

# **Living with an Eagle Attitude**

A Collection of Writings by Robin J. Elliott

[www.dollarmakers.com](http://www.dollarmakers.com)

Dear Reader,

Through the years, many people have asked me for back copies of my Eagle Attitude articles and my reports. I decided to put them all together into this little e book to save me time and create more value for my readers. Eagle Attitude is a free, weekly ezine and you may subscribe any time, free of charge, through my website: [www.dollarmakers.com](http://www.dollarmakers.com). You may also unsubscribe at any time if you wish. Your e-mail address is never sold or traded. For new readers, all the stories here are true. And an Eagle is a Winner and a Duck is a Loser.

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**By Robin J. Elliott [www.dollarmakers.com](http://www.dollarmakers.com)**

I hope you enjoy the articles. Many are controversial – I make no apology for that. Some are better than others. No rocket science. But people do seem to like them. They are meant to motivate, educate and free the reader. Eagle Attitude is a free service and this e book is free. You may send it to anyone you wish.

Sincerely,  
Robin Elliott.

#### About The Author

Robin Elliott is the owner of Elliott Enterprises Inc., which he started in 1987. He has helped people, particularly business people, in Africa, Canada and the United States and is an author, speaker, trainer and entrepreneur. His specialty is sales and marketing. His studies and qualifications include Hotel Management, Sales, Theology, Management, Work Study, Psychology, Neuro Linguistic Programming, Transactional Analysis, Marketing and Public Speaking. He helps people to grow their businesses.

Robin is genuinely interested in helping people and has worked with businesses ranging from international conglomerates to small, one-man businesses. He has achieved remarkable success for his clients. He lives with his wife, Rika, in Vancouver, Canada, and enjoys skiing, hiking, reading, traveling and business.

If you are interested in contacting Robin, or for more information, especially to read his testimonials, visit his website: [www.dollarmakers.com](http://www.dollarmakers.com)

“Whatever you vividly imagine, ardently desire, sincerely believe and enthusiastically act upon must inevitably come to pass.” – Paul J. Meyer.

**Sowing Smiles and Reaping Rainbows**

My Mother was lying in a two-bed hospital room. She had many visitors every day, bearing beautiful flowers, much goodwill and the occasional gift. The other bed was occupied by another woman, the same age as my Mom. She never received any visitors, so I decided one day to spend some time chatting with her.

She complained to me that it was unfair that my Mother received so many visitors while she received none. Life was hard, she said. I asked her about her lifestyle, family and hobbies. She was her own hobby. Her life was pretty self-oriented. She and her budgie. No friends- no time for friends and socializing. She kept pretty much to herself. Her husband had left her with enough to live on and she didn't have time for volunteering and gadding about with others. She read, watched TV and mall walked. Alone. And she received no visitors when she was in hospital.

My Mom, on the other hand, worked as a volunteer in the childrens' Cancer Ward. She worked with Aids patients. She loved and served her family. Mom kept contact with those wayward family members, to whom nobody else would give the time of day.

**She was friendly, made conversation with strangers and helped cripple women in supermarkets. She was a giver. Generous. Caring. Selfless. And she received many visitors when she was in hospital.**

Now we don't want to be under the false impression that everyone reciprocates when we are kind to them, or that we give in order to get. But it does work that way. What goes around, comes around, and seldom from the same source. Sowing and reaping is a spiritual law, as sure as the law of gravity. We don't necessarily understand it, but it works.

A lady sat down on a park bench in Manhattan, took a bottle of pills out of her purse and was about to swallow them,. When a tramp sitting close by called out to her. "Lady, excuse me. I was a doctor a hundred years ago in another life. I know what you're doing. You're about to commit suicide. Am I right?" "What of it?" she retorted. "My family was killed in a car accident. I discovered yesterday that I have breast cancer. I have no money. I have nothing to live for." "Lady", said the tramp, "I can promise you that the way you are choosing to die will create massive physical pain for you before you die. I know those tablets. I'll make a deal with you. If you do what I ask you to do, and in three weeks you still wish to take your life, I will tell you how to do so painlessly. Is it a deal?" "What do I have to lose?" "O.K." he continued, "Two blocks over the hill is a childrens' cancer hospital. Walk in the door, volunteer your services and work with those kids for three weeks, then come back and tell me if you still wish to kill yourself. I'll keep my part of the deal. I'm always here."

You know how it worked out, right? She worked with the children, lost herself in service and in helping them deal with their pain, she forgot her own pain. She returned to the doctor on the bench after only two weeks. And instead of simply reporting the success of his idea, she persuaded him to join her as a volunteer. That changed his life, too.

We can't choose the hand that Life deals us. But we can choose how we will play it. We can choose our response to our circumstances. We can choose to watch the weeds grow in our lives or we can plant beautiful flowers. By focusing on creating value, sowing love and care and giving of ourselves, we will not only radically improve our own self-images, health and fortunes, we will sleep well at night.

Here's my personal challenge to you today: See if you can make every person whom you meet, feel good about themselves. Pay genuine, sincere compliments, See how you can help them. Listen carefully when they speak, look into their eyes, develop empathy and interest. Build them up instead of breaking them down. Encourage, inspire and motivate them. Open the door for them, smile, greet and be friendly. And never expect anything in return. Do this every day.

At the end of the day, I promise you that if you earnestly applied this mindset, you will find your health, self image, business, sales and peace of mind greatly improved. Make a habit of sowing smiles, and you will surely reap rainbows. Dreams come true!

## **Are You Monkey like?**

Psychologists put four monkeys into a cage. In the cage, they erected a pole with a platform on top of it. They put a huge bunch of tantalizing, ripe, yellow bananas on the platform. Soon the monkeys smelt the bananas and eagerly started to climb nimbly up the pole to get at them. Immediately, the psychologists started squirting the monkeys with strong jets of icy cold water from fire hoses. They did this every time the monkeys tried to get to the bananas, and, naturally, soon the monkeys gave up trying. They sat around getting hungry. Then the psychologists removed one of the monkeys and replaced him with a new monkey who had never experienced the wrath of the fire hoses. Soon the enticing aroma of bananas assailed nostrils and he started climbing up the pole towards them. What do you think the other furry fellows did? That's right, they grabbed the newcomer and pulled him down from the pole, preventing him from getting at the bananas. At this point no fire hoses were used. Well, they removed another the monkey and brought in a new one. Now, even the monkey who had never been squirted by the fire hoses, joined in to stop the latest addition from climbing up the pole! One by one they removed the monkeys and replaced them with new monkeys, each of which was stopped from climbing the pole by the other monkeys, all of which, eventually, had never even been squirted with water! That's how belief systems and rumors work. We start to believe the myths and urban legends. We become the victims of the limiting beliefs of others and accept those lies as our own, and then we, in turn, impose them on others, believing that we are helping them!

You've heard the story of the woman who regularly cut off the ends of a ham before putting it into the oven, haven't you? Well, eventually the husband asked why she cut the ends off and she said she was taught to do so by her mother, who was a great cook. The husband asked his mother in law why she taught her daughter to cut the ends off hams. She didn't know - HER mother had taught her to do so. Eventually, the husband found out that the grandmother's oven was too small – that why the ends had to be cut off. And even though his wife's oven was quite spacious enough to accommodate three hams, she continued to cut the ends off.

Perception is reality. We tend to make the reality of others, our own. We say we want to learn from their mistakes, but we often learn to limit ourselves with their false restrictions. We allow fear instead of faith to guide us. Ducks fly in flocks and Eagles stay close to the ground. Eagles fly alone and high. Eagles don't fly around with ducks, or they might start quacking before too long. When the mob runs south, Eagles stroll northwards.

Small elephants are tied up with a strong chain until they realize they can't escape. When they're grown, a thin rope that they could snap very easily will enslave them to the extent that they have staved to death and burnt to death because they believed a meager rope was a powerful chain. What is your rope?

What beliefs do we have that are preventing us from happiness, health and hilarity? Are we monkeys or monarchs? Minions or miracle workers? Let's dare to dream. Easy is not an option. Quitting is also not an option. Let's have goals that are bigger than our fears.

## **The Power of Joint Ventures and Strategic Alliances**

Unity is strength. It's harder to break ten sticks than it is to break one. Two are stronger than one. Duplication works through franchising, licensing and distributorships. This, we all know. Why is it then, that so few business owners use strategic alliances and joint ventures? Is it because we're too busy doing it all ourselves, carrying the whole burden, taking all the risks, and duplicating costs instead of resources? Or is it because we don't trust others? The synergistic effect of joint ventures and the excitement and exponential power of duplication are obvious, yet we tend not to utilize them.

When two people work together in business, it's a case of one plus one equals three. All sorts of energies are released, as long as the agreement is understood, well documented and legal. And the value systems of the two should be congruent. By joining together, a formidable force is unleashed. When more than two people align their skills, resources and influence, with a common goal and purpose, it's amazing what can happen. Napoleon Hill described the indomitable effect of the Mastermind very well in his "Think and Grow Rich." Jesus said, "Where two or more are gathered together in my name, there am I in the midst of them." Communities and organizations that fight shoulder to shoulder can work wonders. England achieved this in the Second World War. And when America joined up, it was a slam-dunk. After the war, England got a bit fat and lazy. No more war = no more common enemy = no more reason to join together, to sacrifice and focus and win. Coming from South Africa, I can attest to the power of unity.

