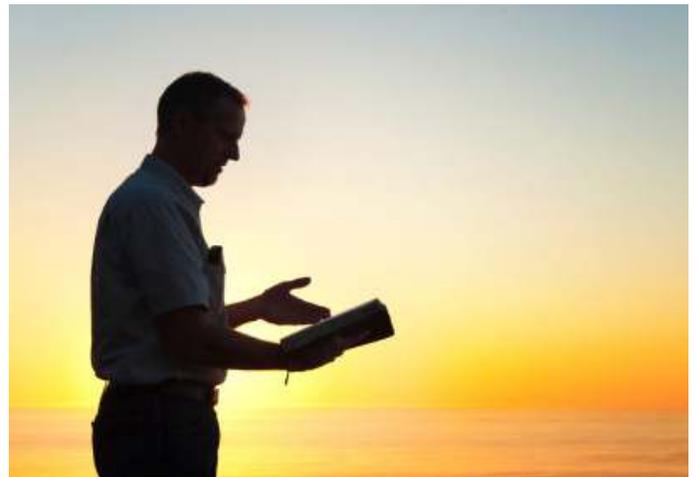




There Are No Secrets

Drawing Back the Curtain on the Secrets to Success

by Glen Keene, with Joseph Cohen



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Glen Keene

Glen is a 1981 graduate of Brooklyn Law School, Brooklyn, New York and was admitted to practice law in the state of New York in 1982. In December of 2010 Glen earned his certification as a coach from International Coach Academy's Certified Professional Coach Program.

With 30 years of experience in law he has represented many clients and overseen thousands of business transactions. Concurrently with operating his law practice Glen was part owner and operator of a real estate related company for over 25 years. These experiences have given him a deep understanding of the trials and tribulations that can inhibit a successful business venture. He has also learned what it takes to create great success. His wide range of experience and knowledge in the legal and business communities is an invaluable asset for his law office and coaching clients.

His law practice, limited to New York, focuses on entity formation and filings (corporations, LLCs, limited partnerships, business certificates and the like.) and preparation of partnership, shareholder, operating and similar types of business agreements as well as Estate Planning and Probate.

In addition to his legal and coaching practices Glen is a member of the Chamber of Commerce of the Nyacks and the Rockland County Bar Association, host of the internet TV show 'Glen Keene's Spotlight on Success', writes a weekly business column, 'Spotlight on Business', for an internet publication and has just authored his first book 'There Are No Secrets'. In his spare time Glen, as a member of the Nyack Rotary Club, volunteers for Meals on Wheels, Junior Achievement and more. He is also a volunteer for Soup Angels, a local food pantry and serves on the Village of Nyack Planning Board, VON Green Infrastructure Committee and the VON Recycling Advisory Committee as well as serving on the Board of Directors for the Nyack Center, a not-for-profit agency serving the youth of the community.

Glen and his attorney wife Susan live in Nyack, New York.



Joseph Cohen

“Success Coach” Joseph David Cohen works with professionals, entrepreneurs and network marketers who are committed to life-long learning and ready to tackle challenges, empower others, and enhance their personal satisfaction. Joe’s coaching method defines “Success” as the creation of optimal health, peak performance and financial freedom.

Joseph’s coaching methods transform the entrepreneurial spirit by realizing optimal health, peak performance and brand recognition. His proven tools help entrepreneurs and network marketers double their energy and triple their income, offering clients greater time freedom and increased cash flow.

Joseph’s network of partners includes entrepreneurs and professionals in the corporate sector, providers of medical and holistic health care, and fitness center owners and physical trainers. He has coached individuals, trained groups, and delivered programs to large audiences by hosting weekly teleconferences.

A former physical trainer with a pre-med background, Joseph has worked with clients at Executive Park Orthopedic and Sports Physical Therapy, New York Sports Club and in various private settings. He has also developed a Wellness Program at CORE the Center of Fitness, Full Life Chiropractic, and Center for Integrated Vision. Additionally, Joseph holds a Journalism degree and taught Journalism; he was a features editor with published articles about community affairs, health and environmental education.

Introduction and Acknowledgements

A Note from Glen Keene: No two people define success the same way. It also means different things to each of us as our lives unfold. However, we all share commonalities when we discuss success. This book is about the concepts, ideas, actions and characteristics that have led to my success. I have earned millions of dollars using the ideas, principles, and concepts revealed in this book, in my careers as an attorney, entrepreneur, instructor, motivational speaker, personal development and business coach and bestselling author (to be).

Applying these concepts has helped me to rise from a life of mediocrity. They will work for you regardless of what you desire to achieve.

Although the focus of my coaching practice is helping businesses and their owners be more, do more and take their business to a higher level, this book is intended to help anyone whose desire is to get more from life.

I want to thank my wife, Susan, for her love, patience, inspiration and for pushing me forward when I resisted. I could not be where I am and, in many ways, the person I am without her.

A Note from Joseph Cohen: The success I have enjoyed in my life as a writer, teacher, entrepreneur and coach has resulted from standing on the shoulders of giants, insightful individuals who have shown up at just the right time.

My mother's determination and courage to express her individuality and my father's work ethic and community spirit inspired in me the desire to master unconventional ways to expand my capacity, speak about health and wellness, write about peak performance and empower others to fulfill their potential. Their impact has also enabled me to sustain a marriage of 25 years with Maxine, an amazing artist, teacher and mother who has a penchant for exuding joy and sharing love.

The lessons I learned from my inner city students as a public school teacher during the course of seven years taught me the value of sustained parental involvement, regular praise and constant acknowledgement. Applying those lessons to my son, Jared, provided a ten

thousand fold return on my investment of love and energy that fostered the development of a dynamic young man and the writing of our book about fatherhood.

Anthony Mancini, my Brooklyn College journalism professor and faculty advisor, helped me find my voice with his encouragement to show rather than tell. Alfred Guart, my editor-in chief and friend of three decades, helped me develop my style with his authenticity and perseverance.

Stuart Burton and Wade Lindstrom, business coaches who lead by example, demonstrated the art of listening and demystified the magic of asking the right questions.

Bill Constain, my financial advisor and long time business partner, helped me develop my entrepreneurial spirit by showing me how to find opportunity within emerging challenges.

Expanding my capacity to transform my life would have been impossible without the wisdom and inspiration of luminaries such as Fritjof Capra, Dale Carnegie, Napoleon Hill, Brian Tracy, Stephen Covey, Deepak Chopra, Paul Zane Pilzer, Robert Kiyosaki, Anthony Robbins and Jack Canfield.

The principles in this book enable me to pay forward the grace that has been bestowed upon me.

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CHAPTER ONE

Purpose & Mission

Everyone has a purpose in life. As Deepak Chopra says, “There are no missing pieces in the universe. We are each here for a reason.” Knowing your purpose in life is essential for personal fulfillment, and is the primary reason many people live as they do. To journey through life without discovering your purpose is to literally waste your life. Fulfilling your purpose should be your driving force.

The importance of making this discovery cannot be overstated. Nor should your search for it be put aside, delayed or forgotten. This search should not be done haphazardly. It is a serious endeavor not to be taken lightly. Its discovery has the potential to transform anyone.

Finding your purpose will not only show you the way to fulfillment, but it will show you how to attain and achieve your goals. It will provide you with guide posts along the way to success. Knowing your purpose will give you a solid foundation to build a positive future. Discovering your reason for being, your purpose in life, is one of the first undertakings in the journey of self-discovery and lifelong improvement.

