expression of "What are we doing on this ride?" A second later we were accelerating into 45 seconds of pure panic, screams of fun, and pulling more G's than I've ever experienced. When the ride came to an abrupt end I could only exclaim, "Wow! That was an incredible ride!"

The journey of life is not a 45 second thrill ride, but to achieve meaningful success, there are times when you'll be so far out of your comfort zone that you'll look in the mirror and say, "What am I doing?" Friend, strap yourself

in! Go for it! And when you come to the end of your days here on earth, may you be able to look back and say, “Wow! What an incredible ride!”

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3.

Interview with Rhoberta Shaler, OptimizeLifeNow.com

About Rhoberta Shaler, PhD

Rhoberta Shaler, PhD, gives her audiences the OK's to SUCCEED—the Optimization Keys they need—to lift their sights and elevate results from acceptable to exceptional. Through keynote speaking, conducting seminars and executive coaching, Dr. Shaler works with companies seeking to optimize performance and with groups and individuals seeking the strategies and inspiration to excel. She is well-known for her gentle, effective blend of humor and practical wisdom. She is the creator of the Living Richly™ Program, Eight Essential for Creating the Life You Most Want.

In her consulting and training roles, Dr. Shaler provides both the information and inspiration for companies and organizations to enhance productivity, improve workplace relationships, and build collaborative teams. With her guidance, dreams and plans become measurable achievements.

Dr. Shaler has spent over 30 years teaching, encouraging and inspiring thousands of people to examine their lives, uncover their dreams, define their values and develop their plans for the fulfilling lives and relationships they want, personally and professionally. Rhoberta's commitment to finding passion in life and pursuing it is contagious. She provides innovative opportunities for participants to renew their motivation--on-site, online and on the telephone with coaching, seminars, websites, teleclasses and teleconferencing. Her daily, weekly and monthly newsletters online attract thousands to her website, www.OptimizeLifeNow.com.

A Canadian, Dr. Shaler studied internationally while completing her degrees. Her post-graduate work was in educational psychology and her mediation and negotiation training was at the internationally recognized Justice Institute of British Columbia.

She has appeared on many radio and television programs as well as her own series on a Canadian cable network. For eight years, she offered executive retreats and life-enhancement programs as owner of Serenity Farm Retreat on Vancouver Island in British Columbia, Canada.

Dr. Shaler is the author of four books and has created many audio tapes. Her most recent book is *Optimize Your Day: Practical Wisdom for Optimal Living*.

The Handbook to Living Richly™ will be published soon as will her Living Richly™ Home Study Program.

Rhoberta Shaler lives in San Diego, CA. Visit her website today:

www.OptimizeLifeNow.com

The Interview

Rok: Rhoberta, I am very happy to have this opportunity to interview you for our "The Millionaire Mindset" readers, who are foremost seeking their own personal true path to joy, wealth, success and happiness. And you definitely are one of the experts who help people in this area. Could you please start by telling our readers a little something about yourself and the principles you use to help people?

Rhoberta: What I know is that it is much easier to talk than to walk. Most folks could easily list the things they do not want in their lives, the directions they no longer wish to follow. What is more difficult is to know what is important, significant and valuable to you and to define success on your own terms. I help people do this through keynote speaking, conducting seminars and executive coaching. In the workplace, it is essential to improve communication and collaboration skills in order to increase commitment and develop strong teams. Individuals need clear vision and thoughtful action plans to succeed.

The principles I base my work on are explained in depth in my book, The Handbook to Living Richly: Eight Essentials for Creating the Life You Most Want. When we realize that we have choice every moment of every day, we are on the path. When we make those choices consciously, we are progressing. Understanding the need for clarity in our values, our goals and our use of time creates the map. 'Walking the talk' becomes easier. The strategies I teach lead to the confidence and consistency needed to demonstrate commitment to ourselves. When these are in place, we can make our unique contribution to the world, and, in doing so, feel contented. That's the simple version, Rok. When I am speaking, writing or coaching, my mission is to give audiences and clients practical powerful tools and strategies to create the life they most want.

Rok: Rhoberta, can we now look a little deeper in your "OK's to SUCCEED™". What exactly are they and which OK's do you help people achieve?

Rhoberta: The reason I use this phrase is because of the double meaning. 'OK' in my use of the term stands for Optimization Keys. These are the strategies that take our vision to reality. 'OK' is also used because, for many folks, permission to succeed is required. We need to see ourselves as capable of reaching beyond our current circumstances to achieve our dreams. This may mean breaking out of mental patterns of lack, limitation or toleration. We literally need to remove emotional and mental barriers to our success. There is much information about this on my website.

Rok: My personal favorite of your keys is definite the "OK to be 'positively selfish', to practice extreme self-care", because my personal experience shows me that people sometimes do care about others a great deal, which is only positive, but at the same time forget to care about themselves. This is especially evident in personal relationships where I have even seen this problem destroy many marriages. People sometimes just forget about themselves, but in the long run start hating their partner for it. What are your thoughts on this and what would you advise our readers?

Rhoberta: Yes, folks do put themselves last in many cases. It is very important to take care of yourself in every way. This is not selfish although many of us have been told that it is. To my mind, selfishness exists when a person consistently concentrates on doing things to their own advantage without regard for others. To be 'positively selfish' demonstrates your understanding that you need to take care of yourself in every way in order to be loving, functional and successful in life.

Recently, I was consulted by a woman who is working in a company where the interactions between employees can best be described as vicious. She asked me what she could do differently as she is becoming ill. When I asked her what she was presently doing she told me that she was just taking it as she did not want to create any disturbance. This is not loving to anyone! Healthy

people have healthy boundaries. We are responsible for teaching people how to treat us! I believe it is unloving to allow others to treat us in unloving ways. We are condoning their behavior. I teach the thought patterns and communication skills necessary to be totally kind and totally honest at the same time. That is the key.

Rok: And how about your "OK to define and create success on you own terms"?

Rhoberta: This, too, is essential. If we are living up to someone else's expectations or working for someone's approval, we may not achieve any level of satisfaction or contentment in life.

First, we must decide what we personally want our lives to look like. There is no 'right' goal or 'right' vision. As adults, our mission is to fulfill OUR potential and live OUR dreams. For some, success is a comfortable income with plenty of time for family and friends. For others, success is making five million dollars. For others, it is being debt-free. For others, it is traveling the world with a backpack. There is no right answer, just your answer. I lead people to look deeply into themselves to discover their personal benchmarks for success.

Rok: Thank you for all these excellent answers. I'll now get straight to the point. Our readers are especially looking for practical advice they can start using today to reach personal and business success and wealth. What is the top advice you can give them that they really can start using today?

Rhoberta: One day, my daughter asked me for a few words that would encapsulate my philosophy. Here's what I gave her: 'What is important is simple: Know what you value and spend your time accordingly. This is integrity and it will bring you peace.'

Rok, I believe that creating integrity between your values and how you spend your time and money is the key. If folks would sit down and look at those two things, the results would create the impetus for change in most cases. We are great talkers, as I said earlier. We can say all the right things to make

ourselves appear to be clear and informed. What we are DOING is the key to our successes. There is very little good in saying that your family is the most important thing in your life and spending most of your time at work. Your family will never know they are important to you. There is very little good in saying that you love someone without saying or doing the things that tell them they are loved. There is very little good in reciting the things you know to do to maintain your health while doing none of them. It all comes down to integrity.

The most practical advice I can offer is to give yourself an hour today. Write a list of the things that are most important to you--relationships, ideas, character traits, goals, possessions. Now reflect on how much time or money supported those things in the last two weeks. Are you happy with the result? If not, you now know the first things you must do to become successful. As I say in my book, *The Handbook to Living Richly*, do not gloss over this exercise with a quick "I know". We want to think we are living in integrity because it requires dedication and willingness to change. That's often difficult. The truth is, though, that we cannot be successful until our daily life demonstrates our values.

Rok: How about if we now move to another area: your "Speaking About Work". What would you advise managers to do to motivate their employees to better serve their organization, and the same time better serve themselves?

Rhoberta: Employees need to feel valued. This is motivating. You also have to know your employees well enough to know what makes them feel valued. For some folks, the words you say are not enough. They need something visual, something in writing. Others need something they can hold on to, actually touch. It's not a simple task. It is a very worthwhile one.

A clear mission statement with a well-developed implementation plan is paramount. Everyone must know about it so that they can see how to play their part in it. Many companies seem to allow themselves to become mired in the day-to-day activities and lose sight of the plan. This must not happen, no matter how difficult or challenging it may be to maintain.

Train your people in communication and conflict management skills. You benefit enormously from this. When people feel competent in their people

skills, they will be confident in the workplace. When I go into a company to offer these skills, I first consult with all concerned to assess the needs. Train to give them shared skills and coach the team and individuals to maintain the forward positive momentum. Throwing training at a group of people who do not think they need it is a waste of money. Spend money wisely by working with a consultant/coach to create a unique program for your situation.

Rok: How about the employees themselves? Is there a way they can find true joy in their work? And if they can't, how should they continue with their life? What changes should they make?

Rhoberta: Joy is an inside job! Attitude is everything. You'll be as happy as you make up your mind to be! Choose employees wisely on that basis. That's the first step. It does not matter what the skill level of the person is, if they cannot 'play nicely with others', you cannot create a joyful environment.

It goes without saying, I suppose, that each person is responsible for understanding themselves well enough to know what work fulfills and interests them. That is not the responsibility of the company. However, the company is responsible for the workplace environment and culture created. Make it a positive one. Recognize people. Value them. Give them access to the tools and training they need. Keep them informed of the mission and the plan. Demonstrate their inclusion in the efforts to achieve goals.

Sometimes, it is a gift to suggest to a person that it is time for them to move on. Certainly, it is important to give regular opportunities for employees to tell you what is working for them and what is not. Create an environment where asking for help, instruction, mentoring, etc. is encouraged AND safe. It is important in any work environment to keep a workable balance between flexibility and accountability. All managers and executives need to be sure their communication skills are top-notch. This is essential to creating a productive workplace.

Rok: Rhoberta, I often find people, after a certain period of time, become trapped within the confines of their own lives, habits and daily actions. Their

lives become one single routine, day after day after day. Most people just can't seem to break out of this. But I'm sure it's possible, could you tell us how?

Rhoberta: Telling you how is simple, doing it may take more effort! The key to change is willingness. You've heard the old joke about how many psychotherapists it takes to change a light bulb? Only one, but the light bulb has to really want to change. People are like light bulbs. They have to really see value in changing. I suggest to my coaching clients that they choose one main area of their lives to focus on. Decide what they want to achieve. Then begin with baby steps--small, specific incremental steps towards the goal. One mistake folks make is to undertake a change that is too large for them all at once. This is self-defeating. Begin slowly and reward yourself greatly for each step. Always remind yourself WHY you are making the change so that you remember the compelling reason behind it. Engage a well-trained coach to help you define your goals and maintain accountability. Demonstrate that you are truly 'on your own team' and ready to win!

Rok: Thank you for these very insightful answers. I'd love to ask you some more, if possible?

Rhoberta: Sure.

Rok: OK then, and thank you. You are also a very popular public speaker. Now most people are terrified of appearing before a public, or even before a few people. How can they overcome this fear and become great speakers?

Rhoberta: First, and foremost, know that you have something of value to say. When people recognize that your content is important to them, they will be more forgiving of your beginning efforts. Secondly, practice, practice, practice. Practice in front of friends and family. Practice in front of the mirror. Get your key phrases and ideas so at the forefront of your mind that no amount of knee-knocking will remove them from your mind. Go to Toastmaster's and take every available program. Force yourself to speak up at meetings. Learn to relax your body at will. Becoming a great speaker, comes

from believing in your message, fine-tuning your delivery and being a life-long learner. Of course, there are many more things I could add but that might be a good beginning.

Rok: OPTIMIZE Your Day! Practical Wisdom for Optimal Living. This is the title of your latest book. Can you tell our readers more about it?