The Black people in South Africa performed a political miracle against all odds. Many years before the release of Mandela, when most Whites didn't really even know who he was, my wife and I walked past the central court house in Pretoria and spoke to a few protesting Black women. They were beaten and chased by white policemen, but not before they told us, "Mandela is going to be freed!" It's a pity that after his release they have lost focus and purpose and the country is now well on its way to becoming the same mess as the rest of Africa.

Here are a few guidelines for a successful joint venture or strategic alliance:

The players should share a common value system, purpose and objective.

The rules of the game should be clearly defined and communicated in writing.

Openness and honesty are a requirement. Any skeletons in cupboards should be revealed prior to initiation.

Contributions and responsibilities should be documented and negotiated.

Conflicts of interest should be identified and avoided at all costs.

Exit plans, insurance and realistic risk evaluation should be in place.

Commitment, honesty and responsibility are essential criteria.

Most important of all: only work with winners. Don't get involved with losers.

Few people achieve greatness alone. We can fast track our success and enjoy the security of support and back-up by working together. When one falters or falls, there are others to help him up. When one gets side-tracked, the others can pull her back into line. Together, we can pool our resources, dream great dreams, generate more consistent energy and intimidate the competition. Our greatest assets in business are our relationships. Let's turbo-charge our businesses and make all our dreams come true by getting together and focusing on a common goal.

"F.E.A.R. = False Expectations Appearing Real."

## FEAR

What do you fear? Fear can be suffocating, restricting, all encompassing and weakening. It can steal all your energy, attention and drive. It wakes you up at night with a rude shaking and magnifies the worst scenarios out of all proportion. It either takes your appetite away completely, leaving you feeling even more overwhelmed, or it drives you into a feeding binge to end all binges. It can put one onto a frightening downward spiral that ends in depression, failure and hopelessness.

Here's the good news: fear is all in your head, as is faith. And if that sounds like infantile pop psychology, think about this: perception is reality and we choose our perception. The evidence that we have gathered has caused the belief we currently hold, which results in fear. By changing the evidence, we change our beliefs and perceptions. Fear is simply a negative expectation of the future. We jump to the confusion that we are headed for ugly times. "That which I feared, has come upon me," said Job. We attract our expectations, especially when they're emotionally charged, and fear is certainly a powerful emotion, isn't it? So how do you escape the fear and turn it into faith?

Easier than you may imagine, my friend. Follow the ten steps from fear to faith and I think you'll end up agreeing with me.

Identify the fear and clarify exactly what it is that you fear. Identify it, examine it and label it. Handle it as you would a very smelly package of doggie do. Put it on the table of your mind and stand back.

Now ask yourself what evidence have you gathered, and what has occurred, to make you come to the conclusion that this future event that you fear, will actually occur? List all the evidence and all the things that have happened, everything you've heard and all your reasons for this sad expectation.

You're already ahead of most people when it comes to handling fear. Well done. Objectivity is vital. Emotions are seldom objective and therefore rarely accurate. Now you need to ask yourself what you would do and how you would react if the thing you feared, actually happened. Go through the exercise of handling the expectation. When you actually imagine living through this cruel consequence, you weaken its power. It becomes more concrete, more defined, easier to manipulate. And that's exactly where we want to be – in charge.

Then only thing you can control in the world is your mind, so let's take control right now and obliterate this fear. I want you to accept that there are certain things we can't do anything about. Worrying about them will not change anything. But we can take control of our perceptions. So, ask yourself this: "What can I do to prevent this?" Make a Do List of real steps you can take to prevent this onerous outcome.

Next, ask yourself what you can do to handle the situation, what action you can take, should the thing you fear, actually come about. Pretend it's someone else's problem. What advice would you give them? Make another Do List.

Next, ask yourself what evidence you have (and can find) to convince yourself that the thing you fear, WON'T happen. You'll be surprised what you will come up with! Make a list as long as you can. "The reasons why I don't have to fear this happening!" You see, fear is always about future events. We miss out on our present lives because of dread of the future.

Now, make a list of the most successful, positive people you know. Eagles, all. People whom you respect, winners, overcomers, gladiators. Visit with each one (or call or e mail them and tell them about your fear. Ask for their advice. You don't have to take their advice, of course, but I think this exercise alone will be most valuable to you. Some may supply solutions or help; others may change your perceptions and help you gain perspective. A Master Mind works wonderfully in this situation.

Work out an action plan for dealing with this fear. Partner up with a mentor, a coach, a good friend that is an Eagle, for support and guidance, if necessary / possible.

Fill your mind with positive input – tapes, books, videos, seminars, mixing with positive people. No negative input – only positive. Put that smelly package out in the positive sunlight and watch it dry up!

Take offensive action to destroy fear! Attack is the best form of defense. Eagles don't whine – they win! They are proactive. Prayer, meditation, Tai Chi, Holy Scriptures and religion, whichever you choose, should be part of your daily ritual anyway. They calm and prepare your mind.

Turn fear into faith. Don't roll over and die. Don't quit. You're a born winner and you can do it.

"Alone, it's tough. But together, we can change the world." ~ Boreh

## **Value: Back to Basics.**

“You can get anything you want out of life, if you’re prepared to help enough other people to get what they want.” – Zig Ziglar. Let’s focus on creating massive, unprecedented value for other people. We get where we want to go by creating value for other people.

We get paid in direct proportion to the value we create, as long as people can understand the value and pay for it or reciprocate in some way. If you’re not making enough money, people either don’t perceive what you are offering as valuable, or they don’t know what you have available. So either change what you offer or improve your marketing and sales. If you sell peanuts to two people, you will create less value than if you sell diamonds to two thousand people. Being popular has nothing to do with creating value.

The opinions of other people are of no importance to me, whatsoever. Many people, for whatever reason, hate Eagle Bill Gates but they benefit from the value he creates and they pay for it. Do you think Billy cares if people don’t like him? Do you suppose he lies awake at night worrying about his level of popularity? No. He focuses on creating value. The more successful you are, the more people will dislike you. You become a threat to the status quo and you may expose their mediocrity and get their business. So you mentally create special “back armor” to protect you from all the back-stabbing: it’s called the Gladiator Mindset. The Gladiator is a Visionary who has a goal to reach and a mission to fulfill. He single-mindedly attacks, realizing that he will lose some battles on his way to winning the war. He surrounds himself with strong people who will support him and protect him, like his nasty lawyers and smart associates.

Paul J. Meyer said, “Determine what specific goal you want to achieve. Then dedicate yourself to its attainment with unswerving singleness of purpose, the trenchant zeal of a crusader.”

Here’s my question for you today: how can I, Robin, help you to achieve your goals? What can I do to assist you and support you? What is it that you really, really want? How can I use my resources to help you get where you want to go? As I help you, I create value and I achieve my goals as well.

Here’s the key, though: only work with Eagles. If you work with ducks, they will turn around and attack you. Would you pick up an injured rattle snake to help it across the road? Create joint ventures and strategic alliances with winners. How many times have people failed to return your calls, fulfill their promises or reciprocate? Delete the Ducks. Don’t have anything to do with them, no matter how much money they have - there are a lot of rich losers. Let’s have a new look at our businesses and consider re-engineering, repackaging, reformulating, recreating and refocusing. Perhaps we should stop selling what we were selling and get a completely new way of creating value. I spoke to a friend the other day and suggested he stop selling his services and rather consider repackaging his business to sell business opportunities or distributorships. What do people want?

How can you help them get it? What do YOU want? Email me – [robin@dollarmakers.com](mailto:robin@dollarmakers.com) - maybe I can help you.

Even as water carves monuments of stone, so do our thoughts shape our character.

- Hugh B. Brown

## So Sing!

It was January 1971. I had been conscripted into the army and I was just 17 years old. We were on a forced route march during bootcamp and we were exhausted. 30 degrees under a blazing African sun. Our army backpacks weighed us down, our rifles felt like solid lead and those of us that collapsed from fatigue were unceremoniously loaded onto a truck and taken back to camp. They would end up on a punishment detail for their sins. And we sang and whistled. That was how we kept going! The lyrics were crude to say the least, and not to be repeated here, but it kept our boots moving and our arms swinging. It seemed almost magical to me how the singing and whistling kept us moving like robots between the bushes and over the hills. When the sweat interfered with our ability to whistle, we simply changed back to song. The rhythm made it easier, somehow. We focused on the humorous lyrics and kept on keeping on towards our destination. I noticed how those who had stopped singing, almost inevitably gave in and joined those on the trucks. When I was selected for officer training later in the year, I saw that some of the heartiest singers were there, too. I am proud to mention that I was removed from the officers' course because I refused to study the political propaganda we were to be tested on. 'Nuf said.

The old "Whistle while you work", works. It's hard to focus on two things at the same time. So I have found that, when I make the choice, I can literally sing or whistle my way into a better emotional state. Zig Ziglar had a wonderful audiotope of songs that I wish I could find again. The lyrics were highly motivating and the tempo upbeat: "I'm super good and getting better, Mama, now I know I can, turn my lemons into lemonade, my Loser's Lip has gone away, and I'm not gonna stop, till I meet you at the top!"

The same goes for rousing music. I have CD's that are guaranteed to make me feel better as I sing along. My poor wife has to tolerate my singing, but then I guess it's a better alternative than my bad mood! And she has mentioned on more than one occasion that she knows I'm feeling good if she hears me crooning away in the shower. Chicken or egg? Do I feel better because I'm singing or do I sing to feel better? Both.

