

THE MAGIC OF ACTION

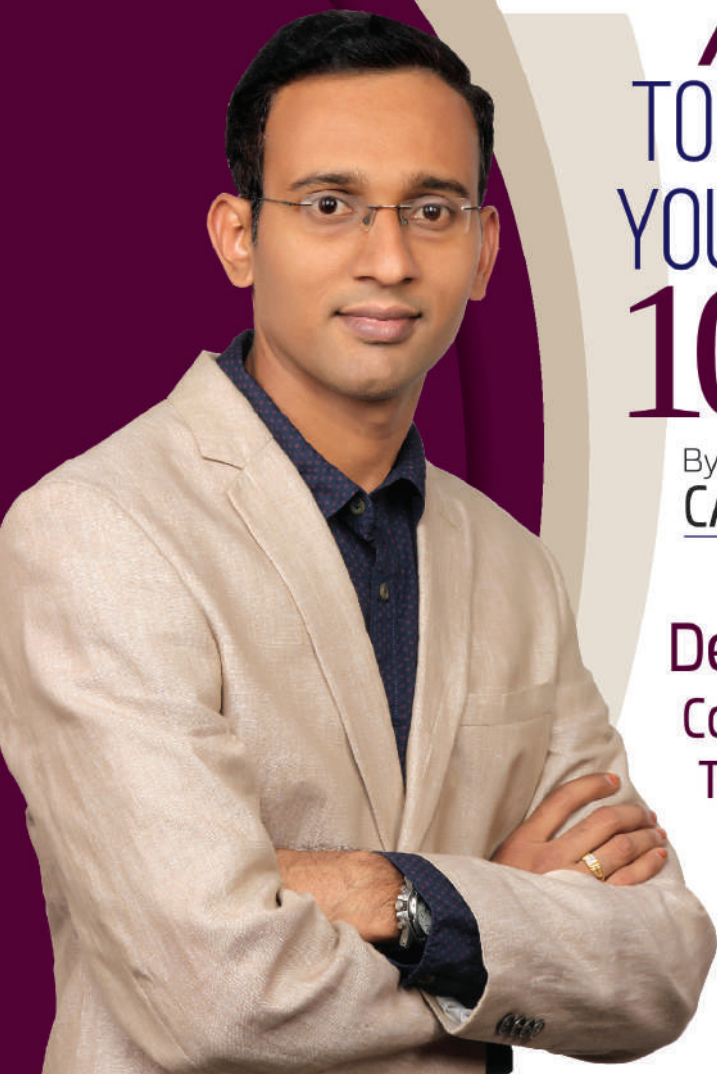
7 STEPS
TO INCREASE
YOUR INCOME
10 TIMES

By

CA Dinesh Rathi

Motivational Speaker &
Success Coach

Delivered and
Conducted 500+
Talks & Seminars.
Over 60,000+
People Have
Benefitted.



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Author : Dinesh Rathi

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Office No. 4 Laxmi Plaza, Baner, Pune - 411 045

Cell : +91 76203 04104

Email : info@dineshrathi.in | Web : www.dineshrathi.in

Edited by

P. K. Balasubramanian

VBS Corporate Support

Cell : 08451867651 | Email : vbscorporate@gmail.com

Design & Creatives

Vijay Balasubramanian

Shreya Arts

Email : vijayshreyaarts@gmail.com

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I would like to thank God for giving me strength & wisdom to write this book, my Parents, wife, brother, sister-in-law, my sister & brother- in-law, my in-laws, my cute little daughter (Suhani) and my family members for supporting me to follow my passion and for standing beside me throughout my career as a Motivational Speaker & Success Coach. I would also like to thank my Teachers, Gurus, Mentors, Coaches, etc. for giving me valuable guidance and inspiring me to write this book, which can change lives of lakhs of people. I dedicate this book to all of them as it became a reality only because of their love and support.

About the Author



Mr. Dinesh Rathi is a Chartered Accountant and the Founder of Champion Training Academy - An organisation conducting Leadership & Personality Development Training. He is also a Certified Master NLP Practitioner and a Certified Life Coach. He has 5 years of experience in the Banking sector and 6 years of experience as a Motivational Speaker and Corporate Trainer. He has addressed more than 60,000 people in 500+ talks and seminars for the corporate sector and student community throughout

the country. As an inspiring speaker, he believes that “We are the creator of our own destiny” and his purpose in life is “To make a difference in the lives of people”.

Special Achievements:

- Done Motorbike expedition of 4200 km on “Royal Enfield” from Kanyakumari to Kashmir (K2K) in March 2012.
- Won “Go-Getter” Award and stood 3rd out of around 160 participants in “Life Leadership Program” conducted by Mr. Manish Gupta.
- Received Award from Mr. Shiv Khara (Author of the book. “You Can Win”)

Preface

I believe the most important aspect we have to train young people is how to take action and face challenges in life. Because tomorrow's world is going to be even more volatile, whether it's personal or professional life, things are going to be more temporary in nature, retiring from the same company will be very rare. People will get very high paying jobs which they can lose in a single day. Hence, Life skills will play an important role. Parents and Educators will have to focus on building the emotional and spiritual quotient of the youth to help them be prepared for tomorrow's world.

There is a champion in you, you have what it takes to succeed; you're talented enough, smart enough and experienced enough. This is your time, hold your head high, walk with confidence, and winning is in your DNA. You were created to be a champion and to leave your mark in this world.

Action is Magical, success is the ability to take action regardless of your emotional, financial or physical state. This book is about doing the hardest things as soon as possible so that you can get whatever you want in life, as soon as possible.

We often know what we should do and we even have good intentions of doing those things, but we never really get around doing it. It's not because we're bad people, or that other people have more talents, opportunities, or gifts than us; it's just because no one has taught us how to succeed.

In this book, there are Success Secrets that will help you realise "The Magic of Action" and achieve greatness in life. As you put these principles in action, you will discover talents you didn't know you had and success will come running towards you. Let's Start.

– Dinesh Rathni

*"Great minds discuss ideas;
Average minds discuss events;
Small minds discuss people."
- Eleanor Roosevelt*

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Chapter 1

What Is Success?

INSIDE

1. What's your Definition of Success?
2. Are you Happily Dissatisfied?
3. Many people work hard but don't get paid well, why?
4. What is important, Destination or Journey?
5. Are you Allergic to Average?
6. Are you preparing for the opportunity?
7. Money = Value
8. Is there anything like "No Confidence"?
9. Don't be most people, Do the opposite
10. Are you Comfortable with Uncomfortable?
11. Are you worried about others' opinion?



1. What's your Definition of Success?

Understanding what success means to you is crucial. For this reason, it's essential to develop your own definition of success. Otherwise, you might end up chasing another person's idea of success, which might be a waste of time and energy.



In reality, according to society, the definition of Success is, "How much money a person earns." But society's definition has more to do with show off, than it does with substance. Many so-called successful people are very unhappy in their personal life.

Is that what you think of as being a success?

But I feel that success should include the following areas as well:

1. Happiness in family life.
2. Happiness & satisfaction in the occupation one may have.
3. Rich in terms of one's friends and other relationships such as with colleagues or workers as the case may be.
4. Healthy body "which is full of energy".
5. Our social contribution.

Spiritual Teacher Mr. Deepak Chopra believes that success is a matter of constant growth. He defines success as "The progressive realisation of worthy goals".

Therefore, I feel that financial prosperity without the terms mentioned above does not necessarily mean one is successful.

It means that one is just wealthy but one's successful life is not complete.

Success comes in many different forms and your concept of being a success might not be the same as mine. If you want to be successful in your life, then the very first thing you should

do is to take the time to decide exactly what "success" means to you. Never mind what it means to anyone else, what does it mean to you?

One thing which is common in Successful people is that, they wanted to

reach their fullest potential and leave a legacy. eg. Mahatma Gandhi, Bill Gates, Mother Teresa, Steve Jobs, etc.

When you were born, you cried and the world rejoiced. Live your life in such a way that when you die the world cries and you rejoice.

Please take some time right now to write down your Personal Definition of Success.

2. Are you Happily Dissatisfied?

You might be thinking what is this “Happily dissatisfied”?

Let me explain!

You must have heard of phrases like,

Jitna hai utne me satisfied rahne ka. (Be satisfied with what you have)

Jitni chadar hai, utna hi pair phailana chahiye. (Limit your expenses according to your earnings)

Actually people have misunderstood the concept of satisfaction. There is a difference between Happiness and Satisfaction.



Eg. Are you happy with your small car?

Yes.

Are you satisfied?

No, I can buy a better and bigger car.

Are you happy with a salary of Rs. 10 lakhs per annum?

Yes.

Are you satisfied?

No, I can earn more.

There is no bigger enemy to you, bigger than your satisfaction. The problem with majority of people is that they are satisfied with what they have, because their basic necessities are fulfilled.

Resolve today, I am Champion & I am not going to settle for less in life, I deserve more than what I have.

3. Many people work hard but don't get paid well, why?

Earl Nightingale said that the amount you're paid will be determined by three things:-

1. The work that you do.
2. How well you do that work.
3. The difficulty of replacing you.

If there are many people who can do the work which you can do, then why should someone pay more money to you and retain you?



Eg. Let's say, the daily demand of onion in a city is 10 trucks and retail selling price is Rs. 30 per kg. Now suddenly one day 100 trucks of onion were supplied, what will happen to the price? It might even go down to Rs. 5 per kg. On the other hand, if for 10 days there was no supply of onion, what will happen? Prices might go up to Rs. 100 or Rs. 150 per kg.

I am sure you must be thinking "I know it!", but the question is "Are you applying it"? Because the law of Demand and Supply also applies to human beings.

Let's understand this concept through another example:

Rahul is an MBA and is working as a data entry operator in a company for the last 5 years and his current salary is Rs. 5 lakhs. Now, Sameer has recently done MBA and he can learn the skills required for doing the job of Rahul in 2 months and he is willing to do the same job at a salary of Rs. 2 lakhs.

What will you do as an employer of the company?

Will you hire Sameer and fire Rahul and save Rs. 3 lakhs? Or will you keep Rahul, just because he is an old employee?

I am sure as an employer, most of you will hire Sameer and fire Rahul and save Rs. 3 lakhs.

Employers or customers will always want the best product/service at the lowest price. That means you'll always be paid the very least that is necessary to prevent you from moving to another company.

Are you easily replaceable? If yes, what new skills can you learn, so that no one can replace you easily?

I know this question hurts and it's easy to avoid it. But truth may hurt you temporarily, but lies will keep you broke permanently. Most people cheat themselves by not asking themselves the hard questions, not facing their true personality and behaviour.

Abraham Lincoln said that the only security a person can have is the ability to do a job uncommonly well.

If our car is not performing well, we first have to find out the problem and only then we can repair it. Same way we have to first find out the problems because of which we are not able to perform well, only then can we improve our performance.

Prepare a list of skills which you can develop this year, so that you can become irreplaceable in your industry.

4. What is important, Destination or Journey?

Success is not just a destination that you ever reach. Success is the quality of the journey. Success is every minute you live. It's the process of living.

Majority of people are going towards a destination, but they are not enjoying the journey.

For me Success isn't just about how much money we make, it's about the difference we make in the lives of people. If we don't find happiness and aren't in love with what we do, then frustration waits for us wrapped under the layers of achievement that don't matter.

If money was not the objective, are you happy with what you do? Are you happy with what you have become? Are you proud of yourself and your work? It would be a disaster to arrive at the end of life's journey only to realise that, this is not the destination you had in mind.

"Even though you will have scary moments in the pursuit of your dreams, even though you will doubt yourself, you will have an amazing journey."

Don't worry about getting 'there'; the journey is the reward.

Are you ready for an amazing journey? Choice is yours!

5. Are you Allergic to Average?

You cannot be average any longer, Why? Because average attracts average. When you're great, you attract great.

Get to the point where you get allergic to average, you don't think average. People say that they want to be great, but still they are comfortable with average.



Eg. Mr. Manoj Shyamalan is the 5th best Indian-American film director in Hollywood. He is the director of the famous movie "The Sixth Sense". Once a journalist asked him, "When can an Indian Director become the best director in Hollywood? What is the secret behind your success?" He said, "I have a great fear, will I die as an average person? Hence I am able to challenge myself, I want to create opportunities, I want to grab even half opportunities. I want to be someone incredible, I don't care even if I fail 1000 times, but that last success will define me. Some of us don't grab opportunities because we have fear of failure and some of us grab opportunities because we have fear of being average. Some people use fear to stop themselves and some people use fear to drive themselves!

You have to love success so much that you are willing to fail 10 times to succeed once."

Do you want to be a person who fears failure?

Or do you want to be a person who fears being average?

Which one?

6. Are you preparing for the opportunity?

Success = Preparation + Opportunity

It's better to be prepared for the opportunity and not have one, rather than having the opportunity and not being prepared.

Preparation is the surest way to build confidence and confidence is the

number one skill which helps us face our challenges.

Do you want to build confidence for a presentation? Prepare.

Do you want to feel confident about giving exams? Prepare.

Do you want to feel confident about participating in a meeting? Prepare

Do you want to feel confident while talking to a Girl? Prepare.

Remember, there is no substitute for preparation.

How many times have you told yourself you are going to change something, stop doing something, start doing something and then you didn't?

When reputed companies come in the college for campus placement, most students don't get the job, because they didn't prepare themselves for it. Once I was delivering a Motivational talk at a college in Pune. I asked a question to the students, 'What are you doing to prepare yourself for the job?' They said, "We have taken admission in this college and now it's the responsibility of the college to give us the job by campus placement."

