

Finding And Securing Your Next Career Made Easy



THE

hidden

step

*One, two, three, four, five
and you are back to work*

STEP ONE

Ignite Your Inner Fire

By Farhad Omidwar

Farhad Omidwar's

* * *

THE
hidden step

THE WORLD'S BEST EMPLOYMENT GUIDE
EVER ASSEMBLED

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By Farhad Omidwar

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“It always seems impossible until it’s done.”

— Nelson Mandela

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us. We ask ourselves, who am I to be brilliant, gorgeous, talented, and fabulous? Actually, who are you not to be? ... We are all meant to shine, as children do. We are born to make manifest the glory of God that is within us. It’s not just in some of us; it’s in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we’re liberated from our own fear, our presence automatically liberates others.”

---Marianne Williamson



I dedicate this book to my wife Mali, my friends at BJM, my little princess Delina, and all of her little friends who are cheering for their mommies and daddies to get back to work.

Step 1



This book accompanies a job search assistant who will be your guide.

how to use this book

Is knowledge really power? Knowledge you cannot use is not power. *Just* knowledge alone will not contribute to change. To turn knowledge into power, it must be practiced.

When you read a book or follow instructional material, attempting to decipher concepts shared can take too long; time you do not have when looking for employment. The Hidden Step series accompanies live assistance at stages where you need expert guidance. Use the live help when you need it.

Note: Icons are placed next to activities requiring help from an employment coach.



Summary

This icon will demonstrate the summary of each page



Schedule an appointment

Activities requiring expert help by an employment coach will be outlined by this icon. Schedule an appointment with your employment coach.



Click here to get more info

More information about an article will be available where you see this icon.



Reward Yourself

This icon will outline instances where major benchmarks are achieved. It is time to reward yourself.

You Did Well You do not perform surgeries on yourself. You visit a surgeon for that. When you need legal help, you consult an attorney. When your car breaks down, you hire a mechanic. Hiring a specialist saves time. To be successful at finding employment, one is more effective when hiring a specialist. By following this guide, you are showing the wisdom to use the expertise of a specialist to save time.

We applaud you for your decision.

“You do not live long enough to make all the mistakes yourself.”

how is this book different?

*To ensure this is not just another book on your shelf, each step accompanies **live assistance**.*

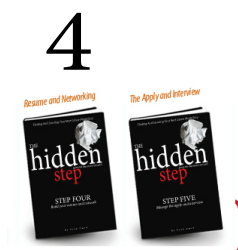
Information you cannot implement is of little consequence. Although it makes for a good read, time matters and we have a job to do.

Therefore soon after your download of this step (The copy you are reading now), your information is forwarded to a job search assistant. The assistant will contact you within about two weeks. This book is written as a guide. It is so simple to follow, you may not need the help of an assistant. Yet, it is available when you need it.



Steps One, Two & Three

A job search assistant will be your guide during steps one, two and three. The role of a job search assistant is to be there when you need help*.



Steps Four and Five

A career coach will be your guide during steps four and five. Writing your resume and preparing for the interview process requires a higher degree of expertise. Therefore, steps four and five accompany two complimentary sessions with an expert.

A job search assistant is prepared to help anyone serious about finding employment. Those who complete the exercises and move swiftly through each step receive the highest level of priority by our assistants. To contact an assistant, please write to support@necouncil.org

Our promise



It seems like today everyone is ready to offer job seekers the “silver bullet,” but when you follow and complete the instructions, you find yourself in the same spot, still looking.

Well-intended information not implemented is just that—information—and will not necessarily change your circumstance.

We do not profess that this book will change your life, nor will we promise you a silver bullet.

But we guarantee that if you implement every step, you will change your circumstance immediately.

Employers will contact you, interviews will be set, and forward progress will be realized. Job seekers with backgrounds ranging from entry level to executive management achieve success they had not dreamt possible.

Now it's your turn. Read on, start implementing, and begin experiencing it for yourself.

“We guarantee that if you implement every step, you will change your circumstance immediately. Employers will contact you, interviews will be set, and forward progress will be realized.”

Your are the highest priority

We realize time is of essence. Therefore, our job search assistants dedicate the highest priority to those who follow the process and move swiftly through each step. If you are ready to dedicate yourself for the next 14 days, we are committed to being a part of your success, 110%.



Step **1**

Welcome my friends. Together, we are about to embark on a journey that will bond us forever.

Helping you achieve success when pursuing a new career is an exciting endeavor for us both. We will come out of this experience friends and I am excited to be a part of your journey.

Have you ever wondered why some people move effortlessly from one great job to another while others struggle for years, eventually settling for just any job?

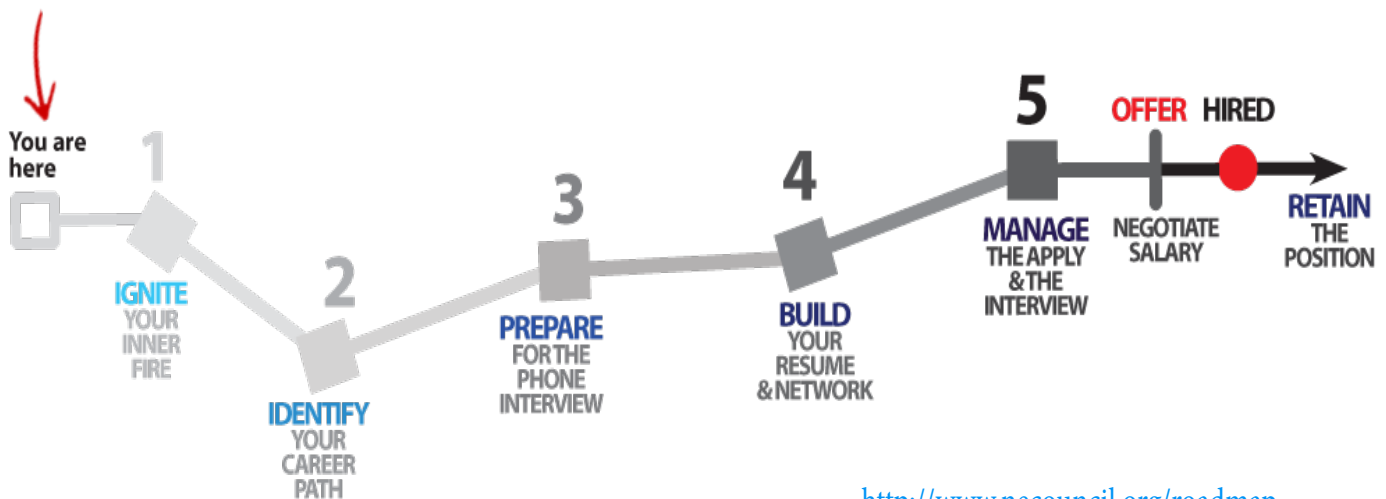
Being an executive employment coach for over twenty years and seeing first-hand tens of thousands of job seekers secure their dream careers, I used to wonder why some struggle while others land their dream jobs effortlessly. Was it their qualifications, who they knew, their ability to interview...?

Early on I realized that it had very little to do with the above. I noticed common traits successful applicants shared and that the steps they followed were identical. The secret behind the success of this program is simple: *Follow the patterns of other successful people and you will*

duplicate a pattern that will lead to producing similar results.

I have spent my life working with HR managers from some of the largest companies in America and by studying the pattern of successful applicants, I have identified common traits. Teaching those steps I have witnessed applicants from every walk of life and discipline secure careers they initially showed difficulty approaching. Coincidentally, those who remain jobless follow an identical pattern as well.

I have learned about what works and what does not. In this book, I promise not to share things you already know. I recognize how valuable time is for you. Nor will I try to somehow make this book about my experiences. Instead I will focus on moving you systematically through the process that leads to employment. Working closely with tens of thousands of job seekers and hundreds of hiring managers, I have mapped out patterns of the successful. This pattern is called the RoadMap™.



We test marketed the RoadMap™ in 2010 and thousands with backgrounds varying from executive management to entry level secured employment using this program. I am excited to witness you complete the RoadMap™, as I know at the end, I will have gained a new friend.

Farhad Omidwar

this is not your father's job market

And this gives you the edge



Summary of this page

Nothing can happen until you connect with employers in your industry. Connecting with employers today seems far more challenging than previously. But in reality, it is far easier today.

“Today, access provided by the Internet has afforded millions the opportunity to apply for the same jobs”

When you realize that very little will happen with your career unless or until you connect with employers in person, you recognize that sending resumes and not getting responses is only prolonging the process. Nothing can happen until you connect with employers in your industry.

There was a time connecting with employers was simple. Hiring managers' contact information was clearly outlined in every ad. Back then, employers wanted you to call them.

Today, access provided by the Internet has afforded millions the opportunity to apply for the same jobs instantaneously. As soon an employment ad is placed, employers are bombarded with resumes.

And because employers have a much wider reach to access talent, they must manage an enormous number of responses.

this is not your father's job market

“There was a time connecting with employers was simple. Hiring managers’ contact information was clearly outlined in every ad. Back then, employers wanted you to call them.”



Getting hundreds of calls from applicants whose Resumes do not even show the correct qualifications can paralyze an HR department. And in a global economy, as companies are working to remain competitive, many of the functions of HR and recruiting departments are replaced with talent-management software. For this reason, companies now mask their information and no longer welcome incoming calls from job seekers.

