

Take The **Red** Pill...



Quit The Quo!

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With that said, let's get on with the juice...

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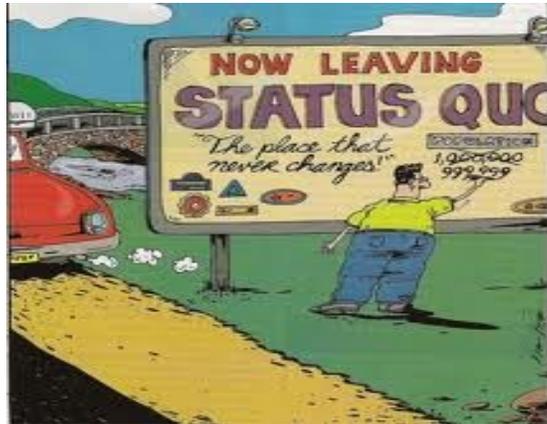
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THE STATUS QUO



Ahh, the status quo...an old favourite of ours. When I speak of 'the quo', I mean nothing against Francis Rossi and his crew and their unique brand of boogie rock...as far as I'm concerned they can keep 'rocking all over the world' to their hearts content. No. The status quo as in the traditional sense, derived from the Latin term, meaning the **existing state of affairs**.

The existing state of affairs. The ones that we hold so dear and hold onto for dear life. It's just the way things are. That's how it's done. This is the way it has been and the way it's going to be. Please don't change things, change is scary...even if it's for the better. There'll be disarray, disorder...oh the horrors.

Well, that's not how we roll. Oh no...

We are the self-styled anti-quo movement. We fight this vicious animal with every fabric of our being. It needs to be usurped. At the very least it needs to be questioned, challenged and a more appropriate thinking, action and outcomes produced.

So long as we still have a pulse and are breathing then we will look for better. A better way, a better life. A lot of people aren't really living, they're merely existing...just passing the time before they pass on. This isn't good enough I'm afraid. Not by a long shot. And we are here to redress the balance and tip it over to something a bit more worthwhile, passionate, energised, positive and perhaps something a little special.

So what form does this apathetic status quo beast take? The commonly hated, occasionally questioned but ultimately accepted phenomena that is 'work' (the dreaded JOB...what a terrible, filthy, disgusting word and concept, makes me sick even thinking

about it). Most people at the very least dislike this constant energy drainer, some lucky people may have found their passion and be working what would be their hobby. But these are the lucky few and are very rare. This is no way to live and an unacceptable state of affairs.

I perhaps say it best in my article on my blog [‘The Fear’](#), worth a read if you get the chance but I’ll revisit this subject in this report. My favourite line from that article is:

It’s been said that one definition of insanity is doing the same things over and over but expecting different results. We are indeed insane.

Killer line. We need to take some new actions to obtain new results. The time is now. Time to stop mindlessly nodding along and create our own destiny.

Being shafted by ‘the man’ is just one but perhaps the best example of the quo being stringently adhered to. Purely for the fact it eats up so much of your life without any reward (you earn *some* money, sure, but it’s only bare minimum and the system is designed so that you will only ever have enough just to keep on living in the same manner, maybe even go into debt. This is commonplace and means you will always be kept under control).

You may be thinking that everyone has to work to earn money, to stay alive and generally buy stuff and do things. Like it or not this is the system and we are a part of it (don’t get me started on the monetary system, a future report maybe!), so until the day if/when it changes we need to play the game and play it well. We’ve been dealt the cards, it’s our job to play them the most intelligent way, get the most amount of value...and have the most amount of fun.

You may well be asking what is the alternative. “So what do we do instead clever clogs...sit around complaining and refusing to be sucked in to the evil system?!”. Well no actually, far from it. We will be working hard, but we will also be spending out time doing things that are fulfilling ourselves as well as contributing positively to the wider world.

There are ways to make money and there are also ways of enjoying that time more attempting to make money. You may like working for someone else but other jobs are available... even in the ‘current climate’! (Inverted commas used as I don’t believe in ‘current climates’ or any of that sort of thing but that’s another story). You may want to branch out on your own, this is more than possible with all the information out there.

Do the required research, take the required action. Many have done it before, you can too.

We will revisit this subject of what we can do later.

So, other than work the quo consists of people's conditioning and views on how to live your life in general. By what age you should do certain things (check out my recent article on [becoming 30](#)), family, relationships, travel, politics, media, taxes. We could have a good old merry chat about these things and many more.

So we need to fight the quo...challenge it and perhaps go against the grain a little where required. Not concern ourselves with what other people think and what we 'should' do but what is congruent with our values and true beliefs.

I was in Cyprus a couple of years back selling tickets for boat parties and the guy in charge said this to me and it is apt for our cause –

Keep asking questions, keep getting answers

He was a fairly uncouth Australian and he also said the following. Not sure if it's appropriate here but so true and worth thinking about...

The world's full of smart f**s working for dumb c*****s***

Love it.

So, the status quo...

It all starts with awareness. Acknowledge what we know, question it, challenge it if necessary. Look for a better way, become the better way.



Be the change you want to see in the world – Ghandi

If we can encourage others to the same then great. But don't use too much time and energy doing so. It may well be a waste of time, it may be met with fierce resistance and you may well be seen as some sort of whack job. The answer: Simply lead by example. Do your own thing. It may well influence others, it may not. If someone sees something you are doing or the way you live your life they may wish to emulate it. They may get inspired, motivated and the more people living this way the more power it will have.

People are sheep and don't want to be different. They want to fit in, to be accepted, 'liked'. They also need to be drawn out of this bubble and quit the 'sheepwalking'. It's

not your job to convince people. You do your own thing with the people who are congruent with your views then people may pick up on this and have their own realisations...begin their own journey. It's all part of the process. No-one can be talked or forced into a way of thinking and doing...it has to be their own thinking, their own discoveries and insights.

The quo is to be fought although not just for fighting sake lets make that clear. We don't want to be mindlessly walking around with placards, shouting...it's more a case of being aware of the way things are, making your own decisions about how to live, living that life, fulfilling your goals and dreams, helping others (who want to be helped) do the same and quietly getting on with things.

And this my friends, is how you change the world. Or at least your own world which has major knock on effects. If you are familiar with chaos theory and the butterfly effect you'll know what I'm talking about. If not then just know, that every single action you take has a huge ripple effect, the amount of which we can't possibly know, but the potential is huge.

So who am I to be telling you all this and what is all this 'quo' talk?

Let me introduce myself...

WHO AM I?!

“So who the hell are you?!” “Who are you to tell me what I should be doing?” “What’s all this quo talk?”

These are perfectly salient questions and in this section I’ll try to answer them and more.

My name is Adam Barratt and I have a passion for personal development, achievement, and for want of a better word, the ‘irregular’. I love travel, adventure, comedy, spirituality, cosmology and quantum physics. A mixed yet exciting bag! I am an entrepreneur and free thinker, looking to do what I can to enlighten myself and others...and also have a lot of fun in the process.



My mission is to help myself and drive myself forwards as well as help as many people as I can do the same. Hence this book and blog. ***This is where it starts, but not where it ends.***

So firstly I’ll tell you where I am at the time of writing this book...

I have achieved some small successes in my time but nothing majorly noteworthy...as yet...but I am working on it. I have had times when I’ve been doing pretty well and times when not so well.

So who am I to tell you what to do and why should you listen?

Glad you asked. I have had a rich and chequered history. The reason I haven’t achieved any major success in any single endeavour is my propensity to:

a) Not have a single clear goal

and

b) Want to do everything

The downside is not a high achievement in a particular field. But there are huge pluses. I have tried many things, been to a few places, worked many jobs, tried some more things, read a fair bit, been up, been down, sampled different industries/vocations. I have also been held back somewhat, whether it be by myself, society, ‘the system’, it matters not... what matters is shattering the shackles and coming through.

I am now someone with a vision, a plan and a little fire. All of which makes me who I am and stands me in good stead to deliver a message. I am just like you, but perhaps at a different stage of the journey.

Firstly, don't listen to me per sé. I'm not an expert by any means but I am extremely clued up due to the way I've lived my life, what I've read, watched, listened to, the people I have spoke with, research I have carried out, an open mind, an inquisitive and analytical brain, a 'why?' attitude, reasonable intelligence and hopefully an ability to write. But you should make your own decisions. Perhaps start with questioning things, challenging them maybe...then do your own research, draw your own conclusions and **do your own thing**.

I have probably achieved more than I think but some of us tend to play things down and underestimate things. Either way, the first part of my life has played a strong role in setting me up for the next parts.

In a year or so (could be a little more, perhaps a little less) I will follow this report up with my second book. And yes, you can hold me to that. In that book I will extend on what I've written here, add more personal development insights, my travel experiences and the success I have enjoyed since writing this first book. It is an interesting experiment, and it will be good to see what I (and you!) can achieve in a year.

I will have increased my income, I will have travelled more, met more people, done more interesting things, continued the blog, perhaps built on other projects, got fitter, hopefully taken up martial arts again, learnt some Spanish and play a musical instrument fairly well...and of course I will have written 2 books!

In the second book I will also include comments and success stories from my readers which will add an extra dimension.

But my main point of the blog, the books and anything else is to wake people up to live their dreams. It also has the bonus of keeping me awake and striving for my own dreams.

I am fighting for a cause. A great cause. The ultimate cause...

Doing what you want to do and being who you want to be!

That's it really. That sentence sums up the ethos of the book and blog perfectly...the rest is an extension of this principle just said in a variety of ways to hopefully get the message across and spur you on.

So that's the principle, what else is it about? Ok...

Looking out of the bubble we are wrapped in, not accepting the way things are because 'they are the way things are', waking up and smelling the coffee, not conforming to the worldview of others, staying true to our deepest desires, traveling, adventure and whenever or wherever we can comedy...deriving humour from all that we can. Getting better. We need to continue the process of personal development, whilst having a laugh, having some serious fun and keeping ourselves and others entertained.

It's about living life on your own terms...and ultimately, it's about...

FREEDOM.....being free...whatever that may mean to you.

A worthy goal I'm sure you'll agree...join me for the ride...