Life purpose is primary, and its discovery will lead you directly to the next most important aspect of personal development and fulfillment, your life’s mission. Connected to and intertwined with your life’s purpose is your mission. They go hand in hand. You cannot have one without the other. It also dictates what your mission is. The actions you take towards achieving your goals will all be done with your mission in mind.

Once you have discovered your purpose in life, discovering your mission is the next step in your journey to achieving your goals. Do not delay, do not procrastinate, do not put this essential task aside. It is as necessary as discovering your life’s purpose. Once you have determined your life’s mission the action steps you need to take to achieve your goals and enjoy success will be clearer. The path you need to take will reveal itself and you will know how to proceed.

Without the knowledge of purpose and mission the rest of this book will be of much less value. To get the most out of this book or any self-development tool, purpose and mission must come first. Yes, you can go through life without knowing your purpose and mission. But, you will never know true fulfillment and joy without that knowledge.

Purpose is the driving force, the determining factor of your life mission. When you know your purpose your mission becomes clear. Let your purpose guide you to your mission. Once you have answered that question and have determined your life's purpose then your mission in life should be easy to discover. Although they are separate concepts, the two are intertwined.

People who have not given serious thought to their life's purpose and have no true mission allow the tides of living to govern their actions and determine their destination. Such people surrender control of their lives.

Service to others in some capacity is, as with mission, worthy of consideration. Without these two concepts to guide our lives we often drift aimlessly. We all serve others in some way. Consider any type of work. They all have, at their core, in some way or another, service to others. From the florist shop on the corner to the auto mechanic in the shop to the utility worker in the lift bucket; they all serve others in some way.

Many people may not view their jobs that way but that is the reality of it. We may think of teachers, religious leaders, politicians, social workers, community volunteers and the like as being the types who are of service to others. And, they are. However, if you view what you do as serving the needs of other people regardless of what it is, your work will be much more joyful and rewarding.

There are numerous examples of life missions. Many people do not give much thought to it. It is the one who seeks a higher purpose, who wishes to give more than he or she takes, who considers what it is they want to do that will achieve the goals they seek. To seek to serve the whole of humanity in some small but significant way is a worthy goal. One we should all aspire to. Such service adds meaning to life.

Your purpose and mission can be as simple as having and raising your children or it could be as ambitious as saving and supporting millions of underprivileged children. It is all up to you and what you feel and believe. There is really no purpose and mission too small or too large when it is in service to others.

The fact that you are reading this book and at least giving the concepts and ideas presented consideration says much about who you are. When you know your purpose and mission you can remain more focused than most people.

Knowing your purpose and mission in life allows you to properly plan your future and

make your dreams and desires a reality. You will have an outline of what your life could look like and will have put yourself in a better position to achieve whatever success you desire.

Determining your life's purpose and mission requires that you give it time, energy and attention. Keep in mind that as your life progresses your purpose and mission can and possibly will change and evolve. That is not a negative, but rather a positive part of life. It means you are improving and growing and that's a good thing. Your life has meaning and value.

Our lives are given meaning by the actions we take and by what we are willing to give in return for our success. Even if our success is modest, we are contributing to the greater good. Any contribution is better than none and will come back to you many times over.

After you have determined your purpose and mission you will likely find that it involves service to others in some way. Most people appear to have a natural tendency and desire to help others. This partially explains why charitable organizations and other similar groups whose purposes are to assist those in need are often established by wealthy philanthropists. The natural tendency to help other people may also explain why charities and foundations are also supported by millions of average individuals.

Researchers in the field of neuroscience studying altruistic behavior have found that such actions have a stronger positive effect on the brain. In other words, it feels better to do things to help others than to do things that are only self serving.

Purpose and mission, once found, should enlighten you as to what you should be doing with your life. If what you currently do to earn money does not suit your purpose or fit your mission consider finding some other way to earn a living. If you do not like what you do or for whom you do it then determine what would make you happier. Then find a way to monetize that activity. There is always a way to make money from almost any activity. When you find that joyful action that makes you smile all of the time you will find a way to make it pay you. It may take considerable changes in your life. You may have to make many difficult decisions. But those decisions will be well worth any difficulty when joy accompanies you throughout your day.

Your primary function in life should rightfully revolve around your purpose and mission. When it does you will experience greater joy, happiness, fulfillment and love. You will join a rare group of people. Far too many of us don't give the effort and live mediocre lives because of that lack of effort.

Mediocrity is unacceptable to the person who desires true success. Avoiding it is easier to do when you know your purpose and mission. Purpose and mission will make your decisions easier. When you know what you were born to do you'll be better able to move

toward your goals. Your action steps become clearer. You will take decisive action because you know what you need to do to achieve the success you desire.

Knowing your purpose and mission paves the way to making the right decisions. You will become more aware of the resources and be more grateful for the assets you already have available to you. You will also be more aware of what assets and resources you will need to acquire to reach your goals. You will become more aware of the circumstances that will lead to the fulfillment of your desires. Your journey to success will become easier and faster as your mind focuses on where you want to be in your life. You will begin to live the life you deserve. Mediocrity will be a thing of the past. The meaning of your life will be clearer. You will realize you can be and do anything you want and can acquire whatever you desire.

Be as precise as you can in defining your life's purpose and mission. Write them in the form of a statement. Writing your purpose and mission statement and placing it in a conspicuous location or locations is a way of keeping the ideas in the forefront of your mind. Recite your statement out loud every day to remind yourself of what you do best.

Read it every day until it is ingrained into your consciousness. It is important to remain focused on your purpose and mission if you are to be successful. The purpose and mission statement you create for yourself will help you maintain your focus and keep you on your path to achievement. Your statement will act as a guide in determining the proper action steps you need to take. It will be your guardrail on the road to success.

I have known what my life's purpose is for many years. I am and always have been a teacher, mentor, instructor, and educator. It is the one thing I most enjoy and at which I am most proficient. Writing this book fulfills my purpose as it is a teaching tool.

I have performed many tasks and held various jobs and positions. I found satisfaction with most of them. However, I find joy when I am in my educator role. This characteristic seems to run in my family. It is not uncommon to have certain professions, business types, etc. run in families. There is an obvious genetic component, in my opinion.

When I began to seriously seek my purpose it was more a recognition of what I already knew about myself than a search for something hidden deep inside. It was, for me, a simple acknowledgment of the truth of my deepest inner being. For me it seemed simple. However, I have no doubt that anyone who gives this task the effort it deserves will likely have a similar insight.

Knowing my life's purpose allowed me to easily find my life's mission. Formulating the concept into a written statement, however, took some time and is an evolving process. Although your purpose will not change, your mission might and probably will.

When you write your statement make it clear and concise. Make it simple enough to easily memorize but expansive enough to provide latitude. And remember, your mission statement will evolve. You will amend it, change it and probably rewrite it as you evolve. Your life is not static and neither is your life's mission. Do not be afraid to change it. Keep it consistent with your true purpose and you cannot go wrong.

Discovering your purpose should be seen as fun and easy. With some small effort it should come to you readily.

