



## ***"How Just 30 Seconds Can Change Your Life!"***

### **Interested? And it's all about the numbers!**

*They say you can fall in love in a minute — But I can tell you it only takes 30 seconds to change your life...*

Fermat's Theorem move aside. Double-entry book-keeping pah!

And whilst we're about it put all those [books](#) on Personal Development and Leadership you've been stock-piling to read this year back on the shelf, tres rapide'!

### **The Importance of Numbers**

This piece though isn't about falling in love and it isn't about luck either, it is though about numbers and how important they can be in all areas of your life.

In fact, understanding and working with them can really be a key to success and help you achieve your goals to boot.

### **And here's how!**

- **2** — **According to Quantum Field Theory** everything is created twice — Before it takes form it's an idea — So, give every idea your best shot and then go and execute it
- **3** — **Frame what you say with 3 key points** or messages that you want to convey — So, Tell 'em what you're going to tell 'em, tell 'em, & then tell 'em what you've just told 'em!
- **7** — **Those Greek Playwrights** Aeschylus, Aristophanes, Euripides, Sophocles et al were among the first to formalise the narrative story arc or plot-lines we've all become so familiar with today, even if we're not aware of it when we're reading, or watching a play in the theatre, or a film on TV — There are basically just 7 plot-lines or themes that any

story will draw on i.e. 'The Quest', 'Voyage and Return', 'Rebirth & Transformation', 'Comedy', 'Tragedy', 'Overcoming a Monster' and 'Rags to Riches' — & did you also know that the importance of what you say only accounts for 7% of the overall impression that you make — So, make sure you always look the part and choose the right plot so you can be both a [story teller and a story doer](#)

- **8** — **Is the number of 'Rules of TED'**, although there are
- **9** — **Secrets of [Public Speaking](#). So, how's that?**
- **10** — **Seconds is all you get** to make a good impression on the phone, &
- **13** — **Per cent of your personal impact comes from the tone of your voice**
- **20** — **Seconds is all the attention** that perfectly crafted CV can expect to receive during a 1st sift — So, make sure the first 3rd of the 1st page does the business and [punches above its' weight](#) for you, whilst
- **30** — **Seconds is all you have** to pitch your stuff in that proverbial elevator — It's also the % of power you lose from your voice when speaking on the phone — So, be aware and know you need to compensate for it — **It's also the length of a new habit** you might start practicing today that could change your life — **Interested?** It's really very simple... Just spend that time after any meeting or important conversation identifying **3 key things** you need to take from it &/or act upon and then **DO THEM!** — & you can also use this technique to revise and review your goals
- **60** — **Seconds is all you have** to make that great impact on meeting someone for the 1st time and, of course, it only takes a minute to fall in love, according to the lyrics of at least one multi-million selling pop song
- **66** — **Days is how long** it takes to form a habit, whilst
- **80** — **Per cent of the impact you make** in any situation comes from your body language — So, learn to be comfortable with yourself and as the French say, 'Adapte une Peau', meanwhile
- **120** — **Seconds is all you're likely to have** to put the 'Best You' forward in that job interview you've been preparing for and sweating over — So, open big and make it count
- **10,000** — **Hours as Malcom Gladwell and Eric Anders** tell us, is how long it takes to master a new and complex skill and if you want to know more about [Mastery](#), read Robert Greene's book with the same Title, & finally
- **86,400** — **That's the number of seconds** deposited into your personal account each day by the *Bank of Life* — No refunds — No stockpiling — No trades — So, spend wisely and extravagantly!

And Why Don't You...



**the Mudd Partnership** is all about making the complex less complex, the tough stuff not so tough and putting the unreachable within reach of everyone. Our book '[Uncovering Mindfulness: In Search Of A Life More Meaningful](#)' (All new freshly minted 2nd Edition coming in early 2019) is available on Amazon and [www.bookboon.com](http://www.bookboon.com) and has been a global bestseller. We are also Contributing Writers to [The Huffington Post](#) and [Thrive Global](#), amongst a range of high profile and influential global platforms.

