

Manual 1

The "2 Steps to Success" ProgramTM

Guaranteed to give you the
opportunity to choose "Success"!



Reveal your Mega-Personality
This works for Anyone, Anytime, Anyplace!

SHANE BYERS

The Super-Me Series

#1 GREATEST PRACTICAL PROGRAM FOR YOUR "SUCCESS"

Super-Me Self Improvement Series

Shane Byers

It's brand new and it's incredibly powerful!!...a few days from now your life could be completely different...turbo-charged (no excuses) motivation system...increase self-discipline, increase self-esteem, stop procrastination, accomplish your goals and master your life...

AND IT WORKS FOR ANYONE, ANYPLACE, ANYTIME.

The "Super-Me Self Improvement Series" shows you how to live every aspect of your life exactly according to your grandest "DREAMS".

Dozens of "Success Tools" with full implementation instructions, examples.

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FOREWORD

WELCOME TO YOUR OWN PERSONAL “SUCCESS” INSTRUCTOR

Your future is my concern. In no time at all you are going to be totally excited about your new Super-Me Self Improvement Series because it is a very sure way for you to achieve your “GOALS” whatever they may be. Each and every person who implements the new “SUCCESS TOOLS” in the Super-Me Series will benefit. “GUARANTEED”. This “Program” works for anyone, anyplace, anytime.

You may ask, “Hey, just how exactly am I going to benefit?” This is a perfectly legitimate question. You should always ask this question when exploring or considering a new proposition. This is not a selfish question. This is the question of someone who is concerned about their future.

The answer is, “This “Program” is intended to make you successful!” That’s what is in it for you. “SUCCESS”. Your “Success”. Are you interested in “Success?” Read on...

I purposefully intended this “Program” to be short and sweet. That is why I have broken it into a series of manuals, each of a manageable length. Yes, there are people in this world who like to read long drawn out novels. I am not one of them. It has been my experience that if the material is too long, people in general will not read it.

Do you remember when you were in school, on the first day of class when you would get your book? The primary concern was how thick is the book. Have you seen how thick the History book is this semester? or Have you seen the American Government or Trigonometry book this term? They must be two inches thick!

I subscribe to the KISS method of writing. Keep It Short and Sweet (not Keep It

Simple Stupid...I don't think people are stupid.). As such you will see on the pages that follow only those ideas and concepts that are of ultimate importance to your "Success". Those concepts which when "IMPLEMENTED" will make a difference in your life. No fluff just stuff. Stuff that works. So, pay close attention to everything in each Manual. Everything I have included in each Manual was put there for a reason.

Yes, pay attention because each of the new "Success Tools" in each of the manuals will, when incorporated into your life, take you that much closer to achieving "Success" in your life.

Keeping in mind that people with narrow minds usually have broad tongues, this "Program" is written with a narrow tongue and a broad mind.

Some people come to the fountain of knowledge to drink while others come to simply gargle. You must make the decision to drink. Give this information a chance. Try these ideas in your everyday life. Everyday! Please don't fall into the trap of just reading this information and thinking about it... you have to do it. Really make the commitment now!

As you will see, this "Program" contains a myriad of "Success Tools" in each manual. Think about what you read and if the concept makes sense to you then use it. By all means, that is the purpose of this "Program", to radically "CHANGE" the way you do things...to radically "CHANGE" your approach to "Success". To make this "Change" you have to do new things... and they are in these manuals.

In this "Program" I speak a lot from the context of business, e.g., "PREPARE" your company and then be "BOLD" and you'll have "Success". However, these concepts apply universally across the board to any "Goal" you may have, e.g., build your company, lose weight, a better love life, attain higher education, make more sales, etc. Basically, any "GOAL" or "DREAM" you may have can be attained if you follow the "Super-Me" Series.

Please be aware that in certain places I have referred to a "SUCCESS TOOL" (e.g., "SUPER-ME") before I have explained it to you. This is necessary from a presentation standpoint. Additionally, it is my aim to plant seeds of information into your brain as early as possible into the "Program".

This "Program" is intended to be used as a continual learning tool. That is, it is meant for you to refer to and re-read many times until the "Success Tools" become second nature to you (meaning they are fully incorporated into your

life).

Studies indicate that immediately after reading this Manual you will remember only 50% of what you read. Forty-eight hours later you will only remember 25% of what you read. One week later you will remember only 10% of what you read.

Ten percent learning retention in one week is not acceptable. Please continue to re-read this “Program” as an exceptional reference manual, a tune up, a refresher course, etc., to maintain your “Success” edge. Remember, repetition is the mother of Success.

With all this in mind, Thank you. I truly hope you “IMPLEMENT” these “Success Tools” into your daily life. Your “DREAMS” can come true!!!

GOOD LUCK!!!

ACKNOWLEDGEMENTS

Ultimately, it was me who hand wrote this manuscript and then loaded it in the computer for publishing purposes. But I didn't write a word until after countless hours of reading and learning and thinking.

Any "Success" that I may enjoy from the fruits of this endeavor is due in large part to the many authors and speakers I have studied including my own personal self-improvement industry role model Mr. Tony Robbins. Additionally, it was my pleasure to shake hands with, as well as be entertained and enlightened by late Mr. Zig Ziglar at a breakfast "Meet and Greet" in Portland, OR a number of years ago. Mr. Ziglar is a great inspiration. I've learned so much from so many people, not to forget all the road-warriors I've met and learned from out on the professional speaker circuit. What a blast! Wisk into town, sleep, get up, do your thing for 6 hours then wisk to the next big city. I remember it well.

When I was seven, my Dad introduced me to his own personal "Success" library of about fifty books. The books included Norman Vincent Peale and Napoleon Hill type books along with many other positive thinking "Success" oriented books. In fact, not too long ago I got two relatively old books from my father, written in the 60's, entitled "Power with People" and "The New TNT". True story. He was a positive thinker and so am I... I guess I'm a chip off the old block.

I've read many, many growth, personality, wealth building, "Success" oriented books over the last 30 years. I suggest you do the same.

Most importantly, I truly thank my family for the support they've shown over the many years. You that put up with me daily deserve special recognition. I love you all.

Parents, once you learn the "Success Tools" in these manuals, by all means, teach them to your kids.

Thank you to my wife Chrystella of almost thirty years who helped immensely in the preparation of this "Program" to go to print. She and my son Chase have contributed for many years to help us achieve our "DREAMS". I love you both.

Thank you for the way I live my life. Thank you for always being there. God is

responsible for all things good in my life. I am responsible for all things bad.

ABOUT THE AUTHOR

I care if you learn.

I care if you think.

I care if you change.

I care if you act.

The Super-Me Self Improvement Series can “Change” lives by teaching “MOTIVATION” and “SUCCESS”.

My mission in life is to teach the The "Super-Me" Series program to as many people as I can in order to show them how to live the fulfilled, exciting life of their “DREAMS”.

I love to talk to large audiences. People learn easily when they have the opportunity to interact with a speaker in front of them on a stage at a speaking engagement. It is a combination of the words spoken, actions taken, attitude, spontaneity, personal examples, humor, materials, ideas and emphasis. When I speak, I am extemporaneous, in the moment, interactive, and honestly enthusiastic about you learning the Super-Me Program.