In addition, because most applicants have not had to look for employment for years, even decades, they are puzzled by the lack of response to the same resume they had no difficulty drawing attention to previously. Of course, the last time they had to look, strategies they followed worked. Following the same strategies, today's applicants find themselves lost.



what changed?

And this is all good news



Summary so far

Since nothing can happen until you connect with employer, your resume must communicate your skills so clearly, employers could find you.

“Your resume must communicate your message as clearly as you would in person.”

A lot has changed since the last time you pursued employment.

First:

Your resume now initiates the speaking for you—not you.

The last time you looked for employment, you had no difficulty connecting with the hiring manager. You showed up to the interview, shared your resume, and were present in person to expand on the content of your resume.

Now the first step in the process is that employers receive your resume—you are not there to speak about strengths that may be missing from your resume.

Most applicants find it difficult to communicate twenty years of experience on one page. Consequently, they leave relevant information out or include the wrong information as it relates to a particular position.

Employers can look only to your resume to determine your value as an applicant prior to making an invitation to an interview. They assess your levels of enthusiasm, aptitude for success, team spirit, and so forth, to determine that your soft skills are solid and equal to their assessment of your hard skills and experience.

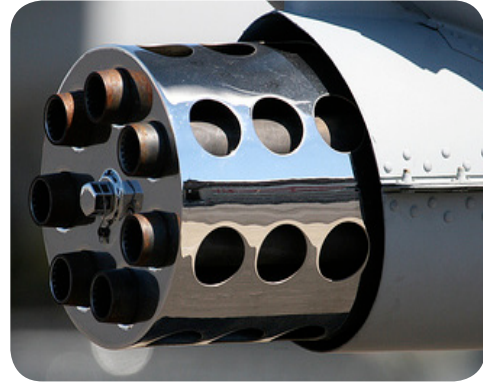
It is no longer enough to be just skillful at your job. To complement these core competencies, companies also look for compatible soft skills.

“There was a time your resume complemented your discussions and was used in conjunction with your conversation with the employer. Today your resume is used primarily to ignite an interest.”



Soft skills refer to personal qualities, habits, attitudes, social competence, and work ethic. Hard skills are those you use to be effective at your job. For instance, an accountant with strong relationship-building skills possesses both soft and hard skills. The hard skills are the accounting and the soft are the social abilities.

“In today’s job market, if you send your resume to ten employers and do not receive a response, continuing this pattern can keyword you out of more jobs. Some shotgun their resume out, hoping for a response. Today it is no longer a numbers game...”



Are you spraying your resume hoping it would get to someone? Anyone?

Therefore, the first major change is that your resume must communicate your message as clearly as you would in person. You must clearly communicate your soft and hard skills in a manner that instantly separates you from everyone else.

What is a Scanner?

Today employers use sophisticated talent-management software to manage the volume of resumes received. If your resume is not recognized as a match after being scanned, it may be scanned out (depending on the type of software used) for 3 to 12 months. This allows other applicants to apply for the same positions without clogging the system.



Second:

What is the first step anyone follows when they start looking for work? Update a resume, and send that *resume* to as many employers as possible. This common pattern is a formula that guarantees extended unemployment.

Continuing to send out a resume to which no employers have responded can eventually scan you out of jobs in your area.



It is no longer a numbers game. In today's job market, if you send resumes to ten employers and do not receive a response, continuing this pattern can keyword you out of more jobs.

If the first ten viewed your resume as a match, they would have called you. Employers are just as eager to fill their open positions as you are to secure

them. If the first ten did not view your resume as a match, chances are other employers won't either. Therefore, stop the two step process everyone else is following Now, and take the steps in this series to stand out immediately.

The first step is to assess or budget our motivation which is the fuel we need to continue forward progress. Let's get started with Step One.

Step One

IGNITE YOUR INNER FIRE

ignite your inner fire STEP ONE

three ingredients of success

you are the person others want to be

“This is a time when an unemployed person with a genuine idea can create a company like Netflix and bring a large competitor such as Blockbuster to its knees.”

Why you? Why now?

We live today in remarkable times. We have advanced more within the past twenty years than we have in the entire history of mankind, providing us with opportunities that were not available previously.

We live in a time where a 19-year-old college dropout can create a 60 billion dollar empire called Facebook in less than seven years. This is a time when an unemployed person with a genuine idea can create a company like Netflix that brings a large competitor such as Blockbuster to its knees. This is an era that human beings have dreamed of and looked forward to for thousands of years.

We are particularly fortunate to live in the richest land

three ingredients of success



“This secret formula changed my life 20 years ago and I have since witnessed it change the lives of thousands of others.”

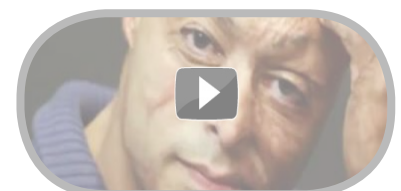
that ever existed, a land of abundant opportunity for everyone.

Sure times can get hard. Economies change, businesses close, jobs are lost, neighborhoods suffer, but we forget that we have been there many times before. And we have a proven track record for the comeback every time. Americans are the most resilient people any culture has ever seen.

Of course our environment tells us otherwise. Well-meaning people from the, media, friends, family, and teachers can plant suggestions that are untrue. And they will remain untrue until you accept them and then that becomes your reality. Our environment does a very good job in painting a picture convincing some that the sky is falling. Some people are very good at selling bad news. And believers react to this news as if the sky is really falling. And when we believe it, we start reacting to it as if it was reality.

Watch this clip

<http://www.necouncil.org/video-it-is-your-time.html>



“...People who are given stimulants and told they are given relaxants, invariably begin to feel drowsy.”

PLACEBO effect is real

Auto-suggestion has tremendous power. Decades of studies have shown that when a false idea is believed, it has the same power over you as reality does. The suggestion that age or race prolongs unemployment holds little merit, yet when you buy into the idea, it impacts your results as if it is reality.



NOTE: *In a study, passengers on a ship were told they looked pale. Eighty-two percent of those involved suddenly felt sick. A remarkable study was done on schizophrenia. One case involved a woman with dissociative identity disorder (“split personality”) who had normal blood sugar levels. But when the personality who has diabetes was present, her whole physiology changed to become that of a diabetic. In a similar way, there have been numerous studies where a person is touched with a piece of ice and told that it is a piece of hot metal, and blisters developed at the point of contact. You may have heard of the placebo effect. One remarkable placebo study concerned a group of patients who have ulcers. They were divided into two groups. People in the first group were told they were given a new drug that would produce absolute relief. Those in the second group were told they are given an experimental drug and little was known about its effects. Seven percent of the first group had similar results. Only 25% of the second group had similar results. In both cases patients received a drug with no active properties. The only difference was the belief adopted. Even more remarkable are studies of people who are given stimulants and told they are given relaxants; invariably they begin to feel drowsy. You are impacted by ideas fed to you by your environment that you accept as true. Of course ideas can impact you only when you accept them.*



Summary so far

Your thoughts have tremendous power. Decades of studies have shown that when a false idea is believed, it has the same power over you as reality does. The suggestion that age, ethnicity, the economy (fill in the blank), prolongs unemployment holds little merit, yet when you buy into the idea, it impacts your results as if it is reality.

I hear more people blaming the economy for remaining unemployed than any other reason.

A gentleman once approached me at a seminar to sell me on his suggestion about how his color will keep him from being employed. I instantly thought about an African American woman from nowhere who lost her job at a television station and was told by the station that she will never work again. Today she is the richest woman on the planet. You know her. Her name is Oprah Winfrey.

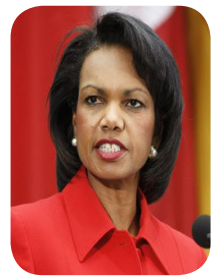
And the last time I checked our 44th president happens to be African American. In fact if you look back in history, you will find that success comes in all colors.



Barack Obama



*Indra Nooya
CEO of Pepsi*



Condalisa Rice



Colin Powell



Oprah Winfrey



*Andrea Jung
CEO of Avon*



*Ursula Burs
CEO of Xerox*

A job seeker e-mailed me once with the following:

“I don’t have a job at this time. The economy is really bad, there is no jobs out there. I don’t want to go to anymore career events when there is no jobs at all.”

This is her actual message in her words. My experience has consistently shown that the economy has nothing to do with finding employment until or unless you believe it does. You have probably heard the story about the hot dog vendor.

The Hotdog Vendor Story

A man sold hot dogs by the side of the road. He was hard of hearing, so he had no radio. He had trouble with his eyes, so he had no newspaper. But he sold good hot dogs. He put up a sign on the road, telling how good they were. He stood by the side of the road and cried, “Buy a hot dog, mister!” And people bought. He increased his meat and bun order, and he bought a bigger stove to take care of his trade. People loved his hot dogs. He got his son home from college to help him. But then something happened. His son said, “Father, haven’t you been listening to the radio? There’s a big Depression on. The international situation is terrible, and the domestic situation is even worse.” The father, amazed by this new information, thought, “Well, my son has gone to college. He listens to the radio and reads the newspaper, so he ought to know.” So, the father cut down on the bun order, took down his advertising sign, and no longer bothered to stand on the side of the road to sell hot dogs. His sales plummeted. “You were right, son,” the father said to the boy. “We are certainly in the middle of a Great Depression.”

