

# **WAKE UP!**

**JUMPSTART THE LIFE YOU'VE ALWAYS HAD IN MIND**

**DANIEL J. MANGINELLI III**

## WHAT OTHERS ARE SAYING ABOUT

## WAKE UP! JUMPSTART THE LIFE YOU'VE ALWAYS HAD IN MIND

BY DANIEL J. MANGINELLI III

Dan has been able to capture the fundamental nature of staying positive while always having a fun way to do it. WAKE UP will not only motivate you, it will allow you to look at challenges in a different way and get better results: in your career and in your life.

*Larry Harmon, Broker*

*Ranked 4th in the United States by REMAX (in both 2006 and 2007)*

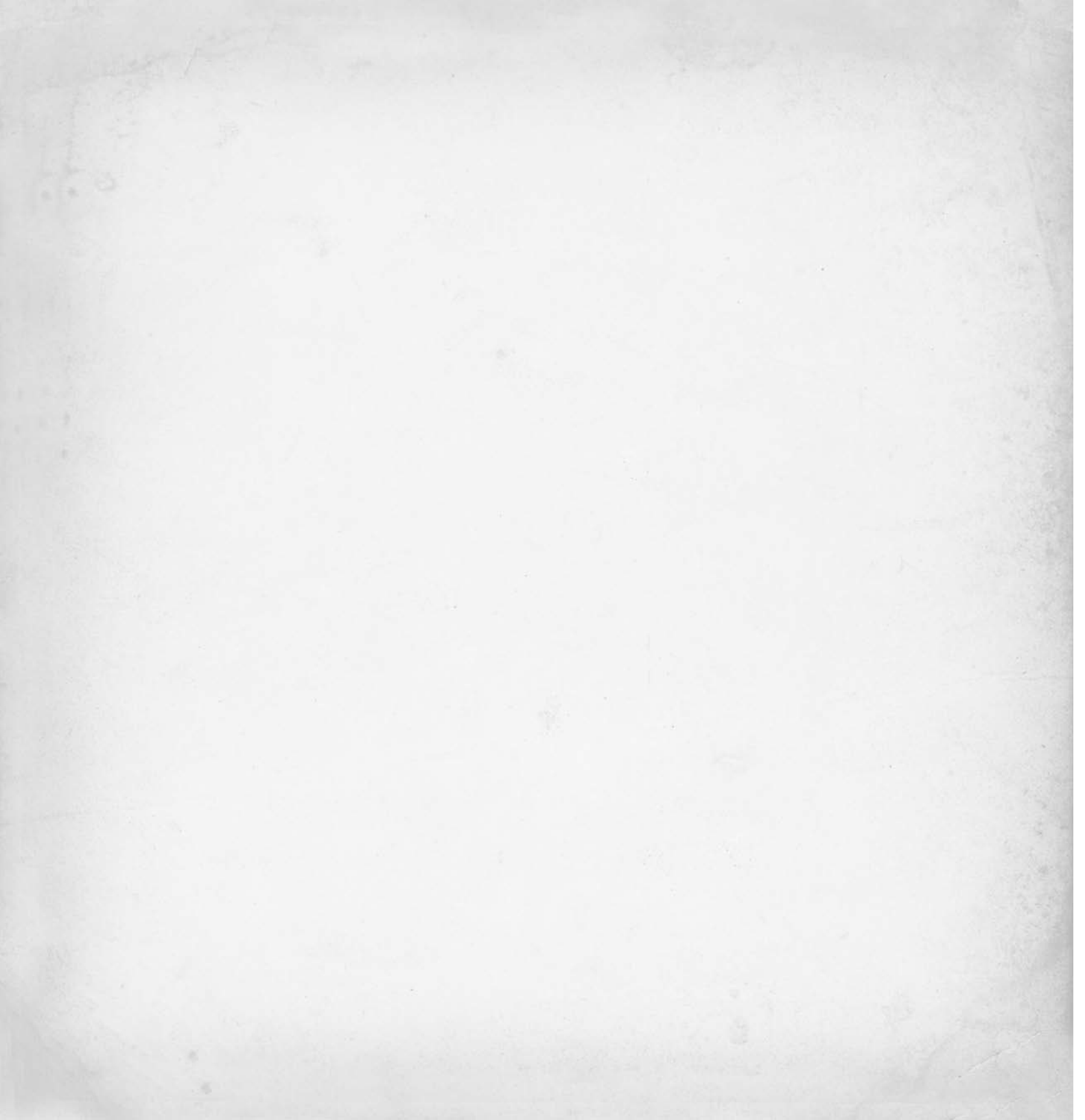
Being around coaches most of my life and being a coach myself, I know the importance of getting the most out of your players. WAKE UP reminds me that all your achievements are driven by passion, dedication and desire. This is a book you can read over and over to remind you of those life principles, so you can apply them no matter what your profession.