I want you to feel my energy when you read this “Program”. If you ever get the chance to come and see me live please do. I would love to “personally” address you on your road to “Success”.

My intent with this “Program” is to help people learn, think, change and act.

For many years, I was nearly pushed in front of large audiences while in the employ of corporate America. Then came university teaching for 5 years. Over the years I came to realize I could talk to people and communicate my ideas to “Change” their lives.

Growing up I had great love and acceptance for who I was. Anything I did was OK. I was loved by Mom, Dad, Sno, Jack, Gramma Mae, Grampa John and my two sisters Sheri and Dawn.

In my opinion the single biggest environmental influence in a child’s life is love.

As long as the child feels unconditional love 24/7 from whatever source then pretty much nothing else matters. That child is going to be a positive influence on their environment and a “Success” in life.

Do a favor for the children in your life. Give them unconditional love. Did you know that on average according to several university studies young children get over 400 no’s per day and only 30 plus positive comments per day? That has to “Change”. Please teach your children these “Success Tools”.

The average millionaire in America accumulated their first million by the age of 54. The “average” means ½ made it before age 54 and ½ made it after age 54. That leaves plenty of time for everyone no matter what your age is.

Many a millionaire started out broke.

I didn’t grow up rich. More like pretty solid middle class. There were more times that we didn’t have any money then there were times when we did have money – I’m not sure if that is lower middle class or straight middle class.

But in either event... I was put on my road to Success at an early age by my mother, father and grandparents.

This part is written to the people who are out there right now who are at or near rock bottom. Believe me. You’re not alone. Many people share the same financial burdens (or other situations you may find yourself in...) coupled with the same stress you feel. Again, you are not alone. Individual people are unique... but life is not. We all share the same emotions.

I have been there when I was younger.

I was sell the car broke, foreclosed on two houses broke (but still bought a great condo for \$130,000 less than one week later), wake up each morning to look out the front door to see if the repo man had come for the Mercedes last night broke, etc. I have been there.

This was before I listened to anybody on how to do anything. I always had my own answer. Finally, I learned to listen and that has helped me immensely...I hope you in turn are ready to listen to these messages.

I see a need to teach people the “drive” I have. I want others to experience it. Keep trying and you will make it.

Hence, the formation of Bold Enterprises, Inc. (formerly Chaseman Seminars, Inc.) named after my son Chase Byers (who told me to tell you he is very

handsome and soon to be a college graduate). I earned my B.A. in Business from Michigan State University and my J.D. from Thomas M. Cooley Law School, Lansing, MI. Moreover, I have over 30 years of business experience in the public, private and entrepreneurial arenas.

My love to talk to people with the intent to bring “Success” into their lives has taken over my life.

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“2 STEPS TO SUCCESS”

Shane Byers

INTRODUCTION

“THANK YOU” for trying to be a better person, for trying to improve your life. One person at a time society can be improved and from that the world can be made better also. Also, “Thank You” for letting me be a part of your personal transformation to “SUCCESS”.

In addition to my “Thank You”, your effort at this point must be congratulated. You are right now in the process of exhibiting the traits of “Success”. Successful people constantly try to improve themselves. That’s why you’re reading this “Program”.

You are about to “GROW”. In fact, you are about to “EXPLODE”. Once you begin to utilize the life-changing “Success Tools” you will find in the “Super-Me” Self Improvement Series you can:

- Feel alive, “Exhilarated”...Feel great.
- Begin to accomplish your “Goals”.
- Get “Results”.
- Stop Procrastinating!
- “Change” your “ATTITUDE”.
- Make “New Friends”.
- Develop new “Positive Habits”.
- In short, start a “New Life”.

I want you to really use these “Success Tools”. I know they will make a difference in your life. I want you to get out of bed every single day with a “SMILE” because of the possibilities for accomplishment for that day. Seriously, the “Super-Me” Self Improvement Series is all you need to help you to “Change” your life, live your “Dreams”, and make your money...

PLEASE, PLEASE, PLEASE

(IMPLEMENT THESE “SUCCESS TOOLS”)

OK, one more time. Just so you get it. The reason I’m making such a point of this is I’ve seen too many people start a Program and not finish.

Sure, you’re excited now, but...

Please, Please, Please...Utilize these “Success Tools”. Practice them. They work. I promise you they work or I’ll give you your money back. But, “YOU” have to use them. Don’t put this “Program” down in an hour and not pick it up again for 6 months. If I could be there to constantly remind you to use these “Success Tools” then I would (until they become second nature to you). But, it’s going to have to be “YOU” to read about these tools. Do it, please. Your life is going to be so much better and you will love it!

“PROGRAM BACKGROUND”

I wrote this “Program” because all the other “Success/Motivational” type programs on the market were very good but they were too complicated. The 12 irrefutable laws of success, the 7 habits of life, 8 steps to management, 9 tools to beat stress, 10 steps to financial success. That is just too many steps to keep track of...but “2 Steps” I can handle. And so can you.

Just read this “Program” (all ten manuals) and you’ll open an entire NEW life for yourself. The “Success Tools” you are about to learn can provide you with knowledge and skills for you to see a whole new approach to “Success”. This “Program” is very simple to use. There are several major “Success Tools” I want you to pay attention to at all times while you are reading this “Program”. These “Success Tools” are the keys to your future. Implement and incorporate these Tools into your life and you’ll do great and have great results.

At all times on your trek to “Success” concentrate on these Tools:

- The “2 Steps To Success” (Step 1, “Preparation” and Step 2, “Boldness”)
- “Super-Me”
- The “Brain Train Game” (i.e., “Self Talk”)
- The “Power of Imagination”
- “Take the 1ST Step”
- The “Ten Minute Rule”
- The “\$50 Rule”
- The “Hollywood Smile”

This “Program” is designed to “Change” you and your life by showing you the actual tools that you need to achieve “Success”. These new “Success Tools” are developed to help you whether you are just starting your trek to “Success” or if you need to jumpstart your progress on a trek you began some time ago.

Where most programs start you at the beginning of a trek, this “Program” starts you where you need to be whether that is the beginning, the middle, the end or it can simply be used to give you a boost to the next level in your current Success trek. It can take you to a higher plateau. If you’ve been hovering for a while and can’t seem to get any further in life then this is the “Program” for you.

This “Program” is written generally from the perspective of an entrepreneur

pursuing a business endeavor, e.g., how to build a company, how to make more sales, how to take a company to the next level, etc. However, other times you'll see me writing from the perspective of an individual seeking a personal goal, e.g., lose weight, get in shape, go back to school, quit smoking, get a better love life, etc. I can do this because the subject matter is appropriate for both.

Most programs are excellent at getting you going. They are very "Motivational" as is this "Program". But what happens 2-12 months down the line. You did get started all right. You were gung-ho! You were revved up. Remember, the exhilaration at a new beginning? Well, now it's time for you to feel the exhilaration of a successful ending. It is time for payday.

