



Wired FOR SUCCESS

HOW TO ATTRACT ANYTHING YOU WANT IN LIFE
BY REWIRING YOUR MIND TO REACH ITS FULL POTENTIAL

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"I believe that knowledge is power. Everyone should improve themselves and/or business, no matter what stage in life they're in. Whether it's to develop a better mindset or to increase profits. Moving forward is key."



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WIRED FOR SUCCESS

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Introduction



Almost all of us feel as though we are falling short of achieving everything we want to and everything we can. Most of us did not even choose the path we currently find ourselves on – we did not choose to work in the career we currently work in and we probably didn't actively choose where to live either. Or at least that's how it *feels*.

For the most part, we are therefore often dissatisfied with what our day-to-day lives end up entailing. We end up spending the vast majority of our day working in a job that we're not particularly passionate or excited about and then we get home so tired and worn out that we can't do anything exciting or interesting. So we end up just lying in front of the TV, watching junk.

Is this really what you want to be the highlight of your day? Is this what you want to spend every day looking forward to? Watching trashy television??

The answer for most of us is of course going to be know. We once dreamed of being rock stars, of being pilots, of being movie stars... maybe you just dreamed of being rich and standing at the top of some high-rise building while you looked down on the city below, wearing your finely tailored suit no doubt...

How did it end up so different? How did you find yourself stuck in a dead-end job? Too tired to pursue your dreams? And too beaten down to truly thrive?

Well... that would be telling! In the interest of 'no spoilers', you're going to have to keep reading in order to discover just what led you down this path and how you can change your fortunes. But suffice to say that you are in the position you are in because you *let* yourself get into that position.

We really do have a choice when it comes to what we want to do with our lives, how we want to spend our time and who we want to be. If you're working a job you don't enjoy, if you're overweight, if you have never had the chance to see the world... then that is the result of *your* choices.

It just doesn't always feel that way.

The singular purpose of this book then, is to empower you. To give you back the power of your choice and to help you recognize the power that was yours all along (without meaning to sound like an episode of *Captain Planet*).

More than this, we'll be looking at some concrete and straightforward steps that you can take to begin using your freedom and your power and exercising your will so that you can get the life you've always wanted.

Are you ready to change the way people see you? To change the way you feel? And to enjoy success beyond your wildest dreams?

I'm going to assume you're thinking 'yes' at this point...

What You Will Learn

Specifically, this book will teach you...

- Why your mindset defines your success in life
- How the law of attraction works
- How to use 'kaizen' and small changes
- How to take risks and stop feeling beaten down
- How to use 'fear setting'
- How to make goals and plans
- How to know your life's purpose
- How to employ CBT to change the way you see the world
- How to break out of your rut and start living a truly fulfilling and incredible life!

Chapter 1: Change Your Mindset Now for Success in Your Life



If you've read *any* self-help book, book on success or similar, then chances are that you will have come across this notion that you can get whatever you want from life simply by changing your mindset and changing the way you think.

Can it really be so simple? How can your state of mind really affect your physical reality?

Actually, there are *plenty* of ways. Let me explain...

And if you act like the most capable and amazing person in your workplace, then other people will start to take you more seriously, give you more work and help you to *become* that most capable and amazing person.

This is the law of attraction and although it might sound like magic, there is actually a very good explanation for how it all works.

You see, when you start acting more confident in your workplace by standing a little taller, by puffing your chest out and by talking more firmly to people, you will find that other people pick up on that and they start to see you as a more confident person.

When someone sees you as being more confident in the workplace, they will instantly begin to see you as being more capable. And when they see you as being more capable, they will of course be more interested in working with you and offering you important tasks to be responsible for.

The same goes for wearing a nice suit. If you *look* like someone who takes care of themselves, like a professional, like someone who a company would be happy to speak to clients on their behalf... then you will be given more work as a result.

How about acting wealthy? Well, one example of how this works is that people will notice your new more 'premium' taste and they will respond by giving you more valuable and expensive gifts – it really is that simple! Acting wealthier and believing yourself to be can also again help others to want to work with you and invest in you and it can give you the confidence you need to take smart financial risks.

The first step to becoming, is believing. It sounds corny but it is completely true.

Understanding Perception

Another thing to consider is how our perception of reality completely changes our subjective experience of this – and therefore the outcome.

What do I mean by this?

Simply that what you experience is actually less important for your state of mind than what you believe.

For example then, if you were to come face to face with a lion in the woods, there would be a good chance that you'd see your heartrate jump up sharply, your breathing become faster and shallower and your blood start rushing to your muscles, your eyes and your brain. This is what we know as the 'fight or flight response'.

But what if you see the lion but don't *believe* in the lion? What if you think the lion is animatronic? Then *none* of those changes will occur and you'll remain entirely calm.

The thing to remember is that many of the things we encounter in our daily lives are just like those lions. When you encounter a challenge in the work place, a difficult friend or partner, or financial troubles... you can choose to see it as a lion, or you can choose to see it as no big deal.

This is where techniques like 'CBT' come in, which we will discuss later on. These strategies allow us to actively change the way we think about

challenges, about ourselves and about our situations – and thereby to achieve incredible things and even completely remove fear!

Positivity and Belief

Finally though, what's also highly important is that we have positivity and belief in what we're doing. Positivity is one of the most powerful tools you have at your disposal and can help you to take chances, challenge the system and generally make waves.

If you are a pessimist with low self-esteem, is it like that you'll set up your own business? No.

If you're someone who is afraid to take chances, then how likely is it that you'll end up quitting your job and going travelling? Not very!

Too many of us are simply beaten down by our circumstances and our upbringing and we believe that the best way to get by is to stay quiet and try not to rock the boat. The reality though is that you need to take chances and risks in order to truly live.

Would you rather fail at doing something amazing, or succeed at doing nothing at all?

And in order to take that leap, we need to change your mindset...

Chapter 2: Define Your Goals



The first thing you need to do, is to define your goals. This is very integral to your potential success as you can't very well succeed until you know what it is that you want to achieve!

'Chase your dreams' people say.

'Follow your heart!' they announce.