*Steve Emtman, Real Estate Developer*

*College All-American, Heisman Trophy candidate, winner of the Outland Trophy and the Lombardi Award and the 1992 #1 NFL overall draft pick*

From the first moment I met Dan 25 years ago, he has been a relentless, merciless, challenging, loyal and unyielding friend—a change agent in my life and in the lives of those who are fortunate enough to know him. The dreams we dreamed as young men are as alive today as they were 25 years ago. My dream was and is to make music, and that is what I do. Dan's dream was and is to help other people realize their own dreams, and that is what he does. That is what this book is all about.

*Marshall Altman, President of Galt Line Music, Inc. and platinum-selling record producer/songwriter*



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*To my children Daniel and Makena, who taught me the true meaning of love and what it takes to be a better man.*

*You both make me realize, everyday, that no matter how young or old, we can always change and grow in the right direction. Most of all, you remind me, at all times, that life is for living, and there is always time to have fun. I love you!*

# FOREWARD

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In this book, you are going to find many great ideas that I am asking you to take action on.

In 1986, I attended a seminar where the speaker shared some of his ideas and asked the audience to take action. The assignment was to write three thank you cards as an expression of appreciation for a good turn that had been done for you in the past. I took action that day, and it has had a major impact on both my personal and business life.

One of the cards I sent was to Dan Manginelli, Sr., the author's father. I started in the mortgage business in 1979, working for his company, Marina Mortgage. By 1981, I had left his company to start another company. In the note, I thanked him for the opportunity he gave me and told him to call me if there was anything I could ever do for him. Four days later, Dan Sr. called and said his son would be graduating from high school in a couple months and was interested in getting into the mortgage business. He asked me if his son could come work for me.

Danny, as we knew him then, had not spent a lot of time in high school on academics. He was athletic and charming and got by on that, but after high school, he was in the real world where basic skills are essential. Since I first hired him, I have watched Dan get the equivalent of a Masters degree by listening to books on tape. I remember getting in his car and hearing "30 Days to Better Vocabulary." He was constantly working to improve himself to become the skilled, productive and insightful businessman he is today. I watched Dan develop into a top producing loan officer, then to a top producing branch manager, eventually running the most profitable district at American Home, which was the 10th largest retail lender in the country.

But Dan's constant efforts to improve himself are about more than business. Dan utilizes the things that he talks about in his books in his day-to-day life. Let me give you an example: Genetically Dan is predisposed to be overweight. But when it comes to nutrition, he is the most disciplined person I know. He's up at five o'clock every morning to work out with a trainer, but he's back at home in time to make breakfast for his children and take them to school. Everybody is pressed for time, but Dan manages both his professional and personal lives with excellence because he knows how to prioritize and pursue what it takes to get things done.

Over the last two years, two of Dan's employers have gone out of business. Some people might consider that kind of turmoil a legitimate excuse to throw in the towel and give up. But in both those cases, not only did Dan keep moving forward, the people he worked with followed him to a new company. Why? Because Dan's the kind of business leader that inspires by example. He plans well, he works hard and with enthusiasm, and he finishes well. This book is evidence.

As I read this book, I found myself getting fired up. I was filled with ideas. I recommend that you read it a chapter a day and then take the ideas and put them into your action plan. I also think it is a book that you never really finish because the impact of a chapter will change with you, as your life changes.

I know that one idea I took action on over 20 years ago started a chain of events that led to greater career and financial success than I had ever imagined. But more importantly, having grown up as an only child, that one small 'Thank You' note led to the 'new hire' who became the brother I always wanted.

That's the amazing thing: when you take action on one solid idea, you never know where it will take you.

—John Johnson, president, mortgage division, Pacific Mercantile Bank

# INTRODUCTION

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The day was like any other day – nothing particularly unusual about it. I was on my way to the office. Stopped by a Starbucks. You know the drill. And like most Starbucks coffee shops early on a weekday morning, the line started way back at the door.

Being a people watcher, and observer of culture and behavior, I took notice of the line and each person in it. You could tell that, for most of them (us), the caffeine fix was essential. The whole line was one big snake of decaf-craziness.