Rhoberta: Certainly! This book is a motivational book offering small ideas for consideration. Each two-page spread in the book offers a wisdom quote followed by my writing in response to the quote. Readers are then invited to consider a question or two to deepen their thinking about the topic presented. So many people have written to say that the gentle nature of the writing has inspired them to think about their lives differently. They like the very small ideas

Rok: There's one more thing I noticed about you: you host a regular web radio show. Most of our readers are also web marketers, so I'm certain they would love to hear how your show is working for you in terms of helping you reach new clients and build stronger customer relationships?

Rhoberta: Yes! My motivational show, Living Richly™, is two hours weekly. I have a new theme each week and several guests. It is an excellent venue for internet based entrepreneurs as the advertising is relatively inexpensive. The beauty of internet radio is that all shows are archived and can be listened to anywhere in the world 24/7. This means that advertisers have month-long exposure for each ad which is amazingly cost-effective. They can direct their visitors and readers to Living Richly™ at www.wsradio.ws as a value-added service. My customer base is broad and the minimum exposure for each ad is 25,000 listeners per impression guaranteed!

How does it work for me? It's amazing how many folks listen to the archives-90% of the listeners! This means that folks can find me in an entirely new form than simply from my speaking engagements and my website. As I have over 13,000 subscribers to my newsletters, this gives me another way to offer

value to my ezine readers. They tell their friends, and they tell their friends, and..... It's a fine way to reach folks.

Rok: Rhoberta, thank you for this wonderful interview. It's been a real joy talking with you. But before you leave, please just answer one more question: If you could only give one advice, and had to make it as practical as possible, perhaps something you never disclosed before, what would that advice be?

Rhoberta: Thanks, Rok. One day as I was working...or as I was thinking I was working...this thought occurred to me and I'll share it with you. It's a play on the words of Ben Franklin: Never mistake activity with progress!...and you can quote me on that.

Thank you for your interest in my work. I'm very happy to hear from any of your readers if they have questions. As I travel the world speaking, I would be delighted to hear about upcoming conferences and retreats where I might make a contribution. I wish you well!

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4.

Interview with Tom Antion, Antion.com

About Tom Antion

Tom Antion is a well known professional keynote speaker and expert presentation skills and Internet marketing coach. Tom has presented at 40 chapter events and 4 national events for the prestigious National Speakers Association where he is the one called when other professional speakers want to learn how to make their audience's say WOW! AND to learn how to market their small business on the Internet.

Tom is much more than a coach. He has actually lived what he teaches. He is a veteran of over 2100 paid presentations worldwide. Tom has presented to both small and large groups in over 87 industries. He also sells an enormous amount of products and services on the Internet and publishes the largest E-magazine in the world on Public Speaking. When it comes to creating massive impact in business presentations Tom knows what he is talking about.

The Interview

Rok: Tom, thank you for responding to our invitation for conducting an interview for the readers of our "The Millionaire Mind" book. Could you please first introduce yourself to our readers?

Tom: My name is Tom Antion and I've never had a job. I've always had my own business since before I graduated from college. In fact, I owned five apartment buildings and a hotel before I graduated from college. This doesn't mean I'm some child prodigy or genius. This means I got up off my rear and went when other were thinking about it. It means that I zigged when others zagged. It means that because of a good role model in my father, I have an unstoppable power inside which I unleash on my goals. I have been on top of the world and I have lost everything, so I know the feelings that go through an entrepreneur's mind from both ends of the success spectrum. In fact on my way to becoming a millionaire at a very young age I lost everything in one swipe of the legislative pen when a new law wiped out my business. I then injured myself, had no health insurance, and sixteen years ago I was literally sleeping

on a mattress in a vacant house in Morgantown, WV where I had previously been one of the most respected businessmen (actually business boys) in the region.

On that mattress was where my unstoppable attitude really kicked in. Laying there with an injured leg and living off credit cards would have broken the spirit of many people. I used the time to formulate my plan for coming back stronger than ever. In the time that I was alone with only a black and white TV to keep me company I formulated an idea for a unique entertainment company that ended up getting me world wide publicity and eventually kicked off my professional speaking career.

Presently I'm a professional keynote speaker. I speak on Internet marketing for small business primarily because I have successfully sold so many products and services on the Internet and helped so many others to do so. I publish "Great Speaking" the largest electronic magazine in the world for people interested in public speaking and I sell the number one best selling professional speaking course in the world " The Wake 'em Up Video Professional Speaking System" <http://www.antion.com/speakervideo.htm>

I am also the founder of the infamous "Butt Camp Seminars" (remember I have an entertainment background) where you learn to make money sitting on your rear end in front of your computer. In addition I have been a spokesperson for CBS owned Switchboard.com in their small business outreach program "Main Streets Online" and I've been asked to do on air critiques of President Bush's presentation skills by MSNBC.

Rok: Now, your primary area are presentations and speaking, but before we go in to that, let us for a few minutes touch a different, more personal subject. You definitely have succeeded in your life. Could you please share with our readers how you started out and what brought you on your path of success?

Tom: I definitely give all the credit for my success to my dad. He came over to the USA from Syria on a cattle boat around 1910. This uneducated, but brilliant immigrant went on to be a very successful businessman. He told me that when I was a baby, he would put pillows in front of me and then put my toys on the other side of the pillows to teach me how to overcome obstacles. I

was always brought up that I could have anything I wanted in life if I was willing to work for it.

Rok: But how did you know what that area you must be active in is? Or put differently, how did you recognize your mission in life?

Tom: I believe your mission in life finds you. My whole life has been a cycle of striving for one thing and in the midst of that striving I put myself in the path of missions that are flying around looking for owners. If you aren't striving, the chances of running into your mission are reduced tremendously.

Rok: Is there perhaps any advice you can give our readers on how they can recognize their mission, set their goals, discover what their true dreams are and then realize them?

Tom: I say get excited about something and try to get that feeling inside that nothing can stop you from your goals. I know that's easy to say, because I had it since I was a baby. I realize everyone reading this didn't have a wonderful role model to follow. I also realize that it will be harder to do the older you get, but none of that is an excuse for not striving in your life. Get excited about something. I don't care what it is. Get excited and work toward it. You will be amazed at the opportunities and missions that start trying to run into you when you do this. In fact, I contend you'll have your pick if you just get up and start moving somewhere.

Rok: How about how they can then go on and achieve their dreams? What is the best advice you can give us here - how can one person achieve all she wants?

Tom: Dreams to me mean immediate steps. No dream was ever realized by sitting in an easy chair. This is not to discount visualizing what you want. I prefer that term to dreaming, because dreaming conjures up the image of sleeping or laying around. When you visualize what you want you must then take the necessary steps to make that visualization a reality. Too many people

dream/visualize and then sit down and watch TV. You must take the first step toward your visualization. Then you must take the next step. Then you must get up when something blindsides you and knocks you down and back. Then start stepping again. This is what being unstoppable is all about.

Rok: Have you, on your path to success, ever come by some universal truths that anyone can use to create wealth for themselves?

Tom: You must spend time thinking on a regular basis. Sometimes I'll drive somewhere that I could have flown to just so I can think. I keep a notepad next to me in the car and I just think. Some guy wrote a book about this concept didn't he? :)

Rok: Now, if we dig just a little deeper ... What is in your opinion the most successful path to inner and material wealth?

Tom: Honesty, credibility i.e., you do before you teach, an attitude of service, inner and outer toughness mixed with inner and outer tenderness.

Rok: To end this series of questions, let me ask you just one more and then we can move on to other areas: You are leading a successful life, is that correct? Where have you found the energy and the strength to get where you are today, and can others use this source as well? How?

Tom: Yes, I'm leading a very successful life on some fronts and on others not so successful. I don't take good enough care of my health and that is something I have to do better at. Again, I revert back to my unstoppableity. I can do the work of ten executives and other pencil pushers. When you work on the unstoppableity aspect of your life and you turn the TV off and stop frittering your time away in other ways, you will have plenty of strength for all kinds of wonderful things. Anyone can tap a tremendous amount of extra power just by cutting out the worthless activities they partake in every day.

Rok: Tom, thank you for these most interesting answers. We can now move on to public speaking, which is undoubtedly one of the things that can only help a person if she is determined to achieve amazing wealth. Why would you say public speaking is important for everyone who wants to achieve wealth?

Tom: Most people are in the work world. They go to a job, get a paycheck and come home. In today's volatile economy and loyalless work atmosphere those people must have an edge to survive. Good public speaking skills can be the edge they need. The reason is that automation, mergers, cutbacks and all kinds of corporate misgivings have reduced workforces. If you have the skill to move people to action and keep them fired up in a negative atmosphere, you will be the last one to get the axe and even if you do, you are more likely to rebound because you can handle yourself well under pressure.

Also, entire multinational corporations have been saved because of charismatic and well spoken leaders. Lee Iococca is a perfect example of a person who saved a company, that many would argue had no right to be saved.

Good public speaking skills also attract business to you. When you can speak well, people want to be around you. They are attracted to you and in many cases want to be like you.

In the professional speaking world where I reside, large amounts of money are spent on speakers that you may have never heard of, because they are subject matter experts and great on the platform (like me) hahahaha. Other professional speakers may be inspirational, motivational or simply celebrities that people just want to be around.

Rok: But most people are dead afraid of public performing, some research even says they would "rather die". How can one overcome this fear?

Tom: Most people do not "overcome" this fear. They learn to control it. Many people would be very surprised to hear that the famous Johnny Carson and Sir Laurence Olivier had severe stagefright every time they appeared on stage or TV. It didn't keep them from being great though did it? Everyone is different

and there are many techniques to try in different combinations. No one fix will fit all.

Rok: So, if you could just lay down some practical steps for us here?

Tom:

=> Be extremely well prepared so you know that you know more about your subject matter than anyone in the audience.

=> Make friends with the audience members by phoning many of them before the speech and meeting them before the program.

=> Practice a lot so that your practice will keep the words coming out properly even if you feel nervous inside.

=> Get a book on the subject and try different combinations of techniques. My book "Wake 'em Up Business Presentations" has over 50 techniques for stagefright reduction <http://www.anton.com/wakebook.htm>

Rok: OK, so we now know how to overcome the fear, but then how does one become an exceptional speaker?

Tom: You must spend lots of time speaking in front of groups and studying speaking techniques. I always say that I could change the sparkplugs in my car, but that doesn't make me a professional mechanic now does it? There are thousands of little techniques and tricks of the trade that I know because I've done over 2100 paid speaking engagements. You can't possibly know them unless you speak a lot or someone teaches them to you. That's really what my professional speaking course does. It allows you to know what I know without bombing for years until you get it right.

Rok: Tom, I have been very actively giving presentations and lectures on marketing for the past two years. And while I always received excellent reviews, there is one thing I could never get the hang of: How to warm up my

audience right away and make that most important personal connection with them. What can you advise me?

Tom: The smartest speakers don't try to warm up their audience right away. Most of the work I do on a speech occurs before I even get in the country in which I'm speaking. I use pre-program interviews with a cross section of the audience (at least 15 people are interviewed prior to any speech). This gives me insider information and creates friends that can't wait to meet me in person when we arrive at the speaking venue. Then, I make sure all the equipment is tested and set up hours before the arrival of any attendees. This allows me to be waiting at the door for the attendees and shaking as many hands as possible while introducing myself. If they are trickling in to the room, I spend more time with each person asking them why they came and what they hope to learn from my talk. I promise them I won't be wasting their time.

This kind of work and attention to detail is what separates a professional speaker from someone who speaks. This is only part of it. By the time I get to the speaking engagement I have reviewed their trade journals, and other industry publications. I have done a computer search of their industry and organization. I know who they are, what their job descriptions are, how much money they make, what their local hangout is, who their favorite sports team is and any other thing I can dig up about them.