But what if you don't know what your goals are? How can you go after the thing that will make you happy when you have no idea what that thing is?

Have a Vision

The problem a lot of people have, is that they start with a goal rather than a vision. In reality, a goal should *come* from a vision and you need one before you can have the other.

So what's the difference?

A vision is a lot more abstract than a goal. A vision is not a plan or an idea but rather it is a lifestyle, a way of life, a state of affairs... a dream. Your goal will then fill in the steps from there...

To find your vision then, the simplest strategy is to try picturing your perfect life. Imagine you have been given a magic lamp and can make three wishes. Meanwhile, you also won the lottery.

What does this perfect life look like? What does it entail? Where do you see yourself? Who is there with you?

For some people, this vision is going to be the typical archetype of success. You might be as we described earlier, standing on top of a high-rise building, looking out over your domain and wearing a smart suit.

But maybe that's not it. Maybe you're sitting in a hammock, drinking a cocktail while watching the sun set over a tropical ocean?

Or perhaps your dream is more modest? Maybe you imagine having a beautiful house, a beautiful wife/husband and great kids. Maybe you envisage being able to spend all your time with those kids.

Or maybe, just maybe, your vision is completely bizarre to most people. Maybe your vision involves playing *World of Warcraft* all day. Maybe your vision isn't even physically possible.

Don't Let Others Define Your Goals

All of this is fine – and the first crucial lesson we need to learn here is that you have to be honest with yourself. You need to be 100% *brutally* honest and if your dream is to enter a beauty pageant – as a guy – just admit it. Maybe your vision is just to be a bum and lie around the house!

Too many of us feel as though we have to live the life that others set out for us. We feel as though we need to achieve what is considered the traditional view of success. We feel the urge to please our teachers, our parents.

And so when someone asks us 'what is your goal?', we will often say 'to be a lawyer'.

We're too embarrassed to say that we just want to spend more time with our kids. And we're too embarrassed to say we want to be a pop star.

But what is the point of chasing someone else's dream? Go after the things that *you* feel passionate about and never feel ashamed of whatever they may be!

You Can Do Anything... No, Really!

When you write these goals, it is really important that you don't hold back and that you write down the things you *really* want to achieve – no matter how far fetched or unimpressive they might seem to others.

If your goal – like the Dad from *Step Brothers* – is to become a dinosaur... then heck, write it down!

The problem is, that as we've already examined, too many of us have our sense of pride and even our identities tied up in 'what we do'. It's the first thing we ask at parties!

But there's no reason it should be like this. Why not work simply as a means to fund the lifestyle you really want and get your sense of accomplishment out of your achievements *outside* the office? How about using your free time in the evenings to write a novel? To compose a masterpiece? Or to set up a side business?

There is absolutely nothing stopping you, so get out there and go for it!

Want to be a rock musician? Fine – then all you need to do is to set up your own YouTube channel where you play your instrument. If you can build a big enough following, then you'll enjoy a modicum of fame and some income from your music. You might even land a record deal! The same goes if you want to be a comedian, or an action star.

Want to be a writer? Just start writing! You can *be* anything you want to be – it's just success that is the hard part!

Want to have a mansion? Then create an epic budget and put all of your savings into making that happen. You might have to build your own property but there's no reason this can't be done if you buy the land – and it's more affordable than you probably think. There are ways you can get work done more cheaply too.

But actually, you might not need a mansion to fulfil your vision. Maybe it's not the size of the home that matters but rather the décor. Maybe you'd be just as happy with a large, modern and beautiful home with some stunning centerpieces.

And as it happens, this is highly achievable for less if you know how. A minimalist décor for instance means that you can spend less money on things you don't need and more on just a few stunning centerpiece items that will make your home truly memorable for instance.

And this is also how you're going to achieve that dream of becoming a dinosaur...

Because so often, it turns out that what we want is often not so simple. You might dream of being a dinosaur but ask yourself *why* you have this unusual aim. Is it because you want to be big and powerful? Do you want to be completely free? Do you love the natural habitats they live in? All *these* things are achievable and so you can be a dinosaur... in 'essence'. More likely, you might find that even though it's hard to become an astronaut, you could still indulge your love of space, the unknown and discovery by becoming an astronomer. Or maybe you could launch a

camera into space as a hobby? Write a blog about space? Become an explorer?

To get to the bottom of what you want to achieve and to get to the 'essence', you can use something called 'The Five Whys'.

The Five Whys

The Five Whys is a series of questions that you can ask yourself in order to get to the 'bottom' your own motivations on pretty much any subject (and it also has a ton of other useful applications too). In this case, you're going to ask yourself 'why' you want to achieve a certain thing.

Why do you want to be a movie star?

Why?

Why?

Etc.

The first time you might answer that you want to be a movie star so that you can get a sense of accomplishment by sharing your work with everyone. The next 'why' you might answer by saying that you love performing and you love getting feedback from others. The next 'why' you might answer because you like to make others happy and so on.

And by getting to the essence of your goal and your vision – the emotional hook that is motivating you – you'll be much better at making yourself happy.

Write Those Goals and Let's Get Started

Now you know how to go about writing goals and having a vision, I want you to follow those steps and get a real picture in your mind of what you want to achieve and some steps on paper as to how you're going to get there.

Here's the thing though: you're going to write them down no matter how crazy they sound, no matter how off-the-wall they are.

Chapter 3: Start Making Better Decisions



With your missions statement, your vision and your goals now more clearly mapped out, the next thing to do is to start following that blueprint to make your goals happen.

And this starts by recognizing what will support your goals and what isn't helping you to get any closer to them. Too many of us work incredibly hard *thinking* that we're getting closer to our goals, when actually we're just moving ourselves further and further away from them. We're just procrastinating...

Misguided Strategies

But wait... didn't we say that you could make your goal *anything*? Didn't we say that it was okay to make your goal becoming a movie star? Or

becoming a *dinosaur*? How are you going to make the decisions necessary to make those plans happen?

And what if you have responsibilities? Things you need to achieve? What if your kids are relying on you to pay their way through school – can you really just drop everything and go travelling around the world?