There are several methods that you can use to make this discovery. The simplest way is to just sit in a quiet place and give yourself the time to consider the things you do that bring you joy. Observe what comes easily to you. Of the things that you do, what seems second nature to you, what comes naturally? What activities do you do almost without thinking about them? What gives you that special feeling of pleasure and satisfaction? It could be anything that gives you a sense of accomplishment. The process can be as simple as asking yourself "what do I like to do"? Ask the question in that quiet place and listen for the answer. It may not come right away, but given time it will.

As stated before, your mission will flow naturally from your purpose. The relationship between the two is inseparable. Your mission will come directly from your purpose. They are two sides of the same coin. Your purpose is the 'what and why'. What is your joy? Why are you here? What is it that you do that is a task but it does not feel like you are working. Your mission is something you would do for no compensation. The seeds of your mission are within the thoughts, ideas and concepts that come to you as you consider and contemplate your purpose.

Your purpose is reflected in the world you want to create for yourself and others. Your mission is the 'how'. How will you create that world?

My original mission statement was a very simple straight forward few words. As I have delved deeper into my inner self I have expanded my mission statement. It is clearer, more concise and precise. It is also expansive and inclusive.

Write those ideas down. Keep a record of what comes into your mind as you go through this process. If for some reason you are bereft of ideas and cannot determine what your purpose and mission is then ask your family and friends for assistance. Ask them what it is that they think of when they think of you. What do they think you are good at doing? What word or phrase comes to their mind? Whatever feedback you get will give you at least some idea of the right answer. Be sure to ask people who you know will be honest and forthright.

In the end, no matter what process or method you use, when you discover your purpose and mission you will know they are perfect for you without your having to ask or be told.

Focus on your purpose and mission once you know them. It will open your mind to all of the possibilities available to you on your road to success. Your purpose in life and the mission you have chosen that reflects your purpose will open up your subconscious mind and will flood your conscious mind with ideas you may not have had before.

Allow these ideas to flow freely. Decide what it is that you can do to serve your purpose and mission. Find a way to monetize it and earn a living. Your life will be the greater for it and you will, in turn, be serving the greater good. If you do that your success will come naturally and effortlessly. Your personal and professional or business relationships will be stronger and deeper because you are living your purpose. You will be happier, more joyful and financially abundant.

A life lived consciously with purpose and mission has deeper meaning, intellectually and spiritually. You will feel a deeper connection to those close to you and to humanity as a whole. You will function and perform at a higher level and achieve more in less time than those who have not discovered their own purpose and mission.

You will be a leader in whatever you have chosen or, more accurately, whatever has chosen you. You will be the one others look up to, want to emulate, seek out for guidance. Always be generous, understanding and humble. Give others your time and knowledge without hesitation. Know that neither of them belongs to you. They belong to everyone and the universe. Serve humanity with humility.

Once you've determined your purpose and mission in life deciding how to put them into action is your next step. In the following chapter we discuss some of the more important considerations that will help guide your decisions.



CHAPTER TWO

What Really Matters

Do you believe that your gender will determine how successful you can be? Why do you think that young people, according to many polls, care less about gender, sexual preference and other characteristics as indicators of success?

Have you noticed that women are now in leadership roles that were largely held by men only a generation ago?

Do you realize that men are now in roles that, during that period, were largely held by women? These positions vary significantly and include a wide range of work, professions and businesses.

If your desire to succeed is strong enough, if your dreams are big enough, and if you are determined then being male or female does not matter. While there are gender differences, and some tasks are by their nature not gender neutral (giving birth readily comes to mind), women have proven over the past few decades that they are just as capable as men in many formerly “men only” jobs, professions and positions.

Unfortunately, they have also often been undercompensated for their efforts. Honesty and fairness demand that it be otherwise. However, that discussion is beyond the confines of this book.

Most people would agree that being female is no longer a reason (or excuse) for the lack of success. If you are not successful in your endeavors, the first place to seek answers is from within.

Age, being older or younger, can be a hindrance to your success. Youth can lead to being brash, overconfident or the opposite, full of fear and doubt. A more mature person seeking success after years of trying and not succeeding can become cynical, discouraged and resigned to their “fate”.

Age can, however, also be a blessing. Younger people have the opportunity to learn valuable lessons from their failures. Those lessons can be applied to the next venture. Starting on the path to success at a young age can also lead to a greater level of knowledge and wisdom earlier in life, thereby evolving sooner into a well-rounded individual. Maturity has its value as well. A person with many years of experience in a particular field, profession, trade or business is often considered an asset to their company, profession or industry. That's why many help wanted ads say 'experience required'.

In the long run, your age will not determine your level of success. If you have a desire or dream, just create a plan and put it into action. Maintaining dedication to or focus on a successful result will bring you to your destination, one action step at a time.

The Great Social Experiment called the Baby Boomer Generation is proving the theory that it's never too late to restart. In the current economic climate many of that generation, including the author, are finding it necessary to reinvent themselves after setbacks. Time will tell how the changing demographics and economy will affect this group's ability to reinvent themselves. I suspect that the future will reflect the resiliency of the Baby Boomer Generation.

Success is measured in different ways depending on the setting. Success in business is usually measured by the 'bottom line'. Profit is the measuring stick. Educational success is measured by a grading system. Success in personal relationships can be measured in various ways. Some people believe that success in sexual relations means having the same partner for many years or decades while others may see it as having multiple partners. Financial success may be seen by some as having enough money each month to pay all of the bills, enjoy some dining out and have a few bucks left over for the savings account while others may see it as having billions of dollars. It's all in one's perspective of value.

Location also has much to do with what success looks like and how it's measured. Success in the third world can be seen as simply making it through another day alive. Just to have water and food may be enough. The things we in industrialized nations take for granted are viewed as luxuries in third world countries. The poorest people in the United States might be viewed as successful from the perspective of someone living in a third world country. But, the desire and drive for success is not confined to the industrialized world.

Micro loans are small sums of money loaned to indigenous people in places such as Africa, India and other underdeveloped parts of the world, including the U.S. There are a small number of private companies who provide these types of loans to individuals' who use the money to purchase raw material and other goods. They use the material to create or make goods and products that they then sell at market places and in other ways.

Micro-loans have given people a way to create a steady income for their families and empower them to gradually thrive beyond subsistence. People have been given a means

to hope for a better future and many have succeeded. Micro-loans have also provided a means of raising the financial literacy rate in those areas. By all reports the micro-loan programs have been a rousing success and are expanding. The fact that banks, who would not otherwise venture into the places where these loans are prevalent, now want to get into the act says a great deal about how successful the programs have been.

If people who are often in dire circumstances can, with assistance and their own desire and determination, succeed in rising above poverty then there is no excuse for someone in an industrial nation. Those of us who live in industrialized nations have opportunities to succeed. We have only ourselves to blame if we do not take advantage of those opportunities.

Where you were born or where you live are no longer excuses for failure. Technology has connected the world to the extent that you can now create a virtual business presence and conduct business at any time anywhere in the world. The information you need is at your fingertips and always available. You only need the desire and determination to find it and use it. If you seek it out success will find you.

Many people lack success because of their temperament. Others generally do not want to work with or for someone who is negative, flippant, difficult to get along with, or too critical. Some do not want to work with or for someone who is a gossip, a user who exploits other people or who is untrustworthy. People who exhibit these characteristics are usually shunned, ignored or avoided whenever possible.