My Entrepreneurial & Financial Freedom Pursuits...

I've tried a fair few business/internet marketing ventures along with various other potential 'make money' things. You name it, I've dabbled...or at least had a little look. I have achieved some success with these endeavours but I want a damn site more and on a consistent basis. The problem is frittering between different potential avenues and not focusing on one until it's a success, add in work and life you end up running round in a merry circle chasing your tail. Key is to concentrate on something for a sustained period of time.

So what I bring to the table is passion, drive and commitment to make **us** a success and some very clear ideals. What you need to be is a willing student. A rabid reader – not just what I write but many others on a similar path. We are all learning constantly...we are all students and we are all teachers. Remember that and we can perhaps go some way to reaching those ideals.

When it comes to work, I have found myself jumping through hoops, dancing to a rather tired old merry-go-round, multiple menial jobs in several industries inter-dispersed with making money off my own back (or certainly attempting to and much research and study) and exciting travel expeditions. I've been dancing to this tune most of my adult life.

I could have gone on to be successful any one of these jobs/careers, quite easily, but I didn't want to then and I certainly don't want to now. I'm prepared to work at these places (resentfully) merely to keep afloat and get the required funds to keep the dream alive. I have to eat at the end of the day.

But anything over and above that is a complete waste of time. I'm not gaining anything on any level and not really contributing anything worthwhile...other than perhaps helping to make some fat cats rich as they have played the game in such a way where they can reap the benefits of this lunified merry-go-round.

I could easily get promoted, earn a few more grand, but for what? As we all know we tend to live to our means; our lifestyles change slightly, we pay a little more tax but we step our lifestyles up a little; maybe more clothes, a more expensive car (or a car if we didn't have one), an extra night out a week, or it disappears into the system in any number of ways. So we earn a little more but ultimately aren't any better off. We probably end up worse off as we have increased responsibility at work, need to work longer hours, more pressure, more accountability, maybe take our work home with us.

I'd rather be at temp or fairly low level. Do a good job, sure, and they will want to keep you and promote you but I'd rather not get sucked in...I have bigger fish to fry.

Basically, it's not for me. Each to their own of course. If you like being part of a corporate machine and enjoy the process layed out above then that's absolutely fine, best of luck with it. But for me and a lot of other people this just doesn't cut it.

This is not because I lack ambition, in fact quite the opposite...it's because I have **bigger** ambitions. To break free from that machine, work for myself, on my own terms... perhaps earn less money and have that all important freedom, but ultimately retain that freedom and earn far far more money. I'll give it a good go anyway!

I can't begin to tell you the amount of temp jobs I've done, recruitment consultants I've had to chase and much more associated hilarity that goes with this territory (perhaps I'll elaborate one day!). Make no mistake, everyone is out for themselves and don't really care about you so it is really time to take some good care of yourself, look after number one and those others around you who are able and willing.

But it's not about me...it's about you, or rather, us.

Onwards!

Join me on our collective jolly juggernaut...

THE DREAM CHASING PARADOX

Chasing your dream, no money; regular work, time and inclination dilemma

This is an integral part of the book and the underlying battle of what we are all about.

So you have these dreams. You have these ideals. You get the principles and you want to get ahead. But there's a problem. Big problem.

You are stuck. You are kept in check by this catch 22 loop. It's a conundrum of the highest order, one that need to be solved and overcome to start taking leaps forward as oppose to 2 steps forward and 2 steps back (sometimes 3).

It's quite a pickle and the system as it is and the mindset that accompanies it keep the status quo clicking along nicely.

Here's the issue:

Chasing your dream – No regular job – No money – Stop chasing dream in order to live

Regular job – Regular money – Can live comfortably – No time/inclination to chase dream

It's quite the head scratcher...or headache if you're like me!

Lets examine these concepts a little further:

In the first one – the starving artist approach – you put your heart and soul into it but you don't have a regular job and regular income. Therefore you don't always know where your next meal or your rent is coming from. This is stress. It eats away at you and can effect your creativity.

You will also receive well meaning and not so well meaning 'advice' from various sources suggesting that it may be time to give up the ghost. At some point something has to give. Either you attain your dream (or get a little closer to it), get some sort of boost that keeps the dream alive (be it cash or influence)...or...end up knocking it on the head and submitting to the regular life for that security of knowing you can live comfortably, if not emphatically.

Of course you will tell yourself it's temporary, which it may well be, but temporary can last forever...sometimes permanently.

As mentioned elsewhere in this report, check out Tony Robbins discussing Rocky/Sly Stallone that I posted on my blog. Stallone had literally no money when trying to sell the Rocky script, he couldn't pay the bills, to the point of pawning his wife's jewellery. That was effectively the end of their marriage. So why didn't he go get a job? He said it was because if he did, he would slip into a pattern, feel ok about life, the hunger would go and the dream would fade. He didn't want this and he triumphed. There a couple more inspiring things about his plight in that video that make it worth a look [[Robbins/Rocky](#)].

In the second part of the equation above, you have that regular job and have the comfort and security of regular money. Maybe not a lot but you know what you're dealing with. You may not be rich but you can pay your bills and have a few luxuries occasionally...you can live very comfortably by most of the world's standards and even if you have some work stress, you don't have the 'no work' stress, you have your pay-off both literally and figuratively.

But the problem now is you don't have the time or inclination to follow your dreams. In fact you may have forgotten them. You'll think about them occasionally but then they'll go again as there's so little time and energy to give to them. You know what I'm talking about. Work takes up about 8 hours a day, 5 days a week.

The weekend is your free time so quite rightly you want to have fun and relax...this mostly takes the form of some kind of debauchery to escape this so called rat race. Hey, I'm not knocking it, I'm there too, just saying is all.

As for evenings...you can forget that too. Especially if you're in a meaningless job and you know it. You're tired, energy low, brain mashed so most people just slump, eat and watch some terrible TV with soaps and celebrities...and then do it all again the next day.

I don't blame them (us)...if you've had the life sucked out of you it's pretty hard to drag yourself up. A lot of people don't exercise or pursue minor hobbies let alone take on any bigger challenges and aspirations.

So the dream gets squashed. Repressed. Stifled. This negative loop continues to play out and somehow, by hook or by crook we need to escape it...or alter it just enough so we can stack the odds in our favour. Some sort of balance needs to be found at first then the balance tipped in our favour, towards our ends, as time goes on.

So how do you find this elusive balance to begin with. Well isn't that the million dollar question. There is no definitive answer, each individual must find their own way at some how engineering a situation where they can get slightly ahead.

Here are some ways of doing this:

Play a longer game. We tend to want things right here, right now. Which is fair enough but not the way the world works. It's not our fault, we've been conditioned into this instant gratification society in this day and age. Modern advances have their pros and cons. You have to plant seeds, nurture them over time and only then do they produce the crop.

You can't go hacking around a field looking for the produce if you never planted any seeds...or perhaps you did but never took the time to feed, nourish and care for them so they have not produced what you were after.

You will have to do a fair amount of work before you see results. So concentrate on productivity rather than results for a substantial period of time relevant to your endeavour. Don't think amount money, don't even try...but apply yourself diligently and the simple universal law of cause and effect will make you reap what you sow...take particular actions over a particular amount of time and you will achieve particular results. It's scientific.

Don't judge each day by the harvest you reap, but by the seeds you plant – Robert Louis Stevenson



But we don't tend to do that, we get disheartened and go round in circles. We must fight it and continue to move forward at all costs.

Have some sort of end in sight...or specific targets towards that end goal. Have specific dates and specific things that need to be achieved by those dates. Create a solid plan. By all means adjust the plan as you go to fit your requirements. Stick to the plan as much as possible, don't get sidetracked by something 'better' happening now. Have the plan and your goal written down so you can refer to it regularly and keep you focused.

The chief cause of failure and unhappiness is trading what you want the most for what you want now - Zig Ziglar



Always remember and visualise with emotion what it is you're trying to achieve. Spend a little bit of time on your own each day, away from all the noise and just contemplate. You will be shown the way if you allow yourself. It may not come as you expected or hoped, things may take a different course completely but who's to know what was for the best...and you'll be so much richer for it (richer spiritually, ie, grown as a person, not necessarily more money).

Make time. If you require 2 hours a day to do something worth doing then just find the time, the hours are there. You can get up earlier and you can go to bed later. You can also give EastEnders and celebrity knob suck a miss along with all the other drivvle. Foresake a night in the pub, it'll still be there next time and you won't have missed much I'm sure.

And if you're job genuinely sucks all the life and drains precious energy from you so you can barely move or think (I've been there) then to start with find a new job that is a little more bearable for starters, that will free up some energy and positivity and re-awaken that spirit within you. When you have a job, there is no rule to say you have to stay there. Look elsewhere, improve your situation bit by bit.

Then, once you have a little fire in your belly, that will grow...then our old friends momentum and confidence will kick in and propel you forward. And as you're propelled forward you will attract into your life the people and the situations required and push along the juggernaut still further. The snowball will be in full effect...

There are many books on the subject of success and personal development, achieving goals etc. Many many books, websites and the like. They vary greatly but one classic is *Think and Grow Rich* by Napoleon Hill. This is well known and perhaps the daddy of so-called 'self-help' books. I have read it 3 times, many others have read it several times. There are many more out there but this is a good grounding. It was written in the 1930's I think but the principles will remain true forever. But just like this report, enter with an open mind and follow the instructions laid out.

As an aside; by all means become an avid reader of such things as this will help you greatly, but don't over do it. Don't become a theorist. There's nothing worse then people who have read all the books, all the blogs, participate in forums but never actually get anything done. Ultimately it is action that will win the prize, not reading about it, not thinking about it, not writing about it...it's all in taking action and adjusting accordingly as you go. So do read. ***Become a perpetual student...but become an even more perpetual action taker...this is where it all happens.***

So, to defeat or at least have a good fight of this paradox you need to find a way. A way that works for you. Everyone's different...different circumstances, personalities, commitments, abilities etc so think about it, work at it and keep persisting until you reach what you are aiming for.