One guy in seriously plaid shorts was literally asleep in line, standing perfectly still, head upright, and then falling forward until the big headjerk and catch. Several people were noticeably fidgety, even downright impatient, repeatedly looking at the time on their cell phones, frustrated, anxious, already stressed before the day even kicked into gear.

And then, there was cell phone talker man. You’ve met him (or her) before. The guy with a big black bug attached to his ear, calling the play by play of his life as if the person on the other end of the phone really cares. LOUD. Inconsiderate and loud.

“This line sucks. The line here is always ridiculous,” he griped to the person on the other end of the bug. As he made it further up the line, it was clear he wanted to make sure the baristas ‘got the message.’

“You’d think this Starbucks was built only for customers who don’t have anywhere to be, but some of us have to WORK!” The ‘work’ part sounded almost angry.

My first thought, after my initial “Geez, man, you need to get a grip” thought was, “Where does this guy work? A dungeon? A sewer? Wherever he hangs his shingle, it can’t possibly be fun at all!”

When it was finally my turn to order, I asked the young woman behind the register, “How are you doing today?” She looked up at me, and then moved her head slightly to the left to look at the line of people, now winding out the door, and said, “I’m getting by.”

I responded, loud enough to catch the attention of another Starbucks’ employee, “Well, you look GREAT!”

With a surprised look, she said, “Well, you’re certainly having a good day.”

“Yes, they are all good,” I said, cheerfully.

By this time, everyone behind the counter was looking over to see what kind of freak was up to order. The young woman asked, “Where are you going in such a great mood?”

Then it hit me! The expected and correct answer was work, but the word ‘work’ is neither a fun word nor place for most people. So I said, “To have fun and make dreams come true!”

Now, you can imagine the look on their faces. They all stopped—even the barista making the specialty drinks stopped to look over at this crazy guy! It was as if an alarm was

blaring: “freak alert,” “freak alert.” But, the interesting thing was, they all had smiles on their faces. Something had shifted. The tension had dissipated.

As I walked way from the register, I overheard them talking amongst each other. One said, “I have had those days before, the kind when I was so happy about that day...” Another said, “Yeah, me too.”

As I prepared my coffee the way I like it, I overheard another say, “Remember when Theresa was laughing so hard she took a drink of water and it came out of her nose?” They laughed and nodded in agreement.

As I left, I thought, ‘If I had just said that I was going to work, I would have missed four great smiles.’

Think about the word ‘work.’ Before leaving home in the morning, most people tell their spouse and kids, “Goodbye, I am going to work...” They see it as the place that takes them away from home, a place they don’t really want to go. They come home after a rough day at ‘work.’ There is nothing fun about ‘work.’ Children learn this early. They have home ‘work,’ and there is nothing fun about it.

I have done my best to take the word ‘work’ out of my vocabulary.

If I get a call and they ask me where I am, my answer is always, “Having fun and making dreams come true!” When I leave home in the morning, I give my five-year old and my three-year old goodbye kisses, and they look at me with big smiles on their faces, and say, “Go have fun and make dreams come true!”

Seeing what I do for a living, my ahem, (work), as something exciting and positive, not something to be dreaded and stressed about, sets me up for success each and every day. That adjustment, that turning of the gear in my mind, has had a powerful impact on my life.

This book, *Wake Up! Jumpstart the Life You’ve Always Had in Mind* is about making that leap—making a fundamental change in the way you envision your life. Discovering the way it could be. It’s not just about my life and the way I see it, although you’ll get that. It’s about all of us.

It’s about fine-tuning the circuitry in our heads, making the changes necessary to face the adversities and challenges of the everyday without being defeated by them.

The way you handle the care and maintenance of your (work), your relationships, your health... it can be totally different by firing up (or reigniting as the case may be) the belief that you already have what you need to succeed. It exists inside you already. You just have to see it, grab on to it and use it to accomplish big things. And to make a positive difference in the lives of everyone you encounter.

Think of it this way: You are a different person today than you were five or ten years ago. Your appearance, your relationships, your priorities in life and your surroundings have all changed in that period of time. And as you have changed, our culture has shifted and changed. And change continues all around us, all the time. Change we can easily see. And change that isn’t quite so apparent.

Change is stressful, no matter how you look at it. It makes us second-guess ourselves and move without confidence, if we dare to move at all. But change is inevitable, unavoidable and even necessary if we are to grow as individuals and achieve any success in life.