There are, of course, exceptions. There are people who are, despite these character flaws, “successful” in business. They are somehow able to gain clients, customers or patients in spite of their negative personality. However, success is not measured strictly by the outcome of your business relationships. A successful life includes your personal life as well.

I’ve known people who, despite having a negative personality, are successful in business. However, they seem unfulfilled in their personal lives. Although you can have negative characteristics and still become successful in business, why not strive to be both successful and well liked? Keep a positive outlook and you will have more people willing to help you succeed and your success will grow.

Low self-esteem, anger issues, fear, and being a “victim” are the bane of success. Confidence, self-reliance, believing in yourself, are the support structure or foundation of a successful attitude. Have confidence in who you are and belief in what you want to accomplish. Confidence and belief will take you far.

Henry Ford, the auto magnate, has been quoted as saying “Whether you think that you can, or that you can’t, you are usually right.” Belief is a powerful emotional force. With it

you can do almost anything. Without it little can be accomplished.

Can a negative person who sees themselves as a victim become a positive successful individual? Is there hope for the “victim” personality? The simple answer is yes. Everyone is capable of change, improving their self-image and their perspective of the world around them. Although it will take effort commensurate with the depth of negativity a person is suffering, it can be done. There are tens of thousands of people who have transformed themselves and their lives with the assistance of personal development coaches, self-help books, seminars and by other means.

The first step is to recognize the need for change. By reading this book you have already taken a major step forward. As long as your desire is to grow and keep moving forward you will always make progress. Change is part of life. Embrace it, own it and the rewards will be unimaginable.

A negative perspective of the self always seems to coincide with a negative view of the world. Similar to the saying ‘if the only tool you have is a hammer, you will see everything as a nail’, is that if you view yourself negatively world around you will reflect negativity back to you.

All is not lost, however. As you change your perspective of who you are the way you see the world will change as well. The two go hand in hand.

People can and do improve their lives for the better. And, as your inner world shifts, what emerges on the outside will improve. What counts the most is what’s inside. The world exists as it is. The world is neither good nor bad, right nor wrong, easy nor hard. It is what you make of it.

Never be afraid to confront your lesser being and demand that it become more than it is. Never be afraid to think in a different way. If you believe the world to be dark and foreboding but decide to make the effort to see it as light and joyful, the world will change before your eyes. You will ‘see’ it differently.

Minor successes strung together make major successes. Minor improvements in self-esteem and confidence strung together result in major changes in your drive, desire and determination to be successful.

It may take time and it will take effort to change. If you are employed by someone else and believe you are worthy of no more than the status of employee I refer you to the Henry Ford quote above. If you believe you are capable of being your own boss I refer you to the same quote.

The question is can a person change from seeing themselves as no more than someone

else's employee to being the owner/operator of their own company? Generally speaking, yes, if you are willing to do the necessary work and put in the required effort.

When I was in my twenties I believed that I could be no more than an employee. It just did not occur to me that I could be and do more. I had been conditioned by my primary education that I was not very bright, incapable of learning at a high level and would be relegated to the status of a worker. By my early to mid-thirties I had convinced myself, with help from my wife and family that I could have my own business and be successful at it. So I did and I was. If I and so many others can do it, so can you.

To do so you must recognize the talent that you have been given. We are all born with a particular talent or ability. It determines our purpose and mission in life. It is up to each of us to seek it and employ it.

Once you have recognized your talent you must develop it and your abilities will reveal themselves. As always, the largest hurdle to overcome is usually fear. "Can I do it?" "Will it work", "Can I accomplish it?" These are all questions that can imply an underlying fear. But, fear can be overcome. It's done every day.

Change is challenging, sometimes difficult, often time consuming. The challenge, difficulty and effort required are dependent upon our view of ourselves as we age. If during our youth we have been told constantly that we are not capable, worthy, or that we should not try because we will not succeed we will carry these ideas of ourselves into adulthood and become less than what we are meant to be. As long as we continue to believe these things we will remain a "victim" of circumstance failing to see opportunities to prove ourselves wrong. But, when we see the opportunity and seize it the rewards can be astounding.

You can change your negative thinking to positive. There are many methods that you can employ to make positive change. You only need the courage to do it and the desire to make the change.

Overcoming negative self-talk is one aspect of change. We all tend to engage in this type of inward self-speak. We tell ourselves stories to make ourselves feel better about our lack of success.

These negative thoughts can overwhelm us and keep us from moving forward even when we consciously desire the forward momentum. We hesitate and tell ourselves, "I can't" so it does not happen. We could just as easily say "I can", so why don't we? Usually it's because of fear. Fear of the unknown, fear of looking foolish, fear of not succeeding and being called a failure. It could even be fear of success.

The future is always unknown. Don't fear it, embrace it! And, do not concern yourself with looking foolish. That is worrying about how someone else thinks. You can only

control what you think in the present moment and how you react to your emotional state. So, forget about “what they think.” Be concerned with what you think and how you feel about your thoughts.

Our opinions and personal perspective take shape in our early years and can stay with us for life. If the primary education you received was deficient does that condemn you to a lifetime of low income work, no college degree and very little success? The simple answer is a resounding NO. Even a college education guarantees you nothing.

You can overcome an inadequate primary education. It takes the same drive, desire and determination to move forward and excel as it does to succeed in any endeavor. There are many alternatives for gaining the knowledge you require. Once you have determined your goal the ways to achieve them will become clear.

Overcoming barriers is a major hurdle in the run to success. The starting gun has fired. It's now time to get going and stop waiting for it to come to you. Don't wait and don't procrastinate.



CHAPTER THREE

Don't Wait, Take Action Now

Would you believe that achieving massive success can be as simple as connecting the dots?

Success requires a plan, right? And a plan requires a goal, doesn't it? And doesn't setting a goal require a decision?

These, and many other small steps, especially action, are the essentials to any success story. Brick by brick you lay your success foundation. In the process you will expand and grow, and as a result enjoy success and create new goals.

While there may be barriers and roadblocks that can slow or hinder your progress to success, all of them can be overcome by applying some self-discipline. You can even defeat the killer of momentum, procrastination.

Procrastination is a thief. It will steal your drive, determination, ambition, dreams and desires. It does not care who you are or where you are from. It will keep you down. It will stunt your growth and prevent you from becoming all you can be. If you allow it, and it is your choice to allow it or not, it will steal your true identity.

Dreams, desires, and goals can all fall into a bottomless pit if you allow procrastination to deter you. Procrastination appears as the inability to take the necessary steps to accomplish the tasks needed to attain your goals.

First spend some time contemplating what you would like to achieve and write a plan. If you need additional education, sign up for the required courses or obtain the necessary resources. If you need assistance, seek out those who can guide you. Taking these sorts of steps will ensure your success.

If you say to yourself 'I will do it later when I have the money, the time, the knowledge, the skill or ability' you're allowing the momentum killer to have its way. You can make

a million excuses, but if your desire is strong enough and realizing your dream means enough to you then you will find the money, allot the time, acquire the knowledge, develop the skill or gain the ability.

Procrastination can be defeated if you are willing to engage in the art of self-discipline. I elevate it to an art because like painting, playing music, or learning to write self-discipline is the key to mastery. But many people fail to exercise self-discipline to gain mastery. Be sure you do.