If you did take a run at your "Success" before but it didn't quite work out... Don't be mad. The program you started with probably did something for you. It did get you started. Didn't it? You may have further identified your niche, your plan, your "Goals", etc. At the least you probably did a lot of background work.

With that in mind, you are actually doing just fine in your trek to "Success". You are just between (what I like to call) operational phases. Your down time has been about 2-12 months. Maybe 2 years or longer. But now you need an "organizational change consultant" to visit you, analyze the situation and teach you the tools to take you to your next level.

I AM YOUR PERSONAL “CHANGE” CONSULTANT

Believe this, as a “Change Consultant” I have seen your situation many times.

The details and the human interest of each individual situation “changes” but the big picture stays the same. It’s time to rejuvenate, reinvigorate and reinitiate your “Dream”. Dr. Martin Luther King didn’t say I have a plan. He said, “I HAVE A DREAM!” Are you ready to live your “Dream”?

First you must know, “YOU” are unique but your “situation” isn’t that unique.

Business (or your personal life) is not always easy but it is pretty predictable. It is predictable that most company’s (personal lives’) Phase 1 of Operations eventually ends up just where yours is right now. Slow growth, no growth, or dead in the water. You’re not alone. What you need now is to enter Phase II of Operations. Phase II training is right here in this “Program”. The Super-Me Series contains new Tools and a myriad of “Tips” on life and business on every page that can “Maximize Your Success” and take you and your life to the next level. (Make sure you read my manual entitled, “MAXIMIZE YOUR SUCCESS” in order for you to obtain the finishing touches on your new approach to “Success”.)

BEFORE YOU BEGIN...

Before you begin there are a few “Program” premises which you must understand and agree to:

1. You’ve got to “Change” the way you do things. If you keep doing the same things you’ve always done then you’ll always get the same results. It only takes 21-28 days for a new habit to be formed or an old habit to be eliminated. Mr. Charley “Tremendous” Jones, a wonderful motivational speaker, once said that if you don’t change the way you do things then you will be the same person 5 years from now that you are today. Isn’t that a scary thought. No growth. Help!

Before we go any further I need to know (and you must make the commitment) that you are in a time and place in your life where you are ready to do things different (i.e., to “Change”). Whatever you have been doing to obtain “Success” in your life lately, for whatever reasons, is just not working optimally. This nor any other “Program” is going to work for you if you are not ready to listen, ready to think, ready to learn, ready to “Change” and ready to act.

Just so we understand each other...YOU AGREE that you are open to and ready to listen to this “Program” for “Success” that absolutely works for anyone, anyplace, anytime. YOU AGREE to make or have already made an agreement with yourself to “Change”. YOU AGREE to actually put into practice, (i.e., implement and incorporate into your daily life) the new life-changing “Success Tools” that you will learn starting right now.

What you are about to learn is exactly what you need to accomplish your “Goals” and become super successful. If you have this agreement with yourself then read on...if not then close this manual, get the popcorn, go lay on the couch and burn that channel changer up.

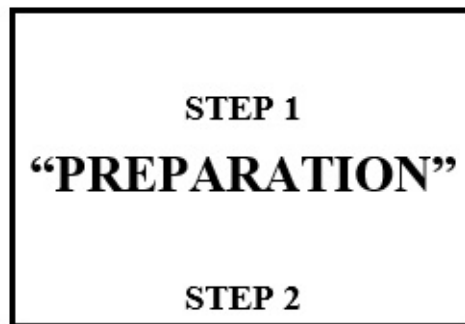
2. You must go into training for the big game. Implement my “30 DAY FOCUS Program” or make your own challenging program (30 days, 2 weeks, 1 week, 5 days on with 2 days off for people with kids, whatever will work with your schedule, etc.). Tune into the “Brain Train Game” and re-program your brain through “Self Talk” towards a life of sweet “Success”. (See my manuals entitled, THE “BRAIN

TRAIN GAME” and the “FOCUS 30 PROGRAM”.)

3. You must “Implement” what you learn. This is the biggest part of the “Program”. Don’t be a frog! “MAKE IT HAPPEN”. Write down every single useful tip you read or hear on an index card. Read these index cards. “Implement” these index cards. Incorporate the new “Success Tools” you will learn into your life immediately.
4. As a matter of course, you must become a lifelong learner. Read more. Listen to audio recordings, learn new things watching YouTube and go to more seminars. Did you know the average American only reads 1 book per year? The average “CEO” (“Chief Executive Officer” of a major corporation) reads 1 book per week.

After reading this “Program” you will know exactly what to do next with your own personal plan for “Success”. You will learn to ask “Super-Me” what to do right now. Face your challenge completely “Motivated” and ready for “Success”, fame and fortune. (You should be smiling now.)

This manual tells you both “Step 1” and “Step 2” of the “2 STEPS TO SUCCESS” Program. First is “Step 1” which I call “Preparation” and Second, “Step 2” which I call “Boldness”. “Step 2” will “Change” your life if you follow the plan. All of you will recognize “Step 1” “Preparation”.



This is it! Are you ready?

Good Luck and I’m happy to welcome you to the “SUPER-ME GENERATION”.

“GENERATION S”

STEP 1 “PREPARATION”

That’s right, “Step 1” is “Preparation”. Sound simple? It is...it’s just hard work, due diligence, planning, background/behind the scenes work.

All of you are familiar with these terms. If you have already started on your path to “Success” then you’ve been doing these things already. If you’re just beginning your trek to “Success” then pay attention to all the “Preparation” concepts we are going to discuss.

I can’t tell you exactly what to “Prepare” because I don’t know your particular “Goal” or “Dream”. Only you know where to start and what to do (but I can certainly help you). However, in most cases I find “Preparation”, i.e., getting started, is not the problem.

Countless times I have come across people and counseled people who have literally worked their butts off and have a great idea or a great product.

Every detail has been seen to... “Preparation”, i.e., getting started, was not the problem. Their “to do” lists read like:

Set up a corporation, business name, business license, FEIN number, business plan, the greatest logo on earth (that rhymes with your last name—countless hours have gone into the logo alone), product prototypes, renditions, alternate designs, product improvements, samples, pricing, advertising plans, ideas, website plan and design, email content, email subject lines, sales scripts, TV ad layouts, Radio, Print, travel, swap meets, industry conventions, maybe even pack up the car and hit the road.

Do you see yourself here? Most of you entrepreneurs out there say absolutely yes. If not then you’ve still got a lot of work to do (that list is a good place to start if you are starting a business). This also applies to individuals who have taken many steps in preparation towards accomplishing their own personal “Goals”. For example, if your “Goal” is to get in shape, I’m sure you’ve read every diet book on the market, you have the perfect workout clothes, you’ve even bought the bikini for this coming Summer.

But in either case, after the “Preparation”, after every detail has been seen to... then something happens and you stop. You sit and spin your wheels. Even

sometimes for 1, 2, 3 years. You were ready for “Success” 2 years ago and you haven’t gone any further since then.

Why? Let me give you a couple of examples.