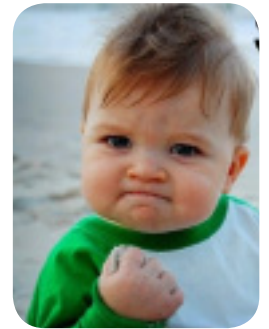




Summary so far

We live in the richest land that has ever been known. Despite this, 90% of the people you meet will never succeed. Why?

We live in a country that affords more freedom and rights than any other nation. Freedom to choose your career and be in control of your own destiny. People flock from every corner of the world to settle here. We attract the best minds from around the world, and have the best technology, most diverse culture, and richest talent any country has ever assembled.



This is all true and so is this.

Ten percent of Americans are responsible for ninety percent of its success. Ninety percent of the people you meet will not become a success. US government statistics show that 90% of all US citizens at retirement will need the government to support them for basic necessities such as food and shelter. Although the economy changes, this statistic has remained the same for centuries.

“One will be rich, four will be financially independent, six will be still working, and eighty nine will be broke.”

Which group will you be a part of?

NOTE: *A job seeker was convinced that the reason he is unemployed is his advanced age. That had become his truth. We all know that age today is an asset. Being seasoned is viewed by most companies as having wisdom that can act as a buffer between management and team members who are younger and showing difficulty getting along with management. Older people often carry their own insurance and possess multiple skills and experience all packaged into one.*

Read more about this in the July edition of Best Jobs Magazine.



Summary so far

Most people never learn how to become financially independent in the richest land that has ever been. Only a small percentage acquire the keys to success. Consequently, ten percent of Americans are responsible for ninety percent of its success. You can become a part of this group.

Let's take a look at a hundred individuals at the age of 25; they all believe they are going to be a success. If you were to ask any of them if they want to be a success, they would tell you they do.

At that age, there is a certain sparkle in their eyes and life seems like an adventure to them. But, by the time they are 65, one will be rich, four will be financially independent, six will be still working, and eighty-nine will be broke. What happened to that sparkle in their eyes? What's become of their dreams, their hopes, and their plans, and why is there such a large difference between what these individuals intended to accomplish and what they actually did?

Most people never learn how to become financially independent in the richest land that has ever been. Why? Well the answer is pretty clear. Only a small percentage acquires the keys to success.

“The difference between those who succeed and those who do not is that successful people activate these qualities.”



Have you ever wondered why so many people work so hard without any significant progress? And others don't seem to work hard yet seem to get everything they want. Everything they touch turns to gold. Have you ever noticed a person who becomes successful tends to continue to succeed? Have you noticed a man who is a failure tends to continue to fail?

I have spent years researching the work of the most successful people of the last two centuries, reading over 450 books on this subject, and I discovered something astonishing. This book is about that discovery. I found that successful people share common qualities that are visibly apparent on the surface. But there are three qualities that are not visible, which all successful people share, and which is the key to their success.

These three qualities are within us all. The difference between those who succeed and those who do not is that successful people activate these qualities. It is these qualities that enable a person to develop the essential qualities to success. Without these three qualities, success is seldom achieved. With them a person can become a leader in any area.





Summary so far

We live in remarkable times. We live in a time where a 19-year-old college dropout can create a 60 billion dollar empire called Facebook. At the same time, we are also all surrounded by negatively conscious people who will tell you otherwise.

“Your motivation is the key to your success.”

The three ingredients of success

If there were a way to rate one’s motivation (1 as being least motivated and 10 as being most), where do you rate your motivation throughout the week?

If there existed a gauge, where do you typically find the needle for your gauge? Where do you think it is for the average person? You would probably say it fluctuates but typically it sits between 4 and 6.



And what moves the needle? Usually some exterior circumstance—something that happens to us. Being offered a job paying twice your minimum salary requirements will spike that needle to a 10. Continued joblessness can lower it every month and eventually drop it to a 2 or lower.

this secret will change your life



What if it was possible to be a 10 regardless of what happened to us?

Imagine remaining motivated, excited, and feeling ambitious from the moment you opened your eyes until you went to bed.

What if it was possible to feel enthusiastic and focused all the time? How would feeling at a 10 level every day impact your life? How would it influence your search? What if I told you this was possible?

Motivation acts as the fuel moving you forward. Without motivation, your pursuit comes to a halt. A Lamborghini with more than 600 horsepower under its hood, without fuel, will remain in place. You may have more than 600 horsepower under your hood and without fuel, you will stay right where you are, too.

“A Lamborghini with more than 600 horsepower under its hood, without fuel, will remain in place. You may have over 600 horsepower under your hood and without fuel, you will remain right where you are too.”





Summary so far

There are three ingredients successful people share. You too have them. Those who succeed learn to activate them. Others keep them dormant.

Motivation occurs automatically through a structured chemistry when the three ingredients are present. Put these three in place consciously and you will feel your motivation at a 10 every day. And just as with other mechanisms, they operate independently of your conscious thought. However, you have to do something consciously for it to complete its function subconsciously.

“When the chemistry is present, you feel motivated, focused and happy.”

Your digestive system operates when you choose to eat consciously. For instance, to eat an apple rather than an orange, the choice is a conscious one. However, when the apple reaches your stomach, chemical reactions go to work to systematically process the food. That process is subconscious and automatic.

This automatic mechanism that forms motivation is functional until we learn to disable it. Negative feedback from our surroundings—such as from

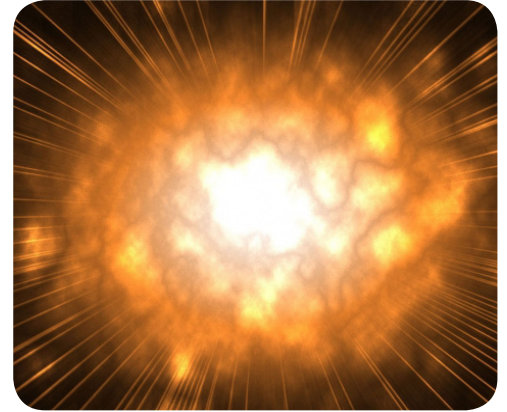


this secret will change your life

childhood friends, teachers, siblings, and parents— disables this mechanism and consequently turns our success mechanism into one of failure.

The chemistry which produces motivation occurs similarly to the chemistry of matter. A chemist can have three elements, none of which has active properties. Combine two, and you may still get nothing. But when you add the third, as a result of this new chemistry, you get a whole new compound or mixture with brand new qualities.

When the chemistry is present, you feel motivated, focused and happy.



NOTE: *Dr. Maltz found that humans are born with an automatic goal-seeking guidance system that drives us subconsciously to pursue and achieve those goals we think about the most. Whether negative or positive, when you think about a goal, your automatic guidance system is programmed to move you toward that goal, just as a guided missile pursues a target. His findings have been translated into 30 languages, and his book “Psycho-Cybernetics” has been a best-seller for more than 40 years and studied at universities such as Harvard and Princeton. Using his findings, thousands have moved from rags to riches; world-renowned speakers such as Anthony Robbins, Tom Hopkins, Zig Ziglar, and Warner Earhart all regard him as an important influence. I highly recommend his book.*

These emotions are highly explosive, however all three ingredients must be present. For instance nitroglycerin is an explosive created when you combine different elements. But individually, the elements that form nitroglycerin have no explosive properties.

The secret is the magic you feel when these three elements are present. I will first tell you about the three ingredients individually. Then I will show you what it would be like if you had them present right now.

The three ingredients to success. Let's get started.

ignite your inner fire

STEP ONE

The Hidden Step

this is your time

how will others remember YOU long after you leave earth

“This system acts as a guidance mechanism to steer us toward a selected goal”

In the past forty years science has made remarkable advances in learning about the human brain.

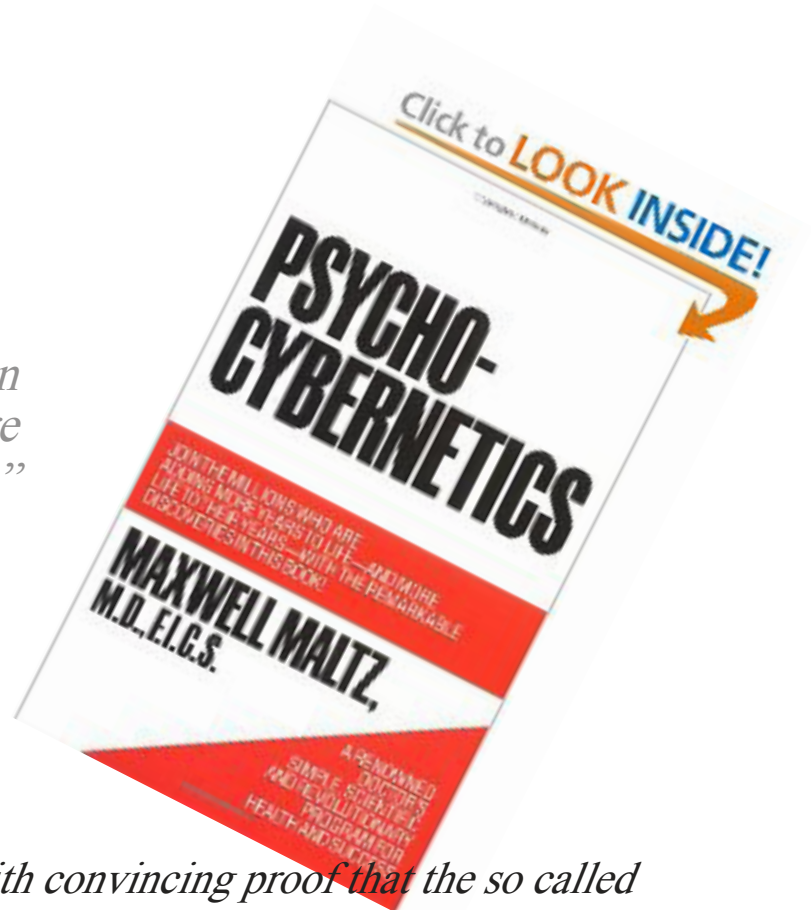
One study in particular was directed by Dr. Maxwell Maltz, a world-renowned surgeon who made amazing discoveries. His study showed that the human brain is a highly complex biological goal-seeking device.

