

Overcoming Rejection



Dealing with and
Overcoming the Feelings of
Rejection

A practical guide to recognizing and eradicating
rejection from your life.

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\$37

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Design by Anne Rasschaert.



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▪ Chapter 1

Rejection: The Science of Overcoming Your Biggest Barrier- Part One

Rejection.

Oh it **hurts**.

The salesman gets it at the door.
 The Dad from his child.
 The Husband from the wife.
 The employee from his boss.

In this series of articles I want to break new ground with you.

Outside of graduate level psych classes...

No one has ever talked about what rejection **REALLY** is and why it hurts so badly. No one has ever shown proven techniques to overcome the intense feelings of pain you feel when you are rejected. No one. Nowhere.

Except here.

I get rejected. I hurt.

Period.

You too.

It's normal.

But, we can get rejected and hurt less, and in some areas we can let rejection roll off our back. (In some aspects of life we can't...and I'll show you all of this as we progress.)

What is Rejection?

Rejection is what happens when you perceive that someone or some group is pushing you away, saying "no", not letting you be in-group or participating. In short: You want them, or what they have...and they won't let you have them or what they have.

That's what rejection **IS**. (Says nothing about how it **FEELS**.)

Where is Rejection Felt?

Next, realize that rejection happens in at least two places when it happens. In the mind(s) of the rejecter and in the mind(s) of the rejected.

Let's start at home.

Let's say that your wife rejects you temporarily (not tonight, honey) or permanently (bye, I'm taking the kids, cut me a check)

⇒ The Connection Factor

This is huge because you love your wife soooooo dang much. You feel so connected to her there is no other picture in your mind. Your "connection factor" is given a value of 10. That's your connection....not hers. She has been married to you for x years and may only feel a connection factor of 4.

⇒ The Feeling Factor

Next up, there is the rejection experience and how you feel when you are rejected. Let's call this the Feeling Factor. This has a value, too. Let's say she says, "no, not tonight, honey."

⇒ If you are very sensitive to rejection in general (or from this person in specific) then "no not tonight, honey" could be interpreted as, "I mean nothing to her." Your personal value (contextual self-esteem) is FELT as 4 perhaps.

on the other hand...

"Bye, taking the kids, cut a check," is obviously bigger. Your personal value is experienced as 0, at least in this context.

10-0 is 10 and that's the biggest rejection factor there is. An RF of 10 causes people to do some pretty intense things. It has to. That's how you are wired. You are going to hurt inside. You are going to be angry. With an RF of 10 anything that happens next is believable or possible. (Kill the new boyfriend, stalk, suicide, whatever)

⇒ The Rejection Factor Formula

So, rejection is the DIFFERENCE between the importance of the connection (Connection Factor) and the feeling you get when you perceive you are rejected (Feeling Factor) and how, and where, and in front of whom.

Connection Factor - Feeling Factor = Perceived Rejection Factor
Continue for the next scenario....

⇒ Low Connection Value

Now you are divorced...and you've decided to head out for the night...

You go to the nightclub and offer to buy her a drink. She is kick-butt hot.

You get up the nerve to offer to buy her a drink.

Of course, she says, "no."

You had no significant investment in the girl. No one else heard you or saw what happened. The connection value was potentially high (which factors into the actual value) but the duration of the connection was utterly brief. 5 minutes.

So the connection value to you was say...3.

And you got 0 back.

3-0 is 3.

Now an RF of 3 is painful, as all rejection is, but it is something you will probably get past that night.



⇒ Medium Connection Value

If she said yes, danced a few dances and then moved on to another guy, you have a different factor. Your connection value would now have been say 5 and the next rejection (goodbye forever) is 0, leaving 5-0. For a total of 5. That's more intense.

Now, these factors are logarithmic and not linear. They're like earthquakes. 6 is twice as intense as 5. 7 is twice intense as 6 and so forth.

5 hurts a LOT more than 3.

5 is humiliating, painful, depressing. "He was crushed," is a good metaphor. The response to RF5 could be pretty intense in return, "F off yourself," would be about right...stated or unstated. Inside the hurt covers the anger.

OK, now let's look at a situation that is NOT a zero in the amount of perceived rejection.

⇒ High Connection Value

You're back with the wife scenario (time travel).

She goes to bed without saying goodnight or other bedtime rituals...you hoped to have some quality time....she crashed and you were clueless.

That's pretty rejected for most guys. Won't cause "postal behavior" though.

Let's say you feel like you've been rejected, leaving you at 4 after that. Your connection factor was 10 as we determined earlier. 10-4 is 6 and an RF 6 is twice as much as the aforementioned 5 which gets the "F off yourself" response" or the equivalent in some other emotional reaction.

Go to work. Your connection factor there can easily be a 10 as well. A lot of people have been working the same job for 20 years. They can even hate their job but the connection is a ten. It's where they have been accepted for 20 years. Where they have the mutual respect of people for 20 years. And today the person gets fired.

This is not good.

Because the person will feel pretty bad. 0 or 1 maybe depending on their sensitivity to rejection. 10-1 is 9 and 9 creates the emotional setting for

postal behavior, perhaps going into work next week and blowing up the place...or shooting the boss. 9 hurts bad. If the person internalizes the pain instead of externalizing it, they can expect depression (though not a prison sentence in this case). And this pain is going to last a long, long time.

Continue for a quick summary and more factors surrounding rejection...

Quick Summary:

- **The Connection Factor** is how connected a person feels to a person or group.
- **The Feeling Factor** is how a person feels about themselves after they have been rejected (or perceived rejection).
- **The Rejection Factor** is the difference between the two, allowing us to see the magnitude of where that person will be emotionally and self-esteem wise and perhaps even the duration of that magnitude. As you can see, the further the "fall", the more it hurts and the more intense the emotional reaction will be.
- **Stir the Pot: Add in Relational Value.** Just in case you ever read a scientific article about rejection, you might come across the term "relational value."
- **Relational Value (RV)** is the degree to which your relationship with another person or group is experienced as important, close, or valuable, by the OTHER person. High RV is known as acceptance and Low RV is known as rejection. A group doesn't ostracize someone they value highly. They reject that person. Betrayal and unrequited love fall into the same Low RV section of the continuum. The numbers don't come out the same as what I have outlined above but the concepts are similar. You want to be a 10 of importance to your company and your family. You perceive your value to be zero. You have the same postal behavior coming.
- **PERCEIVED Relational Value (PRV)** is how YOU think/feel the other person/group thinks about YOU. Your perception could be right on the nose or you could be dead wrong.
- **Devaluation** occurs when someone who once held you as close or important now treats you poorly, or even politely. Your "stock" has gone DOWN with them and THAT is painful. The problem of being so connected to someone is that when your stock crashes, you have a long, long way to go down. Devaluing can happen in business, of course. You can be fired from the job and crash or you can not get a job after an interview (not so big of a crash, not so far to fall).

Sensitivity to Rejection

And there is another interesting phenomenon in the whole rejection piece. You can say the same exact thing to one person and they feel utterly rejected. To another it's experienced as unimportant.

Some people are sensitive to rejection. Typically these people include those with low self-esteem, narcissists, the socially anxious and depressed, or those who have an insecure attachment style. They often see more rejection in people's behavior than is warranted.

That said, a lot of times being blown off by someone will bother you but not someone else because the other person couldn't give a rip whether that person valued the relationship or not.



Still other people feel rejected because they want to be a 10 at the company or in someone's life and they only are a 6.

Does rejection have benefits?

Does rejection have ANY benefits?

Oh yes!

When people start to feel averse to certain situations, they tend to make a point of taking care of or repairing their current relationships.

People want to do things or dress in ways that will increase their chances of being accepted. We go a long way to get attention, approval and acceptance from others.

They want to be seen as likeable, attractive, competent and sometimes trustworthy.

AND, people also want to be seen as UNIQUE and IRREPLACABLE by anyone else in a group.

Is Rejection Inevitable?

Armed with all of this information, can we stop rejection?

Not in all cases.

We all want to be accepted but everyday we reject others ourselves.

It often comes down to something as simple as time.

There are only so many hours in a day and you have to say "no" to someone, some groups, and people who don't become "over committed" and incredibly stressed out.

You can only give so much to so many people and then the battery runs out of juice.

It makes sense when you're on this side of the coin, but it hurts when you are on the other side of the coin.

Time and energy are what typically define a relationship as being valuable. If you don't make the time and energy, the relationship will dwindle.

What happens when there's not enough (of you) to go around?

Not Enough to Go Around

Ironically, someone who tries to maintain a lot of relationships ends up becoming important to all of the people because they invest only the minimum while the other wants more, causing all kinds of problems. The person who juggles 40 friends finds they can't do it. And if they truly have been trying to keep everyone "equal," then the chances for success in any of the relationships is close to zero. Loyalties will be violated and the concepts of a best friend or a few best friends, becomes clear as to its importance.

OK, that's enough for this week.

We're going to talk about coping with rejection, making it hurt a little less, overcoming the inertia that is caused by rejection and talk some more about how we can get closer to those people we want to while creating a distance with others we don't want to...with minimal damage....all in the following three weeks!

Whew....

Write your own notes here about how rejection may be affecting you and your relationships....

▪ Chapter 2:

Dealing With the Fear of Rejection

When someone rejects you, a lot of stuff happens to you...all of it bad.

The fear of rejection, dealing with rejection, overcoming rejection...all part of the life nightmare.

We all hate it.

You feel hurt, anxious and often meaningless.

Stop right there.

Hurt, anxious and meaningless.

That's a recipe for a mess and it happens to salespeople every day. It's the reason that "good salespeople" are among the highest paid individuals in the world.

Aren't salespeople the real "risk takers" in life - really people who are willing to go up against hurt, anxiety and meaninglessness?

One single instance of rejection is all it takes to strip people of their self-control and self-esteem.

But no one talks about rejection outside of the sales profession....and those in the sales profession, especially in management, really don't understand rejection, its impact and what to do about it.



When anyone rejects you, you don't just feel undesirable to THAT person, you feel undesirable to EVERYONE, and this is where a lot of people fall apart.

And of course there are a lot of reasons people reject others.

Think about what causes YOU to reject someone else:

- Attractiveness or Appearance
- Nasty Personal Habits
- Behavior Not Conforming to the Other Person's Expectations/Norms
- Intelligence (High or Low) etc.

And then there are lots of reasons people FEEL rejected when nothing actually happens but the PERCEPTION of rejection is there.

- Get to these later!

When I was in "outside sales" (selling that occurs outside of your office, not out in the garden) I had to have ways of picking myself "up" after a "turndown."

Typically, I'd get back in my car and pop a tape in. Maybe Tracy, Zig, Robbins, Chopra...any of them. The University on Wheels was more than that, it helped me get my mind off what just happened and helped me mentally get into a frame of mind that would be productive for my next call.

It's probably no surprise to you that I booked appointment after appointment with no time in between. Time in between appointments made no sense. All it could do was cost you money and give you time to think about what just happened.

After getting pounded on by a potential client, it was good to hear the words of my audiotape mentors. I was a good person. I mattered. Without salespeople no one else gets paid, including the guy who just turned you down.

The immediate reinforcement of, what on some days could be fragile beliefs, was a great help to me.

In fact...I always wondered what they did before audiotapes....

Those guys were heroes...

And you should know that there are lots of other ways people deal with rejection...

What's one common response to rejection?

"That guy was a moron."

For example, derogating the other person is a strategy that could sometimes help. (...And believe it or not, that's one method high self-esteem [HSE] individuals use!)

Of course it's not just salespeople that get rejected. Sometimes it's the guy asking for the date. (Which is essentially making a sale.) Or perhaps the guy asks for some "time" tonight.

When that girl says "no," it stings.

You leave the bar (in the case of the date) or the house (in the case of the "time" rejection). Getting away from the rejection in physical terms can help.

Sometimes people want to push harder, "But really, you should go out with me," or "Oh come on, we never have sex." And sometimes that might get the result, but it could also make things worse later.

Now, READ THIS CAREFULLY....

I want to talk about derogation for a minute.
("She's an idiot.")

- **Responding With Derogation Toward the Rejecter**

It turns out that when people possessing HIGH self-esteem are given negative feedback, they are MORE LIKELY to question the competency of the other person. "Who the heck are they to say that to me/judge me/etc."



- **The Difference Between Those Who Possess High Self-Esteem Vs. Low Self-Esteem**

People with LOW self-esteem who receive negative feedback from people tend to still hold a HIGH opinion of the person giving the feedback (good or bad).

Maybe, just maybe, "that guy" or "that girl" needs to be an idiot more often when you are rejected. It might just be a better explanation of why they didn't do business with/go out with you, than other responses. And it appears the response keeps self-esteem higher.

OK PAUSE

- **What kind of beliefs do people with high self-esteem have about themselves?**

It seems there are two.

- 1) They are **superior**.
- 2) Perceived **inclusion**.

And, men more than women tend to deny that rejection is happening to them when others take to other activities and they aren't invited along, but not shunned, either. Women on the other hand, wonder what they have done wrong that they didn't get invited or included at a higher level.

- **Now What Happens to Self-Esteem When Someone is Rejected?**

Generally speaking, people with high self-esteem don't take the blow as hard as those as those with low self-esteem.