I have given the organizer an email from me to broadcast to the attendees inviting their input and getting them excited about my arrival. I may have written an articles for their trade journal or newsletter to help them know me before I get there.

The day of the presentation, I have reviewed every local paper I can get my hands on and I've asked anyone that I've phone interviewed what happened fast night at the bar or banquet that I didn't attend. I've scoped out the room (the night before if possible) and adjusted the seating for perfect visibility and comfort of the attendees.

When I hit that stage, I know them better than they know themselves, I have friends in the audience that I've interviewed, I have physically touched maybe a hundred or a couple hundred people in the audience as I was shaking hands and talking to them, I have written my introduction to get a little laugh from

them, and generally done every possible thing in my power to connect with them.

Starting to build rapport at the beginning of the speech is too late.

Rok: Thank you, I'm sure going to try this on my next presentation. On your web site I noticed a very interesting headline: "A Rare Mix of Business & Entertainment". How do you achieve this?

Tom: My entire speaking system is based on attention gaining devices. They are injected regularly throughout the presentation to keep everyone wide awake. Hence, the name, "Wake 'em Up Video Professional Speaking System."

One of the attention gaining devices every good speaker must master is humor. I simply mix humor in at regular intervals to give a mental break from the heavier information I may be delivering. Shakespeare used the same technique of "comic relief" in the midst of his tragedies. I also use the age old concept of "in fun." The audience must be in the mood to laugh. This again is set up prior to the start of my speech. I will be in the audience joking around with people showing them that it's ok to laugh and that I'm a regular guy who just happens to be getting \$10,000.00 for talking to them for an hour hahahaha oops. Well, I don't really mention that hahahaha.

Rok: So I guess that people can always mix business and entertainment, no matter what they are doing? How?

Tom: I have a chapter in my book "Wake 'em Up Business Presentations" that has 31 ways to use humor in speeches and only one of the ways has anything to do with telling jokes which most people don't do well. You could show a funny visual or prop. You could read something funny from a newspaper, magazine, or book. You could recite a funny definition or make a funny acronym based on an acronym familiar to the group. Adding entertainment value is a slam dunk if you decide you want to do it and if you realize the value. Many people think that being entertaining somehow detracts from their

expertise. One of my most famous quotes is "No one ever lost credibility by being interesting" and you may quote me hahaha

Rok: Tom, is it possible you could perhaps give us a Top 10 List of the most important practical things one must remember when speaking in public?

Tom:

TOP TEN THINGS TO DO TO HELP GUARANTEE A SUCCESSFUL SPEECH

by Tom Antion

RESEARCH YOUR AUDIENCE

It amazes me how some speakers will show up for a speaking engagement and really not know anything about the audience they are speaking to. Many speakers just get lazy and feel that their message is so important that anyone would want to hear it. They couldn't be more wrong. Your core message may be about the same for everyone, but knowing your audience will allow you to slant the information so that the audience feels it was prepared just for them. They will relate much better to the information and think much more highly of you for creating something specifically for them. Of course, in many cases you were only slanting your information, but I won't tell if you won't.

PRACTICE

The only way to look polished while speaking is to practice. This is one skill you cannot delegate to anyone else. It is you that is on stage with the microphone and it is you who will look either great or terrible. You are sadly mistaken and egotistical if you think the Powerpoint slides that either you or someone else created will make you a dynamic speaker. There are specific techniques used to practice that don't take much time and make you look extremely polished. One of these techniques is called bits. You practice a short piece of material over and over again. You don't practice it word for word, but just talk your way through it. This way you won't blank out when a distraction happens while you are on stage.

TAKE CARE OF HECKLERS

This is my famous asterisk technique I use to make sure hecklers don't interrupt my presentation. I get people in the group to identify potential trouble

makers BEFORE I get to the event. I phone these people and interview them to give them the attention they are craving. I then mention their names during the speech. This virtually eliminates the chance they will give me a hard time because I am praising one of their opinions. This works really well but don't mention their names exclusively or the rest of the audience that knows these people are trouble may think that you are just as bad. Mention a wide variety of people in the audience. Just make sure the bad ones are included which normally keeps them at bay.

USE EMOTIONAL LANGUAGE

Boring old facts rarely move people to action. Learning to use words that evoke emotions in people will make a much greater impact when you speak. There are many emotions you can trigger in the audience just by your choice of words. Happiness, anger, sadness, nostalgia are just a few. Knowing your purpose for being in front of the group helps you to pick which emotions you want to tap. When your purpose is known, choosing words to get the desired emotional response is much easier. For instance, if you wanted to take someone back to a childhood experience you might say, "Do you remember when someone did something bad at school and the teacher smacked the yardstick on her desk?" The word Phrase "smacked the yardstick" would evoke an emotional response that many adults can relate to. A younger group may not relate to this phrase since corporal punishment has all but disappeared from schools. You must pick the words that would mean something to your audience.

REVEAL YOURSELF

Some people have trouble implementing this idea because they like to remain aloof and private. This will hurt their chances of making a good connection with people in the audience. You certainly don't have to reveal your deepest darkest secrets when on stage, but you certainly could tell someone how much you like horses, or how you love to cook . . . anything that will give them a glimpse into the real you will give you a better chance of connecting with them and getting them to listen to you.

USE PROPS

A prop is worth a thousand words. People can really anchor a thought in their minds when it is connected to an object that relates to the point you are trying to make. You could use large, small, funny or serious props. Always relate the prop to the point you are trying to make and make sure the audience can see it.

Sometimes you'll want to hide the prop so people don't wonder what it is until you are ready to present it.

USE HUMOR

Even Shakespeare used humor in the middle of the tragedies he wrote. Humor is a powerful and effective tool that gives the audience's mind a chance to breath in the face of heavy material. It also makes you more likable and fun to listen to. Humor is also much more likely to make your information more memorable. You don't have to be a stand up comedian to use humor in speeches and presentations, and you don't have to tell jokes either. There are many ways to add humor that don't require any skill at all. You can show funny visuals, tell stories, or read from books or periodicals . Just like with props, make sue your humor relates to the point you are trying to make and you will be much more successful. Each issue of "Great Speaking" has about 20 pieces of humor you can use during speeches.

MOVE 'EM TO ACTION

If you are going to bother taking up people's time to speak to them, don't you think it would be a good idea to get them to do something positive because of your presentation? Even if they do something negative, it's still better than doing nothing because they will at least get a chance to learn something from their mistake. Regardless of the size of your ego, the reality is that you are there for them, not the other way around. . . . I'm all for you building up your reputation, but if you go into your speech thinking it's all for you, it will show and you probably won't do as well as you would have had you concentrated on the needs of the audience more.

BRING SOLUTIONS

One of the best ways to make sure the audience loves you is to bring solutions to their problems. If you have done a thorough job of researching your audience, you already know what their problems are. It's your job to bring ideas for them to try. In modern day thinking this is what motivational speaking is all about. No longer is it good enough to get people all fired up where they are bouncing off the walls still having no plan to what they will do with this new found excitement and motivation. Modern professional motivational speakers bring solutions and a plan of action which is in itself motivating to people.

PAY ATTENTION TO LOGISTICS

All the best preparation, practice and audience research could be ruined if you forget to pay attention to all the details surrounding a presentation. You want to know what is happening before you speak, and what is happening after you speak. How are the people seated? Are they at round tables where half of them are facing away from you, or are there no tables at all? What kind of microphone is appropriate? How big is the screen in the room? Will the people be drinking alcohol? What is the lighting like? All these items and many more effect the overall effectiveness of a presentation. The same exact words delivered with significantly different logistics could be received in entirely different ways. You could even go from a fantastic evaluation to a bomb just because of the way people are seated. It's up to you to know the differences and how they effect a presentation.

Rok: Tom, thank you for all of your excellent answers. Before you leave, would you mind perhaps just sharing some inspiration story about achieving success or becoming a public speaker that you think would benefit our audience?

Tom: You just never know what your words may mean.

I was giving a full day seminar in 1993 on using humor in business presentations. The entire day a woman was paying attention, but never once cracked a smile . . . Remember now, this was a humor seminar. There was laughter going on all day. At the end of the day the woman was lingering and I'm thinking I must have said something offensive early on in the seminar and now I was going to hear about it. After everyone left she came up to me in tears and said, "I have never had any humor in my life. You opened up a whole new world for me." I started crying too and I'll never forget her.

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Interview with Darel Rutherford, RichBits.com

About Darel Rutherford

Darel Rutherford, writer, consultant and public speaker is a self-made millionaire. He earned his money owning and operating two successful businesses, each with over one hundred employees. But Darel wasn't always that successful.

In fact his experience of nearly failing in his first business venture led him to search for and find the success secrets that would solve his business problems and make him wealthy.

Since discovering those success principles, Darel's mission in life has been to teach those principles to anyone who would listen. Those who got the message in his workshops were almost automatically transformed into successful people.

Darel believes that everyone would be rich if they understood and applied the principles he teaches in his workshops.

Visit www.RichBits.com and www.BeingSolution.com!

The Interview

Rok: Darel, let me first thank you for joining me for this short interview for the readers of our "The Millionaire Mindset" book. I'm really grateful that you took this time, especially because the subject of your books deals directly with achieving wealth and success. To start, I would like to ask you: So, why aren't people rich?

Darel: Rok, after two years of research into that question several years ago, I finally concluded that the only real difference between the rich and the poor was that the rich had chosen to be rich and the poor hadn't. The difference between the two really is that simple. People are poor because they didn't know that being rich was one of the options.

Rok: How can people change the way they act in order to start their path to wealth?

Darel: Rok, most people who read self-help books are looking for the answer to that question. The problem is: they're asking the wrong question!

Even if I told you how to act, chances are, you wouldn't do as I suggested, because it would be out of character for you--unless you had already chosen to be wealthy. The right question to ask yourself is, "Who would I be BEING if I were wealthy?"

Being wealthy is first a BEING choice and then a DOING thing. It never seems to work if you get the order reversed.

Rok: Is there a single most important thing they should start doing right now to make that happen?

Darel: Yes, for the first step in the becoming wealthy process you must build a vision of what your life would be like having sufficient income so that you would never have to work again because you needed the money.

When your being-wealthy vision is built and empowered with enthusiastic anticipation, you will make your commitment to BEING wealthy. Once you've made that BEING commitment, you're almost half way there!

Rok: Most people are trying to become wealthy, but they fail for some or other reason. Still others try and fail ... and again try and fail ... but then once they do get it right and they succeed. Why is this so and why some give up while others continue with their path and in the end do succeed?

Darel: Rok, if I read your question correctly, you're asking a Doing solution for what I see as a BEING problem requiring a BEING solution.

If we knew the real story behind each case of failure or success, I think we'd find that the ones who failed, hadn't really and truly made the necessary BEING commitment.

On the other hand, there'd be no stopping the ones who had truly chosen to BE wealthy. He or she wouldn't know the meaning of the word failure.

Rok: But what can they first do? I really hate to ask this sort of question, but is there a recipe for achieving success?

Darel: The recipe in most self-help books involves some sort of DO HAVE BE formula, which almost never works for those who try it.

Reason: The creative process for mankind is BE DO HAVE. Once you understand the true significance of this order of creation, your success in life is almost guaranteed!

I hate to make life sound so simple, Rok, but my recipe for success is to first make the BEING commitment to whatever you're calling success. The rest will just naturally follow.

Rok: Achieving success in life is often one and the same with living your mission in life. Would you agree? And if you would, is there in your experience some practical way people can discover their true mission in a relatively short time?

Darel: Wow! If people only knew! Our real mission in life is to discover who we really are. And no matter what path you choose to take in life, it will lead to the same place—to self-discovery. Finding your mission in life is easy once you get that life is a game, the purpose of which is self-discovery.

Rok: Most of the time we have been discussing wealth in terms of money, but we all realize that wealth isn't just money ... or put differently, money is only one part of wealth. What does wealth represent to you?