Working together with the nervous and muscular systems, it acts as a guidance mechanism to steer us toward a selected goal.

In his best-selling book, *Psycho-Cybernetics*, Dr. Maltz shares his findings:

this is your time!

*“We are more than
creatures, we are
creators.”*



“The new science has furnished us with convincing proof that the so called subconscious mind is not a mind, but a mechanism—a goal-striving guidance system consisting of the brain and the nervous system which is directed by the mind.”

Observe any creature and you will discover evidence of a mechanism put there by its creator to help it achieve goals. Of course to creatures and animals a goal is merely survival. And they have been programmed to succeed at achieving their goal. A bird for example, in order for it to succeed, is instinctively capable of recognizing when cold weather is imminent and travels to a warm climate even though it may be thousands of miles away, sometimes over open seas. The bird does not take courses in navigation. It does not rely on TV or newspapers for weather reports, nor does it need a map or a compass. It is programmed to survive.

We differ from animals in that animals do not select their goals. Their goals are preset through instinct. We are more than creatures, we are creators. Because our goal is more than just survival, we possess a mechanism that is more complex than that of any creature on this planet. It has the capacity to solve problems, invent, and most importantly, allow us to select certain goals and guide us toward their achievement.

this is your time

Using this power, humans have achieved amazing heights. We have traveled to the Moon, observed planets millions of miles away, explored the deepest oceans, climbed the highest mountains, and developed remarkable technologies that enhance the quality of our lives.

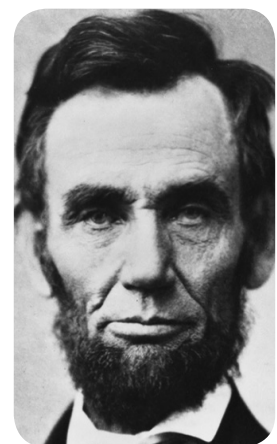


History is full of examples of ordinary people who have used this power to achieve extraordinary success. Abraham Lincoln is a prime example. Here is an ordinary man, uneducated and poverty stricken, who overcame numerous defeats and setbacks to become one of the most influential leaders our country has ever seen. Abraham Lincoln's road to success was not free of challenges. He failed in business at age 24, was defeated for legislature at 25, failed in business again at age 28, suffered the death of his sweetheart at 29, suffered a nervous breakdown at 30, was defeated for speaker at 31, lost an electoral race at 32, lost a congressional race at 34, lost another congressional race at 39, lost a senatorial race at 41, lost a vice presidential race at 45, was defeated in a senatorial race at 47, and was elected president at age 51.

In fact our culture is full of examples of individuals with disabilities who used this power to achieve remarkable success. Helen Keller was deaf and blind but



Moon landing



Abraham Lincoln

this is your time

this did not stop her from becoming a highly prolific writer. Franklin Roosevelt had polio yet managed to become the 32nd president. Albert Einstein had dyslexia, which made it challenging for him to focus. He could not speak until he was 4 or read until he was 7, his teachers described him as mentally slow and unsociable, he was expelled from high school, and was refused admittance to the Zurich Polytechnic School.

Studies show that talent is not genetic, it is learned. You may object to such stories claiming certain individuals have special talent or genetic qualities. People who achieve success, some capable of motivating nations, are not initially any different from you and me. They choose an action they are passionate about, and with relentless dedication, pursue it until they become the best at it.

Michael Jordan, arguably the most talented basketball player of all time, was not born with this talent. Did you know that he failed to make his varsity basketball team...twice? Undaunted, to gain skill, he practiced basketball eight hours a day. He did this until the day he retired.

Tiger Woods, a highly talented golfer, was not born with that talent. He began practicing golf before he was two years old; he's now in his mid-thirties and still practices nearly twelve hours a day.

Sure we are all different. We possess special attributes that



Rare picture of Franklin Roosevelt in a wheelchair



*Albert Einstein
1905 - Zurich*

this is your time

are unique to us. But we are born with a brain that is designed to function identically in each of us. Each organ in our body, including our brain, is dedicated to perform the same functions for everyone. Just as the heart pumps blood for everyone, the mind has been programmed to generate powers you need to succeed.

You may not be as tall as Michael Jordan, or as fortunate as Tiger Woods, but you do have the same mind power. Our mind comes as standard equipment at birth and is programmed to turn you into a master at any action you repeat diligently.

But you know what happens: people limit and restrain this mechanism. In fact it is common knowledge among experts that on average, people use less than 2% of their brains' capacity. Just as your organs can suffer from dysfunction, your mind can become inhibited.

Since birth you have received negative information from your environment that restrained this mechanism. I was reading somewhere that for every one positive input we receive about ourselves, we also receive one hundred negatives. Negative information restrains the mind and prevents us from activating programmed functions designed to help us achieve goals.

Messages we hear as children suggesting that we are inferior or unworthy will cause us to underrate ourselves.

“It is common knowledge that on average, people use less than 2% of their brains’ capacity.”



this is your time

We are not born limited. We are born with powers beyond measure. We learn to become limited.

A famous philosopher said that the opposite of courage is not cowardice but conformity. We conform to our environment and learn to act as everyone else. And unfortunately most people learn to act as the 90% who fail.

As children we have no notion of quitting. In fact, children are born with two instinctive fears. Fear of falling and fear of loud noise. All other fears are learned responses. My 5-year-old nephew will go through walls to get what he wants. He is fearless. Have you ever observed a baby learning to walk? The baby will fall, but will never stay down.

You become relentless when you understand the three ingredients, the keys to success. Let's learn about them next.



“We are not born limited. We are born with powers beyond measure.”

ignite your inner fire STEP ONE

ingredient one - a goal

you do not achieve goals by using will-power

“We were put on this planet to achieve and were given all the tools necessary to win.”

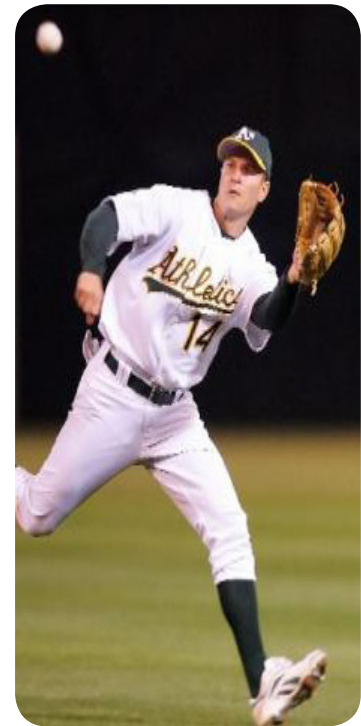
We are born as goal-seeking creatures and at birth are afforded the necessary tools to achieve our goals successfully.

Your brain, nervous and muscular systems form an intricate goal-seeking device. Dr. Maltz refers to this as your success mechanism. We were put on this planet to achieve. Like a computerized interceptor missile, this mechanism pursues a goal, making continuous adjustments along the way until the goal is achieved.

To illustrate this adjustment, Dr. Maltz writes, “Just as a baseball player catching a fly ball, a center fielder constantly adjusts before catching the ball. The player must take into account many factors. Speed of the ball, its direction, wind, its curvature and decrease in veloc-

ingredient one - the goal

ity. He must make these computations instantly and begin to move. Next he must compute his running speed and direction in order to arrive at the point of interception at the same time as the ball.” Without the ball present, this mechanism does not engage in computations necessary to catch a ball. The computations occur automatically when the baseball player decides to catch the ball. Similarly, when the goal is vividly visualized, this mechanism is turned on. It starts engaging all the necessary mechanisms within you that would otherwise remain dormant.



When it is turned on, you feel motivated. When you feel motivated, you achieve. When you are achieving, you feel energized, rejuvenated, and alive. Without a goal, we lose our sense of purpose and eventually lose our sense of direction.

Study after study over the past decades has shown that those who retire and stop achieving, die within 5 to 7 years. Those who continue to work live longer and healthier lives. A recent study featured in a British medical journal was stunning. The study included men and women who retired at ages 55, 60, and 65 or who were actively working at ages 55 or 60 between January 1, 1973, and December 31, 2003. Overall, the researchers reported that 80% of workers who retired by age 55 died by age 65, and



ingredient one - the goal

72% of workers who retired at age 60 died by age 65. The researchers concluded that employees who retired and stopped working tripled the mortality risk of those who continued working. But you do not have to rely on research to know how important goal achievement is.

“Pretend for a moment you took a pill that made it impossible for you to fail. You could not fail at any goal you chose to pursue. What goals would you pursue before you die?”

Pretend for a moment you took a pill that made it impossible for you to fail. You could not fail at any goal you chose to pursue. Now, get your notepad and start creating your goal list.