And interestingly, people high in self-esteem take the positive feedback of others much better and it has more impact on them than does the same feedback on people with lower self-esteem.

Those CD's you listen to in the car help.

They help higher self-esteem people more.

Now all this is fine and dandy at the conscious level of thinking, but what about the unconscious level?

- **Rejection at the Unconscious Level**

It appears the same results are happening there, too. Complicated, but dead-on accurate research shows that in the face of rejection, high self-esteem people feel a lot better about themselves than low self-esteem people.



account.

So it appears that we have an emotional bank account or what social psychologists call a "sociometer." Basically the more self-esteem in the bank account, the less painful dealing with rejection will be. The less self-esteem, the more likely the rejection is to deplete the bank account.

And yes, as you may have guessed, people with low self-esteem who are rejected tend to stay away from other situations where they will get rejected again...and more.

Salespeople who get rejected don't want to get rejected again and again...and...salespeople who have low self-esteem quit making appointments, find ways to not make it to appointments and so on...

The guy who has been rejected five times for a date better have good self-esteem or he will quit right there.

The rejection they get today "generalizes" to other contexts as well.

And as far as our HSE (high self-esteem) friend? He just compartmentalizes the rejection to that one experience or context. He still believes he's good and worthy in other areas.

And the downward spiral continues as the LSE (low self-esteem) guy takes the rejection personally and permanently, expecting rejection, lack of acceptance and failure at every turn.

Even more importantly, LSE's have less self-efficacy (that means believe they don't control their outcomes in life). That means in the face of rejection or failure the LSE is far more likely to give up.

Priming and Persisting in the Face of Adversity

In a VERY COOL study (Sommer and Baumeister 2002) a group of people were primed randomly with thoughts of acceptance, rejection or misfortune. Then they were given a tough task.

KEYPOINT: The HSE's worked TWICE AS LONG as they did on the other task. The LSE's worked HALF as long as they did on the other task.

The HSE's and LSE's worked about the same amount of time on anagrams that were very difficult (impossible) to solve when they were primed with acceptance or misfortune.

Those people primed with rejection?

Persisting in the face of difficulty is correlated to self-esteem.

You and I both know that there is another thing about rejection I haven't talked about yet...

When Does A Person Respond with Aggression?

Aggression. Anger. Hostility.

There's some surprising findings in the research that's been done surrounding these types of reactions to rejection.

When someone is rejected in the context of inclusion, they get less angry.

When someone is dealing with a superiority rejection, they become angrier.

When people are rejected and feel undeserving of the rejection, they become very angry.

So it sounds like a narcissist can get very angry and aggressive quite easily....(and yes, it is true.)

Expectation and Rejection

Interestingly, when people EXPECT TO BE REJECTED or perceive rejection, they often become hostile and aggressive.

When will the aggression be more likely to occur?

When the person really wants to be accepted but expects to be rejected.

And in the great paradox:

Rejection-sensitive men only become violent when they have a high investment in a relationship...

(He's only going to go ballistic if he really cares...how's that for a life challenge...)

So what's up here?!

Let's break it down more precisely....

High Investment in a Relationship

It turns out that when people are heavily invested in their relationship (it's very important to them) and they feel almost always in the glow of the halo from the other person...they drew closer to their partner when a slight would occur.

Conversely when one partner felt typically unimportant...not halo...they created distance between the two. It is in these relationships that aggression was more likely to occur.

Those who generally don't feel loved by someone they love very much, are more likely to retaliate when rejected.

BUT WAIT

...there is more...

People with low self-esteem are more likely to have less good to say about their partner. People with HSE are more likely to see the halo...

Those with lower self-esteem are much less likely to forgive and more likely to not communicate for periods of time.

We all have been in a relationship...or are in one now...where the partner says, "yesterday/last week/last month/last year/last decade you did X and I'm still angry about what you did....."

Right...that conversation...

OK, want to know if you really have HSE?

How to Deal with 'Unforgiveness' in Relationships

HSE people respond to that statement(s) with "yes but I love you, I care, I want us to get better." Those with LSE give the silent treatment, ostracize (walk out), etc.

Want a quick fix based on research?

Make sure your partner KNOWS THEY are desirable. It will save YOU and improve acceptance on both sides.

BUT there is some murkiness in the high self-esteem waters!!!

Performance-Based Rejection

Remember that superiority is strongly correlated to HSE and new research shows that after rejection or threat of rejection, HSE's can become antagonistic especially when the threat is in the area of successful performance based behavior.

In other words, "you suck at business honey", "why can't you get a better job", "John the neighbor guy is a lot better at football than you are"....
...causes HSE people to become antagonistic...especially in relationships that aren't as close as they could be.

For people with HSE, if you can keep them from self-aggrandizing behavior, they will move closer in a relationship and make bids to have more closeness.

Kristin Sommer is one smart doc. Along with Yonata Rubin at the U of NY, they came up with one VERY COOL study that might seem to be a bit complicated, but way worth putting it in your head. (It's easy to understand actually)

Intimacy Building Exercise and What it Shows About Rejection

1) Participants are paired with another and take part in an intimacy building exercise with them for 10 minutes. (Learn as much as you can about them.)

2) After the 10 minutes is up, they separate and fill out an evaluation of the other person (feelings of closeness, similarity, want to be friends, etc.)

- 3) All participants switch partners around the room for a 3-minute intimacy building exercise.
- 4) Separated all 3 minute participants were given the feedback forms "from their partner" (actually every participant in the room receives a BOGUS FEEDBACK FORM THAT IS EITHER REJECTING or ACCEPTING as far as liking and desire for friendship). Other items were all checked off as "moderate" for everyone...

(So at this point, half the group has seen they were essentially rejected, and half the group sees they were desirable for a friendship)

- 5) Everyone was asked to write down how much they liked their first 10-minute partner. Everyone also evaluated the essays as far as writing style and so forth.

Finding: Those who were "rejected" by the 3 minute partner, predicted much more negative social expectancy from the 10 minute partner than those who were "accepted" by the 3 minute partner.

What other findings can we apply?

Other Findings

However, when participants felt close to their partner, rejection had no affect on whether they thought they were liked by the other partner.

People who were rejected rated the essays more harshly than those who were accepted.

People who were accepted rated the essays better.

In low intimacy relationships, HSE produced HARSH evaluations! The guy with high self-esteem is perfectly happy to shred people he isn't connected with.

In high intimacy relationships, HSE produced more positive evaluations!

And from more complex analysis we learn some pretty amazing facts:

- 1) HSE vs. LSE **manage** their relationships DIFFERENTLY following a rejection.
- 2) HSE **criticize** those they don't care much about.
- 3) HSE **praise** those they care about.
- 4) LSE **praise** those they don't care about.
- 5) LSE **criticize** those they care about.

In general Sommer concludes, "HSE may respond to rejection threat by adopting defensive strategies that allow them to feel that they are among the most desirable, whereas those low in self-esteem may adopt strategies that reassure them that they are not the least desirable. Because rejection has been repeatedly shown to lead to deficits in executive functioning, these defenses may be best thought of as habitual, mindless, strategies that function to protect self-esteem." (Sommer 2004)

OK

Go breathe. Print this ebook out and save it, because by understanding who you are, how you deal with rejection, how others deal with rejection and what you can do to repair and deflect rejection....well...life is going to improve dramatically.

▪ Chapter 3: Rejection Here's How It All Works Out...or Not

I have a confession to make.

When someone rejects or me or tells me, "You can't do that," I use that as a kick in the butt to achieve.

In fact, as I look at those things that I've done that I'm most proud of, almost all of them were things where people pushed me away.

...like getting 247 rejections on *The Psychology of Persuasion* manuscript...before it FINALLY got accepted.

Even a few years ago, Penguin Publishing turned down my book *Science of Influence* so they could publish some other book on persuasion that did absolutely nothing while *Science of Influence* has gone on to sell a pile of copies worldwide.

I remember the meeting at Penguin. One editor loved me and the book. The other didn't. I knew the book was not going to be a Penguin book.

I was depressed for about one day and then said,....

....screw 'em...

and went out and made a book for Wiley that they made a pile of money on.

Want to be a millionaire?

If you want to be success, you want to be able to talk about your rejections and what you did in their wake.

Rejection has brought out achievement in me. Probably because I got so sick of being rejected when I was younger.

Turning Rejection to Your Advantage

As I write, I'll do some therapy and show you how rejection works and how you can turn it to your advantage.

Don't get me wrong; rejection always hurts at least a little.

BUT...

Rejection almost always propels me to move up yet another level.

I still hate rejection, but now I know that when I get rejected there is usually something sweet that I will make happen on the journey.

Think about this.

Imagine...

Imagine you ask a girl out for a date ...or maybe to dance...or whatever...

Now this woman is a "7" and that's pretty dang good.

She says "no" to date, dance and whatever...

There are now TWO directions that you can take.

You can move down to a "6" and stand a better chance at hearing "yes"....

...or you can move up to "8" and have a lesser chance of hearing "yes" but a bigger payoff that will springboard you forever into the future.

One way or the other you are covertly conditioning yourself for your future.

OK...

With that in mind....

...realize that most people don't go to the 6 or the 8...

...they quit. They get more depressed because they were turned down...rejected...told "no"....

Screw that.

If you hate rejection half as much as I do, move UP to the 8 and be able to justify your value.

(That's eventually going to turn into self-esteem.)

8 says "no."

To heck with her.

Go to 9 and be able to justify your value.

Otherwise you will become a "normal person" who caves in the face of rejection.

Think about it....

Why Do the Feelings of Rejection Run So Deep and Why Do They Permeate our Very Existence as Human Beings?

Have you ever thought about why we NEED acceptance... why we crave acceptance?

WANTS vs. NEEDS

We WANT a nicer house...

We WANT a fancy car...

We WANT to be 10 pound lighter...

But.....

We NEED to be **accepted**.

We NEED to be **valued**.

We NEED to be **included**.

The need for acceptance and belonging IS a big time MEGA-NEED.

Your very health and survival hinges on it! Anytime that you face rejection, at whatever degree, you bring yourself into an unbalanced emotional state and are left feeling the desire for this need that you crave at your very core.

Why does rejection have such a powerful effect on your well being?

Lets take a closer look.....

■ The Mega Need For Acceptance

In the complexity of our human existence.... the need for acceptance and belonging is a fundamental need that appears to "take the lead" within each of us.

This need is right up there with our basic needs for survival...and is correlated to survival.

STOP.

Read that again before you go on...

It is nearly as important to us as the need for food and water. The need to belong has been shown to be of such importance that without it, people suffer mental and physical illness, and are sometimes even rendered incapacitated.

People will do almost ANYTHING to belong....

Rejection: A Threat To Your Very Survival



Rejection is a threat to your very survival. It can be traced all the way back to the days when you were a baby and were dependent on others for your most basic survival needs.

You had no choice but to learn and be conditioned to depend on those who cared for you and soon that threat of rejection also became a threat to your emotional happiness and well being.

- ⇒ Were you ever yelled at?
- ⇒ Neglected?
- ⇒ Left feeling unimportant or alone?
- ⇒ Abandoned by a parent?
- ⇒ Pushed away when you wanted to communicate?
- ⇒ Turned away when you needed love?

Harsh forms of rejection in a child's life create scars that he or she will carry around for life.

- Rejection from a caregiver
- Parental rejection

- Abuse (both physical or emotional)
- Cruelty
- Hostility
- Physical or emotional neglect

All of these carry an emotional message of "REJECTION"... and you learn it at an early age.

Repeated rejection has caused you to expect rejection and also increases your chances of being more sensitive to rejection or situations where you even suspect that rejection is possible.

Studies show that there is direct correlation between rejection from a parent or caregiver to a child and increased Rejection Sensitivity (RS) when that child becomes an adult.

Makes sense.

If your own parent rejects you, then WHO THE HELL WOULD LOVE YOU or accept you?

...at least that's what goes on in the unconscious/nonconscious part of the mind....

As a child, we learned to react when we felt the pain of rejection (even not getting what we needed or wanted right away was a type of rejection to us).

- "Not now"...
- "Don't bother me"...
- "I said NO!"...
- "Don't do that again"...

Where did all this originate?

Acceptance and Early Human Survival

Roots...

Long ago, people lived in communities in which they depended on each other for survival.

Together they would:

- ✓ Hunt...
- ✓ Gather food...
- ✓ Raise Children...
- ✓ Fight off danger...
- ✓ Take care of each other's needs...

Together, they gained strength from day-to-day interaction and they became dependent on each other for their very survival.

Being INCLUDED, being ACCEPTED was necessary to survive...

...and that Genetic Code is still written inside of you and me today....

To be rejected from the group meant possible death - to be rejected by the community was to leave themselves open and vulnerable to every threat that could come to them.

Living without the protection that they had come to know and depend on would have been counterintuitive of the basic human need of community that was within them as humans.

Today in many tribes around the world, rejection and ostracism is considered to be the most extreme forms of punishment.

The tribal interpretation of this type of punishment is feared because it means certain "social death" to the rejected.

Even in animals, the ones ostracized inevitably face an early death if they are cast out by their pack. Once rejected and cast out, they lack the resources to capture and secure their own food, and they no longer enjoy the protection of their group.

They are therefore prevented from forming bonds that provide social sustenance. They lag behind, become decimated, and eventually die through malnutrition or from being attacked by another animal.