Again, this comes down to mindset and I hope I'm about to help you have a few 'eureka' moments here.

Firstly, recognize that fulfilling your dreams needs to take priority over most other things. That might sound selfish but think about what kind of father/mother your children would rather have: one who is exhausted and unfulfilled, or one who loves what they do and feels excited to go to work every day. What kind of example are you setting for them by spending your evenings in an office you hate, doing a job you hate, and still not having enough money to live comfortably?

The next thing to realize is that you can actually accomplish a lot of things much easier and more quickly once you stop thinking that your life should entirely revolve around your work.

Here's the irony – a lot of people will work incredibly hard and spend extra hours in the office just so that they can have more time with their family! They dream of being retired and they work so that their family can live comfortably.

If your goal involves spending more time with family, then this is absolute nonsense. All you are accomplishing is actually taking yourself *further* away from your family and providing for them less.

Your salary is not what dictates your wealth apart from anything else. You can get a raise of 2K a year by working incredibly hard and putting in extra hours, or you could rent the spare room out to students. Or you could sell trinkets on eBay. Or you could cancel that cable TV subscription and get slower WiFi. You could stop paying for Netflix too.

What would you rather: pay for Netflix and more TV channels and take on hugely more stress at work, or just fix your budget and get more money that way while having *more* time to spend with family. You could move into a smaller house and pay less on your mortgage repayments, or you could sell your car and get a smaller, cheaper one.

A lot of people work incredibly hard because they want to ‘save the money to go travelling’. Except, every time they get to that junction when they should just up and go, they realize that they’re doing too well at work and that they can’t leave right now...

So wouldn’t it be better to change and get a job you can do online? Then you could travel *while* you earned money? Or how about taking a sabbatical from your current position? Or leaving work, only to find more work when you get back?

Why spend your youth working incredibly hard and making yourself ill with stress just to travel when you’re too old to enjoy it? Why not just take long holidays now and live your life?

Why is working harder always the first answer that most of us think of?

The answer is that it’s what we’ve been raised to believe by our schools and by the state. It’s not their fault – it is the very central conceit of

capitalism that you have to work harder in order to get what you want. And we've been taught by others that working hard is the responsible thing to do for our families.

Too bad they're wrong...

No matter what many people tell you, there is nothing inherently 'great' about wasting your life working at a factory, or at a company that sells staplers. You can work incredibly hard and feel like you're doing your job but at the end of the day, the world would keep ticking on even if you stopped. Meanwhile, your family and your dreams have been put on hold.

Often, the quickest way to achieve our goals is actually to take a pay cut, to move to a poorer part of the world. Often, we will find that we actually have enough money *right now* to build that dream house, travel the world or look after our families; if only we'd focus a little less on work.

But we keep pushing harder and harder to 'succeed' in the traditional sense because we want to be seen to be successful and because that's what we've always been taught to do.

Even if your vision of success is the traditional one and you want to be that CEO, you're going to need to detach yourself from your current role in order to focus time and effort on your own business.

It's *hard* to break out of this mindset and this mentality but it is absolutely crucial if you're going to be successful.

The key here is to stop working blindly hoping things will get better and to instead ask what you actually *want* and what is really the best way to get it

easily. And if that means spending *less* time at work and maybe raising a few eyebrows, then you mustn't be afraid of that!

Making Steps Out of Your Goals



So now you have a vision for what you want to accomplish and you have embraced the things you really want from life, it's time to actually start making progress. And this is where you actually start creating *goals* and more specifically – steps – that you want to accomplish.

So you want to get in shape eh? Get in line – so does the rest of the world, and most of them are still struggling to climb the stairs. And maybe it's that desire to 'get in shape', which is perilously vague and unhelpful, which is causing the problem.

The problem you see is that 'getting into shape' is not a goal. It's far too vague, it depends on your definition of 'shape' (round is a shape you know...) and it's not directly within your capabilities to control.

In order to be successful in any endeavor, you need to know how to correctly phrase what it is that you are trying to accomplish in your mind.

Why 'I Want to Get Into Shape' Is Useless

Just saying you want to get into shape is so moot that I don't know where to start pointing out the problems. Of course you want to get into better shape – everyone does. And if you make this your target then it's a target you can never accomplish (because you can always be in better shape) and never fail at (because you have an infinite amount of time to accomplish it). That's already incredibly disheartening, and when you try going to the gym and pushing yourself hard for a week only to notice you're exact same shape as you were before and you're not really any closer to your goal... then you're actually quite likely to just give up.

So how should you have gone about creating this goal?

Where Do You Want to Be?

First of all, decide where it is that you want to be and what specifically you want to accomplish. The reason for this is that different health goals require

different methodology – it's a different story burning fat compared to building muscle and it's no use lumping them together.

So decide what would make you happy – increasing your biceps by an inch? Losing 1 stone? Note what your end goal is and write that down. But that's not your goal. This will come from the vision that you pictured earlier. What specifically does that vision entail and how can you go about writing a goal to get there?

The Steps

Rather your next step is to write down exactly what it will take you to reach that destination. This will probably mean for instance going running three times a week for forty minutes. Or it might mean going to the gym to perform a split routine four times a week.

Now that is going to be your target – to repeat the crucial steps on that basis without fail for a certain amount of time. So for instance your goal might be to 'go to the gym and lift weights four times a week for an hour without fail for the next three months'. Or it might be to 'eat no puddings for the next month'.

The time limit is on there simply to act as a light at the end of the tunnel – in other words to help you stay focussed and dedicated and not get disheartened (so that you can say 'it's only a week left'). What's really important though is that your goal is the process. That's because this is something that you can actually control directly and this can give you much more of a sense of satisfaction while keeping you structured and focussed. Now you're not even going to worry about how much weight you've lost or how much muscle you've built – because that will take care of itself.

The same goes for pretty much any other objective – writing goals in this way is nearly always superior. So if you want to write a novel, don't aim to write a novel – aim to write two pages a night. If you want to travel the world, look at how much money you'd need to accomplish that and then aim to earn X amount every week to bring you closer and closer to that goal.