Go to **Exercise One** (next page): Create a list of goals you will achieve within the next 12 months (take into consideration time and the fact that you cannot fail). Examples: Get a job, Pay off my credit card debt, etc...

Then, go to **Exercise Two**: Create a list of goals you want to achieve in your lifetime.

Examples: Go to Italy, own a mansion (mortgage free), own my dream car (loan free)...

When you are done, continue to ingredient number two.



ingredient one - the goal

Exercise #2

Identify Your Long-Term Goals

Instructions: Create a list of your long-term goals.

What are long-term goals? Goals that are achieved in your lifetime

Example: *Create a non profit and help raise two million dollars for the homeless in my state*

Important: Review your goal list daily.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____

ignite your inner fire STEP ONE

ingredient two - desire

desire is really passion; the passion you have towards your goals



Desire is the passion you feel for a goal, the energy you feel within when you are excited about something. Think back to a time when you were totally excited about something. Maybe you achieved an A in school, or received a promotion. The explosion of emotions you experienced was the desire you had for the goal you achieved.

Sometimes we set goals we are not really excited about. Maybe we want to impress someone or are forced to pursue a goal we do not really desire.

Pursuing a goal to impress others or maybe satisfy a loved one does not create this chemistry we referred to in the previous pages. Once the goal is set (review your short-term list), check to ensure you possess the desire to achieve each goal.

ignite your inner fire STEP ONE

ingredient three - belief

belief is the ingredient that is missing most of the time

*“If your mind
can conceive it,
you can achieve
it.”*

Napoleon Hill

*This is the most important of
the three.*

When you add the element of belief, you create the chemistry within resulting in emotions that are natural, explosive, and plentiful. To demonstrate how powerful this mixture is, I want you to experience something very powerful. Stay with me here.

I am going to present you with a scenario. I ask that you imagine vividly what I am presenting to you. Go to a quiet place, maybe a room in your house or office, and close the door. Be sure you are alone and free of any distractions. When you have total silence, read the scenario from the next page.

Note: In order to feel the emotions I am looking for you to experience, you must imagine the scenario is happening to you right now, as opposed to watching it happen to a third party.

STEP ONE

ingredient three - belief

Go to a quiet place and when you have absolute quiet, imagine the scenario is happening to you right now. Then continue with the next page.

SCENARIO:

Imagine a check for **10 million** dollars. You are offered this check if you agree to do an assignment for **30 DAYS**. The assignment is fully ethical, lawful, and has to be completed at 6:00 a.m. daily. If you choose to complete this **assignment**, you will be handed this check. Will you be motivated to **participate?**

The **first question** that may come to your mind is, "What is the assignment?" *The assignment is to wake up at 6:00 a.m. every day and run or walk one mile.* Do that for 30 days, and on the 31st day you are 10 million dollars **richer**. Presuming this is happening to you this moment, how do you feel toward the assignment? Stop and think about it. Tomorrow morning you begin a thirty-day assignment leading you to **financial freedom**. Think about **emotions** you are experiencing. You probably agree that the emotions you are experiencing are excitement, **exhilaration**, and motivation. You also feel extremely **happy** and even relieved, all at the same time. Furthermore, these **powerful** emotions continue to **intensify** as you get closer to the **goal**. Think about it—twenty days later, will you be less or more **motivated**? Obviously more; with just 10 days to go, as it gets closer to the goal, you become more and **more** motivated. Every day you **FEEL** more powerful. Little things that maybe were irritating to you before this assignment now seem trivial. **Where** did these powerful emotions come from?

continue on the next page

ingredient three - belief

Go back and read the scenario again. Really think about it and the emotions experienced. One may think, “Well it must be the money. Ten million dollars can create these emotions for anyone.” Actually, the money has nothing to do with it. Suppose you completed the task for 30 days experiencing powerful emotions, yet at the conclusion you learned that this was all an experiment and that there was no money. You were presented with warm congratulations, a certificate of completion, and a pat on the back. Although disappointed, you find that being emotionally resourceful for 30 days had nothing to do with presence of money, but with your mind sustaining the thought of the money (the goal).

As soon as the idea of the money (Goal) was presented, and you made the decision to move forward feeling passionate about the assignment (Desire) and believed that you could run one mile daily (Belief), your automatic success mechanism kicked into action creating powerful emotions to aid you in achieving the goal.

And as long as you believe the goal is within your reach and do not participate in consciously restraining this mechanism by providing negative feedback, powerful emotions continue to brew.

“As long as you believe the goal is within your reach and do not participate in consciously restraining this mechanism by providing negative feedback, powerful emotions continue to brew. These emotions move you toward the goal with little will power or conscious effort necessary”

ingredient three - belief

“History is full of examples of ordinary people who achieved the extraordinary following this formula.”

So here is the secret formula:

Vividly imagine a goal, be sure you are passionate about achieving it, and convince yourself that you can achieve it.

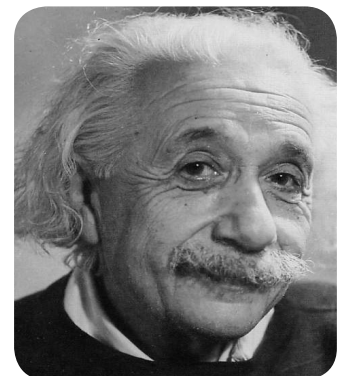
History is full of examples of ordinary people who achieved the extraordinary following this formula. Helen Keller, one of our most prolific writers, was deaf and blind. Albert Einstein was categorized by his teachers as mentally slow. His teacher told his father, “It does not matter what he does. He will not amount to anything.”

Michael Jordan followed this formula to become of the greatest basketball players of all time. Some argue that natural talent is responsible for his success on the court. As a sophomore, instead of giving up after failing to make the team, Jordan used his conviction to spur himself to greater achievements, practicing hour after hour on the court. Known for his 12-hour practice days, he said, “Whenever I was working out and got tired and figured I ought to stop, I’d close my eyes and see that list in the locker room without my name on it, and that usually got



Helen Keller

One of history’s most prolific writers was deaf and blind.
“The most beautiful things in the world cannot be seen or even touched—they must be felt.”



Albert Einstein

His teachers considered him mentally slow.
“Imagination is more important than knowledge.”



Michael Jordan

Was cut from his varsity basketball team twice.
“Fear is an obstacle for some people, but it is an illusion to me.”

ingredient three - belief

me going again.”

Arnold Schwarzenegger was asked in an interview to describe his secret to success. He responded, “I was successful because of the belief in myself.” As a young man in Austria he once told a friend, “One day I will go to America, become an international movie star, and marry a Kennedy.” He did all three.

This formula has been behind every great achievement. For centuries people wanted to fly but did not believe a man made bird could defy gravity. It wasn't until two brothers believed it to be possible and a decade later their invention inspired others to believe. Within a few years of their first successful flight, the Wright brothers made air travel an everyday reality all over the world.

Sending a document across phone lines was not believed possible by many until Alexander Muirhead created a device called a facsimile.

“One negative person can influence ten positives. You would think it would be the other way around...they get practice.”



Alexander Muirhead

When you think about any great achievement, modern or ancient, you realize a goal desired came to fruition only when someone believed.

Of course we are surrounded by non-believers. And sometimes they influence us in thinking how impossible everything is. They say that one negative person can influence ten positives. You would think it would be the other way around. Negative people are very effective in influencing others because they get practice. Those who are positive usually carry themselves

ingredient three - belief



Wright brothers

in a calm cool manner and do not speak about their thoughts. But negative people spew their negativity every chance they get.

Negative suggestions can have the same power over you as the suggestions of a hypnotist. Have you ever witnessed a presentation of hypnosis? Under hypnosis, a championship weightlifter cannot lift a pencil from the desk, although he can normally hoist a 400-pound weight over his head; and a football player becomes incapable of lifting his hand from a tabletop, no matter how hard he tries. The hypnosis does not weaken the athletes; they are potentially as strong as ever. However, the hypnotist inserts

limiting beliefs that impact their performance.

Years ago I attended an exhibition of hypnosis in Connecticut State University. Many from the audience were hypnotized to perform tasks they originally did not think possible. One woman was very shy; once hypnotized, she spoke in front of an audience of 500 as if she were a pro. One man who was rather frail was asked to break a brick in half. He tried a couple of times unsuccessfully. Under hypnosis he was told he is a brick-breaking champion. Amazingly the suggestion began to change his physiology. His chest inflated, his back straightened, and his facial expressions became visibly confident. In minutes he put the brick on his knee and within several attempts broke it in half. Once conscious, he did not believe he was the one who broke the brick.

That evening the hypnotist made a comment that I have carried with me ever since. He said, "What you saw here today is not demonstrating the

ingredient three - belief

magic of hypnosis. It is a demonstration of hypnosis releasing abilities that are already there, being locked up within each person. These abilities are always there even after you wake up.” You can say the hypnotist actually de-hypnotized them from their own limiting beliefs.

Every human being is hypnotized to some extent, either by ideas he has accepted from others, or ideas he has repeated to himself. If you have accepted any idea (feedback you give to yourself, feedback from your teachers, friends, parents, and others around you) and are convinced those ideas are true, it has the same power over you as the words of the hypnotist.

De-hypnotizing yourself will afford you access to powers you already possess, allowing you to consider goals you may have not even thought about pursuing before.