Recognizing the characteristics of procrastination is simple and easy if you are aware of what they are. Many of its signs have been mentioned. Absorb the information, repeat it to yourself. Make it a daily habit to look for the signs of this thief. Keep a sharp eye out for it and pay attention to the things you are doing. Ask yourself "Will the actions I am now taking move me closer to my goals". If the answer is yes, you are on the right path. If the answer is no then just think about what you are doing and change course.

Many people who wait until shortly before a project is due before they begin working on it will use the excuse that they work better under pressure. For some people under certain circumstances that can be the case. The pressure of a looming dead-line, and the possible consequences of not completing the task can be a very powerful motivator. That motivation can spawn creativity. However, many will simply procrastinate, and the resulting pressure will produce inferior work. Inferior work is rarely, if ever, successful long term.

Drive and determination are essential components of a success oriented mind-set. These characteristics are the opposite of a procrastinator's mind-set. People who procrastinate or wait to the last minute to complete a task are rarely, if ever, as successful as those who take action when necessary.

When you find reasons (excuses) not to take the actions you must take to achieve your goals it is procrastination rearing its ugly head. Unless you are putting off action steps leading to one goal to concentrate on action steps leading to the accomplishment of another goal you are probably procrastinating.

Planning, research, preparation, collecting data and contemplating ideas are all action steps that can mimic procrastination. As long as you are not daydreaming while you are researching you are not procrastinating. Preparing to take the next step towards your goal is not the dreaded P word.

When the project, idea, or matter that you are working on requires the research or data collection you are taking action steps that move you toward success. However, these steps can be used as excuses for not moving forward. Excessive research, planning and preparation is procrastination if you have all that you already need.

There comes a point, however, where you have gathered enough information to begin taking action. It may even be a good idea to start your project before you have completed your research or data collection. Often you will find that you have sufficient information to move the project substantially towards completion and only need a small amount of research, if any, to finish it. Don't delay, start right away!

An example of procrastination is the 'not getting around to it' excuse. Other examples of procrastinating are complaining and blaming. I am sometimes amazed at the number of professionals I've worked with over the years who would rather complain and blame or moan and groan than take responsibility for their own failures.

When you complain about something or blame your situation on circumstances beyond your control you are really in a procrastination mode. It does not matter what the circumstances or situation. You have created whatever it is. Stop blaming, complaining and procrastinating and get to work!

The failure or inability to prioritize often leads to the excuse of "I did not get around to it". If your success is important enough to you, if your desire is great enough, if you dream of being more than you are now you will 'get around to it', you will make the time. As a reminder to yourself to avoid the 'getting around to it' excuse take a piece of paper and cut out a 2-3" round piece. In the center of the round piece of paper write the number '2' and the word 'it'. Now you will forever have 'a round 2 it'. Put it on the wall above your desk, work area or other conspicuous place. Put it where you can see it every day. When your mind begins to wonder and drift into the 'when I get around to it' mode remember you have your 'round 2 it' and you will never use that excuse again.

There are activities that, from the outside, may look like procrastination, but lead to goal achieving. Exercising, meditation, quiet contemplation, using relaxation techniques, seeking internal guidance and deep analysis are all useful ways of accessing the sub-conscious mind. Many creative people enhance their talents by tapping into one or more of these methods. A wise, creative person will use them and so should you.

There is a great deal of anecdotal evidence indicating that insight comes during times when our minds are in a quiet state. Reports abound by scientists, inventors, engineers, business leaders and others documenting how many of their best ideas, concepts, inventions or plans came to them in flashes of genius during relaxation or contemplation.

Many of the world's greatest discoveries were made after a sudden insight into the resolution of a problem. Having all of the necessary information to solve a problem does not necessarily solve the problem. You need to know how all of the puzzle pieces fit together. The mind at rest can subconsciously sort the information and allow the completed puzzle to appear in the conscious mind. The flash of genius happens.

Engaging in the activities needed to reach a quiet mental state is a way to avoid procrastination. Rest and relaxation are also necessary to keep your creative mind fresh. Correctly used, rest and relaxation will serve you well.

There are no excuses for procrastinating. If you say you lack the knowledge you need to achieve your goal that is no excuse. There are too many sources of information available to everyone. Lack of knowledge is never a barrier to achievement. If your excuse is about ability you can acquire it by proper training. If your lack of skill or ability is a physical limitation but you still desire to be involved in a particular sport find an area within it to excel. Not everyone can be the star player but, they do need coaches, trainers, assistants. Where there's a will, there's a way. It's up to you to find your way.

It's true that time is limited. But we all have the same 24 hours each day. So it's not the amount of time that is the issue. It's how you spend that time that counts. If you spend it wishing, hoping and dreaming without planning and then taking action you are not on the road to success. Taking action steps toward your goal, even with a less than perfect plan, is better than taking no action at all.

Staying focused means pushing ourselves and keeping our eye on the prize. Evading the procrastinator that lies inside of us can require constant vigilance. Moving forward through the barriers and roadblocks that are in our way and overcoming procrastination demands that we be alert and persistent.



CHAPTER FOUR

Persistence

Persistence is one of the keys to unlocking your goals and desires.

Henry Ford, the famous industrialist, was well known for being adamant in his demands. He was quick to decide but slow to change his mind. He was persistent in his pursuit of what he believed to be the correct course of action, and his results spoke volumes. Had he not persisted in promoting the Model T automobile and continuing to manufacture it when others told him to stop he may not have made his fortune by selling cars.

Advertisers and ad agencies know that being persistent pays. The quality of the product, its availability and value are only part of the message. It is persistence in the messaging that sells an audience. Have you ever noticed how some TV ads are repeated during the commercial break of the same show? Persistence pays. The repetition creates the desired results.

Persistently pursuing your goals is just the same. Without persistent effort you will not achieve your dreams. When you persist in making your disciplines into habits you will be rewarded. If you fail to be persistent, you will not realize your desires, goals and dreams. Persistence is the glue that holds it all together.

If your goals are lofty and your support system is weak you will need a ton of persistence. To continue in the face of opposition, especially of those closest to you, is the sign of someone determined to fulfill their potential. When others around you do not share your goals or fail to see your vision, being persistent demonstrates that you are determined. The more you persist, whatever your goals may be, the greater your chances of success are. The more success you enjoy, the less negativity you will face while your resolve will become stronger.

Determination to succeed and persistence are key ingredients to successful actions. There are many characteristics needed to be successful. However, without persistence, the

determination to see things through, and the drive to improve over time, the actions you take will likely fall short of total success. Successful people understand that determination, especially in the face of adversity, is the key that will unlock the door to their goals and desires.

Motivation is required to get started but can quickly dissipate if you lack determination and persistence. Motivation can come from many sources, but persistence and determination are the products of your desire. The more deeply you desire a particular result, achievement, goal, or dream the greater you will require determination and persistence to attain it. Stoking the flames of your desire will ensure that you remain laser focused, determined and persistent.

My greatest desire in my late twenties was to complete law school, obtain my law degree, pass the bar exam and become an attorney. I faced a number of obstacles. Many of which were the result of my own doubts. But I was determined to succeed and persisted in my actions because my desire to achieve my goal ran very deep and outweighed those doubts. There were many factors that motivated me. First and foremost was my family. My desire was to earn enough money to provide them with a comfortable lifestyle. I was also the first member of my family to attend college and later complete graduate school. It was, however, my desire that fueled my determination and persistence.