And when you find a way to smash this paradox, do let me know. Write a book. I and many others will pay good money. This will be a central theme of my blog and future books. Getting the appropriate balance and living our dreams. It is possible, sure, and many people have done it but it takes commitment and a lot of sacrifice. 'The system' is not designed for us to win but for those that can it must be all the more rewarding. We owe it to ourselves and the world at large to give it the best shot we can. Pursue our dreams with all our might and live that dream or die trying!

We need to act. We need to act fast, decisively and **DO** what's necessary...

ACTION

Did I say action was important? Just a little. The most important little word there is (along with attitude). It is also very elusive. Why is it so hard for people to take the required actions when they know it's working towards what they want. It's a strange one and the psychology probably runs pretty deep, outside the remit of this book for sure.

And of course lack of action and procrastination go hand in hand like little play pals.

Health & fitness author and former sportsman **Matt Furey** says this:

It's action that wins the prize. Action is the straw that turns the drink. Action is the key to getting the results you want in life



Quite.

I mean people can pontificate and theorise till the cows come home but it won't get the baby a new hat. You can spend years analysing, planning but ultimately action is where it's at and you don't know anything until you're taking actually steps forward.

Thing is you don't know what will happen with a given endeavour until you're in amongst it. You might worry about certain things that may never materialise...also, things that you never even considered might occur meaning you just have to deal with them as they arise. You can't second guess what might happen.

And the beauty is that when you're in the flow of action and moving forward, things start happening. It could be a chance conversation, a person entering into the project, a situation you had never envisaged but helpful, maybe a complete change of course for the better that you would have never known or thought about before taking that action.

No folks, nothing ever happened without action. Thinking (to an extent) is good. As is visualising, as is planning. But there comes a time when you need to stop messing about and as the good folk at Nike would say – **Just Do It**.

Another good success book is *Psycho-Cybernetics* by Maxwell Maltz. It talks about the concept of guided missiles. The missiles are fired on course for their target but on the way veer off and are constantly course corrected. It may go off to the left and is then

over corrected to the right and so on and so forth. These constant little corrections take place the entire journey until it reaches it's desired target.

This principle applies to us and our endeavours. What it does show is that we should have a definite target in mind, ie. a goal. Then just get going towards that goal. We blatantly won't go in a straight line, it ain't gonna happen, so as and when required we simply 'course-correct' as much and as little as needed at that stage still very much with our eyes on the prize and heading forcefully in that direction.

I've also heard the concept of getting started asap and adapting as you go as 'ready, fire, aim' (as oppose to ready, aim, fire), so you do your aiming after you've fired. Not sure about gimmicks and how it's expressed but the principles are good however they are communicated.

But lets delve a little deeper into the psychology of lack of action and perhaps look at how we can increase this activity.

For a start people think too much (well, not all people but the people with intelligent minds who are going after the bigger things). This has been my downfall. I've spent a lot of time thinking and very little time doing. This needs to be turned upside down. I'm not the only one, it is commonplace.

You need to think to a certain degree. To do the basics in life you need to think a little, to plan for a goal or dream you may have to think quite a lot but there's a time and a place. Too much thinking can give you an extreme headache. It can also halt you in your tracks like nothing else. It also gives rise to procrastination and inaction. Most of the noise in your head is irrelevant, only a small % is worthwhile and the rest is just random chatter and repeated nonsense.

Funnily enough, the best way to stop thinking so much is to start doing more. I know this is kind of a paradox but it is what it is. So you have to force yourself into some sort of action. Lose yourself in an activity. It doesn't have to be connected with your main goal but any way you can lose yourself in the moment, just let go and deal with things as they happen. Concentrate on actively doing more things and cut back on the mindless thinking.

Listening too much. This is another. It ties in with criticism. Try not to listen to too many people. Opinions are a very cheap commodity, everyone has them and they generally offer little value. Most people's opinions are just rehashed opinions of others anyway (media, guy in the pub etc). Get the people who have achieved success in your chosen endeavour, or are on their way to doing so, people you respect as they have shown themselves to be worth listening to.

Talking too much. Don't talk too much. Just get on with it. The more you talk about what you're going to do the less you are doing it. You are also opening yourself up to people shooting you down and pissing on your fire. Be careful who you share your dreams with as they need to be protected. It's a delicate balance as you may need and want to share some things with appropriate people. But not too much.

Tell the world what you're going to do but first show them
– Napoleon Hill



Fear. We'll speak about of criticism in due course...this is terminal.
 But also;

The fear of failure; If people were 100% they would get what they wanted then they would be sure to take the action. But they have a nagging doubt somewhere that perhaps it might all be a little pointless so is it worth that long term potential gain or the short term pay-off of not doing it and doing something more fun and painless.

They may 'fail' (no-one that ever tries to do something can fail, each 'failure' moves you closer to success, the most successful people are the people who have 'failed' the most... the people who haven't are the people that haven't tried and that's the true failure), they may succeed but they are uncertain and quite frankly can't be bothered.

You need to get bothered.

You need to remind yourself of your goal, revisit the plan, remember what it will be like to achieve that goal, remind yourself that you are capable and your past successes, and just have a little bit of faith that if you continue with persistence and tenacity that you will win out at some stage.

Funnily enough, fear of success. Sounds a bit silly, surely we all want success, right? Maybe, but on some level maybe not. Thing is, with success brings change...and change is to be feared. We don't know what is the other side but we know what's here and even if we're not happy about it we can cope and we know our enemy...better the devil you know.

If you become successful, to a small or large degree, your life will change. Perhaps more money, a different status among your peers, a move to a new city or country, new relationships. Scary times. It may be what you've always wanted but you've carved yourself a cosy little rut and it's become quite comfortable. But now is the time to take

the plunge, just do it and see what happens. Sure, life will never be the same again, but just go with the adventure...enjoy the roller coaster ride.

It's just a ride – Bill Hicks



There are other basic fears that play a part in our lives and may contribute our thinking and subsequent action and inaction. Namely, fear of poverty, ill health, loss, old age and death. All other fears can be grouped within these but that is all a much deeper (and longer) discussion so the ones we have discussed sums up the basics and are the most relevant to us right now.

But remember this:

***The only thing we have to fear is fear itself -
Franklin D Roosevelt***



Don't await a 'better' time. It won't come. The time is NOW.

What precedes action is a definite decision. Decisions also follow appropriate action. Indecision begets inaction...

So...

DECISIONS, DECISIONS...



Be decisive.

There is nothing more important than making a decision and sticking to it. If you need to make a new decision that supersedes the original one then so be it, but take the decision and act on it.

There is nothing worse than lack of decision, it's what keeps you routed to the spot and kills any progress. Even the 'wrong' kind of progress is better than nothing as you will learn from it and correct accordingly. If no decision is made then you're aimlessly floating in a sea of nothingness with no direction.

In the sea of maybes, could dos, possibilities etc lies lack of focus. Yeah, it can be great to keep your options open but there comes a point. Have potentials and possibilities but reach a decision based on the information you have at that particular time.

When something is definite you can act and plan accordingly. It's the not knowing that's the worst part. As soon as you know what it is your doing, even if it's not what you necessarily wanted, you can relax and do the necessary.

How many times have you been freaking out about the future in some way but when you finally make a decision about something (or have it forced upon you) then, whether good or 'bad', you stop the freaking and suddenly feel an air of calm simply because you know what you're dealing with.

Somewhere in *Think And Grow Rich* it says something along the lines of - *Successful people make decisions quickly and change them, if at all, slowly whereas unsuccessful*

people make decisions slowly and change them quickly, often. That's not a direct quote but something similar.

Does this sound familiar? Does to me I'm afraid.

The problem is, with a reasonable amount of intelligence and awareness of the world and it's possibilities comes options. Great choice. This can be great sometimes, but also crippling to decision and action.

I, among others, are all too aware of what I could do and where I could be but because of the myriad options you can end up doing nothing and have scattered focus over all these great things. I'm mainly talking about the wider world; potential work/vocations, travel, people, projects. But this also applies on a smaller, mundane scale.

You can be in a shop trying to pick the most basic of items and be faced with all these choices and spend precious time weighing it all up. Ultimately it's all the same crap, perhaps with a slight ingredient twist or marketing slant. It would be so much easier if there was just one or two options then you just wouldn't have the choice so would just get on with what you've got.

Are we better off in this day and age with all this choice? Who's to say. I think it's an unanswerable question. There are pros and cons, but it can be oh so crippling.

I'm sure you're familiar with the term **ignorance is bliss**. I sometimes wonder (and actually wish for occasionally) to be a little more simple. I think if I was a bit more basic I would have what I have, have smaller ideals, less options but be unaware of what the real possibilities are. I wouldn't miss it as I would not know of it.

Having more intelligence, being so very aware of the potential, the possibilities and the options available can potentially be great but can also lead to depression. You are all too aware.

Ultimately, the stakes are higher and the rewards so much more so the potential is to literally live the dream and have the time of your life but there is a polar opposite. I think this is why a lot of geniuses have such turmoil and some have actual mental disorders, manic depression, being a classic as they can reach both states quite easily. It's a fine line between genius and insanity. But I digress. (Btw I'm not suggesting I am either a genius or insane, merely an observation.)

So is it better to be blissfully ignorant? It would be simpler. But ultimately, you have to be better off knowing what is out there and having the potential to live it. The potential highs and the actual highs will be enough to see you through. You just have to make

damn sure you are working towards your dreams and living your life in such a way that is congruent to your beliefs and in line with your soul.

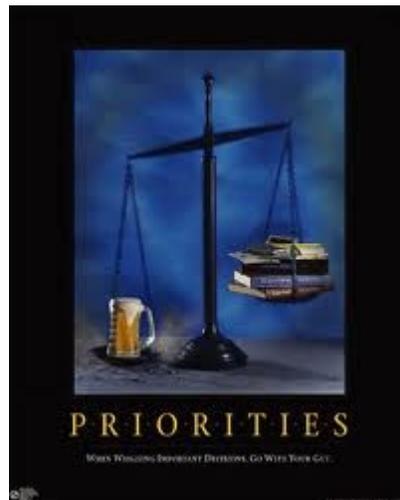
This brings us back to decision. With so much potential and so many options, reaching decisions is so much harder. But they must be reached. You need to work out what you want and make a decision, any decision, just make one...the best one you can make with the information you have at that time.