When you set a goal that you desire and believe it to be within your reach, you set in motion a process that is

highly explosive. When practicing this formula, the seemingly impossible is viewed as within reach, and your success will eventually inspire others to think the same.

For centuries humans tried to run the one-mile distance in under 4 minutes. In ancient Rome, lions were released to chase runners, motivating them to run the mile in under four minutes.

“If you have accepted any idea from your environment and are convinced those ideas are true, it has the same power over you as the words of the hypnotist ”

Athletes from different generations, using varied techniques, tried for thousands of years, all without success. Eventually, scientists researching the human physique arrived at a startling discovery.

They learned that this goal is impossible to achieve. They concluded that the human skeletal system does not support a person running that fast; it was

ingredient three - belief

determined to be impossible.

When this became common knowledge, people stopped trying and this belief persisted until a British doctor became passionate to achieve this goal. In 1954, overcoming a barrage of obstacles, he ran the mile in under four minutes. When interviewed he said, “I always believed it to be possible.”

Read the entire article in the April edition of Best Jobs Magazine.
<http://www.bestjobsmag.com/editions/april2011/>

After Roger Bannister proved this to be possible, that year three others ran the mile in under four minutes. And since then, thousands more have accomplished the same previously “impossible” goal.

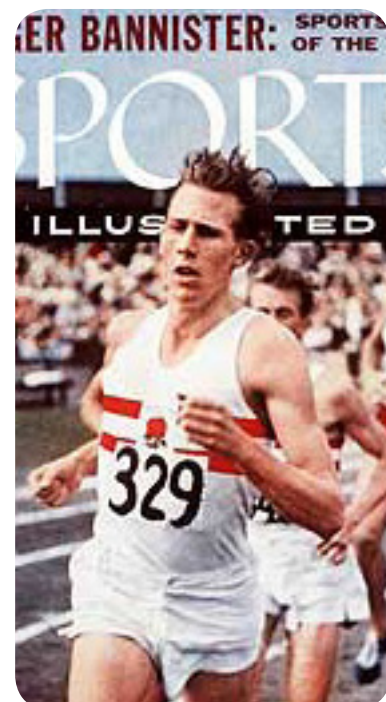
Bannister had a *goal* he *desired*, and *believed* it to be possible. This gave him the motivation he needed to achieve this goal.

Going through the process of finding a career impacts one emotionally and eventually gets to everyone. Diminished motivation, lowered enthusiasm,

and loss of hope creep in slowly. As powerful as a sedative, this perceived state of helplessness first paralyzes the creative mind and can then immobilize the body.

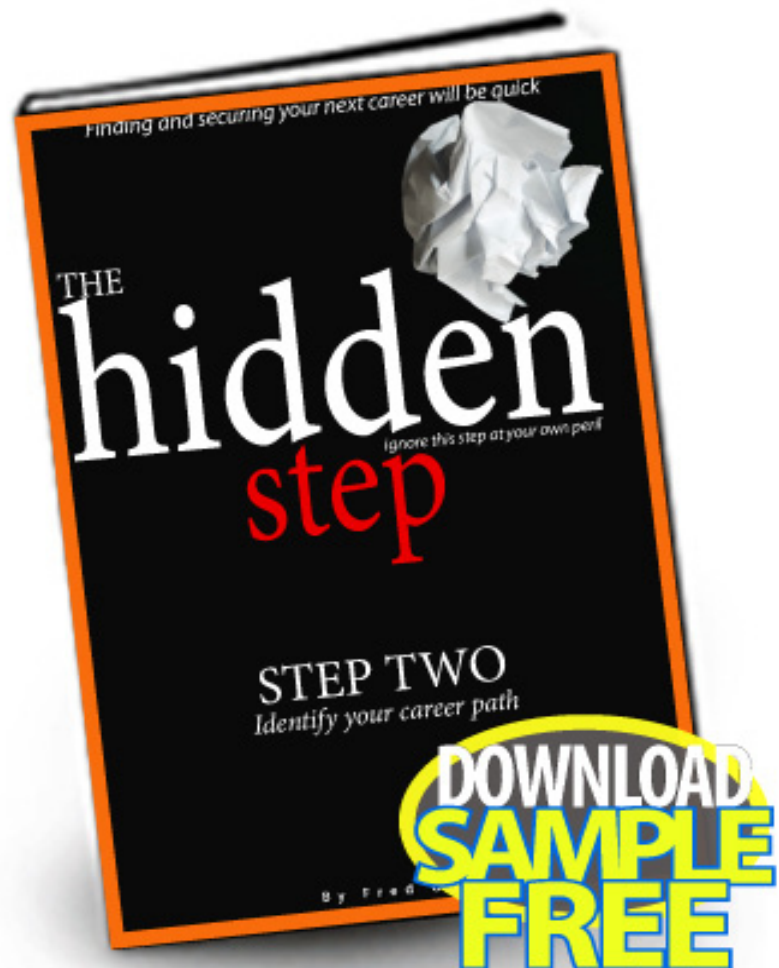
To become as powerful as the most successful people of our generation, we are going to engage in a series of quick and easy exercises. These drills will kick-start your motivation machine.

Let's get started with the exercises.



Roger Bannister

When you are done completing the exercises, proceed to Step Two. At Step Two, together we will plan your career path. This is important prior to starting the resume. <http://necouncil.org/thehiddenstep>



Note: Although beliefs change in an instant, changing some beliefs can be challenging because, no matter how limiting they may be, they are held sacred. In India cows are considered to be sacred to over 85 million Hindus. They hold beliefs that cows are holy; they roam and wander wherever they want. They can block traffic for hours and interrupt daily business practices.

In certain parts of the Middle East, millions of people believe a sneeze has religious implications. If you sneeze once, you must stop whatever you are doing or you may experience negative consequences in the future. Business transactions that involve millions of dollars have been canceled over one sneeze. Beliefs similar to these have held nations back from advancing into the twenty-first century. These beliefs are transferred from generation to generation; change is rejected when it would alter what people hold as sacred.

Do you have beliefs that you hold sacred that are holding you back? Can you identify them?

ingredient three - belief

EXERCISE #3

Daily Phrases

It is impossible to go through life without thinking. We are always thinking. When you think, your thoughts magnetize you, attracting people and circumstances that harmonize with those thoughts. You are where you are today based on thoughts you have allowed into your head. This has been common knowledge for centuries. Throughout the years, philosophers, scholars, wise men and women, and teachers have disagreed on various subjects, however they all agreed on the following: *"We become what we think about."*

The great Roman general **Marcus** said, "A man's life is what his thoughts make of it."

Confucius, the great Chinese philosopher said, "With meditation humans can plant thoughts that create life."

Earl Nightingale said, "Think and you will become."

Ralph Waldo Emerson said this, "A man is what he thinks about all day long."

William James said, "The greatest discovery of my generation is that human beings can alter their lives by altering the attitudes of their minds."

Dr. Norman Vincent Peale put it this way: "One of the greatest laws in the universe is: If you think in negative terms you will get negative results, if you think in positive ways you will achieve positive results."

George Bernard Shaw said, "People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and if they can't find them, make them."

Even in the **Bible** you'll read (Mark 9:23), "All things are possible to him that believe it."

Every deed, every invention began with an idea, a thought. Think and you become. This principle is one of the laws of nature. Just as all other laws of nature, it is inflexible and works every time. Jump from a tall building and gravity will ensure you fall in only one direction. Just as a powerful magnet, your thoughts attract the people and circumstances that harmonize with those thoughts. We know that both positive and negative thoughts cannot occupy the mind at the same time. One or the other will dominate your thought pattern. And when looking for employment, we want to attract the positives. Therefore, to ensure you are attracting positive people, circumstances, and conditions, complete the following exercises (Exercises #3 and #4)

Instructions:

Choose one of the following phrases and repeat it 100 times per day for the next thirty days.

1. **Every day, in every way, I get better and better.**
2. **I am always at the right place at the right time, successfully engaging in the right activity.**
3. **Today something great will happen.** (Hint: start with this one)

ingredient three - belief

Exercise #4

Daily Affirmations

Instructions:

1- Write an “I am” Statement:

Begin this exercise by writing an “I am” statement. Select a series of positive characteristics or qualities you wish to adopt.

Note: Remember, your list is not supposed to be exclusively an inventory of your current qualities but those you wish to adopt.

2- Specify who wrote you the letter:

The affirmation would be more effective if it is written from the viewpoint of a second party as if he/she were writing a letter to you (preferably someone you respect and look up to). Be sure to write the affirmation in the present tense.

3- Write the affirmation and read it daily: Read your affirmations daily.

Note: As you initially read the affirmation, you may not feel any immediate change. This occurs because your subconscious is programmed to initially reject change. Persist and in a short time you will view and feel the miraculous powers of autosuggestion.

Example:

Write the “I am” statement: I am: Smart, intelligent, focused, likable, ambitious, optimistic, fun to be with, caring, kind, organized...

Specify who wrote you the letter: This note was written to me by: My Mom or (any prominent figure you respect)

Write the affirmation using the “I am list” and read it daily:

(Your Name), I am writing you to share with you my opinion about you and your qualities. (Your Name) I have always respected you so much. You are kind, caring, and full of affection.

You are happy, smile often, and are fun to be with. You are organized, charismatic, and always full of energy. You are ambitious, optimistic, and enthusiastic and everyone who meets you falls in love with your qualities.