These pages are packed with ideas for both changing the way you think and the way you approach your life. A different attitude, a different approach for getting more of what you want out of your life.

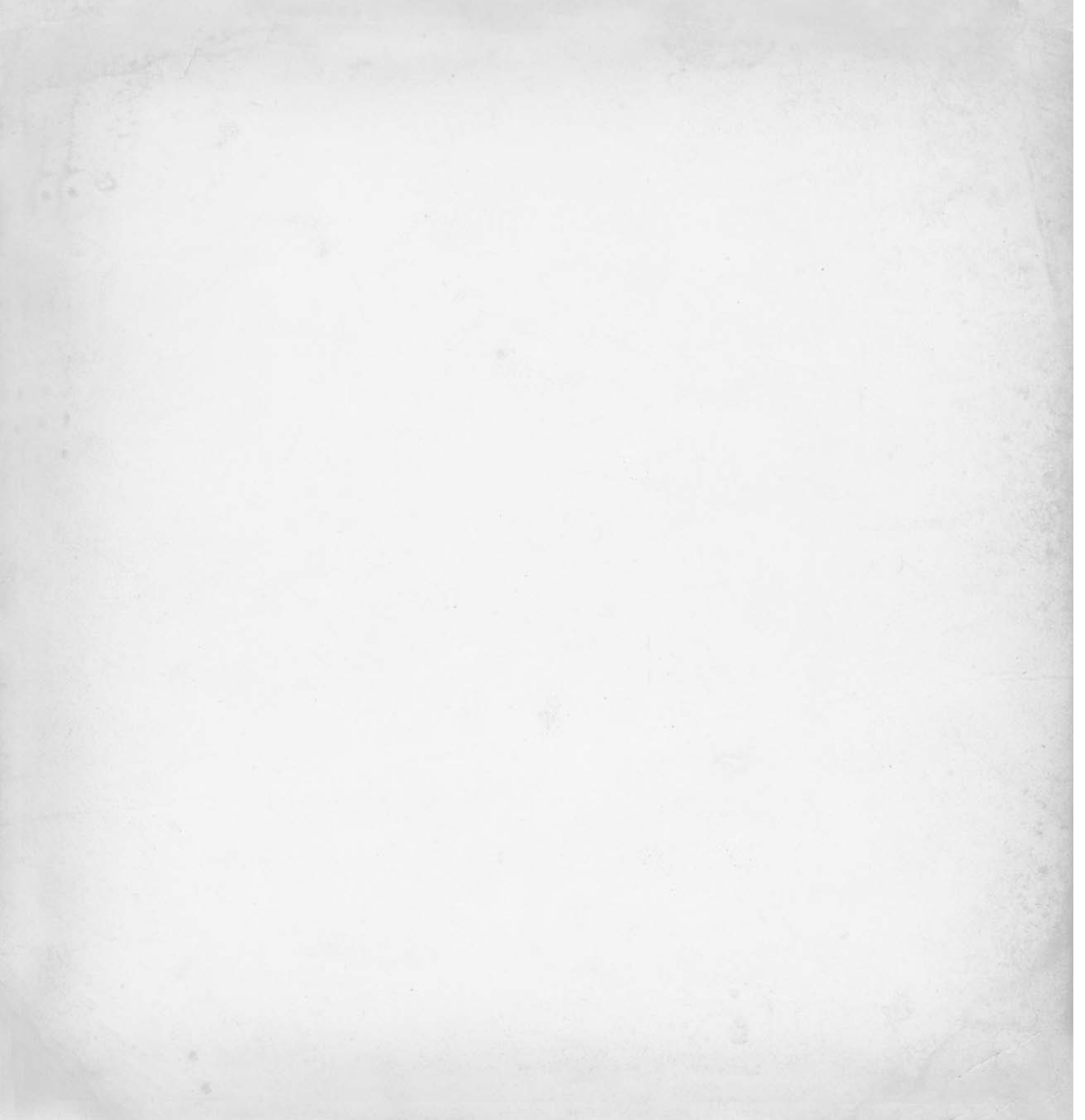
You can change and still be true to who you are. You can be different. Your life can be fun. You can love what you do. Your life can make a difference.

That is my hope for this book—that it wakes you up to discover the possibilities, the potential and most of all, the reality already inside you.

Are you ready to ‘Wake Up’?

