



**MIND** OVER **MATTER**

**“WHAT WOULD YOU DO IF YOU KNEW YOU COULD NOT FAIL?”  
—ROBERT SCHULLER**

# IT'S ALL IN YOUR HEAD

**The beginning of  
mental conditioning  
is training yourself  
to recognize and  
acknowledge  
the strengths you  
already have.**

When I try to think ‘big picture’ about what makes people successful in business or in life, the first and most obvious part of the ‘big picture’ to me is this: It’s all in your head!

Meaning, it’s what’s in your head that sabotages you. Our minds are powerful tools that can be used to both imprison and free us. To be successful, we have to be mentally strong enough to respond to whatever happens in a positive, pro-active way.

Mental toughness is a process. It just doesn’t happen overnight. It’s like any kind of strength training. You start out slowly, with smaller weights. You learn to pick and choose the options that work best for you, where you are.

When something terrible or unexpected happens, you may be prone to thinking, “You know, that’s just my luck. Stuff like this always happens to me.”

Or, even when things are rolling along smoothly, you may be one of those worriers—that person who always assumes the worst will happen in any given situation.

Self-image is a tough thing for all of us. We all have our own insecurities, our own sense of inadequacy, even failure. And if you really just want to try to hold on to what you have, that negative self-image will always speak louder in your head than anything else. People with half your ability will accomplish more in life only because they believe better things about themselves. Their perception makes for a more successful reality.

The beginning of mental conditioning is training yourself to recognize and acknowledge the strengths you already have. Everyone says, ‘If I could just live up to

## Before Disney was ‘Disney’

Walt Disney is remembered as one of the most successful film producers, directors, animators and entrepreneurs of all time. More than 40 years after his death, The Walt Disney Company owns, among other assets, five vacation resorts, 11 theme parks, two water parks, 39 hotels, eight movie studios, six record labels and 11 cable TV networks. In 2007, the company had a annual revenue of more than \$35 billion annually. But not everyone believed in the future Academy Award winner. Walt Disney was once fired from a newspaper job because he ‘lacked imagination and had no original ideas.’

[Source: [www.associatedcontent.com](http://www.associatedcontent.com)]

my potential,’ but to be honest, I don’t buy that. We’re always looking for abilities we wish we had, rather than recognizing the gifts and skills we already have.

Why do you suppose that is?

Everybody’s afraid of what others think. When you close your eyes, that person is in your head, saying what you think they think about you (and it’s never good). We’re always afraid that someone’s going to pull the curtain back and find out we don’t know as much as we think we know. That somehow we’re not as accomplished, smart or successful as they are.

Even when all the talent and know-how and drive and determination is already there to succeed, just a whiff of fear will kill it before it even begins.

That’s why it’s essential to ‘retrain’ your mind to work FOR you, not against you. Train it to take the time to gain perspective, to respond, not to react. To think: ‘What are my options here?’

Whatever the situation—whether it’s personal relationship trouble or challenges in business—you always have options.

Mentally, you lay it all out: What do I really want to do? What is the best way to respond to get what I want? What will be the best scenario short-term? Long term?

Each option comes with a given consequence, so you train yourself to think through those as well. Some of the consequences automatically rule out the option.

Once you narrow down the options, keeping ‘mind over matter’ means you learn to play to your best strength and go with the option you know you’ll be best at, the response that will work best for you.

If you see yourself as a person who already has the talent and skill and drive and determination to get things done... If underneath all that is a fundamental belief that you deserve to succeed in everything you work hard at... How and where and who



## IN YOUR MIND’S EYE...

Close your eyes and imagine your most successful life. Draw a picture or write a description of what that looks like for you. What do you envision for yourself in your wildest dreams?



**“SUCCESS IS HOW HIGH YOU BOUNCE WHEN YOU HIT BOTTOM.”  
-GENERAL GEORGE PATTON**

# **CHANGE YOUR PERCEPTION, CHANGE YOUR LIFE**

**per-cep-tion (noun):  
the process of using  
the senses to acquire  
information about  
the surrounding  
environment  
or situation**

We’ve all heard it said that ‘perception is reality,’ but have you thought about the fact that a lot of the adversity we face in our lives is rooted in our perception?

So, what is perception? Perception, defined, is ‘the process of using the senses to acquire information about the surrounding environment or situation.’ It is also an impression, an attitude or understanding based on what is observed through your thoughts.

So, what is your perception of your career, your life, your finances? Is your perception part of the problem or part of the solution?