Work out your goals one step at a time and you'll find this approach is much more effective over all.

Fear Setting

Even with these perfectly laid out steps though, you're going to find that it can often be hard to actually take the necessary leaps and become the thing you've always wanted to be, or to do the thing you've always wanted to do.

Why? Very often, the simple reason is *fear* – we are too afraid to take these massive leaps into the unknown and to take massive risks like quitting work, going part-time or putting ourselves on camera in front of the world.

It's understandable too – quitting your job will often mean losing your most important form of income – and in all likelihood you will have a lot of financial commitments that make that hard and scary. You probably have bills to pay, rent, a mortgage perhaps and you probably have to look after your family and make sure that they get fed.

Maybe this is a particularly bad time – maybe you just got a promotion or maybe your wife is pregnant.

But here's the thing: there is *never* a good time to risk everything. If you are putting off starting a business because you are waiting for the right time, then it's never going to happen. If you're going to do it, then you need to *just do it*.

Of course that's easier said than done though, so how do you go about overcoming the fear that has stopped you from going after your dreams? The fear that has kept you trapped?

One answer is something called 'fear setting'.

Essentially, the aim of fear setting is outline your fears and to make sure that you recognize them for what they are. The idea comes from author Tim Ferriss, who wrote the book *The Four Hour Workweek* and the nomenclature is intended to reflect the idea of 'goal setting'.

Until you write down your fears, they will remain abstract and intangible. And when they're in that format, they are impossible to overcome.

Write down your fears though and suddenly, you can take control of them and even find ways to combat them. Often, you'll find that they actually aren't nearly as serious as you made them out to be in your mind. This is very similar to the idea of 'thought challenging' in cognitive behavioral therapy (CBT) and it can help you to take control over your thoughts in order to take control of your actions.

So to take part in this exercise, I want you to take a minute to think about the vision and the goals and steps you formed for yourself. Maybe your plan is to start your own business selling cupcakes, great! In that case then, you might have decided that the best way to achieve the goals you

have in mind, is to quit your current job, take out a bank loan and then use that loan to pay for an empty store and some marketing.

Wow, that is a *massive* risk and it probably threatens your current way of life in a big way. You will have a fear of 'failure' right now in your mind but at this point, that fear is again still abstract. So let's fear set it. What are you actually afraid of? Some reasonable fears might be...

- Losing your job and never being able to achieve the same level of success again
- Being unable to pay off the loan, going bankrupt, losing your home and being unable to take out future mortgages
- Letting your family down, forcing them to live with less, perhaps driving your partner away
- Ending up homeless and destitute...
- Being seen as a failure in front of everyone if it doesn't work out
- Being seen as reckless by everyone even if it *does* work out

- Realizing that you don't actually like working here and that it is not as rewarding as you thought it would be

These all seem like pretty massive, insurmountable fears that perhaps are quite reasonable in many ways too. So the plan is off right?

Wrong! Now that we've applied some fear setting, we can now go about deconstructing the things we're afraid of and seeing just how realistic those fears are. Perhaps we can even transform those lions into animatronics!

Start by writing down how likely/unlikely each thing is to happen in reality:

- Losing your job and never being able to achieve the same level of success again – Not that likely, in almost every case, you'll find that you can pretty much walk back into the same job or an equivalent one. If not? Then you might have to work at a slightly lower level... but so what?
- Being unable to pay off the loan, going bankrupt, losing your home and being unable to take out future mortgages – This is somewhat possible, although it's highly unlikely you'd get to the point of completely bankruptcy or losing your home. You can get help from the government, you probably have savings and you can sell off the property you bought to pay off most of the loan.
- Letting your family down, forcing them to live with less, perhaps driving your partner away – If your partner is supportive, then chances are they'll want to see you go after your dreams. If they join

in, it might even bring you closer.

- Ending up homeless and destitute... - This is almost completely impossible. Most countries and states have plenty of systems in place to make sure this doesn't happen. Homelessness is *predominantly* a problem for those who refuse help or who have drug problems. At the very least, you could stay on a friend's couch! You must have *one* who wouldn't want to see you freeze...
- Being seen as a failure in front of everyone if it doesn't work out – More likely, you will be seen as a hero who took an amazing chance.
- Being seen as reckless by everyone even if it *does* work out – Ditto. Except I'd also like to point out at this point: who cares?
- Realizing that you don't actually like working here and that it is not as rewarding as you thought it would be – Always a possibility but seeing as it's obviously been playing on your mind this long, chances are that it is at least somewhat important to you and so you have to at least give it a go!

This is the equivalent of what is known in CBT as 'thought challenging'. The same technique can be used to overcome many different phobias, as long as you really believe the ratings that you're giving to each possibility.

This alone can help a great deal but it's not enough. Next, I want you to go through your list one more time and come up with plans for how you're going to *stop* those bad things from happening. These are contingency plans that you can use to completely avoid the negative consequences of your plan going wrong. For example:

- Losing your job and never being able to achieve the same level of success again – Worst case scenario, you take up a menial job somewhere. It doesn't matter as long as it's enough to feed you and in the meantime you can work on plan B!
- Being unable to pay off the loan, going bankrupt, losing your home and being unable to take out future mortgages – Again, this is highly unlikely. But you can mitigate this scenario in numerous ways, by taking out insurance for your loan and business for example, or by selling the business off.
- Letting your family down, forcing them to live with less, perhaps driving your partner away – Discuss things thoroughly with your partner and then make sure you set aside enough money that they will be okay to live off.
- Ending up homeless and destitute... - Again, this is something you can avoid if you are to camp on a friend's couch.

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- Being seen as a failure in front of everyone if it doesn't work out – Simple: you try again and this time prove them right!
 - Being seen as reckless by everyone even if it *does* work out – You explain yourself, if it really matters that much to you!
 - Realizing that you don't actually like working here and that it is not as rewarding as you thought it would be – You change the nature of the work. It's your business so you can run it however you like... make it more fun for yourself!
-

Chapter 4: Mitigating Risk and Learning From Your Mistakes



Hopefully, the last few chapters have helped to convince you to be a little more risk taking and to change your mindset into one that involves going after the things you want in life. And hopefully, a side effect of that will be that you've started to accomplish more and see positive changes in your life.