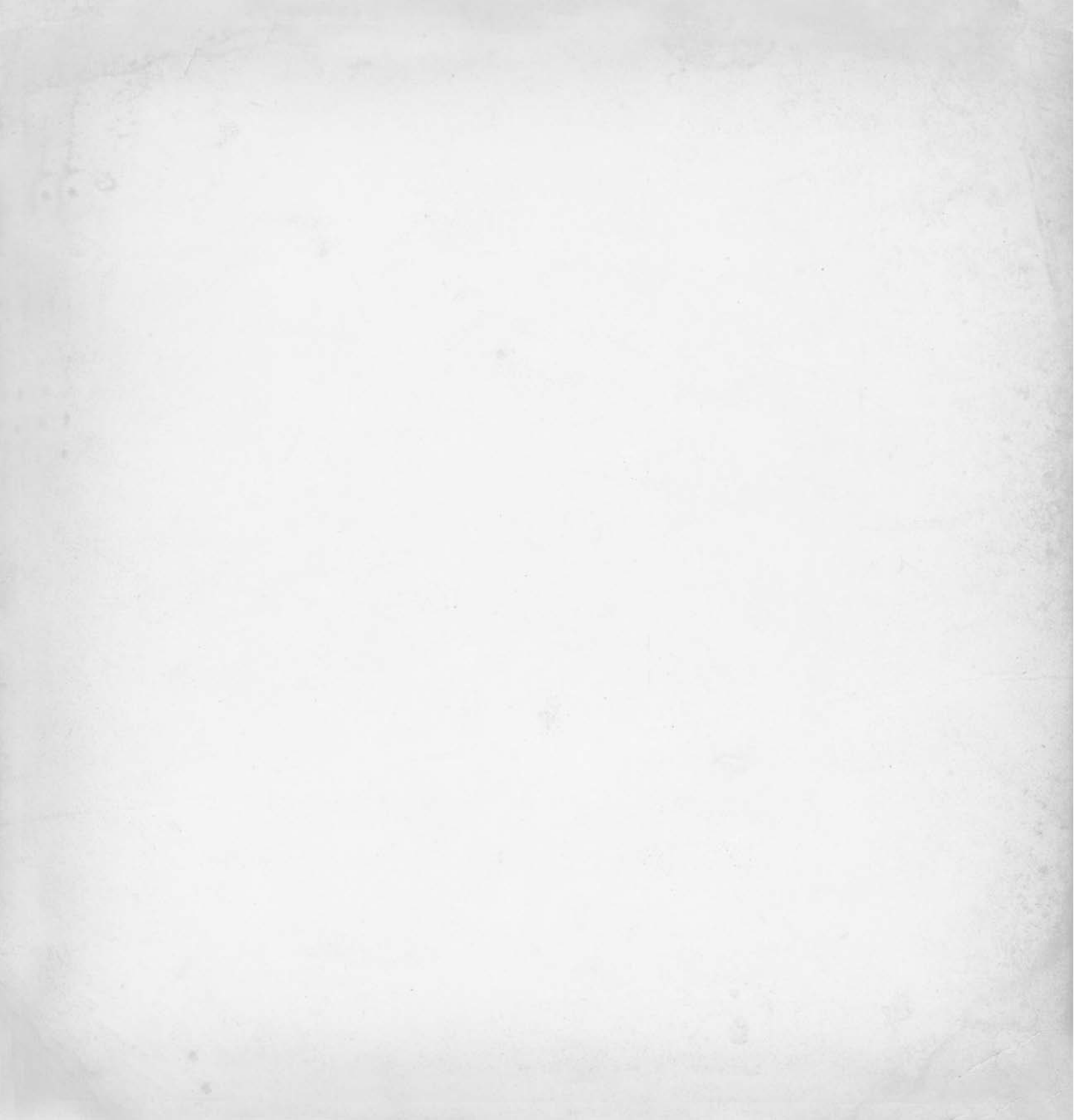
Recently, my son ran after me as I was headed out the door one morning. He said, “Daddy, when I grow up, can I put on a tie and go make dreams come true?” WOW. What a thing to hear from your son! I wiped a tear from my cheek, realizing he was asking if he could go to (work) with me. My answer, after planting a big kiss on his forehead, was, “You don’t need a tie or to be with me to make dreams come true, son, just make someone smile or laugh today, and you will always be able to make dreams come true!”

You can make a difference today! So jump in, really see yourself on each page. Make sure you stay on track, don’t give it up without really giving it a chance, and most of all, have fun and make all your dreams come true!





**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 an 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?

