

## **Bonus #7: The Three Real Secrets to Success Today**

"What do you owe your shift to?"

We were at breakfast. My friend sat across from me. He knew me 10 years ago. He remembered how I struggled, suffered, and squirmed through life. He sat today, in awe of my successes, my luxury sports car, my beautiful country home, my happiness---and he wanted to know my secrets to attaining them.

The thing is, his question made me uncomfortable. I don't really regard myself as a success. I have bad days. I have failed projects. Truth is, I'm just like you. I've struggled and at times I still struggle. I may have more or less figured out where the escalator is to get through life, but my life isn't by any means fitting for an episode of "Lifestyles of the Rich and Famous." So I decided to dismiss my friend's question with a quick answer:

"It took me 25 years to become an overnight success," I replied.

We both laughed. But he wouldn't settle for my answer.

"What are your days like now?" he asked me.

"Well, at night I sit on the front porch and count the cars that drive by," I began. "Last night there were three cars."

"So sad," he said, smiling. He probably remembered when I lived in Houston and herds of cars roared by my house as loud airplanes soared overhead.

He probably also knew I was lying.

Many nights I sit and read books, or meditate, or do sessions with healers to help me continue clearing myself so I can continue to create dreams that impress people like him.

"During the day I float in my pool and work on my tan," I continued, trying to bring humor into the situation. "Cleaning the pool is a daily chore."

"What a life!" he exclaimed. "You aren't the same person you were 10 years ago! I can remember when you cried as you drove to the job you hated at the time. What do you owe your changes to? How did you get here?"

He wasn't the first to ask. Another old friend---one who knew me before my Nightingale-Conant tapeset was recorded, or any of my books were published---looked at me and asked, "How did you do all this?"

While I'm still moving and growing and working towards new successes, I don't always stop to reflect on my current ones. My friends have helped me realize I have achieved \*something\*. And their questions have prompted me to explore the reasons behind my accomplishments. After several weeks of contemplation, here's my reply to the (rephrased) question, "How did you achieve these miracles in your life?"

### **1. Ruthless Honesty**

Most of us settle for what we get in life. I was married for more than 20 years. I love my wife and still love her today as my ex. But I had to admit I wasn't happy. I could have settled, however. I could have stayed in that marriage until I died and never once admitted I wasn't getting all I desired. I was, as Thoreau said, "leading a life of quiet desperation."

Ruthless honesty with myself led me to realize I wasn't fulfilled. A knock from within myself---a knock as you or anyone else might get but which most of us ignore---told me to look for more. This wasn't easy. Social taboos, family concerns, and my own brain made it hard for me to leave my long-term marriage. But I had to admit I couldn't settle for a "very good" relationship when I could have a "great," or even a "fantastic!" one.

I had to realize that my goal was to be happy---but my goal also included \*others\* happiness. I wanted my wife to be happy, too. I love Jose Silva's philosophy: Set a goal that will help you and at least two other people. Yes! I wanted happiness and I wanted others to have it, too. As a result, my ex is happy with her new life as a single woman and we remain best friends. And I've met a wonderful woman who loves me as I love her. Life is good.

Ruthless honesty with my marriage began the process of my being ruthlessly honest in other areas of my life. It opened me up to consider miracles on all levels of being. It may not be easy to admit that you or I or anyone is unhappy, but facing reality as we see it is the first step to massive change.

## **2. Colossal Dreams**

The day I saw a deep blue colored BMW Z3 2.8 Roadster was the day I found a colossal dream. Something in me awakened. I had been driving Saturns and loving them. I was the poster boy for those cars. They are reliable vehicles and I still endorse them. But I didn't want to settle on a good car when I could have a fantastic one.

My wanting that expensive luxury BMW sports car led to my creating something no one else had ever done before in history: I created expensive e-mail only e-classes. Within 5 months I raised \$68,000. How? Having the colossal dream stretched me to think of new possibilities, new solutions, and new miracles. Most of us are afraid to have big dreams. My friend Bob Proctor once told me, "A dream should scare you a little and excite you a lot."

The energy that rushes through you when you have a big dream is the energy that will help you manifest it. It will lift you out of your world view and into a new way of being. In that new "being" you will create the ways to achieve your dreams. And if you're \*really\* ruthlessly honest with yourself (step one), you'll know what your dream is. (Come on. Admit it. You know what you REALLY want.)

Confused? Good. That's the wonderful state of mind right before a breakthrough. My advice is to choose a big dream and let it take you for a thrilling ride. Then you'll understand!

## **3. Miraculous Mentors**

I worked with Jonathan Jacobs, a healer out of Houston, for over ten years. He helped me dissolve limiting beliefs about my self and my world. Without him, I would probably still be stuck where I was, doing what I was doing, and never getting out of the rut.

Today I work with Ann Taylor Harcus, an energy healer. Ann once told me I am one of the few people in the world who consistently seeks out mentors to help me. It's true. I'd still be living in a \$200 a month dump and driving a clunker if it weren't for my mentors. Mentors lead to miracles. Ann herself once told me she spent \$100,000 on personal growth. She told me that her own development was worth more than any other investment. I agree. Without it, you more or less grow at a snail's pace.

In my book, *Spiritual Marketing*, I talk about my dog, Spot. When I first had him, I put him on a three foot chain. I felt it was too confining for him, so I put him on a six foot chain. Well, Spot only

went three feet on the six foot chain. He didn't realize he had more room to move until I put my arm around him and walked him the other three feet. Instantly he made use of all six feet.

I'm like Spot. I need someone out of "my box" and off "my leash" to show me that I can have, do, or be anything I can imagine. Jonathan and Ann---and an entire roster of other people---have served me as mentors, and helped me create miracles. If you want to go for---and get---your dreams, get a mentor.

I'm sure there is more to my, or anyone's, becoming successful. I'm always reading books, listening to new tapes, meditating, avoiding the news, thinking positive, and trusting my inner guidance. All of that helps me stay on a path to continued success.

But the next time a friend from the past walks up to me and asks me how I got from where I was to where I am, I'll tell him what I just told you:

1. I am honest about what I REALLY want.
2. I go after dreams a little bigger than what I think possible.
3. I work with mentors to help me create miracles.

Maybe these three keys to success aren't so much unusual as they are not \*used\*. If that's the case in your life, you've just been issued a friendly challenge. Apply them today and see where you go in a month or two. I assure you, the journey IS the reward.