Then make a plan around it and work towards it conscientiously. If you receive further information later that initiates a new decision then that's fine, go with it. But just keep making solid, definite decision...and with confidence! No half-arsed, wishy-washy decisions but definite, concrete, 'lets do this' ones.

Don't over analyse, perhaps you've heard the term 'analysis paralysis'. Avoid it. Don't let the crazy over thinking stunt your forward momentum.

In order to get your decisions right and to be confident with them is to get your priorities straight...

PRIORITIES



Lets talk about priorities.

We all have them...or at least we should. We should all get our priorities straight and act upon them accordingly. You have them in general life, you have them in work...identify what needs to be done and when to do them.

There's also a time and a place for these priorities and you need to make sure you're 100% involved in the given thing at the given time.

You need to meticulously evaluate what is most important to you, at a given time, and commit to it totally. Easier said than done, sure, but identify what needs to be done, where you want to be and who with...and make it happen that these priorities get met as they are there for a reason so you can achieve some objective or fulfill some desire. You may well get tripped up by other 'more important' things but these need to be scrutinised to make sure they are actually taking you forward or just providing a distraction.

So have a look at your life. What are your general priorities? It may be your family, friends, vocation, money (for the right reasons) etc so build your life around these things. Put them first and put everything into place so these can remain top of the pile.

Then look at a specific project. What needs to be done and when in order to complete it on time and to a high standard. If you have a plan and objectives to reach en route to the goal then it will be clear what tasks need to be performed. Put these at the top and make sure they get done.

You prioritise them as they are important. They are the most relevant to what takes you to your given end, whatever that may be. All else can be left until these tasks have been completed. Anything not done can go to the top of the list in due course as they become the priority themselves...that is if they were ever a priority in the first place, they may have been a distraction all along and actually drop off the list or become obsolete (or maybe even done in the process).

So you have your priorities straight, you make wise and fast decisions and you take the required actions. But this need to be on a continuous, prolific basis. Which is where the next 2 chapters come in which are imperative to your success...

DAP – DISCIPLINE, ATTITUDE, PATIENCE

I first became familiar with this acronym – DAP – when a friend mentioned it. He is very keen on poker and had come across this in the process of learning about the game. It struck me as a good acronym and something that I have thought about since...not in the poker sense but in life. As with all these things the best tenets have fundamentals that can be applied everywhere and be used as a basis of success in whatever endeavour you are involved with.

Discipline

It's not sexy. Not especially fun. Not widely discussed. Never really used in a hilarious after dinner anecdote scenario. No schoolboy ambition. But it's essential and what makes the world go round.

So what is discipline?

Well being disciplined is essentially behaving in a controlled way. Keeping and containing a flow. Learning what needs to be done, acting accordingly and consistently. Not wavering from the appropriate path for the chosen end...and if wavering then rejoining the path at the nearest opportunity.

Discipline ties in with consistency. They go hand in hand. Do you know the difference between successful people and those not so? The real thing that makes people 'good at what they do'.

Turning up.

Most of the achievements of this world have come from people just doing what they're supposed to be doing when they're supposed to be doing it. People who don't achieve are simply not doing the things they need to do on a regular basis over a period of time. If you just turn up and get it done, you will then move forward, there's no other outcome.

If you're a salesperson. You need to contact those prospects. It's a numbers game. No contact, no sales...a lot of contact, potentially a lot of sales. Ok, this may depend on skill...but how is skill developed...yep, you've guessed it.

You may be the best salesman in the world but if you don't make a phone call or knock on a door that day then you won't make a sale, simple as that. You may be a sub-standard salesman but if each and every day you are hammering a hundred prospects and eek a couple of sales then you're beating that other guy.

If you combine that talent and skill then you have the holy grail...but skill and effort will win every time and skill is nurtured through use.

I once did a summer season selling boat party tickets in Cyprus. The guy in charge (we'll call him 'G') was a quirky, no-nonsense Australian guy. He was a millionaire and had people to sell these tickets for him. He was the first one out selling in the morning and the last one back at night...go figure.

A lot of people there were there for party and weren't necessarily up for going out selling first thing after a night on it. Some lazed around a lot of the day. Some things G said were simple yet very effective. He said you just have to get out there each and every day and the sales will come. You can't make sales when you're in your apartment. The larger portion of your day that you spend out there and speaking with prospects the more chance of making sales and making yourself and him cash and filling the boat for the party.

Stephen King, the famous writer had a discipline of writing a certain amount of words each and every day. Whether he felt like it or not. He didn't wait to be inspired...for some whimsical inspiration fairy to fly through the window and make him type the words. He just wrote...then he wrote some more. I believe he wrote 2000 words a day and didn't stop until it was done. There's over 10000 words a week. If you do this consistently, it won't be long until you have a novel...do this over a period of many years you could have several novels (or whatever) and be hugely successful at that craft...as is King. Now, 2000 words isn't much...especially if that is what you do.

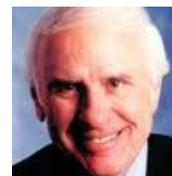
Another fine example; the daily discipline of exercise. That one workout and that day when you ate healthier aren't going to make a difference. But an ongoing routine of regular, consistent exercise and continuously eating clean the majority of the time will gradually make you look and feel a whole lot better.

Even if you don't necessarily feel the difference each and every time and are unsure what each of these tiny decisions have, know this: The decision not to exercise once and have a high calorific/non nutritious meal won't actually make a lot of difference but added together over a period of time will. And vice versa. It's a cumulative effect.

After one workout, 2, 3 you may or may not start to see the difference but you have to have that faith and know that it must be working and as you keep chipping away you and others will notice the changes, motivation and momentum will grow and you'll be more likely to continue in that vein.

The point is to keep moving forward. Always go in the right direction. Progress.

***Discipline is the bridge between goals and accomplishment -
Jim Rohn***



Your ability to discipline yourself to set clear goals, and then to work toward them everyday, will do more to guarantee your success than any other single factor - Brian Tracy

Self-discipline is the key to personal greatness. It is the magic quality that opens all doors for you, and makes everything else possible. With self-discipline, the average person can rise as far and as fast as his talents and intelligence can take him. But without self-discipline, a person with every blessing of background, education and opportunity will seldom rise above mediocrity - Brian Tracy



Attitude

Attitude is quite simply the pinnacle and the cornerstone of everything. It permeates through everyone and everything and attracts likewise. There are two types of people in this world – those with a good attitude and those with a bad attitude. Some may fall in between but I think there is a fairly clear line. The whole subject of attitude is massive and requires its own article/chapter so won't go further here. Suffice to say your attitude effects everything so make it good and make it count.

Patience

Here's an interesting one. Patience is a virtue so they say. Most of us are very impatient, including me. It's about playing the longer game. The bigger picture.

Back to the poker analysis...this hand may not be your time, you may lose it but you may be setting your opponent up for a later hand to win bigger. In fact you may be playing for a future game. A longer term view. You want to achieve success but you have to

realise there is a process to these things. They don't happen instantly but evolve over a period of time.

You need to pay your dues and reap the rewards in good time. Being in a rush to achieve is what will probably stop you from doing so. You rush things playing a shorter game, get frustrated, go back to square one and so the little merry go round continues. Years pass and you're in the same position.

By playing that longer game you are taking the appropriate action as and when it is required, following an appropriate plan with faith that what you are doing is leading you to that end result. Then, if things don't turn out as you had hoped you still have that required further patience to not give up, adjust the plan safe in the knowledge that it takes as long as it takes but by continuing persistently and patiently you will get what you're after...guaranteed.

American entrepreneur Mike Litman talks about an employee mindset versus an entrepreneurial mindset. An employee lives paycheck to paycheck, playing the short game and getting rewarded as he goes along, but he know where he is. The entrepreneur has to play a longer game. They carry out a lot of work without apparent reward but with the potential pay off of a larger reward later down the track. They don't earn as they go, at least not to start with, and have no guarantee of success.

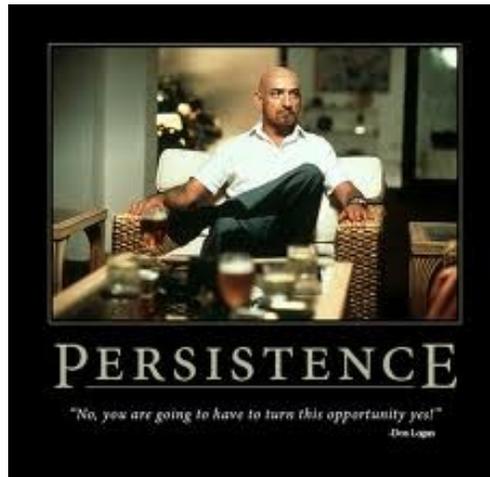


This is hard for people to fathom. Hence, when a lot of people attempt to turn from being an employee to working for themselves they struggle to make the transition. They still hold on to that old employee mindset, expect and hope things to happen quickly and smoothly...and when it doesn't they chase round in circles attempting to find that one thing that will help improve their situation, the next big thing. Of course it doesn't and then something else comes along and so the merry go round continues.

They get frustrated, maybe even give up. This is where the patience comes in. The would be entrepreneur needs to stick to their guns, follow their plan, play a longer game knowing that it will come together eventually but there is no short term payoff...a change in mindset is necessary.

So that's my thoughts on DAP. A cool little acronym and one worth thinking of as you go about your day and pursuing your pursuits. Have a daily discipline, stick to it as much as possible, maintain a top notch attitude and develop an unwavering patience. This will see you through.

PERSISTENCE



I'm going to tell you a wildlife story about the African honey badger. Or rather take it from a passage I read in another book. The book was called *How To Stop Working And Make A Million Pounds Instead* by John Harrison which I randomly saw somewhere and started reading. The story related to a wildlife program about the African honey badger. Apparently they're not shy and cuddly and described here as a pitbull in a badger suit.