Desire is the fuel that will drive you to your goals. Without the desire to succeed and achieve you will have no determination. Without determination you will not be persistent. Persistence will allow you to achieve any goal you seek. It is one of the pillars of the successful mindset. Persistence can take you to the top.

Did you know that research shows most sales people will give up after three to five attempts to sell to a particular customer? The same research reveals that most sales are made on or after the seventh attempt. This shows that persistence pays dividends. While all sales don't occur after the sixth call or contact, most happen beyond the point where most salespeople have given up. Many salespeople are moderately successful. They dutifully make their sales calls and attain their moderate success by 'picking the low hanging fruit'. The highly successful salespeople are persistent and will reach for the highest hanging fruit, which is often the sweetest fruit on the tree. I know one network marketer who called the same prospect forty-two times. His persistence in making the forty-second call after getting forty-one nos resulted in a legendary yes. That same prospect turned out to be a very valuable and productive team member. Undoubtedly, there are other examples of salespeople making even more than forty-two phone calls. The point is persistence pays. Sometimes it pays far greater than ever imagined.

Mediocrity is the result of the failure to take action with persistence. Achievement is the result of, persistent action while doubt brings mediocre results. When doubt prevails

very little can be achieved. To be successful at anything one must replace doubt with a 'never give up' attitude. Mediocrity should be viewed as unacceptable in all circumstances. Olympic gold medals are not won with mediocre performances. Only those who are willing to put in the greatest effort and to make sacrifices without accepting anything less than their best will be called champions. Persistence means having that never give up attitude. Starting your day by reviewing your goals, dreams and desires and declaring "I never give up!" will empower you into a determined mindset. Continually reinforcing your goals and aspirations will help you to maintain your momentum and sustain your motivation.

Of course there will be times when you are feeling less than fully motivated. We are, after all, human beings subject to the rise and fall of our biological cycles, our internal clocks. It is at these times that it is most important to remind yourself of what you desire to achieve. A never give up attitude will help you make it through these down moments. Looking ahead with confidence will keep you on track and in the game. The positive visions you revisit in those situations will sustain you through the tough times.

Envisioning what success looks like is a leadership characteristic. Knowing with clarity what you want allows you to focus on what your success will look and feel like. However, clarity can sometimes be and often is fleeting. It can dissipate easily if not continually maintained.

Our senses are constantly bombarded with input. Persistence in attaining your goals and achieving success requires daily reminders of what you desire to accomplish. Allowing ourselves to be distracted by the minutia of our daily lives can take us down a rambling path that might lead to mediocrity. If you know with clarity and certainty the 'Where' and the 'Why' then the 'How', i.e. the path, will reveal itself. You can more easily determine the path if you know the 'Where'. Every step you need to take may not be clear to you at the outset, but when you take one step it will lead you to your next. Just keep moving forward.

Very few people are recognized experts in any given field. The fewer people in a particular field, the more likely that one of them would be considered an expert. If you want to attain expert status quickly consider finding a niche in your chosen field of endeavor and take the steps necessary to make your expertise known. What business, industry, profession or work you have chosen? What vision of success have you created for yourself? Is it in an area that is wide open or is there greater competition? Find your niche and make yourself an expert in it.

Many people have attained great wealth, success and notoriety by knowing a great deal about a particular area. I have a law license and practice 'law'. But what does that mean? I do not, nor could I, know everything about the law. It is a vast and incomprehensibly large

body of knowledge. However, I, like many of my colleagues, have gained personal and financial success by finding a niche and becoming an expert in that area.

Discover and study all of the information you can about your chosen niche. Define the niche as narrowly as you can and, if possible, teach what you learn to others. Remember, repetition is the mother of retention. The more you repeat to yourself and others what you learn, the more you will subconsciously absorb it. Take the action steps necessary to become an expert in a niche of whatever field you chose to pursue. Be focused, consistent, and persistent.

Do not confuse persistence with obstinacy. An obstinate person is one who continues their desired pursuit despite feedback or evidence that their actions are not producing the desired results. Persistence, on the other hand, is the continued pursuit along a path, despite roadblocks or barriers, which is leading to the desired results.

In the former case you know that what you are doing will not get you what you want but you keep going anyway. This is often the result of one's need to be right despite knowing that they are wrong, but being unable to admit it. Low self-esteem often does not permit such an admission. In the latter case roadblocks and barriers can provide the necessary feedback that would allow one to adjust or correct a course of action.

Focus is a necessity and persistence is a requirement for success, especially when faced with adversity in the form of barriers and roadblocks. Overcoming adversity builds confidence and provides a foundation for the necessary actions as you proceed along the path to success. The stronger you become mentally, the easier it will be to overcome the barriers or avoid them altogether. Never be afraid of adversity. It can be a valuable teacher. It can reveal to you tremendous potential. Adversity will test you. It may prevent you from moving forward. It may force you to turn back, give up or worse, accept mediocrity. But if you are willing to confront adversity it can teach you many valuable lessons. If you are open to learning these important lessons and use them as stepping stones then your success is much more likely.

If you have not yet been confronted by adversity, you can be sure that you will face it at one time or another. It might even find you many times. Life seems to test our resolve when we are striving toward excellence. Be patient and persistent in the face of adversity and you will grow into a grander version of yourself.

Some will, some won't, so what, someone's waiting. We are all in sales of one kind or another. You are either selling a product, a service or yourself. Many people don't see it that way, but it is part of the game of life. We are all selling something.

Selling is a numbers game. Research shows that most sales are made after the seventh attempt. But, most salespeople give up after their fourth attempt. It is the salesperson that

makes those additional calls that will rise above the herd and be recognized as a shining star.

Network marketers will tell you that they will speak to a hundred people, if not more, to find that shining star, the one who 'gets it'. They know that if they speak to enough people they will generate consumers of the product or service they offer. They also know that somewhere in that haystack is the needle, the person who fits the network marketer mold, the key to a successful network marketing business. Although it is a simple matter of numbers, it takes persistence despite the inevitable rejections. When you continue to ask the same people again and again or you ask a large number of people you will succeed. The asking process is persistence in action.

Frustration will destroy the most well devised plan if it is allowed to fester. The ability to overcome frustration is a characteristic of the persistent individual. Thomas Edison had to have been, one would assume, frustrated in his efforts to develop the incandescent light bulb. He ultimately conducted more than two thousand tests to find a filament that worked. He saw each unsuccessful attempt as feedback, a lesson to be learned. Had he not persisted in his efforts we might not have the incandescent light bulb. But Edison did not give in to frustration, if indeed he felt it. Because of his desire to achieve that goal and his persistence in pursuing it we can now attribute to Edison the invention of the light bulb.

You can use frustration as a positive tool. Any negative emotion can be used as a positive tool. Frustration can, when recognized, be converted for good use. Feelings of frustration are feedback, indicative of incorrect steps or actions. Each time Edison tried and did not succeed he knew not to attempt the same experiment again. Trying the same thing over and over but expecting a different result, to paraphrase Albert Einstein, is what defines insanity. When you feel your frustration level rising realize that you are taking the wrong steps or actions. Adjust your actions. Don't bang your head against a wall to try to break through. Stop what you are doing and try something else.