If your perception of the economy right now and anything that is happening in the world is that it’s all on the skids and that buying and investing in anything at this time is ludicrous, that is your reality. There is nothing I could say, no evidence I could present to change your perception or the resulting reality.

Now, 80 percent of Americans worry about things that never happen. But every now and then, out of all of those hundreds of things we worry about, one actually happens, confirming the perception that what you worry about will happen. But a vast majority of the time, we worry about things that never come to be.

That worry spills over to the people in our lives, creating perceptions in others that may or may not be reality based. Negativity breeds negativity. Hopefulness breeds hopefulness.

The other day, I was out with my children, riding bikes, when we came across one of our neighbor’s sons. This was the conversation that took place between the two boys:

“Hey! Did you get a new bike?” the five-year old neighbor kid asked.

“Yes,” answered my son, enthusiastically.

“I wanted a new bike, but I couldn’t get one because of the economy.”

The ‘economy’? How could a five-year-old kid know about the economic impact on his desire for a new bike? Somewhere in his house, his parent’s perception of the economy trickled down to him.

Think about this: In the past eight hours, what have you communicated about your life, about your career? Whatever industry you’re in—whatever role you’re filling at present—what kind of perception are you operating under? Are you approaching what you do with a positive outlook? Are you focusing on the problem or on the solution? And how do you relate your perception to others?

Times are tough. Challenges are part of the journey. But if you change your perception, it will change the reality of your life.

## What’s Holding You Back?

Charles Schwab is dyslexic, but that didn’t stop him from achieving success in the business world through the investment firm that bears his name. The 55th richest person in the U.S. according to the 2008 Forbes 400 list, Schwab started a foundation that provides support, encouragement and resources for families impacted by learning disabilities.



### REALITY CHECK

If you need a reality adjustment, try this: Write down all the things that you’re grateful for today.

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**“IT’S NEVER TOO LATE TO BE WHO YOU MIGHT HAVE BEEN.”**  
**–GEORGE ELLIOT**

# THE BLUEPRINT FOR CONFIDENCE

**Confidence may not  
be something you’re  
born with, but you  
can grow it with  
a little effort.**

So much of what happens in our lives, the decisions we make that propel us down one path or the other, all comes down to confidence. Whether we have it or whether we project it.

Confidence – meaning “assurance, poise, self belief” – is the fuel that allows us to fly, the lack of which keeps us grounded. Confidence attracts confidence and gets us to try new things, even things seemingly beyond our reach. New jobs, daring adventure, that new relationship you thought was out of your reach. It makes or breaks us, in terms of success.

So, the question is: How do you get confidence?

Your attitude is a choice in building it, but there are some sure-fire ways to start building more confidence in your life.

## **One: Set yourself up for success by choosing to feel good about yourself.**

Now, that seems simple enough, but think of it this way: Have you ever lost a little weight and it seemed like every time you turned around, someone was saying, “You look great. Oh my gosh! What is it about you? Did you get a haircut? You look phenomenal.” You felt good about yourself that day. And you probably felt empowered and more accomplished at work that day, too.

Sometimes it’s just a matter of wearing something you feel good in. That pair of jeans or a shirt that people always compliment. Your power suit. That great pair of shoes. When you feel like that, you have an extra boost of confidence to attempt bigger, better things. Nothing’s going to stop you, and you can do anything. That’s how you want to feel about yourself everyday.

## **Two: Repeat after me: knowledge is confidence.**

The more you know, the more confident you feel to talk about it. So that's an easy one, right? There is no reason why you shouldn't be learning every single day. It's a win-win: a confidence builder that keeps on giving and giving.

Whether you're in real estate, shoes or automotive sales – or whatever you do for a living – you can separate yourself from the pack by knowing more about your product, your market, your competition, etc., than anyone else in your company. It's that knowledge that gives you confidence.

So, tonight, instead of watching 30 minutes of TV, make it 30 minutes to success. Devote 30 minutes to researching new information about your trade, and see how well that information serves you the next day.

## **Prepare and project.**

But it's not just about building your own confidence, also important is the way you express yourself, handle yourself. The way you project confidence. It's in the way you carry yourself. It's in the tone of your voice, the way you approach sharing the knowledge and passion you have for your work.

There are a lot of people that just 'wing it.' The presentation, the sales pitch, they just flat out ask for whatever it is they want. Believe me, you can always tell when someone is winging it; they are just talking about what they know, instead of what the other person really wants to know.