EXAMPLE 1 – I DON'T KNOW WHAT TO DO NEXT!

I know an urban/hip-hop/street clothing designer. Let's call him Robert. Robert has created the best line of urban wear I have ever seen. The whole clothing line is sitting in his living room hanging on garment racks and has been sitting there for 2 years. He sure enough has done almost every single one of the to-dos on the list of to-do's (see above). You should see his logo. He even has his logo on his hats and stationery. Robert has even had outstanding encouragement and motivation from not only his family but from actual sales. He received \$35,000 in pre-orders from international companies around the world while staging a sales booth at a major national two-day entertainment industry event attended by numerous clothing buyers. People (every single one) were astounded by his designs. Keep in mind this guy can't even sew but he can draw. He's spent \$50,000 and 4 years of work to get him here.

When I first met Robert, I was convinced he was sitting on a money-making machine. A goose with the golden eggs. People and companies have offered to invest in him (established clothing companies) but in the name of caution (so he says) he has declined. He wants to do it on his own and keep all the money to himself. He wants to build from the ground up. Not to get in over his head. Take his time. Don't go to fast. Fast expansion has been the ruin of many a company. Blah, Blah, Blah.

Let me tell you, Robert is ready to explode with "Success" but something happened and he stopped. By the way, how many of us would say no to a national company selling your new clothing line?

EXAMPLE 2 – I’M TIRED, I GIVE UP!

How about another scenario. The same as the above example. Same “Preparation”. Same everything but instead of caution holding them back, they just gave up. They got tired of the struggle. They had spent too much money on the project. It’s taking too long. The family is tired of waiting. If they had quit their job to pursue their “Dreams” then they are now considering going back to a job for the security. Even though they know they will never get rich working for someone else, they can’t seem to break into their industry. They give up.

In both the above scenarios and many other scenarios, everyone had an excuse why they hadn’t made it yet or worse, if they had given up on their “Dreams”, why they gave up.

Do you see yourself in similar circumstances? Is something like this getting in the way of your “Dream”?

- Are you embarking on your first path to “Success”?
- Are you one of the people who have put in a lot of work without a payoff yet?
- Are you starting on your 10th “I’m going to get in shape this year” plan?
- Are you one of the ones who haven’t put in any work and you’re sitting on the couch watching TV wondering why you are not rich?

There are lots of people like this. I’ve seen and know many. They ask, how come “someone else” is rich or skinny or doing well in school and I’m not?

Well, because “someone else” knows the secret to “Success” (once you have done your preparation) that I’m going to tell to you now. Most of them were unfortunate enough to have to learn the hard way, trial and error, persistence, etc. No one told them in advance like I’m going to tell you.

THE SECRET TO SUCCESS IS IN... STEP 2

What is the secret? Like many things it's simple but can be difficult without the proper coaching.

But, before we go to Step 2, I want to talk to you some more about Step 1.

MORE ABOUT STEP 1 - PREPARATION:

“PREPARATION” and “PLANNING”. Take “Preparation” seriously. This is the foundation upon which you will build your “Success”. I know that you have heard that “Success” is what happens when “Preparation” crosses paths with opportunity.

I call “Preparation” wisdom planning. When you make a “PLAN” you have to do so with complete concentration. I call this tool: “How to Think Like a Lawyer”.

Potentially you will have a number of different “Plans” as alternative solutions to the same problem. This is always necessary because things always “Change”.

Your “Plans” will road map your responses to the challenges you face.

Your “Plans” must be flexible due to our ever-changing environment...

IF...

A then B

but if...

C then D

but if...

A and C then E.

YOU MUST BE FLEXIBLE AND “PLAN” AHEAD.

HOW TO “THINK LIKE A LAWYER”

When you attend law school they teach you the law but not really. What they really teach you is to “THINK LIKE A LAWYER”. I mean it would be absolutely impossible to teach you every law in every city, county and state in the entire United States. Being so, they teach you the general theory (majority and minority opinions) behind each law so that, as a lawyer, you are able to understand every possible nuance of the different laws in the different jurisdictions.

For our purposes, that is what I want you to do when you make your personal plans, plan your deals and/or negotiate your deals. “THINK LIKE A LAWYER”. That is, consider (and plan for...) every possible obstacle, roadblock, hurdle and potentially unforeseen circumstance along with every possible consequence or conceivable outcome which may arise. (Take a note, this is the second time I’ve made this point.)

If you use this tool/approach you will never be caught unprepared in a deal. You will always be one up on your next challenge. “Preparation” is very important.

To think like a lawyer, you have to consider the “Plan” from every possible conceivable angle and from the viewpoint of every possible, conceivable person or entity affected directly or indirectly by the “Plan”. This is where your thinking cap comes into play. You’ve got to anticipate every obstacle to your “Plan” (and every potentially unforeseen benefit). Here is where you have to get into the minds of the other persons/entities involved. What do they want? What will they be concerned with in the deal? Will some parties be your allies, your adversaries or indifferent? If a portion of the “Plan” “Changes” how will that “Change” the positions of the other parties?

You’ve got to apply the “what if” scenarios. What if this or that? Think cleverly and creatively when formulating your “what if” scenarios but don’t look past the obvious. Consider everything! Have alternative solutions to potential problems. Perform contingency planning.

Note that I have used business analogies here but if you think about it... the “Think Like a Lawyer” Tool applies to your personal challenges too... it is not just for business use.

If you are after a new job, a new boyfriend, higher education... whatever

personal goal it may be... you have to:

Consider (and plan for...) every possible obstacle, roadblock, hurdle and potentially unforeseen circumstance along with every possible consequence or conceivable outcome which may arise.

TAKE YOUR TIME

One more bit of advice when you “Plan”. Do not make snap decisions. Take your time when the significance of the issue warrants your time. I almost never make a “big” decision on the same day that the question is presented. I always try to sleep on the deal at least one night. It seems that every time I have ever made a same day decision it has come back to haunt me. By deciding very quickly I do not give myself enough time to “Plan”, to consider every possible, conceivable angle of the deal.

Additionally, in the context of a negotiation, by waiting (sometimes for days) you can become the power player. Over time, power can shift back and forth between parties during negotiations. Because YOU are taking your time to think, the other side is now waiting for you. Sometimes it is even appropriate to plan not to even call the other side with your decision. I do this all the time. This makes the other side sweat it out. Sometimes they will call you with concessions that you never ever anticipated because they may feel the deal is slipping away due to your waiting game.

Yes, I’ve heard that you’ve got to be able to make snap decisions in business (and yes, sometimes it is necessary). But, I am here to tell you that you can take control of almost every negotiation just by taking your time. Lots of time.

You’ve got to know that people will never (100% of the time) give you their best offer first. Just wait. Don’t do anything. Just wait for the phone to ring. They will be ready to deal when they call. Go ahead and get something, e.g., a price reduction, free delivery, you clean the carpets before I buy the house, several freebies thrown in, etc.