Survival of the fittest says to be part of the group..."knowing" that if you aren't, you are finished....

We can clearly see that by our very design, NEEDING to fit in and NEEDING to be accepted by others is a primal response.

This explains why rejection, and even the fear of rejection, is so unnerving and painful to us.

How does rejection affect us physically and emotionally?

Rejection and our Physical & Emotional Health

Rejection has varying effects on us both emotionally and physically. Taking a closer look at the process that we undergo in these stressful situations, rejection can lead to severe negative effects in people's lives.

If you think back you can probably pinpoint several times in your life where you have been affected by rejection to the point of emotional distress and possibly even to the point of physical pain or other health problems.

Maybe the increased aggression that you were feeling (as a direct result of the rejection) made you experience one or more of things like anxiety, depression, strange illnesses that had no apparent physical cause....

The effects of rejection in our lives can lead to an increased risk of all types of health problems and can lead to further devastating tolls on our health and in our lives. But it doesn't stop there.

Rejection And It's Relationship To Our Self-Esteem

Lets take an in-depth look at how rejection affects our self- esteem and how those effects keep us from taking the steps necessary to creating success in our business or personal lives.

Rejection and our self-esteem work together to shape our lives in both positive and negative ways. The working of rejection plays out against our inner happiness, our family life and in our businesses or careers.

Rejection is a very complex piece of the pie of life.

Once you truly understand what it is and how it affects our self- esteem, you can learn how to use rejection and it's warning signs as tools to enhance rather than destroy our personal and business lives as well as the lives of those around us.

Take a look at your life...

- What rejection do you personally face?
- What rejection have you faced in the past?

Keypoint: Acceptance is an absolute NECESSITY for our very survival and well being whether it is for our physical survival, or survival in our social standing.

- Remember how it felt?
- Do you struggle with it daily in some area of your life?

Let me ask you a question. When rejection is about to happen to you, does your body give you specific WARNING signs? Do you feel a "gut warning",

Of course you do.

You can FEEL it coming.

You know...

EXCEPT YOUR FEELINGS AREN'T ALWAYS RIGHT!!!!!!

- Do you feel yourself backing away from the situation...
- Withdrawing...
- Shutting down... hiding the "Real You"?

Sometimes you probably even wonder why they said YES THEN "NO."

You find yourself in a situation where you can shine... your moment to step up to the plate and let 'em see what you've got... what you're all about... what you're capable of... and "BAM"... you blow it!

You felt the fear of possible rejection and it zaps you back into your comfort zone. It keeps you from victory... from success. You strike up a conversation hoping you'll fit into a group you've just met while on a business trip and you realize that some of the group members' successes and track records are miles ahead of you... and..."Bam"... you freeze!

- What if they realize that you're a rookie?
- What if they ask you something that you don't know?
- What if they decide they just don't like you?

You've heard these responses in your head over and over before... same words... different situations. (Sometimes you do this to your self - sabotage your self with thoughts of rejection that haven't even happened yet, and the threat is ONLY in our minds!)

What you felt is the impending threat of possible rejection being measured by your built in "Rejection Radar", otherwise known as your "Sociometer".

Each of us has one of these "personal rejection radars" and it tells us that rejection is possibly on the way. This radar, allows us to prepare - to arm ourselves with the defenses that our internal self has in place to help protect our self-esteem.

Want to know more about this "radar"?

- **A Primitive Emotional Warning System**

Psychologist, Mark R. Leary, Ph.D., proposes the theory that self-esteem is a type of internal meter that is built into each of us to help us detect rejection and to prompt us to avoid the threat of social rejection.

His theory suggests that self-esteem system is an internal, psychological gauge that monitors the degree to which the individual is being included versus excluded by other people.

- **Self-esteem, then, is an internal representation of social acceptance and rejection.**

Think of self-esteem as being the fuel gauge in your car. We usually never think about the function of the fuel gauge, which is keeping fuel in the car. Instead, we are focused on the alerting system of the fuel gauge. We are busy trying to keep it from registering "Empty".

The same thing goes for our self-esteem. We rarely focus on it or worry about maintaining it for its own sake - keeping our self-esteem healthy and its tank "Full".

Rather, self-esteem should be used as a gauge to keep our own "internal gas tanks" from running low.

When our self-esteem gauge's warning system goes off... when we are sitting on "Empty", we're not thinking about repairing our self-esteem, which is what we are lacking, but our immediate response is to repair our standing in the eyes of others. We're focused on ways to maintain our positive connections that are in danger.

When your "alarm system" goes off, you immediately begin checking to see what you are doing that could possibly be turning others off to you or to something that you are doing.

"It's a primitive emotional warning system to get you to analyze the situation you're in," explains Leary. "Say you're talking to someone and notice the person's suddenly frowning; a sign of disapproval. You think to yourself, 'I said something they don't like. I've got to let them know I was just kidding'.

This personal alert system operates constantly with or without you being aware of it... it's on autopilot.

Over time, people develop a range of protective responses to react to the signals that their internal radar gives them.

Sometimes these responses can be as simple as hurt feelings, but other feelings such as **embarrassment, shame, guilt, or jealousy** can also serve as signs of this response to us. Because our adaptive response to rejection and ostracism is such a natural part of our internal selves, it often takes very little to trigger our detection system and bring out our built in defenses.

Sometimes they are right...sometimes they are wrong...but no matter what, the other person will react with "no" if they see that you are feeling rejected when they weren't rejecting you.

And that is the difference between the millionaire and the guy that never quite makes it.

■ **Chapter 4 - The Rejection Response: Overcoming the Fear of Rejection**

When you cut your finger, you automatically feel pain. When you automatically feel that pain, you instantly react.

When you burn yourself, you likewise feel that pain. And, your instant reaction to the pain of a burn is a natural response.

Responding to the pain of rejection is as natural to us as responding to the pain of a cut or burn. It's automatic.

There's really no other way to feel...

After the instant reaction of pain, what happens next is something along the lines of fight or flight....

When someone hurts you, there's lots of ways you can respond to defend yourself (inside and out).

Here are some of the defensive strategies. Circle the ones that resonate most closely with you.

Seeking Clarity – you want to find out what you've done... you want to understand why you feel the rejection so that you can fix it.

- "What did I do wrong?"
- "What did I say?"
- "Is it because I'm not good looking?"
- "Is it because there is someone else?"
- "Is it because you already have another provider for your insurance?"

Seeking Forgiveness – "I'm sorry... please forgive me" is your natural response to make everything return to normal - hoping these feelings of rejection will go away.

- "I'm sorry, I didn't mean to offend you...give me another chance..."
- "I didn't mean that, please understand..."
- "I'm sorry you misunderstood what I was saying..."
- "Please don't hold this against me..."

Defensive Ostracism – Since they have hurt you... you will conspire to get rid of them (as simple as booting them out of your circle of friends or more complicated like getting them fired). Tit for Tat.

Resignation – You surrender to the rejection. You give in to the fact that this person has won... no more fight from you.

Denying That Rejection Has Occurred – “Oh, it was really nothing. I’m probably just imagining it.”

The delusional response. Certainly can take some of the sting out but how will this response play out in the future?

Derogating The Source Of Rejection – You belittle or humiliate the one who rejected you. They reject you and you make sure that they are taken down publicly and painfully.

Distancing Oneself From His Or Her Rejecter - You distance yourself - preventing additional loss of self-esteem that comes from repeated exposure to this person. Given the choice of fight or flight, you leave.

Viewing The Rejection As A Sign That You Are Somehow Flawed – You decide that something must be wrong with you to make the rejecter reject you. Right or wrong, you interpret that the rejecter’s point of view is the correct one.

Highlighting One’s Positive Qualities To Counter The Rejection – You make yourself look good to others to make the rejection look like it was minimal or nothing.

Becoming Defensive Or Even Aggressive – Verbally fighting back, getting physical or even worse... acts of violence.

Spending More Time Alone – You seek solitude where there is no possibility of rejection.

Is self-esteem the answer? The Problem? The Cure? Find out...

- **Self-Esteem: The Answer? The Problem? The Cure?**

It's arguable that we've gone through the two decades of "self esteem." We've told kids they are great, when they are in fact average. We've sugar coated everything when sugar perhaps wasn't necessary. Question is, did all that help or hurt the individual's opinion of themselves?

My guess is that it helps until they fail over and over vs. focusing on competence.

Let's shift back to rejection and self-esteem.

The research shows that people with low self-esteem use the above strategies more often than those with higher self-esteem. That's because the above strategies are defense mechanisms.

Defense Mechanisms

Defense mechanism are behaviors we adopt to ward off pain, in this case.

For people who are sensitive, rejection can be a long-lasting and traumatic experience.

Even people who have a healthy sense of self-esteem still experience rejection from time to time. You look at them and think that they could never feel the pain of rejection, but they do.

However, rejection is much more debilitating to those with lower self-esteem.

And people who are rejected more and more obviously tend to have lower self-esteem.

Thus, our salespeople hear "no" a lot and develop a lot of beliefs about themselves that aren't very helpful. Their self-esteem goes down.

This isn't true for all salespeople, but it is for most.

Research indicates that the following are ways that people with lower self-esteem internalize rejection (or even the fear of rejection) to magnify its effects:

- They fear the mere thought of rejection more than a person with a higher self-esteem.
- They view the rejection as a direct personal hit – proof that there is something terribly wrong with them.
- They feel that since they have been rejected once, they are likely to be rejected by everyone else.
- They are more likely to avoid social activities where they think the possibility of rejection exists.

- They might even imagine that rejection has occurred, when it actually hasn't.
- They instantly take on the blame for the rejection as if they have done something wrong or something to deserve the rejection.
- They are more likely to feel more pain and humiliation from the rejection.
- They are more likely to expect rejection in day-to-day situations.

When your self-esteem is low, you tend to “Buck” your internal monitor and avoid attempting to do the things you need to do in order to fit in. You tend to allow rejection to further deplete your tank of self-esteem without stopping to fill up again.

So, self-esteem helps fight rejection but there is something much more powerful than self esteem.... The question, then, we have to ask is: How do we harness this information and implement a plan NOW?

How do we prepare:

- *Before* that feeling in the pit of your stomach kicks in...
- *Before* the warning signals start going off...
- *Before* your sociometer registers “EMPTY”!

Fortunately, there is something that you can do that will help you cope and help you maintain self-esteem in the face of rejection. Learning this secret can help to make it easier to deal with rejection and keep you on top when those feelings begin to creep in.

Use Self-Compassion to Help Cope With Rejection

Knowing how rejection works and how our bodies use self-esteem as a regulator to help us guard against its threat can help you prepare BEFORE rejection strikes again.

Knowing how YOU personally react will allow you to see yourself in a different light... allowing you to see your response to rejection as it really is. Not as you THINK it is or FEEL it is during the moment that it is happening to you.

How you "think and feel" in "that moment" is the trigger most people use to decide what to do. And of course, that is the wrong thing to do. You must prepare in advance for what your plan will be when you "think and feel" a

certain way, or you are destined to be a slave to your thoughts and feelings.

By the way, have you recognized yourself thus far in any of the information that I have presented to you?

I have.

Have you had an “ah- ha” moment as you recognized how YOU respond to rejection?

Have you pinpointed unhealthy ways that you internalize rejection, which allows your self-esteem “tank” to continue to spiral towards EMPTY?

Want to know how to start filling that tank back up?

Better yet... want to know how to keep your tank full and lesson the negative effects of rejection the next time it comes knocking at your door?

According to research done by psychologist Mark Leary of Wake Forest University, having a high self-esteem may not be as important as having high self-compassion when it comes to dealing with negative life events.

Want to know more about self-compassion?

What is Self-Compassion?

Self-compassion is the ability to treat oneself kindly in the face of rejection, defeat and other negative events.

Leary conducted three studies that consistently showed self-compassion is beneficial in helping people cope with rejection in ways that are often different from and *better* than simply having a high self-esteem. Leary presented his findings at the convention of The American Psychological Association.

“Self-compassion and self-esteem are related,” explains Leary. “Self-compassion involves treating yourself with the same kindness you would show a friend whether you feel good about yourself or not,” he said. “Self-esteem is simply feeling good about yourself.”

Can you see the difference?

You must remove yourself from the POSITION of the “Rejected”, and put yourself in the POSITION of a “friend of the rejected”.

What will you say to yourself?

What advice can you give?

- “Get back in the game...”
- “Get back on your feet!”
- “Don’t let this stop you!”
- “Don’t let ‘em get to you!”

Self-compassion can be a shoulder to cry on... or a swift kick in the butt.
Or, both!

An encouraging word... or reminders of the reasons why you CAN do it!

Leary’s 3 Studies:

The first of these studies presented college students (both male and female) with three imaginary situations:

1. Failing an important test
2. Losing a team athletic competition
3. Forgetting their role in a play

Next, he measured how each participant thought that they would respond in each situation. He found that the participants possessing higher self-compassion were more likely to think that everybody goofs up now and then...

They were less likely to think that they are a “LOSER”, a “FAILURE” or feel highly humiliated in the above situations.

Those who possessed only high self-esteem imagined the events negative and distressing.

Continue for the next fascinating study...

In a second study, college students received either unflattering or flattering feedback after introducing themselves to an observer using a video camera.