You have been an inspiration for many. I can see that people love and enjoy being around you. I believe it is your kind demeanor and caring personality that attracts others to you. One can see how much you enjoy other people. (Your name), you were born to bless the lives of others. You are unique and the world will never see another one like you again.

ignite your inner fire

STEP ONE

silent self talk

Do you hear yourself? You will after today.

*“Your self
dialogue is
always,
present.”*

We talk more to ourselves in one day than we talk to those around us in one week. Silent self talk is always present. Our inner dialogue is responsible for shaping our thoughts. And since both positive and negative thoughts cannot occupy the mind at the same time, one or the other dominates your thought pattern.

Our silent self-talk cannot be heard, but it can be felt. Therefore, what you say internally (positive or negative), controls your physiology, psychology, your feelings and consequently actions towards your environment.

Have you ever experienced being nervous for an interview? Why does that happen? Have you ever wondered about this?

Imagine an applicant named Joe, whose silent self-talk is negative. He was invited to an interview for his dream job. This job pays \$160,000 annually, plus a car allowance, full benefits, and an expense account. Joe really wants this job. The day prior to an interview what does Joe experience?

Considering his negative silent self-talk, Joe will probably

silent self talk

think about all the things that could go wrong. What if I don't get the job? What if I say the wrong things? How many other applicants will be interviewed for this position? Probably hundreds of others and all more qualified than I. Joe hopes for the best while imagining the worst.

The next day, Joe is driving to the interview. How does he feel while driving to the interview? Probably very nervous. After arriving, the receptionist asks him to wait. He is sitting in the reception room waiting to be called. What emotions will Joe experience while waiting? Some people get jittery, sweaty, and feel their stomach dropping every other second. The wait seems like an eternity.

When finally called in to meet with the hiring manager, the negative silent self-talk will immobilize Joe. He may find himself frozen.



Although the employer is impressed enough with his qualifications to invite him to interview for this position, Joe's brain goes on lock-down when the time comes for him to speak about himself. He's meeting with the person who has the power to hire him for his dream job, yet he finds himself tongue-tied. He's feeling nervous and unable to form a coherent thought, much less speak one. Although Joe may be the best person for the job, his performance in person does not demonstrate him to be.



Now let's look at the same scenario differently.

Again imagine Joe feeling nervous the day before the interview. But this time, as he is thinking about the interview, a friend phoned who works as the VP of marketing for the same company.

silent self talk

His friend breathlessly whispers, “Joe, Joe, Joe, I have great news for you. Are you sitting down? Ok, guess what my friend? You are already hired! They have chosen you for the job. You still have an interview tomorrow for formality purposes, but I just overheard the president tell our HR team that you are the pick. Congratulations, Joe! I cannot wait to start working with you. Just remember, Joe, when you go to the interview, this conversation did not happen. You must act as any other applicant because everyone must complete the interview process.” Joe’s friend is a prankster, playing a prank on Joe. Joe was never hired and is not really the first pick. Yet, as soon as Joe believes his friends’ suggestion, his silent self talk changes from negative to positive.



How does Joe feel now? Knowing he is employed, he is now imagining only the best. He is no longer just hoping for the best. Nor is he imagining the worst.

Does Joe feel ecstatic? Happy, excited, exhilarated? Absolutely.

The next day driving to the interview what is the drive like? He is no longer nervous and knowing he is hired, he feels relaxed and excited at the same time.

How about while waiting for the interview? Knowing that he is the pick, is he still nervous? Of course not. He may even sit back and read some of those magazines in the waiting room. When called in, how does he approach the interviewing manager? Thinking he was the first pick, he feels confident, relaxed and if he is the best person for the job, it will show. What made the difference?

You see the first time, Joe allowed the negative silent self-talk to inhibit his

STEP ONE

silent self talk

natural abilities from surfacing. In the second scenario his silent self-talk was changed from “What if’s” to “I will’s.” even though the idea was planted for him by his friend. He was now thinking thoughts such as, “I must be a catch to be chosen from among hundreds of applicants” and “ I know that they like—I am the best match for this position.”

What do you say to yourself prior to a meeting or an interview? Messages you have communicated internally, has impacted your performance in the past. Let’s empower our silent self-dialogue.

Start **exercise five and six** now. (Start next page)

ingredient three - belief

Exercise #6

REWORD YOUR INNER DIALOGUE

When we think, we create an automatic inner dialogue. You are always talking to yourself. We talk more to ourselves in one day than we talk to people around us in one week. Experts refer to this as your Silent Self Talk. Words you use to describe yourself and your surroundings influence thoughts you hold. The quality of your life is always in sync with the quality of your inner dialogue.

The objective of the following exercise is to reword the way we habitually speak to ourselves and people around us to empower our inner dialogue and consequently our thoughts.

Instructions: For the next ten days, become aware of the words you use to communicate to yourself or surroundings. For example if in a situation you get irritated and you find yourself using the words “I am angry” to describe your emotions, de-intensify it by replacing it with “I am concerned.” Remember that the more intense the words, the more intense the images created, and consequently emotions felt. When you say “I am angry,” you envision what an angry person looks like and emulate the image you know to be true of an angry person. When you lower the intensity of the words and therefore the images created, your reactions to your surroundings will change too.

Become aware of words you use to describe your emotions		
I am frustrated	Change it to	I am fascinated
That is terrible	Change it to	It is different
I am devastated	Change it to	I am mildly annoyed
I am mad	Change it to	I am peeved
I am overwhelmed	Change it to	I am in demand
I am irritated	Change it to	I am disenchanting
I am rejected	Change it to	I was misunderstood
I failed	Change it to	I learned something
I am so tired today	Change it to	I was so effective today
I am lost	Change it to	I am searching
I feel depressed	Change it to	Thinking my possibilities

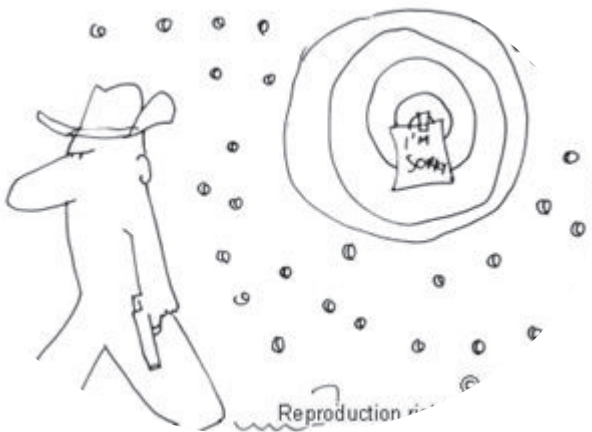
Exercise #5

This exercise changed my life! I know it will impact

RECALL YOUR PAST SUCCESSES

*This is the most important exercise.
Do not skip under any circumstance.*

Your success mechanism achieves goals through an adjustment method. It moves forward, makes mistakes, and keeps learning until it learns the most effective approach to achieving the goal. Essentially your successful attempts are stored in your memory so that you can duplicate them and failed attempts are by design ignored.



A person learning to throw darts will miss the board many more times than he will hit it. Initially he will fail more often than succeed. Now if mere repetition were the answer to improved skill, his practices should make him more expert at missing since that is what he has practiced most.

Although his misses may outnumber his hits ten to one, through practice his misses gradually diminish and his hits become more and more frequent. This is because the computer in his brain (success mechanism), remembers and reinforces each successful attempt and forgets the misses. It literally ignores the failure attempts to prevent too much negative feedback and absorbs the experience from each successful attempt. Our success mechanism can function just as easily as a failure mechanism depending upon the information we give it to process. The more you fail, the larger the storehouse of experiences to help you overcome future failures quickly.

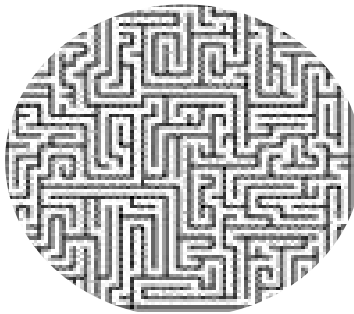
As soon as the error has been recognized, it is equally important that the error is consciously forgotten, and the successes to be remembered.

Too much negative feedback restrains this mechanism. Dr. Maltz describes it as follows: “Cybernetics scientists have built

ingredient three - belief

Exercise #5

what they call an electronic mouse which can learn its way through a maze.



The first time through the mouse makes numerous errors. It constantly bumps into walls and obstructions. But each time it bumps into an obstructions, it turns 90 degrees and tries again. If it runs into another wall, it makes another turn, and goes forward again. Eventually, after many, many errors, stops, and turns, the mouse gets through the open space in the maze. The electronic mouse, however, remembers the turns which were successful, and the next time through, these successful motions are played back and the mouse goes through the open space quickly and efficiently.” It essentially duplicates its success to find its way.

Once a failure is realized and the lesson is learned, the negative experience should be forgotten. A failure is merely feedback which guides you towards your goals. Automobiles come equipped with negative

indicators placed directly on the dashboard to tell you when the battery is not charging, when the fuel is low, etc.



To ignore these negatives might stop your car from functioning. However, the driver does not look at the control panel continuously. To do so might be disastrous. He must focus his gaze through the windshield, and keep his primary attention on his goal—where he wants to go. He glances at the negative indicators from time to time. When he does, he does not dwell upon them.

As children we are programmed to forget our failures. Children forget their failures very quickly, until they are taught how to worry about them. A child brings home a report card with all As except for two Ds. Immediately he is scolded for the Ds instead of being praised for the successes. Through this, the child learns to focus on the failures and ignore the successes.