As Vince Lombardi, the legendary football coach, so aptly put it "Winners never quit and quitters never win". Winners however, know when to quit doing the wrong thing, quit taking the wrong actions. If you want to achieve your goals you will have to resolve to never give up, to always keep moving forward. Accepting mediocrity is the sign of a quitter. The saying 'try and try again' does not necessarily mean to try the same thing, take the same actions, follow the same steps. Remember Einstein's definition of insanity. Try something else. Go in a different direction. There are very few well known stories of people who failed. People who fail are not recognized, rewarded or hailed as a hero. These are people who likely did not learn the lessons of persistence and constant, never ending improvement. We seek to emulate those who persevered and won the race, beat the clock, grabbed the gold ring. We seek the same recognition, and therefore reject and ignore the ones who are not 'winners'.

Infantile behavior and whining may prove successful in the short term. Ask any three year old. But it is not a winning long term strategy. Knowing the difference between infantile behavior and persistence is critical to being perceived as successful. No one appreciates a person who gets what they want through whining or acting like a spoiled child. Young people who continue these behavior patterns into adulthood usually find themselves without friends or close business associates. Rarely do they enjoy gratifying personal relationships. I have known business people that made millions of dollars but who behaved immaturely but were nevertheless perceived as successful. However, they did not have deep personal relationships in their business or personal lives.

I have witnessed professionals who, during the course of representing a client, exhibited behavior unbecoming of someone in their chosen field. They acted in that way as a means of getting what they wanted to impress a client. In the process they gained a poor reputation. They were successful in the sense that they were well known. They were also not well liked by most of the people who dealt with them.

Pestering is another type of behavior to avoid on your path to success. The dictionary defines a pest as a mischievous or destructive person. No one likes a pest. People who are pests are often ignored or dismissed as not worthy of attention. There are better ways to get what you want.

Being persistent by insensitively asking for something can be perceived as pestering. Failing to show patience, refusal to accept yes for an answer and making unrelenting demands are the attributes of a pest. Such behavior will rarely, if ever, lead to success. You will also not be viewed positively by your peers and those with whom they work. You will earn a negative reputation. These are the people whose stories you don't hear about.

If you are persisting in your efforts to become a top salesperson and are willing to make the seventh or even tenth sales call then be certain you are selling something that is necessary or valuable. If the service you are offering is of little value then no amount of persistence will result in success.

If you are not serving your life's purpose and veer from your chosen path, persistence will not serve you well; it may actually become a detriment. You must first determine who you are and where you seek to go before any of the wisdom in this book will help you on your journey. If you want to succeed, you must first look within.

Often that search for the inner self requires an outside perspective. We don't always see ourselves as others do and knowing how others perceive us can help us in finding out who we really are. If you are having difficulty perhaps finding a mentor, someone who has been through this process, is the answer. A mentor can help you in many ways, as we will discuss in the next chapter.



CHAPTER FIVE

Mentors

Any successful individual will admit that they had a mentor.

The more successful they have become, the more likely it is that there were more than just one mentor from whom they learned or got valuable advice and information. Mentors help us get through difficult situations or provide information that allows us to make important decisions. Without their help it is unlikely that we would have become the people we are.

It would seem unusual for someone to be a success in their personal life, profession or business without the benefit of a mentor's guidance. Much of the success we enjoy results from someone who has walked before us on the same path. Those who refuse or fail to heed the advice of a mentor are doomed to delay their success and possibly complicate their lives. Those who do listen, do themselves and those who depend upon them a great service.

Anyone can act in the capacity of a mentor. There is no mold or special category of learning, no required educational degree. They need no specific training and there is no person, committee, group, or counsel that confers upon anyone the official status of 'mentor'. A mentor can be a sibling, parent, grandparent, aunt, uncle, friend, neighbor, colleague, or supervisor. All that is needed is the desire to help others or to learn from someone.

The mentor-mentee relationship does not have to be -- and often is not -- a formal type of relationship. Informal mentoring happens all the time. They are, simply put, some of the most important people from whom we learn. The relationship can be short or long term. It could last a lifetime. And, we usually have many mentors throughout our lives.

If you are starting a business and need or want advice on various aspects of your new venture seek out someone who is already in that business. If you are a recent graduate of

a professional or educational institution or have your professional license and have been working for someone else but desire to start your own company the best thing you can do is to find a mentor.

If you have personal issues -- your relationship with your spouse, children, parents, siblings or friends -- that you want to resolve but would rather not seek professional counseling, a mentor may be the perfect solution. If you don't know or can't think of anyone who could help simply ask your family, friends or colleagues for a referral to a possible mentor. Asking is free.

Mentors and professional coaches have much in common. Both will support, encourage and acknowledge your success, while providing direction and resources.

There are, however, many substantial differences. Coaches generally view themselves as being in a partnership with their clients while mentors are usually more experienced people who simply impart their wisdom and knowledge. The mentee, or recipient, is often a young person seeking the benefit of a mentors success, the source of their knowledge and wisdom. There is more of a teacher/student relationship between a mentor and mentee.

Professional coaching, such as sales, leadership, personal development, spiritual and life coaching are relatively new career categories. Mentors, on the other hand, have been around for millennium.

Coaching typically requires a formal relationship with different expectations than in the mentor/mentee situation.

The mentor/mentee relationship can be formal, as in a business situation or where the mentor/mentee relationship is part of an institutional mentoring program. It can also be an informal relationship such as occasionally seeking advice from an older colleague or owner of a similar successful business. Whether formal or informal, the mentor/mentee relationship holds value for all involved. The mentee gains the benefit of the knowledge and experience of the mentor while the mentor gains a sense of satisfaction in helping another person.

Coaches help you discover the answers you already have. Mentors will teach you and provide you with answers they have.

Parents are often the first people who mentor us. Parents who pay a reasonable amount of attention to their children are more likely to raise well rounded individuals. The parental role is multilayered and complicated. It includes a multitude of character roles that parents must play: role model, teacher, psychologist, doctor, as well as mentor.

There are many ways a mentor can help someone just starting out in a business or profession, and it can substantially bend the learning curve. If your mentor happens to be a parent it can be even better for you.

If you pay attention from a young age to successful parents you will most certainly have an advantage over your peers and competition. The earlier you start, the sooner you will achieve success.

However, not all parents are successful, or are good role models, teachers or mentors. If you find yourself in this situation, then do what many others have done. Like Robert Kyosaki of Rich Dad Poor Dad fame, watch and observe the actions of someone else's successful parent. Find a peer whose mother or father exhibits the behavior you want to emulate and hang out with that person. Then closely observe. Ask them questions and listen closely to their answers. Absorb their knowledge and wisdom. Learn as much as you can from them. But most importantly, put what you learn into action.

Teachers, on any level, can be mentors. If you've discovered that you're inclined to be a teacher, then a teacher would be an excellent mentor for you. An Education Degree is only the beginning of the process.

Aside from imparting knowledge in subject areas teachers can provide the proper methodology for success. Whether you are considering a career in a conventional or non-conventional setting, someone who currently teaches in either setting would qualify as a good mentor.

There is a difference between being a teacher and being a mentor. While each possesses elements of the other, there are distinctive characteristics.

A teacher provides guidance, support, encouragement and lessons, primarily in a structured environment. A mentor provides guidance, support, friendship, counseling, advice and more, typically in an informal environment. Mentors are more than just teachers. That is not said to disparage teachers or the teaching profession, but to distinguish the two very similar but different roles.