Badgers are quit the menace, you get them in my part of the world occasionally and they can give you a nasty nip I can tell you and freak you out when they scuttle around.

These particular ones, as the name suggests, go after honey. Which exists in beehives. With lots of crazy bees buzzing around them. Here's the passage from the book:

Watching the honey badger go about it's work was fascinating. Having located a hive in a hollowed out tree it cleared out the debris to make a wider entrance. The reason would soon become clear: it was going to need an escape route, and it knew it. The badger's first foray into the hive was painful to watch. It was attacked systematically by the bees and got only a small mouthful of honey before withdrawing to lick its wounds.

At this point you expected the badger to give up having learned a painful lesson. Not a bit of it! Time after time it went back into the hive, getting stung each time and only getting small amounts of honey in return. You almost found yourself screaming "For God's sake, don't go back in!," as another visit resulted in more pain.

But as time went on , a funny thing happened. The stings got less and less as the stinging bees died off, and the badger came away with more and more booty on each visit. Eventually, the bees gave up the fight and the badger made off into the bush with the entire hive. Victory, from what appeared initially to be a hopeless quest.

The badger knew the job wasn't going to be easy from the start. He knew he wasn't going to get something for nothing, and that pain would inevitably precede pleasure. By clearing out the entrance to the hive he was preparing for the numerous tactical withdrawals which he knew would be necessary. But what he also knew was that if he kept at the job, he persisted, eventually the resistance would be broken down and his goal would be reached. Of course, he had an alternative.

*After going into the hive for the first time and getting stung so badly for so little he could have thought: "This isn't worth it. I'll go and find an easier hive." But he didn't, because he knew that **all hives are difficult, and if you want the honey you just have to buckle down and do what's necessary.***

I've said it before and I'll say it again - become a badger.



This is one of the images that came up in Google...looks like a nutter!

Ahh, persistence...probably the Daddy of all personal development advice. The one defining factor over anything else. It beats talent and anything else hands down on what it takes to achieve success. It's essential. It's Imperative. It's the cornerstone.

Like discipline it is not sexy. It is hard continuous graft. No overnight riches, just continuously banging your head against a wall. Keeping on and keeping on in the face of all adversity, roadblocks and challenges. Getting knocked down continuously but getting back up each time and marching on.

Doesn't sound like fun. Of course it isn't and sometimes you don't hear about an individual or group 'paying their dues' in this way before reaching a goal or objective. But it's there. It's always there and if you don't do it, live it, then there is no chance for you...but if you are persistent and continue to be so then you can't fail.

So what you need is a desire, an unwavering self belief in what you're doing, a plan for achieving it, faith in the outcome and continuous action and pure dogged determination for its achievement. Do not take no for an answer.

There is a process. No-one ever achieved anything noteworthy without this process of persistence. This is a cold hard fact I'm afraid. Most people give up at the first hurdle, but you and I won't be doing that...we'll take every hurdle until the race is won.

Some people don't even try so you're already ahead of the pack when you take the first steps. Then out of those people most give up quite easily. Then you're left with the hardcore elite. Then later on a few more will drop out, probably not too far from success which is a shame but so be it. Then you are left with those who have the keys to the kingdom.

This spells great opportunity because if you are prepared to be persistent and are diligent you will win the prize and enter said kingdom. Not only opportunity but it may actually be easier...whilst everyone else is scrapping for the low hanging fruit, there will be hardly anyone at the top going for the good stuff so you can help yourself to the rich pickings.

And you reach this stage with our ugly, yet super intelligent and ingenious friend, persistence. If you took a friend called 'Persistence' to a party they wouldn't necessarily be the life and soul. But they would be there at the end and all the way through. They would also get the girl (or boy), not through great looks or charm but by being the right place at the right time and seeing it through.

There's not much I can write about persistence to persuade you to use it. You already know all too well about this boring concept and you groaned when you saw the chapter title. But it's included as it's the worst kept and least sexy secret of all time.

It's the difference.

Colonel Sanders at age 66 approached 2000 restaurants with his chicken recipe before success. You may well be familiar and indeed indulged in the resulting produce, KFC.

JK Rowling approached at least 12 publishers before the famous Harry Potter franchise took off.

The [Rocky story](#) has already been mentioned in this book. Sly Stallone going round all the agencies in New York several times before finding a way.

There are far more stories like this.

To finish this chapter I'll give you one of my favourite quotes of all time...

By the time I was fourteen, the nail in my wall would no longer support the weight of the rejection slips impaled on it. I replaced the nail with a spike and kept on writing
- Stephen King



Following all that we need to be aware and conquer our fears. We all have many, especially what others think of us, what they say, laugh at us etc etc is one of the top ones. beware and smash the fear of criticism...

FEAR OF CRITICISM



Fear is one of the biggest obstacles and halter of success there is. It's intrinsic, it's powerful...a beast that needs to be slayed.

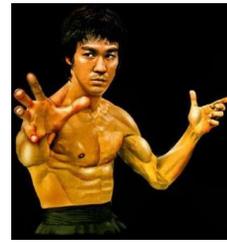
And the fear of criticism is probably the biggest of the lot. It deeply effects every thought you have and action you take. It is deep...and it is a dangerous animal. This has without doubt stopped many great things from happening, ideas flourishing and if some of the great minds of our time would have bowed to this beast then the world would have been worse for it. It is something that needs to be overcome or at least minimised to the maximum.

This is probably the one thing above all else that will stop you in your tracks. People may well have a good idea but it never even gets as far as the planning stage due to this one fact alone. People may get that idea out there and begin to work on it and maybe even make a little progress but will meet with this beast again en route and bring things to a standstill or cause doubts to arise.

This is a travesty and all because they were criticised...or worse still *thought* they would be criticised, played out all sorts of scenarios in their head whether it would have actually happened or not. How silly to let something like this stand in your way, but it's all too real and effects us all to some degree.

Hey, it's in my head as I write this report, but overall I couldn't give a rat's arse...I'm doing a good thing, enjoy writing about this sort of thing and if it helps a few people then great, if people criticise then fine, if it's constructive I'll take it on board, if it's not then I'll let it help me drive me and perhaps use it for comedy purposes in a future article or book.

***Absorb what is useful discard what is not* – [Bruce Lee](#)**



You need to delve a little into the psychology of the criticiser. Also, have a look at what they have achieved and their own objectives. This will provide valuable insight. People who whinge, whine and blindly criticise rarely offer any value, are a little unhappy to say the least and can't bare to see people trying things and achieving success.

[See what I think about whingers...one of my pet hates in my [Room 101](#) articles]

As we well know it is easier to try and bring someone down to their level than to shoot for the stars themselves. They won't have time to be successful as they spend too much time and energy being negative. If they spend a large chunk of time talking and writing about other people negatively then you can bet your bottom dollar that the rest of the time this pessimistic loop is swinging around in their heads.

The true doers and the people you should listen to are those who have achieved success and you genuinely respect.

It's like the old adage parents tell their kids (mine did anyway, perhaps yours did too): *If you can't say anything nice don't say anything at all.*

Successful people know this. They are far too busy achieving things to nit-pick at what you're doing. They may well offer friendly advice from one person who has done it to another who is hoping to do it as to ways they can improve. But they won't slap you down and tell you you're wrong.

Now you have to be very careful of this criticism animal. Again awareness is the key. Be ultra careful whose counsel you keep. The blatant idiots who you don't particularly like aren't necessarily too bad as they are obvious and you can see them coming. You'd rather not encounter these oiks but you can generally brush them aside if you have a vision and a little passion to back it up. No, what you have to be on the lookout for is the less obvious people and the more subtle ways of keeping you in check.

Sometimes it may actually be well meaning people. Their heart is in the right place. They want what's best for you. However, they don't necessarily know best. Parents are a great example. The reason being that most people hold a deep (occasionally misguided) respect for their parents and are heavily influenced, sometimes obviously but quite often unknowingly...it's something that lurks deep in people's psyche – pleasing ones parents.

(This doesn't apply to my parents, but it's an overall observation.)

But people's parents in general do hold a huge influence. From a young age they are in charge and still call the shots when kids become adults. Whether it be actively telling them what to do or in far more subtle ways.

Maybe it's just a comment here and there, not negative but more suggestive that they should be living in a certain way. Personally, I don't care much for what people say I should be doing and by what 'age'...they receive short shrift...the rulebook is well and truly out the window. But some people attach great credence to what others say, especially their parents.

What we all have to remember is that times have changed and things are continuing to evolve. What may have been the done thing 50 years ago or 20 years ago is obsolete. You have to move with the times. What may have been right for your parents may not apply in this day and age. Neither is wrong, it's just a different state of affairs.

People don't tend to stay in one career all their life (or relationship), people may well marry and have kids later, or maybe not at all. People live a little longer. Science and technology are advancing at great rates. The world is more accessible, you can travel the world easily and relatively cheaply. Information is easily accessible at your fingertips. The world is your oyster, choices are abundant...life is now more about living than following the old patterns of conformity and rigidity.

Things are different so a slightly different approach is what is called for.

Your parents are probably good people. They want the best for their little boy or girl and want to be proud. So, listen to them, take on their wisdom but follow your own path and stay true to your dreams. This is so important and I think ultimately everyone wins.

Also pick your friends carefully. There's no room for misguided nostalgia. It's very important to surround yourself with the people who are congruent to your principles, values and goals. Again, the people that were once appropriate in your life, may not be now. It's tough sometimes but you have to be ruthless and move with the times. The wheel keeps turning.

These people won't necessarily criticise you outright (or maybe they will but perhaps they're not 'friends'?!). But they may be a little surprised or resentful if you're trying to break away and try new and bigger things. If you were always at their level and you try and shoot for higher they might not like it.

It depends on the individual of course but birds of a feather flock together. So if you want to be on a higher income stream for example, then you want to be spending larger amounts of time with people earning that money then the people running around scraggling for scraps.

I worked for a direct sales company a number of years back. Door to door, gas and electric. Classic. Anyway, one thing they taught was 'get with people'. This concept was essentially surround yourself with the appropriate people at a given time to achieve a given end. So, you'd see the people you want to emulate and train with them. You would pick up some habits and tricks of the trade, put your own spin on it, improve and get the results you're looking for.