Preparation builds confidence. Think back to when you prepared for a test at school. You studied by yourself and with others, and you felt like you knew it all. The day of the test, you knew in your mind that you were prepared. You knew the answers. Now think of the time you didn't prepare for the test. You 'winged it.' You had very little confidence that you would pass, in fact you had such anxiety that you made yourself feel sick—sick enough to stay home from school.

Confidence isn't rocket science. It's a simple matter of doing all you can to be the best you can be. And the great news is: You can do it now. You can fix it now. Whatever it takes to boost your confidence, make it up to yourself. Wear or buy more of that thing you wear that makes you feel sharp, professional, stylish

## **Moses and His Mouth**

Is there any better confidence boost than being chosen by God himself? You wouldn't think so, but despite the fact that Moses was singled out to lead the Hebrew slaves out of Egypt and hand-picked to receive the 10 Commandments on Mt. Sinai, this father of the faith urged God to bestow the honor on someone else. The problem? Moses wasn't confident speaking in front of large groups and was thought to have a speech impediment. It's surprising, then, to learn that he's mentioned more in the Bible's New Testament than any other Old Testament figure. Sometimes others see our potential much more clearly than we do.



**“SUCCESS CONSISTS OF GOING FROM FAILURE TO FAILURE WITHOUT LOSS OF ENTHUSIASM.” –WINSTON CHURCHILL**

# THE CHOICE TO CHOOSE

**Your character  
and self worth  
isn't determined  
by where you are,  
but by the fact  
that you're willing  
to get back up.**

Each day we're above grass we get choices. We can choose how we feel, how we're going to react to things, and how we can accomplish our goals. We choose those things in our lives.

We also choose our health. If we choose to go out all night and drink, we choose to feel bad the next day. If we choose to exercise, we choose to feel good, improve our physical condition, and maybe even live longer. At work, if we choose to be proactive, to connect and generate leads, we choose to succeed or at least improve our chances of success.

Beyond active choices, we choose our attitudes. Negative or positive, attitude is a huge choice. I believe it's the biggest choice you can make in your life.

Without a doubt, people love being around positive people. So, think about this: If people love being around positive people, you can have more people around you just by choosing to have a positive attitude.

Think about your life right now. There's someone right now that you love being around or you love talking to when you're down. They always make you feel good about yourself. That's the truth because they've chosen to act, think positive and respond in the right way.

Why not be that person?

Why not be the person that people are attracted to? Instead of being the 'Why me? I knew this [bad thing] was going to happen to me!' person, why not be the person who is known for being positive and encouraging?

I play golf, and there are a lot of people I golf with who say, "Don't hit it in the water, don't hit it in the water, don't hit it in the water." It's a programmed choice.

The ball's pretty much going in the water.

This week you have a choice. What will it be? Will you let other people or situations choose your attitude, or will you keep your attitude in check? Will you change your life by staying positive no matter what the situation holds?

Don't get me wrong. Bad things will happen, and what happens is sometimes beyond your control. But how you handle tough situations—that is your choice.

No matter what happens, you have to dust yourself off, put your helmet back on, button your chin strap, and get back in the game. Your character and self-worth aren't determined by where you are, but by the fact that you're willing to get back up.

How you respond to what life hands you is always your choice. You have what it takes to get back up.

## How to Ace the School of Hard Knocks

You may be going through a rough spot right now. You may be facing something that seems insurmountable, but as Vince Lombardi said, "It's not in whether you get knocked down it's whether you get back up."



### ONE SMALL STEP

What small changes can you make in your attitude today to be that positive person everyone wants to be around?

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**“A THANKFUL HEART IS NOT ONLY THE GREATEST VIRTUE, BUT THE PARENT OF ALL OTHER VIRTUES.” –MARCUS TULLIUS CICERO**

## **THE VALUE OF ‘THANK YOU’**

**What do you have to be thankful for? What gifts are you taking for granted? Take time to say thank you for all the good in your life.**

### **Gratitude In Action**

Write ‘thank you’ cards to all the people that you’re thankful for. Don’t send email—that’s too easy—spend the money on the stamp. And in that ‘thank you’ card, tell them specific things you appreciate about them and the impact they’ve had on your life or on your career. Not only will you feel good about doing it, the action alone will put in you in the right state of mind to face whatever challenges lay ahead with a new perception of reality.

There are certain times of the year when thankfulness seems more plentiful. Thanksgiving Day is a natural time to pause and count our blessings, while the Christmas holiday is a natural time to be thankful for the family, friends and celebrations that add meaning to our lives.