But I am not recommending going blindly into everything here. I'm not suggesting that you should always ignore the small amount of doubt you can hear in the back of your mind. Because sometimes, a little bit of doubt is a good thing. Sometimes, a risk is not worth taking.

It's important to be smart with this bullishness – not blind to the dangers! With that in mind, this chapter will be about balancing those two aspects...

We'll start with the last part of fear setting...

Mitigating Risks

There's one more thing you're going to do while using the fear setting technique and that is to think about how you can avoid the risks altogether. This is an even better method than teaching yourself not to fear the worst case scenarios because now you're removing those worst case scenarios off of the table altogether!

- Losing your job and never being able to achieve the same level of success again – This is a scary prospect so a good solution is to think about how you can make this project look like a great win on your CV. You could also speak with your current employer about the prospect of potentially coming back. You'll often find they're happy to help out and to offer you a place when you get back!
- Being unable to pay off the loan, going bankrupt, losing your home and being unable to take out future mortgages – Okay then, how about you don't take out a conventional loan at all? Other options include getting a loan from family and friends, or even crowdfunding (which means raising money from the general public via sites like Kickstarter). You could find an investor alternatively, or a business partner who has money to pour into it.
- Letting your family down, forcing them to live with less, perhaps driving your partner away – Remove this risk by using the above strategy and by discussing with your partner ways you can live on

one salary. Another option might be to work a part time job, or how about earning some income online? You could even create more revenue models for this existing business, by selling your cupcakes online too, or by doing events.

- Ending up homeless and destitute... - Again, the above strategies will ensure this isn't a risk.
- Being seen as a failure in front of everyone if it doesn't work out – If you're that worried, you don't have to tell everyone. Or how about opening this more as a side project or hobby and explaining you're not in it to make money.
- Being seen as reckless by everyone even if it *does* work out – If you're worried this is reckless then you could create a multi-stage plan to launch your business. Before opening up the store, you could start out by doing events or selling at fairs. This is something you could do at the weekends and then you could gradually reduce the amount of time you're working in the office.
- Realizing that you don't actually like working here and that it is not as rewarding as you thought it would be – The above solution will address this problem too.

By going through this process, you now have a much safer and more resilient business model and hopefully you're less afraid to take the leap.

And once again, I hope this has demonstrated to you that you don't have to wait. You don't have to wait to earn enough money to finally have the time to quit your job and launch your cupcake shop – in fact, using that method will ensure it never happens. You have the means to make it happen right now, with crowdfunding, by making a smaller business first and bootstrapping, or how about using PayPal?

This same logic can be applied to any number of different situations and goals too. For example, many people will stay stuck in a job they don't like and they'll tell people that they can't leave because their family is relying on their income.

This is sounding very much like they intend to leave their job and *then* look for a new one. In which case, yeah... that would be pretty reckless! But instead, the much, *much* smarter option would be to find the job you want to do in the evenings after work and only leave it when you're happy with that job.

Oh and this is also how you set up your own online business – work a few hours in the evenings, earn some money that way and then quit your job when you're reliably making enough to live off of!

Recognize the Power of Your Choices



The thing to recognize is that every tiny choice you make is really a decision. You might think that you're trapped and without the ability to make choices. You may feel as though your life has been thrust on you and that you have just been a hapless victim. But as I said before: you chose to be here. And if you felt as though you never got the choice, then chances are that it was your *inaction* that kept you here. That's still a choice though – choosing to do nothing is still a choice!

And with this in mind, it becomes incredibly important to think hard about your choices going forward and to be able to look back at those decisions you made in order to know how to change things for the better. What decisions have worked for you and which haven't?

The first place is probably to start with that decision to take no action. The decision to let fear and social pressure push you into a job that you don't enjoy. How did that decision turn out for you?

Now let's extrapolate that for a moment and imagine that you continue making that same decision for many more years to come. How will your life look if you keep on making the same decisions? In this case the reality is probably *much* scarier than any of the possible futures we looked at when fear setting.

If you continue with your inaction, then you're going to end up working the same job probably *for the rest of your life*. Your lack of physical activity in the evenings (owing to your lack of movement during the day), will lead to your body gradually deteriorating as you gain weight and collect aches and pains. You'll never live your dreams of running a business, being a rock star or whatever else it was you wanted to achieve. And you'll continue to be completely unrewarded in what you do. Every day will continue to be one slog after another and one day you'll wake up and be 80.

That is the price of the decision to *do nothing*.

Look at this decision, weight it up and then decide if you can continue to live that way. Hopefully, this will help you to recognize the importance of all those decisions.

And that also includes the decision you make to *not* work on your business tonight, to *not* workout tonight...

Kaizen

This might sound like a lot and it might sound daunting but that's why it can pay to keep in mind the principle of Kaizen. Kaizen means making small, incremental changes that all add up into something big and profound.

So that is one mistake you should look back on and learn from. What others are there?

Well, perhaps you can remember examples of when you tried to make changes in your life in the past and it didn't work out. What caused those failures?

Chapter 5: Working With Others

When it comes to being highly successful and going after the things you want in life, one of the most important factors that will have the biggest impact on the outcome, is just how well you work with others. And I'm not just talking about your ability to get on with co-workers here, either.

One thing that's highly important to recognize is that the decisions you make are not just decisions you'll make for yourself. This is the part that is missing from a great number of different 'self-help' books. They tell you to go after whatever you want and they tell you to be a go-getter... but what about what your wife or husband wants? What about your children?

And what about the friends that you'll miss when you're travelling the world without a care?

Likewise, how will your family take it when you decide that your dream is to become a high flying CEO who is probably far too stressed and busy to spend the ideal amount of time with them any more?

Unfortunately, our relationships in many ways prevent us from being entirely free and this is something you're going to have to navigate if you want to be truly successful.