I wouldn't necessarily recommend working for a direct sales company...but I would recommend surrounding yourself with the right people, consistently. This is vitally important and will do wonders.

So what else can be done to slay the criticism dragon? It's a toughy as it is so deeply ingrained in our psyche and in society and effects us at both a deep and surface level.

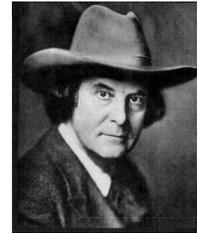
But you have to make sure you surround yourself with the right people. Maximise the time spent with positive people congruent to your objectives and desires, minimise or eradicate if possible, those who aren't. At a wider level, try and eliminate or at least cut down on negative influences in your life and maximise the positive. You just really need to stop and think – what it is you truly want and work out a plan of achieving it. Then set about that plan with gusto.

If you're passionate enough and you truly believe in the cause, mix a little faith into the pot and ultimately any criticism received (be it real or imagined) will slide away easily with the impenetrable force and momentum that you have created. Momentum builds confidence and as you confidence grows the criticism will wain (it may still be there but you notice it less as you're too busy smashing it).

By the way. Important point here. Increased criticism is a good sign. I'm sorry to have to say this but the more successful you become the more criticism you will face (and praise thankfully). As you grow, more people will become aware of your existence, which will include jealousy. They will be jealous of all the 'breaks' you've had that they haven't. They won't have seen the hours of hard work, the 'failures' and the sacrifices but they will think they know best and like mentioned before try and bring you down to their level.

But sadly for them you will never be dragged down. In fact you will be more spurred on to keep doing what you're doing and help those who are actually making the effort to improve. Just remember:

***To avoid criticism, do nothing, say nothing and be nothing –
Elbert Hubbard***



But we certainly will be saying something, doing plenty and being pretty damn awesome. Worth a little criticism I would say. Keeps things spicy. Puts the cat amongst the pigeons, upsets the apple cart and other clichés too numerous to mention.

One of my favourite YouTube clips is of success/motivational coach Tony Robbins telling the Rocky/Sylvester Stallone story. I wrote a [blog post](#) about it and have referenced it elsewhere in this report. In there he says after he went round all the agencies in New York several times trying to sell the ‘Rocky’ script he received rejection after rejection, he wrote all the criticisms down and read them out on Oscar night when they won. It’s an inspiring story, I encourage you to read my blog post but more importantly watch the video.

And I haven’t even spoke about criticism of self. This is even worse. Just don’t do it, it’s not necessary. Just make sure you are constantly improving and moving forward and it will all come together.

KAIZEN



You may or may not be familiar with the word and the concept of kaizen. It is actually one of my favourite concepts and a cool way of looking at things. 'Kaizen' is a Japanese term that essentially means continuous improvement. Change for the better. Incremental forward movement. Refine to perfection.

To me the concept is summed up as - moving forward all the time, improving, small yet definite strides, consistently over time. If you live this concept then great things will develop.

***Every day, in every way, I'm getting better and better -
Emile Coué***



Slightly cheesy quote, sure, but the ethos behind it is sound and essential. You want to be making sure that whatever the discipline or endeavour is, that you have moved forward, nurtured, grown, improved a little each and every day. Some days it may be a lot, huge successful strides...other days more subtle, nothing spectacular, negligible but most definite forward movement towards the desired objective, ready to fight again the next day.

If you are doing so then you are always, slowly but surely moving towards your goal...so not only are you that much closer but you will also feel good about the fact that you are going in the right direction as opposed to staying still (or backwards) which will give you the added confidence and belief to keep on doing so.

As well as applying this concept to specific projects, you should also apply it to life in general. Exercise, get slightly fitter, improve your diet, be a better person, love more, give more, use your time more wisely, look better, feel better, become more valuable to others and an asset to the world.

Continuous improvement.

Yes, you will slip up. A day may get missed, a week perhaps, maybe more. You may stay still for a bit or even drop back. But you have to make sure that the general spiral keeps on going in the appropriate direction. It's what you do the majority of the time remember. So make sure that majority is as large as possible and the dips and slip-ups are kept to a minimum.

But if you do slip-up don't panic. Just get back on the horse. Remind yourself of what you're trying to do and why and continue where you left off. What you had previously done up to that point still exists, you've just fallen back a little. Just get going again, you'll get back to where you were soon enough and surpass that point and you will ultimately emerge stronger.

So, on an overall level, spiritual level if you like or just being a winner, get better every day. If it's a more specific project then complete a task towards it every day.

Remember, we are all a work in progress...as are our goals and desires. It's all a process of refinement. Work towards something...refine...move forward...refine...keep moving forward...keep refining...smash it!

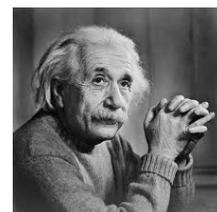
Increase Your Value

You always have to increase your value...invest in yourself. Take what you've got, improve, add to it, enhance so you offer increasingly more...whether it be to your employer, employees, customers, family, partner, friends, business associates (or potential ones), etc etc. If you keep increasing your personal value you will be able to command more money, respect and make yourself a far more valuable commodity for others. Do not rest on your laurels.

This may take the form of courses and qualifications in the workplace, a sport or hobby, continued reading and education, spiritual awakening and anything else that ups your personal 'score'.

Albert Einstein once said:

Don't look to become a person of success, look instead to become a person of value



And he was quite a clever man by all accounts.

On the subject of value; always give more of yourself away than is expected or asked. In business or personal life. If you offer a product or service, don't just give what is expected to the value of what the prospect is paying (certainly not less!)...give far more, separate yourself from the crowd. Not only will the customer be very happy, they will also pass on that fact to others. Firstly, make sure you meet what is promised, then go above and beyond, you will be rewarded in many ways. 'Going the extra mile' is an overused phrase but do it and be happy to do so and it will pay dividends.

The more astute can apply this principle to personal situations I'm sure.

‘BLUE PILL HEADS’ & THE ‘NOT MUCH’ CROWD



So, we are taking the red pill. Like in the Matrix movie when Neo was offered the red pill to go on the ride of his life, get out of the matrix and see just how deep the rabbit hole goes or take the blue pill and return to ‘normality’. We are most definitely taking the red pill...in fact we are red pill fiends.

But there are those people who have quite clearly taken the blue pill and continue to do so. The pro-quo brigade, affectionately known as the ‘blue pill heads’. We’re not talking Viagra here (at least that may spur them on to some sort of action), no, the hypothetical matrix blue pill. They’re addicts on a constant drip of this stuff.

To be fair, they probably haven’t chosen it, they’ve just gone onto this course by default...natural conditioning has led them down this path and they have simply continued without question or any deep thought.

The properties of the blue pill are deep and powerful and can quite easily snuff out the effects of the red pill, not least because of the sheer volume of people on this and the conditioning that comes with it. Much like the grey squirrel. Symptoms include: Preserving the status quo, not thinking for themselves, doing what they’re told, not daring to dream.

I like to think of the ‘pro-quo brigade’ to be the enforcers and perpetuators of the discussed status quo. The people at the top so to speak, with the most influence making it all run smoothly and ‘blue pill heads’ are more the underlings, the subservient drones that mindlessly nod and plod along without thought or question.

The ‘not much’ crowd is a concept talked about by the American entrepreneur Mike Litman. It’s essentially where you see someone you haven’t seen for a while, maybe in

the street, and you say “hey, what you been up to?” or similar and they say something like “not much”. No excited stories or plans, no update on how they’re powering their lives forward...just a standardised, not much, pretty much the same as when you last saw me, each day repeats itself kind of thing. Another one I’ve heard is “same old” or “same shit, different day”. Terrible.

So, try and avoid being one of these or associating with people who are. Those in the Blue Pill Head and Not Much crowd can stay there if they like and probably don’t realise they are or worse still actually celebrate that they are. I’m sure you’ve heard people say things like “I haven’t got a life” and “I’m so boring” almost like it’s ok...but it is ok as that is just how they want it. We don’t.

Traveler Vs Non Traveler

I have seen and heard this conversation played out many times. I have discussed this concept with people and is something that fascinates me a little. It’s the differences in attitudes and mindsets and that underlying worldview of how life should and shouldn’t be lived. A blue pill head staunchly defending their territory and their conditioned way of life. And someone taking the red pill, or at least trying, maybe taking a little nibble at it to see how it goes with the possibility of more adventures.

Recently at work (office job, one of the better ones, in fact ‘good’ by normal standards but still not the one) I was sat opposite a ‘regular’ guy. He was a nice guy, normal run of the mill character. He did his job, I think he had a girlfriend/wife and maybe a kid. He bustled along doing what needed to be done and just ticked along. That’s all absolutely fine, no problems there, up to him. A girl went and sat next to him and I couldn’t help overhearing (because I was eavesdropping) her talk about going to Australia.

Now, she didn’t have a concrete plan. She new some people there I think, she would of course meet people, she had a visa sorted and could quite easily obtain any work (being English speaking, language would not have been a barrier so she could have walked into a similar job she was doing back home amongst many other things.) She wasn’t sure of the length of stay at this time and was going to go with the flow. Perfect, I thought...get out and do it, I thought...should be doing that myself, I thought. Not so our friendly BPH.

“Why would you do that?”

“That doesn’t sound like a plan”

“You’ll have to start again at square one when you come back”

My favourite -

“You will have wasted your time there”

(Wowers! Going to Australia for 6 months or whatever, what a waste! People actually say this stuff, it's frightening. If you don't comprehend the magnitude of my astoundedness over such a comment then you may be reading the wrong blog/book...probably time to get back to celebrity chicken chase on ITV7)

Now, I got the impression she wasn't a seasoned campaigner, so this was probably one of her first forays into the world of adventure. Fortunately, the ticket was booked and she was going. It may have put a few doubts in her mind but it was already in motion. I hope she would have spoken to like minded people after about her plans and they will have built back up the excitement that she would have had. I also think she was new to this as she didn't defend herself and her plans as vehemently as the hard-core would.