I asked them -

Do you read extra books to have expert knowledge? They said, 'No'

Are you improving your communication skills? They said...'No'

Are you taking initiatives to improve your leadership skills? They said...'No'

I said, "I agree that it's the responsibility of the college to bring the company for campus placement, but it's your responsibility to get selected. Each one of you has the opportunity to get selected in the campus placement, but only the one who will prepare himself will get the job."

Once I met a friend who is on the selection committee for recruitment at a reputed Management School. He saw candidates after candidates coming in for the interview, unprepared, nervous, having lack of confidence and unable to answer questions. In fact some of the answers were so absurd, that it showed complete lack of fundamental knowledge. He got a feeling that most of these candidates were only looking out for a job or a source of income.

Why don't we prepare in peace time so that we don't suffer during war time? Is it so difficult to set aside a few hours every day to upgrade, to practice, to improve? Why do we take it for granted? Believe me, your practice definitely reflects in your final performance.

How are you Preparing & Performing?

Excellent/ good/ poor/ not at all?

You decide...

7. Money = Value

Stop thinking about money as money & start understanding it as value.

Money = Value

How do you get more money?

Create more value. It's so simple.

Instead of asking, how can we increase our income?

Ask, how can we create more value?

Instead of asking, how can we expand our business?

Ask, how can we expand our value?

Instead of asking, how can I become rich?

Ask, how can I become more valuable?

The biggest secret to money is, "Money is just a tool to exchange value".

The only way to obtain lots of money is to create lots of value.

The more people you help, the "richer" you become, mentally, emotionally, spiritually, and definitely financially.

Write down how much additional money you want to earn this year.

Now, ask yourself this question,

What additional value can I create in my product or service that others would happily exchange their money for?

3 steps for earning more Money:

1. Create - How do we create more value?
2. Reach - How can we reach the people who want this value?
3. Explain - How can we explain our value to these people?

Most people are lacking in step 2 and step 3, they don't know how to reach the people (marketing) and they don't know how to explain the value to people (communication skill).

Which step have you reached in your life? What's your plan for learning step 1, 2 and 3?

8. Is there anything like 'No Confidence'?

There is no such thing as “No confidence”.

If a person says, he is not Confident. He has confidence in not being confident.

If a person is depressed, he has confidence in depression.

Many people are confident that they can't become successful.

If a person feels he is idiot, he is confident that he is idiot.

What can fail us are those things on which we place our confidence. If we place our confidence on Hope & Faith, no one can stop us from becoming successful.

So, how to increase our confidence and place it on right things?

Mainly there are 2 components to increase confidence:

1. Knowledge
2. Experience

If you don't have knowledge & experience of Driving a Car, you will not be confident in it. Once you get the knowledge about how to drive the car and also start driving it, slowly your confidence will increase and you can soon start driving on busy streets.

Can you become confident only by getting knowledge of driving a car?

Not at all, you have to also get the experience of driving a car.

Same way, many people just get the knowledge about becoming successful, but they never put that knowledge to practice, hence they never become confident that they can succeed in life.

To build your confidence in yourself, you have to start taking action, because action reduces fear, so act.

What action will you take to increase your Confidence?

9. Don't be most people, Do the opposite

Want to know the biggest Success Secret? The more people do something, the less valuable it is.

- Most people keep sleeping vs. having a good morning routine.
- Most people make excuses vs. taking responsibility.
- Most people focus on the negative vs. the positive.
- Most people just talk about success vs. taking action.
- Most people give up vs. keep trying.
- Most people are slaves of their tongue vs. have control over their tongue.
- Most people wait for weekends and hate Mondays.

When facing a big challenge, purposefully do the opposite of what most people do, which is to make excuses and run away. Instead, start running towards the challenge; you'll be shocked at the positive results you will experience.

When you feel like blaming a friend or colleague for something that's really your mistake? Do the opposite of what practically everyone else does, accept responsibility.

No one wants to be average, we all want to be different, yet most of us do the same things. If we do what everyone around us is doing, we also will get what everyone around us is getting. If we want something which very few people have, we have to do something which very few people do.

One day a man asked a very successful businessman: "What are his top 3 tips for becoming successful? He smiled and said,

"Read something no one else is reading.

Think something no one else is thinking, and

Do something no one else is doing.

He was really surprised with such a simple answer and asked him,

Can becoming successful be so simple? Just Read, think and do.

He said, it looks simple but it's not easy to control your mind.

So make a list of 3 things that you will Read, Think & Do, which no one else

is inclined to do.

What will you do starting today, that most people won't do?

10. Are you Comfortable with Uncomfortable?

“Average people have become comfortable with Uncomfortable and Successful people have also become comfortable with Uncomfortable.”

I bet you will have to read the above quote minimum 2 times to understand it.

Let's understand the 1st one:-

Average people have become comfortable with Uncomfortable

Millions of people have never used their potential, they never achieved their dreams. Why? They didn't have the guts to risk the life they were living, for the one they were capable of.

Majority of people have lots of pains & problems, like low income, no respect, regret etc; which is actually uncomfortable, but they have become used to that much pain in life and have learned to live with it, means they have become comfortable with uncomfortable.

Majority of people in life are at a position known as "No Man's Land".

No man's land is a place where they are really not happy about what's going on in their Job, business or personal life. They're not achieving their targets, they're not earning the money they want, they are not happy in life, yet they're not unhappy enough to do anything about it.

Now 2nd one:

Successful people have also become “Comfortable with Uncomfortable”.

Those who are successful today, taking risk was not comfortable for them earlier, but they started taking small risk, then bigger risk, then even bigger risk. Hence today they are comfortable in taking risk, means they have become comfortable with Uncomfortable.

“When you become comfortable with uncertainty, infinite possibilities open up in your life.” - Osho

What are those things in which you are uncomfortable right now?

Leadership Skill, Communication Skill, Public Speaking, etc.

Start taking small action so that you can become comfortable with uncomfortable.

11. Are you worried about others' opinion?

Right now, there's something you want to do, something you think about doing, something you dream about doing, yet you don't do it. No doubt, you must be having your own reasons.

But what are those reasons? Because I can tell you right now that if those reasons are based on what others would think, then you're wasting your valuable time.

If your reasons are something like, "I can't start a business because spending time with my family is more important to me," then it's ok.

But if your reasons are, "My friends and relatives would make fun of me," or "If I fail, I'd look like an idiot," then just answer these questions;

Will these people pay school fees of your kids?

Will these people take your family on vacation?

Will these people pay EMI of your home loan and car loan?

If no, then why are you worried about their opinion?

Stop worrying about people who aren't worried about you.

Just say to people, "If you have an opinion about my life, please raise your hand and now put it over your mouth."

The greatest prison people live in, is the fear of what other people think.

Hard work is its own reward. You'll feel good just for making the attempt.

Don't feel Low when someone Doubts your Caliber. Just be Proud of Yourself, because people always Doubt the "Gold" for its Purity, Not the "Iron".

If you are going to doubt something, doubt your limits.



Eg: An Insult that Changed the Automobile World!!!

Once Enzo Ferrari (owner of Ferrari Cars company) said to Ferruccio Lamborghini "You stick to tractors business and let me build sports cars."

This was the sole reason for shifting his business from Farm vehicles to Super-Power Cars which are called "Lamborghini Cars". Hence it's not what people say to you, its how you take it that matters.

The minute you stop caring about what other people think about you and start doing what you want to do, is the minute you will finally feel free.

Commit to your dream without considering people! People will tell you that you can't do something just because they themselves can't do it. If you have got a dream, you have got to protect it, you have got to work hard for it.

In what areas of your life, are you worried about other people's opinion?

*"Life is 10% what happens to you
and 90% how you react to it."*

*"If you don't sacrifice for what
you want, what you want becomes
the sacrifice."*

Chapter 2

What's your Passion?

INSIDE

12. Is life just about money?
13. Which seed is sown in you?
14. Follow your dream like a kid
15. Life's biggest regret
16. Questions to Find Your Passion
17. Passion to Profession
18. Magical Signs of Passion!



12. Is life just about Money?

“One of the most important decisions you will make in your life is the career path you choose. Research shows you don’t need a six-figure salary to be happy, and you’re going to spend half of your waking hours working, so make sure you enjoy your job or you might as well be half dead. The hard part isn’t finding things you enjoy doing, it’s figuring out how to make a living doing what you enjoy the most.

Some people have learned to earn well, but they haven’t learned to live well.

Majority of people are doing jobs that they don’t like, jobs that don’t challenge them, they get sick thinking about going to job. People are literally dying to go to work.

Have you ever had a clear sign of who you really are, and then totally ignored it? Maybe it required you to change or take a big risk. Maybe you were scared to have conversation with your parents or relatives. And so you justified that “it wasn’t the right time” and you convinced yourself to be practical and put it off for a while. I know how this feels, because I did it too. Let’s create a life which feels good from inside, not just the one which looks good from outside.

“I’d rather have the whole world against me than my own soul.”

13. Which seed is sown in you?

“Your talent is God’s gift to you. What you do with it is your gift back to God.” -Leo Buscaglia

Everyone in this world has been made for some specific work and the desire for that work is already there in every heart, God speaks to us every day in small voice, and the seed of greatness is already sown in each one of us. But we have to give it proper environment, protect it from insects, give water, put fertilizer

and only then the seed becomes tree and gives us fruits.



Eg. If your kid debates and argues, maybe he can become a Lawyer. If your kid leads well, maybe he can become a Businessman. If your kid does adjustments, and is good at figures, maybe he can become a Chartered Accountant. If your kid repairs things, maybe he can become an Engineer.

Many people are successful in the eyes of the world, but they are failure in their own eyes. What's the point of being successful to the world but unsuccessful to yourself?

To be yourself in a world that is constantly trying to make you something else, is the greatest accomplishment. Doing what other people want is easiest option, but we are going to suffer in our life. If your number one goal is to make sure that everyone likes and approves of you, then you might lose your chances of becoming successful.



As Amir Khan rightly said in the movie 3 IDIOTS - "Think what would have happened if Sachin Tendulkar was forced to become a singer or Lata Mangeshkar was forced to play Cricket?"

I am a big fan of both, but I am sure you will agree that, Sachin Tendulkar would have never become a singer, even if he gave his best and Lata Mangeshkar would have never become the best cricketer even if she also gave her best efforts. If they would have tried to do it, today they would be living an average life and would not have become legends in their fields.

But most of us end up doing the same thing?

Regardless of finding out our individual potential, we just follow everyone around us. We can't figure out why things are not working exactly the way we dreamed of or why we are not happy anymore.



How do most students take career decisions?

1. Their best friend or friends decided to do it.
2. Friends & Relatives suggested "*Beta ye karo, bahut scope hai*" (Dear, do this, there is a lot of scope in it).
3. *Rathiji ka beta* recently completed this degree and got placed with a Foreign company for a salary of Rs.10 Lakhs per annum.
4. Their parents asked them to do it. The mamma's boy or the daddy's girl literally followed what was told to them.
5. It's their family tradition. Everyone in the family is CA or Doctor or Engineer and breaking it would be considered a sin.

"A wise man makes his own decisions; an ignorant man follows public opinion." - Chinese Proverb

“Everybody is a genius. But if you judge a fish by its ability to climb a tree, It will live its whole life ‘BELIEVING’ that it is stupid”
-Albert Einstein

Sure, it’s easy to seek the advice of others and then to complain when that advice doesn’t work. A much better strategy is to take full responsibility for your own decisions, and then do whatever is necessary.

It’s better to walk alone than with the crowd going in the wrong direction. Sometimes you have to just stop thinking and just go where your heart takes you.

If you do not enjoy what you are doing, you will never be good at it.

Always listen to your heart, even though it’s on your left side, but it’s always right.

So, which seed is sown in you? And what are you doing about it?

14. Follow your dream like a small kid

When you were a kid, you would just do things. You never asked yourself, “What are the benefits of learning cricket versus football?” You just played cricket or football or both.

Nobody told you to do it. You just did it, because of your curiosity and excitement.

And the beautiful thing was, if you hated football, you just stopped playing it and you didn’t feel guilty for it. You either liked it, or you didn’t.

If you loved stamps collection, you just did that. There was no over-analysis of, “Well, is stamps collection really what I should be doing now? Nobody else is collecting stamps, does that mean there’s something wrong with me? How will stamps collection affect my future prospects?”

There was no confusion. If you liked something, you just did it.

Most people already know their passion, it’s explicit, but they’re just ignoring it. For whatever reason, they’re avoiding it. They’re telling themselves, “Actually, I love dance but you can’t make money with dance.”

The problem is, “That’s not a realistic option, that’s not a practical option,” or “Mom and Dad would kill me if I tried to do that; they say I should be a doctor” or “That’s crazy, you can’t buy a BMW or Bungalow with the money you make doing that.”

The problem isn’t Passion. It’s courage to follow your passion.

Are you following your dream like a small kid? If no...Why not?

15. Life’s biggest regret

Now, I would like to focus on life’s biggest regret so that you can avoid waking up years from now feeling this yourself.

This was actually discovered in a study conducted by Karl Pillemer, a professor at Cornell University, who interviewed more than a thousand Americans over the age of 65 and all from different economic, educational, and occupational backgrounds. In the study, Karl asked them to share “The most valuable lessons they’d learned”, advice on topics ranging from family and children to money and careers.