For participants with higher self-compassion, they were found to be less angry than participants with lower self-esteem as they received unflattering responses.

Leary also says, "Self-compassion may buffer people against negative events and engender positive self-feelings without the negative features that are sometimes associated with high self-esteem such as defensiveness and a sense of entitlement".

In the third study, Leary used a series of exercises to increase self-compassion. The participants were first asked to write about a negative event that they experienced in high school or college that made them feel badly about themselves. They were then asked to list ways in which other people experience similar events also and write a paragraph expressing understanding, kindness and concern to themselves in the same way that they might write a letter to a friend who had gone through the same experience. They were asked to describe the event objectively and unemotionally.

This study showed that *self-compassion can be induced*, creating positive cognitive and emotional effects in the mindset, at least in the short term.

"Highly self-compassionate people actually took more responsibility for their shortcomings and problems because they didn't beat themselves up when things went badly for them, they were able to admit their mistakes," said Leary. "A self-compassionate mindset may be particularly beneficial for people with low self-esteem."

- **The self-compassionate participants gave themselves a break.**
- **The self-compassionate participants also reported themselves to be less angry and happier.**
- **Self-compassionate students were also less likely to dwell on negative events and to view neutral feedback positively.**

If you wouldn't call your friend a "Failure", "loser", "stupid"... why would you tell yourself that?

Students who didn't have great self-esteem were still helped by self-compassion. They handled failure better if they were kind to themselves about it, even though they had lower self-esteem.

Why does self-compassion work when self-esteem might not?

So, Why Does All This Self-Compassion Stuff Work When Self-Esteem Might Not?

Learning to be kind to yourself is thought to be easier to implement than trying to raise your self-esteem during a time of rejection.

Raising a person's self-esteem doesn't bring new coping skills if people still beat themselves up for failures.

Self-compassion should promote positive self-feelings, so higher self-esteem may follow self-compassion.

"It should be easier to teach people with low self-esteem to be self-compassionate than to teach them to have higher self-esteem," said the researchers.

LIFE KEYPOINT: Lighten up on yourself when rejection comes your way. Try self-compassion as a way to refuel your self-esteem and use it to stay in control during situations of rejection.

How To Put Everything Into Action?

Simple.

Do you want a raise, but are afraid to ask for it?

What would you advise a friend to do?

Do you want to move in a different direction in your career, but fear that you're simply not good enough?

What would you tell your friend?

Do you feel the rumble of your sociometer... a possible impending rejection?

Talk to yourself like you would talk to someone else in YOUR POSITION.

And THAT is the key. Being able to GET OUT OF YOURSELF and LOOK AT YOURSELF from another POSITION.

The lady in the bar blows you off after one drink.

You know what to do...

Big deal.

Have compassion.

Give yourself a break.

Try some self-compassion now...

...And the next time that "rejection feeling" is inside, literally using self-compassion can mean the difference between crumbling under the weight of rejection... or coming through it with a 9...or a 10.

KEY POINT: The VAST majority of people feel a general lack of self-confidence and almost everyone feels a significant absence of self-confidence in some settings...sometimes so paralyzing that it manifests as fear, or worse.

KEY TECHNIQUE: One powerful step toward building self-confidence that anyone can do immediately is to take an action to its completion on small parts of a task... until that small part is achieved.

Example:

If someone were not confident they could walk 10 miles, they would go walk 1 mile today. The very action itself begins to reprogram the brain that their belief (which is not as powerful as the action itself) is wrong.

How Do You Develop Unshakable Self-Confidence?

KEY DISCOVERY: Reality takes over beliefs in the brain as actions become replicable AND ARE REPLICATED. And the repetition of the action(s) is crucial. In fact, you could argue, and generally win, that without repeated actions there will be no unshakable self-confidence.

"Belief" or "visualization" without replication is like thinking a cake will be made in the oven...but you never actually made the cake.

I've told this story before, but it's to the point!

I remember watching my daughter ice skate...one evening. It's like watching Michelle Kwan...or anyone else who is graceful on the ice. I also remember her prodding me onto the ice so that I would come skate with her.

I don't ice skate but am almost always game to try something new.

Within four steps on the ice, I was flat on my back with no interest to experience that again. All of the visualizing in the world won't cause you to successfully skate...nor will that visualizing convince your brain that you can "do it." Your brain is quite good at discerning truth and fiction.

Had I gotten back up and skated through dozens of falls over hours and hours of attempts until I was able to move on the blades, I would have begun to develop that self-confidence, but that was not the case.

I haven't attempted to skate since and don't see it in the future!

So how would you take this poor man's lack of self-confidence and make it unshakable?

▪ Chapter 5 - Self Confidence: The Elusive Factor in Personal Mastery

Can you really make it happen?

Are People Born With Self-Confidence?

Developing self-confidence is nowhere as easy as the pretenders make it out to be.

Don't be fooled. Self-confidence doesn't "just happen." It's not genetic. It is a completely learned trait that can be acquired and developed at any age. The problem is that developing self-confidence is not a "snap of the fingers" phenomenon."

I've promised you for over one year that I would release my work in developing lasting self-confidence. In the next few weeks, we're going to do just that.

In this article I want to share with you some of the very counter-intuitive facts I've discovered about building a driving self-confidence.

There are dozens of approaches that simply haven't panned out in attempting to build self-confidence.

⇒ **Confidence Crushers**

Confidence is eroded in several ways.

The most common confidence crushers are:

- Failing
- Missing the target
- Failing far more often at tasks than the norm
- Listening when people tell you that you are poor at something (whether you are or not)
- Being put under the microscope when performing

All of these things shatter the mirror of the self that was confident, if indeed there ever was confidence in the first place.

Breaking through one or many of these very tall barriers is not to be underestimated. If you find yourself in situations where you lack self-confidence, realize that you are not alone.

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I haven't attempted to skate since and don't see it in the future!

So how would you take this poor man's lack of self-confidence and make it unshakable?

You find the best skates, the rink with the fewest or no critics nearby and teach the brain and body to experience various parts of ice-skating. You would have the sad rookie (me) stand on the ice then be pulled for 100 feet by an experienced skater. This proves to the body that this can actually happen in real life. You don't simply have a cognitive "belief." That's nice but almost meaningless. One can believe the airplane won't fly and it generally will in spite of their belief.

Once an action has been successfully completed, then it has been proven that using visualization or self-hypnosis techniques can be very helpful in causing positive results which lead to even greater self-confidence.

What About Past Confidence?

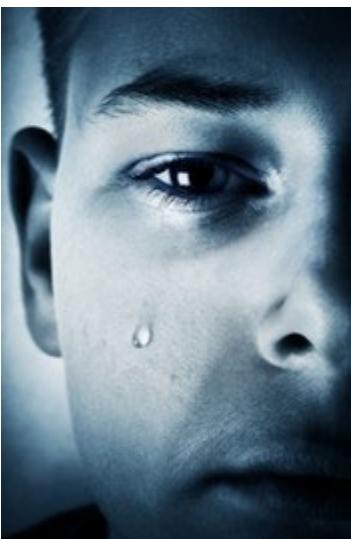
KEY DISCOVERY 2:
The body has to be able to FEEL the action.

Reclaiming the Past:

Part of self-confidence is regaining feelings of certainty or possibility that we once had but no longer experience.

Examples:

- ↳ You got fired from a job.
- ↳ You got divorced.
- ↳ You failed a test.



At one time perhaps you were happily and productively employed, happily married or doing well in some way in school, learning or achieving something. Then all of a sudden, you lost a job, got a divorce or failed some kind of test. What once was a sense of certainty in yourself and/or a relationship of some kind now has evaporated into doubt, fear, worry and anxiety.

If this sounds like you, welcome to the shoes that every human has walked in.

Certainty and self-confidence are not the same, and an important distinction can and probably should be made.

Attitude and Certainty

Even if you achieve some kind of result 98% of the time, and are one of the best performers in some area, it still benefits you long-term to only be certain that you will perform as good or as well as anyone else can

So, if you get fired from a job, which means that there are some elements of control you do NOT possess, you will not personalize the feelings of loss of confidence that so many others do. There are a lot of reasons people lose jobs, including personal issues. If you were absolutely certain that you could never be fired and then got fired, you would logically and reasonably lose not only your confidence in your ability to perform but also your ability to be able to direct and plan your future...and of course lose confidence in yourself.

Worse? You would lose confidence in your personal judgment! Don't do it! This is not the time or place for certainty!

What would the right approach have been? Had you known that you would do your absolute best, succeed or fail, then you would not lose confidence in your self if you got fired or had some kind of random mishap.

Your specific attitude is crucial not only to your confidence but every other aspect of your long-term emotional and mental health. You should be confident of things that you see consistent evidence for, like the sun rising and setting, and, you should be confident of those things which you have consistently done or achieved in the past. Here you can be confident of acquiring and achieving a result. But when taking on something that you haven't done, you must be careful of what happens when you fail and how you interpret the meaning of those future experiences.

KEY POINT: You should never attempt to be absolutely certain that you WILL achieve a specific result.

Remember the Parachute

Someone can talk themselves into jumping out of an airplane, but if they neglect the reality of putting on a parachute, all the self-confidence in the world is meaningless.

KEY POINT: People who try to talk themselves into self-confidence are destined for long-term failure.

Being self-confident in your jump because you have checked and double-checked your parachutes, having learned everything there is to know about jumping and then to jump is very different, of course.

Imagined positive results must match the reality that they are imaged from in order to permanently wire into the neurology of the brain. If it were any other way, people would walk around delusional and OVER confident, which is never a good thing.

■ Chapter 6 - Lasting Confidence: The Pinnacle of Power

Confidence and power, in large part, is about solving problems and then solving the problems that the solutions will cause.

Anyone can solve a problem.

Being able to solve a problem and the problem the solution causes is another matter altogether.

Each time you succeed, you build confidence in yourself. Unfortunately, the confidence and the success can be very short-term. Solving big problems in no way causes long-term success.

Not a chance.

Solving problems, no matter how big they are, is related to SHORT-term success and TYPICALLY causes future LONG-term problems. If you don't solve the SHORT-term problem, you often lose it all, but to solve a problem and forget about it?

One of the most amazing hidden facts of life is that solving big problems often causes other problems.

Hypothetical: Countries that have starving masses might get money and food to feed the people. People now live longer, but the environmental and weather conditions stay the same. With far more people living, yet another food shortage occurs...a direct cause of saving lives and improving a nation.

Real life: Legislate the company to reduce pollutants and invest in environmentally friendly manufacturing processes. Makes the world cleaner. A very good thing. For each \$1,000,000 in expense you have to fire roughly 20 employees.

Real life: Stay home and spend more time with kids. They are safer and have a better living environment. A good thing. When they go to college,



you can't help them...probably not at all as there was no money earned or saved.

Real life: Using antibiotics saves millions of lives and extends life when fighting bacterial infections. The long-term problem caused by this? Millions and millions of people are becoming immune to antibiotics to the point where eventually they will not work...and people will simply die of the same things they would have died from 75 years ago.

Real life: The development of the Social Security system (completely taking care of those over 65 at taxpayer expense) was a welcome solution to an enormous problem 60 years ago. By taking taxpayer money and establishing this program, we helped millions of people live a much more comfortable life than would have been possible. Countless millions were precluded from living on the streets and becoming homeless. 10 working people could easily share the burden of supporting a modest but sustainable living for the elderly across the nation through the FICA tax.

Today, there is a new problem caused by the old solution. It now takes 5 people to support the non-working elderly person and the system is 100% broke. There are ZERO dollars in the "fund." And, the government isn't taxing people who work to take care of those who don't at a higher rate. This puts an unbearable stress on our children and grandchildren, who in just 20 years, when your child or grandchild is working...will need to pay 40% of their NET income... over and above their current income tax and FICA...why? Because only 2-3 workers will support the elderly person who doesn't work.

Why? Simple. There will be 1/2 as many workers. Twice as many nonworkers. You can do the math. It isn't rocket science.

That will cause a generational rift of unimaginable problems in the United States. The young and the old will be at war. The old will feel entitled to "their money." (There is no such money.) The young will believe that their money is theirs to keep. And even by paying over 50% of net income in taxes, the "system" will still be broke.

There are no plans in place to solve this growing crisis because what politician wants to tell you and me what is really happening? Not a one.

Even if we were able to pay our past debts as a nation, we would still go bankrupt. And, there is no palatable solution. The only workable solution will be to keep the benefit at about 1/2 of the current payouts and only

double the tax on workers. You think the baby boomers will vote for that option? No. They will vote for the candidate who will bankrupt the nation.

By the time the average American "gets this," it will be far too late for them.

The Confident Person

The confident individual will develop plans and then implement them to double their annual income and invest enormous amounts of money over the next 20 years.

Real life: About 25 years ago, the USA helped the Afghan rebels fight the Soviet Union. One of their leaders? Osama Bin Laden. A problem of substantial proportion.

About the same time, we helped a new leadership stabilize and fight Iran to keep a stable balance of powers in the Middle East. A very good thing. The leader? Saddam Hussein. A problem of substantial proportion.

Solving Old Problems Causes New Problems

The problems we had were significant and the solutions did work. But as you can see bigger problems ultimately emerged. This is true in MOST cases where we solve problems.