So here's my simple suggestion for this week. If your life feels like a forced march, your burdens are heavy and the destination seems a million miles away, push a button on your CD player and sing along to some great songs. "O Brother Where Art Thou?" has some wonderful sing-along songs, but then we all react to different musical stimuli, don't we? "When you're smiling, when you're smiling, the whole world smiles with you..." that dates me. But a spot of Grand Funk Railroad, (I used to play the drums in a rock band) Neil Diamond ("America") or religious songs, do the trick as well. Let's use music to lighten our loads and speed us toward our goals. When you break a sweat, consider breaking into song, too. Music is, after all, the soundtrack of our lives. Sing when you're sad, croon when you're choleric, chant when you're chagrined, whistle when you're

whacked. And those around you will be uplifted too – if not by your voice, then by your good attitude.

I know canned music makes chickens lay more eggs and factory workers produce more. But how much more can they get out of you on an elevator?

- Victor Borge

## Getting a Buzz

Sometimes, after a long day, much energy expended and a bit of bad news thrown in for good measure, we need a lift. A boost. A pick-me-up. "Ducks" use tobacco, alcohol and other drugs to get it. Eagles have better methods – prayer, meditation, motivational tapes, music, self-talk.

One of the best methods I've found to jump-start a sagging day is to meet with an Eagle. Recently, my day started off with a sad family e-mail from far away, then a sadder follow-up phone call, and then my first appointment with an Eagle came up. Suffice is to say that I left that meeting on rocket-fuel. O.K., so it was in a Starbucks. But the caffeine had very little to do with my elevated spirits, restored faith in mankind, great expectations and the spring in my step. Now I know you would like to know whom I met with. Please be patient.

When you get around Eagles, your future gets brighter. And when you Mastermind with Eagles, it gets downright dazzling! True synergy explodes dim possibilities into solid gold realities and when your value systems are aligned, there are no limits to the value that can be created. Frogs turn into princes and those mountainous challenges shrink into molehills. Clouds disappear. Birds sing. Goals double. We have the choice regarding whom we spend our time with. We can be real selective. Our time is our most valuable asset, because time is life. So let's be particular about our associations. Boreh said, "If they don't raise your spirits, they probably won't do much for your bank balance, either!" When we're down, fellow Eagles will lift us up, dust us off and point us in the right direction, even give us a friendly shove. And when we're up and they're down, we can return the compliment. You see, when one's emotional state is negative, we tend to develop a scatoma (blind spot) regarding possibilities and solutions. We get that "half-empty" attitude and "stinking thinking" starts to develop. But positive people easily see through the mists of depression and their enthusiasm burns away the fog of pessimism. They refocus us and the scales fall from our eyes. So whom did I meet with? He's had 26 years of small business experience and specializes in helping business owners realize their dreams. Highly recommended. I met with him to discuss a joint venture. Great marketer. His motto is, "Coaching the Best To Excellence" and he has a spectacular track record. His name is Rob Carol.

What are some of Rob's characteristics that we can emulate?

- Be encouraging.
- Be interested.
- Be optimistic.
- Be on time.
- Be professional.
- Be caring.

Be contributory.  
Be enthusiastic.  
Be open-minded.  
Be reliable.

**Tick, Tock, Tick Tock, Ka-ching!**

## **TIMING**

You follow your intuition and visit a sick friend in hospital. And he dies three days later. You sell your stocks and mutual funds just before Nortel falls off the planet. You distance yourself just before someone is exposed as a fraud. You buy the first McDonalds hamburger franchise.

Timing.

Huge fortunes are made and lost due to timing. A thousandth of a second between first and second place.

When I look back over my life, I see the power of correct timing. I see opportunities lost, successes achieved, friendships created and enemies made, all due to correct or incorrect timing. But, you may ask, how can we know when the best time is, when to get in, when to get out, start or stop? How can we possibly know what the future holds? And I would be the most arrogant character around to try and answer that question. However, there is a way to be more accurate and there are some rules that have worked very well for me in my life that I shall share with you here, and hopefully they will contribute to more success for you.

1. Be aware. Look at all the signs. Follow your heart. Be open to your intuition. Listen to your gut. Watch for the slip of the mask, the idle word, the small inconsistency, the white lie. Look for the signs of latent power, the tiny bud of success, the glistening tear in an eye, the hidden emotion. Listen carefully, watch attentively. See how patterns are forming and look for past patterns.
2. Look for Eagles. When you find a true Eagle, you find opportunity for success. Grab the opportunity to bond and create a joint venture or strategic alliance, before the Eagle moves on to other opportunities and better things. There are FEW real Eagles about. Don't miss the boat. An Eagle friend is a priceless gift. Miss an Eagle, and you miss a fortune, because Eagle sow eagle choices and reap Eagle rewards.
3. See the big picture. Don't go for the fast buck, or be penny wise and pound foolish. Pay the price, make the expensive choice. Walk away fast when you sense you have hooked up with a loser (duck.) Remember the song., "You gotta know when to hold 'em, know when to fold 'em, know when to walk away, know when to run"? Instant gratification is for ducks, not Eagles.
4. When is doubt about sowing good stuff, DO IT. Sometimes, too late is too late forever. I visited a friend in hospital. He died the next day. You can't fail by helping the right people.
5. Don't confuse Intuition with Ego. In business, you can't afford ego. "You wanna be right, or you wanna be rich?" Ego suppresses the intuition.
6. Never put your values on hold. Violate your values and you violate your future. And the most important thing about timing? Align yourself with Eagles who can offer guidance and insight.

## **Standing Your Ground**

My uncle sat bleeding, slouched on the side of the bathtub, both his arms and wrists smashed to pieces from trying to protect himself from the blows of a steel rod, his ribs broken. Blood poured down his face from the huge, ugly gashes in his head. I had tried to wipe the blood off him with a washcloth, but he just kept bleeding.

I was 9 years old, alone in the farmhouse, looking out of the kitchen window at my Father as he faced a huge, murderous farm worker who had been drinking; well over six feet, he was built like a giant. My Father is tall, but skinny. I had passed my Dad an old assegai (spear) from the wall in my room, and with that he confronted the giant who had nearly killed my uncle and who now approached Dad with the steel rod. Dad had managed to save his brother and now he had to protect himself and me. The giant swung the rod straight down at Dad's head again, and it was deflected with the spear. The spear shattered and a piece cut Dad's forehead. But he valiantly stood his ground. Eventually, after what had seemed like hours, police sirens could be heard and the attacker decided to flee. We all survived, thanks to Dad's courage.

There are times in life when standing one's ground seems ridiculous. It would be so much easier to quit, to walk away (or run away) and to give in to massive odds. But Eagles stand their ground. The true character emerges under pressure. Anyone can't hold the helm in calm seas, but the brave are revealed in stormy weather. If your life's weather is stormy right now, and your knees are shaking, remember that the absence of fear is not courage. Courage is doing what you fear, in spite of your anxiety.

### Five Ways to Stand Your Ground:

Focus on your dreams and goals. Believe and you will achieve.

Remember that David used his brains and Goliath used his brawn.

Understand that perseverance is the great equalizer.

Know that, as Robert Schuller says, "Tough times don't last, but tough people do." Expect to win.

Handle things one at a time, minute by minute, with confident optimism.

And you will succeed, as eagles are wont to do. Stand your ground and you'll stand tall.

## **VISION**

One thing that we associate with Eagles is vision. Bible says, "Without a vision, the people perish".

The one thing that makes the difference between a mediocre life and magnificent achievement, is vision. Patanjali, a second century B.C. philosopher, said, "When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bounds: Your mind transcends limitations, your consciousness expands in every direction, and you find yourself in a new, great, and wonderful world. Dormant forces, faculties, and talents become alive, and you discover yourself to be a greater person by far than you ever dreamed yourself to be." Visionaries of the world, unite! John Lennon said, "You may say I'm a dreamer, but I'm not the only one." I say, lead me to the dreamers.

There is no place in a visionary's life for limitations, excuses and half measures. She is inspired and alive, unshackled by the status quo. He rises like a phoenix from every setback, more excited and motivated than ever before, stronger, more determined, more focused. Read the story of Conrad Hilton, who said himself of his goal to acquire the Waldorf, "The year 1931 [the Great Depression] was a presumptuous, an outrageous time to dream"!

It's never too late to get a vision for your life, to start believing again, to start living. Mix with people who are sold out to their visions, who have the courage to take the road less traveled, and you will find yourself amongst giants. If we believe, we will achieve. But you can't have a dream come true, if you don't have a dream. Start dreaming. Take off the judge's robes and set your imagination free – be true to your inner self, because, take it from me, dreams DO come true.

## **Don't Sting the Frog**

A scorpion walked up to a frog that was sitting lazily on the side of the river. The scorpion asked the frog if he would give the scorpion a ride across the river on his back. The frog replied that the scorpion must be crazy. "You'll sting me, and we'll both drown," he reasoned. "I wouldn't do that," replied the scorpion indignantly, "if I stung you we would both drown. I'm not so stupid. All I want is to get across the river." The frog thought this logical, so he agreed to help the scorpion. As they got to the middle of the river, the scorpion stung the frog and as the frog was dying, he asked the drowning scorpion, "why did you sting me? We're both drowning now!" The scorpion replied sadly, "I'm sorry, Frog; I couldn't help it – it's in my nature to sting people!"

I have often been amazed at people that bite the hand that feeds them, attack the one person that can help them, sting the frog; it doesn't make any sense to shoot the horse you're riding across the desert. Yet many people do; it's in their nature. At Elliott Enterprises Inc. we set up a lot of joint ventures and strategic alliances. The parties can benefit exponentially from the synergy and shared resources, if both parties are mature and sensible. One plus one equals three. But it takes patience and perseverance.