Surprisingly, the focus wasn’t on what they did, but what they didn’t do.

What dominated their advice on the lessons of life was regret.

One man in his late eighties was asked:

“If you could come back and live the life of anyone, who would you want to come back as?”

His answer:

“I would want to come back as the man I could have been, but never was.”

He went on to say:

“This time I’d act with more courage.

I wouldn’t allow my fear to turn me away from opportunities I didn’t take.

I’d risk more; I’d take the chances I wish I had.

I’d allow myself to fail more, love more, and laugh more.

This time I’d be sure to live more.”

Don't wait until you're eighty and filled with regret.

Be the person you "could have been" now.

What's the difference between Death and Dying?

Death is once, dying is every day. In Death, there is no choice, while in dying there is a choice.

16. Questions to Find Your Passion

You are the only one who can find your passion. It's already inside you and just has to be uncovered. Use the questions below to explore what lights you on fire. Don't rush through these questions, go somewhere quiet and dedicate at least 2-3 hours in finding your answers:

1. What makes you happiest in your life? What excites you?
2. What are you ridiculously good at? What are your precious gifts?
3. Who do you look up to? Who inspires you? Why?
4. When was the last time you over-delivered on something? What was it and why did you work so damn hard?
5. When was the last time you totally lost track of time? What were you doing?
6. Imagine you have won Rs.10 crore in lottery. It's now three months later. How will you spend tomorrow?
7. What would you do if you knew you could not fail?
8. What makes you most angry about the state of the world? With unlimited resources how could you fix it?
9. What do you love helping people with? How do you most commonly help others?
10. When was the last time you couldn't sleep because you were so excited about the work? What was it?
11. What would you gladly do for free?
12. If you were able to be a member of the audience at your own funeral (in 100 years or so) what would you want to hear people say?
13. What careers do you find yourself dreaming of? What jobs do others have that you wish were yours?

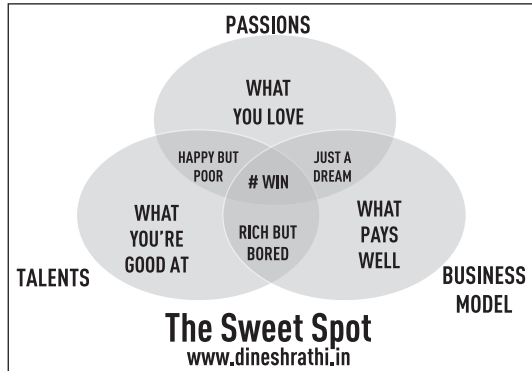
17. Passion to Profession

The intersection of the below three circles is sweet spot of Passion:

- a) Something you love to do
- b) Something that you are good at
- c) Something that people are willing to pay you for

The intersection of these three things will allow you to thrive in your career.

Some may have mastered (b) and (c) but not (a) and find that after a while, all they're doing is working for a pay cheque. Others may have mastered (a) and (b) and realize that they can't make any decent money. And others do (a) and (c) but, unfortunately, realise after a few years they just don't have that talent. Even if you are not good at something, can you become good at it through practice, training, etc.



If you will do what you are passionate about, at first people will ask you “Why are you doing it?”, but later they'll ask you “How did you do it?”

And the journey between “Why” to “How” is very interesting.

If you follow your passion, you will not just add extra Days To Your Life, but you will also Add Life To Your Days.

18. Magical Signs of Passion!

Here are 10 signs that will let you know that you've found the passion that makes your heart sing and dance:

1. You consistently wake up before your alarm rings and are excited to start your work.

2. The idea of building your career fills you with excitement, not fear.
3. You want to succeed very fast and can't wait for it.
4. You get a little sparkle in your eye whenever you're asked "what do you do?"
5. You sometimes dedicate your weekends to work, and don't even mind doing so.
6. You've got a curiosity to read books, blog articles and anything else that you can get your hands on related to your work.
7. You always stay away from negative thinkers. You won't let small minds talk you out of big ideas.
8. You wake up thinking about it. You go to sleep thinking about it. Actually, you are thinking about it all the time.
9. Your head is constantly spinning with ideas. You get ideas in the car, in the shower, in the meeting, etc. When you think of a life without your passion, you feel empty.
10. You hear others complaining about their jobs and careers and, although you feel sad for them, you're thrilled that you can't relate with them.

If you found yourself nodding your head throughout this list, you've found your passion and knowing that you're bold enough to pursue your passion makes you feel great.

Look at your life now. Are you living the life of your dreams?

Chapter 3

Set Big Goals

INSIDE

19. What's the Purpose of Your Life?
20. Low Aim Is A Crime!
21. Are People Lazy?
22. Are You Focusing on Return on Energy?
23. The 5-Step Formula
24. Is your RAS activated?



19. What's the Purpose of Your Life?

A Great thinker was asked, "What is the meaning of Life?" He replied, "LIFE itself has No Meaning... It's an Opportunity to Create a Meaning.

What meaning are you giving to your life?

The greatest problem facing young people today is not money. It's boredom. Life has no purpose, life has no meaning.

Just because people are doing 'something' or headed 'somewhere' does not mean that they are on the path of their purpose. They could be working for twenty five years without a clue about their purpose at work or in life.

Once I asked one of my Clients:

"Why are you doing this job?"

He said: "To pay my bills."

"Why do you need to pay your bills?"

He said: "Because that is my responsibility."

That's my point. A lot of people mistake responsibility for purpose. Purpose is the force that drives you, pulls you, motivates you. It's beyond responsibility.

Then I asked him:

"Why are you doing this job and not any other job?"

"Because I got this job!"

"What kind of job would you prefer, if you had a choice?"

"If I had a choice, I would be a dancer, but I gave it up because I got this job."

"Why do you want to become a dancer?"

"Because I love to dance.

Because when I start dancing I get lost into another world, time stops and my worries stop."

One thing became clear to him; he was doing something for which he had no passion, no feelings and no attachment. It was just a job and his purpose was that he had to pay his bills. That was the only reason for him to go to work. Do you think he was creative at work? Do you think he brought energy and drive to make things happen? Do you think he really added value to his

work?

“What is your purpose?”

What would you like to achieve in this lifetime?

What would you like to do for your own self?

For your family? For the world?

Your purpose in life is to find your purpose and give your whole heart and soul to it.
-Buddha

20. Low Aim Is A Crime!

There is a famous saying: “Low aim is a crime”. Never aim for something which you can easily achieve. If you are bored in life, if you don’t get up every morning with a burning desire to do things, then you don’t have enough goals. Set a goal that is big enough, so that in the process of achieving it, you become someone worth becoming. The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.

“If people are not laughing at your goals, your goals are too small.” - Azim Premji

Don’t let small minds convince you that your dreams are too big.

Future is the only place where you are going to stay for the rest of your life? Have you planned for this place? We plan for party almost one month in advance, we also plan for vacation almost two months in advance, but most of us don’t plan for our future.

So if goals are so important, then why don’t people set goals? Are they really thinking to themselves that they don’t want to succeed in life? Or maybe they just don’t know how? Or could it be they don’t believe they can achieve big goals?

Will you invest your money in a company, if they don’t have any goals or have small goals?

Millionaires think big and their plans are always bigger, but ordinary people’s thoughts and plans are smaller in comparison. I am not saying that ordinary people are not good, or that rich people are better than ordinary people. What I am trying to convey here is that

Man is a goal-seeking animal. His life only has meaning if he is reaching out and striving for his goals.”
- Aristotle

the mindset of millionaires are programmed differently when one compares them to the mindset of ordinary people.

Eg. When an ordinary man watches a television show that offers Rs.1 crore prize money to the winner, he enjoys watching others get rich, or tries his luck again and again like lakhs of average people to get an entry to the show. An extraordinary man would never use this option, he would rather think of ways to earn a similar amount of money through business.

Don't set goals on the basis of your past or present. Set a big goal and then ask yourself, what do I need to do to achieve this goal? People set a goal which is 10 to 15% higher than the present resources.



Eg. What people generally do is, if the turnover of their company is Rs. 5 crores, they will set the goal for next year as Rs. 6 crores... Is this a big goal?...No...Set a goal so big that you cannot achieve it on the basis of your current skillsets and current resources. Like in the next 5 years, I want to increase my turnover from Rs. 5 crores to Rs. 50 crores. Now ask yourself: "What do I need to do to achieve this goal?" Your mind will start giving you the solution.

If your dreams and goals are really big and sky-high, your attempts to reach those goals will take you to higher realms.



Eg. If your goal is to earn Rs. 5 lakhs per year.

Will you read books, through which you can earn Rs. 10 crores?

Will you spend time with people who have the goal to earn Rs. 10 crores?

Will you improve your Leadership skills and Communication skill to the level of Rs. 10 crores?

I am sure your answer is "No". In fact all of your skills will be restricted to the level of Rs. 5 lakhs, because that's the command you have given to your mind.

Your mind doesn't care about the size of your goals.

If you set small goals, you'll achieve small goals.

If you set big goals, you will achieve big goals.

So don't hesitate. Just Go BIG, and use your God Gifted potential.

21. Are people Lazy?

We always hear that he is lazy or she is lazy, but that's not true.

I believe people are not lazy, their goals are lazy.



Eg. If a boy doesn't get up early in the morning for doing exercise or jogging, people will say that he is lazy. But is he really lazy...no...he just doesn't have enough motivation to get up early. If his girlfriend says, let's go for jogging from tomorrow morning 6 am, will he get up early now?...of course yes!

He might not even sleep,

He might have doubt on his alarm clock whether it will ring or not,

If he sets an alarm for 5.30 am, he might get up before that, because that's the real motivation for boys.

Nobody wrote down a plan to be lazy, fat, broke, frustrated, disappointed, full of regret and stupid. Those things are what happen when you don't have a goal.

So, people are not lazy, it's just that they don't have big goals and hence no motivation.

22. Are you focusing on Return on Energy?

Your goal is to identify your strengths so that you can use your potential in such a way as to increase your personal return on energy. See yourself as a "bundle of resources" that can be applied in a variety of directions to achieve a variety of objectives. As a bundle of resources, the amount of time and energy that you have is limited; therefore, your time and energy must be put to their highest and best use.



Eg. If a Lion sees the mouse in the jungle, will Lion attack the mouse? No...Why? Because the return on energy is very less, the



amount of time and energy required to grab the mouse is more than the final return. If the Lion uses the same amount of time and energy in attacking a buffalo, the return on energy will be very high.

*Similarly, if Project A requires 10 hours and return is Rs. 50,000
Project B requires 3 hours and return is Rs. 30,000*

Which project should we take so that our return on energy is substantial.

Yes, Project B.

What will you start doing and stop doing, so that your return on energy is highest?

23. The 5-Step Formula

The 5-Step Formula for Goal Setting and Achieving:

- 1 Decide exactly what you want in each area of your life. Write down your Short Term goals (1 year) & Long Term goals (more than 1 year) clearly.
- 2 Set a deadline for each goal.
- 3 Make a list of everything you will have to do to achieve each goal.
- 4 Organize your list into a plan of action. Decide what is more important and what is less important.
- 5 Take action on your plan & don't stop.

What is the most important skill you need to develop in order to achieve these goals? Is it time management, leadership skill, communication skill, presentation skills, emotional intelligence, consistency or discipline? Decide today and then go buy a book or sign up for a training program dedicated to that skill or hire a coach, so that coach will guide you on your journey and make you accountable.

Once a journalist asked a Businessman: What is it that you think about most of the time?

Businessman said: "I think about what I want and how to get it."

If you are really serious about achieving your goals then you need to have a laser like focus on your goals. You should just think about what you want and

how you can achieve it.

24. Is your RAS activated?

Did you know that there is luck, opportunity and good fortune around us all day and every day?

Why aren't we seeing it?

Here is why we may be missing it:

Because our Reticular Activating System (RAS) might not be activated.

Our mind works like a Search Engine. Our brain is matching whatever we have in the brain with the outer world.



Eg. In March 2012, I was planning to go on a tour from Kanyakumari to Kashmir (K2K) with my friends on Bullet. As I was looking out to buy a Bullet, those 15 days till the time I bought it, my mind was showing me bullets, bullets and bullets in the entire city. I was surprised to see there are so many bullets in Pune, because I never noticed them before...Why? Because I have given the command to my mind to show me bullets and my mind searched only bullets.

Let's see one more example: If you are planning to buy a Mobile, till the time you buy the mobile you will just notice mobiles everywhere. This is happening because your RAS is activated by you.

Ask yourself...

What am I focusing on?

What am I looking for?

What do I wish to see in life?

Success? Happiness? Fitness? A new opportunity?

Write down a few things you want to find, so you can program your eyes to be on the lookout.

What search results do you want?

Focus your mind and thoughts only on what's positive, do not give energy or

attention to worry, fear, doubt and failure.

Keep your search engine working on the positive results you seek.

Once you set goals, all people, resources and opportunities gravitate towards you, because your RAS is activated.

Chapter 4

Attitude is Everything

INSIDE

25. What is Attitude?
26. Do you have a Positive Attitude?
27. LAST 24 Hours of life
28. Are you a Professional?
29. Art of seeing Positive in the Negative?
30. Becoming Successful is Hard. That's Good!
31. Problem or Opportunity?
32. Don't ask God...Why Me?
33. Input determines Everything
34. Power of Association
35. Powerful Questions = Powerful Answers
36. Are you monitoring your self-talk?
37. Are you using the Winning Momentum strategy?