Ask for Forgiveness, Not Permission

As Tim Ferriss would say: ask for forgiveness, not permission. If you want to go on an incredible holiday of a lifetime with your friend, then you should go and not feel the need to ask *anyone* for permission. Take advantage of

your freedom because otherwise you will only grow to resent the loved ones who you will grow to perceive as having prevented you from achieving the things you wanted to.

This doesn't mean that you shouldn't be thoughtful and that you should make selfish decisions – it just means that you need to see your own hopes and dreams as being important and worth fighting for. And you should never apologise for them.

How do you balance both? One option is always to compromise. If you want to travel and your partner doesn't, then how about going on lots of small trips? If your partner is scared of you starting your own business, then do it on the side and agree to demonstrate that it can work before taking the plunge as we discussed earlier.

Or how about redesigning your goals and your plans to make sure there is a place for them in there? How can you turn this into something you will enjoy together?

At the end of the day though, there probably will always be some element of risk involved and if you are spending money then you are probably going to be putting your loved ones at risk in some cases too.

But in those cases, you just have to acknowledge that you are taking this risk and shoulder the burden. Be willing to make a decision and stick with your convictions. If things go south, then be willing to pick up the pieces and take the blame. This is what it means to be an adult and it's what it means to take chances with conviction.

And it's actually when you are the most alive and the most courageous.

Being a Lion

Sometimes, going after your dreams is going to mean convincing your partner and getting them to get on board with your plans. Other times, it is going to mean challenging your boss or even going up against the establishment.

If your goal is to rise through the ranks of your current organization for example and if you want to be paid more for doing the job you're already doing, then you're going to need to stand up for yourself and make a case for a promotion.

This is something that many people will find absolutely terrifying and be completely loathe to do! Many of us prefer to live life without confrontation but again – life without confrontation is not really life at all.

Learn to be a little more aggressive in your life and to go after the things you want. Live like a lion and don't work quietly away hoping to be noticed. Again, ask yourself how well that has worked in the past?

Getting Feedback and Working With Others



People aren't just obstacles to be overcome though. What you will also find is that they can actually be the tools to help you achieve the goals you want – and the partners to share your adventures with.

If you can get more people on board with your ideas, then you'll find that they suddenly gain *much* more momentum and they become self-sustaining even. Imagine working with your partner to create the trip of a lifetime, or working with 5 friends to launch a business – imagine how much more you could accomplish.

And it's also important to spend some time listening to feedback and asking your friends and family what they think of your plans and dreams. This can be scary if you have staked a lot on your goals but any and all feedback is going to be very useful for helping you to avoid certain pitfalls – especially if you can seek out those with more experience than you.

Be Aware of Toxic People

But while you should listen to constructive feedback, it's also important to know when to ignore *destructive* feedback. And that's particularly important when you haven't actually asked for feedback in the first place...

Sadly, some people are just naturally highly negative. These people see problems in everything, complain about everything and are generally too afraid to experience the world. We would pity them, except their way to deal with this fear is to take it out on everyone else and try to prevent them from going ahead and fulfilling their dreams.

We all have a few people in our lives like this but unfortunately, their influence on our psychology can be *very* negative. If you want to live life to the fullest, try to surround yourself with others who are similarly ambitious, open-minded and positive. Avoid toxic people before they bring you down!

Chapter 6: Focus on Results – Work Smart, Not Hard



In this book, I have occasionally challenged the notion that working hard is always a good thing. *Sometimes*, working hard means wasting your life on chores or wasting your life working for a company that doesn't value you.

Much better than working hard then, is to work *smart*. That means that you stop focusing on working for the sake of working and *start* working in order to get results.

This is where it becomes important once again to assess your past mistakes and look at what has worked and what hasn't. This will allow you to invest your time only where it counts and only where it matters.

Freeing Up Mental Space

And sometimes, this means finding ways to remove the unwanted distractions and clutter from your life. Work that does not take you closer to your goal is not work that is worth your time. Work that takes you away from the things you are passionate about is *not* worth your time.

And so if you're currently spending half your evening washing up and cleaning the house... it's time to stop! You worked incredibly hard in order to earn money for your family – you traded your time for resources – and now the little time you have left you're going to spend washing up??

This is another cognitive shift you need to make in order to be truly successful – you need to start valuing your time more and be willing to spend your money to protect it. You need to recognize that Time > Money.

So instead of spending your time cleaning the house, why not hire a cleaner to do it? You've worked hard enough to deserve one and this way you can work on more fulfilling side projects (and earn back the money you're spending several times over), you can spend time with your family and friends, or you can spend more time enjoying the hobbies that you are truly passionate about.

Likewise, you can give yourself more time by investing in a dishwasher, a robotic vacuum cleaner or maybe even a service that will deliver you ready-made meals to your door for lunch and dinner!

Invest in You

Don't think that this means you shouldn't be spending time on your appearance though – you absolutely should. This takes us right back to our 'law of attraction' principle from the start of this book. To get the best jobs and to have the most success with the opposite sex, you need to look the part.

And to look the part, you need to spend time or money. You don't have the time to spend hours ironing *and* run a second business from home – so spend the money on your looks. And *believe* that this money is going to come back to you. *Believe* in the law of attraction.

That's how those incredibly polished people who just seem to excel in everything they do *got that way*.

Creating Business Models That Succeed

This 'results focussed attitude' is also how you're going to design your business models and choose your projects. Think about the resources you already have available to you, the contacts you already know and the skills that you already possess.

If you are the editor of a magazine on a certain topic for example, then you have a huge captive audience. What business could you launch that you could aim *at* that audience?

And as I've said already before: don't think about success in terms of what *others* perceive as success. A lot of people will try and start businesses that they think will 'change the world' or 'offer something completely unique'. But

you know what? This type of business makes it much harder to find investors and much harder to market. If you want to make *money* quickly, if that is your goal, then you're often much better off just using a tried and tested business model that countless people have used before.

Don't invest huge amounts of money into a business before you have 'verified it'. Use the 'fail fast principle' by creating an MVP and seeing if it is successful before spending lots of time on it. This will also let you stay lean and jump between multiple business models.

If you're willing to look for the shortcuts and if you understand the most important variables in each equation, then you can often sidestep the work and jump straight to the good part – earning lots of cash!