Here are five tips to avoid being stung, and hopefully you're not one of those idiots that do the stinging. In real life, the frog survives and the scorpion drowns, because it's really ducks nipping Eagles.

Only do business with people who actually understand business and have a decent track record.

When you see the sting being sharpened or get nipped by a duck beak, get out of the relationship; cut bait and walk away, fast. If the Eagle mask slips and you see a duckbill underneath, run!

Keep your eyes on the long-term goal and consequences. Keep the big picture in mind and avoid short-term, panic – driven decisions.

We all need a horse to ride. Make sure you're getting onto a good horse that doesn't die on you half way through the journey. If the horse turns out to be a mule, dismount and get another horse.

Remember that sometimes you have to lose a battle to win a war. Don't throw the baby out with the bathwater. Maintain the relationship and you may get a second chance to do some good business. Relationship is more important than business, as long as it's a relationship with an Eagle.

Together, we are unstoppable. If you would like to explore the possibilities of joint ventures, leverage and business synergy, contact us.

## **My Own Prison**

I heard a story on the radio recently about two interesting men. One was the king and was extremely obese. He ate continually and was so fat that he couldn't even get through a door. He was deposed by the second man, who had a room built around the former king, with normal windows and a door that wasn't locked. He told the large man that he could leave anytime he wished, but at the same time he supplied him with four huge meals every day. Of course, the fatty couldn't resist the food, so he never escaped his own prison. In our world today of "Sugar and Spice and Everything Thrice", self-discipline and frugality are seldom found.

We complicate our lives, create prisons of debt and illness and miss out on the finer things of life. Rika, my wife, and I were walking along the beach at Indian Arm on a lovely summer day when we saw some kids lying on a huge blanket, playing with their hand-held Game Boy computer games. They could have been talking, swimming, boating, fishing, playing ball or just enjoying nature's incredible beauty. The Game Boys captivated them. My prison guard could be television, food, drugs... but it is my own choice to be in jail. Simplify, cut back and get back to basics, lean and mean, sober and clean.

Anything that you think you NEED, controls you and imprisons you. Set yourself free and use your resources to create a happy, healthy and contributing lifestyle. Take stock of your choices and project the consequences. Enough small choices lead to great consequences. Enough spider webs can be as strong as steel cables. We always have a choice, and it's never too late to change. Try this: Set a goal to get up 20 minutes earlier every day and exercise, read a self development book, pray, meditate, or just take a brisk walk. In a few weeks you will see a difference. Create success habits.

Norman Lear said, "Life is made up of small pleasures. Happiness is made up of those tiny successes. The big ones come too infrequently. And if you don't collect all these tiny successes, the big ones don't really mean anything."

"The height of your accomplishments will equal the depth of your convictions." – William Scolavino.

## Success Tips from Farmers and Warriors

I have had the privilege of being a soldier and of living on a farm. I learnt from both experiences.

I heard of a farmer who doubled his income by spending less time working and more time planning his crops. Farmers know that they reap what they sow and that it takes a long time for some plants to grow and bear fruit. So they are patient and they care for their seedlings. They know that they always reap more than they sow. So they sow liberally. They are patient, persistent, hard working and careful to sow quality. They don't sow seed on rocky, unreceptive ground.

I had a friend who won every fight at our tough high school. Since he wasn't physically strong or particularly adept at fighting, I asked him what his secret was. His answer was to attack and never stop attacking until his opponent was incapable of retaliation. General George Patton said, "The only tactical principle which is not subject to change; it is, 'To use the means at hand to inflict the maximum amount of wounds, death, and destruction on the enemy in the minimum amount of time.'"

Here are a few tips that you can use in your business based on the above:  
Sow consistently, aggressively and massively. Sow only quality and high value. Don't throw pearls before swine. If someone is not receptive to your message, save your seed. Shake the dust from your feet.  
Nurture good, Eagle relationships. Be patient until they bear fruit.  
Guarantee your success and winning edge by being proactive, returning e mails and phone calls promptly and going the extra mile.  
Cut off relationships with ducks. They will undermine, sabotage and demotivate you. If you see they are not going to produce or respond, walk away and replace them.  
Go on the attack, believe in yourself, have supreme confidence and self-respect. Never consider the possibility of failure. **Make** your dreams come true. The opinions of others are of absolutely no importance. Someone said, "Persistence, optimism and determination alone are important." I agree.

"It's the unconquerable soul of man, not the nature of the weapon he uses, that insures victory." – General George Patton.

## Your Support System

**When I go skiing, I try to ski behind expert skiers. I automatically improve when I model superb behavior. People affect our thoughts. Aspirations and choices. The people that you are involved with in your life have a dramatic effect on your level of success. You know that. You know that good, caring relationships are vital, and that disempowering relationships can undermine and sabotage you. It is a fact that we earn within 10% on the average earnings of those we spend the most time with, and that we are either motivated or discouraged by other people. How can you upgrade, enhance and augment your human support system? How can you objectively evaluate it and then adjust it so that you can leverage good relationships and weaken bad relationships? Here is a simple exercise that will take you ten minutes to do. It can radically increase your quality of life and success. It will definitely affect you bottom line, too.**

Draw a dart board with concentric circles on it. You are the Bull's Eye. Make at least twelve dots on the board, each representing someone who affects your life in some way. Those that have the most effect on you, whom you spend the most time with, should be closest to the bulls eye. The less influence they have on you, the further out toward the perimeter of the circle they should be. (So your spouse should be real close to the bull's eye.)

Now take two crayons or highlighters- one blue and one yellow. Draw a line from the dot representing the person, to the bulls' eye (you). A yellow line means that the relationship is mostly positive, encouraging and uplifting. A blue line means the relationship is largely negative, demotivating and costly. A thicker yellow line indicates more positive influence than a thinner line, and so on.

So you will see yourself like the center of a wheel, with the spokes thick and thin, blue and yellow lines) representing your good and bad relationships with at least twelve people. You have a graphic representation of your support system. Now you can decide how to eliminate or limit or minimize negative relationships and develop, improve and expand positive relationships. Cultivate the Eagles and reduce the ducks. Take action, and you will be amazed at the results.

## **No Swimming**

I walked my wife, Rika, to her Aquafit class this morning, and on the way back decided to walk around Lafarge Lake. I stood looking out over the water, praying – it was like glass, with a lone duck diving under the water, misty autumn trees on the far side, a seagull passing overhead. It was a stunningly beautiful sight. I emerged from some trees and was confronted with a signboard – “No Swimming”. “The water is crystal clear”, I thought. “Why no swimming?” I realized that it was because this lake, unlike most others, is too shallow. It's man-made, unlike some very deep natural lakes.

In business, I have come to realize that sometimes the area you are trying to do business in is too shallow – not enough motivation, business savvy, or money – and it's real frustrating to try to swim in a few inches of water, or to try to do business with the wrong people. Find another area or group to do business with. Sometimes the people you are trying to build a relationship with are too shallow. When you realize this, it's time to move on. Deeper people with deeper pockets may be the answer. Riding on a boat in on Indian Arm, with an eagle soaring overhead, I asked the skipper how deep the inlet was. He said the rule of thumb was, that the depth of the water in this glacier was the same as the height of the snow-capped mountains surrounding us! That's DEEP. Deep commitment with high aspirations. Seek people and business opportunities and cultures that are rich and profound. Or the "phrase, "pearls before swine" arises in one's consciousness. Let us value our time, be selective with the expenditure of our skills and energy and seek the company of those who appreciate what we have to offer. Let us seek an environment that is both conducive to growth as well as in line with our values.

**Behavior is a mirror in which every one displays his own image.**  
**- Johann Wolfgang Von Goethe**

## **You Already Have the Resources!**

Most people with whom I consult have, unknown to them, massive, unrealized resources. Untapped riches. Huge potential. And they think they have nothing. They want to buy more. They believe they need more. The more people you know and are associated with, the more resources you can tap into. You don't personally need any money or resources – other people have them. And if you know absolutely nobody, there are still massive resources at your disposal.

You simply have to understand the principle and know how to elicit and activate those resources – how to release them. You are the catalyst. In science class in school you were warned not to mix certain chemicals. Certain combinations can release massive energy. It all starts with the realization that whatever other people have, you can have some of it. You can borrow and they will give you some, too. Onassis called it OPM – “Other Peoples' Money”. He understood that you don't need money or resources because other people would give you some – and in many cases all – of theirs – IF you gave them a good enough reason to do so. It's simply a transaction of value.

My book, “How to Start Your Own Business with No Money and No Risk”, available via website, [www.dollarmakers.com](http://www.dollarmakers.com), and the seminar advertised above, is based on the same principles. Zig Ziglar put it very well indeed. He said, “You can get anything you want out of life, if you're prepared to help enough other people to get what they want.” I was appalled at the naïve fundraising methods used by a certain service club that I belonged to. And then I found out that many societies, associations, churches and fraternities do the same. They would, for example, hold a garage sale, a manure sale, a cake sale or a silent auction and make a hundred dollars for the whole morning, then pat each other on the backs! There were lawyers, accountants, doctors and business owners in that group who could earn that amount in one hour. When I asked why one person didn't simply donate one hour of his time and free the rest of us up for Sunday At Home with Loved Ones, I was told the manure sale was for “fellowship”. I find fellowship in a nice restaurant more enticing than fellowship over a pile of manure.