How to Build Confidence

The way to build confidence is to get good at solving problems and the long-term problems that will stem from the short-term solutions. It's rare that you can do both at the same time, but you can prepare for the follow-up bigger problems by devising plans now.

This kind of thinking breeds unyielding self-confidence.

As you go about solving life's problems and making decisions, you want to figure out the worst case scenarios of your decisions. To simply attack and move "forward" without looking at all the other options and dealing with them in advance, is a recipe for short and long-term disasters.

Short-term success and effective problem solving also has other very negative ramifications if they aren't prepared for.

Imagine the employee who is so good at their job...so efficient...so skilled.

As business evolves, they will do anything they can to keep their current "job" and not begin training to do something else...or several other things. They don't want to hear about innovation. They don't want anything new coming into the picture. They want to stick with what they know. And what was once confidence in the self is now confidence standing in quick sand. It will disappear very soon when their job is no longer important.

A website designer in 1995 could earn 50-100 dollars per hour. In 2008, they can earn 15-20 dollars hour as there are now templates that do the job of the website designer. The value decreased as the skills became more accessible to more people. Those few who evolved to other applications related to web marketing can still command higher pay. Most cannot, because, they got good at what they were doing and forgot about next year.

Confidence in yourself can be grounded in cement or it can be grounded in quicksand. When you succeed today or tomorrow, you start to develop self-confidence. When you succeed for one year, you maintain your self-confidence at whatever it is you are good at.

But if you stop here, you have built a house of cards. Anyone can be confident when you are winning. It's when you prepare to lose that you truly succeed.

The Minnesota Twins (a baseball team...though you may not have ever heard of them...) have no budget. They have no money and have never had money. The fan base is very thin here. It's not New York, Chicago, or Los Angeles where you have large fan bases that can support a sports team.

Each year, the Twins lose their best players to other teams who add them to their teams to help them win.

The Twins have been on shaky footing for years. The franchise almost folded two years ago. It was a year they went to the playoffs. And...they have gone to the playoffs in each of the last three years. You'd think it was impossible because they literally lose their VERY BEST players every year. The left over? Mediocre guys who simply are...average. But because of a good farm system, they have prepared for their lack of money and produce excellent new talent every year.

A team can be great today. You can be great today, but if you rely on only one source of income or anything, you will not develop true confidence but

an illusion. Lasting confidence is when you accomplish today *and prepare for tomorrow's problem and have the solution developed for that problem as well.*

Then, you have true confidence that will not be shaken. You will succeed long-term because you have planned ahead of time and not simply "gotten good" at one specific skill or orientation.

Confidence: The Foundation of Personal Mastery

Confidence.

It's the only characteristic you can reliably count on, invest in, bet on. It's like a money back guarantee in a person.

Confidence is the foundation of personal mastery. Confidence is what people (particularly women) admire most in another person.

Confidence vs. Arrogance

But confidence is often confused with hope...or arrogance. Very different things.

Arrogance is ultimately a defect. It involves certainty while neglecting any errors, weaknesses or mistakes in your self while you pursue a goal. The arrogant person can be beaten because they beat themselves. They will win until they lose big. They are a ramrod. They self-destruct.

Confidence is certainty. The certainty comes with the taught ability to discern personal flaws, personal defects, personal mistakes, personal errors...then adjust, alter, have the flexibility to continue on in spite of the weaknesses.

From a distance, confidence can look like arrogance. Up close, they are easy to tell apart.

The arrogant person never doubts the plan or the actions.

The confident person not only doubts the plan or the actions, but they know that if either is faulty they have the alternate route planned and know how to act on that as they change mid-stream. They plan for the plan to succeed...and fail. That's why the truly confident person succeeds. They have total flexibility while knowing that they are the person to do the job.

Confidence is the Foundation of Personal Mastery

Confidence is not hope.

Hope implies that you are not in control. If you hope that the weather will be nice next year, that's fine. If you hope you will do a good job you will have a challenge....you will fail. If not today...tomorrow.

Hope is what you do when you throw the dice at the craps table. It's what you do when you buy a lottery ticket. You hope because you are out of control of the situation and the odds are against you. Hope. It's nice. It's better than fear. With a \$5 bill, you can buy a Starbucks coffee with it.

Confidence means you won't play "craps", because you can't win. You play the games you can control or can beat in the long run. The confident person puts themselves in a position where they don't have to rely on a "feeling" of hope.

Hope = Out of Control

You can have confidence when you can control all the controllable variables. You can only hope when you don't have control of all the controllable variables.

Proven Factors of Confidence

There are a number of proven factors in building and MAINTAINING long-term confidence.

Once you have all the factors, I'll show you how to put them together. I'm going to give you a sequence, a syntax, a recipe so it happens permanently, as quickly as possible.

Confidence is certainty in the plan, which includes the back-up plan, and the back-up to the back-up. It is certainty in the actions and the new actions that you will take in light of the errors one makes on the way to the destination.

An arrogant pilot might fly through the storm at great risk. A confident pilot will probably fly around it...or above it...because it isn't about the thrill. It's about the result.

That's why it's the trait you can put a virtual guarantee on. If you can build your confidence. If you can build the confidence of those around you...it is very difficult to have anything but a positive result.

Before we go deeper into this concept, I want to give you a powerful tool that you can use starting today. No one else has ever shared this with you. You may have heard something like it on one of my other programs.

Have a Game Plan

Confidence is immediately built and strengthened by a game plan. I'll give examples later, but let's look at the basics. I just want you to sketch out an example for yourself now. We'll sharpen the making of a game plan later.

Pick the area of life or business that you want to build confidence in.

Think about your outcome. What is your goal? What result do you want?

Write out a brief plan about how to get from here to there.

Write out at least 5 ways or obstacles that have a substantial likelihood of happening.

Detail how you will specifically deal with each of the obstacles. Use one paragraph to write your plan from the point of the obstacle.

As soon as you have completed this task, I want you to pause. Just close your eyes and breathe for a second.

How do you feel inside?

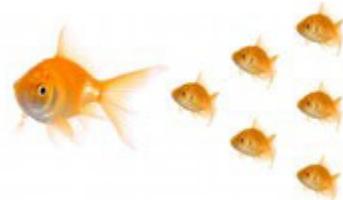
Incredible, isn't it?

And you have only just begun...

Chapter 7: Self Control?

Do you ever feel like you're not completely in control...or worse... out of control? You...your life...people around you....

On the flip side, a challenging question....are you actually open to taking control and ownership of your own life if you could?



By being in charge of your own life, it can be a bit unnerving, but ultimately it will cause you to feel you have a greater sense of power and a lot more control over how your life will unfold.

There's nothing wrong with letting people drive your bus (your brain) but you don't want to get into the habit of handing the controls over 24/7.

Most people finally figure out that they are allowing other people to take all but complete charge and control of their lives. It is ridiculously easy to fall into this trap. If you find that you have yielded your life controls to other people and want them back...

Just for the heck of it...play along with me for a minute...

Check out some of the scenarios and see if you can see your self here.

1. I confess that I can "be mean" to mean people. It bugs me when I see people hurting other people. When people say mean stuff to YOU, what is your response?
 - a. Do you always walk way and choose not to "stand up" for your self? Do you hold all of the pain inside, and never let the other person know they have said something and that now you hurt?
2. You never give your opinion on anything. You are worried that if you speak your mind and tell others your opinion, they may think you are stupid or laugh at you.
3. If somebody wants to do something that you don't want to do, do you always go along with them like it or not?

4. You feel compelled to have people give you consent or make you feel that it is okay before you take any action. You are an approval seeker. You are afraid to stand up and make a decision.
5. You live your life just going along with everybody else. You have no structure for your own life. You are willing to go along with anybody else's plan but have not got one of your own.
 - a. You have many goals and dreams, however you do not dare to act on them. You find yourself saying, "I can't do that". Because of this, you live in fear of ever trying anything new.
6. You have many talents, but you are afraid to show your full potential. You find yourself going aimlessly through life and settling for less than you could be.

If any of the above statements sound true about you, then it is time for you to determine *when* you want to take control of your self and your life. You deserve better than to allow people to treat you poorly and you deserve to stand up for yourself.

It's a scary but often true concept that we teach others how to treat us.

Obviously this isn't always true, but sit and think about it for a minute....

It's reality a good chunk of the time!

Listen, your opinion is important and you deserve to have it heard. You do not need other people's approval or consent in all contexts of life in order to make a decision. Once you start making decisions on your own, you will start to feel better about yourself.

You deserve to have structure in your life and a plan of action to make your life more successful and enjoyable. You deserve to achieve your goals and dreams. Never tell yourself that you can't do something. Most of the time, that is simply not true. Far more often than not, if you can see something in your mind, then you have it within you to achieve it.

Never be afraid to show people your full potential. Don't allow other people to control you and make you fearful of ever trying anything new. The more you get out and try new things and achieve the things that you have been avoiding, the better you will feel about yourself. You have the ability within you to do many great things. It's time to take control of yourself and become that person you know what is within you.

STOP!

Be prepared to hear this from other people who are out of control in their lives:

"He's a control freak."

Definitely....

...in direct contrast to being an "out of control freak."

OK, we've gotten that taken care of...

Understand And Get Control Of Your Feelings

In order to get control of your feelings, first you need to understand what makes you feel the way you do. You want to be able to understand why you handle any given situation the way you do. By knowing why you handle things the way you do, you can have better control of yourself.

Try this simple exercise to help you understand your feelings.

Sit upright in a comfortable chair and pay close attention to how different parts of your body feel. Pay attention to how you breathe. Do you breathe in through your nose and out through your mouth? Is your breathing deep or shallow? Are there areas of your body feel tension? Just sit for a few minutes and become familiar with how your body reacts to sitting still in a chair.

Now pay close attention to any feelings, images or memories that come to your mind. What are these feelings telling you about yourself? Are you having positive or negative feelings? The more you get to understand your feelings, the more in touch with your emotions you become.

Take a few moments to acknowledge your feelings. If you are having "bad" feelings, realize it is okay to feel that at this time. Do not try to analyze your feelings right now. Just simply let your feelings come through.

If you're feeling comfortable and at peace, just allow yourself to feel good. If you are feeling fear or anger, then allow yourself to discover what is causing this.

If you're feeling pain, allow yourself to feel it and take note of what is causing the pain. Just let all your feelings come out and acknowledge them. By learning to understand your feelings, you can gain more self-control.

No matter what kind of feelings you are having, recognize that there is a reason for the way you are feeling. Gently ask yourself why you are feeling this way. Is there something happening that is causing you feel this way? Something in your potential conscious awareness?

Was there a noise or scent that reminded you of something that made you feel that way?

Do not try to understand your feelings at this point. Being aware, particularly self-aware, is what we're looking for here.

The more you learn to recognize your feelings, the easier it is to figure out how to change them if needed.

OK, this sounds goofy but it's a bit of self-hypnosis, so play along with me...Focus on the feeling you are having and express the feeling by making a sound that goes along with the feeling. You could scream, cry, take a deep breath; you could laugh or make any other sound that will express how you are feeling.

If you are feeling sad, you can recognize that and be okay with that. Allow yourself to feel whatever emotion you are feeling and then comfort or calm yourself.

Allow yourself to totally recognize why you are feeling the way you are and then allow yourself to let go of the feeling. The more you get to know yourself, the more you will be able to achieve total self-control.

Don't expect this all to come instantly. If you've never done this before, it can be more challenging than it sounds.

In Order to Gain Total Self Control First You Must Decide What You Want From Life

How would you describe your optimal life? What are your hopes and dreams? Are you looking for friends and relationships? Do you want more money and a better lifestyle? Do you wish you had better health? Would you like a better or more challenging job?

Have you ever tried to make changes to any of the areas of your life you wanted to change and were unable to succeed? What things did you do that made it not work out for you, and what do you think you could do differently to make it work now?

Perhaps taking a different approach than you did the first time, you can succeed this time. Look at it from different angles and see if you can figure out ideas that will help you this go 'round.

No matter what it is that you want to do in order to have your best life, start working on the things it takes to make them happen.

If you want better health, what changes would you need to make in order to make this happen? If you want to have more money, but you have negative thoughts about it, figure out what is at the root of the self-sabotage.

If you would like a better job, what do you need to do in order to land it?

Take time to figure out all the different things you want and desire from your life and then write down everything you need to do in order to achieve these things.

By knowing what you want out of life, you are on your way to gaining self-control. If you know what you want, then go after it with everything you've got. Develop an attitude of near certainty that you will accomplish what you set out to do.

Develop your skills each day and work on yourself and your confidence will grow.

You hold the key to your success in your own hands. All you have to do is reach out and grab it. Take steps each day to work towards what you want out of life and each day will become a little easier and you will be a little closer to reaching your best outcomes...



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Chapter 8: Whose Life Are You Living Anyway? Getting Control Back in Your Life Now....

If there is one thing I want you to work on for the rest of the year, it's this.

FIRST:

Work on Your Ability to Communicate with Crystal Clarity...

So many people have a hard time getting their intended message into another person's brain.

Some people think this is your fault.

It's not your fault half as often as you think, but here are a few ways you can make sure you don't have to worry about it.

I want you to learn how to communicate effectively with other people. There is nothing more important than communicating well with others. If you were in a room with 20 other people and told each one of them separately the exact same thing word for word, every one of them would get something different out of it. This is why it's so important to learn how to communicate well.