But to be fair, the hard-core wouldn't be having a discussion with these people (other than for their own entertainment) and would simply be getting on having fun lives. She was backing herself up but was almost apologetic and she didn't have all the answers. Even though I hardly knew these 2 characters I was very close to popping my head up and giving my 2 cents - "you go for it girl!" would have been the starter.

Like I say, the guy was a good guy. He didn't mean any harm. No malice there. He thought that that's the way things are. She is going to have the time of her life. In a years time she may be back, she may get a similar job and carry on where she left off. Apart from the obvious benefits of traveling and visiting a great country, it may take her life on a completely different course and she will have met people and had experiences that she would never have had just strolling through this small city in Devon.

Another example of great quotes and attitude. Another place I worked (again a 'decent' admin based job but essentially a part of the living dead apart from the women's institute gossip corners that seemed to be prevalent...seriously, an efficiency and productivity coach would have a field day and could save millions for places like the NHS, but I digress) I heard some intriguing conversations.

In the process of my work I would be in a position to pick up on some of the exchanges of our department. We had someone working on the 'front desk' of this staff only department. We'll call him Chris. Partly because that was his name. Now Chris was disabled (probably still is I should imagine). Cerebral Palsy I think, effected his walking and speech. He had a very quick mind and wit but it took its time to come out. He was perfect entertainment for me as I sometimes used the photocopier near his desk and watched all the comings and goings. His interactions with people were legendary and I won't go into them here, perhaps another time.

I say entertainment...not because of his disability, I wasn't laughing at him, but very much with him. His disability is largely irrelevant to this story but despite this handicap

he was quite active, he participated in many organised holidays across the world amongst other things.

These weren't just run of the mill package holidays, they were various adventure excursions (and I don't think they were 'specialist' as such, I think they catered for all people). They took him to far flung places like Asia, South America and a lot of Europe etc and included various excursions and activities, off the beaten track and experiencing the culture.

I actually think some of these are a bit of a rip-off but the sentiment is there and is good to go on something organised if you need that support. Hey, it's better than not doing it but if you would like to start a business this could be a lucrative one. Just saying.

So sometimes he would be away for a few days or weeks. We would help cover the desk he vacated. People would often ask as to his whereabouts and some of the small minded responses were simply phenomenal.

One of these said forays was to Vietnam. Now I haven't been to 'Nam but I hear it is a beautiful country, worth visiting for sure. I've been to Thailand and got a flavour of that part of the world and if (when) I'm back in that neck of the woods I will definitely pay a visit to Vietnam. People had reactions along the lines of.

“What would you want to go there for?”

And my ultimate favourite of all time:

“Isn't there a war there?”

No hint of irony. You couldn't write this stuff.

This enlightened being was heading to Lanzarote for a week. Apparently they went a couple of years back and liked it so are returning to the same place. No comment.

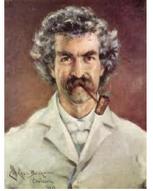
There is a definite divide in people's attitudes, conditioning and outlook on life. This is both fascinating and disturbing. It can provide great entertainment for people like myself and others similar. I don't want to change these people as they provide a service (making me laugh is good and you don't want everyone to be the same as it detracts from what you're doing) but at the same time I hope they don't influence the psyche too much of the people who are open to something a little bit more special and exploring.

Get out and do it would be my advice. If you don't want my advice, get out and do it anyway. And if you don't want to...well don't, read the Daily Mail or such like and let it

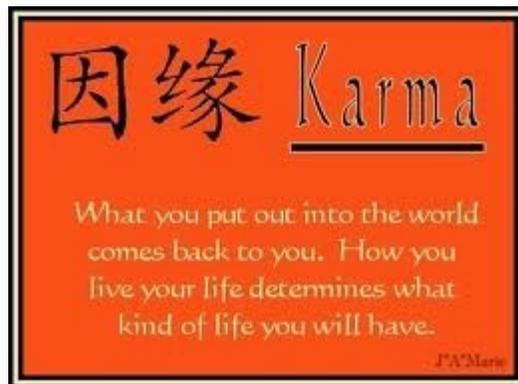
tell you what to do and think...keep to your bubble of what is 'normal'..but let the free spirits be exactly that and flourish.

An oft used quote I see occasionally...

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore.Dream. Discover. - Mark Twain



KARMA



What goes around comes around...treat unto others...reap what you sow...all comes home to roost...law of attraction...cause and effect...etc...

Karma. This was originally an Indian religious concept. The concept of 'action' or 'deed' understood as that which causes the entire cycle of cause and effect. It's a prevalent and underlying theme in Hindu, Buddhism and Sikh philosophies and many others I'm sure. But it has come to be a well known term amongst all people that you will get back what you give out...in some way, eventually.

If you take the deeper concept then it could be in another life or existence but at the human level between everyday people it is thought or perhaps hoped that things will even themselves out...the yin and the yang will be kept in balance.

It's quite often used colloquially in a negative sense. If someone does something bad then people will cite karma in that they will get what they deserve. This may or may not be true but there is a deeper issue at hand.

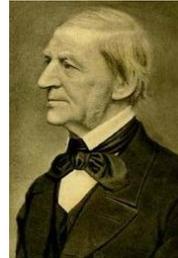
Whether you believe in karma and whether you think that everything does even itself out over time, there is a lot of merit to the idea and life should be lived in such a way to acknowledge it.

I think karma is playing it's way out all round us all the time, in subtle ways. It's not an instant thing and it's not a straight transaction...it is wider and more intricate. Who knows if we have lived before and if we will live again after this life and in what form and what factor karma has on all that.

So, all the unknown aside (science will never be able to explain everything anyway...people have to follow their own path and become more enlightened), karma for

our purposes is summed up as ‘what goes around comes around’...so send out the right thoughts and actions and it will come back to us. It’s important for us not to expect it to come back to us...but just know in simply doing that good deed you have received some form of payback and if everyone is living by the same principle then it will be circling everywhere.

One of the most beautiful compensations in life is that no man can help another without helping himself - Ralph Waldo Emerson



Thing is, whether you believe in God or conspire to any religion or belief system it doesn’t matter. It will bite you on the bum or reward you depending on the route or decision you have chosen.

And you need to be aware that following each thought or action, there is left an imprint on you somewhere and on some level. Even if consciously you’ve put it out of your head, a mark will have been left on your subconscious, deep in your psyche or in your heart or soul and you will be aware of it at some level and it will effect you.

Forget ‘God’ or anyone else keeping score for heaven or reincarnation purposes...the payoff or punishment you will put on yourself and receive from the universe, however the intricacies work, is of more pressing concern.

Never underestimate the value of a kind word...

Think about it. Everything you say and do can have a massively profound effect whether you know it or not. A brief interaction can hugely influence a person’s day or indeed life, so make it count. Always try and leave each situation a little better than when you found it. This is a worthy goal of anyones undertaking. Not only are you putting out the right energy, you are attracting it too.

I’m reminded of an email I received from somewhere with a story entitled ‘Heart of a Teacher’. A teacher’s influence is massive as they help shape the minds of young learners. Most people disliked most teachers at school, lets be honest. Not because we were naughty, but because as an adult now I can safely say these people were poor at their jobs with a bad attitude to boot.

This story tells a far more inspiring picture. Uplifting and a little sad, certainly something to think about...

He was in the first third grade class I taught at Saint Mary's School in Morris, Minnesota. All 34 of my students were dear to me, but Mark Eklund was one in a million. Very neat in appearance, he had that happy-to-be-alive attitude that made even his occasional mischievousness delightful.

Mark talked incessantly. I had to remind him again and again that talking without permission was not acceptable. What impressed me so much, though, was his sincere response every time I had to correct him for misbehaving. "Thank you for correcting me, Sister!" I didn't know what to make of it at first, but before long I became accustomed to hearing it many times a day.

One morning my patience was growing thin when Mark talked once too often, and then I made a novice teacher's mistake. I looked at Mark and said, "If you say one more word, I am going to tape your mouth shut!" It wasn't ten seconds later when Chuck blurted out, "Mark is talking again." I hadn't asked any of the students to help me watch Mark, but since I had stated the punishment in front of the class, I had to act on it.

I remember the scene as if it had occurred this morning. I walked to my desk, very deliberately opened my drawer and took out a roll of masking tape. Without saying a word, I proceeded to Mark's desk, tore off two pieces of tape and made a big X with them over his mouth. I then returned to the front of the room. As I glanced at Mark to see how he was doing, he winked at me. That did it! I started laughing. The class cheered as I walked back to Mark's desk, removed the tape, and shrugged my shoulders. His first words were, "Thank you for correcting me, Sister."

At the end of the year, I was asked to teach junior-high math. The years flew by, and before I knew it Mark was in my classroom again. He was more handsome than ever and just as polite. Since he had to listen carefully to my instruction in the "new math," he did not talk as much in ninth grade as he had in third. One Friday, things just didn't feel right. We had worked hard on a new concept all week, and I sensed that the students were frowning, frustrated with themselves and edgy with one another. I had to stop this crankiness before it got out of hand. So I asked them to list the names of the other students in the room on two sheets of paper, leaving a space between each name. Then I told them to think of the nicest thing they could say about each of their classmates and write it down.

It took the remainder of the class period to finish their assignment, and as the students left the room, each one handed me the papers. Charlie smiled. Mark said, "Thank you for teaching me, Sister. Have a good weekend." That Saturday, I wrote down the name of each student on a separate sheet of paper, and I listed what everyone else had said about that individual.

On Monday I gave each student his or her list. Before long, the entire class was smiling. "Really?" I heard whispered. "I never knew that meant anything to anyone! I didn't know others liked me so much." No one ever mentioned those papers in class again. I never knew if they discussed them after class or with their parents, but it didn't matter. The exercise had accomplished its purpose. The students were happy with themselves and one another again.

That group of students moved on.