We need to know that when we want something, all we have to do is offer a benefit that exceeds the value, in the mind of the owner, of the resource that we want. People have a lot of unused, dormant, unemployed, fallow resources, be it farms, office space, airplanes, cars, boardrooms, clothes, machinery, money, underutilized employees, time and expertise, skills and connections. Often, all it takes is to ask. “You have not because you ask not”, the scriptures remind us. Reverend Robert Schuller used the same principles to get given millions of dollars to build his famous Crystal Cathedral church. Give them what they want – be it recognition, love, return on investment, a good feeling, leverage, fame, security or acceptance. People are people, and they will pay for

you to fill their needs. We don't have money problems; we have thinking problems.

Don't ever imagine that wealthy and famous people don't have common needs – that's often why they're wealthy and famous, after all! You're walking on acres of diamonds – you simply have to open your eyes to the possibilities all around you!

I use my No Money No Risk principles as I have for 15 years, very successfully. Sometimes we have all the baking ingredients we need, and all that's missing is a recipe and/or a good chef. That's what I do for my clients – I'm the chef with the recipe. You have the ingredients and the resources – it's time to liberate them.

## **Communication, Consequences and Cornflakes.**

My cornflakes arrived with hot milk and looked scrumptious. I was the Food and Beverage Manager of the Maseru Holiday Inn and Casino in the tiny African Kingdom of Lesotho. Two weeks earlier, the Training Department had completed a special training session for the fire fighting team. It was agreed that if there was a fire, instead of alarming the guests, someone would announce on the intercom system, "Red dog in kitchen number two" (If the fire was in kitchen number two, that is.) The fire team would then rush to the fire and extinguish it.

Suddenly, my cornflakes were interrupted by a calm voice on the speakers: "Red dog at the front entrance." I got to the front entrance to see a bright blue corvette on fire. No fire team. The announcer repeated the code several times but to no avail, until he eventually screamed, "Car on fire at the front entrance! RUN!" At that point an enthusiastic young bellboy appeared, running at great speed and continuously testing his hand-held fire extinguisher as he ran. By the time he arrived at the corvette, the extinguisher was empty. He rushed back and repeated the exercise, again arriving at the burning car with an empty extinguisher. By the third time he got there, the car was completely destroyed and at that point the rest of the dynamic team appeared. The whole scene was actually hilarious.

The fire team was put on "garden duty", which meant a severe beating in the garden shed by the ex chief of police, whose designation was Head Gardener, but he actually spent most of his time in the bar, except when called on to perform his "disciplining duty" as he fondly referred to it. Only in Africa.

### **Three lessons:**

1. Communicate effectively and test your communications regularly. Make sure that people understand and remember. Write it down and get feedback.
2. There are consequences to our actions and choices. When something isn't working, try a new way. Don't flog a dead horse.
3. Cornflakes get real soggy when left too long.

## **Eagle Friends**

Theo was my best friend and also my cousin. As kids, we had wonderful times together, from camping, exploring caves and building forts to building soapbox carts and riding our bikes.

Theo was amazingly confident. Our favorite mischief was to stick nails into the grass on the bowling green during competitions, and watch from a distance as the champions saw their bowling balls unexpectedly shoot off in a new direction! We also tried to make a movie with his dad's cine camera (video camera for those youngsters who don't remember the old ones) and got into trouble for hurling a life-size dummy off the top of a building.

Once he signed up as a movie extra and on the long list of skills, including scuba diving, skydiving, mountaineering, downhill skiing and fencing, he checked the "expert" box next to each skill, indicating that he was adept at each one of them. When I suggested that he had never participated in any of the skills mentioned (we were fourteen), he said, "I can do ANYTHING, Robin." And he meant it. He was an Eagle. But bad company took its toll and sadly he became a drug addict. On one of the last occasions that I saw Theo before he died, he told me that his drug addict friends were his downfall. As soon as he was on the road to recovery, they would show up and tempt him back into his old habits.

Just as Eagle friends can help you and encourage you to soar to unprecedented heights, so losers can drag one down. I saw someone with so much potential and such great courage and intelligence, become a failure, largely because of the friends he chose. Who we associate with is vitally important.

## Who Am I? Who are you?

**When people introduce me at seminars and talks I give, they read about my business accomplishments. I would be prouder if they said, “Robin is a good husband, he’s kind to animals and he doesn’t hurt people.” I have met people with impressive resumes, who were not honest people. And people with no money but very generous hearts.**

How do you see yourself? How would you describe yourself? By what criteria do you evaluate yourself? Are you successful or not? Do you judge yourself by how much money you have? Compared to whom? Or what you have achieved, or your looks, or your job or your qualifications?

What is the standard by which I should evaluate myself?

I can say I’m better off than I was a year ago, but then I’m also a year older. I can judge myself by my relationships, or lack thereof, as well, can’t I?

I asked Rika, my wife, this question the other night. Her answer was that the key is self acceptance. That’s true, too.

Now if I judge my worth and my “success” by what I have accumulated, what happens if I go bankrupt? Am I now worthless? That’s called Role Contamination. “He’s a bad driver so he’s a bad man.”

Here’s what I think should be the measuring stick: What have I become, and what am I in the process of becoming? What kind of person am I, and how much have I grown? Am I a Human BEING or a Human BECOMING? Because what we are will determine what we think and do and achieve and contribute. And that’s why I agree with Rika’s assessment. Accept yourself, warts and all, love yourself, and realize that you have to be your own best friend on the journey through life. Then look at how you can improve in terms of personal qualities. Can I be calmer, more forgiving, more proactive? Shall I work on being more punctual, more professional, kinder, more humble?

The way we see ourselves and evaluate ourselves determines our level of self-esteem. The higher I esteem myself and the more I accept myself, the more I will contribute and accomplish, the happier and more healthy I will be. When I feel good about me, I will treat you better.

As we grow older, we realize what is important in life: relationships, health, decency, integrity, contribution, love. Jim Rohn said, “Work harder on yourself than you do on your job.” When someone is dying or your life is in danger, it doesn’t matter how much money you’ve made or what your job is. Don’t worry about the opinions of other people; worry about how you feel about your own choices. Be true to yourself.

Why not evaluate yourself on a scale of 1 – 10 on each of the following criteria, and then set a goal to improve each of these qualities by one point per month? (1 = very weak, 10 = excellent.)

I am kind to others every day in all my dealings

I am humble and in control of my ego

I am honest and exercise integrity in all my dealings

I have specific goals set in all areas of my life and evaluate my progress on them regularly

I contribute to other people

I am professional, disciplined and punctual

I always look my best

I have a positive, optimistic attitude

I live according to my values

I don't compromise the truth and I maintain high standards.

I mix with positive people.

I have a program of positive input in my life.

Finally, why not set a goal to make every person you meet every day, feel good about themselves, and to double the contribution you make to the rest of humankind? By giving we grow.

### **The small man with the big heart:**

As a Hotel Manager years ago, I was hosting the opening of a new Fun Bar and the owner of the building, a multi-millionaire, was amongst our guests. A short, nondescript man, (let's call him Mr. Jones) he was a financial genius and very private. He sat next to me at the bar and as we talked, a drunk leaned over and started harassing him loudly, demanding a free drink and threatening him, not knowing that he was threatening a very powerful person.

Mr. Jones could have ordered the bouncers to throw the drunk out, embarrass him in front of his friends and ban him from the bar, with a snap of his fingers. Instead, he walked over to the drunk, shook his hand, introduced himself by his first name, thanked him for his patronage and bought him a beer. The drunk was so surprised that he ended up apologizing profusely and became one of my best customers.

Great people are humble. They don't brag and take advantage. They don't have to tell you how clever or how rich they are or where they live to impress you. They focus on giving, creating, contributing and building. Eagles. Humility, power and independence. Ducks will take, break, consume and steal.

Another great man I knew, a business partner of mine, Anver Omar, used to take a lot of time talking to parking lot attendants, security guards, waiters in restaurants and policemen. He shunned the spotlight and the limelight. Yet he was adored by those who knew him. And yet another, Marnus Roothman, for whom I have the utmost love and respect, would rather lose money on a deal than have anyone hurt in the process, often to his own detriment – massive integrity. Eagle heart.

The anonymous givers are the greatest amongst us.

Let us emulate these great hearts. By caring and giving more, by building and creating more, we grow as people. And as we grow, so we contribute more and more. And as we sow, we reap.

Let us be more benevolent, philanthropic, generous, loving. Look at the stars in the United States – see how they contribute during these difficult times.

Here's my challenge to you today: how can we use our resources, TODAY, to help someone else up the ladder of success? Pay a compliment, open a door, carry a load, relieve a burden. You'll sleep like a baby and wake with a smile on your face. And as you sow, you will mysteriously, miraculously, magically, REAP. Don't sow in order to reap – just sow.

## **Rats and Body Odor??**

Years ago, a pilot was attempting a world record long distance flight. He was nearing the end of his journey and was two hours away from the next airport and his final target, when he heard a frightening sound. He heard the distinct sound of a rat gnawing at something. The adventurer knew that this could spell disaster; the rat could chew through his control lines or the fuel line, and cause him to crash into the mountains below! At first he started panicking, but then he started thinking about a solution. At last it came to him: rats can't handle high altitudes! Don't ask me how he knew that – maybe he was a zoology major or a rat expert – but his knowledge solved his problem. He started climbing higher and higher, until the gnawing sound ceased. The rat had died from the high altitude. When he landed his plane, he found the dead rat.