Success really doesn't have to be as hard as everyone makes it out to be... You just need to the right attitude and some gumption.

Chapter 7: Know Your Strengths and Weaknesses



We looked at assessing where things have gone wrong in the past and now it's time to assess ourselves realistically once again. This time we're looking at our own personal strengths and weaknesses.

And this becomes very important when trying to find the path of 'least resistance' to get where we want to be. We discussed how you need to think about the resources you have available to you in order to know what your best chances of success are and now it's time to look at the most important resource of all: yourself.

If you are a highly skilled writer for example, then you might be making life a lot more difficult for yourself by refusing to utilize that skill. Moreover, if

you *lack* a certain skill, then failing to acknowledge that is very likely to get you into trouble and slow your progress.

This is something you see a lot in business particularly. Here, someone will set out with a business idea all on their own and they will admirably attempt to handle every last aspect of that business themselves – from the copywriting, to the marketing, to the web design, to the product, to the accounting.

And this is where they end up letting themselves down. Because they might have a great understanding of manufacturing, they might be brilliant at marketing and they might even have a knack for copywriting. But if they aren't good at web design and they insist on handling it anyway, then what they're left with is going to look untidy and amateurish. And as a result, *no one* is going to want to buy from them.

So spend some time thinking about your strengths and weaknesses and *honestly* appraise just how good you are at certain things.

Removing Your Weaknesses

There's another reason to be honest with yourself when it comes to strengths and weaknesses too – and that's so that you can work on improving yourself in order to remove those weaknesses and to become stronger *over all*.

A lot of us are scared to admit our faults. It hurts our ego too much to admit that we're not good at web design, that we don't know much about technology, or that we have poor dress sense. But once you come to terms with that, you can then start to actually *do something about it*. This is where

investing in yourself once again becomes of utmost importance: invest in a personal shopper, invest in lessons, buy a book, spend some time learning! By doing this, you will be adding to your arsenal and becoming that much more formidable.

Imagine if that smelly guy with the awful clothes and dorky glasses in your office actually recognized where they could improve. Imagine what a change it would make to their lives if they bulked up, bought a few nicely fitted suits, fixed their hygiene issues and wore contacts/smart glasses.

I'm not saying you're dorky or badly dressed... but there are other areas of your life ripe for improvement and they could be just as transformative.

Look to your idols and those who are doing better than you in those capacities and then try to identify what the difference is!

Chapter 8: Think About Every Decision



I hope that now you're starting to see everything fall into place and that you're starting to change your way of thinking.

Hopefully, you now recognize that you can get whatever you want from life as long as you know exactly what that is and you know how to set the most direct and most efficient course for getting there and making it happen.

It's time to start asking for the things you want, to stop apologizing and to start taking risks. These can be *smart* risks, they can be *safe* risks and you can be a lovely person while you go about it. But keeping your head down and hoping things fix themselves just won't cut it. It never has and it never will.

You need to start acting like a laser. That means having your mind fixed on what you want to accomplish and making sure that every decision you make is aligned with that goal.

Yes: *every decision.*

Why Every Decision Matters

We've already discussed how simply doing nothing is a decision in itself and effectively means choosing never to progress or achieve the goals you want to achieve.

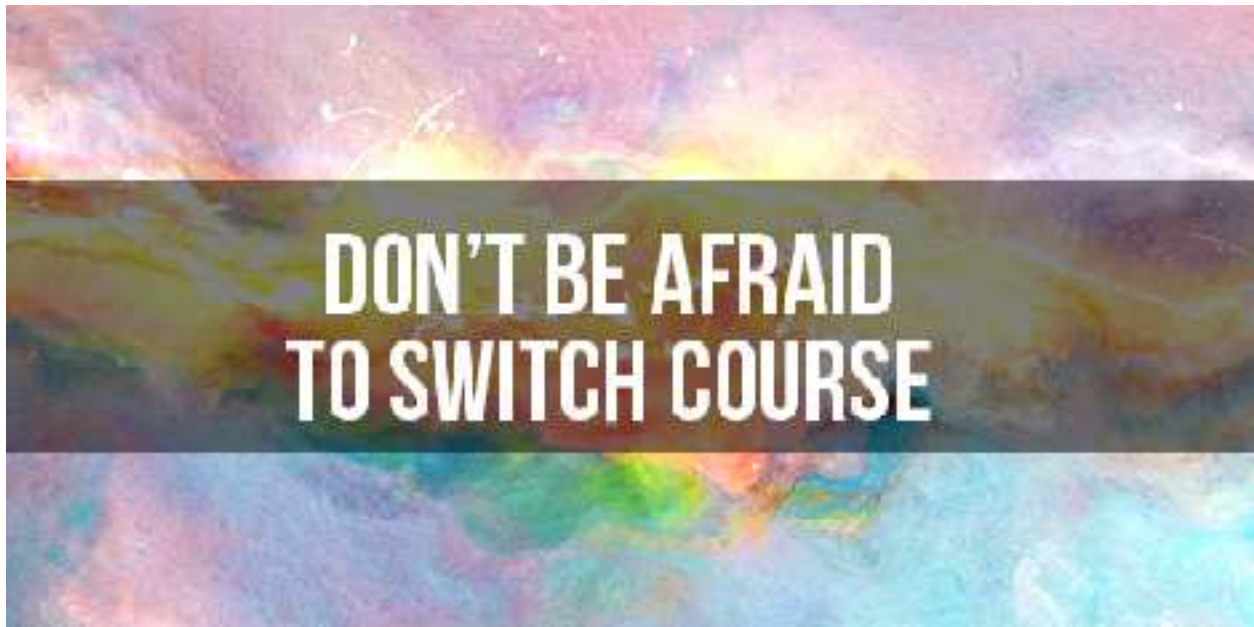
But the same goes for all those tiny decisions you make too, whether that means deciding what to wear today, or what to eat. You constantly have the choice to either bring your 'A game' and try to do your best, or to take the easier route and rest. If you really want to get to that end destination as quickly as possible, then you need to maintain the discipline and strength to do the former.