Moreover, if it is possible and it makes good business sense you can “Implement” this ploy at more than one time (multiple waiting games) throughout the same negotiation. If they have already conceded to A, B and C... now all you have to say is OK, I’m ready to close this deal if you do X, Y and Z:

- ...throw in the alterations for free when you buy a suit or a dress...
- ...rotate the tires for free when you have a flat repaired...
- ...give me a 10% price reduction on the installation of a new car radio...

Get whatever you can get in a good hearted, good natured way. It’s not personal,

it's business. Never make a negotiation personal.

Of course, this won't work in certain situations. For instance, if there are 3 buyers for the only powder blue 1955 Ford T-bird in the entire state then you may want to act quickly in order to make sure you are the successful purchaser of the automobile.

However, in any case where it is possible, take your time. This bit of advice will serve you well. Guaranteed.

SUMMARY (STEP 1)

To summarize, “STEP 1” is “Preparation”. As we discussed, this is a fairly simple step. However, it is a very necessary and vitally important step. Whatever your “Goal” may be you must “Prepare”! “Prepare” thoroughly and diligently. “Think Like a Lawyer”.

As the saying goes, Being “Prepared” is one-half the battle.

Note, I didn’t spend a lot of time on “Preparation” because in my experience this is not a major trouble area. People are always motivated at the beginning of a “Plan” or a project or a start-up company. The problems occur after the “Preparation” is in motion.

OK, are you ready for Step 2? Here we go...

STEP 2 “BOLDNESS”

ARE YOU READY TO “CHANGE”?

It takes “BOLDNESS” to become a NEW person. It takes “BOLDNESS” to conquer your fears and to have “CONFIDENCE” in yourself. It takes “Boldness” to identify and go past your self-imposed limitations and boundaries.

Yes, this is the part where it is mandatory for you to “Change” as a person, to “Change” the way you do business. You are going to assume a new personality and learn to turn that personality on and off at will.

You must “Change” hats. Better yet, “YOU MUST “CHANGE” HATS!!” (he screamed very loud). Let’s throw caution to the wind. Don’t fear “Success”.

You must “Change” hats from company builder (the “Preparation” Phase) to company President (the “Boldness” Phase). Now it is time to “MAKE THINGS HAPPEN”. By any means necessary (of course, without hurting anyone).

So, one last time, this is addressed to EVERYBODY. NO MATTER WHO YOU ARE...DON'T DISCOUNT WHAT I'M SAYING...

“CHANGE” IS MANDATORY!!

GROWTH IS OPTIONAL...

When you want something that you have never had, you must do things you've never done. Do you understand? You must “Change”!!

WHY DO WE STOP OR GET STUCK BEFORE WE ACCOMPLISH OUR DREAM?

Human nature shows us that people hide behind what they know and they avoid and/or discount that with which they are unfamiliar. Deviation from the familiar makes people too uncomfortable because it represents “Change”.

This fear of the unknown or fear of “Change” can cause a shut down. A complete stoppage of output.

Your company or your “Dream” stops dead in its tracks. This shut down almost always occurs after Step 1, “Preparation” has occurred.

The “Preparation” is done and it’s time to go to the next level. This is where the trouble begins. Almost everyone is good at “Preparation”. It’s what comes next is where we fall down.

Many times, this shut down comes after you suffer your first taste of rejection/failure. After only one bad experience. That is enough for some people.

For some reason people will take every risk in the world during the start-up (initial phase) of their “Dream”. They research and experiment, try new things, take chances. Basically, live their “Dream” until the project moves outside of their world. Outside of their “comfort zone”.

When you move outside of your “comfort zone” (or your zone of control) is where your “Dream” may meet a major hurdle. And it is a major hurdle because it is outside of your “comfort zone” (your zone of control). This often occurs when your project is not initially received by the market as well as you had expected. In fact, it may have been a total flop. That rejection can be very difficult to deal with unless you put it in the proper “PERSPECTIVE” (i.e., that is just part of business). That rejection is a reminder of the harsh realities of the marketplace. That is not the time to quit. Quit is not an option. This is simply when Phase II begins and no one ever gave you the “Success Tools” to deal with Phase II. This is when the game just begins. He who never fails will never grow rich.

I knew this guy who moved from Michigan to New York City to become a male model. He moved there for the long haul, until he quote unquote, “made it”. In Michigan, he was the consummate male model in his city appearing on/in local TV, radio and print media. It was his time to go to the next level. Well, soon after arriving in NYC, after his first model call at a very prestigious Lower Manhattan Agency, in which he was met with the harsh reality of the competition, he never went on another model interview. Rather, he stayed on Long Island for 3 months licking his wounds. He never went on another model call. His “Dream” was over. He didn’t know how to deal with Phase II.

IT'S TIME TO BECOME A NEW PERSON

At the time that the project moves outside of your “comfort zone” and the shutdown occurs (i.e., Phase II) it becomes time for Step 2, “BOLDNESS”.

This is where Step 2 “Boldness” begins. Learn to recognize this point in time when it occurs. This is a very critical point. This is where people literally get lost. Here it is time to actually “CHANGE” hats. Figuratively and Physically. Here is where you are going to do things you have never done before. Here is where you “Change” your style, your routine, your circle of friends (expand). Here is where you conquer your fear and build “Confidence” in yourself.

Here is where you have to become a different person than you have ever been up until now in your life. Not that you’ve been bad or been doing the wrong things. You have been doing all the right things. That is how you’ve got this far.

What do I mean by becoming a new person? Do I mean you need new clothes, a new hair style, a face life, etc.? Not exactly, but that may be part of it depending on your particular circumstances.

Note: For help with your “IMAGE” see Manual 8 entitled, “IMAGE”.

What do I mean by becoming a new person? What I mean is:

- YOU have to re-define yourself mentally.
- YOU have to re-define your “FOCUS” (see THE “FOCUS 30 PROGRAM” in Manual #4).
- YOU have to re-define what you (no one else) perceive to be your personal strengths and abilities. Give yourself more credit.

One more time (for emphasis)!

“BOLDNESS” means you have to re-define what you perceive to be your personal strengths and abilities.

For purposes of our conversation I am assuming you’ve got a good idea, a good project or a good product, etc. That is, market research has indicated a need for this product. You have a good design. You can produce it cost effectively, etc. If you’re not at this point yet, i.e., you are still in the formative stages of your

project, you should go back to “Preparation” and “PREPARE” for what you need to know in your particular industry. Maybe learn the basics of finance, production, marketing, etc. When “Success” comes you must be “Prepared”.

Add new skills to your repertoire.

People tend to repeat behaviors that they perceive themselves to be good at. Unfortunately, the behaviors that you think you’re good at aren’t doing you any good. They haven’t gotten you to the top yet.

Hone “new” skills. Become better at the things you perceive to be your weaknesses. Ask others for their input. What two areas of life do they think you could improve in and how?

When you re-define what you perceive to be your strengths and weaknesses, i.e., when you become better at things (e.g., talk to people, sales, relate to top management, take charge, be the center of attention, etc.) that you historically believed you couldn’t do...you will begin to repeat those new behaviors. Those new behaviors are what you need to expand your horizons to get to the next level. This is being “Bold”. Now you have your old behaviors and your new behaviors to help propel you to the top!