25. What is Attitude?

Attitude is how we see the world. We don't see the world as it is, but we see the world as we are. Attitude is the way we think or feel about a person, place, thing or even a given situation.

For example, imagine that you've just been invited to a big party. Consider three different ways of thinking about the invitation, and how those thoughts would affect your emotions.

Thought 1- The party sounds like a lot of fun. I love going out and meeting new people.

Emotions- Happy, excited

Thought 2 - I don't like to go to parties. I'd rather stay in and watch a movie.

Emotions- Neutral

Thought 3 - I don't know what to say or do at parties. No one talks to me and I'll make a fool of myself if I go.

Emotions-Anxious, sad, nervous

As you can see, the same event can lead to completely different emotions in different people, emotions lead to actions and actions lead to results. It all depends on our individual expectations, attitudes, and beliefs.

Situation- Thought-Emotions-Actions-Results

When Mind is Weak, Situation is a Problem.

When mind is balanced, situation is a Challenge.

But, when mind is Strong, situation becomes Opportunity.

"One man said that, "BMW is very costly". Then his Boss said, "The problem isn't that "BMW is very costly". The problem is that you can't afford it." Both of them had different perspectives about "BMW".



Eg. On a thundering rainy day, Mom went to pick up her six year old son from school thinking that he will fear lightning.

But she found him smiling at the sky for every lightning.

She asks, "Why are you smiling?"

Son : "God is taking my Pictures and I need to look good."

Son was seeing the situation from a very positive perspective, which creates positive emotions, hence positive actions and which at the end creates positive results.

Hence success is 90% about your attitude.

26. Do you have a Positive Attitude?

Are you positive?

Would the people around you say you are positive?

We are usually unaware of how we show up, come off and affect others around us.

Do they see, feel and experience you as a positive person?

Instead of saying, "What if someone says no?" say, "What if they say yes?"
Instead of saying, "What if it doesn't work out?" say, "What if it does work out?"

Positive thinkers recognize their weakness but focus on their strength. Losers on the other hand recognize their strength but focus on their weakness. What are you focusing on? Strength or Weakness?

Mike Tyson says, "I run at 4am because I know my opponent is sleeping. It gives me an edge."



Eg. Someone asked, "Why do we have a brake in a car"

Many answers were provided like

"to stop",

"to reduce speed",

"to avoid collision" etc.,

but the best answer was, "To allow you to drive faster"

Give it a thought. It's true but seldom appreciated. It's because we have brakes that we can dare to accelerate, dare to go fast and reach destinations we desire.

A person must have two things to become successful, they must be "able" and they must

Ability is what you're capable of doing.

Motivation determines what you do.

And Attitude

determines how well you do it. - Lou Holtz

be “willing”. Most people are able, just not willing. Which are you? It’s a hard question to answer, but when you do, your life will change.

Best attitude to have, The question isn’t who is going to let me; it’s who is going to stop me.

27. LAST 24 Hours of Life

Imagine that your doctor told you, you have only 24 hours to live. I know this is a scary thought, but it’s worth thinking about.

Worse would be to die not having given it a thought.

If you were to die in 24 hours, how would you feel?

Now, take the time to think deeply and write down your thoughts and feelings in answer to the following questions:

REGRETS

Three things you did or didn’t do:

1. _____
2. _____
3. _____

RISKS

Three risks you should have taken:

1. _____
2. _____
3. _____

PEOPLE

Three people you wish you had loved more, expressed more and spent more time with:

1. _____
2. _____
3. _____

SECOND CHANCE TO LIVE

If you could live your life all over again, what would you do differently?

1. _____
2. _____
3. _____

28. Who is a Professional?

Anyone who wants to become successful, needs to have an answer to this question “Who is a Professional?”

We come across many people whom we label as ‘unprofessional’. We observe certain common characteristics in them - gives excuses, blames others, doesn’t keep promises, procrastinates doing things, etc.

A professional is a person who can deliver without being supervised. A person who can give his 100% only in the presence of his boss is ‘unprofessional’.

A student who decides to get up at 6am and gets up on time is a professional.

A husband who is loyal to his wife is a professional.

Parents who say, don’t watch more TV and follows it themselves are professionals.

A dad, who promises his son to be there for his school’s Annual sports day and keeps his promise, is a professional.

In which areas of your life are you a Professional & not a Professional?

29. Art of seeing Positive in the Negative?

Once a young man was watching TV and he was worried about, Interior of house to be done, car servicing to be done, taxes to be paid and most important expenses for vacation to Dubai to be met. He was feeling very tensed at that time.

Then, he saw his young daughter writing something in her book.

This is what his daughter wrote:

"I'm thankful for Final Exams, because that means school is almost over.

I'm thankful for Challenges, because I am becoming stronger.

I'm thankful for bitter medicine, because it helps me feel better.

I'm thankful for waking up to alarm clocks, because it means I'm still alive."

Daughter said, "My teacher asked us to see the Positive in the Negative for homework today."

"She asked us to write down things that make us feel not so good in the beginning, but turns out to be good in the end."

Then the father realized that he had a lot of things to be thankful for.



He had interior of house to be done, that means he had a house to live in.

He had to service the car, that means he had a car.

He had to pay taxes, that means he was lucky to be employed.

He had to do expenses for vacation to Dubai, that means he had a family with whom he can enjoy.

Moral:

We generally complain about the negative things in life but we fail to look at the positive side of it.

Look at the better part of life today and make your everyday a great day.

What is the positive in your negatives?

Write down at least 3 negative things in your life and write the positive sides about them.

30. Becoming Successful is Hard. That's Good!

Success is hard. That's Awesome.

Difficulty keeps the weak people out of the race.

I love it when things are hard.

I can do hard things, and I know most people won't.

The harder it is, the easier it is to win.

Becoming successful is much harder when the difficulty level is low, as lots of people can do it.



Eg. If there is Drawing Competition, lots of people will participate in it (100 people), as it's very easy and your chances of winning will be less. On the other hand, if there is a Public Speaking competition, very few people will participate in it (10 people), as it's difficult and your chances of winning will be high.

Hence becoming successful is supposed to be hard. The hard is what makes it exciting, so why do you want to make your life hard by doing easy things, start doing hard things and make your life easy.

Once, when the great violinist Fritz Kreisler finished his concert, a man came on stage and said: "I'd give up my life to play the way you do". Kreisler replied -"Well, I did!"

Nothing meaningful in life comes in easy. Creating a great product, building a performing team, positive parenting, happy relationships, healthy body, nothing comes easy. We have got to work real hard, we have got to sweat it out, give all that we have and then someone will come up and say: "I'll give anything to be in your place."

Hence, thank God that becoming successful is hard, because that's what makes it easy.

Prepare a list of Hard things that you will start doing, so that your life will become easy.

31. Problem or Opportunity?

Is Problem good or bad?

I love Problems, because it separates me from the average people. It allows me to show what I am made of. It allows me to do what I was born to do. We are here in this world to discover what our talents are, if you want to show some courage, you should have some problems.

Whether it's loss in business or no promotion/salary hike, problems are always there, but how we choose to view these problems is up to us. No one is born with a good or bad attitude and it comes down to the way you face life. Unfortunately too many people walk around with a bad or negative attitude, thinking that they cannot become successful or learn new skills.

Someone once told me that problems are often put in front of us to challenge our character. So what does that say about your character? Whenever problem shows up, do you immediately fill with fear, self doubt, get paralysed or do you look at it as an opportunity to become stronger?

I love what T. Harv Eker, author of *Secrets of the Millionaire Mind* says about how to handle problems:

"On a scale of 1 to 10, 1 being the lowest, imagine you are a person with a level 2 strength of character and attitude looking at a level 5 problem. Would this problem appear to be big or small? From a level 2 perspective, a level 5 problem would seem like a big problem. Now imagine you've grown yourself and become a level 8 person. Would the same level 5 problem be a big problem or a small problem? Magically, the same problem is now a small problem. Finally, imagine that you've really worked hard on yourself and become a level 10 person. Now, is this same level 5 problem a big problem or a small problem? The answer is that it's no problem. It doesn't even register in your brain as a problem, it's just a normal event to handle, like brushing your teeth or getting dressed."

"Every problem is a gift, without problems we would not grow, we would not come out of our comfort zone." Problems are what make life interesting. Problems are what make life adventurous.

The tiny seed knows that in order to grow it needs to be dropped in dirt, covered in darkness, and struggle to reach the light.

Just Keep Going... Each step may get harder, but don't stop! The view is beautiful at the top. Only problems can awaken the Champion within you.

32. Don't ask God...Why me?

When the Legendary Wimbledon Player Mr. Arthur Ashe was dying of AIDS, which he got due to Infected Blood he received during a Heart Surgery in 1983.

He received letters from his fans, one of which conveyed:

"Why did God have to select you for such a bad disease?"

To this Arthur Ashe replied:

50 Million children started playing Tennis,

5 Million learnt to play Tennis,

5 lacs learnt Professional Tennis,

50 Thousand came to Circuit,

5 Thousand reached Grand slam,

50 reached Wimbledon,

4 reached the Semifinals,

2 reached the Finals and

when I was holding the cup in my hand,

I never asked God "Why Me?"

So now that I'm in pain how can I ask God "Why Me?"

Please stop asking God "why me?"

Ordinary people always think "Why Me?"

Why I have to deal with all the pain of hard work? Why I have to face all these failures and rejections? Why people treat me like this?

Whereas extraordinary people think, "Why Not Me?"

Why not me be the first to bring something new to this world? Why not me create the difference in the world? Why not me face the challenges and discover how to deal with challenges so that I can share with others?

From today stop saying "Why me?" and start asking "Why not me?"

33. Input determines your Output

Not happy with where you are in life? Change your input.

What you read, what you listen to, what you watch, and who you spend time with, these are your inputs.

Your input determines the story you tell yourself and this story determines your thinking, which directs your actions.

Leave input to chance?

Are you kidding me!

Not just your life, your family's life is also at stake.

Everything is energy. You think, "I want to be rich." That's great. There's an energy going in that direction. However, there's another part of you that thinks, "I want to relax and chill out. I like watching TV for three or four hours a day to relax." That's another energy. There's nothing wrong with that energy except for one little problem: those two energies conflict and go in opposite directions. One goes to success, the other to entertainment/frustration/regret.

Stop allowing news media to pollute your mind and suck your energy. Stop focusing on what's wrong with the world and start focusing your attention on what you can do to make your world right.

It's getting harder and harder to focus. Did you know that on an average people spend 4.7 hours on their phone & TV per day?! You're probably thinking, "Well what does this mean for me?"

What it means is that it is getting harder and harder to FOCUS on what is truly important in our lives. With the distractions of phones and TV in our lives we all are guilty of focusing less and less on what matters on our journey to become successful.

Successful people do certain things. And these things don't include watching television for four hours a day...sorry.

You say, "I work so hard all day. I deserve to come home and watch TV." I won't argue that. My next question is, "Well, okay, but do you want to be rich?"

Time is our most valuable asset, yet we tend to waste it, kill it & spend it, rather than invest it. We all do things every day that are totally a waste of our time and even though we know it... we still do it. It's time to take charge of

our life. Stop using your attention towards the news on TV, scandals, fearful articles in the paper or online, and negativity pushing posts on social media.

An addiction to distraction is nothing more than a way to escape feeling the fear. when it comes to acting on our dreams.

Powerful questions to ask:

Is what I am about to read...

Is what I am about to watch...

Is what I am about to listen...

Is who I am about to spend time with...

Is this time on social media...

Going to help me achieve my goals?

If the answer is no, stop doing it.

Ask these 2 questions before doing any activity:

1. Is this the right use of my time?

2. Will it take me towards my goal or away from my goal?

34. Power of Association

Have you noticed that not everyone around you is trying to become better?

Not everyone is encouraging you to be better, are they?

You need motivation on a daily basis, like bathing.

Finding a community of positive thinkers to encourage you to achieve your dreams is a key ingredient to building a successful life.

Most people are surrounded by what we call "Default Friends." These friends are that we see at the party, gym, school, work, and other places. We naturally become friends as the trust grows. If you truly want to be rich, these people may tell you that it's very difficult or it's impossible. They'll tell you that you're living in a fantasy world and why you'll never be able to achieve it.

End it now! Don't waste another minute dealing with toxic, negative, energy sucking people. Some people are made for negativity. Run for your life as

quickly as possible. Life is too short to spend with these energy vampires.
Do you know you are the average of 5 people you spend your most time with?
If you hang around five confident people, you will be the sixth.
If you hang around five intelligent people, you will be the sixth.
If you hang around five millionaires, you will be the sixth.
If you hang around five idiots, you will be the sixth.

There's this beautiful explanation by Swami Vivekananda, about the meaning of 'Association'. He said:

"The rain drops from the sky, if caught in hands, are pure enough for drinking.
If it falls in gutter, its value drops so much that it can't be used for even washing the feet.

If it falls on hot surface, it perishes. If it falls on lotus leaf, it shines like a Pearl and finally, if it falls on oyster, it becomes a pearl.

The drop is the same, but its existence and worth depends on whom it associates with."

Stay away from negative people. Get around people playing a bigger game than you. Surround yourself with the type of people you'd want to be. Show me your friends and I will show you your future.

Don't hire negative people in your business, they know lot of negative people!

I know most people prefer a friend, who bunks the class, who does gossip. If you run along with losers, you will end up as loser; unconsciously you will pick up their habits, beliefs and attitude.

It's easy to surround yourself with people who have lower standard than you. Many people feel good in the company of average people, because they are not challenged, but will you grow in their company?