Likewise though, it *is* also important to remember to take the time out to really enjoy where you've gotten too. Remember: success doesn't always mean pushing harder and further, it means creating the lifestyle that you've always wanted.

Just remember that all those decisions you took for granted as no-brainers: like deciding to take a promotion, or deciding to do the dishes yourself, actually have consequences. And actually, there's almost always more than one option.

Try to remember *why* you do the things you do. Try to remember that dream and keep your vision in mind at all times. When you do this, then you'll have the means to go after what you really want from life and you won't be wasting your time any more.

Chapter 9: Don't be Afraid to Switch Course



Once you've put everything we've discussed here into action and you've found yourself a dream to follow and a set of steps to get there, you will hopefully have some time to stop and smell the roses. What's the view like from the top? Is it everything you hoped?

How to Change Trajectory

Once again, many of us have some pretty strange notions when it comes to what the 'right thing' to do here is. Because if they don't find it really is everything they hoped... often they will be too prideful to admit it and will stay committed to that new way of life anyway! In this scenario, you are literally trapping *yourself* out of nothing but pride.

So don't be afraid then to admit your mistakes – and *self-honesty* is something that has come up a lot in this book. Admit your mistakes,

address them as we have been doing elsewhere in this book and then decide how you will move forward without repeating those same errors. What is it you aren't happy with? How are you going to make sure that you *are* happy next time?

Springboarding to Success in Multiple Areas

Another thing to consider is just how you can take one success and turn it into the catalyst for far bigger and more far reaching successes.

Mark Zuckerberg, creator of Facebook, has been a rather successful online entrepreneur it is fair to say. However, while he has been incredibly successful, no one is perfect and there are perhaps ways in which he could be more successful still or more ambitious. Facebook was a huge hit, and it genuinely changes the way we interact with our friends and family. However other than various updates to Facebook (not all well received) it seems that Zuckerberg has had little else to unleash upon us since.

This is a shame when you consider the uniquely powerful position that Zuckerberg is in with Facebook. With millions of people all using his website he has one of the most powerful marketing platforms in the world at his disposal. If he were to unveil a new website, or a piece of software or perhaps something entirely different, then he could announce it through Facebook and if he did it right – he could have a guaranteed hit on his hands. Even if only 5% of Facebook's population bothered to click the link that would be a huge start by anyone else's standards. To be fair, he is starting to become a *little* more ambitious when it comes to his investment in VR etc.

Sidestepping for a moment let's look at the rather different career of Sylvester Stallone. He wanted to be an actor and was turned down from countless screen roles, before he eventually wrote the outstanding screenplay for Rocky. This was such a big hit with producers that they offered him millions to take it off his hands – but Stallone wouldn't back down. All he wanted was to play the lead role. In some ways, Zuckerberg could stand to be a little bit more like Stallone. The point is – that once you've had success in one area, you then suddenly have the ability to chase almost any dream that you want to go after. Once you've changed one industry, one institution, then you can go on to bring about paradigm shifts in many others too. And this is particularly true on the web.

So if you currently have a huge website and you are making lots of money from Google AdSense – if that is the goal you set out with and that is what you achieved - don't stop there or you will be the victim of a lack of vision.

If you have a big audience, then you can really do anything you want to. For instance you could open a shop on there, and you could very easily use the funds to make this into a real store if that should be your dream.

Always wanted to be famous? Then how about you introduce YouTube videos to your website where you know countless viewers will see them and subscribe?

Want to build the next Facebook? Well now you have a background in SEO and website design you can hire the programmers and get to it.

Got another side project? Well a link from your own sites with high PR will give your new seedlings the boost they need to get going. And likewise it works the other way too – and if you have a successful Twitter page then

you can use this to build up a successful site. In other words – pool your resources, be ambitious, and chase after your dreams. And once you've had one big success online, with your own business, or in some other arena... don't stop there – use it to fuel all of your others. That goes for you too Mark...

Chapter 10: Step Back From Your Emotions



A lot of what we have discussed in this book involves being able to take a step back from your emotions and being able to take control of your fears and your stress. This is something that can be incredibly challenging for many people but it is a *highly* worthwhile cause and one that will help you to be much more successful. This is what will enable you to take the right action, rather than the one that is the most comfortable and it is what will allow you to stay cool and calm under pressure.

How to Take Back Control

Controlling emotions starts by recognizing what emotions are. Emotions are hormones and neurotransmitters that are normally released in response to certain activity in the brain, or to certain changes within your body. You are often stressed because your blood sugar is low for example! In other cases, you might be stressed and experiencing the ‘fight or flight’

response – which is essentially the release of neurotransmitters like cortisol and adrenaline.

By first recognizing that this is what your emotions are, you can immediately detach yourself from them to an extent. They are transient and they will pass – so don't pay too much heed to those scared thoughts or those destructive unhappy ones. Wait until you are calm and happy before making any big decisions!



Another tip is to consider fixing your biology in order to fix your emotions. That might mean eating to remove the low blood sugar, or it might mean taking control of your breathing in order to regain that composure and to restore homeostasis in your body and mind.

Don't let your emotions take control of you – because they are just as capable of trapping you in a life you don't want as your circumstances are.

Conclusion and Summary



Once again, it *all* comes down to choice. You can choose to let your emotions control you, or you can once again recognize that this *is* a choice and refuse to let it happen. *You* get to choose how you respond to decisions, just as you get to choose what matters to you, what success means to you and how you are going to get there.

It's time to stop coasting by on the expectations of others. It's time to stop letting others dictate to you how you should live your life. As Jackie Chan once said: 'don't let circumstances control you, control your circumstances'.

And don't be afraid to dream a little bigger, a little outside the box and to take *risks* to make that happen.

It might not work out as you planned but at least you tried – and you haven't failed until you *stop* trying.

I hope this book has given you some food for thought and the motivation to go out there and start making those changes!

IMPORTANT: To help you further take action, print out a copy of the *Checklist* and *Mindmap* we provided. You'll also find a Resource Cheat Sheet with valuable sites, posts and articles that we recommend you go through.