

# **PART**



# **Taking Control of Your Life**

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## Getting Started

CHANGING YOUR LIFE WILL TAKE effort, perseverance, and time. Most people spend 20 to 30 years messing up their lives. They overeat, overdrink, don't save for the future, don't learn new skills, let their minds cease up, and then hope life will change without them lifting a finger.

The truth is that success and riches come to those who take action and then put in the hours. A steady amount of effort is far better than a short burst and then nothing. It is a fact that the only way to lose weight is by a steady diet, and not a get-slim-quick regime. The old Chinese proverb, "A journey of a million miles begins with one step," is very true in these circumstances. Take your time, but take that first step.

Making money and increasing the quality of your life is similar to being on a diet. You'll have high points and low points, but the key is to keep going and not give up.

### **Tiny Steps Lead to Massive Leaps**

Success normally comes, not from one big change or action, but from lots of small successes that build into a big success. Remember this as you work through the book. Steps that may seem stupid, pointless, and meaningless on their own will combine to make massive leaps forward in your life.

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Imagine a brick. A brick on its own is not very exciting, stylish, or useful, but when thousands or millions of bricks are put together, they create amazing buildings.

You often hear a famous actor called an overnight success, but the truth is, there is no such thing. I know many stars are deeply offended by this term, since most work for years in the background before their big break. They build up small successes, such as TV commercials, small background parts, and theater roles, and all this hard work eventually leads to a major part. This is a great example of the small successes leading to a big success.

### **Can You Go the Extra Mile?**

I'm guessing the truthful answer to this question right now is no. However, over time and with the help of this book, we must change that answer to yes.

If you look at life's winners, whether they are great businesspeople, sports people, or show business celebrities, one of their strongest attributes will be their ability to go the extra mile.

Imagine you are a salesman. You've been out all day knocking on doors without any success. It's getting late, and you're tired. Do you give up and go home, or try those extra few doors? It could be that behind those extra doors is the commission you've been working all day for.

Successful inventors are very good at going the extra mile. Many top inventors and scientists kept going, even when everyone told them not to. The end result? An amazing new invention or discovery.

Famous explorers are well-known for their successes, but what most people don't know is that they have many failed explorations, too. However, I've observed that successful explorers don't let these failures stop them. As soon as one attempt fails, they plan their next attempt. They don't give up, and eventually one of their explorations is a success.

Many bestselling items we use every day were called stupid or useless at one time or another. If that inventor had given up because he had been rejected, all his hard work would have been wasted.

Do you know that many top-selling bands, like the Beatles and U2, were turned down by several major record labels? The Beatles were told they were losers and would never last, and we all know what happened to them!

When you go the extra mile, you will stand out and shine. Today, most people try to get by with the minimum amount of work or effort. That's why when someone goes the extra mile—especially in the service industry—the effort really stands out. I'll talk more about this later.

Now let's get back to you. As you read this book, you will be asked to put various plans into action. You will be asked to change the way you act and think.

You may meet resistance from the people around you, as they sense you are trying to change your life. They may accuse you of being stupid or insane, and advise you to give up. When things don't seem to be working out, they may say, "I told you it wouldn't work."

Like the famous inventors and explorers of history, you must learn to ignore these people. Stick to the plans outlined in this book and I guarantee you will prove them all wrong. People may put you down today, but when you drive past them in your new shiny Ferrari and they're standing at the bus stop, I guarantee you will be laughing louder.

*Your present circumstances don't determine where you can go; they merely determine where you start.*

—Nido Qubein

## **Breaking Free from Your Comfort Zone**

Right now, you are living in your comfort zone. This is what you are familiar with, and—if you're like most people—it involves commuting to a job you'd rather not do, then commuting home, watching TV, sleeping, and starting all over again. On the weekends, you do what you can with your meager pay, including buying a lottery ticket.

Most people see this as a normal and acceptable way to live.

What a waste of a life; yet millions of people are living (or *existing*) like this as you read this book.

Here's a quote to think about:

I go to work, I earn my bread,  
I watch TV and go to bed,  
Sunrise, sunset—year to year,  
Before I know it, winter's here.

—Denis Waitley

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This may sound harsh, but if you're truly honest with yourself, you will agree that 95 percent of the population live like this, possibly including yourself. Go to a train station during rush hour and see people running around like headless chickens. Look at the way they dress, their postures, their facial expressions. You can feel and smell the stress and pollution in the air. Is this the way you want to live?

Of course not! So why are you? Because you are stuck in your comfort zone, and can't imagine a different life.

We stay in our comfort zone because it feels normal to us, and we're scared of failure, embarrassment, and change. The majority of people accept a life that isn't great, and deep down believe that dreams, goals, and desires will only cause pain. They have lost all hopes of being a billionaire—they just want to earn a living and get by.

Benjamin Franklin once said, "Most men die at 25. We just don't bury them until they are 70."

Harsh but true. This is life in the comfort zone. Most of us have been brainwashed by parents, friends, teachers, the media, and our bosses to believe it's okay not to strive or achieve, and that it's better to stay exactly where we are.

If you're brave enough to break free of your comfort zone, I guarantee this book will improve your life. You can and will do better than you are doing today. I want you to be unhappy with your comfort zone. It's time for you to change and act. I want you to dream and reach for the stars. Today is the first day of your new life.

*When you reach for the stars, you may not quite get one, but you won't come up with a handful of mud either.*

—Leo Burnett

### Why I Want You to Succeed

Let me share a secret of successful people. We offer products and services that actually work and improve people's lives. If this book makes you a success, then you'll tell other people, and my sales will increase. If this book doesn't work for you, then you'll be unlikely to tell anyone about it, and probably won't purchase any more of my books or DVDs.

I believe success is always a good thing, and that other people's success will not affect me in any negative way.

This book is a win-win partnership. I really do want you to succeed and be happy.

As you change your life, there will be times when it feels as though it's you against the rest of the world. Remember that in me and this book you have a partner. I am on your side. So there's two of us against the rest of the world, and together I promise we can achieve anything.

Before we get started, I want to apologize in advance if I sound arrogant, rude, or harsh in any of the following text. I need to shake you loose of your negative thoughts and fire you into action—and this may require a kick in the rear.

I would also like to point out that I am the most equal-minded person you will ever meet. I want everyone to be a success, whether you are a man, woman, Black, Asian, green, pink, or whatever, so when I state "Him," "He" or "Man," and so on, it could equally be "Her," "She," or "Women," and so on.

### *We're Here to Learn, Not Have Fun*

If I had a dollar for every time I was told, "We're here to learn, not have fun," when I was at school, I would be a billionaire. Did you hear something similar when you were at school?

When I became an employee, it was the same again. "You're here to work, not mess around."

It sends a very clear message, doesn't it? Doing something worthwhile, like learning or earning money, isn't fun.

Well, I'm here to rebel. I believe you can learn, work, and have fun. In fact, I believe that if it's fun, it gets done. That's why this book is informative, but fun, too. So if you're not smiling right now, read the following, and see if you can lighten your mood a little:

Have you ever said something that doesn't quite come out how you meant it? Here are a few true quotes written on motor vehicle insurance forms or statements made to the police:

"Coming home, I drove into the wrong house and collided with a tree I don't have."

"I had been driving my car for 40 years when I fell asleep at the wheel and had an accident."

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Here's my favorite, apparently given to the police:

"The guy was all over the road. I had to swerve a number of times before I finally managed to hit him."

I hope you're smiling, at least a little.

The quicker that the learning-and-working-can-be-fun mentality sinks in, the quicker you'll finish this book and start creating success in your life.

So let's get started.