### Three lessons:

First, you can panic or you can think. There is a solution for every problem. Second, knowledge without action is useless. Had the pilot not flown higher, knowing about the solution wouldn't have helped one iota. And third, bad things don't last in the high altitude of high ideals, lofty goals and soaring aspirations. Rat ideas die where eagles soar.

A Jerry Seinfeld TV comedy show recently featured a scenario where the valet who parked Jerry's car had very bad body odor. When Jerry and his friend got into the car, the BO stuck to their clothes and resulted in her boyfriend rejecting her because she smelt bad! When we mix with negative, pessimistic people, their attitudes tend to stick to us like BO and sabotage our success. But when we mix with positive, enthusiastic people, that motivation rubs off on us as well and we achieve our goals even faster.

"What's behind this door I cannot tell, but this I know, and know it well; the more I open, the more I sell!" Paul J Meyer – a salesman's creed.

Your thoughts determine your attitude, your actions and the result you experience. Manage your thoughts and your input and soar with the Eagles!

## Tryers and Doers

When someone tells me, "I'll try", I don't expect success. I hear someone making an excuse in advance for imminent failure.

Because when he fails, and he will, he will say, "But I tried..." People give themselves away by their words. If you don't believe you can, you can't and you won't.

Try to walk out of the door. You can't try. You can do it or not do it. Intention is everything, but so is belief. The Tryers in life (the ducks) are excusiologists. They make excuses, they try half-heartedly, they expect to fail, they watch others succeed and they follow the mindless herd. The Doers (the Eagles), on the other hand, make it their business to succeed. They are the pioneers, the leaders. They take responsibility. They have the courage to stand up and be counted.

So, how do we become Doers more often than Tryers?

Most people become Tryers because they don't believe in their ability to succeed. Imagine you are hurtling down the road in your car towards a stop sign. A lady is pushing a baby across the road in front of you in its blue carriage. You confidently apply the brakes, because you BELIEVE they will work and the car will stop. You sit down on a chair because you believe it will hold your weight. You get into a plane...O.K. We believe because we have gathered EVIDENCE to support that belief.

Seek evidence to support your belief in what you want to accomplish. Evidence that you can be successful. Take note of your accomplishments in the past. Look for reasons why you will succeed instead of fail.

Next, choose to have courage and faith. Someone once said,

**Courage is a moral quality:**

It is not a chance gift of Nature

**Like an aptitude for games.**

**It is a cold choice between two alternatives,**

**The fixed resolve not to quit;**

**An act of renunciation**

Which must be made not once

**But many times by the power of the will.**

**Courage is willpower.**

Let us become Doers, not quitters. Let us set out with a stern and steadfast resolve to stay in the ring and get up again **every** time we get knocked down, not IN CASE we win, but UNTIL we win. "I will do it, whatever it takes, no matter how long it takes; I will pay the price. I have made my decision." That is the statement of a Doer, an Eagle and a Winner.

I encourage you to align yourself with other Eagles, to pay the price and to make your word and your commitment as dependable and as solid as a rock. It takes GUTS- Giving your Utmost To Succeed, but it pays huge dividends. Never use the words, "IF" (Instant Failure), "If only", or "I'll try".

“Any fact facing us is not as important as our attitude toward it, for that determines our success or failure.” – Norman Vincent Peale.

Finally, listen carefully to your own words – they will tell you a lot about your level of confidence.

## TRUST

Trust is the basis of all good relationships, both business and personal. There is no neutral position concerning trust. Each one of us is either building or diminishing trust every time we meet! Trust is therefore built or destroyed through our actions towards each other. We have the choice. If you want to improve relationships and sales, trust is the key. When I do team-building exercises and staff training, I find that this information works wonders.

***There are four elements of trust: Reliability, Acceptance, Openness, and Congruence.***

These elements are observable and measurable. All four are necessary to build trust.

The first is Reliability – I’ll do what I say. If we take responsibility for our own actions and decisions, commit totally to what we say we will do, keep our word, deliver on time and are punctual, we are dependable. Answer e mails the same day, pitch up on time and return calls promptly, and you’re already ahead of the masses.

The second is Acceptance – I accept you as you are, with all your strengths and weaknesses. We have respect for each others’ differences in ideals, values, lifestyles, roles and expertise. We all feel that our mental energy and capability is welcomed and desired, we are non-judgmental and non-critical. We don’t have to compromise our own values to do this.

The third is Openness – I tell you everything I know and I want you to level with me. We all have a total overview of the situation, are told when things are going wrong and when things are going well. No secrets, information available to all and real communication in giving and asking for feedback, takes place. We openly discuss what we think, feel and believe and have no hidden agendas.

The fourth is Congruence – What I think and feel is the same as what I do and say. We all operate with each other on an adequate confrontation basis and expectations are clear. No game playing, we’re straight with each other and the messages are clear and direct – no sugar-coating – and communication takes place from a true intention.

And if we add the Golden Rule, all will be well. Treat others as you’d like to be treated.

Let us evaluate ourselves and see how we can improve our trust building ability. Let us observe the actions of those we choose to do business with, as well. The results are amazing. Ducks destroy trust and Eagles build trust.



## **FOCUS**

**“It is the process of diverting one’s scattered forces into one powerful channel” – James Allen.**

A wide, shallow river is easily diverted. The same river, forced to flow between steep mountain sides, cuts deep down and flows very strongly. It smashes any resistance before it. Hold a magnifying glass over a pile of newspapers in the hot sun and keep it moving. No results. Hold it still so that the sun’s rays focus through it and you will have a raging fire within a few seconds.

We are all lured, bribed, tempted and enticed daily with millions of choices, options and alternatives, all crying out for our attention. Yet, when we focus on our major purpose, it is amazing what we can achieve. Imagine a man with ten ladders before him. At the top of each ladder is a prize. He starts up one ladder and after a few rungs, gets bored, so he moves on to ladder number two with great excitement. Half-way up, he gets tired, so he leaps to ladder number three. After a few minutes he gets frustrated so he moves on to the next ladder, and so on. Had he focused his energy and attention on the first ladder, he would have attained the prize long ago.

When a person makes a final decision of what they want to achieve in their life and commit to that goal with persistence and tenacity, discipline and integrity, they will succeed beyond their wildest dreams. Most people spend 20% of their time thinking about the past, 20% of their time in the future and only 10% of their available attention in the present moment. There is a saying, “Be where you are in time and space.” If you’re making a cup of tea, focus and make the best cup of tea you’ve ever made. Pay attention. As St. Paul said, “This one thing I do.” I know some highly gifted and intelligent people who never amount to much because they keep changing direction. People with focus have established their goals very clearly and they are passionate and serious about what they want to accomplish. They believe in their dreams and they avoid vacillation, mediocrity and complacency.

### Five Steps to Focus:

Establish your goals and write them down with clear action plans.

Do one thing at a time and finish what you start. Be dependable and return calls and e mails promptly or you will lose the support of other people who recognize a lack of focus.

Reevaluate your goals and progress on a regular basis, making the necessary changes to stay on track. Laser-like focus and attention work!

Practice self discipline and balance.

Do what you say you will do, when you say you will do it, and pay the price of success. “Whatever it takes!”

“The pain of discipline weighs ounces; the pain of regret weighs tons.”

## **WIIFM**

Recently I trained some sales executives for a well-known bank in Vancouver. My message was that sales is very simple and based on two fundamentals: People must trust you and like you before they will do business with you. If one of these criteria is missing, you won't make a sale. We discussed TRUST in last week's Eagle Attitude. But how does one get people to LIKE you? All you need to know is that we're all tuned in to the same "radio station": WIIFM – What's In It For Me?

If you can make people feel important, liked, respected, appreciated and valued, they will like you. If you forget about what you want and concentrate on what they want, you're ahead of the game. People need to feel that their opinions are accepted, valued and respected. They need to feel that they matter and that they are esteemed and even cherished; that you value your time with them.

Do you make people feel good about themselves? Do you pay genuine, specific compliments? Do you LISTEN very carefully when people are talking to you? Do you maintain eye contact?

One way to insult someone is not to reply to their calls and e-mails promptly. Ignore someone and you are setting yourself up for a fall. Or pitch up late for an appointment. People don't really believe that the rain slowed you down, you know. I had a friend who consistently turned up late for appointments. I asked him if he would be late if he had a million dollar deal waiting. Go figure. And if you're one of those geniuses who answers cell phone calls during meetings, I've got news for you: you are displaying lack of discipline, lack of respect and a distinct lack of manners. Make a show of switching your cell phone off before the meeting starts and you are paying your company a very special compliment. And please DON'T put people on hold while they're on the phone. Show respect and care.

Here's a tip we can all use: When you leave an appointment, make a note of what was discussed, including personal notes about your prospect, client or friend; perhaps his Mom is ill, or her daughter is about to write an exam. Before the next meeting, review your notes and ask about the illness and exam results. You'll be amazed at the positive response you get!

You'll be amazed at the positive response you get!

If you know someone likes flowers, buy them flowers. If they collect pens, give them pens. You will be building a strong and durable relationship in so doing.

Sow, and you will surely reap.

**"I made him feel like a million bucks and he reciprocated. Nothing is more natural." – Boreh**

## Rising Above Adversity

It's true that it's not about what happens to us, but how we react to what happened to us, that determines how much we achieve in life.