That's because people filter information through their **own** brain and not yours.

I have a habit of repeating things back to people if I want to be certain I get what they are saying.

"So let's see if I can replicate that. You're saying that..."

And then see if all the filters in my brain allowed what the other person said to penetrate and sink in as they intended.

Or did I read my own thoughts, ideas and beliefs into what they were saying or what their intention was?

And, when you talk to others have them repeat back to you what you said and what they think you meant by that. This way you will be more sure that they understood what you meant.

It's a little extra work and you don't have to do this in insignificant conversations, but you do want to do this when it can matter.

When communicating by email...oh my...isn't that something that has gotten us all in trouble over the years....be careful.

Reading text with precision ain't easy. Because we tend to write how we speak and think, it's pretty easy to type the wrong thing. When I'm writing *Coffee* for example, there are often sentences that often say the opposite of what I was thinking because my feelings got ahead of my thinking. (This happens in real life too!)

Spend time on learning a proper tone of voice and how to use the right approach depending on whom you are talking to.

Tone of voice is huge in conversation. Arguably more important than words or certainly often as important...

Invest time learning new vocabulary and writing skills, which will help you in your communication skills.

SECOND:

Learn How to Manage Stress...

Don't be dumb.

I'm not saying live a stress free life. That exists six feet below the surface.

What I mean is that if you get stressed out every time something doesn't go your way, it will make it very difficult for you to achieve success. You need to fail every day...a few times each day. Failing can't be stressful. It has to be anticipated.

Difficult experiences are something to be anticipated.

Fact: The higher you go on the success ladder, the more challenging the obstacles become.

No one bothers anyone else at the bottom of the pyramid....

So prepare now psychologically for challenges at every level.

It is worth learning self-hypnosis for a quick five-minute break every day. Although I prefer a 20-minute power nap, (That means my face is in a pillow and

my mind is empty...) you might prefer to spend time every day doing a brief and simple relaxation exercise in order to learn how to control stress better.

If you're doing 12 or so hours each day, don't let anyone make you feel bad for taking a 20-minute nap. Learn how to manage stress.

Remember, if you get stressed out every time something doesn't go your way, it will make it very difficult for you to achieve success...OK close to impossible...

THIRD:

(This one is short and sweet.)

Do Not Let Fear Control Your Life...

There's nothing special about emotions. They are reactions to your environment.

Fear is one of those reactions.

Every now and then fear actually is a logical feeling/emotion to experience.

Far more often, fear is a junk emotion that is plugged in through experiences and even genetic gunk.

Last week, someone was telling me about this book they were reading about how fear was a gift.

I'd love to tell you how wonderful the book report appeared. As the person described what she was learning, I was rather shocked to hear the concept that someone would actually teach people to use their emotions to judge and evaluate situations.

If you do that, you are begging for failure and a life filled with not only fear, but also being fearful and not questioning your fears.

When you feel fear coming on, ask yourself is this a RATIONAL fear?

If you see a rattlesnake or a coral snake slither four feet in front of you the amygdala will kick in a body full of cortisol that is very RATIONAL for you to have in that moment.

BUT

If you get a "feeling" or a "hunch" or an "instinct" about someone and you "can't quite put your finger on it", good or bad, fear or love, WHATEVER...grow up and EVALUATE the situation.

If it is not LOGICAL to be experiencing fear, then the chances are incredibly high that the fear is unwarranted.

Don't expect the fear to "go away" because you know it's not necessary. It won't. But that knowledge will help you act rationally in moments you would have followed "your gut" and done something incredibly stupid.

If you have to, tell yourself to let it go.

Fear is more often than not an obstacle to reaching your goals. It can stop you from achievement by making you afraid to take the next step. Do not let it control you.

Your body by default MUST pump in fear chemicals when something UNKNOWN and UNFAMILIAR is about to be experienced.

That is how Cave Mom and Cave Dad survived.

However, there aren't as many tigers as there used to be ready to pounce for the kill today.

So realize that sometimes when you "fear", you are experiencing Cave Dad fear and not "real" fear.

Make sense?

You control fear if you determine there is nothing to be afraid of...

FOURTH:

Accept Yourself And Realize Your Unique Self

If you're like many other people, you try to please others, sometimes with the intention of being accepted.

I respect that. It's a smart and logical thing to do.

BUT

There are a lot of people who intentionally try to displease other people.

That I don't respect.

Look at this life filter as not being necessary.

Here's your new filter.

Determine what is most efficacious long-term for your life.

If making someone happy is efficacious for your long-term happiness or wealth, then do it. Duh.

But if making someone happy comes at the cost of your own long-term happiness or wealth then DON'T do it.....duh.

Just because society WANTS you to conform to all their rules doesn't mean you have to. It's at this point where you make some decisions about your self.

If you move too far away from who you are today, as your "self" that will make you uncomfortable.

If you do this because you are evolving in some way, that discomfort is good. You have left your comfort zone on purpose and for good reason.

But...if you're leaving your zone because society/community/church/job is pressuring you to feel badly about BEING YOU and that feeling is unwarranted, then screw the society, community, church or job.

How do you know what the line is?

Can I suggest that you do no harm to others?

Actress Sharon Stone gets on TV recently and says that the earthquake in China might have been the result of bad karma from the government's treatment of Tibet.

She is beautiful at 50 and crosses and uncrosses her legs with the best of 'em, but the space between her ears needs a dose of Premium Brain Fluid.

The earthquake didn't strike the government; it struck an area of **normal everyday nice people**.

This is the kind of thinking that destroys love and goodness between people.

It's called "The Secret," and once again, you see how devastating its impact is in real life.

Never fall for it.

The answer is that when you are causing someone else pain, you need to re-evaluate that behavior.

If some guy tells you that he doesn't like you reading *Maxim* magazine, you can find a finger for him. He can walk away. His being "offended" is his own mental weakness, not yours.

But if you take that magazine and set his house on fire, then you have caused pain, and that is not cool.

Be who you are until it hurts others.

Sharon Stone has a right to her beliefs and her opinions. But until she knows them to be facts, she needs to keep her mouth shut and not hurt people, governments, or incite xenophobia...

Now, let's flip the coin to the other side.

You can take other people's feelings into consideration and still take care of yourself. You just need to find the right line and if person or group X doesn't like you, so be it. There are lots of people and groups out there.

By being yourself, you are allowing yourself to be empowered. This will help you in every aspect of your life.

You deserve to develop your potential and be your self. The person YOU CHOOSE to be.

The first thing you need to do is get to know your self and what it is that you like. If you have always done what everybody else wanted, you may not even be sure what you really enjoy doing. Take some time to pay attention to each thing you do during the week that somebody else wanted to do. Pay close attention as to whether you are enjoying yourself or not. If you find that you are unhappy or frustrated while doing these things, then the next time you are asked to go along, suggest something else or decline.

You may want to take a look at yourself in the mirror and get familiar with how you act, dress, walk, and talk.

Is this the "you" that you want to be, or are you behaving as you think others expect you to?

You may want to ask a coach to help you analyze your self. You may need a tough skin to handle what they have to say. Just make sure you find somebody who can be open and honest with you. And then double check their opinions with a few others you respect.

Fact: You are different than anybody else in the world.

You have your own unique qualities that nobody else has. When evaluating your personality, try to figure what your qualities are that can be seen as both negative and positive, and then contrast those with the qualities that are flat out negative.

WORK ON THE FLAT OUT NEGATIVE STUFF.

Beyond that, you need to learn how to accept yourself and remind yourself that you are a unique and special person. When you find negative aspects showing their ugly face, yell "stop" to your self and replace it with a "positive."

If you are doing good in life, or you are being NEUTRAL, you certainly deserve others to respect you as well as you are respecting yourself. Even if you have some bad qualities that you know you have, you realize that you can change them and that you deserve to be respected by others.

Never allow someone's inaccurate condemnation of you to get to you.

If you find yourself doing this, remind yourself quickly that you are indeed a good person, worthy of respect. (And if you aren't, move in that direction quickly!)

Once you understand what a wonderful and special person that you are or can be, take time to get to know your self. Realize that by accepting yourself and showing respect towards yourself, every aspect of your life will be improved. You will have more self-confidence and "higher" self-esteem, which in turn will make being in control of your self much easier.

You Have The Right to Your Own Personal Power

Take time to examine your actions. Do you find yourself always allowing others to run your life? Do you feel powerless, but you just keep taking it?

Start today and realize that you have power and allow yourself to control your own life the way you want it to be. If other people try to control you, and you prefer them not to be in the driver's seat at that moment, tell them that.

Take time to let go of beliefs that have been limiting you. It can be very difficult to change old habits, but if you work on them a little at a time, it becomes easier each time.

The fact of the matter is that almost no one is powerless. People that find themselves being directed down a wrong life path by others have usually started out by letting them get away with it once, and then it just kind of snowballs from there.

Never take "being controlled" to an extreme. Don't give up the gift of letting someone drive your bus every now and then, especially when they are good at it and you need a rest.

Just determine the difference between letting someone else take charge and letting the world completely determine your life outcomes for you, without your permission.

Your Potential and How To Keep It Under Your Control

Every person is unique and has an amazing amount of potential. When you are a child, you learned about your potential from your parents. As you grow and go to school you learn from teachers and other classmates. You determine your potential based on how people treat you, how other people look, other people's talent, if others are smarter than you and many other things. By the time you have grown up, you may have a false sense of your own potential based on some of these things.

Your potential is basically the things that you *believe you can do*. By finding out the things that you are good at, you start to reshape your life.

Just for the heck of it, why not make a list of all of your talents and things that you are good at? It doesn't matter how small they are, just keep writing until you've written everything that you do fairly well or better.

You will be amazed at how much "potential" you have already achieved.

Next write down what you think is within your reach that you would like to pursue.

Tell me how you feel after THAT part of the exercise.

Cool huh?

The fact is the government and society determine most people's behavior.

It is up to you to decide how much time you would like to spend working on your realized potential. Just remember that the more you put into your self, the more control you will have over your own life. ULTIMATELY, you are the only one that can control your life. You can allow the government, the church, or any other social group to determine what your behavior will be, but remember that large groups have one thing in common: **On average they ARE average.**

If you want to be average, go for it.

Choose the groups you affiliate with carefully.

Napoleon Hill had good recipes for masterminds. Much like our Inner Circle, you want to choose wisely.

FINALLY:

Believe In Your Self For Success

Do you believe that you are able to do just about anything you put your mind to?

Are you aware that most things that you can think about or dream about, you have the power within you to achieve?

Look at every change as an opportunity for personal growth. Every time you make the smallest change in your life, you have the chance to grow and succeed in ways you never thought possible. Let go of old beliefs and replace them with new ones.

Most every belief you have has been programmed into your mind throughout your life has been influenced by the way others treat you, or the way you allow others to treat you. It is up to you to form a new belief system that mirrors what you want your future to be. Once you have gotten rid of the old negative and inaccurate beliefs and replaced them with positive or accurate beliefs, you will be more in control of your own life.

Learn how to question every certain belief you have held up to this time in your life. Take time to find out whether this is a truth or something that has been programmed in your mind, which is untrue. Once you have changed your self-limiting beliefs and adopted new beliefs...life changes...

Your self-confidence will grow...and the only time someone else will be driving your brain is when YOU want them to...

- Chapter 9: Being the Best Personal Excellence...Can You Really BE ALL You Can Be?

Are you awesome at what you do?

Do you give every ounce of energy?

Excellence is a Prerequisite

You get on the plane in Minneapolis, knowing that two flights, a train ride, a "tube" and a car later, you'll be in Warsaw Poland, on the other side of the world.



Just about 17 hours from now.

Your body will get only a couple of opportunities to move in that 17 hours and in a strange way it saps you of most of your energy. In fact, breathing in other people's air for 14 of those 17 hours doesn't do many people a favor.

9 hours after arrival you'll wake up. You'll shower. You'll drink a Coca Cola Light or two (I always get two at the train station or airport and carry them to the hotel. If they don't have them...well...I'm not going to be on my mark in the morning...)

Your eyes are red. Your headache is impressive; your back still aches from lack of movement.

And in 60 minutes you will be in front of an audience who doesn't speak your language.

You will make them smile.

You will show them new things they've never seen before.

You'll give them new insights they've never thought of.

You'll make them laugh over and over again.

Your energy level is about 11.7%.

Then as you walk in the room, you somehow crank up the volume and that 11.7% turns into 117%. You suck the reserves from the next day and bring it all into today into this moment and then you begin.

You may be awesome today.

You may be good today.

One thing is certain: You will have energy and you will cause stimulation, fascination, curiosity, excitement and intensity.

You give 117% because that's all of it.

Then 8 hours later, you are finished and you will smile and be excited to meet and talk to every single person that wants to say hello...that wants an autograph. You will make each person as happy as you can...giving each person a "piece" of you to take home.

Then you will say good-bye to the sponsors and head to the elevators. You are electric until you walk into your hotel room and close the door.

THEN you are officially done for the day.

Excellence means you give everything you have to give all day to the people who are your customer, your client, your fan, your friend.