The rest of the year, most of us don’t say ‘thank you’ nearly enough.

I know the importance of those two little words, though. That’s why I make sure to say ‘thank you’ to all those who help me do what I do:

- Thank you for working alongside me.
- Thank you for your loyalty and belief in me.
- Thank you for your strength to get through the frustration and the tears.
- Thank you for your drive to work hard and be the best you can be.
- Thank you for your part in helping us grow by leaps and bounds.

Taking time out to let those around you know they are appreciated, that the work they do is noticed and valued, goes a long way. It can turn a promising newcomer into a top producer. It can make a committed team member really shine. It can make the people around you not just willing but eager to help you look your best.

Do you want to reach the top? Don’t forget to say ‘thank you’ along the way to those who are helping you achieve that goal.

Who can you thank today and for what? Don’t wait. Do it now.

**“HOW SOON ‘NOT NOW’ BECOMES ‘NEVER’” –MARTIN LUTHER**

# **TIME FLIES, DON'T IT BABY...**

**Time is going  
to go by. And  
what you do with  
the time you  
get is going to  
make all the  
difference.**

Can you remember last month? You probably can. Can you remember July of 2006? You probably can. You probably remember graduating from high school. (How funny was your hair?) Some of you even remember early childhood events.

No matter what you remember (or forget), one thing we can all agree on: Time just keeps on moving. “Time keeps on slippin’, slippin’, slippin’ into the future...” No matter what you’ve checked off your list, no matter what you’ve done to try to make it stand still, time just keeps going by.

Now, when you started in business, think about what you expected of yourself. You were going to conquer the world. You were going to make a million dollars because you knew how to do it. Your mind was fixed, and you were determined. But as time passed, you began doubting yourself or even getting a bit too comfortable.

You got the “yeah buts.” I’ll do that, but.... I could try that, but.... But, but, but.

I’ll do that tomorrow.

I’ll make those calls tomorrow.

I’ll do whatever it takes – tomorrow.

Now let me tell you about the best part about the nature of time: It goes by way too fast, but... You’ve got more coming.

If you’re reading this, you are lucky. You got another day. You got all the time today has to offer, which is great! You got to wake up, love the people you love, do the things you can do and make the most of all today has to offer.

Whatever went wrong yesterday, and no matter what could go wrong today, you



**“NEGATIVITY IS AN ADDICTION TO THE BLEAK SHADOW THAT LINGERS AROUND EVERY HUMAN FORM... YOU CAN TRANSFIGURE NEGATIVITY BY TURNING IT TOWARD THE LIGHT OF YOUR SOUL.” –JOHN O’DONOHUE**

# THE SKY IS FALLING

**If you capture  
your market share  
when business is  
down, you position  
your business to  
explode when  
things begin  
to turn.**

We’ve all heard the bad news: Recession, mortgage meltdown, highest foreclosure rate ever. The sky is falling! My response to this ‘bad’ news isn’t the same as many others. If a recession is coming, I can’t wait. In fact, there is no better time to do business than in an economic downturn because salespeople stop selling long before buyers stop buying.

The good news in this hard truth is: there is less business out there. But in a slow season, fewer people are chasing the business, too. And that means it’s a lot easier for those of us who love a good chase. It’s a lot easier to get out there and run with it, when there are fewer people in the race!

I call it the Bubba Gump Shrimp Syndrome.

You remember *Forest Gump*, that incredible 1994 movie starring Tom Hanks as a simpleton who makes his way through life, accidentally achieving fame and fortune and love along the way?

Remember when Forest bought his shrimp boat, there where hundreds of shrimp boats out in the harbor. He cast the net, and the ‘catch’ was a toilet set, an army boot and maybe one shrimp. Then a storm blew in, and when all the other boats docked for safety, Forest kept his rig out on the water, looking for shrimp. The boats tied up at the dock were all destroyed, but Forest’s boat weathered the storm out on the water and pulled in more shrimp than ever before. “The fishin’ was easy,” he said.

His boat might have taken a bit of a beating, but in the end, his efforts paid off.

If you capture your market share when business is down, you position your business to explode on an entirely new level when things begin to turn.

And they will turn. The economy always comes back.

## From Fear to Forward

There can be big rewards for those willing to act boldly during tough economic times. Chevrolet saw the opportunity to overtake its competitor during the Great Depression, simply by refusing to let fear send them running. During the 1920s, Fords were outselling Chevrolets by 10 to 1. While others slashed spending in response to the Depression, Chevrolet continued to expand its advertising budget. By 1931, the Chevy 6 took the lead in its field and remained there for the next five years.