Darel: My list of the many ways one can be wealthy is long, and most of the items on the list would be higher in priority than having lots of money. Spiritual growth, Health, Good friends, Loving your work, just to name a few, would rate higher on my list than having the money.

Rok: Darel, how do relationships influence our path to wealth? And if people are having problems with their relationships that are stopping them on their way to success, how can they overcome these problems?

Darel: Roc, it's always easy and quite natural to blame anyone but us for our lack of success. The fact is that when we chose who we would be, we also chose who and what belonged in our lives. Your success or failure in life is a direct result of who you've chosen to be.

Those people you blame for holding you back are there because they belong in the reality you've created with your being choice.

Once you begin to see each relationship as a reflection of who you are, you'll know that the problem is with you, not with them.

The solution is to choose a new way of BEING in that relationship and then to make a new agreement with that party about how you expect to be treated by them, and what you offer in return.

Rok: Could you share a real life example of this with us?

Darel: Sure, Rok. The example that comes to mind is of the young lady who came to me angry and practically in tears. We'll call her Sally. When asked Sally what was wrong, she said, "My husband and my sister have both been criticizing me lately, and I'm frustrated because I don't know what to do about it."

I said, "Sally from what I can see, they have a right to criticize you." She was shocked that I would take their side and became even angrier.

I laughed and continued, “Sally, you’ve grown a great deal in consciousness since I last saw you. She beamed all over at this and exclaimed, “Yeah, your right. I have, haven’t I?”

I continued with, “This means that you are no longer who you agreed to be for them.

By changing who you are BEING you’ve broken the old at agreement. You can easily solve your problem with them by admitting that you’ve changed and by offering a new agreement to replace the old. Sally did that and it worked like a charm—no more criticism.

Rok: Could you please share your life story with us, or how you started your path to wealth and how you became so successful? I'm certain most people would love to know how you became what you are today and how you learned what you are now successfully teaching others to do.

Darel: Well, It’s a long story, but I’ll try to make it brief. When I was a kid, I somehow got the idea that nobody loved me. That was a dumb idea and certainly not true, but that’s the reality I chose back then. And out of that erroneous conclusion, I reacted childishly with, “To hell with them, I don’t need anyone!”

And then, I spent my all of my childhood and about half of my adult life proving that I didn’t need anyone. I had built my life around a lie and actually believed my own story. To make this false premise work for me—as in having the people I needed show up in my life and still keep up the pretense that I didn’t need anyone—I set others up to need me.

Believe it or not, this false premise was the basic and original motivation for my success. It didn’t take this kid long to figure out that, when you had lots of money, you also had lots of friends. And I was proving my point. I didn’t need them. They needed me.

When I was six years old I sold the Denver Post in Albuquerque, NM and made good money for a kid my age. A year later, I discovered that bars would pay a deposit for empty beer bottles returned, and the alleys of downtown

Albuquerque were rich in empty beer bottles. So, I became the town's youngest junk man.

In my workshops, I teach that a prosperity consciousness is the magnet that attracts money. I had a prosperity consciousness when I was six years old.

Well, that's how my life as a successful businessman got started and I've been a magnet for money ever since.

I don't think I'll bore you with the rest of my school years, my ten years as a carpenter and the three years I spent overseas in the Army during World War II. We'll skip all that and move forward to the time in my life when I acquired the philosophy of success that I've been teaching ever since.

The story goes like this: One sunny Sunday morning in 1952, I sat on my front porch in Albuquerque, New Mexico, reading *Think and Grow Rich*. On that day, I was a sad sack of self pity, feeling sorry for myself, because my Tile business and three years of hard work were about to go down the drain.

The situation: If I had one more month as bad as the last two I would be closing the doors to my business for the last time.

So, I sat there reading, almost in tears, thinking about losing my business as I searched in that book for some sort of answer for my problem. Half way through Hill's book, a bright light went on in my brain and I knew I had found the answer!

When I walked into my business the following Monday morning, my employees took one look at me and asked, "What the Hell happened to you?" The change in me was that obvious.

We turned that business around in mid month and made more profit that year than in any of my previous years in business. But that's not the end of the story.

Two months after reading *Think and Grow Rich*, I decided that I would become a millionaire. Then I became so busy running my business, I completely forgot about that goal until two years later. That's when I decided to see how close I was to reaching my goal. I was already half way toward the second million!

I've been teaching the secret to becoming wealthy ever since. Here's a simple truth you can bet your life on--We become what we think about. So, you want

to be a millionaire? First choose to be a millionaire and then change the pattern of your thinking.

Rok: Now this question might sound a little aggressive, but let me give it a shot anyway: You have done many things and achieved great successes in your life. You share much of what you learned with your readers and the public in general ... but, I'm almost certain that you still held something back. Some secret you haven't given to anyone yet. Is there some chance you might give us that secret here and today?

Darel: I once owned a business in Phoenix AZ. I commuted back and forth every weekend between Albuquerque and Phoenix for ten long years. That business grew and grew but was never all that successful. My problem with that business: I didn't really want to be there, but I kept hanging in with my trying because I didn't want my name associated with a failure.

The truth is: I had a tiger by the tail and couldn't turn loose.

After ten years of trying, with only mediocre success, the economy in Phoenix had a big downturn and that business went broke. That ten years of struggle taught me this very valuable lesson: **It is almost impossible to succeed at anything while trying not to fail.**

So if you own a business that's losing money or just breaking even, you need to find the enthusiasm that comes with a winner's attitude, or you need to close it down. It's next to impossible to win at anything if you're playing only defense with "trying not to fail" attitude.

Rok: Darel, in all your years was there ever a success story that made such an impression on you that you would want to share it with our readers right now?

Darel: Yes, George Harris and his wife, Helen, in just three and one half months, were transformed out of a poverty consciousness and near bankruptcy to the prosperity consciousness that tripled their combined income. And their income has continued to grow ever since.

When this couple first came to me for prosperity counseling, their situation, at first glance, seemed so hopeless that I found it difficult to encourage them. I knew that the only solution to their problem would be to acquire a prosperity consciousness that would attract the increased income needed to solve their horrendous negative cash flow problem.

The problem is that it's almost impossible to have a prosperity consciousness when you have a negative cash flow and you can't expect to increase your income unless you have a prosperity consciousness.

A negative cash flow is a sort of catch 22 situation in which many unfortunates in this day and time find themselves. The way out, for this couple, and as with most problems, was the BEING solution. <http://beingsolution.com>

Rok: Here's one last question. In your opinion, how does the Universe react to our actions and thinking patterns?

Darel: Once you're truly committed to your new way of BEING, the Universe steps in to bring you all sorts of options and opportunities that you couldn't even have imagined prior to your new BEING commitment.

Choosing whom to BE is like planting a seed in the mind of God. Once that seed truly takes root, it will bear the fruit that goes with that BEING choice.

To learn how to apply the BEING Solution for solving your financial Problems, click here now=> <http://www.beingsolution.com>

6.

Interview with Kevin Hogan, KevinHogan.com

About Kevin Hogan

Kevin Hogan is the author of eight books including *The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking and Talk Your Way to the Top: Communication Secrets that Will Change Your Life*. He is the BBC's and The New York Post's expert body language resource for analyzing key White House figures. Hogan teaches Persuasion and Influence at the University of St. Thomas Management Center and is a frequent media guest. Articles by and about him have appeared in *Mademoiselle*, *Success!*, *Office Pro*, and *Selling Power* magazines among others. He was recently featured in a half dozen magazines (including *wProst*) in Poland after teaching persuasion and influence skills to that country's 350 leading sales managers.

Kevin is a dynamic well-known international public speaker, consultant and corporate trainer. He has trained persuasion, sales and marketing skills to leaders in the government of Poland, employees from Boeing, Microsoft, Starbucks, Cargill, Pillsbury, Carlson Companies, Fortis Insurance, Great Clips, The State of Minnesota, 3M, The United States Postal Service and numerous other Fortune 500 companies. His keynotes, seminars and workshops help companies sell, market and communicate more effectively. His cutting edge research into the mind and keen understanding of consumer behavior create a unique distillation of information never before released to the public. Each customized program he leads is fit specifically to the needs of the group or organization. Kevin will give your people new and easy to implement ideas to achieve excellence.

<http://www.KevinHogan.com>

The Interview

Rok: Kevin, first thank you for joining me for this interview. I must say I am a great fan of your work and really can't wait to receive your next issue of "Coffee with Kevin Hogan". You are an expert on personal growth, persuasion, sales and marketing, mind/body, hypnosis, psychology, NLP, relationships and more. But today we are not going to talk about persuasion, marketing or sales

... we are here to find out what made you a success and what practical advice you can give the readers of our "The Millionaire Mindset" on how they can achieve the wealth they have always dreamed of. Are you up for this?

Kevin: Absolutely. There are a few factors that might have differentiated me from the average guy on the street. The first is that I had big goals. I wanted to be a successful author, speaker and a person of influence...My family was very poor when I was young and I knew that I wasn't ever going to live like that again. So, I was not afraid to work hard. The idea of 9-5 never dawned on me. I escaped from the clutches of corporate about 20 years ago. It's a good model for some, but it tends to take the motivation and life out of most people. People will do more when they are working for themselves and their family. If I had to point to one specific event in the last 20 years that made a difference it was overcoming procrastination...forever.

Rok: OK, great! You are a wealthy man, but I am wondering what wealth means to you?

Kevin: Wealth is an ambiguous word. Bill Gates has more money than many countries do. For me, wealth is defined in an interesting way. I feel "wealthy" when I realize that a disaster could happen and there would be enough money to get through it without stress. Money is a very important element in life because it represents several critical things. It represents your ability to save more than you spend. It represents the fruits of your work...and obviously having money allows you to be able to have choices in life. When you have no money, ultimately you are a slave to someone else. When you create money you become your own master.

Rok: How about to people in general?

Kevin: I think everyone sees wealthy people as anyone who has "a lot more than me." Unfortunately people who think like this are destined for failure. People must determine what they want and need and then achieve the goals for you and not for what someone else has...or doesn't.

Rok: I'm sure most, if not all, people are striving to achieve some sort of personal wealth, depending on what wealth actually means to them. But what in general is stopping people from achieving wealth? Is there something that most of us have in common, but have to overcome, in order to realize our dreams?

Kevin: There are numerous reasons people fail to become wealthy. Most people don't make it a priority. That's a big mistake. Having money means that you keep what you earn instead of giving it to someone who didn't earn it. So, make building wealth a priority. The next thing we want to look at is that people believe that money is bad...or that it isn't everything. Money is good because it represents what you have done for others. It represents the result of work. It represents the result of thought and focused long term attention. There is no reason to believe that money is bad in any way and usually people that indicate that money is bad either want your money or they want you to be poor and lose choices in life.

Rok: What is the best way we can do this?

Kevin: Find something you LOVE to do. Something that provides value for others and reward for yourself. Find lots of people to help you achieve your dreams. Help them along the way too. Always deliver more than you promise. Overcome procrastination. Do IT now. Figure out how to leverage money and time. That means how can you help others to help you instead of spending those moments or hours at a job. Work hard for a long time. The first 8 hours each day pay the bills, every other hour of income is going to be yours. Remember to balance this plan by investing time and energy into those people you care about. There is no great benefit to having money if you have no one to share the freedom it has brought you.

Rok: So, if we are to start today, what is the first thing we must do?

Kevin: Determine what you want to do. Decide WHY you really want this.

Decide if there is ANYTHING that would make you happier. Focus most of your attention moving in the direction of the long term objective. Figure out ALL the possible small steps and paths there are to this outcome or result. Chart a course, literally, on paper. Follow this formula: See, Believe, Begin, Continue, Finish

Rok: OK, we now know how to overcome the most important barriers that even enable us to start our path to the wealth we want. When we do this, what is the right procedure to continue with that is going to bring us closer to our goals every single day?