Of course all parents mean well and want to make children aware of their mistakes.

ingredient three - belief

Exercise #5



But inevitably they teach children to focus on their failures giving themselves too much negative feedback, a habit that follows children into adulthood.

When I worked in the martial arts industry, I witnessed both supportive parents who encouraged their children by directing their attention to their successes as well as well-meaning parents who did not. I recall one instance where a student named Ryan who was naturally very bright and talented, lacked the confidence to perform the most elementary movements, although he had practiced them for years. Watching one class made it clear why.

As soon as Ryan walked in to start the class, his mom sat down to watch him. When Ryan moved, Mom was telling him from the sidelines how to do it right. “No, Ryan, block with the left, come on Ryan, watch your stance, bend your knees, pay attention to what you are doing Ryan.” She looked so frustrated it made everyone

feel as nervous as she was.

The more Mom encouraged Ryan to pay attention, the more Ryan seemed to forget. Mom seemed to get increasingly frustrated with every move. Drawing his attention to his mistakes fed Ryan too much negative information and restrained his brain from functioning. His mind could not think, his muscles could not perform. I am certain his mom had the best of intentions. She wanted Ryan to do well. However Ryan’s focus was directed in every class on what he was doing wrong instead of all the things he was doing right.

You may wonder: but don’t you have to be aware of your mistakes so that you do not repeat them? This occurs automatically. When we fail or make a mistake, our mechanism is programmed to remind us in the future. When you burn your hand once, you do not have to remind yourself again that touching it causes pain. You are reminded of this automatically. When you experience failure, thinking about it excessively will send too much negative feedback.

We must learn to accept our past failures

ingredient three - belief

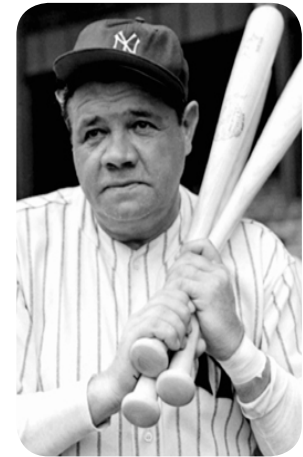
Exercise #5

as exactly what they are, a learning experience and essential in achieving our goals. Negative experiences do not inhibit, but contribute to the learning process. The most successful individuals of all time also had the most failures of all time.

The great Babe Ruth holds the record for the most home runs; he also holds the record for the most strikeouts. Donald Trump has made many fortunes while his companies have declared for bankruptcy 19 times in 17 years. Abraham Lincoln overcame the death of his sweetheart, failed at two businesses, suffered a nervous breakdown, and lost eight elections before winning the presidency. Thomas Edison failed ten thousand times before creating the light bulb, Max Cleland lost both legs and his arm before becoming a US Senator, Lance Armstrong overcame cancer to win eight Tour de France championships, and Henry Ford met with temporary defeat, not only at the beginning of his automobile career, but also after he had gone far toward the top. He created new plans, and went marching on to financial victory.

We learn wisdom from failure much more than from success; we often discover what will do, by finding out what will not do; and he who never made a mistake never made a discovery.

Remember that everyone who succeeds in life also has failures, and passes through many heartbreaking struggles before they arrive. The turning point in the lives of those who succeed usually comes at the moment of some crisis, through which they are introduced to their other selves.



Babe Ruth



Donald Trump



Max Cleland

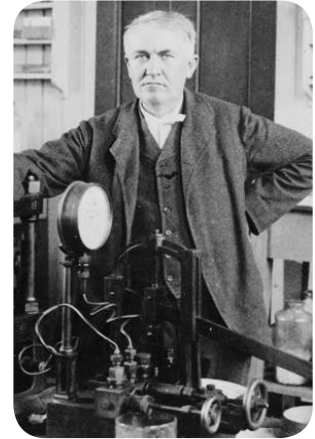
ingredient three - belief

Exercise #5

We witness people who have accumulated great fortunes, but we often recognize only their triumph, overlooking defeats they had to surmount before arriving.

Edison once said: “There are no failures, only delays.”
Finally remember, you come to this world as a failure. You can’t speak, walk, swim, or see, but learn to accomplish it all through trial and error.

You have all the tools to succeed now. This is your time.
Lets Go to the next page to complete the final exercise for step one.



Thomas Edison

ingredient three - belief

Exercise #5

RECALL YOUR PAST SUCCESSES

This is the most important exercise. The one you should not skip.

Instructions:

1- Record a success

Go back in your memory and recall one successful experience.

Note: Your past successes can range from winning an award in school, acquiring a drivers license, high school graduation, learning to ride a bike or being successful in business. Experience the original event with as much detail as possible. The more detailed recalled, the more successful you will be at reliving the state of achievement.

2- Think about the emotions experienced: List your accomplishments along with the emotions recalled. Spend about 15 minutes on each successful experience and write down all images vividly. Record the feelings as you recall them in as much detail as possible. (Form provided - next page)

Note: Be sure to write the experience in the present tense as if it is happening to you right now and answer the following questions.

1. What did you see? Spend time visualizing every detail.
2. What did it make you visualize and imagine?
3. What did you tell yourself?
4. What was the tonality and expressions of people around you?
5. What deep sensation did you get?
6. What did you hear? What sounds were there?
7. Feel the temperature change, were you cold or hot ?
- 8-What about your environment, what else was happening around you at the time ?

3- Record one success per day and read one success per day

Some people think about their failures and can recall details easily. But they may not recall their successes. In this segment, take the time to recall one success per day.

Since this is the most important exercise in this segment, contact your employment coach with any questions about this exercise. You may call (888) 440-8808.

You Can If You Think You Can!

*If you think you are beaten, you are,
If you think you dare not, you don't.
If you like to win, but you think you can't,
It is almost certain you won't.
If you think you'll lose, you're lost,
For out in the world we find,
Success begins with a fellow's will.
It's all in the state of mind.
If you think you are outclassed, you are,
You've got to think high to rise,
You've got to be sure of yourself before
You can ever win a prize.
Life's battles don't always go
To the stronger or faster man.
But sooner or later the man who wins,
Is the man who thinks he can.*

~ C. W. Longenecker ~

Congratulations
You have completed Step One.
It is now time to move to Step Two.

Download
Step Two

www.NECouncil.org/roadmap

wwwNECouncil.org/roadmap

About the Author

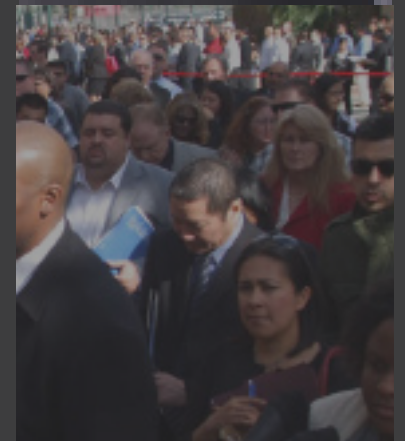
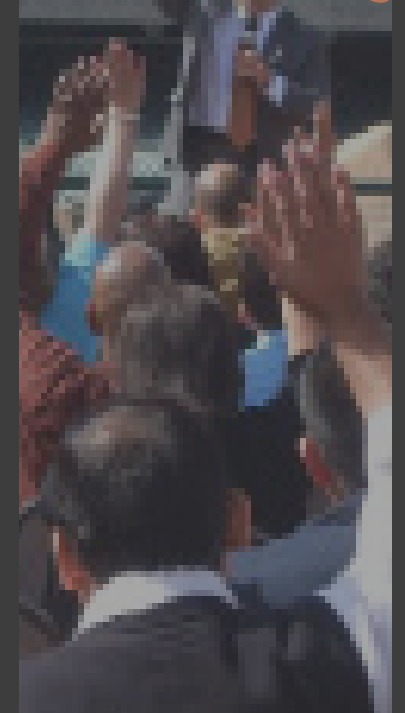
As an executive career coach, consultant for Fortune 500 organizations, and a trainer for 20 years, Farhad has always been recognized by his colleagues as an implementer.

He involves himself deeply with each assignment to fully master all facets of it. When he started recruiting for a chain of martial arts schools, he also acquired his black belt. His employment experience stretches to every area, from employment coaching to director of human resources. When he first started as an employment coach, he helped more people find employment than any other coach in his district, breaking every company record.

He has organized over 1,100 career fairs and as the director of the National Employment Council and Senior Editor of Best Jobs Magazine, his research has led to the development of the Hidden Step.® This guide has empowered many to become the sought after by employers.

Today he still meets with job seekers in person every month at the Get Back to Work Now events. He lives with his family in Southern California.

You can meet Farhad at the following locations monthly. Visit link below for more. <http://www.necouncil.org>



www.NECouncil.org

“As an executive career coach and trainer for 20 years, he has always been known as an implementer.



Orange Hills CA, 1993

When he started recruiting for the martial arts industry, he also acquired his black belt.”



*Fourth Degree Black Belt Exhibition 1994
Mark was not hurt here.*



*A job search assistant is ready
Are you?*

START Step One

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You are the highest priority

We realize time is of essence. Therefore, our job search assistants dedicate the highest priority to those who follow the process and move swiftly through each step. If you are ready to dedicate yourself for the next 14 days, we are committed to being a part of your success, 110%.

Give us 7 hours, we will give you YOUR next career.
The steps are simple. The time is now.