*Eg. If you play Long tennis with a person who is below you, you might win every day and feel like you are the best, but are you growing? Will you become a champion by playing with him?
No..*

It's time to take some Action:

It's time to kick out the energy suckers that are sucking your energy and happiness.

Write down three people who are not good for you.

Write down three things you are eating or drinking that isn't making you healthier.

Walk away from three conversations today that are not adding more value to your life.

Write down three serials/games which you are watching / playing on TV/mobile, which are not good for you.

If you are still thinking why to kick them out, it's because, eventually we start to eat what they eat, talk like they talk, read what they read, think like they think, watch what they watch, treat people how they treat them, even dress like they dress.

"You must constantly ask yourself these questions: Who am I around? What are they doing to me? What am I reading? How am I speaking? What am I thinking? And most important, what will I become in their company? Then ask yourself the big question: Is that okay?"

So evaluate your current associations.

Are they better than you?

Are they going where you are going?

It's time to make some hard choices.

Please don't take this advice lightly. Take the decision now.

Finally, we have 3 options for association:

1. Dis-association
2. Limited association
3. Expanded association

Dis-association with people who are not good for you.

Limited association means spending less time with these people, because we spend our majority time with these people and commonly known as friends and relatives.

Expanded association means staying in the company of those who are already where we want to be.

The biggest mistake you'll ever make is letting people stay in your life for longer than they deserve. Choice is yours, because life is yours.

35. Powerful Questions

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Powerful Answers

Human mind is like Google search, it can give you good answers, but you must ask good questions.

If you ask a lousy question, you will get a lousy answer. Our focus is controlled by question.

If you ask yourself a question, "Why I am not able to reduce my weight?" Your mind will give answers like,

Because you are lazy, you don't do exercise, you don't have control over your diet, you are not consistent in going to gym. Now will you feel good with these answers?...Not at all.

Instead if you ask a question, "How can I reduce my weight and enjoy the process?" Your mind will give answers like,

You can do Zumba, you can eat the fruits you like, you can run in marathon, you can do cycling/swimming/gym, etc. Now will you feel good with these answers? Of course yes.

Ask yourself every day,

1. Do I have any regrets of opportunities missed?
2. Have I reached the peak of my potential?
3. If today were my final day, would I be proud of my life's accomplishments?
4. "What can I do today to make my wife and family happy?"
5. Is this the best that I can do? Or can I do better?

This is the ONLY life you've got and are you making it an extraordinary life.

The Size of the Question Determines the Size of the Result

If you ask yourself "How do I earn Rs. 1 crore?" your mind goes to work to discover the answer. Note that most individuals ask questions like these:

"How do I get a job, salary, or work?" The wrong question will generate the wrong result or a less than outstanding outcome.

Always ask, “Is this the way a Champion does it?”

1. When you doubt yourself:

- Will the most successful person I know doubt himself like this?

2. When you have a great idea:

- What would a Champion do if he had this idea?

3. What I read:

- Will a Champion read this?

4. Conversation/Gossip:

- Is this something successful people would discuss?

5. When I get angry:

- Will a Champion become angry like this?

Fix in your mind the question “Is this the way a Champion does it?”

These two questions can bring exponential growth to your life:

1) Start your day by asking - Am I ready to do whatever it takes to become successful?

2) End of the day ask - Did I do everything it takes to become successful?

36. Are you monitoring your self-talk?

Research indicates that people talk to themselves about 50,000 times a day and more than 80% of that self-talk is negative.

So if you have a voice inside you which says things like,

“They don’t like me,

I’m not going to become successful,

I’m lazy,

I’m a procrastinator,

I’m not good enough” you are certainly not alone.

The problem with all this negative self-talk is that we actually believe it. Such thoughts affect our attitude, our motivation to act, our physiology.

The mind is a superb instrument if used right, but when used incorrectly, it becomes very destructive. We all talk silently to ourselves in our heads, but we aren't always conscious of what we're saying or how it's affecting us. One of the major causes of why we fail is due to self-doubt and negative self-talk. Without monitoring your mind and your thought, the majority of what you say to yourself can poison your attitude and drain your energy. Be aware that, left unchecked, the negative storyteller in your brain can shut down your faith, increase your fears and activate a spirit of hopelessness.

We can be our best friend or our best enemy. Problem is most of us are acting as our best enemy.

So how do you stop negative thoughts?

By realizing that YOU are in charge of your own mind, you can choose whether to listen to or agree with any thought that passes through your head.

Get into the habit of asking yourself:

Is this thought helping me or hurting me?

Is it getting me closer to my goal, or taking me further away?

Is it motivating me to take action, or blocking me with fear and self-doubt?"

37. Are you using the Winning Momentum strategy?

The "Winning Momentum" is when a person has won a few fights against weak opponents is much more likely to win against stronger players. Success changes the chemistry of the brain, making you more focused, smarter, more confident and more aggressive. The effect is as strong as any drug and the more you win, the more you will go on to win.

An experiment was done on mouse in which there was Fight of 2 mice. One mouse was drugged and made weak and hence the other mouse wins. Then 2nd fight was there between the winning mouse and other equally competent mouse, but the winning mouse won again because he is more confident due to his previous win. Now 3rd fight was between winning mouse and even

more powerful mouse, but again he wins because the Winning Momentum was working here.

1) Apply the Winning Momentum on yourself by using mental rehearsal and visualization before an activity you want to perform excellently today.

2) Find a way to apply the “Winning Momentum” on yourself and on someone you are trying to help.

Identify and help them obtain some small wins. Start them into the winning momentum.

*"Dream it.
Believe it.
Achieve it."*

Chapter 5

Belief is the Game Changer

INSIDE

38. Do you believe in yourself?
39. What's the value of life?
40. What is Confirmation Bias?
41. How to change Limiting Beliefs?
42. Has someone rejected you? You are Lucky
43. Do you ask for help?
44. Big Failure - Big Success
45. More Mistakes - More Success
46. Is God taking our Test?



38. Do you believe in yourself?

Beliefs are simple thoughts which we have stopped questioning. If the thought is "I can't do business", once you stop questioning this thought, then it becomes a Belief.

Every achiever I have ever met says, 'My life turned around when I began to believe in me.'" - Robert Schuller

If you believe it will work out, you'll see opportunities. If you believe it won't, you will see obstacles."

Do you have Faith in Yourself?

The problem with people is that they have faith in their doubts and they have doubts on their faith. Decide to doubt your doubts!

God says to human beings, I have complete faith in what I have made and I know I have made a champion, but the question is do you have faith in me?

Pablo Picasso said that, "Our goals can only be reached through a vehicle of a plan, in which we must believe, and upon which we must vigorously act. There is no other route to success."

God says,

Each one of you can get up early in the morning.

Each one of you can read books to change your mindset.

Each one of you can improve your communication skills, leadership skills, time management skill, etc.

I have given in advance everything you need to become successful, still you come to me to ask for more, without using what I have already given to you. Please first use what I have

already given to you and then come to me for more and I am sure you don't have to, because I have already given to you more than what you can use.

Let's understand it by an example:



A business man was having a factory with a production capacity of 1 lac cars in a year. Right now he was using just 30% of the production capacity and manufactures merely 30,000 cars in a year. Now if he goes to the bank and says I want a loan to increase the production capacity to 2 lakh cars in a year. Will the bank give him the loan? No...Bank will say, first use your existing capacity and then come to us for a loan.

Same way, are we using our existing capacity to the fullest, before asking God for more support. If no, then they will also not support us. We all have to do our job first before we ask God to do His job, because we all know that, "God helps those who help themselves". There is no free lunch!

39. What's the value of life?

A man went to a Guru and asked, "What's the value of life?"

Guruji gave him one stone and said, "Find out the value of this stone, but don't sell it."

The man took the stone to an Orange Seller and asked him what its cost would be.

The Orange Seller saw the stone and said, "You can take 12 oranges and give me the stone." The man apologised and said that the guru has asked him not to sell it.

He went ahead and found a vegetable seller. "What could be the value of this stone?" he asked the vegetable seller.

The seller saw the shiny stone and said, "Take one sack of potatoes and give me the stone."

The man again apologised and said he can't sell it.

Further ahead, he went into a jewellery shop and asked the value of the stone.

The jeweller saw the stone under a lens and said, "I'll give you Rs. 50 Lakhs for this stone." When the man shook his head, the jeweller said, "Alright, alright, take Rs. 2 Crores, but give me the stone."

The man explained that he can't sell the stone.

Further ahead, the man saw a precious stone's shop and asked the seller the value of this stone.

When the precious stone's seller saw the big ruby, he lay down a red cloth and put the ruby on it. Then he walked in circles around the ruby and bent down and touched his head in front of the ruby. "From where did you bring this priceless ruby from?" he asked. "Even if I sell my entire business, I won't



be able to purchase this priceless stone.

Stunned and confused, the man returned to the Guru and told him what had happened. "Now tell me what is the value of life, guruji?"

Guru said, "The answers you got from the Orange Seller, the Vegetable Seller, the Jeweller and the Precious Stone's Seller explain the value of our life..

You may be a precious stone, even priceless, but people will value you, based on their financial status, their level of information, their belief in you, their ambition, and their risk taking ability. But don't fear, you will surely find someone who will understand your true value."

Respect yourself. Respect your life and don't base your own value, based on what people say. You are a unique and precious ONE. Become better by polishing yourself, by becoming more valuable by helping others.

40. What is Confirmation Bias?

The confirmation bias is the human tendency to only notice and observe phenomena that support our prior beliefs.

For instance, a husband who believes his wife is not good, will only notice mistakes of his wife and not notice the hundreds of instances where she did right things.

They don't do this intentionally; it's an unconscious activity.

A person who believes they're ugly will only notice people who react negatively to their appearance and not notice people who react positively.

A person who thinks they're dumb will dwell on all of the mistakes they make instead of noticing and accepting the recognition and praise for the smart work they've done.

A lot of times our problems are not actually problems, but rather symptoms of unhelpful beliefs.

The next time you feel stupid or insecure, ask yourself if that's a useful belief to have.

The next time you feel incompetent or like you're incapable of accomplishing something, ask yourself if that's a useful belief to have.

The next time you feel unattractive and undesirable, or that a situation is impossible, ask yourself if that's a useful belief to have.

Now that you know what is 'Confirmation Bias', I am sure you will use it to change your life.

41. How to change Limiting Beliefs?

If we don't believe in ourselves, this universe is a frightening place to live.

Most of Your beliefs are not your own.

You were brainwashed by the world around you.

Everything you believe, you were programmed to believe.

And these beliefs are holding you back.

What are the 3 limiting beliefs you have about yourself or about your capabilities?

Here are some examples:

1. I need money to be Happy?
2. Success requires Opportunities?
3. It is difficult to get over my past?
4. The market is down?
5. Making money is very difficult?
6. Marriage is a difficult relationship?
7. I am not good enough?
8. I am not lucky?

Are these beliefs TRUE?

Now, flip those statements around and write them down as positive statement:

eg. 1. Money is not required to be happy.

2. I can create opportunities to become successful.

Continue to think of and repeat the above statements in your mind several times every day and see the magic.

42. Has someone rejected you? You are lucky

Dalai Lama said, “Remember that sometimes not getting what you want is a wonderful stroke of luck.”



Eg. Brian Acton and Jan Koum worked together at Yahoo for nine years. In 2007, Acton and Koum left Yahoo and took a year off. After that, both of them applied to Facebook and failed. Brian was denied a job both, at Twitter and Facebook. Along with Jan Koum, Brian Acton co-founded the very popular social messenger, “WhatsApp”. In the year 2014, Facebook bought WhatsApp for \$19 billion, which was its biggest acquisition ever. Hence, getting rejected by Facebook and Twitter, was a wonderful stroke of luck for Brian.



Eg. In 1985 when Steve Jobs was fired from Apple, which he had started, he felt very bad. Then he built a company called NEXT, which was acquired by Apple in 1997, which gave Steve Jobs control of the company again. While giving a Speech at Stanford in the year 2005, Steve jobs said, “I didn’t see it then, but getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again. It freed me to enter one of the most creative periods of my life.”



Eg. Shailee Chaudhary failed in CA IPCC exams five times and in May 2015 CA final Exam she got all India first Rank and she was a Gold medalist. She didn’t give up, she bounced back really hard.

Wrong action may lead me somewhere, but inaction will not lead me anywhere. Just tell yourself, if people have to reject me, let them reject, but I will not reject myself. People who are afraid to get rejected, can never experience the joy of success.

A ship is safe on the port, but that’s not what it’s made for. The biggest reason for the failure of more than 90% people is that they never try to succeed. Miracles start to happen, when you give as much energy to your dreams, as you give to your fear.

Law of Average: Finally, realize that success is a number game, believe that you’ll get a success after X rejections, so that you look forward to each

rejection, instead of getting disappointed by past rejections. Every rejection takes us close to next sale.



Eg. If after nine rejections, we are going to sell a product/service of Rs. 1 Lakh, each rejection is of Rs.10,000. Be happy when you get rejected as it has helped you to succeed more.

Has someone rejected you? If yes, ask why you were rejected, and how you can do better next time? You can also bounce back and prove to the world, what you are made up of. Just do it!

43. Do you ask for help?

Achieving success requires the help of others.

Lord Rama was known for his wisdom to ask for help, and to accept it, without judgment based on pride or prejudice. Do you really think he needed anyone's help to defeat Ravan? He could have easily done it alone. He must have done it to show to the world that, asking for help and accepting it, in challenging times, is not a sign of weakness, but a sign of maturity and wisdom. Let us work towards developing our network of relationships, identify sources that can help us and have the grace to accept help from others.