Kevin: Everyday wake up and realize that you are both unemployed and free at the same time. You are not like an hourly or salaried employee who has a "job" or feels that they "deserve" a raise, benefits or anything. You are someone who realizes that income is something you get for having exchanged goods and services. Income isn't about hours and working hard or not...or even working smart. You earn money when you meet other peoples needs, desires and wants. What are you going to do to do THAT today? Each day I try and figure out how to help people in new ways...and...how to give more to those people who are loyal to me.

Rok: Do you know of any real life examples you can give us here?

Kevin: Sure. I've helped many people into living a successful life. I've taught many people how to do what I do and they surpass my income, sometimes by 2-5 times. I work hard at helping other people be successful. The more people you help the more people will want to help you. The world is round and reciprocity is not just a manipulative tool but the way of life and success.

Rok: How about the people that don't even know yet what they want to achieve? The people who are still searching for themselves and have not yet set their goals? What should they do?

Kevin: Write a list of 20 things they really enjoy doing. No one can succeed

and be happy doing something they don't love. So, make a long list and start there.

Rok: Kevin, what was your path to wealth like? How did you start out and what actions did you take? What is YOUR life story?

Kevin: I was born poor. Grew up poor. Small house. Oldest of five kids in a 600 square foot house. I started selling young to help pay the bills. I was 12. I discovered selling was the only chance I had to really break free. I never quit, always wanted to work and do whatever it took to escape poverty. Once that was done and it took a long time, I focused on getting out of debt...including paying off the house and all debts. Personal debt to me is like a prison. I always believed that Pete Rose was successful and so was Ernie Banks. Home runs AND singles. Everything you produce has some value and if you keep producing and promoting something will catch on. That was my book, The Psychology of Persuasion. It was also my speaking career. Other things failed but they didn't matter because I knew that most things WOULD fail. Today, I have the same philosophy. I continue to see ways that I can contribute to the world and the knowledge base of people who want to be free and put the tools out there. These are the tools of influence and a personal philosophy that encompasses what John Lennon said: This ain't no dress rehearsal.

Rok: What is the most important thing you learned that you would now like to share with our readers?

Kevin: Do it now. Get off your butt (when you are done with this article and DO something. Then do a LOT more things. Never quit. Persist UNTIL you succeed...and you REALLY will. Almost everyone quits far too early...many right before they would have succeeded.

Rok: Can you think of any "Universal Laws" you discovered while on your path?

Kevin: The world is round. Treat people well and they will spread the word

about you. Work hard and smart. It takes both. Work with others and you can sometimes increase your chances of success. Learn EVERYTHING about your area of love. Become THE EXPERT. The difference between success and failure isn't intelligence it is marketing and promotion. Anyone who says otherwise is wrong. Know what you want so you can always be moving in that direction. Spend time with those you love as they are your driving force for success. Believe you can succeed by reading biographies of those who should have failed but didn't and you will feed your mind a belief structure that will breed your success.

Rok: Thank you for sharing your story with us. Do you have any more practical advice you can give our readers regarding this subject?

Kevin: Become educated. Learn everything you can about your business. Learn about how money works. Discover why the stock market soared in the 90's and crashed in 2000. Determine why people in your field failed and why others succeeded and then model those who succeed. Find someone to do the details...you need to focus on the big picture. Don't be a perfectionist. You will go broke. That's why there is 1.0, 1.5, 2.0... Deliver more than you promise and put customer service at the top of your list. Love people and find ways to help as many people as you can. Save your money. Invest in the market ... now ... especially now ...and pay off your bills ... high interest first then the rest. Owe no one then build your mountain of green. The exception: Real estate investments. There: Leverage your wealth. DELAY GRATIFICATION...not for a week but for 3 years...or more. You will be succeeding while everyone else is getting laid off from worldcom, the airlines, Enron...you name it.

Rok: Kevin, I just visited your web site and seen you added a new article under your Hypnosis/Hypnotherapy section, titled Influencing Minds Through Stories. Do you have a story, related to the subject of achieving success, that could influence our readers so much that they would stand up right now and start acting towards their goals?

Kevin: I love stories but I'm not going to tell you one. Instead, I will share a thought with you. Procrastination is practicing for death. Write that down, put

it on the refrigerator and on your computer. When you procrastinate you are rehearsing what death will be like. When you take action you are living a path for which you were designed, created and have evolved for. There are no lazy ants...there are no lazy bees. Stay busy, have fun and do what you love so you don't think of it as work.

Rok: Wow, this does make an impact! Thank you for all your time and effort, I'm sure our readers appreciate it. Is there something else you could add to all of the above that can even more so help our readers succeed in their lives?

Kevin: Paul McCartney woke up one morning singing, "scrambled eggs...my my she's got great legs..." The next day he turned it into "Yesterday, all my troubles seemed so far away. LESSON: Take what you have and turn it into gold.

Elvis Presley was told by the Grand Ole Opry in 1954 that he should go back to driving a truck that he had no future in music. He broke his guitar on the back stage wall and didn't listen. He decided to succeed regardless of other people's opinions. LESSON: Take other people's opinions with a grain of salt. If you want successful advice, listen to someone who has succeeded. You don't take driving lessons from a 12 year old and you don't take flying lessons from someone who isn't already an accomplished pilot. Why would you listen to someone who hasn't succeeded about success?????

7.

Interview with Declan Dunn, Adnetinternational.com

About Declan Dunn

Declan Dunn is CEO of ADNet International, a direct marketing company, driving the next generation of cross channel advertising and promotion powered by results. Since 1996 ADNet has developed strategies, promotional campaigns, and full business development for major clients like Network Solutions, Travelocity, and Video Professor, as well as powering startups like eStara.com from idea to fully functioning business models that work on the Internet.

Dunn acts as the architect of complete marketing strategies, driving implementation from a trained team of experts. Drawing on a background in affiliate programs and performance marketing, ADNet is dedicated to optimizing the traffic and monetization of traffic on the Internet, qualifying and converting traffic into leads and sales.

<http://www.adnetinternational.com>

The Interview

Rok: Declan, thank you for taking the time for this short interview for the readers of "The Millionaire Mindset" book, I'm most certain they appreciate it. Our readers are primarily interested in how they can achieve personal wealth and realize their dreams and would certainly like to know how you succeeded? What was your secret?

Declan: The secret is no secret; as Woody Allen once wrote, 90% of the job is just showing up. Keeping a good attitude in times of plenty and times of lean. You have to be prepared to weather the ups and downs.

In fact, you should enjoy the ups and down. The journey is where you learn how to do things, the result is your reward if you succeed, or your lesson if it doesn't work out.

Either way, the real secret is to just keep smiling. As corny as that sounds, it works.

Rok: What have you learned on your path to success that you believe can be of great use to our readers on their own paths?

Declan: Plan to fail quickly; business, and life in general, involves a few wins and many minor setbacks. Few if any get things right the first time, or as they say about writers, there are not great writers, just great re-writers.

You need to learn quickly and adapt, that's the fun part. If you think you'll go out and everything will work, think again. That's not life.

Hit everything you have with interest and look for the answer. Don't be surprised when things don't work; be surprised when they do work.

You'd be amazed how far and interesting life can be...that's the real success. Money, fame, looks are fleeting; but a good approach and appreciation to life is the real measure of success.

Remember to look outside and notice the beauty every once in a while. You will always be successful just by doing this...

Rok: Now, most people just love step-by-step instructions and recipes. Do you believe there is a recipe for success, and if there is, could you share it with us?

Declan: Definitely there's a recipe, one you have to bake for yourself:

1. Ask yourself the most important question; why is this important to me?
2. If you can't answer that question easily, try something else.
3. Once you know what's important to you what you have a passion for, go out and look for role models. For marketing this can mean gathering other's copy to read and emulate; if you are looking to be like a particular person, note their habits and approaches.

4. Mimic what works and find your own style. When I learned how to play baseball when I was young, I copied the batting stance of one of my favorite players. I used his approach to hitting, and eventually found my own style and approach that worked for me.
5. Develop your own style, your own approach.
6. Systematize everything you have done, so that it can be done by someone else easily.
7. Break down your approach into specific tasks. Set a time limit and schedule for these tasks.
8. Keep improving your system 5% a month by checking other's work, your own efforts, and what is working as defined by results.
9. Read whatever you can get your hands on for your field for 1 hour a day.
10. Relax and take control.

Rok: Declan, you are a very successful web marketer. How does one become such an expert at marketing?

Declan: Practice, trial and error. People should check out my old site to see the various efforts I've tried, sales letters and products that have worked and failed.

Marketing is a discipline, a science; it doesn't take genius, it takes simplicity and attention to numbers, the results you generate. By following the numbers, you find the best way to do things.

For an example of what works for me previously see:

<http://www.webletter.net/sales>

For an example of what did not work in terms of sales (even though it is likely the best information product I ever created), visit:

<http://www.webletter.net/ordinary>

Rok: You probably haven't always known what you want to do. How did you discover your mission in life?

Declan: Got me; I've taken a lot of time to follow my heart and to make mistakes. I never had a clue of what to do, but I kept trying different things. One day I was working on a CD-ROM and I saw Netscape release something called a browser. It changed my entire life in 1994 to the Internet.

Being able to drop the CD-ROM business and adapt to the Internet is how I discovered my mission. It just made sense, and I took a major risk. This one worked.

Rok: Could you please advise our readers on how they too can discover their true mission, that one path that will lead them to the wealth they want?

Declan: Be open to change and learning. Don't whine when things don't work. Practice positive business approaches, and act like a scientist. Be patient, test, measure what works, and roll it out.

Let the results guide you, not your personal beliefs. This is the hardest lesson of all. You are not your audience. You are part of a wider audience.

Only your customers know the truth, and it is up to you to help them find that truth. Do that and you'll find your mission.

Rok: Since we're talking about wealth: it is many different things to many different people. What would you describe as wealth?

Declan: Wealth is being able to do what you want, when you want. And surprisingly, if you really ask yourself the question, wealth rarely requires money.

It's like a story my friend Jonathan Mizel shared about going to a Bill Myers seminar. Bill asked Jonathan, what would you do if you had all the money you needed to live, today, and never had to work again?

Jonathan said he would go fly fishing every day.

Bill asked him why he needed money to do that; he could do that right now...and Jonathan does.

Just goes to show that the best things in life don't usually cost...but if they do, then your wealth will be slower to accumulate.

Rok: Declan, if you could give just one advice, and one advice only, what would it be?

Declan: Treat others the way you would want them to treat you, with respect. Everything else is commentary.

Rok: Thank you for sharing your thoughts and expertise with us. And now for the last question: when you reach a certain point in life where you have to make a life-changing decision, how do you decide?

Declan: By being honest with myself if possible, and setting a deadline for making that decision. The decision is never easy, and you have to set a time to come to a conclusion instead of procrastinating.

Also do this by deciding to do what will make you happy. After all, that's why we are all really here, pursuing happiness. Some of us are close, others are not that close, but I honestly believe that's what we are all really pursuing, whether we are conscious of it or not....

8.

Interview with David Garfinkel, DavidGarfinkel.com

About David Garfinkel

David Garfinkel is President of Overnight Marketing in San Francisco.

The firm specializes in Results-Driven Direct Marketing for Entrepreneurial Businesses, helping them get more sales back from the advertising they do. As a marketing consultant and master copywriter, David has worked with businesses in 81 different industries

He's an established teacher of business writing skills with a long list of successful clients in the corporate, entrepreneurial and professional services arena. David's Money-Making Copywriting Course is the only such course endorsed and recommended by the National Mail Order Association.

David's clients include such well known companies as IBM, United Airlines, Pacific Bell, Time-Life Books and MCI. Today, most of David's clients are smaller prosperous businesses that want to increase sales quickly, and sustain the increase at the lowest possible cost. David still works in many industries, but most of his clients are in the seminar, software and financial services businesses.

David is the co-author of Effective Sales Management and Guerrilla Marketing for the Imaging Industry. He is one of a small group of experts on Bank of America's web site. In his early career, David was an award-winning business journalist. He completed his journalism career in 1985 as McGraw-Hill Magazines' San Francisco Bureau Chief.