Mentors often develop close personal friendships with mentees, especially when the mentoring revolves around a business or profession. The teacher/student relationship may last a year or two, perhaps more, while the mentor/mentee relationship can last a lifetime.

How many mentors do you need?

How many areas of your life are you seeking to improve?

In a business or professional situation it would not be unusual to have several mentors.

Not all of them at once, perhaps, but over a period of several years engaging several mentors would not be uncommon.

As you become proficient in one aspect of your business or profession your need for mentoring in one area may recede while the need in another area may increase. For example, say you learned from a mentor how to attract new customers or clients. As a consequence your income increases so you may need to consult with someone to learn how to separate your business records from your personal records.

As your business or profession continues to grow you may need to hire more employees. If you have no background in recruiting you will need advice from someone who does. You'll need advice regarding various aspects of the business such as taxes, establishing a corporate or other type of entity, setting up your work space or an office or manufacturing location. There are many areas where you will need a mentor. You can, of course, hire a consultant for advice in any area of knowledge deficiency. But if you can get some help by tapping a mentor for some information that might be all you need.

Never be afraid to ask. You may get what you need for free, except maybe the cost of lunch or a phone call. People who are artistic often have talent, skills and expertise in more than one area. It is not unusual for someone with musical ability to be talented in drawing or to be creative with words, lyrics & poetry. A craftsman who has excellent skills with a wood lathe has skills that can be transferred to other wood cutting equipment. Leonardo Da Vinci –called a Renaissance man-- was a painter, sculptor, artist, and scientist. He was one of the most talented people in history. Many of his talents, a steady hand, sharp eye, and extremely creative mind were the foundation of all his abilities.

Not everyone can be a Leonardo Da Vinci. But if you need the talents and skills of a mentor in your chosen field or profession consider using multiple mentors. There is no limit to the number of people you can call upon. The true limitations are your reluctance to ask and perhaps the number of people who have the information you seek.

There is also nothing wrong with seeking advice from several people about the same thing. Different perspectives can provide additional insight that may not come from asking only one person.

Some caution, however, should be exercised when using more than one person to mentor you. Conflicting or differing advice might lead to confusion. If you receive conflicting or differing advice choose what feels right for you. Always keep in mind that the final decision is always yours.

Finding a mentor or mentors is limited only by your willingness to ask someone to mentor you. Whatever type of business you are considering creating or have already established you will find others in that business. Most people are more than willing to share their

knowledge. They will not necessarily view your business as competition and might see competition as positive.

Trade groups or associations can often lead to locating other mentors in your field. These associations can provide a forum for mentors and mentees to meet and discuss issues, problems, questions, ideas and concepts that arise. A local Chamber of Commerce is another source of contacts that you can network to find a mentor. These are excellent information and networking sources for someone who is new to a location or field.

Another way to find an advisor is to ask family and friends for a reference or referral. Everyone knows someone. Perhaps someone you know will lead you to the person you need to meet.

There is a very easy way to find out: ask, ask, ask. You cannot be shy about it; your success depends upon it. And, the best part is that asking is free.

Experts should be an important part of your success team. Accountants, attorneys, real estate brokers, insurance agents, and many others can and should be called upon for information and advice. Your mastermind group should include some of these experts.

Most, if not all of them, will provide advice and information on a fee basis, of course. But, many will gladly mentor you... if you just ask them.

Many experts such as accountants, attorneys and doctors will tell you that maintaining their practice is as much about operating a business as it is servicing the needs of their patients and clients.. The required knowledge to run a business is not necessarily part of the graduate school curriculum for those professions.

However, maintaining a successful law firm, doctors' office or other professional practice requires business knowledge such as accounts payable and receivable, employment taxes, etc. Your success will be limited without this knowledge.

Modern technology provides us with advantages that previous generations could not imagine. Our ability to communicate around the world in real time is an amazing phenomenon that we can use to bolster our success.

Mentors can now be found anywhere at any time. There are no excuses to finding the one or many you might need. Our communication technology provides an unprecedented opportunity to find a mentor to help resolve any issue or question that is a road block to your success.

Mentors can show you the path to their success. They can provide insight and help you avoid the pitfalls that can derail your advancement along your path to success. However, no one has a lock on the methods and procedures of creating success. The very term

success can mean different things to different people. “To each his own,” as the saying goes.

So don’t get hung up on following someone else’s advice or footsteps so closely that you hide your uniqueness.

It is you who must shine through the planning and execution of your plan. Obtaining help, advice, input and guidance are necessary. But you want your project, business idea or dream to reflect who you are and what you’re about. Otherwise it will not be perceived by others, your clients, customers as genuine or authentic. If it feels false, has a veneer of slickness or seems inauthentic then people won’t “buy it” and they will not “buy” you.

Useful information is what you need to obtain from those whom you approach, including mentors. Not everyone has the same methodology, procedure, knowledge or vision. Yours are different, too. Your style is determined by many factors. Your childhood, teen and young adult years formed who you are just as they have for everyone else. Keep this in mind when listening to the advice of others.

If it seems right, feels appropriate and makes sense to you then it fits your world view. The information received will, if applied properly, probably work well for you. If it does not seem right, feel appropriate or make sense to you then you have two choices.

The first alternative is to rework the information by rephrasing it, giving it a different perspective or making it simpler. The second choice is to ignore it. Ignoring advice that does not make sense to you is perfectly acceptable. If the advisor is not amenable to your choice then find a more compatible mentor. One person does not and cannot have all of the correct answers, even one with vast experience in a particular area, business or profession. The key is to obtain as much information as you can or need, sift through it and decide what is useful to you. You are, after all, the final arbiter of what is right for you.

Style, a way of approaching a problem, not how you dress, is as personal as the decision about what advice you’ll follow. If you adopt someone else’s style or approach, personalize it and make it your own where possible. Your authenticity is at stake. Anyone who comes into contact with you will know if you are “real,” if you are genuine. Be yourself and you will take a very important action step to success.

The best teacher is usually the best student. Often the best way to learn something is to teach it. Pass on the information you have gained from your mentors. As you do, you will gain new insights, perspectives and ways of seeing. In other words, be a mentor to others who request it. Don’t hide the information and don’t keep it to yourself. Unless the information you possess is proprietary or otherwise meant to be secret, share it with others.

Business Networking International, a renowned international networking organization, has a simple yet profound motto: Givers Gain. Although they apply this simple philosophy to business relationships, it is relevant to any area of life.

The more you give, the more you gain.

Synopsis

Knowing who you are, why you're here, what's important to you and why, are just the beginning of the process of self-discovery. Knowing how to avoid the temptation to do what's easy, overcoming fear, indecisiveness and low self-esteem are necessary ingredients to achieving peak performance as well. These and other concepts have been discussed in these chapters. But, they are only a small part of the story of how to achieve success.

I've chosen the chapter topics discussed here as the more important ones in the search for self. Others may agree or disagree. That's OK. We each have our own personal perspective that is based upon our uniquely personal experiences. Just as no two snowflakes are identical, no two lives are alike.

The same applies to the definition of success. As I've said on my internet TV show 'Glen Keene's Spotlight on Success' we each have our own view of what success looks like and how it's achieved. There are differences and there are also similarities.

My hope is that by having read this book you have gained insight into what success looks like to you and that you have been inspired to take the next steps toward your success.

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