If there is something to gain and nothing to lose by asking, by all means ask. Your right is to ask and the other person's right is to say yes or no, you do your job and let the other person do his job. When you ask you lose your ego and who cares what people will say.

When Steve Jobs was 12 years old and wanted to build a frequency counter, but did not have the right parts. He called up Hewlett-Packard's co-founder Bill Hewlett and had a 20-minute conversation with him. Not only did Hewlett give him the parts, but also gave Steve a summer job of working on the assembly line of frequency counters.

If you need help, ask for it.

If you need support, say so.

There is nothing wrong with asking and stating you need help or support.

What support do you need to go to the next level of your life? Prepare a list of people who can help you and ask for help. Just do it!

44. Big Failure = Big Success

In order to achieve BIG SUCCESS, you have to be willing to go for BIG FAILURES.

But are you really doing it?

Most of us know that, Failure is a part of success; people who avoid failure also avoid success.

Ninety per cent (90%) of all you try might fail, but the 10% will make you wealthy.

Let's speed up our rate of failure. Let's have you started a bunch of experiments.

What bold ideas can you test and try? We are capable to do so much, but most of us are slaves to fear. We waste our lives fearing failure.

Will you stop taking bath if you fall down in bathroom? Will you stop playing Cricket if you fall down on the ground? Then why do we stop when we fail?

Let me remind you...

Walt Disney was fired from his job because his editor felt he "lacked imagination and had no good ideas."

Oprah Winfrey was publicly fired from her first television job as an anchor, for getting "too emotionally involved in her stories."

Steven Spielberg, the famous Hollywood Director was rejected by the University of Southern California School of Cinematic Arts multiple times.

I believe, Failure is good and failing early is even better.

Eg. If for becoming an effective Public Speaker, you have to fail 100 times and only then you can learn to speak better. Then should we finish these 100 failures in next 10 years or should we finish them in the next 3 months. I am sure you will say, let's fail as many times as possible in next 3 months and become confident public speaker and get rid of the fear of Public Speaking.

When you see the end of the movie first and then you see the movie from starting, then you will not get upset when hero fails or is badly beaten, because you know that everything will be all right in the end. Same way, if you know that after 100 failures you will become an Expert Public Speaker, will you get upset after every failure or will you increase your speed of failure and achieve your goal faster?

Are you pushing yourself enough?

Once, at the end of skating practice, one small boy ran up to his dad with a huge smile and said, "Dad! Dad! I did skating by myself all day long and didn't fall down even once!" He looked at the boy and said, "Well, then you didn't get any better." Boy was surprised to hear this. His dad explained: "Look, if you want to become better, you have to push yourself and if you push yourself, you're going to fall down. If you're not falling, it means you're not pushing. Falling down is part of getting better."

When was the last time you failed at something? A long, long time ago? Well, you clearly aren't pushing yourself enough!

If you're not failing, you're not stretching yourself beyond your comfort zone, and that means your ability to grow is left to chance, not design.

45. More Mistakes = More Success

We all make mistakes, we all fail, but a lot of us don't learn from our mistakes, instead we feel guilty, sad and dejected. Mistakes will happen all our life; they will teach us, they will guide us. A mistake can be either your best friend or worst enemy, it depends on our attitude how we process it. Don't keep on crying that life never goes my way, life never goes anybody's way, and a champion knows this.

I've learned so much from my mistakes, that I'm thinking of making a few more. If we learn from our mistakes, why are we always so afraid to make a mistake? Mistakes increase our experience, and experience decreases our mistakes, if we learn from our mistakes, then others can learn from our 'success'.

People get upset when someone points out their mistakes. Instead, "If someone points out your mistake, be happy that at least someone is interested in your "Perfection & Success."

"The only reason successful people are where they are today is because they have made more mistakes than most people have. So how do you get smarter? One word – Practice, practice, practice. As you practice, your mind is getting smarter. In school, however, that's called making mistakes. In the real world, however, the guy who makes the most mistakes, wins." - Robert Kiyosaki

When you are doing something new, it's best to just get out there and start making as many mistakes as you can. You will mess up, and people will correct you, and you will learn.

“No matter how many mistakes you make or how slow you progress, you are still way ahead of everyone who isn't trying.” - Tony Robbins

The most successful people in this world are not successful because they started out being the best. They are most successful, because they screwed up the most. Go out there and do something poorly today!

Don't wait until everything is just right, there will always be challenges, obstacles, problems and less than perfect conditions. Just start doing it now, with each step you take, you will grow stronger, more skilled, more confident and finally more successful. Those who try and fail are failures in the eyes of others but those who don't try and fail are failures in their own eyes.

“Anything worth doing is worth doing poorly, until you learn how to do it well.” -Zig Ziglar.

“In Life, we are obligated to try and not to succeed!” I am obligated to give my BEST to the opportunities that I have. If I succeed, fair enough. If I don't, I still sleep peacefully for I know, I GAVE IT MY BEST. It takes the pressure of results and public opinion away. I think this

must be the reason for M.S. Dhoni and his cool Captaincy.

Fearless living is at the heart of living life fully. We live in a world full of unhappy people because fear is what stands between you and living your dream. “Fear is inevitable, I have to accept that, but I cannot allow it to paralyze me.” ~Isabelle Allende

Key questions to ask in order to learn and grow from past mistakes:

- a) How much did I prepare myself?
- b) What was within my control to change and what was not?
- c) Of the things within my control, what other actions could I have taken that might have produced a different outcome?

Who chains us? And who holds the key that can set us free... It's you. You have all the weapons you need. Now fight!

46. Is God taking our Test?

Everyone wants to earn more money. So how will God decide whom to give more money and whom to give less? He just has one option and that is to take our test and decide who ultimately deserve to earn more money, because in this world we don't get what we want; we only get what we deserve.

Let's understand this by an example:

Suppose 10 people have a goal to become successful, then God gives small problems to all of them and 4 of them give up; then he gives a big problem to the remaining 6 people. Now 3 people give up. Then he gives even bigger problems to the remaining 3 people. Now 2 people give up. And now God gives the biggest problem to the last one. When God is convinced that the problems are too small in front of his desire to achieve the goal, he finally fulfills the dream of the aspirant.

Whenever you feel like giving up, ask yourself which person you are, among these 10 individuals?

Colonel Sanders, at the age 65, with his old car and only \$100 received from Social Security, realized he had to do something. He remembered his mother's recipe and went out selling. How many doors did he had to knock before he got his first order? It is estimated that he had knocked on more than a thousand doors before he got his first order. How many of us quit after three tries, ten tries, a hundred tries, and then we say we tried as hard as we could!

Behind every successful man there are lots of unsuccessful years.

*"Procrastination is the grave in
which opportunity is buried."*

*"Procrastinators are good at
talking, not doing."*

Chapter 6

Time Management is the Key

INSIDE

- 47. Are you managing time or is time managing you?
- 48. Are your Priorities Clear?
- 49. Less YES and more NO
- 50. Are you the master or slave of your mind?
- 51. Are you focusing too much on what others are doing and not doing?
- 52. Question everything today!
- 53. Choose one D out of 3 D's
- 54. Two Choices of Life



47. Are you managing time or is time managing you?

“We have as many hours in a day as Sachin Tendulkar, Narayan Murthy or Bill Gates (Everyone is given 24 hours). Are we really making complete use of the time that we have in our hands?”

We wake up in the morning, have our breakfast and then what seems like a few blinks of eyes and the day is over. And at the end of it all, we only have little energy to watch TV, play video games, have a half-hearted conversation with our spouse and kids and then go to sleep, then we start all over again the next day. Does this sound familiar? If so, you are not alone.



Here are 5 most effective ways to manage your time effectively:

1. Prioritize and Schedule Tasks: Make a simple “To Do” list before the start of the day, prioritize the tasks, and make sure that they are attainable. Keep track of your progress, cross things off the list as they are completed. Finishing tasks will give you a sense of accomplishment. The things that get scheduled are the things that get done. If you fail to plan, you are planning to fail.

2. Delegate Tasks: Most of us accept more tasks than what we can handle. This can often result in stress and burnout. Delegation does not mean you are running away from your responsibilities but is an important function of management. We have to learn the art of delegating work to our subordinates or employees as per their skills and abilities.

3. Reduce Distractions: Distractions like the phone, internet, TV, e-mail, co-workers, daydreaming, etc. make you defocused.

All you have to do is just put in a little more dedication and it will become possible for you to achieve things that were looking impossible.

4. Chunk of Time: Play a game with your mind by competing against the clock. Work in chunks of time of one hour interval, scientifically it is known that 45 minutes work followed by a 10 minutes rest is the best for maximum

productivity. Give yourself a time goal to complete a portion of a task or the entire task.

5. Always have Deadlines: When we have a task, set a realistic deadline and stick to it. Challenge yourself and meet the deadline, also reward yourself for achieving the deadlines.

Being successful doesn't make you manage your time well. Managing your time well makes you successful.

48. Are your Priorities Clear?

Arrange the below given 3 things, as per the priority for ordinary people and extraordinary people:

1. Comfort
2. Security (job security, less tension)
3. Achieving Dream

I am sure you will say that priority of ordinary people is, 1st Security, 2nd Comfort and 3rd Achieving dream.

And priority of Extraordinary people is, 1st Achieving dream, 2nd Comfort and 3rd Security.

Alas! The priorities are exactly opposite and that's why results too are exactly opposite. For extraordinary people their dreams come first, then the luxuries of life like Bungalow, BMW, exotic vacations, etc. and last is security.

What are your priorities?

How do you spend your time? That tells you who you are.

How much time do you spend working on your dream?

In the last 90 days how many books have you read?

In last one year, what new skills or knowledge did you acquire?

What kind of investment have you made in you?

You have to give everything you have got to achieve your dreams. If you want money you have to learn how to earn money. If you want success you have to learn how to become successful. Everyone likes to win, but how many are

willing to put in the time and effort to prepare to win. Ordinary people love entertainment. Extraordinary people love education.

Many people say they are busy, but busy doing what, busy being average. Choice is yours, if you want the results of a Champion, you have to first perform like a Champion.

49. Less YES and more NO

Your success requires a short “Yes” list, and a long “No” list. Unfortunately most people are doing just the opposite.

“The difference between successful people and really successful people is that really successful people say no to almost everything.” - Warren Buffett

Successful people realize that by saying “no” to negativity, extra work and activities that waste time, they can actually focus on increasing their productivity. If they say “yes” to everyone or everything, they’ll get distracted and will not accomplish important tasks that have to be done.

Learn to say ‘no’ to the good, so that you can say ‘yes’ to the best.

If you are saying yes to something which is not important, then it means you are saying no to something important. How many of you love your parents? I’m sure you will all say, of course we love our parents, but many of us don’t love our parents as much we love entertainment, movies, cricket, fear of failure, mistakes, video games, Facebook, WhatsApp, etc. If you are saying yes to excessive gossip with your friends, it means you are saying no to your dreams and your parents’ dreams.

When you say YES to others, Make sure you are not saying NO to yourself.

I know that saying “No” is the Toughest aspect of managing time. But if you don’t develop this, most of the Time Management strategies will not work and you will lose control over your time and your life.

As Zig Ziglar rightly said, “Don’t count the things you do, do the things that count.”

There are 1000 things that we ‘can’ do.

There are very few things that we 'must' do.

That is what separates Winners from losers.

Some awesome ideas that will help you in saying "NO":

1. Never feel guilty:

Never feel guilty that you are being selfish when you say "NO" to people. In fact feel proud that you are not over committed. Think twice before committing, you are just making some more time for yourself.

2. Don't let others Distract you:

People may bully, complain or even compliment you to make you say 'yes'. Recognize this and be in charge of your time.

3. Give alternative option to people:

If somebody asks you to do something for them and you can't, learn how to politely refuse or direct them to someone else who can help or give them an alternative option.

4. Give explanation, but don't over-explain:

This can make the other person understand the reason you have to say 'no' to their request. But there is no need to over-explain.

50. Are you the master or slave of your mind?

A wise man will be Master of His Mind and a Fool will be Its Slave.

Remember that, "Your mind is your biggest enemy, if you don't know how to control it. If you can conquer your mind, you can conquer anything in this Universe".

If you want to just drive a car, do you need to know each and every function of a car?...No. But if you are taking part in "Formula One" car race you should know each and every function of a car. Hence if you just want to exist in this world you don't need to know this body and mind, but if you want to succeed, you have to become the master of your mind.

If we don't know how to play sitar, then there is no problem in sitar, we don't

know how to play it. Same way if we don't know how to use this mind, there is no problem with the mind, we don't know how to use it.

Our mind is made to save us. It loves to stay in the comfort zone. If you listen to your mind all the time, it will destroy your future.

Let's say you got motivated and you have decided "I will get up at 6 am from tomorrow". When the alarm rings at 6 am, your mind might say that it's too early - sleep now. You have to immediately take charge and say "You are my slave and not master; you have to do what I am telling you to do" and get up immediately.

Your mind is your instrument; learn to be its master and not its slave.

Become a bit conscious about what your mind tells you. Whatever your mind is saying, will it help you achieve your goal or take you away from your goal?

So what will you do starting today, to become the master of your mind?

51. Are you focusing too much on what others are doing and not doing?

We focus too much on what others do and don't do, whereas frankly speaking, we should focus on what we do and don't do.