Today David is frequently sought out by the media for his expertise on marketing, and has been featured in The Wall Street Journal, USA Today, Fast Company, Home Office Computing and dozens of other newspapers, magazines and trade journals throughout the U.S.

You may reach David by email at GARFINKEL@aol.com or visit his Web site: <http://www.davidgarfinkel.com>

The Interview

Rok: Hello, David, and thank you for taking the time for this interview for the readers of “The Millionaire Mindset” book. You are a very well known and respected copywriter and marketer in general, but this time we are going to talk about your different side, if you don’t mind.

More precisely: our readers want to know how you became the amazing marketer you are today and how you achieved your success. And even more precisely: they want to know whether they can benefit from your real life experience to help them realize their dreams, unleash their potentials, and achieve the wealth they always wanted. What do you think?

David: It’s always possible to be successful, but you don’t always know what the correct path to take is when you first start out. That’s because you don’t already have the life experience that’s unique and necessary to you until you actually get your feet wet and go out and see what it’s like when you interact with the world.

The one thing I can say is it’s always a good idea to take action, and often it’s a good to take action in small steps, observe the results, and then assess, because no matter how much you think you know what’s going to happen, you really *don’t* know, and once you have enough experiences to make a good judgment on that, and you’ll know when you get there how many experiences those are, then you’ll know what it’s going to take for success.

The stumbling block is, there are two problems that most people have.

One of those problems is that they give up too early.

The other problem is that people keep doing the same thing over and over and try and get a different result.

I believe it was Einstein originally who called what I just referred to the definition of insanity. In order to get a different result, you have to *do* something different. And that usually means bottom line that you have to try a lot of things and observe the results carefully – and stop doing the things that don’t work, and start doing the things that do work.

Once you have done that and you know what works for you, you can be incredibly successful and have a great time doing it, and you can become incredibly wealthy as well.

Rok: Great. As I said before, you are a very well known marketer. Have you known all your life what you wanted to become, or have some special circumstances brought you to this? How did you really discover your mission in life?

David: To be very blunt about the whole thing, I didn't really know until about ten years ago, and I'm 49 right now. I've always had a sense that I was going to be a writer, and my success and renown as a marketer has come through my copywriting.

But I didn't know all my life. Looking back, I can see now how it was apparent. When I was eight years old, I won a prize in a contest with Kellogg's Sugar Smacks, where you had to tell, and this is funny, you had to tell the Kellogg's Company how Yogi Bear was going to get out of trouble with a swarm of bees, because he had stolen honey from their hive.

So I sent in the answer which was very logical to me considering who was sponsoring the contest, that he should just put a bowl of Sugar Smacks on the ground and since Sugar Smacks were so delicious and all bees knew that Sugar Smacks were delicious they would get diverted and stop chasing him and go for the Sugar Smacks. They sent me a Yogi Bear doll. That was at eight years old.

That's pretty good. That's actually better than some of the ads you see today, I think. Anyway, I won a prize in the contest. But I spent, I would say, about almost 20 years of my life, I started writing professionally at age 16, doing mostly editorial writing. I was a reporter, I was a freelance writer, I was an author. I still do those things. But I didn't really get into copywriting full-time until the early '90's.

At that time, I found I liked copywriting a lot more than journalism. What I had been doing before was journalism, mostly business journalism. I was very successful with McGraw-Hill.

I was an editor for one of their magazines in New York and a correspondent to their Chicago News Bureau, and the San Francisco Bureau Chief for McGraw-Hill's World News System, which was an in-house wire service for the company's international array of business magazines.

I got the San Francisco Bureau Chief job in 1984 because I was very good about writing about business applications for computers, personal computers, PC's, at that time.

And that job had been held down for 40 years by somebody else. So I got a real plum job. And I left it a year and a half later because I realized journalism wasn't making me happy, and I couldn't put juice into it, so I wasn't going to be successful anymore with it. I was just going to maintain a job, and to me that's almost worse than death, slow death.

So I left in 1985. Over the next five years, I began to teach business writing and learn sales. I co-authored a book on sales management in 1989 – it's sold over 22,000 copies. It was only a matter of time before I found the marriage between sales and writing – copywriting.

In 1991 I took on a client that had a business-to-business travel agency, Bonnie Levine. Her company was called Abacus Travel Management, and they were based in Phoenix, Arizona. Their advertising had been getting them zero results. I wrote a sales letter that they could only mail to 25 prospects at a time – the response was that great.

Within a year, they had taken on new clients from the letter that made them an additional \$5 million a year in recurring annual revenues. I knew I was in the right business.

Rok: What would you advise those of our readers that are still searching for their own mission? How can they find the one thing they are going to enjoy the most that is going to help them achieve wealth?

David: Great question. There's not a one-size-fits-all answer, but I can give you some tips and guidelines.

There's a book out called "Do What You Love and the Money Will Follow", and I've been known to throw a fit more than once because of that title. I see many people throw their lives down the drain simply trying to do something they love and expecting because of that book title and the reigning philosophy behind it that somehow money is going to come their way simply because they love it.

Here's the truth as I see it: You can't really make money doing something and enjoy your life unless you're doing something you love. But that *doesn't* mean that doing *anything* you love is *automatically* going to make you a lot of money. It just means that the one thing that will make you money had better be something that you love doing.

There's a big difference there. Think about it.

If I were to retitile that book, I would call it "Do What Your Customers Love That You Also Happen to Enjoy Doing Yourself, Do A Lot of It, and Do It In A Uniquely Valuable Way That You Can Get Paid Well For, and the Money Will Surely Follow". But that's a little clunky and overly wordy to be a successful book title. I realize that. Because part of my work is to title products and books. But that is the truth of the matter.

So, how do you find out what it is? Well, you have to look at what you enjoy doing, but there's probably more than one thing. And then you have to look at all of the things that you enjoy doing, which one or ones of those could provide a benefit to enough people with money so that you could get paid for it?

And then you have to think, okay, so now I know I could get paid for this and I love doing it. Suppose I got really really good at it? Suppose I became known as a world-class expert in this particular area?

Then would there be a possibility of a small number of people paying me a large amount of money each to do this or a large number of people paying me a smaller amount of money to do this?

That to me is the answer. That's what it takes to find out what you're going to do to achieve wealth.

Rok: Could you recommend some special goal-setting procedure that everyone can use, or perhaps just describe the best way you believe people should set their goals?

David: Interesting that you bring that up. I'm currently working with an author who has a goal-setting method that has been tested around the world on 50,000 people. His name is Stuart Lichtman. And he found that 81 percent of the people who accepted his training were successful the first time they tried to achieve a significantly difficult or even seemingly impossible task.

But the number jumps to almost 100 percent being successful when those people were entrepreneurs.

His web site is www.howtogetlotsofmoneyforanythingfast.com, and we will launch the e-book in either September or October of 2002. I've used his goal-setting method myself, and it's superior to anything else I've ever seen.

Rok: Okay. So the next question is, how can someone then, after they have set their goals, go on and realize them successfully? Even better yet, how have you undertaken the challenge? I suspect you weren't always what you are now.

David: Well, that's true. I think the most important thing to understand is that success is a process. It's a way of being. It's a way of approaching life. It's a journey, not a destination. Now, I know those words sound like a cliché, but once you get into the stream of success, you realize how true they are.

Successful people actually live a much more spontaneous and unpredictable life in certain ways than other people. For example, someone who has a job with a big company knows pretty much what they're going to do. Well, they might lose their job, but as long as they keep their job they get up about the same time every day, they go into work, they do this, this, this, this, that.

They take lunch at the same time, and so forth and so on, and then they go home about the same time. And there are millions or perhaps billions of people doing that.

When you're successful, you have to deal with more risk, even though you may be more financially secure than a person with a job, because you learned savings habits and you've invested wisely and you've accumulated money and you have income coming in from your various projects and properties and so forth.

Your day is much more in the space of creativity, and as a result, it's unpredictable. So the best thing to achieve your goals is to prepare for that, to learn how to live a life like that, and to learn how to test things in a small way and to observe the results and to abandon things that aren't working but to pursue things that are.

Rok: Is it in your opinion true that a person isn't born with the attributes that make her successful in her business but she on the other hand has to attain them? If so, how can one best attain these attributes that are necessary to achieve success?

David: Well, I think you have to differentiate between skills and talents. I think we're all capable of doing just about anything. On the other hand, I think there are some things that we can do really well and other things that are going to be much more of a struggle and a strain for us.

The way we're going to do anything well has to do with skills, and skills are things you learn and can develop.

Then there are talents.

Talents are what you're born with, and I believe everybody is born with certain talents, and when you develop your talent into a skill, that's when you enjoy it, that's when it seems easy, and that's eventually when you learn what you need to do in order to make money and be successful with it where you can become very wealthy doing something that you really love to do.

Rok: So everyone can achieve their dreams regardless of their predisposition?

David: That's a misleading idea.

You have to be very careful about what you call your dreams. I've noticed this in myself. There are things that I really want to do and there things that I think I want to do but the desire never really came from within me. They may have come from my parents or from the media or from a friend or from something I read or from any number of other sources, basically from outside me.

I think you pay a tremendous price, and the price is often life energy and happiness and peace of mind, when you attempt to be successful at something where the desire for that success did not come from within you.

I believe it's possible for anyone to achieve anything, but sometimes at the cost of his or her health or even his or her life, and to me, that's not worth it.

Rok: David, can you please now for a minute picture yourself as a person who knows what she wants to achieve, but has almost no money and sees no clear path to achieving her dreams. She is a little scared for her future, but definitely wants to improve it and just doesn't know how. How would you do it?

David: Well, I've been in that situation before myself, believe it or not, and there are two things I would suggest.

The first thing is to have a way to keep yourself afloat; to have what a friend of mine called a "taxi job". That is, the figurative equivalent of driving a taxi while you're trying to make a career doing what you really want to do. So don't risk it all and expect to make income quickly on something that's uncertain and unproven where you don't know the ropes yet.

Have an income source that also gives you some time to explore.

The second thing is the least expensive and the most valuable success tool you can get is knowledge, and knowledge is available. There's so much good information available today. With the Internet, it's even more available. I would say get e-books, take classes, learn the skills, find out more about it. There's no sense in reinventing the wheel.

Find out how other people have done what you want to do. And start trying things. Find out what works for you. Learn to be a scientist. Learn to come

up with a hypothesis and test it out in the real world in your life and observe the results. Keep a journal. Keep a diary.

And again, go through that same process. When you find something that works, do more of it. When you find something that doesn't work, stop doing it.

Rok: How about someone who's working a steady job, but isn't very happy about it? On the other hand, this job does pay him well and he has no financial problems. He wants something different but he doesn't want to leave what he has now because he is afraid of failing. What would you do in this case?

David: The key word there, Rok, is "want." If he doesn't want to leave it then he shouldn't. Desire and emotion play such a big part in success that you've got to want it badly enough to go through the discomfort and the uncertainty of change to do it.

Rok: And now for my two favorite questions. First, is there a recipe for success that anyone can use?

David: In general, yes. Decide what you want, set a goal, get information, follow inspiration, and pay attention to feedback along the way. In specific, I don't believe there is. After all, can you tell one set of general directions that anyone could use specifically to get from the town they're in to the next town? No, because many people are in different towns, and so there wouldn't be one particular formula or template.

The main thing about success is you really have to take responsibility for yourself and open your eyes to what's inside you and learn how to use it to your best advantage, in the way that benefits others as well.

Rok: And second, what is the single most important practical advice you have for our readers that will help them achieve the wealth they want?

David: I would say the most important thing of all is to learn practical knowledge from people who have actually been successful pulling themselves up by their own bootstraps. It's really important both from the point of view of inspiration and the point of view of information, to learn that you're not alone going through what you're going through. There are so many books and e-books and other resources available.