An Eagle friend of mine shared this with me: Did you know that an eagle knows when the storm is approaching long before it breaks? The eagle will fly to some high spot and wait for the winds to come. When the storm hits, it sets its wings so that the wind will pick it up and lift it above the storm. While the storm rages below, the eagle is soaring above it. **The eagle does not escape the storm; it simply uses the storm to lift it higher. It rises on the winds that bring the storm.**

Life is a series of peaks and valleys, clouds and sunshine. Life is a cycle. Death, sickness, car smashes and theft are a part of life. How you choose to respond to those realities determines how happy and successful you will be. I received an e mail from an irate character called Angelo, who told me to "stop sending him unwanted Eagle Attitude propaganda". Eagles will find value in Eagle Attitude, apply it to their lives and fly even higher. Ducks will look for the negatives, and if they can't find them they'll invent them and be even unhappier. Our circumstances are about as serious as we allow them to be. We can overreact or not. We can wail, "This is devastating news! I can't handle it! Why is this happening to me?" Or we can say, "This is no biggie. I can handle this. What can I learn in the process? Where's the opportunity here?" **Same circumstances; different response.** Look at how the Americans handled September 11<sup>th</sup>. They turned a disaster into a victory. We can get BITTER or we can get BETTER. Look for the positive and I assure you you'll find it.

The person who is best at finding positive aspects in adverse circumstances is my wonderful wife, Rika. When we get lost, she says we're discovering new places. When business was quiet, she'd say it was a matter of time before things improved, so let's enjoy the rest. She maintains a serene, philosophical approach and focuses on the good, the pure and the decent. So, if you're being battered by difficult circumstances at the moment, remember that every cloud DOES have a silver lining, and

**DON'T QUIT.**

When things go wrong as they sometimes will,  
When the road you're trudging seems all uphill,  
When the funds are low and the debts are high,  
And you want to smile, but you have to sigh,  
When care is pressing you down a bit -  
Rest if you must, but don't you quit.  
Success is failure turned inside out,  
The silver tint of the clouds of doubt.  
And you never can tell how close you are,  
It may be near when it seems so far.

So stick to the fight when you're hardest hit -  
It's when things go wrong that you mustn't quit.

### **Has Been or Becoming?**

In the shower this morning, I was thinking about food I have enjoyed in the past. My mind tends to be like the horse I loved riding in Rhodesia years ago: when it starts trotting, it has to canter. And when it canters, it has to gallop. I thought of barbecued lobsters, "fish balls", meatloaf, "egg in a glass", "melkkos", you name it. My mouth watered. So many times, it's easy to slip into the past. We start to think about "would have, could have, should have, might have", what we did and achieved and made, and our energy just runs straight down the drain for all the effect it has. One can be a human being or a "Human Becoming".

Where we've been is great, but where we're going is a lot more important. Our past accomplishments add to our confidence and courage, certainly, but we shouldn't dwell on the "good ol' times." I recently talked with someone who has incredible vision for the future. When I put the phone down, I felt excited and motivated. "Without a vision, the people perish." A vision inspires, galvanizes, encourages and energizes people. When you're focused on what you want, you tend to forget about minor difficulties and you don't think about what you don't want! Surround yourself with dreamers, visionaries, prophets and pioneers. Associate with creators, contributors and developers. Someone once told me that there are only two kinds of people in the world: Givers and Takers. The

Givers are all about creating value in the future, and they develop plans to do just that. They don't have time for reminiscing. They value every second and are eager to leap out of bed in the morning, in anticipation of getting closer to their exciting goals. I talked to my beloved sister Gwyneth this morning on the phone. She said, "I am going ahead towards this goal until God stops me." Total power, absolute commitment and integrity and unstoppable courage in a small, beautiful lady. She succeeds with a "Whatever it takes" attitude. I am very proud of her, as you can see!

Paul Meyer said, "I enter each activity without giving mental recognition to the possibility of failure."

Imagine a duck and an Eagle, both climbing a mountain. Each has a backpack, a bear bell and a pair of binoculars. The Eagle complains that it is taking too long to get to the top of the mountain. The duck complains about the stone in his shoe. The Eagle has products in his backpack to sell to people he meets along the way. The duck has a First Aid kit. The duck frantically rings the bear bell to frighten them off. The Eagle has stuffed a sock into the bell to keep it quiet so he can get up close to see a bear. The duck looks for his house at the bottom of the mountain. The Eagle looks at the top of the mountain with his binoculars to find a spot to build a new house. The best is yet to come, dear reader. Let's enter the future with enthusiasm and passion. Today is the first day of the rest of your life. Happy Birthday!



## **CUT BAIT!**

Remember the movie, The Mission? When the man carries a net tied to him, filled with old armor, symbolizing his past sins? When he has climbed to the top of the waterfall, carrying this massive burden, his friend takes a sharp sword and cuts the net loose, thus freeing him? Many of us carry emotional baggage and guilt with us. It slows us down and debilitates us. It saps our energy and distracts us from our goals.

The same goes for negative relationships, with clients, associates, friends and family. If a relationship causes more pain than it's worth and you maintain it because of false guilt or misplaced responsibility, it may be time to CUT BAIT. I have known so many people, including myself, who unnecessarily endure insults and carry financial burdens because we think we have to.

My message to you this week is to reconsider the emotional baggage and counterproductive relationships we keep in our lives. Imagine tying a huge crate of old iron to the back of your car and dragging it along on all your trips, or loading a big pile of manure into a backpack and carrying it with you everywhere you go. Not only will you be unhappy and poor but a lot of people will avoid you. Even though we may deny it, negative, one-sided relationships will weaken and hurt you. There are good relationships based on give and take, and bad relationships that involve one giver and one taker. Much as you may love someone or pity them, the time comes when you have to cut bait or get dragged down to their level. Fire that difficult customer. End a disruptive business relationship. Move on. Resign from that boring service club. Get therapy and move on. Life is short.

My Mom sent me this:

"For the first time I am sailing my boat by my own star. My God, have I sailed it by everything else! And allowed everyone else to take a turn at the tiller. All my life I've headed against myself, against my own direction. But now I have a deep sense of my way, and I am loyal to it. This is my boat and it was made to sail in this direction, by this star. You ask why I am much more peaceful now? Well, I am living all in one piece."

There is a time for re-evaluation, for spring-cleaning, for weeding the garden. For refocusing and for restarting. Perhaps this is such a time for you? We need more black and white thinking – right or wrong, giver or taker, winner or loser. Eagles or ducks. Successful people are constantly changing, improving, upgrading and getting rid of things that don't work. Do it gently, carefully, prayerfully and thoughtfully. Consider the long-term consequences. Then have the guts to take decisive action. You owe it to yourself. While you're battling with the hook stuck in the rocks, your friends have caught seven fish each.

A Binary Life

I watched the movie, Antitrust, the other night. In it, the computer genius says, "The world is like a computer; it's binary: there are only ones and zeros. You're either number one or you're nothing."

Some of you may flinch when you hear that, but it's true that life is made up of winners and losers.

But today, let's apply the Binary Success Principle, as I'll call it, to our daily activities.

Every action begets an opposite and equal reaction, right? Well, not when you're sowing. You sow a handful of good seeds and you reap a bountiful harvest of good stuff. Sow a few bad seeds and you get a bountiful harvest of weeds.

Every action and every choice we make, every day, should be mentally measured against our Binary Success Principle. Whether you're shaving, getting dressed, cleaning your car, writing a letter or making a sandwich, do you do your very best? Do you dress as though you're going to meet the President? Well, everyone you meet is equally as important as the President. Is the work of your hands a One or a Zero? Every talk I give, I pretend in my mind that it's the most important presentation I've ever given. And it is, because it is the yardstick and the standard for the rest of my life. How much do you prepare? I watched Rika, my lovely wife, preparing her Christmas lunch yesterday. The most meticulous care was taken in every detail. The same care she takes for every meal she cooks.

I encourage you to approach life with a Binary Mentality. The very best effort or nothing. The more we discipline ourselves to put our best foot forward, the higher our self-esteem will rise, and the more we will achieve. It's natural. Plus, we will be encouraging others, through our example, to do their best in everything. And you will attract more Eagles into your life than ever before. As you raise your standards, you attract those with higher standards.

I trained the employees and salespeople of a large Mercedes Benz dealership. The owner told me that all his employees were like a Mercedes Benz- the best quality. And they all dressed like a Mercedes Benz as well. Only the best, forget the rest.

Start where you're at and follow the Kaizen principle: Constant, never-ending improvement.

Finally, remember that we tend to become like those we spend the most time with. We adopt their standards and habits, albeit sometimes slowly and imperceptibly. So make sure that you associate with Ones, and not Zeros.

## “Scarcer Than Hen’s Teeth”

You’ve heard that saying. Something that is seldom found, scarce and unique, is valuable. In your business and in your life, how can you make yourself that valuable commodity that people recognize as being different, prized, exclusive and select? How can you become more sought-after, respected, appreciated and even cherished?

Research has consistently shown that the most successful people in business, from Andrew Carnegie, Henry Ford and General Patton to Bill Gates, that the most difficult thing to find in life and in business is Good People. They will pay a premium for someone with the right attitude, bearing, breeding and personality. Someone who can get on well with others and gain their respect. Skills can be learnt.

So let’s do a private, personal evaluation of ourselves as we dive enthusiastically into the future. Be honest with yourself and resolve to be better in each of the following, and your life will improve by leaps and bounds!