WHY DON'T YOU LEARN A NEW JOKE?

With “new” tools/skills you can do things you probably weren't very successful at before. For example, what if (and this is a good one to do) you decided that you were going to add “humor” to your personality.

Seriously, you can actually get on the internet and learn jokes about any topic. Memorize these jokes (Finding and memorizing the jokes is Step 1, “Preparation” in this “Goal”).

Now, get “BOLD” (Step 2). Tell your 20-30 memorized jokes to anyone, anyplace, anytime. Tell everybody you see. Develop your joke telling skills. You'll find it is really pretty easy to tell a joke. You won't have any problems unless you leave out or forget a part of the joke.

What would happen if you adapted a Mega-Personality that could talk and relate to anyone, anyplace, anytime? Humor can help you do this. In big business (six zero plus business), it is not what you know but who you know. Networking should often consume up to one half of your day. Network without a care but for improvement. “Humor” goes a long way in networking.

I know a lady who had never sold anything in her life. She decided to develop a “Mega-Personality”. She decided to become “BOLD” at age 42 and she made over \$100,000 plus her first year selling cars. She thought she'd never be any good at sales. She “Changed”!! She re-defined what she perceived to be her personal strengths and weaknesses.

CAN YOU “TAKE CHARGE OF THE MOMENT” WITHOUT FEELING EMBARRASSED?

When you can “TAKE CHARGE OF THE MOMENT” without feeling embarrassed, when you can be “BOLD”, when you can put on this new hat and deal with people, when you can enter a room and command the attention of everyone just by your very presence (Yes, you)...you will be a new person with a whole different set of skills, strengths and abilities. You will have become “BOLD”! You will have become “Super-Me”.

Whatever you’re afraid of (particularly with respect to things having to do with dealing with people), you have got to get over it. Move past it. Make it your friend. Make it one of your strengths. The fear I speak of is the fear of “Taking Charge of the Moment” without feeling embarrassed.

Don’t be embarrassed to let the light shine on you. Don’t be embarrassed to steal the show. I want you to stand out in the crowd. Walk taller, talk louder, “SMILE” brighter than everyone around you. You have nothing to be embarrassed about. You deserve to shine.

If you can’t or don’t “Take Charge of the Moment”, i.e., it is one of your weaknesses, then you must turn it into a strength. This is being “BOLD”. This is exactly what it takes to get to the next level. Ask “Super-Me” what he/she would do right now.

HOMEWORK ASSIGNMENT:

Try to “Take Charge of the Moment”...when you’re in line at a store, standing in an elevator, walking in a crowd, sitting in a waiting room...”Take Charge of the Moment”. You never know who you’re going to meet and where that meeting will take you. Never be embarrassed to let people know who you are. The only way I know to learn to “Take Charge of the Moment” is to actually practice it over and over again. What do you practice? You practice talking...to total strangers. Like I said...at the store, in an elevator, in a crowd, etc. Just open your mouth and start a conversation. Talk about anything that you want to talk about (hopefully it will pertain to your “Goals”). Use humor to break the ice... tell one of your new jokes. Everywhere I go I talk about the “Super-Me” Series with all the different tools that you will learn...

If you want more “Sales” talk to more people. If you want a better job, network with people. Small talk is fun and “chit-chat” opens lines of communication but don’t forget to get to your point or “Goal” (whatever point that may be). You will be surprised at the responses you get. People will gravitate to you. Your personality will start to shine through. Your “Super-Me” will come to life. You will now be “BOLD”. “Boldness” will take you farther in life than you have ever been before. And, you’re going to love this NEW YOU!

NEW SKILL NUMBER ONE FOR ALL: SALES

How many people know that they just aren't cut out for "SALES". It seems like everybody I meet says they are no good at "Sales". They say they aren't any good at it and never will be. They say they couldn't sell water to a fish on dry land. They couldn't sell food to starving man or grapes to a winemaker.

I have to tell you at this time that "Sales" is a big part of life.

You must be good at "Sales".

Most importantly, you must be able to "sell yourself". It is essential. In this Super-Me Series you are going to come out of your cocoon. Keep reading. It is your turn to blossom. Your turn to experience "Success". Your turn to be "BOLD".

After all is said and done, in a nutshell, "Sales" is all about "selling yourself"! Every good "Salesperson" will tell you I am speaking the truth. A good "Salesperson" can sell any product (cars, computers, services, equipment, even vacuum cleaners) because they know that "Sales" is all about "selling yourself". Surely there are "Sales" systems that absolutely work great to grow sales but it all starts with "selling yourself".

To sell yourself you must become "Bold"!

For many, many people one of their "Change" of hats is going to be from one of a more quiet nature to one of a more gregarious "Sales" nature. Yes, it is a whole separate skill set. You actually can easily accomplish this by "Taking Charge of the Moment" without feeling embarrassed. You can do this very simply by actually practicing, perfecting and implementing the "Success Tools" in this Super-Me Series. This is the process by which you go from a company builder to a company President. Your company, your product, your waistline, your future is depending on you to take it to this next level.

PHASE II OF OPERATIONS

This next level is: Phase II of Operations. You and everyone before you and after you have or will meet at this crossroads. The successful make the correct “Changes” to steer their ship towards their “Goals”. The unsuccessful keep on doing the same ol’ thing. Phase II of Operations means that it is time to “Change” hats. You must make a “Change” for the better for the future.

Now is the time to put on your I can “sell myself” hat. Seriously. This is critical to your “Success”. This is one of the hat “Changes” that I am talking about. Every customer, client, new acquaintance, etc. is dying to meet someone who can “sell themselves”. “Take Charge of the Moment”. Grow. Expand.

“Take the 1st Step”

Be “Bold”

HOMEWORK ASSIGNMENT:

Make notes of each “Success Tool” you see in this “Super-Me” Series. Each manual gives you many “Keys to Success”. Once you have them listed (and you may have to go thru each manual more than once to collect them all...) then you want to practice them purposefully over and over again until they are a natural part of your person.

Here are 5 “Keys” for you to start with:

- 1.) Begin to “Smile” a lot.
- 2.) Walk tall and be assertive in your way (see Manual 8 entitled, “IMAGE”...this is extremely important).
- 3.) Talk to strangers...tell them a joke.
- 4.) Talk to important people.
- 5.) “Make Things Happen”.

Each of these 5 “Keys” are a different “Success Tool” that you will learn more about as you read more. Write all 5 of these “Keys” down on one index card. Carry that card with you and do nothing but that card all day. What do you expect will happen? I’ll tell you...you will be “Taking Charge of the Moment”. You will be “selling yourself” and people will love it. You will love it. You will be in the process of being and becoming “Bold”!

You may be asking yourself:

- How exactly do I be “Bold”?
- How exactly do I “Take Charge of the Moment”?
- How exactly do I “sell myself”?

My answer to you is to read every page of every manual in this Super-Me Series.