Find out what others have done. There are many biographies and autobiographies and step-by-step business tools. Take advantage of them. They're so much cheaper than the school of hard knocks, the course of real life, which some people go through without getting any advance knowledge at all. To do that without getting the support and benefit of other's experiences, that would be a big mistake.

Some of the ebooks I've written are great examples:

Advertising Headlines that Make You Rich – You'd pay me (or another top copywriter) \$500 to \$5000 to come up with headlines of the kind you can come up with yourself using this book. A major cost-saving to protect against failed advertising in print and on the Web: <http://www.adheadlines.com>

Find the Hidden Gold Mine in Your Business – This condenses years of working with businesses in 81 industries into a series of simple, proven tactics to increase profits at minimal cost and effort.
<http://ebooks.wz.com/richer/a189.html>

eBook Secrets Exposed – The hottest money-making opportunity on the Web today is selling ebooks. But there are huge pitfalls to avoid as well as opportunities to seize. This ebook, which I co-authored, tells you what you need to do to set up a profitable ebook business for less than \$200.
<http://www.ebooksecretsexposed.com>

Rok: David, if you now look back on your personal path to success, which were the most important barriers you had to overcome?

David: Well, I think one of my greatest strengths was initially an impediment for me, and that was that I came from a very conservative, security-oriented family that had invested a lot of time and a lot of years in advanced education,

but only knew how to be employees, and well paid, but not exceptionally well paid employees; employees who were paid for their thinking and their ability to perform sophisticated mental tasks not for their entrepreneurship or their innovation or their ability to create value.

That was a disadvantage to me in that initially because I didn't have the context of being an entrepreneur and a value creator, and it took me many years to learn that, not just as a theory, but also in practice.

On the other hand, it was probably good that I grew up on a very stable, secure economic environment and therefore, didn't have the gnawing insecurity that other people that come from a more volatile background economically have.

But, nevertheless, I had to really overcome all of the assumptions and behaviors that coming from that background put on me.

I would say the other barrier was the lack of familiarity with what peak performance and high productivity as an entrepreneur really is. I learned that as anyone ultimately learns that through personal experience and through observing others.

The more I worked with good people, good clients and good partners, the more I became that kind of person myself, and it was a slow learning process for me, but once I got it I realized almost nobody else in the world knows about this and it gave me the opportunity to have huge successes where other people would only have moderate successes.

Rok: How can others overcome the same barriers if they apply to them?

David: I think the only answer I can give you is to have a goal that the pursuit of which will pull you through these barriers, and to have patience and commitment in getting there. Life will lead you through the experiences you need to have to get you to where you want to go, if you stay with it.

If you have a goal and you are committed to it and you are willing to deal with whatever frustrations and problems come up and you are willing to keep going, eventually you will get there. It's the Law. It can't be any other way.

Rok: What is the single thing you believe is stopping most people from realizing their dreams?

David: That's a hard question to answer. I don't know if there is one single thing that keeps people from realizing their dreams. I'd say some of the things is people need to understand better what it really takes to make it; that it's not mainly hard work, but you do have to work hard sometimes; that it involves creative thinking and belief in yourself.

It also requires a connection with the unseen and the unknown, which some people call religion and other people call spirituality and other people call intuition and other people, like some of my atheistic friends, call inspiration.

But, it's also important to know that merely being a "spiritual person" isn't going to get you there by itself, either. You still gotta deal with things here on the Earth plane. Practical, human interactions and tangible details.

I think that ultimately it boils down to being able to expand your vision of who you are and what you can have and what you can do and who you can become and that comes from experience from trying things.

Rok: And how can people overcome this?

David: For me, certain personal growth techniques have worked far better than others. Stuart Lichtman's goal method works exceptionally well. I took a class in Silva Mind Control recently. It's a scary name but a great class! :)

I've taken almost every class and personal growth and things like that that you can imagine and Silva seems to be about the best I've seen. I've also noted that a lot of other great business successes have taken that course and it's worldwide and it's been around longer than any of the others.

Rok: Can we now just for a minute, move back to some more personal questions? How would you say other people influenced you in your past?

David: Completely. For me, it's always been instrumental to look at who I'm working with and how I'm working with them or who's coaching me or who's advising me or who's in my life in some way, shape or form. I have a business partner right now who won't talk with anyone, won't spend a minute with anyone who is not interested in making a lot of money.

To me, that's an extreme, but it's really okay with me that he's that way. However, I am definitely committed not to spending time with people who are negative, small-minded, endlessly argumentative and anti-creative.

I constantly seek out and enter into associations with people who are broad-minded in their vision of what they can do and their plans. For some of them, it has to do with money. For others of them, it has nothing to do with money. For many of them, it's not directly about money, but they're very wealthy, or they're planning to be very wealthy.

The people you surround yourself with completely determine where your life is going, even though, and this is ironic, everything that happens to you in your life is ultimately up to you. But the other people who are there will make a difference.

Rok: So would you say that people in general are important for everyone when it comes to achieving success?

David: Yes, absolutely. More important than most people who have yet to really reach their level of success can even imagine.

Rok: How should one then treat people?

David: I used to have a little joke that went like this. The Universe is like a lawyer. You have to pay it a big retainer in advance before you can get any results back. Now, don't take that statement literally and analyze it word by word. Just get the gist of what I'm saying.

What I mean to say is you have to give before you get. You have to put some money in the pot before you can win the big prize and so when it comes to how

do you treat people, I think it's very important to do everything you can in every micro instance of your life to make the world a better place, to add value to situations and to try and leave people feeling better or in better circumstances than they were before you started talking to them.

Now, I'm just not talking about major important business or personal relationships. I'm talking about the person driving the bus, the person who's giving you change at the drugstore or the grocery store. I'm talking about each and every one of those instances to whatever degree you can add benefit to their experience in the moment, it's going to pay you back multifold.

Maybe not right away, but certainly in the long term and far greater than you could ever imagine.

Rok: Final question. What is your greatest secret of success?

David: I would have to say that it is my persistence, or you could call it stubbornness. It's often difficult for me initially to decide what I want, and the reason for that is I know from experience that once I really, really, really decide I want something, I won't give up until I have it.

Because of that, I've achieved some fairly extraordinary successes. Early in my life I decided I wanted to be a journalist. When I was still a journalist, I wanted to be a journalist either for McGraw-Hill or Time, Inc., as it was then called.

Why? Because those companies were reputed for paying their journalists well whereas pretty much the rest of the print journalism industry, that is newspapers and magazines, were reputed for paying their journalists shabbily, except for the superstar journalists.

I didn't want to count on becoming one of them and as you can see, I got what was considered by many of my peers in the industry in the company, in fact, to be the best job that was to be had – the San Francisco Bureau Chief for McGraw-Hill's World News Service.

Now I did that in six years. I can't tell you how persistence played a role there, but I know it did; and the same thing with copywriting. I believe my

copywriting career stretches back to the age of eight and I'm 49 years old now, so looks like I've been doing it in one way, shape or form for 41 years, or developing skills to become the copywriter that I am.

Many, many people refer to me as the world's greatest copywriting coach, and I'm one of the best-paid copywriters in the world. Why? Because I get results and I know what I can do, and what I can't do. I can get entrepreneurs tens or hundreds of thousands of dollars of returns on their efforts.

But I can't help individuals or organizations that are indecisive, or conflicted, to have success.

People need to be 100% behind the effort for my marketing to work. That's why I turn down more clients than I take on. When I sense hesitancy or multiple agendas in a prospect, I politely decline the offer to do business with them.

When people ask me if I'm the best, I say I don't know if I'm the best. I know I'm one of the best, but I do know that I'm considered to be the best coach in copywriting and I also know that I'm paid better than, 99 percent of all writers in the world.

It didn't start out that way, but I kept at it because I knew I liked it and I knew I could get paid well for it and I knew I'd have to learn some things, get a track record and become known and become competent and confident, and I did all of those things. So, I'm hoping that by having shared this personal information with you and your readers, Rok, I've provided some clues that they can follow to discover their own secret success DNA.

You see, it's all there, but it's not going to be handed to you on a silver platter. You're going to have to go inside and look around the room for the clues, just like in a detective movie and slowly over time the solution will come together for you bit by bit.

And then, once you start to get the first taste, it will happen with amazing rapidity and then you'll wonder why your whole life hadn't been this successful because it will feel like it always has been.

Introduction to The Millionaire Mind

Why Readers Find The Book “*The Millionaire Mindset: How to Tap Real Wealth from Within*” Comparable to a Miracle and Why The First Printing Sold Out in Fifteen Days!

This book will work miracles for you...

All of us have what it takes to become a millionaire! Born winners, yet few of us know how to take advantage of and cultivate the possibilities hidden inside our own mind!

What controls whether you are a winner or a loser? What controls your success in all areas of your life?

The wheel is in motion much earlier than anyone thought, beginning not in the physical world of present action, but in the nonmaterial recesses of your mind. Thought and state of mind together form the mighty energy that fuels personal development and are critical in defining the way we perceive everything around us.

Throughout our lives, we attach certain values to our experiences and external influences. Based on these preconceived mental images we form opinions, which cause us to act in certain ways. How else can we explain one person seeing the opportunity of a lifetime in what another sees as only an obstacle?
What you seek is what you find and whatever you focus on eventually develops right before your eyes.

You can test this fact right now!

Look around you and commit to memory everything you see that is white. Now, close your eyes and recite everything you remember that was green. Having trouble recalling them? Now, list everything you can recall that was white. The same principle works for all of life's challenges ... what you seek (in this case white) is what you find!

Always focus your life and your mind on what you want to achieve and thus find ... eventually you *will* find it. **Finding what you focus on is a Universal Law you must know and live by!**

Events define our lives, yet what is most important is not the events themselves but, rather, how we react to them. Often, our most incredible ideas die an instant death simply because our "clever" brains tell us that we won't succeed in carrying them out.

Success is the natural and logical result of certain ways of thinking, acting, and living. **You can learn these skills and this book shows you how! Success IS within your grasp and you CAN achieve it!**

Successful people enjoy their work and value themselves. They become experts in their chosen fields. They accept responsibility for everything that happens to them. When the outcome is not what they wanted or planned for, they ask themselves:

"What could I have done to make this turn out better? How can this experience help me to be more effective in the future? What is the hidden opportunity here?"

This "question and answer" process delivers continual improvement of their performance because they *want to*, not because they feel forced to! THIS is the secret of learning and growing.

Successful people do not depend *solely* on others or live their lives according to the expectations of other people. They accept and embrace every challenge that life offers them. Because of this mind-set, they are rarely disappointed and therefore, negative emotions, anger, fear, sadness, disappear almost overnight!

Contrary to past teachings, **your rational mind is the greatest obstacle to your success.** The mind bases its judgments on experiences and inherent personality and not on your true potential! If you don't try something new, you

will never know what you can achieve! None of the *great* ideas in human history were obvious – in fact, most saw them as absurd!

If you feel different, or simply “not average,” then you may already be well on your way to success via the best possible route. Being “different” does not mean that you are in any way inferior to others that are not so different – often; it simply means that **you think with your own head!!!**

No one can ever grant you greater potential than your heart already holds....you need only discover its contents to find the one true path to your success in life. Born with the seeds to our success, the greatest decisions must *always* come from the inside!

Even though nobody *wants* to be “different,” nobody wants to be “average” either. What is average? Living in the mainstream, working a J.O.B. that is tolerable but leaves you unfulfilled. Earning a salary that may pay your bills yet never afford you the lifestyle you want. Having a bank balance that only (or barely) gets you from one paycheck to the next and working long hours that keep you from family and friends; the list goes on and on.

Here is the challenge: **Only a few are willing or ready to do something about their present circumstance? Are YOU ready? Do YOU want to do something better with your life?** Growth demands change and thus by resisting change, you resist the growth that is necessary to achieve success.