Your success alone is your success, other people's success is not your success.



Eg. People celebrate win of Cricket team as if they have won. I am not against cricket, but what is your goal? The hunger to win is being satisfied by seeing somebody else win and you are celebrating as if you have won!

It's very sad that people spend time following and studying the lives of other people more than they do their own.

What if you do this small change?

Instead of,

- Reading the entertainment magazine, start reading Personality

Development books

- Listening to radio while travelling, listen to a motivational video.
- Watching cricket match, watch an interview of a rich person about how to become rich.
- Talking about cricket scores and players, talk about your goals and plans to achieve them.

Many people are just watching other successful people, instead of doing those things that will make them successful.

Will you still focus on what others are doing or not doing?

Choice is yours, because life is yours.

52. Question everything today!

Do you question the things you are doing or do you just keep doing things as you have always done, because that's the way you've always done ?

If not, it can be a very risky decision for your life and business.

What are the inefficient habits, systems & processes in your life or business operation?

Today, question everything.

Question how you start your day, dressing style, eating habits.

Question your communication plan, the flow of your meeting, the way phone is answered.

Question your business model, marketing strategy, accounting and customer service processes.

Spend the day asking 'why'?

Why am I doing it like this? Is there a better way of doing it?

You are likely to discover all sorts of inefficient habits and systems in your life and business.



*Eg. You might be driving your car for 2 hours everyday
Can I hire a driver and use these 2 hours for doing something
productive?*

Make a list of at least 3 inefficient habits or systems.

53. Choose one D out of 3 D's

“Things which matter the most must never be at the mercy of things which matter the least”

Do you know what your priorities are? Maybe you say that your family and your health are most important, but do you reflect this in your daily routine? Sometimes, work and entertainment can take too much time into people's lives. They get too caught up in what is going on around them and forget to focus on what is important to them. Figure out what is most important in your own life and put that first. Everything else will fall into place around it.

We have to give intentional attention to the most important areas of our life or we will lose momentum. e.g. Relationship, health, money, business, etc. You don't find time for important things; you have to make it.

Prepare a list of 10 things you are doing that are of less priority and you want to stop doing.'

Then assign one of the “D's” to it:

1. Delete it: Probably more than 50% of your time is occupied by things you should not be doing at all.

Just Delete It!

2. Delegate it: If the task is not worth your pay scale, don't do it. Delegate it.

Not sure what your pay scale is?

Take your annual income goal and divide it by 2,000 hours (average number of working hours per year).

The result is your hourly rate.

For everything you can pay someone less than your hourly rate, delegate that activity.

Yes, everything (even grocery shopping, washing your car and doing your laundry).

3. Diminish it: This is a big problem for most people, particularly perfectionists. Many people do their major in minor things. They spend majority time on minor tasks.

It's not that the tasks don't need to be taken up; it's just that they don't need to be prioritized that much. They are minor in the grand scheme of things.

Only give your major time to those projects, meetings, and engagements that are of major value to you.

54. Two Choices of Life

Success is not a matter of chance, it's a matter of choice.

Each of us has two choices to make, about what we will do with our lives.

The first choice is to be less than we have the capacity to be,

To Read less,

To Think less,

To Try less,

To Earn less,

To Share less. These are the choices that lead to an empty life.

And the second choice? To do it all!

To Become all that we can possibly be.

To Read every book that we possibly can.

To Earn as much as we possibly can.

To Give and share as much as we possibly can.

To Accomplish as much as we possibly can. All of us have the choice. To do or not to do. To be all or to be nothing at all.

Which choice have you taken till now and which choice will you take for your future?

*"The greatest pleasure in life
is doing what people say you
cannot do."*

- Walter Bagehot

Chapter 7

Take Massive Action

INSIDE

- 55. Say, Yes Yes Yes
- 56. Who is a disaster?
- 57. Paralysis of Analysis
- 58. What are you willing to struggle for?
- 59. Are you a decision-maker?
- 60. What is FEAR?
- 61. Why do so many of us stop because of fear?
- 62. How to avoid Procrastination?
- 63. Don't give up. The beginning is always the hardest.
- 64. Are your EXCUSES more important than your DREAMS?
- 65. Are you stuck in Comfort Zone?
- 66. Is not taking a Risk? The biggest Risk!
- 67. Do it Now! Philosophy
- 68. Most people are Motivation Junkies?
- 69. Your Personal Success Contract



55. Say, Yes Yes Yes

Yes, has magic in it. Many times we are afraid of life, we fear failure, we imagine the worst. Hence we often end up by saying "no" to opportunities; we reject many of life's brilliant chances.

Generally people who say "no" to opportunity will convince you or themselves, why it was right for a list of reasons. I am here to say, yes can often be right! Deep down, we know when it is.

"If someone offers you an amazing opportunity and you are not sure you can do it, say yes. Then learn how to do it later." - Richard Branson

By saying yes, we often need to say "no" to others. This is not about being a "yes person" or feeling pressured to do things we don't want to do. It's about having the courage to do the things, we are scared to do, but we know we should do.

Life is short. Don't ask why, but ask why not?

As Steve Jobs said, "Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life."

When we say no, we reject more than the opportunity, we reject the fun it brings, we reject what it teaches us.

So from today, start saying YES,

Yes to Challenges!

Yes to hard work!

Yes to opportunities!

Yes to your dreams!

"Start before you are ready." We need to trust that the universe has a bigger plan for us.

56. Who is a Disaster?

In our lives "If we don't do what we cannot do, then there is no problem. But if we don't do what we can do, then we are a Disaster."

What people CAN DO is very different, from what they WILL DO.

They can get up early in the morning, but will they get up early?

They can read book, but will they read book?

They can learn public speaking but will they learn public speaking.

Not everyone will, but anyone can.

How large or small is that gap?

For majority of people, you could literally drive a car through that gap.

Now let's understand the critical difference between Intentions and Results.

We do not get paid for intentions or wishful thinking. If we want to become successful, we have to deliver results. The ability to do so consistently and with relative speed is the key skill that allows you to make your dreams come true.

Inconsistency between what you speak and what you do indicates low self-esteem.

Inconsistency between what you speak to one person and to another indicates low character.

Consistency in your life is a result of one word - Courage!

Successful people are willing to take action without guarantee. Become a self starter, don't wait for anyone to come and kick you. Knowing all the rules and laws in the world will not make any difference unless you put them into action. If you are waiting for the right time to start, let me be the first to tell you that it will never come. In order to succeed, your desire for success should be greater than your fear of failure.

“One person with a commitment is worth a hundred who only have an interest.” - Mary Crowley

Why don't we do the things we know we should be doing? Life isn't about figuring out what to do. The real challenge is simply doing the things we know we should be doing.

Make the commitment to reach your goal.

There are 2 things for commitment:-

1. Do what you said you will do.
2. Take action in spite of your thoughts, feelings and emotions.

God will give you the chances but he will not play for you, you will have to play for yourself.

"What is STOPPING you from Living your Dreams".

Make a list of things which you can do and ask yourself the reason why you are not doing it. You will be shocked at the reasons and excuses which will come forward. Let's stop giving lame excuses and start doing things which we can do.

57. Paralysis of Analysis

Paralysis of Analysis is the state of over-thinking. Many people including business owners tend to over-analyze and suffer from this state of inaction. You can't spend too much time thinking about every little detail, including worrying about all the little things that could go wrong.

Stop over-thinking, you are only creating problems that aren't there.

Don't let yourself become paralyzed by information, take massive action.

Henry Ford forgot to put the reverse gear in the first car he made.

"Don't wait until the conditions are perfect to begin. Beginning makes the conditions perfect."

If you over-analyze the enemy, you start thinking like the enemy. So beware, what and who occupies your mind.

Just pick up and move if you want to move. Just put your resume out there and start giving interviews if you want to find another job. If you want to write a book, just start writing!

Will it be easy? Maybe, maybe not. Will it be rewarding? Absolutely.

Do what it takes to prepare. The point is to actually take action rather than just planning it in your mind for months or years and constantly making excuses as to why you "can't" do it.

Once a father said to his son, "Just go for it and give it a try! You don't have to be a professional to build a successful product. Amateurs started Google and Apple. Professionals built the Titanic.

Success will never lower its standard to accommodate us. We will have to raise our standard to accommodate it.

So, stop over-thinking and start taking Massive Action.

58. What are you willing to struggle for?

I want the reward and not the struggle.

I like the result and not the journey.

I am in love not with the fight but only the victory. And life doesn't work that way.

We have to experience life in all possible ways, good-bad, bitter-sweet, dark-light, summer-winter. Experience all the dualities.

Don't be afraid of experience, because the more experience you have, the more mature you become" ~Osho

Everybody wants to have an amazing job/business and earn lots of money, but not everyone wants to go through 60-hour work weeks, take up more responsibility, etc. People want to earn money without the risk, without the sacrifice, without the delayed gratification.

Waves Are Inspiring,
Not Because They Rise And Fall,
But Because They Never Fail To Rise Again.



Eg. One day, a boy saw that the butterfly was trying to make its way out through a tiny opening in the cocoon. The butterfly had been struggling very hard for hours to come out through the tiny opening.

The boy, who had love for butterflies, got a pair of scissors and tweaked the cocoon to make larger opening for the butterfly and butterfly emerged without any struggle!

The man was happy that he had made the butterfly come out of the cocoon without any more struggles. He was quite eager to see it fly with its beautiful wings, but unfortunately, the butterfly just crawled around with a swollen body. It was never able to fly. Although the man did it with a good intention, he did not know that the butterfly's struggle to push its way through the tiny opening of the cocoon pushes the fluid out of its body and into its wings. Without the struggle, the butterfly would never, ever fly.

If we don't want to undergo any struggle, we won't be able to fly! Sometimes, a little extra effort is what prepares us for the next obstacle to be faced. Anyone who refuses to make that effort, or gets the wrong sort of help, is left unprepared to fight the next battle and never manages to fly off to their destiny.

I see it all the time, people trying to save others from their struggle, hence they stop them of the opportunity to become strong. Most people handicap their children by making their life easy. Sometimes struggle is what they need in their life to become strong.

59. Are you a decision maker?

Have you ever felt stuck in your life? Have you ever been in a situation where you wanted to take a decision but you stayed indecisive for so long that staying indecisive felt more comfortable? If we keep thinking like this, we surrender ourselves to it and often become victim of indecisiveness. Our brain gets programmed so strongly that we remain indecisive forever.

Most people are just one decision away from transforming their whole life. Today, as you begin to re-look at your life, ask yourself:

What is that one decision that is holding you back from living the life of your dreams?

What is that one decision that you have kept pending for a long time? How would your life transform if you take that one decision today?

*"I Don't Believe In Taking Right Decisions. I Take Decisions and then make them Right".
- Ratan Tata*

Right Decision vs Wrong Decision

In any moment of decision,

The best thing you can do is the right thing,

The next best thing is the wrong thing,

And the worst thing you can do is nothing.

And the sad part is, majority of people do nothing!

Even a correct decision is wrong, when it is taken too late.

A decision which is not backed by action is not a decision. People are stuck because they think whether the decision is right or wrong. Don't take yourself and your decisions so seriously; trust in your ability to handle whatever comes your way.



Eg. I will get up tomorrow morning at 6 am. Is this right decision or wrong decision? Today, this is neither right decision nor wrong decision, it is just a decision. If tomorrow I get up at 6 am, then it becomes a right decision and if I don't get up at 6 am it becomes a wrong decision.

When you want more time to take a Right Decision,

Then always ask yourself,

How will you know if it's the right decision, if you never make it?



Example of Decision "I don't want to live an average life like this anymore", some people make this decision at the age of 18, some at 30, some at 50 and some don't make the decision at all.

Good judgment comes from experience, and experience comes from bad judgment.

"Life is a GAME of TIMING."

Respect Time and Time will Respect You.

As Stephen Covey rightly said, "I am not a product of my circumstances. I am a product of my decisions."

60. What is FEAR?

What is fear?

Unacceptance of uncertainty. If we accept that uncertainty, it becomes adventure.

Are we creating Fear? Or is it natural?

Fear is self created by imagining some negative outcome in the future. To get rid of fear, replace negative imagination with positive imagination.



Eg. What if I fail in exam? What if she says no? What if my business fails? What if my idea doesn't work?

Your brain has a survival mechanism; it wants to keep you alive and away from danger. Brain is so powerful but it can't tell the difference between imagination and reality. If you imagine a bad situation over and over again, your brain is going to register this as actually happening, and fear will become more powerful.

What do you gain by fearing? Nothing, but in fact you lose a lot.

Some Facts about Fear:

1. Fear does not go away by waiting.
2. Pushing through fear is less frightening than living in fear.
3. Everybody else is also scared as you are scared, you are not alone. Because there are people who are taking action in spite of fear, it means fear is not the actual problem.

You can either live your dreams or live your fear and sadly majority of people in this world are living their fears.

The key to success is for you to make a habit throughout your life of doing the things you fear, because the fear we don't face, becomes our limits. Eg. Fear of public speaking, talking to strangers, doing something new, etc.

You may be disappointed if you fail, but you are doomed if you don't try. Everything you want is on the other side of fear. If we do something that scares us and we master it, there is something beautiful for us on the other side.

To fight fear, act. To increase fear, wait, put off, postpone.

Now write down three things you are scared to do; things that paralyse you or cause stress and anxiety.

And answer these questions:

If I do this...