Once again, I tell you, write down every single “Success Tool”, every single “TIP”, every single “KEY”, every single piece of advice you will get on each and every page of this “Program”. Write each one down on an index card, practice them all, memorize them all, “Implement” them all. They will not fail you. If you follow this “Program” you will “Change”. You will grow. You will expand. You will develop an entirely NEW set of strengths in your repertoire. You will become a NEW person. You will become “SUPER-ME” and your “DREAMS” can come true.

LEAVE YOUR “COMFORT ZONE” BEHIND

Those who are the most successful people in our world are those who can take action effectively when they are outside of their “comfort zone”. What does this mean?

Everyone has a “comfort zone” (a zone where they feel that they are in control).

Take you for instance, you live in your “comfort zone”. Truly, your “comfort zone” is your day to day life. Look around. Ask yourself. What is your “comfort zone”?

Is your “comfort zone” a relatively dead end 8-5 PM job or is it running a multi-million dollar organization? Is it your routine life day after day, week after week, year after year with a 2 week vacation each July and if you’re really living the good life another 2 weeks in December? Is it your couch and your TV?

You tell me. Even better tell yourself...what is your “comfort zone”. Write it down and look at it every day. Stop. Do this now. Write it down. You are at a crossroad right now. To write this down now or not. Normally, many people do not but I urge you to make a “Change” right now. Write down what makes up your “comfort zone” on an index card so you can see what you have to work on getting outside of. Ask yourself, What would “Super-Me” do right now? Would “Super-Me” complete the index card? You and I both know that she/he would (and you will learn ALL about Super-Me in Manual 2).

Note: I recommend index cards knowing full well that all of this can be put on your phone or other device. The reason I recommend actual 3x5 index cards is obviously not for the technological advantage... lol. I suggest the cards because it is something “physically different” entering your world. It is something that you have to physically pick up and deal with (take them everywhere you go and review them often... all day initially). Yes, you have to physically pick up and deal with your phone... but you take that for granted. The cards will be new and require your attention simply because they are something new in your environment... you have to set up a whole set of social practices around the cards... will you carry them openly, in a folder, with a rubberband around them ??? They will require your attention which is exactly what we want... we want you to focus on learning and implementing your new “Success Tools”.

I’ll tell you once again. Those who are the most successful people in our world

are those who can take action effectively when they are outside of their “comfort zone”. They don’t shut down. That is when they choose to shine. They choose to be “Bold”.

Getting outside of your “comfort zone” means you are “Changing” your life. This “Change” is a necessary requirement for your “Success”.

In order to get outside of your “comfort zone” you must take risks.

Ask your “Super-Me” what to do right now about “Change”. “Change” is a risk. I have a friend who in order for him to get outside of his “comfort zone” he had a tattoo of 2 dice put on his left bicep. Anytime he is hesitant or down right afraid to step outside of his “comfort zone” or to take a risk, he looks at his tattoo as a reminder that he is committed to his own “Success”. His “Success” requires that he take risks. Thus, he moves forward outside of his “comfort zone” every chance he gets.

What can you do to get outside of your “comfort zone”?

If you are serious about your “Success” which I believe you are (or else you wouldn’t be reading or listening to this “Program”), then you took the time to write down, to define your “comfort zone”. To get outside your “comfort zone” simply do something out of the ordinary from your “comfort zone” (see your index card).

Ask “Super-Me” what to do right now to get out of your “comfort zone”.

You may need to get off the couch, start to exercise, join a new club or organization, start a side business, “Change” your appearance...be “Bold”.

TRY NEW THINGS—TAKE A RISK

Try something new. Try more than one thing. Do new things again and again. Do things that you see yourself doing in your “Dreams”. Start to play golf. Do volunteer work. Once you begin to do these new things you will “Change” the person you are today little by little into the person you want to be in the future. You will become your “Super-Me”. You will be on your road to “Success”.

Be advised: When you take risks outside of your “comfort zone” you will meet with failures. In fact, you will fail over and over. It is inevitable. Don’t let this discourage you. It is part of the game. Just continue to give 110%. All successful people have the ability to learn from but otherwise overlook failure. And yes, that is the key word... overlook... as in other than what I learned it never happened. All successful people meet with failure after failure until they finally succeed.

A popular management buzz word is “adaptability”. Experts agree that due to the ever “Changing” economic and regulatory climate that a company’s ability to “adapt” to “Change” is as important to a company’s “Success” as the company’s long term strategic plan. I want you to “adapt” outside of your “comfort zone”. “Adapt” to “Change” so that you may “adapt” to “Success”.

It is very easy to talk yourself out of failure, out of taking risks and into staying within your “comfort zone”. Actually, it is so easy that you’ve been doing it your whole life. That is why you haven’t reached your ultimate “Dreams”, your total “Success” yet. You talk yourself into staying within your “comfort zone” each and every day. You’ve done it for so long that you do it sub-consciously now.

Remember, if you won’t risk failure you’ll never achieve “Success”. You must “Change”. You must try new things.

Many successful people will tell you that “Success” is the result of good judgement, good judgment is the result of experience and experience is the result of bad judgement. Note: Bad judgement usually results in failure. In other words, you must know failure before you can recognize “Success” and that is OK... it is sometimes part of the equation. No problem.

Don’t get me wrong. Always plan to succeed. All I’m saying is that failure may rear its ugly head in your endeavors. So what? Keep going. Overlook failure!

Be daring, not reckless. And never ever give up!
Your “Dream” is never over until you quit.

HAVE YOU EVER EXPERIENCED THE FEELING OF PURE “EXHILARATION”?

Have you ever experienced the feeling of pure “exhilaration”? Where you can actually feel chills in your body... Absolute energy pulsing through your body and mind! Any number of situations may have triggered the “exhilaration” in you. Maybe it was a truly exciting movie, the emotional high point in the film. Maybe it was when you were with a group of your friends and you were reminiscing about the past. Pure laughter erupted and you felt yourself completely alive. Maybe it involved romance. Anyway, you get what I mean.

I truly experienced this feeling of “exhilaration” when my 11-year old son won the 2000 National Junior Olympic Gold Medal Tae Kwon Do Sparring Championship in San Antonio, TX. What a proud and amazing day!

Here is another good example. I truly experienced the rush when I saw the big dance scene at the end of the movie “Footloose” (I dare you to tell me you didn’t get up and start dancing or at least start to tap your foot.).

How about when you are all by yourself and you are singing in the car... huh?

This feeling of “exhilaration” is something that you should strive to make a part of your everyday life. It makes you feel alive. When you take a risk and you succeed you will feel this “exhilaration”. Remember, when you take a risk and fail...so what? Overlook failure! You learn from your mistakes. Next!

When you succeed allow yourself the time to relish the “Success”, the accomplishment. Treat yourself to the “exhilaration” rush. Your “Successes” from implementing the Tools you learn in these pages will let you know exactly what I mean about the “exhilaration” rush. It’s just like when your favorite football team throws a long bomb (from deep in their own territory with no time left on the clock) for a touchdown to win the game and you go nutz. That’s exhilaration. For some, exhilaration may be attending a wedding or going to church... or a night out dancing with your friends.