To succeed during tough times, though, it is so crucial for you to be more visible to your clients and prospects because most might assume you've taken your boat to dock.

Average sales people are not looking for business, they're looking for excuses, and the recession and this market provide the perfect scapegoats. We are talking ourselves into it. 'The market is bad, nobody's buying, I'm out there and business is bad.'

Stop talking yourself into your own personal recession.



### CAN YOU SEE THE UP SIDE?

There's always something positive to be found if only you'll take time to look. What are three positive aspects about a negative market or economy that you can turn to your advantage?

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**“NOTHING GREAT IN THE WORLD HAS BEEN ACCOMPLISHED WITHOUT PASSION.” –GEORGE WILHELM FRIEDRICH HEGEL**

# LOVING WHAT YOU DO

**Write down all the reasons why you love what you do. As your list grows, you will start seeing opportunities pop out.**

A wise person once said, ‘When you start doing what you love to do, you will never work another day in your life.’ And the older I get, the more I’m convinced that it’s true.

While it’s important to have fun and stay positive, before any of that it’s important to ask yourself, ‘Do you love what you do?’

I know, it’s a loaded question, and not so easily answered.

If you’re having trouble answering that question, try these:

- Do you go to bed thinking about your success and your career and wake up with it still on your mind?
- Do you look forward to getting to your office each day?
- Does it excite you to talk about your job with others?

I never feel as if I’m working because I approach every conversation or meeting with the thought, ‘How can this help others?’

You can have this same approach to your career, but before committing to a plan, let alone beginning to execute it, you’ll need to do some soul searching.

As you consider that all important question ‘Do I love what I do?’ begin writing down all the reasons why you love your work. As your list grows, you will start seeing opportunities pop out. This exercise will help you remember why you started doing what you’re doing and what originally drew you to that choice. Through that, you can rediscover your passion for that work.

To imagine the kind of passion I’m talking about, think back to your childhood.

When you really wanted something, you went to bed thinking about it and woke up asking for it.

That's the desire we all need to get back in our lives. It's the kind of passion we should all have about our careers. It's time to start dating your career again and fall back in love with it.



## CONSIDER THE POSSIBILITIES...

If you answered 'No' to any of the questions in this chapter, what would make each of them true for you? List the changes that would make that possible after each question below.

- How can you love what you do?

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- What would make you go to bed thinking about your success and your career and wake up with it still on your mind?

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- How could you look forward to getting started each day?

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- What would make you excited to talk about your work with others?

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## Passion, Not Position

“A great leader's courage to fulfill his vision comes from passion, not position.”  
— author and motivational speaker John Maxwell

**“THE TRUE OBJECT OF ALL HUMAN LIFE IS PLAY. EARTH IS A TASK GARDEN; HEAVEN IS A PLAYGROUND.” –G.K. CHESTERTON**

# HAVING FUN

**You don't have to  
reinvent success.**

**Just do what  
works for you.**

It's time for all of us to start having fun again. We have all been caught up in the news and the turmoil of the marketplace. Some are waiting for the market to move (Just a reminder: If you're waiting for it to move, it has and it's moving right past you).

The definition of 'fun' is 'a time or feeling of enjoyment or amusement,' while 'work' is described as 'labor, effort, exertion.' That certainly doesn't sound fun, but you can make what you do fun. Have fun at what you do, and the money will flow. What do you enjoy most about you career? What's that one thing that makes you want to do it again?

Golf is a difficult game. When playing, I often hear people say, 'I hate this game. It's no fun.' But then the next shot is great, and they're saying, 'I love this game! I'm Tiger Woods!' You can repeat that feeling.

Remember back to when you started in your industry, that feeling you had – there was no stopping you. You were doing all the work, with no limits, and there was a twinkle in your eye. You were determined, and you felt unstoppable. Then, like in golf, you had a slice, hook, shank, and suddenly you didn't like the game – until you got a call from someone you had been prospecting for weeks, and suddenly you are the sales master again! You can't wait to let everyone know about your success.

When you make a great shot, you are compelled to ask everyone around you, 'Did you see that?' But how do you apply this to your career? Examine that day when you felt like the Tiger Woods of sales and get to the root of what made that happen. You need everyday to be that day, so don't leave until you make that call, or go see the person you know you need to get in front of. Go find the person who can help you stay on top.