Then you turn the shower on as quickly as you can knowing that you will now debate between shower and sleep from exhaustion. Sleep is always the most important thing because you have to be amazing tomorrow. Unlike any other kind of job, when you entertain, create happiness, cause fascination, develop ideas, generate new thoughts and feelings, give love, you enter a realm that requires excellence. It is a prerequisite to your working.

You can't go in front of 100 people with normal human energy. All that will do is be boring. Guarantee: 100% boring. You need to have energy for all and for the day.

And you have to deliver within that energy.

Not being excellent doesn't cross your mind because you would let down every single person.

When you are at the front of the room, *you* are everyone's battery charger.

Intellectually, with energy and with emotion.

Excellence is a prerequisite.

Turn the page for what goes into the excellence recipe.

I don't think I'm the best professional speaker on the planet. It's not exactly something you can self-evaluate with certainty of results...there is a bit of bias involved!

That said, I want to be the best...every time I go on stage. I don't think about being the best. There is a lot that has to happen from opening moments to hitting the elevator at the end of the day.

Hundreds of things.

Excellence means knowing the sound system works because it was checked the night before...by you. You know the Power Point works because YOU checked it the night before. You know the bathrooms are clean because you checked them. You know that every sight line in the room is good, or you pull a chair and leave a blank space. You test the stage the night before.

But being the best for business is different than being the best for entrepreneurs is different than being the best for schools, is different than being the best for diversity training....

So, when I go to work for a company, conference or convention, I confess I do have an ego goal. I want to give people the best edu-tainment I possibly can.

I will succeed.

I will fail.

....but I WILL SUCCEED.

I have to...(otherwise what is the point of making the trip?)

You MUST have some "ego involvement," or you will not be effective at what you do.

You have to have a sense of pride in your work.

When I go to an event, I have a specific strategy to give the highest number of people a great experience and share as much information both consciously and unconsciously....as possible.

What about as an author? I've written 18 or so books.

I think I'm an average writer from a technical standpoint.

At University I got a "B" consistently in journalism. But I didn't enjoy the journalistic writing style. When I moved away from journalism to psychology, I realized how lucky I had it in journalism! To say I didn't like the REQUIRED APA writing style is a grand understatement. And when you don't like something that much...you probably won't do it well...and I didn't.

So from a technical standpoint, Strunk and White would have to hang me like a dangling participle. BUT from the standpoint of being able to help people understand extremely complicated concepts and ideas using simple language,...well...I got pretty good at that.

I learned the power of three dots...

It meant that I was no longer required to use a .,:; if I didn't want to and that freedom of creativity allowed me to develop a writing style that is instantly recognizable.

For better or worse, people can tell if Kevin Hogan wrote "it."

And usually it's better.

But it's not the style. It's what is being communicated.

Is what is in the book *new*?

Is it *fresh*?

Does it approach something from a point of view that will make ideas *useful* in real life?

Is it *INTERESTING*?

Does it hold *attention*?

Does it meet people's *desires and needs* for what THEY WANT?

That's the deal.

Every week I go through the statistics at the website and see what readers of *Coffee with Kevin Hogan* like to read about. What do people want to see?

Motivation or goals? Time Management or Success? 'The Secret' or Politics? A travelogue from Vegas or from Warsaw?

And often, I intentionally write what YOU want me to write.

And of course sometimes I write about what I think the reader REALLY NEEDS in addition to what they want. I want to be a real friend, not just one who smiles.

All of this factors into personal excellence.

Bringing Out Your Personal Excellence

No matter what you do in life, doing it well reaps great rewards. Whether this concept is applied to your work or your health, your relationships or your personal goals, making a commitment to personal excellence in whatever you do virtually guarantees a life of fulfillment, success and passion.

What does "excellence" have to do with anything?

As with most things in life, the results we experience tend to be in proportion with the quality of effort we put forth. If we don't go for it, we experience minimal results. If we give our absolute best, we always get excellent results (even if they aren't what we initially intended). Sometimes the results are BETTER than we expected.

PAUSE: You may wonder whether excellence really matters. For a long time I've talked about the Law of Diminishing Returns.

Let's review the concept of excellence and the Law of Diminishing Returns...

You can cut your 1/2 acre lawn in about 90 minutes and do a B+ job, getting 99% of the grass cut and miss a little under the steps of the deck or whatever.

Or you can cut your 1/2-acre lawn in 3 hours and do an A+ job, getting 100% of the grass cut and miss nothing.

Me, I'll take the 99% in most things in life.

Not all.

Some things REQUIRE perfection.

But MOST THINGS require being awesome and awesome is not perfection.

People who require perfection are very likely to not succeed in most of their ventures. Perfection becomes procrastination in many cases. It becomes an excuse for accomplishment. It becomes a factor in delay.

DO NOT CONFUSE PERFECTION WITH EXCELLENCE.

(I don't need my pilot to land PERFECTLY, just PERFECTLY SAFE!!!)

When you are a professional Speaker, you can't be perfect because there is no rulebook that tells you what "perfect" is. Does perfect mean you made EVERYONE laugh? (That's not going to happen) Does perfect mean that EVERYONE liked you (that's not going to happen.)

No, you have to be awesome. You have to be filled with energy so that you light up the bulbs in everyone's minds. So you turn ON everyone's thinking apparatus. You want to stimulate your audience for emotional impact and give them take aways that they can use in real life. And balance it as well as is possible.

And there is ONLY EXCELLENCE. There is no perfection in speaking or writing...thank goodness....

If there was, there would be no creativity, no desire, no excitement, no love, no lust, no happiness...just perfection.

Be EXCELLENT.

Believing You Are Capable of More

One common reason people don't give their best effort is because they don't believe they are capable of more. Does this describe you?

- Do you think that if a task requires too much effort it won't be worth it?
- Do you consistently avoid working any harder than you have to?
- Do you believe that massive success is only for the truly talented and lucky, so there's no point in giving your best?

If you're like the average person, you are probably capable of 20 times more than you have achieved so far. That's at the minimum. It's probably higher than that.

Do you have trouble believing that, or do you feel a twinge in your gut that confirms the truth of that statement?

If you really don't believe you are capable of more, then you are already working at your maximum level of excellence. However, if you are willing to just CONSIDER that you're capable of more; you are in the right mind-set to change everything.

First, take a moment to think about your accomplishments thus far, and be honest with yourself about the things you could have done better. Perhaps you shied away from increased responsibility at your job and got passed over for a promotion, or you gave up on making your dream a reality because it seemed too difficult.

In order to bring out your personal excellence, you need to first acknowledge that your present circumstances are due to the actions you've taken so far, and more importantly the QUALITY of effort you've put forth.

This can be an uncomfortable exercise because in a sense it means acknowledging that you are the cause of your own stunted progress. However, only by knowing with certainty where you ARE can you move on to somewhere BETTER.

Imagine you're in a shopping mall, standing before one of those maps that state, "You are here." If you know where you are you can easily map out a route to get somewhere else.

It's important not to JUDGE yourself for your progress (or lack of) up to this point. Feeling badly about yourself accomplishes nothing. The point is to gain a clear understanding of where you are, and figure out where you want to go. Acknowledge that you did the best you could with the resources you had, but now you are ready to do better.

Finding Something to Believe In

Excellence is not so much about WHAT you do, but how you do it. However, the more time you spend doing things that really matter to you, the more naturally you will bring out your inner excellence.

What is important to you? What do you live for? What have you always wanted to do? Answering these questions will start you on an amazing journey of self-discovery and growth.

Once you know the activities that make your heart sing, the point is then to do them often, and do them WELL. Master them like you've never mastered anything before. Throw yourself into them and become consumed by them.

When we do something we feel extremely passionate about, we automatically give the best of ourselves to the task. We're not focusing on anything but the present moment, which means we are able to devote our full energy and attention to NOW.

Not only do we end up enjoying ourselves to the fullest possible extent, we also lend that much more power to the end result. Halfhearted effort leads to lukewarm results, but focused, passionate action brings forth powerful results.

When It Just Has to Be Done

As important as it is to follow your passions, we all have things that simply must be done. We've got jobs, family responsibilities, mundane chores, and all types of obligations.

It's easy to slip into a mind-set of drudgery and do these things with halfhearted effort, and much of the time we do just that. But what would happen if we began giving them our full effort and attention?

First, we'd find ourselves feeling more positive about these unpleasant tasks. Rather than feeling annoyed or weary about them, we'd feel good about them. We'd start focusing more on the BENEFITS created by the work we do, rather than the work itself.

We would also gain a sense of personal mastery over everything we do. From errands to interpersonal relationships, each activity would feel like its own reward. The results gained from these activities would simply be a

nice bonus – better organization, greater fulfillment, deeper relationships, and more powerful results from projects.

In general, personal excellence creates a sense of inner pride about who we are and what we do. It makes us feel more confident, happier, and focused.

Committing to Excellence

The important thing is to COMMIT to excellence with whatever you do. Don't clean out the garage because you "have to". Clean out the garage as if it were the most important thing you were doing that day. Clean it out as if a neat garage was of utmost importance in the grand scheme of things. Clean it out as if you would rather be doing nothing else in the world.

Why? What does your attitude matter when cleaning out the garage? If you approach any task with a sense of boredom or grudging obligation, a few things will happen.

- ⇒ First, you won't enjoy the process at all. Your mind will be focusing only on "getting it done" and you won't be giving your full attention to what you're doing. Consequently, you end up missing out on the enjoyment of the process.
- ⇒ Secondly, since you didn't pay full attention to what you were doing, your results will be less than stellar. The garage might look "okay" and you might be fine with that. But wouldn't "good" be better than "okay"? And wouldn't "great" be better than "good"?
- ⇒ Finally, with a ho-hum attitude, you will also miss out on that great sense of accomplishment and satisfaction that comes from a job well done.

Perhaps you think it doesn't matter, that doing a job for its own sake is fine and dandy. Sometimes that might be true. However, if you want to experience greater joy and fulfillment in your life, it makes sense that you'd want to enjoy the things you do, AND experience better results from them.

The only way to do that is to COMMIT fully to whatever you do. Focus your full attention to it and allow yourself to be immersed in the process. Give it your absolute best effort and watch how it dramatically enhances the result!

Investing in Every Move You Make

One great way to increase your personal excellence is by choosing to see your effort as an INVESTMENT in the end result.

What is an investment? In a financial context, it is money we allocate (to a fund or program) with the intention to expand and grow it (with interest or other gains) so we get more money back.

How does this apply to actions and excellence? If we see our every action as an investment, it means that we stand to gain MORE than we give.

- ⇒ If we invest in our relationships by strengthening communication and spending quality time with loved ones, our relationships grow and expand into meaningful connections that enrich our lives.
- ⇒ If we invest in our career by giving our best effort, continuing our education and striving for long-term advancement, we gain more money, greater job satisfaction and more opportunities for success.
- ⇒ If we invest in our personal growth and development, we gain a greater understanding of ourselves, our aspirations, and our potential.

It's exactly the same for everything you do, whether you're working on your passions or your obligations.

- ⇒ Would you want to have an operation done by a surgeon that was only half paying attention to what he or she was doing?
- ⇒ Would you want to be driven by a taxi driver that was only half watching the road?
- ⇒ Would you want to eat a meal that was only half cooked by a chef?

Granted, most of the things you do may not be as life altering as these examples. But why should your results be any less important?

Chapter 10: SOOP- The Big Obstacle of Success

Zig Ziglar said to not be a **SNIOP**. That means not be **Susceptible to the Negative Influence of Other People**. I couldn't agree more.

But I don't want you to be a **SOOP** either.

That's someone who is **Susceptible to Opinions of Other People** in general.

YOU need to determine whose opinions matter to you and whose don't. In fact, this is one of the most important factors in success and no one will talk about this in 'The Secret'.



YOU need to determine the handful of people whose opinion you will seek out and heed.

Finding "like-minded people" is fine, but I'm not only talking about that. I'm talking about finding people who will disagree with you, who will challenge you, who will bop you on the head when you do stupid stuff that you don't recognize.

If all you do is hang out with other people who want to zen out, you are screwed. Support is important but far more important is being able to tell most of the world to go to hell while you go on your life journey that you have designed.

And your advisors, mentors and coaches don't get paid to be sweet to you. They get paid (even if you aren't paying them) to kick you in the butt, in a direction you've asked them to kick, even when you don't feel like being kicked.

NOW you are on your way!

There is a monster-sized problem with the majority of success-minded individuals and the way they approach achievement, motivation and their individual goals and desired lifestyle.

If you are a person who dreams of success but find yourself wanting, wandering and wondering about what to do to achieve your goals, desires and dreams OR if you keep "doing things" that do not produce the results you wish....

Your unspoken secret that is blocking your life journey is the fact that you care too much what people think about you.

That's it.

End of story.

STOP

However

There are some people whose opinions NEED to matter to you.

The person who writes you your check.

The person who hires you.

You don't live alone on the planet, but you sure don't have to live in fear of other people's opinion of you.

If you are held back by lack of (or timid) action, fear of failure or any other issue that may cause you embarrassment or fear of ridicule, then you have a problem with caring too much about the other person's thoughts more than you care about success.

Think about your finances.

Do you give in to the "going out" when you know you don't have the cash? Do you buy big expensive things like cars to make sure you don't look like the "outsider" while all the while your money situation is totally out of control?

You care too much what others think.

What do you want?