So, how do you get this “exhilaration” rush, learn to “FOCUS” it and use it? I will teach you the exact method. I have a new “Success Tool” that can turn your life “ON” to feel that “exhilaration” rush.

The new “Success Tool” is “THE POWER OF IMAGINATION”. Go to the last section of my Manual #3 entitled, The “BRAIN TRAIN GAME” to learn more about this fabulous “Success Tool”. As a matter of fact, right now, set this manual down, take 10 minutes to experience “THE POWER OF IMAGINATION”. At the conclusion of the 10 minutes you tell me if you feel an “exhilaration” rush.

You’re going to Love It!

The rush will give you “Power”. Your very own “Power” belonging to no one else. “Personal Power”. “Persuasive Power”. “People Power”. During this time period of personal “exhilaration”, pay attention to how and what you are feeling. “Focus” on your feelings. Learn to control this rush and “Focus” it towards your “Goals” (meaning to engage in an activity – any activity – that will get you closer to your “Goals”). You can do this with practice.

With this “Power”, this energy, this “exhilaration” rush you can be a leader of people. Your influence over people when you have the “Power” will lead people to do what you ask of them. They will want to follow you. You can close the deal. You can get the sale, the promotion, etc. Practice and learn to harness this “Power” to be called upon at will. You can do this stuff. It is not hard. Just follow every suggestion that you get in these pages.

People want to be associated with a Winner. They want to be next to the “POWER”. Show them you have the “Power” and they will listen to what you have to say. Show them the “Power” by being able to call on (at any time) the “exhilaration” rush. The rush will make you bigger than life to other people. You will have the “Power”.

During this period of “exhilaration” what is actually happening is your “Super-Me” is revealing itself.

Have you ever been the center of attention even for a moment where everyone was listening to what you had to say, congratulating you for something you did, listening to your joke or story? Even if it was your birthday party...

I know everyone wants at times to have more personality, more command of the moment...maybe like that one guy who was the most popular guy in school or that one girl who everyone opens the door for and acts like everything she says should be written in gold. You know just like your Uncle Rick or Cousin Sondra. They just know what to say and how to say the right thing all the time.

Once you can harness this “exhilaration” rush you too will be the charismatic leader that attracts “Success”. It simply takes you to “Focus” on this Tool daily until you learn and implement it into your normal routine. It just takes practice.

Consider this. You are an Executive. Act like one. Think Big Things!
“Change”. Put on a new hat. Think outside the box.

You have to come with your own personal new workable ingenious approach (basically just be yourself, don’t be reserved and share yourself with others). To invent a saleable new product you must discover something applicable to the masses and it must also be unique. To invent the NEW YOU, you must do the same thing.

Keep reading...

SUMMARY

["2 STEPS TO SUCCESS"]

The "Super-Me" Series is designed to be used by anyone, anyplace, anytime. You just read the first of ten manuals in the "Program". At this point I want it to be crystal clear to you what we are trying to do. Yes, there are many more "Success Tools" to be learned that you haven't been taught yet, e.g., "Super-Me", "Self Talk", "Take the 1st Step", etc. They will come in the other manuals. Those are the tools that will enable you to actually carry out the "2 STEPS" and accomplish your specific "Goals".

This Manual 1 is meant to give you an overall management system to approach your road to "Success". Regardless of what your "Goal" is... you can use these "2 Steps"

First, Step 1, "Preparation". After you are "Prepared" then the monumental step designed to "Change" your life, Step 2, "Boldness". In this first manual I have explained the overall concepts along with specific directions and suggestions to accomplish each of these "2 STEPS TO SUCCESS".

When you are reading this manual (and I suggest you read this manual over... many times) make a list or take notes on each specific direction or suggestion that you see. "Implement" each direction/suggestion I have given to you. I gave you these directions/suggestions because they work! They are critical to your "Success". Some of them may seem foreign or odd or silly but do them. Trust me. "Change" is important. This "Program" will work for you but "YOU" have to do what the "Program" directs or suggests. If you don't follow the directions on the back of the cake box, if you leave the eggs out...then the cake just won't work. If you don't do what I tell you then my "Program" won't work either.

You must "Prepare", "Implement", "Think Like a Lawyer", be "Bold", "Change" hats, take notes, Network, "Focus", learn, "Take Charge of the Moment", become a "Salesperson" (a purveyor of You), leave your "comfort zone", be "exhilarated", be alive, "Imagine" your "Success"...

I have given you all of these directions/suggestions. "YOU" must "Implement" them. "YOU" can do this. "YOU" can do each and every one of them. Do one per day or 2 or 10 per day until you are comfortable with each. Through this type of practice you can "Change" the results that you typically get... you can

even “Change” who you are if there are parts that need changing. You can make yourself a “Success”. It happens every day. Why not You?

OK. Now you know the “2 Steps”. Let’s not get overwhelmed. It is only “2 Steps”. “Preparation” and “Boldness”. And you’re not alone. I’ve given you some very specific “Success Tools” (with more to come in the following manuals) to enable you to accomplish both “Steps”.

It is time for you to decide where you are. Have you begun “Preparation”? Do you need more “Preparation”? Is your “Preparation” complete? Jump into this “Program” according to where you are right now on your trek to “Success”.

Are you just starting to think about your diet? Are you in the process of starting your own business? Are you in the process of deciding what career you want to begin or “Change” to? Are you deciding what type of higher education you want to pursue? What is your “Goal”? Do you want to increase your productivity at work? More “Sales”? Do you want to join the ranks of management at work?

Whatever your “Goal” is, wherever your road to “Success” leads...it is now time to go after it. You have a system to pursue that “Success”. It is called the “2 Steps to Success”.

Once you have re-read this manual and feel comfortable with the concepts, read the rest of my manuals to discover the specific “Success Tools” that can show you exactly what to do next. How to get started. Where to start. What is right for you. These “Success Tools” that you will learn are designed to empower you...to give you the “MOTIVATION”, the courage, the roadmap, the “how to”, the “what’s next”, and the personal insight to take you to your “Success”.

I wish you good fortune...but more importantly I wish that you make the “Change” by “Implementing” these “Success Tools” so that you can achieve your grandest “Dreams”.

NEWS FLASH!!!!!!

The human spirit is stronger than anything that can happen to it. This is an irrefutable fact. This you can believe. Look at history. After all that has happened in the world...floods, famine, world wars, every conceivable crisis imaginable including terrorism of the current day...**HUMANS ARE STILL HERE.**

You can't argue with that. Next time you go to a store look to your left, now look to your right. Do you see a human...OK? So, the next time you think you have stress, crisis, emergency conditions, whatever... Believe in the human spirit. You are the human spirit. You will survive.

Now look at all the terrible (I mean bad) times in your life when you thought it was the worst (everybody has them). Did you make it? Yes, well there's more proof positive that the human spirit is stronger than anything that can happen to it.

You can make it. You can make it. Believe it...

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Connect with me on LinkedIn:

www.linkedin.com/in/shanebyers-sales-profit-expert

If you like what you have read so far then take a moment to call a friend and tell them to go to www.super-me.com .

That's what friends are for!



GOOD LUCK!

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