Your rational mind points out any number of obstacles, suddenly you experience fear and doubt. We fear the unknown, failure, loss and even what others may think. Often, the decisive thought that seals our fate is, “What will others say if I don’t succeed?”

If your current endeavor doesn’t work out and you fall short of your intended goals, then your neighbors and other people you know may say to you, “Look at you – you failed!” And the truth is – you can’t say to them, “Look at yourself – you did it wrong too, so leave me alone. I’m just like you – we are all the same!” Because when you try to remember when *they* have tried to do something different and failed – you just can’t point to one single task! They **never did anything** wrong ... because they still do everything the same way they have done it for years – no matter what!

It is sad, but true, that most people have never done anything *wrong*... because they have never tried to do anything *different*!!! Why do you think most of the people you know are stuck in a rut? With no chance of taking a step forward in their lives, they are all too eager to point out your temporary setback that they define as failure?

Just think about it; if past actions have created the circumstances you find yourself in today, then what you do today will also shape your immediate future, deciding the circumstances you will find yourself in tomorrow. So, if you continue to do today just as you have done in the past, what do you think will happen? You won't need a fortune-teller to reveal to you what you can expect; everything will simply continue to go on just as it has until now – or possibly worse! Without a goal in life to guide you, there is always someone ready to map one out for you – to his or her advantage, not yours!

If, on the other hand, you want your future to be better, then you must do something different beginning today!

This book contains all the instructions you need to overcome your fears, worries and any lack of self-love you may feel. A lack of self-love reveals itself in many forms, trying to *buy* love is an act that results in your giving energy and power away to others. Another form is excessive concern about the opinions of others towards you. Most importantly, this book will show you how to motivate yourself to initiate the main step of taking action!

Do not focus too much and depend too desperately on the outcome. Analyze your goal and choose the best course of action to achieve it. Your subconscious, which is always alert and monitoring everything you do, can be of great help to you in your endeavors *if* you program it to work for you and not against you.

Remarkably, “positive thinking” can sometimes be a huge obstacle. Simply repeating affirmations such as, “I’m rich, I’m rich,” will not make you rich, unless you strongly *believe* the thought you are voicing. However, what response do you hear in your head when you repeat the affirmation [above] in your mind? THIS reaction is what you have to deal with! Just focusing on something positive, while an important *element* of success, does not guarantee success. If you don't believe this, the following experiment will prove it:

Close your eyes and picture the ocean vividly. Bring to mind every movie you have ever seen (*Titanic*, *A Perfect Storm*) and every experience (a cruise or sailboat) you have ever had on the ocean. Feel the rocking motion of the waves around and beneath you. Imagine what it might feel like to be out in the middle of all that water, a 360-degree expanse of blue-green liquid, alone, treading water, with no land in sight. Feel your skin, both wet and warm, as the sun beats down and reflects off the water, salt on your tongue and drying in your hair. The only sound you hear is the wind, the waves, and your own heart beating. Feel the peaceful rocking as well as the near panic that being at the mercy of such a powerful entity evokes.

Now, for the next few minutes, think of anything you like – except the ocean.

How are you doing? The task is more difficult than you might expect, isn't it? As you struggle to avert your attention, and depending on how well you were able to immerse yourself in the thought experiment above, flashes of the ocean appear in your mind. Fleeting body sensations linger as you leave the ocean and try to focus on something else.

“Positive thinking” works the same way. Since the subconscious *always* actualizes everything attached to the strongest emotions in the conscious mind, it is obvious why most of our dreams don't come true. **If fear is the strongest emotion that accompanies your dream, then the negative aspect of what you desire will be stronger than the positive side of bringing it about, thus the dream becomes harder, if not impossible, to achieve.**

Now, focus on one of your goals for a second. What do you **feel** about it? What you feel is what you are apt to create ...the seat of your motivation is: If you can see your path as a joyful experience, you **will** find the time and energy to do whatever it takes.

It is only when a positive statement is based on a firm conviction that it can manifest itself in life. This means that affirmations have to serve as **reminders**, not “thought builders.” Before this can happen, however, you must deal with whatever lay hidden inside you. That means anything within you that lay at the root of “negativity,” or, better said, what you perceive as a negative, which is the cause of self-defeating attitudes. You do this through self-analysis.

Be advised, however, self-analysis is often not successful simply because it's easy to become locked within your own, fixed, thought pattern. In such

instances, the best strategy is to reiterate what your doubting subconscious is telling you. Using this, Reverse Psychology technique can change your self-talk, which is the way your subconscious mind speaks to you, from negative to positive. **It works miracles!** Applying this technique is easy; you simply repeat the negative message your doubting subconscious is telling you, such as: “You won’t succeed? You haven’t yet, have you? So, what makes you think you can do it now?” What you will discover is that “now” your self-talk changes and rushes to your defense, saying, “Yes you CAN succeed! You haven’t yet, but you CAN if you just stay with it and don’t quit!” This shift in your self-talk, from negative to positive, transforms your once doubting subconscious into your strongest friend and ally!

Your, now positive, self-talk has just transformed your subconscious mind into your strongest ally and new best friend!

Specific and immutable, universal laws are the basis for all the changes discussed here. Regrettably, none of us receive instructions at birth on how to use our mind, the most powerful and capable “machine” on Earth. This book tries, in part, to fill this gap. It also describes the laws by which life functions, universal laws that anyone who chooses to apply them can put to the test.

Within these pages, you will find an “easy to follow” system for shaping and realizing your goals, backed by case studies from the lives of “average” people who simply decided to take their fate into their own hands. You will read how luck does and does not affect events, how to make good use of your intuition (which constantly shows you the right direction in life) and the role intelligence plays in determining your success. Finally, we will look at some myths (or excuses) about success that we sometimes turn to, to explain why *we* are not one of “the lucky ones.”

Your experiences are your allies. Failures and mistakes, in the conventional sense, do not exist – this is true only IF you learn to look at your experiences from the right perspective. Experiences arising from bad choices serve as guides in making the right, or better, decisions in life. **The worst you can do is to *choose to give up*.** The night is always darkest before the dawn – it is at this important moment that real winners are born. With the correct approach and motivation, you can overcome all the obstacles in your path in such a way that you won’t even have the feeling that anything

extraordinary is happening or that you are encountering any particular difficulties. The results of doing so, however, will astound you!

Do you want to change the world around you?

Nothing can be easier! Change yourself and miracles will start happening all around you. Actions, not words, make us who we are.

Do you want to know what destiny has in-store for you?

List your dreams and desires and then allow them to come true! The opportunity for success and choosing to make your own decisions is always there for the taking!

This book is a collection of experiences and advice written so anyone can understand these powerful principles and universal laws. The responses, opinions and praise offered by our past readers show that we are on the right track.

Once you have organized your thoughts, you are ready to create wealth. The second half of the book presents guidelines for making money as well as the laws that govern saving and investing. Practical examples will show you how to create wealth and make it grow in ways you probably never dreamed possible!

Did you know, for example, that buying with cash is not always the best choice? Even if you have the cash to buy an expensive car outright, it may be smarter to take out a loan or a lease to buy the car and invest your cash in real estate, which you then rent out. This way, the rent money pays off the interest or lease installments on the automobile and once the car is yours, you still get to keep the real estate, which continues to generate profit. Many solutions exist, such as investment tricks for smaller sums of money or other buys that anyone can afford - even if you are in debt today.

Perhaps the most important point is that your quest to gain personal wealth should not center on the money, but rather on producing quality work and helping those around you better themselves. The only real road to riches is paved with helping others (properly) build their wealth as well. If money itself is the sole motivating reason behind your actions, then you will miss all the deeper riches life has to offer you. Just like our previous example in finding

what you seek, in this case all the greater pleasures and deeper rewards will elude you because you're blinded by the \$\$\$ you focus on.

We also reveal Einstein's great, but not so well-known, discovery connected to creating income. Word has it he believed this was his most notable discovery!

Finally, the last part of this book shows you why mastering the basics of sales techniques is necessary to succeed. You will learn how to overcome the fear of rejection, where to begin and how to present a product as well as demand, then get, what it's worth! You'll learn how to make people like you and *want* to recommend you to others, thus ensuring you will never want for people coming back to you repeatedly for more!

You were born a winner! We are all born winners!

True, you may not succeed in making a racehorse out of a plow-horse...but you *can* teach a plow-horse to make the best furrows this side of Kansas! To this you may object and say, "There's a lot of dirt between plowing and horseracing!" You are right, there is; but it's all about being the best at what you do, putting forth your best effort.

The actor that earns an Oscar for giving an unsurpassed performance is no different from the salesperson that lands a huge contract for his company or the student who wins a spelling bee. Can you possibly compare the rewards? Is one better than another or one person more worthy of reward than the rest? No. As long as you put forth your best effort, *you will be rewarded!*

Always follow your own lead. **You can copy someone's actions but you cannot successfully copy his or her goals or path in life!** Imagine trying to recreate Michelangelo's murals in the Sistine Chapel. Many artists win awards for restoring his work. They mimic his style, trace his brushstrokes, in essence copy his *actions*, but none can ever *be* Michelangelo, recreate *his* vision, feel *his* emotion or copy the sheer brilliance of the great artist's work.

Does this mean the rewards for the restoration are worth less than the rewards for the original work? No ... each are rewarded and thus, the success you achieve in your field is just as worthy of reward as anyone else's success in their chosen field!

Your greatest reward is *happiness*, which will come to you through your joy, sense of gratitude, and reverence for life while achieving your vision. You can't get these feelings just by copying someone else's path ... that is why it is so important to listen to **your voice**. Who else can tell you more precisely, what makes **you** happy?

Have you ever asked yourself, "What is true happiness?" It isn't tangible, like an object you hold in your hand when you buy something. True happiness is a state you experience when you feel good about yourself and others ... as well as the life you are leading. This happens when you enjoy your present activities – no matter what you are doing! Therefore, if you "organize" your life that way (and you are the only one that can do this – through your daily choices!), you will find yourself surrounded by love, kindness and happiness everywhere you go.

After all, your path is your own and not someone else's. Once you know what it is you want you can use the experiences of others to further your journey.

It is important not to let others confuse you or decide on your behalf, which they *will do* if you have no clear goals of your own. This does not mean that throughout the exciting journey that unfolds as your life, you should forget about other people and the world around you. It simply means you should set and remain focused on your own goals, **your own path**.

When you love yourself, it is impossible not to also love others ... and what is good for you is good for others as well (even if it sometimes doesn't look this way)! This is **The Middle Way: Love yourself** and you can **love others**. If you **do not love yourself**, you will only **admire others**, or worse, you will *need* them in an unhealthy way. Such actions lead to *conditions* that expel *unconditional* love. Incidentally, real love is always unconditional. Therefore, you must decide – will you love others or just need and admire them? If you decide to love, it always begins with loving yourself. This is another Universal Law.

"Uncovering the Millionaire Mind-set: True Wealth is Within You" will show you, in-depth and with greater awareness, how to systematically transform yourself so the millionaire within you can emerge. Right now, you already have everything you need to obtain financial wealth and so much more. From where you sit, the path to success may be a little unclear right now, but

we assure you, the breadcrumbs are there. **You need not remain in the dark forever!**

You are here, reading these words now. Take that as a positive and special sign that you are on the right track! Already a prize awaits you at the end of the book. Before you read the last word of the last chapter, you will have a new friend, one who won't ever abandon you and who will stand by your side always, supporting and encouraging you on your path ... **You!**

All you have to do is recognize the time has come, decide to become the Master of Your Life and meet us at the start of the first chapter.

You will soon find that when you give love and attention, it will come back to you a thousandfold. **So spread love wherever you go and all doors will be open to you, always!**

We wish you every success on the exciting path to realizing your dreams!

God bless you!

Boris Vene and Nikola Grubisa

P.S.

Do you already own this book? If not, than you are now ready to discover your path to success – get more information and free articles on the official Millionaire Mindset Web Site at <http://www.TheMillionaireMind.net>