Several years later, after I returned from vacation, my parents met me at the airport. As we were driving home, Mother asked me the usual questions about the trip, the weather, my experiences in general. There was a lull in the conversation. Mother gave Dad a sideways glance and simply said, "Dad?" My father cleared his throat as he usually did before something important. "The Eklunds called last night," he began. "Really?" I said. "I haven't heard from them in years. I wonder how Mark is." Dad responded quietly. "Mark was killed in Vietnam," he said. "The funeral is tomorrow, and his parents would like it if you could attend." To this day I can still point to the exact spot on I-494 where Dad told me about Mark.

I had never seen a serviceman in a military coffin before. Mark looked so handsome, so mature. All I could think at that moment was, "Mark, I would give all the masking tape in the world if only you would talk to me." The church was packed with Mark's friends. Chuck's sister sang "The Battle Hymn of the Republic." Why did it have to rain on the day of the funeral? It was difficult enough at the graveside. The pastor said the usual prayers, and the bugler played taps. One by one those who loved Mark took a last walk by the coffin and sprinkled it with holy water. I was the last one to bless the coffin. As I stood there, one of the soldiers who acted as pallbearer came up to me. "Were you Mark's math teacher?" he asked. I nodded as I continued to stare at the coffin. "Mark talked about you a lot," he said.

After the funeral, most of Mark's former classmates headed to Chuck's farmhouse for lunch. Mark's mother and father were there, obviously waiting for me. "We want to show you something," his father said, taking a wallet out of his pocket. "They found this on Mark when he was killed. We thought you might recognize it." Opening the billfold, he carefully removed two worn pieces of notebook paper that had obviously been taped, folded and refolded many times. I knew without looking that the papers were the ones on which I had listed all the good things each of Mark's classmates had said about him. "Thank you so much for doing that," Mark's mother said. "As you can see, Mark treasured it."

Mark's classmates started to gather around us. Charlie smiled rather sheepishly and said, "I still have my list. I keep it in the top drawer of my desk at home." Chuck's wife said, "Chuck asked me to put his in our wedding album." "I have mine too," Marilyn

said. "It's in my diary." Then Vicki, another classmate, reached into her pocketbook, took out her wallet and showed her worn and frazzled list to the group. "I carry this with me at all times," Vicki said without batting an eyelash. "I think we all saved our lists." That's when I finally sat down and cried. I cried for Mark and for all his friends who would never see him again.

The density of people in society is so thick that we forget that life will end one day. And we don't know when that one day will be. So please, tell the people you love and care for that they are special and important. Tell them, before it is too late.

by Paula Fox

RALLY CALL!

Now is the time to stand up and be counted. Make a stand, make a difference. In a way not doing something good is almost as bad as doing something bad. Sure, the bad person is actively doing a bad thing which is obviously wrong. But the 'good' person who is meekly hiding away in the background sickens me even more.

They don't want to rock the boat, they want a quiet, easy life. But they're not really helping...other than keeping the way things are, the way things are. A lot of which is just wrong to say the least. They're weak sheep. Perhaps it's time to step up to the plate and if something is wrong, put it right. Use your influence and your brain power for something better. I like people who stand up for what is right even if it may make them look bad. They are the people who I respect the most. The people who don't are the people I have the least respect for.

These may well be good, nice people but, come on, enough is enough, get with the program. I'm not talking about kicking off or fighting for the sake of it, I don't believe in that at all. What I'm saying is, do it intelligently, in a relaxed manner, lead by example, influence those who want to be, put aside those who don't want to play ball, they will be shown the way eventually, or perhaps not.

I have a couple of favourite quotes that sum up this point:

The only thing that evil needs to prevail is for good men to do nothing - Edmund Burke



and...

The hottest place in hell is reserved for those who remain neutral in times of great moral conflict - Martin Luther King Jr



Powerful quotes, worth pondering.

A FINAL WORD...

So, there you have it. I will be expanding on all these topics and more on the blog and in future reports, audios and videos. As and when I improve this book, whether I add or edit content or improve the design, I will let you know so that you have the most up to date version.

There will be an audio version of the book coming very soon and I will let you know when it is ready. I will also be producing videos in due course based on the book but expanding, delving deeper and offering far more, perhaps like a webinar (online seminar).

In theory you are subscribed to the blog as you have this report but you may well have received the link from someone...in which case I urge you to go to the blog and subscribe so you can stay in the loop and you don't miss out on anything...I can assure you there is much in the pipeline.

Also, feel free to pass this book on. Send the link to friends, family and associates if you think they might appreciate or get something out of it...and urge them to subscribe and become part of our tribe of forward thinking doers.

If I had listened to the crowd I would have missed so much and not have been presented with the opportunities I have. Internet marketing, working abroad and much more. I would be sat in essentially a mundane dead end job with some prospects but stuck in a system I don't want to be a part of. This having a knock on effect on my life, mildly depressed and unfulfilled, energyless.

But doing it my way I have worked better places, added a little variety and then weasled my way towards my dream of working abroad, becoming a successful internet marketer, writer and being financially free along with a buzz and contentment that comes with finding and following your calling.

It's a process of refinement.

I have wider worldwide contacts and more exciting opportunities as well as growing far more, increasing my value and my wisdom and passing that onto those whom I have met and will meet. I'm certainly glad I did it my way. And the best is yet to come. This is of course good for me. I'm going in the right direction and you can too. It depends what you really want.

You can live your life however you want, by all means stay in the system I'm so eagerly fighting away from if that's what you want...but the options are there if not. You can think a little bit more freely, follow your heart and live your dream, whatever that may mean to you. I can help you...or I can at least try.

I took on the chin my apparent outward 'lack of success' and forewent the payoff and social kudos in exchange for the higher plane of the future bigger and worthwhile success I was envisaging. I'm not there yet but am well on my way and have the right attitude and plans in place...just a case of bringing it home.

For me and for those I hope to attract to my blog and future exploits, it's about freedom. Travel, adventure, fun, laughter, growing, improving, awakening, financial security, health, energy. Sounds like a lark right? Why not...why not indeed...

It wasn't easy though. It still isn't. Through switching jobs, forays abroad etc lies an uncertainty. Times when money is a concern amongst other things. This can make you down and drain you from the mission to go for what it is you're striving for. But that's the difference. That's the pay off you get when you accept what life is throwing you and do as everyone else is doing as well as telling you to do.

Security, comfort zone, steady income, stable home, knowledge of how your life will pan out today, tomorrow, next week and next year. This can be a great pay-off, things won't be spectacular but you know where you are...you give up and fit in...or sell out.

It's also known as boring.

But that's where that burning desire for so much more kicks in. It's still raging quietly even when it's been pissed on, it still simmers and when the time comes it can erupt into a blazing inferno.

That's the way it was (is) for me. For me it's too late...I couldn't actually sell out and go against my beliefs (not for any length of time anyway) even if I wanted to as it just isn't possible now...I've come too far. I'm being pushed by something far greater than 'myself'. It will happen and I will be successful in everything I choose and in every way. There is no other outcome and I will continue in this vain until i die.

There will be pitfalls, challenges, obstacles, 'failures', setbacks and all the rest of those great things but each one will help us emerge stronger on our journey. And it is a journey folks. Lets enjoy the ride, do what we want to do, in the right manner and collectively go forward, push boundaries, and conquer new frontiers.

Join me. Work with your heart's desires and with the universe. There are indisputable universal laws at work at all times whether you like it or not. Learn to flow with them rather than against them and you will come through. Do it for yourself, your family, your friends, your kids, your peace of mind and personal enlightenment.

As mentioned, there is more to come, much more. I'm thinking of making these reports into a series that when put together will give the whole picture and enable you to achieve the objects of your desires. Not only elaborating on the principles in this book but also more actionable steps, the spiritual journey as well as travel and adventure tips, advice, info and inspiration.

All these pieces of the jigsaw will form a powerful manifesto and blueprint you can follow and aid you along your journey. Then off the back of those reports I will produce an audio version and videos which will cover the book as well as expand on it.

Ultimately I have far too much to say and couldn't put it all in this one book. I wanted it to be short enough to be read in one sitting and not too heavy going. But it gives a good grounding for anyone who wants to wander down this road or improve their lot or even just a little curious as to the possibilities that could exist.

I have left quite a bit out. I started writing several chapters but haven't completed them. I wanted to get this initial book out before procrastinating for too long - *you don't have to get it right, you just have to get it going*. I could be forever adding chapters and sections and nothing would ever get complete...refining, editing, tweaking as I want to put my best foot forward but sometimes you just have to just freaking well get it out there and act accordingly from that point. So this is the start and I'll follow up on the rest shortly.

Thanks for reading. If you've read the whole thing then all power to you. I appreciate it and I hope you have gained something. Maybe a little more energised, positive or at least questioning things. I hope I've inspired you to strive for a little more and to pass on that 'vibe' to others. We can make a difference. We will make a difference. Ultimately it's down to you.

Do what you want to do, be who you want to be.

I heard a very interesting story somewhere once: It was about this eagle that had to lay its egg near a chicken community for some reason. Maybe it was in danger or it was injured or something. This egg was hatched by the chickens and the eagle baby started growing up in the chicken community. Although it looked a little different, everyone

thought that it's just a little different looking 'chicken'. And life went on. It would go looking for throwaways and seeds and grains everyday with the other chickens and come back home in the evening back to the lair.

One day while it was as usual searching for food with its 'family', the eagle baby suddenly noticed a large bird flying high above in the sky with its wings wide open. The baby was awestruck, it asked a fellow chicken what that was and the chicken replied "That's an Eagle! The king of all birds." The baby asked "Can I fly like that also?" And the reply was "Of course not idiot! We are chickens remember? Our wings are not strong enough to fly like that." The eagle baby understood, but somehow somewhere deep inside it felt a strong urge to see the world, to fly high above, to soar bravely on the eternal winds of change... It felt sad wondering why it had to be born as a 'chicken'? Why couldn't it be just born like an eagle so it could fly like that? As it wondered all those things, the eagle baby sighed deeply and went back to looking for grains.

Finally, from the book *Tribes* written by Seth Godin:

It's not an opportunity, it's an obligation. I don't think we have any choice. I think we have an obligation to change the rules, to raise the bar, to play a different game, and to play it better than anyone has any right to believe it's possible.

We'll speak again soon but in the mean time remember...

Follow your heart, Live your truth!

Adam

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