- Do you want to lose weight?
- Do you dream of building wealth?
- Do you desire a great relationship?

- Are you trying to succeed by promotion in your career?

If you let the VALUE you place on the opinions of other people get in your way, you've screwed up big time and the fact is that until you see this, you won't accomplish anything (even if you have 'The Secret')

The solution to caring what others think is easier said than done. But there is a way within your mind that you can make it much more of a reality. And with some practice, you'll be much more respected for your achievements.

Here are a few ways to stop caring too much about what others think.

1. Take a stand.

There's an old saying that goes "If you don't stand for something, then you'll fall for anything". That is one of the most profound statements that I have ever heard. The fact is if you don't stand up for your convictions, your passions, you'll wimp out and fold when you are challenged.



Take a stand.

Know why you take a stand.

Know your position on what you believe and know why you take that position.

Do NOT just believe something because you heard it somewhere and your friends seem to believe it. Taking a stand is more than being someone's parrot.

Be an individual and you'll make a powerful impression.

Continue the article for step 2...

2. Take directed, continuous and big actions.

When you have firmly claimed your passions and convictions to the point you will fight for them no matter who differs in your opinion, you are ready to take massive action toward your goals, desires and dreams. The hardest part will be growing the backbone to stand up for your convictions

(if you don't have that type of personality). But once you have reached that point, it is extremely easy to take massive action toward your dreams.

In fact, no one will seriously get in your way.



You will find more people that are willing to help you get to where you want to go. Why?

Because you are living what you are meant to live. You are passionate about what you believe. You will indirectly command respect and you will eventually find a following. You will find a following because most people don't know what they believe and they jump at the first opportunity to follow a passionate, firmly rooted, passionate individual. That is you.

3. Define Yourself.

You will not reach your destiny without being true to yourself.

You will not fulfill your destiny without knowing who you are.

The first step is to do just like you would if you wanted to master anything else.

You must practice. You must constantly be aware of who you are, what you are doing and why you choose to act or react in any given situation. Are you choosing your behavior or is it dictated by what others may think?

You must define yourself.

As Shakespeare said, "To Thine own Self be true." If you're not, there are difficult roads ahead to success.

And once you're on the proverbial journey and MOVING, you'll begin to build momentum.

Gaining Momentum

Athletes sometimes call it "the zone."

Even some circles in the business world call it the zone. The zone is another way of expressing a feeling of what really is momentum.

Momentum can be described as a heavenly cloud that carries you floating to your desired goal. When you experience a success momentum it will seem like nothing can go wrong, no matter what you do. It's going DOWN hill with the wind at your back.

Have you ever known anyone like that?

(If you were not experiencing momentum at the time, there's a good chance that person made you sick!...and don't worry that's human nature too!)

The zone or momentum or whatever you want to call it is a state of mind. It's a way of life. You must live there to be really successful in all areas of your life.

Okay. I know what you're thinking.

How do you get there and stay there?

It depends.

Do you really believe it's possible to achieve that kind of momentum? Or do you really believe that kind of success and momentum is for other people?

That is a REAL question. Think about it before giving the knee jerk answer.

Here are some questions you can answer to guide you toward that success momentum. Answer them after, and only after, you really think about them...

QUESTIONS

What is your value?

Can you truly achieve success in life, business, relationships, etc.?

Do you believe in yourself enough to be able to carry out purpose-centered goals?

Develop a plan for a Positive Purpose and Drive for Momentum.



Use these questions to develop a sense of self first. If you sincerely want to pursue a further momentum, set an "Action Accountability Force". This will be the force that you set up that holds you accountable.

Develop a set of actions that will force you to develop a success momentum. Find a partner that will hold you accountable.

This person will also be your cheerleader and, maybe even your coach. Before you know it, you'll need that person less than when you start out. But it's a good idea to always have this kind of person on your team...forever...because momentum does stop and sometimes reverse itself...and the fact is other people can see a lot about you that you can't see yourself.

What else can you do to ensure you success?

Finding Out HOW to Make the *Right* Decisions that Will Finally Lead You to Your Destiny - Success

Decision Point--E-Course



Go Directly to Application Form

Seven Week E-Course

Decision IS Destiny

If you could point to one word, to one factor, to one element or cause of what happens to you in your life, it is decision.

Obviously, there are plenty of Black Swans (unexpected random events like hurricanes and terrorism) out there to get in the way of what you want in life, but nothing you can control impacts your life more than decision.

Write that down.

Put it on the refrigerator.

That alone is worth \$10,000, yes?

Nothing you can control impacts your life more than decision.

How would life be different if you *knew* you were going to make the right decision, every time? (Every time?!)

Did you know that in life, there is almost always a best decision?

What would happen if you had the method for decision?

What would it be worth to have a simple systematic approach to decision making where the guidelines are from your head and heart?

Most people are paralyzed with uncertainty about whether they should:

- Ask the girl to marry them.
- Make a purchase.
- Move from one place to another...
- Quit their job...
- Decide between committing one person or another.
- Start a business...

- Ask the girl to go out with them...
- Send the letter or not...
- Decide between hiring one person or another.
- Get a divorce....
- Send your kids to public or private school....
- Choose between a new car, a used car or no car....
- Go back to school to get more education....
- Fire the person or not.
- Invest in stocks, bonds, real estate and not screw up.
- Accurately plan for their future in all areas.

Did you know there is a ***proven*** way to make the right decision in each of the above choices?

Now STOP.

For the sake of discussion, let's assume that is correct. There IS a method you can use to make the RIGHT decision just about every time. It doesn't take a genius to think or even decide:

"I decide to make more money,"

"lose weight,"

"get a better job,"

"get married to perfect person x"

KEY: Learning the process of making the right decision involves making that decision STICK, be UNYIELDING and barring a Black Swan, guaranteeing you will follow through.

Over the last 15 years we've been fortunate to be given the raw information about how to make laser beam accurate decisions.

I've expended an enormous amount of time into accumulating this information and putting it into a workable system that is fairly easy to learn and generally simple to implement. (I'd like to say "always", but that just isn't accurate.)

Funny thing is, I've read dozens of books that are about decision making or advise people on how to make decisions, and they are frighteningly inaccurate and will cost people their relationships, their chance at finding the girl and making a lot of money.

Quick test: Look at your retirement program. Remember the person who told you how to invest that retirement money. When they talked to you, they said you'd earn x percent per year if you did x...no guarantees of course.

You took your money, you invested it with the person and then...you didn't get your 15% per year, or whatever. The money didn't "grow" like they said it would. Now you've lost three years of investing which have been incredibly profitable for people who knew HOW to DECIDE what to put THEIR hard earned money into. And that's just the first of dozens of examples.

It's time to repair the whole process. This course shows you how to make the RIGHT decisions whether it's about investing, dating, marrying, getting a divorce, how to raise kids, whether to move, buy the new house now or in three years, and well, yeah, that's the deal. Everyday decisions that rattle the nerves of people in every house.

KEY: You'll experience FIRST HAND, how what seems to be an obvious decision, is almost always the wrong one....the costly one...(often the disaster one....) You can learn how to make decisions that are optimized and are likely to bring good or great results, or you can trust people who always have a vested interest in selling you whatever it is they represent.

STOP: In *Coffee with Kevin Hogan*, I post my retirement portfolio and the changes I make. This is also the portfolio I use to help my friends build wealth. This year, as of December 29, that portfolio was more profitable than 97.4% of all mutual funds on THE PLANET.

But please remember, I'm not trying to make the most money. I'm going to make DECISIONS that will yield the highest probability of success and the highest return with the lowest possible risk. That means you won't be #1, ever, at least not in total return. I'm not willing to throw all my money on the roulette wheel and watch it spin. The answer is: Optimization. What is the BEST decision?

What do I charge? Zip.

I'm not a financial adviser. (Except for friends and family who ask.)

But a lot of people like to see what people who make smart decisions do. So, it's public and it will be until I can think of a reason not to make it public.

Oh, in the last three years, we've more than DOUBLED the value of the portfolio. But, my goal for **DecisionPoint** is not to show you how to get rich.

My goal is to show you how to make the right decisions and best decisions in the most important aspects of life and then to show you HOW TO STICK AND BE UNWAVERING IN YOUR DECISIONS.

My guess is it's time to put YOUR brain back in charge of YOUR decisions and YOUR life. ...or you'll end up with next to nothing and headaches and heartaches to boot. *Why won't most people find out what they need to know?*

Because most people are lazy.
They don't do the research. (Or read about it)
They don't test.
Why should they?

They get paid the same no matter what and when YOU screw up, they just say, "you did it wrong."

Play along for just a moment. Can I ask you a question?

Have you ever read that it's been proven that 93% of all communication is body language?

Of course, lots of times. Everyone has read that. And of course, it's not true. (It's not even close to accurate.) How could that be, it's common knowledge...isn't it? There was one study done by a brilliant communication researcher 35 years ago that evaluated people saying one word to another, with the other person only being able to see the person from the neck UP. (that leaves about 90% of the body... out of the study.) In this one specific instance, Dr. Mehrabian found that about 93% of the communication sent was at a nonverbal level. Obviously when people communicate with more than one word and people can see below the neck, all kinds of factors change the percentages.

Problem is people read something in a book written by Person X and they believe what she writes because she says it's "scientific."

People look at their lives and think, "I did everything I was told..." Yep and look at that life. It didn't work. The guru didn't do the research. They went with the party line and taught that. I don't care about the party line because I don't like the people at the party. It angers me to no end when I see people talking about stuff they know nothing about...and then watch groups of people use that advice to sink their Titanic. Remember when Benjamin Franklin did his famous experiment about testing each of the virtues (temperance and so forth) for a month so he could eventually become adept at all of them? I've heard most motivational speakers talk or write about this. I'd name them, but it would take an entire page...

Anyway...You remember... but he gave up the idea after the first week ...he never did the experiment. He wrote early in his biography that he was going to do the project and then soon after decided not to. Basically he said it was impossible to do such a thing.

I've never heard ANYONE get that right, either.
But THEY TEACH YOU TO DO IT...
And because you trust them YOU TRY IT and FAIL.

Franklin's personal challenge didn't work for all kinds of reasons I'll show you later.

Question: Why did you believe he actually did the project?

Only one reason: ...because someone you trusted or believed, an author, a teacher....told you that it was true. Want a quick way to filter a crummy guru out? If they tell you that story, they didn't get very far in Franklin's biography. If they tell you that, they'd tell you anything.

By the way...what did Franklin do instead?!

I'll show you that with **Decision Point**, too.

The point is that MOST of the stuff people tell you to do.... that is "scientific," that is based on laws of the universe or proven techniques is nothing more than their imagination having run wild.

...and following their advice will get you the same ultimate destination, every time... Back to Start.

So why don't the vast majority of people make good decisions?

They've been given crummy information and worse methods for how to choose and what to do. It's that simple.

(OK, there are **eight other core reasons people make crummy decisions** every day, but to pick on your neighbor here is so not cool...)

I'm going to give you a chart (not a computer program, but a simple chart) that you can use EVERY SINGLE DAY to know that once you have made a decision, you have indeed made the RIGHT decision.

And what does the Power of Decision give you in life?

- Choice
- **Personal freedom**
- No limits
- The Ability to Succeed When Most Others Fail
- *The Ability to Make Big Changes in Life with Ease*
- **Wealth** if You Want It
- A LOT Better Life If You **USE** The Power of Decision
- Success when you use The Power of Decision.

You're going to learn it ALL in this 7 Week E-Course.

Nothing will be left for some back end product. This IS IT.

You're going to discover:

- ...how people decide
- ...why most people make almost all bad decisions
- ...how to **KNOW** what to do...
- ...the four factors of luck and *how to tilt the "luck factor" in YOUR favor.*
- ...how to beat the Black Swan when bad luck strikes....
- ...all of the successful strategies for decision including **Decision Point: MY PERSONAL SYSTEM**

Do you sell something for a living?

Pay attention- I'm going to show you how to analyze how your client WILL DECIDE on buying your product or service...and I'll show you WHAT is going to happen next...think that might be worth \$10,000?!

I've never given the system for **DECISION POINT** to anyone. I'm not going to write about it in *Coffee....ever*. But the time is now to experience a truly transformational experience in an exciting and unique E-course.

I PROMISE YOU:

No one else is going to ever show you this information. You'll never experience these experiences with anyone else. You can't find anything remotely similar "out there." So essentially, you're stuck spending seven weeks with me. As with all of my E-Courses, I am your PERSONAL COACH and you don't have to be at any specific place at any specific time. The program is delivered via audio, video, and text.

Almost forgot...

***At the end of the course, you will have one cool, big Coffee Table-Sized Manual that you will be able to refer to forever.**

A couple things before you apply!

1. I reserve the right to reject an application for any reason.
2. There will be a few group projects that are necessary for making decisions where two or more people are involved, instead of just you. If you are unwilling to e-mail one of or more of your fellow participants during these two projects, do not apply.
3. Everything is yours to keep, but you may not resell or give away any of this information to anyone for at least three years from the date your application is accepted.
4. If you don't know me, my reputation, if you wonder if this is a "good idea" then DO NOT REGISTER. It has to be a no-brainer.

If you're still here then I want you to apply. Register now for the next e-course.
(See application form for all details.)

[Decision Point E-Course Application Form](#)