1. Is it fatal?
2. Will I physically injure or hurt myself or someone else?
3. Will doing this actually help me become successful?

If you answered 'yes' to only the last question, then I think you know what you need to do.

Try and fail, but don't fail to try.

61. Why do so many of us stop because of fear?

So many of us stop proceeding because it's more convenient and comfortable for us to stay in comfort zone than to work hard and transform our dream into reality. The payoff of fear is that we don't have to try, we don't have to work and we don't have to challenge ourselves to test our limits and go out of our comfort zone.

The most important thing many people forget in this life is to live their dreams. Heart says I am bleeding, why don't you listen to me? And always listen to your head, because known hell is better than unknown heaven. Laziness, failure to take action, procrastination, blaming others, avoiding responsibility even though destructive are familiar and comforting. How we deal with our FAILURES will decide IF we get an opportunity to deal with SUCCESS. Our greatest fear should not be of failure but of succeeding at things in life that don't really matter.



*A boy asks his father "Can a man still be brave if he's afraid?"
His father replied, "That is the only time a man can be brave"*

What is fear costing you?

What is the impact in your life when you run from and not towards a challenge?

God gives his hardest battle to his strongest warrior and if God has given you this challenge, it means he trusts you as his strongest warrior. Now just go and fight like a warrior. Champions are always ready and eager to work, learn, and try something new! Are you ready?

62. How to Stop Procrastination?

Why do we avoid doing the things we know we should do, even when it's clear that they are good for us?

The reason we procrastinate is because our mind wants an immediate benefit for doing anything, otherwise the mind gives excuses for not doing it. If you

can find a way to make the benefits of long-term choices more immediate, then it becomes easier to avoid procrastination.

Baby Steps Principle to avoid Procrastination:

'Baby Steps Principle' basically says that if you want to do something, then you just start with the simplest task everyday with consistency.

I was procrastinating writing this book, so I just told myself that I will write just one page a day and it doesn't have to be a perfect page, the rule was "Get it down, then get it right". Strangely, once you start writing one page a day, the book gets finished quite easily.

I recently heard a story about a novelist who had written over 70 novels. Someone asked him how he was able to write so consistently and remain inspired and motivated every day. The novelist said, "Just 200 words per day, that's it."

Accountability Partner Strategy:

'Accountability Partner' is the best way to stop procrastination. Have you ever wondered why one-on-one coaching is so effective? Simple, one-on-one coaches hold you accountable. That's why all sports people, billionaires have coaches, so they hold them accountable. Accountability inspires action. Find a friend who's in the same situation like you, and check with each other regularly; or if no one is coming to mind, announce your goal to friends, in person or online.

63. Don't give up, the beginning is always the hardest

Things appear to be difficult, complex & time consuming. But when you start doing them; it becomes easy to keep going.

It is just about the first 1/3rd. The remaining 2/3rd will happen very easily because of "Winning Momentum".

Unfortunately majority of people don't reach till 1/3rd and just resign looking at the challenges ahead.

Just get into it and hang on for some damn time. Then you too will become that tiny minority which goes ahead and bangs life almost every time. It will

become a habit.

Ideas are cheap and there are lakhs of ideas available on the internet for free. The hard part, the valuable part, the part that may earn you name & fame is action.

Got an idea? Take Action. Don't know how? Figure it out, or forget it. Nobody will pay you for having a thought.

You have Goals. You have Plans.

Who cares? You have nothing until you actually do something.

Pick one goal, one plan, or one idea. And get started. Do something. Do anything. Just take one small step.

Every expert was first an amateur and every master was first a beginner. You don't have to be great to start, but you have to start to be great.

64. Are your EXCUSES more important than your DREAMS?

"Success and excuses do not talk to each other. So if you give excuses, forget about success and if you want success forget about excuses."

People say: "I am not successful because my boss is bad." My answer is: "Have you ever looked up at yourself in the mirror and said I am not getting up on time, I am not working hard, I don't have goals, I procrastinate doing things, I am not confident, I am not passionate." Stop pointing fingers at others and start pointing fingers at yourself.

Many people give excuse that they can't speak English. People have gone to the Moon and come back. Here people are worried about speaking English? Is it not a shame?

Don't make excuses about why you cannot do it. Nowadays, we have learned to give excuses for everything. Make every excuse why you should do it.

Frankly 99% of failures come from people who have the habit of making excuses. I have heard them grumbling:

- I don't have time

- I am not lucky
- My team is not good enough
- I did everything I could but...
- I'm too young, old, fat, poor, shy...
- I don't have anyone to help me
- I don't have the kind of education, money, or motivation required
- I'll do it later (after watching this interesting movie, cricket match, TV serial, etc.)

Whenever your mind starts giving excuses, just say to yourself...

- Start now.
- Start where you are.
- Start with fear.
- Start with pain.
- Start with doubt.
- Start with hands shaking.
- Start with voice trembling.
- Start and then don't stop.

According to Fortune Research, around 85% of millionaires are self-made; they grew from scratch!

So why can't you?

Just get rid of this habit of giving excuses.

Prepare a list of minimum 5 excuses which you give yourself and ask yourself:

Is this excuse valid?

Will this excuse help me in becoming successful?

Are there people who had the same excuse, but they changed it and became successful? For every excuse you have for not achieving your goals, someone else has done it under far more difficult circumstances.

Four questions that will motivate you to take Action:

1. What actions do you need to take?
2. What is the pain you associate for not taking action?
3. What will it cost you if you don't change?

4. What will you gain if you take action now?

The strategy is simple: You have to be more afraid of what your life would be like if you don't take action now.

65. Are you stuck in Comfort Zone?

Don't be afraid to step out of your comfort zone and take BIG action.

Here's a question to consider: Have you taken any BIG ACTION to launch yourself out of your current situation and closer to the life of your dreams?

You may be taking action, but it might be the same kind of action you've always taken. Too many amongst us, live our lives in what I call "the safe harbor of the known." They have the same thinking for twenty years, same conversation for twenty years. I have no judgment on that kind of a life. If that makes you happy, well that's a beautiful thing. But I don't know anyone who is happy living like that. True joy comes when you take some chances. Yes, you will start to experience more failure, but success also starts to show up.

Whether you're going on a date or a sales meeting or an interview, or simply doing something that stretches your comfort zone, it is important to trust yourself and believe that you have what it takes to succeed.

One of the biggest secrets of success is operating inside your strength zone but outside your comfort zone. Comfort zone not only keeps us safe, it also keeps us small.



Story

There was a frog in a vessel filled with water and we started heating the water slowly.

As the temperature of the water begins to rise, the frog started to adjust its body temperature.

The frog keeps adjusting its body temperature with the increasing temperature of the water. And Just when the water was about to reach the boiling point the frog decides to jump out. The frog tries to jump but it is unable to do so because it has lost all its strength in adjusting with the rising water temperature.

And very soon the frog dies.

What was the reason for the frog's death?

Many of you will say 'Boiling Water', but the frog died because of its own inability to decide when to jump out.



We all need to adjust with people & situations, but we need to be sure when we need to adjust and when we need to move on. If we allow people to take our advantage, they will continue to do so. Let's jump out of the comfort zone while we still have the strength.

Write down three things where you need to jump out of.

66. Is not taking a Risk? The biggest Risk!

So many people think that in order to take risks and move beyond their comfort zone, they have to be fearless.

But that's not true at all.

The definition of bravery is not being fearless, it's feeling the fear and doing what you feel right anyway.

I truly believe that if a goal isn't a little bit scary, or if it doesn't create a bit of fear within you, it's probably not worth doing.

“Life is inherently risky. There is only one big risk you should avoid at all costs, and that is the risk of doing nothing.” ~Dennis Waitley

So many people stop because they're scared. Don't let that be you! Get excited about it, because it means you're on the right track.

Achieving anything valuable in life involves taking risk and sometimes risk means things won't work out the way you want them to happen.

So what should you be more afraid of?

Taking the risk and not having it work out the way you want?

Or NOT taking the risk and remaining stuck where you are?

“The biggest risk is not taking any risk... In a world that's changing really

quickly, the only strategy that is guaranteed to fail is not taking risks.”- Mark Zuckerberg

Think through the worst-case scenario:

Before you say "yes" to a new challenge, map out all the possible outcomes. Write down your worst and best-case scenarios. When in doubt, create a contingency plan. Simply knowing you have a "Plan B" may boost your confidence and help you eliminate your fear of failure.

No matter how you feel, get up, dress up and show up.

“One day your life will flash before your eyes. Make sure it’s worth watching.”

Questions to Think:

“What have you done till now to make your dreams come true?”

What risks have you taken in the last 6 months?

I am sure you might be slightly stunned by these questions, I too was. Not only did I realise I had done nothing, but I hadn’t taken any big risks in last 6 months. This question has actually changed my life. What about you?

67. Do it Now Philosophy

It’s time to Jump out of the jail called Self doubt, low self belief, low self esteem! What is it you know you could do, should do, that you are not doing? Do it now! You, your family, and the world are depending on it.

Your lack of commitment is the biggest insult to those people who believe in you. eg. Parents, relatives, boss, etc.

Adopt a do-it-now philosophy.

When is the right time to implement a new idea that can change your life?
Right Now.

If your house is on fire, when should you put off the fire? Right Now.

If you are on the verge of a heart attack, when should you call the doctor?
Right Now.

Develop a sense of urgency.

So, do not delay, decide what you can do now.



Example:

Enrol for the program which can improve your skillsets for achieving your goals.

Go purchase a greeting card and give it to your wife telling her how much she means to you.

W. Clement Stone, who built an insurance empire worth millions of dollars, would make all his employees recite the phrase, "Do it now!" at the start of each workday. Whenever you feel the tendency towards laziness taking over and you remember something you should be doing, stop and say out loud, "Do it now! Do it now! Do it now!" I often set this text as my screen saver. There is a tremendous cost in putting things off because you will mentally remember it again and again, which can add up to an enormous amount of wasted time, stress, regret, disappointment etc. Thinking and planning are important, but action is far more important. You don't get paid for your thoughts and plans. You only get paid for your results. When in doubt, act boldly, as if it is impossible to fail.

Write down an action you want to take that you view as important.

It could be something that you have always wanted to do, but have been a bit scared to try.

Do it TODAY!

Yes, don't wait for one more day, do it today.

Hey, that's what a coach is for.

To push you to do what you know you should do.

It's okay if you are scared, do it scared!

But do it.

Who is your No. 1 dream client?

Today I want you to pick up the phone and call them.

I am not joking, do it today...do it now!

Hey, I never said getting successful was going to be easy!

Be willing to fail, crash and burn.

As Steve Jobs rightly said, "If you are afraid of failing you won't get very far."

Do it now!

68. Most people are Motivation Junkies?

What do you do every time you read a Motivational article or hear a Motivational talk?

- Do you think about how you can apply them in your life?
- Do you write down the action steps and put them in immediate action?
- Or do you just click the 'like' and 'share' button and start surfing another page, forgetting what you just read? Don't worry! Majority of people are there in this category.

Motivation junkies are people who indulge in self-help without action. I've come across a number of self-help junkies in the course of my work, which can be classified in 2 categories:

1. Knowledge Collector: Knowledge Collector reads, understands the concepts, knows the merits and demerits and are able to analyse the concept in detail, but that's where it ends. They don't take action after that.

2. Knowledge Addicts: They frequently read self-help books and/or blogs. They are very well-versed in self-help concepts. They attend one seminar after another, sometimes within a span of months or even weeks. They have probably read more books and also attended more seminars than the average person will ever do in his/her lifetime. They also don't take action after that. I was also there in this category at one point of time in my life.

Most people are trying to avoid the pain of taking action and they satisfy themselves, by saying I am trying my level best. Is there something they're fearing? We have to Stop looking outside and start looking inside. The answers we seek are inside us. I am sure you will not be a Motivation Junkie and start taking action on the knowledge you have gained from this book. Please don't wait for perfection, it does not exist in this world.

Congratulations....you have finished reading this book. Very few people finish what they start and you are one of them. You are a Champion! Best of Luck!

69. Your Personal Success Contract

I _____ declare that I will no longer settle for a life that is less than I know I deserve. It's my time to shine now, as I know I am the creator of my destiny. I will not give excuses and I take responsibility of taking action on my goals, no matter what the situation is like. I know that the only way to succeed is to have a right mindset and I am willing to work hard to create and enhance it. I will not doubt my potential and believe that I can do what I have decided to do. I will be consistent in my action towards my goals.

Signature

CA Dinesh Rathi

Founder, Champion Training Academy, Pune

Chartered Accountant | Motivational Speaker
Certified NLP Master Practitioner | Certified Life Coach



Mr. Dinesh Rathi is a Chartered Accountant and the Founder of Champion Training Academy - An organisation conducting Leadership & Personality Development Training. He is also a Certified Master NLP Practitioner and a Certified Life Coach. He has 5 years of experience in the Banking sector and 6 years of experience as a Motivational Speaker and Corporate Trainer. He has addressed more than 60,000 people in 500+ talks and seminars for the corporate sector and student community throughout the country. As an inspiring speaker he believes that "We are the creator of our own destiny" and his purpose in life is "To make a difference in the lives of people".

Special Achievements:

- Done Motorbike expedition of 4200 km on "Royal Enfield" from Kanyakumari to Kashmir (K2K).
- Won "Go Getter" Award and stood 3rd out of around 160 participants in "Life Leadership Program" conducted by Mr. Manish Gupta.
- Received Award from Mr. Shiv Khara (Author of the book. "You Can Win")

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