***Some people regard discipline as a chore. For me, it is a kind of order that sets me free to fly.***

***- Julie Andrews***

### **EAGLE ATTITUDES:**

Reliable – you do what you say you will do, on time.

Punctual – that means at least 15 minutes early. Every time.

Well presented, dressed and groomed. Down to the smallest details.

Return Telephone calls, memos, e mails and letters promptly.

Friendly and positive. With everyone, at every level of society.

Optimistic and consistent (Not an emotional roller coaster!)

You’re honest and forthright. The guts to tell the truth.

Giving more than you get. Contributing.

Reciprocating good for good. Understanding this is vital.

You’re hard working and focused on the task at hand.

You’re values – driven. If you don’t stand for something, you’ll fall for anything.

You know how to say, “NO.”

Self respect, **self-discipline** and respect for others. Basic good manners.

You’re humble, and you know your weaknesses as well as your strengths.

You have integrity – mass opinion and what others say, think or do is less important than doing what you believe in.

Goal directed, ambitious and purposeful.

In the movie, The Pledge, Jack Nicholson approaches two people who are standing in the middle of a huge shed, a turkey farm. He strides through the thousands of teenage turkeys towards them. And he resembles the Eagle, soaring steadfastly towards its goal, towering above the mediocre masses, the ducks and the turkeys. Unaffected by public sentiment, political correctness, the status quo or vested interests, the Eagle does not compromise quality and does

not sell his birthright for a bowl of soup. She is a rock in the turbulent waters of instant gratification. When you find people that resemble the ideal above, you have found diamonds and pearls.

### **Unplug the Drain**

The hand basin drain in my wife's bathroom got blocked. It didn't suddenly block up overnight; it was a relatively slow process. But eventually she got tired of waiting for the water to drain and asked me to fix it. I guess she put off asking me, because she knows I'm pretty useless when it comes to manual labor! But I popped into Home Depot and bought a roll of thin wire, took it home and spent an hour fishing muck out of the drain, until it was clear and clean and worked so well that I congratulated myself and treated myself to a cup of steaming tea.

Our lives tend to get like that drain. (Just as our colons do, but that's another story!) We tend to allow all sorts of small, bad habits and choices to accumulate and eventually we reach a threshold where we know that the pain of continuing is more than the pain of intervention. It's at that point that we need to get some external and objective advice or assistance. We offer timely advice and suggestions for people to implement in their lives, that will enhance and introduce new habits and choices. When I am asked to train salespeople or consult with business owners, I am sufficiently uninvolved and emotionally unattached to be able to intervene effectively. It's easy to let things slide. It's natural to get a bit lazy. But Eagles know that true success won't tolerate mediocrity or compromise.

The "Check-up from the neck up" that Zig Ziglar recommends is like a lube for your car or maintenance for your furnace. It's essential. You might think you're saving money by not servicing your car, but it's a case of "pay me now or pay me later."

My advice this week is to run a quick check of your life and look for any blocked drains.

What relationships are being neglected or are deteriorating?

What about my health, weight and physical fitness?

How about my business? Are there any "bleeding wounds?"

When last did I take a vacation?

What bad habits have been creeping into my life that are stealing my health, time, joy and peace of mind?

What have I been neglecting, that needs attention?

What good habits have discontinued?

And, once you've run the check, DO something.

Vision without action is a daydream. Action without vision is a nightmare.

Japanese Proverb

Imagine running a virus check on your computer, and then neglecting to delete or quarantine any viruses that you find? That would be dumb. Take action, institute new habits and choices and join us in our happy optimism: Dreams Come True!

## **A Mezuzah?**

*Please read this enlightening information, compliments of a Jewish youth organization:*

The "Mezuzah" signifies the sanctity and blessing of the Jewish home. Actually, it is a portion of Holy Torah, inscribed in the same manner and script as a Torah. It is an "original" sanctified document in accord with [halacha](#) and precepts that dare not be compromised. On this sacred scroll of [parchment](#) are inscribed two passages from Torah, "[Shema Yisroel](#)" and "[Vehaya](#)" (Deuteronomy 6:4-9 and 11:13-21). A Mezuzah should be affixed to the doorpost of each room in the home and place of business (including basement, attic and garage). It is customary, upon entering or leaving a residence, to touch the Mezuzah. This reverence acknowledges our belief in the "Shema Yisroel," the Jewish declaration of faith, which expresses the unity of G-d, the duty of loving and serving Him with our whole being, and our obligation to observe the mitzvot in and out of the home. Because it presents basic principles of our faith, the Mezuzah is our responsibility to visitors as well as to ourselves. When a Mezuzah is [possul](#), its blessings are nullified. Even if one letter or part of a letter is missing or imperfect, the Mezuzah may not be used. Only a "[Kosher](#)" Mezuzah sanctifies and protects the home, as well as fulfills the saying of the Psalmist, "G-d will guard your going and coming from now and for all time." [Psalms 121,8](#) That is why when you purchase a Mezuzah for yourself or make it a gift to a relative or friend, you are obligated to assure its validity. Be certain that it is [handwritten](#) and that you obtain it from a reliable source.

How wonderful to have such a tangible and meaningful reminder of your faith and values, placed so significantly in your home. When we have physical reminders of our vision, mission statement, religious beliefs and standards, factored in to our daily routines, the sky is the limit. Let us take a page out of the book of Jewish people in this regard. Let us have goals posters, religious symbols and the like as visual anchors to our quests and dreams. Fill your mind with what you want instead of what you don't want, and build your faith consistently, by design.

Structure your home, office, car and workspace to inspire, motivate, encourage and enthuse you. A client of mine designed his home according to Feng Shui principles, which he believes in. A friend, Willy, had a photo of his children stuck onto the steering wheel of his car, to remind him to drive safely. (He was an ex racing driver!) What feelings are aroused when you walk into your home and office? Let us create a sanctuary and an Eagle's Nest where we can restore and

rejuvenate ourselves, and remind ourselves of what is really important and get perspective again. Books, pictures, artifacts, signs and sounds, flowers, lovely colors and fabrics, comfortable and peaceful surroundings can be created to put us back on track and refill our spiritual fuel tanks.

Take a new look around you!

## **Opportunity Knocks**

**I get so excited when I see all the wonderful opportunities that surround us. Unlimited potential. Massive resources. The sky's the limit!**

**Two fishermen. One stands at the side of a neighborhood lake with his fishing pole and the other gets himself onto a deep sea fishing boats in the ocean You know which one will catch the biggest fish. Now, if you are on board a deep sea fishing boat with an expert team, lots of perseverance and skill, you'll do better than if you decide, one sunny morning, to go deep sea fishing with no experience or assistance. "Vision without action is a daydream. Action without vision is a nightmare." - Japanese Proverb.**

**Opportunities abound. This was sent to me by one of the great Eagles I am privileged to know, Jackie Lee Son: "In South Africa, they dig for diamonds. Tons of earth are moved to find a little pebble not as large as a little fingernail. The miners are looking for the diamonds, not the dirt. They are willing to lift all the dirt in order to find the jewels. In daily life, people forget this principle and become pessimists because there is more dirt than diamonds. When trouble comes, don't be frightened by the negatives. Look for the positives and dig them out. They are so valuable it doesn't matter if you have to handle tons of dirt." *David Seabury. "The Art of Selfishness."***

In order to capitalize on the myriad business opportunities out there, to land the Big One and change your life, I believe this is the recipe to follow:

**Step #1** Know exactly what your strengths and weaknesses are, but more especially your passion. If you love something, you'll be good at it.

**Step #2** Have a very specific goal. And know WHY you want it! Know your outcome.

**Step #3** Develop supreme excitement, passion and commitment relating to that goal. Compromise and mediocrity will poison your future.

**Step #4** Find mentors, associates, partners, friends and Eagles to join you on your quest. They should be skilled, passionate, honest and reliable. They should compliment your skill set.

**Step #5** Give them a vested interest in your success and lock them in to commitment.

**Step #6** Have a 24/7/365 attitude – action, perseverance and total focus.

Step #7 Be prepared to share the wealth – would you rather have 20% of something or 100% of nothing?

**Step #8 Be prepared to walk away from soured relationships – don't hobble your future by being linked to ducks.**

**Step #9 Keep your eye on the Big Picture and get in for the long term.**

**Step #10 Re-evaluate and readjust regularly. Be flexible in the process, remove your ego and focus on the end result.**

**The most important step is whom you are associated with. Link up with wonderful people and you'll end up with a wonderful life. Good people will encourage, assist, uplift, support and stretch us. Eagles will beckon us to soar with them at heights beyond our wildest dreams.**

**If you're not a Visionary, find one. If you are a Visionary, find people to hitch their wagons to your star.**

It's Never Too Late to Succeed Magnificently

Sometimes, failures and setbacks persuade us that it's too late to achieve our dreams. We start to believe the lie that we're too old, or that we've missed our opportunity, or simply that it's too late. So we accept a mediocre life of dulled passions and repressed hopes, quiet frustration and sad longings. My message to you today is that it's NEVER too late to start again.

I heard Rush Limbaugh telling the story of how he'd been fired from seven radio stations and told by many people to get out of the radio business, that he should have learnt his lesson, etc., but he prevailed and made a fortune. When he lost his hearing, he persevered once again, and now he can hear again, against all odds. Robert Townsend, who helped mastermind Avis's dramatic turnaround in the 1960s, said two of every three decisions he made were wrong. America's best pro basketball teams lose the basketball every three minutes without even getting up a shot!

The legendary golfer Ben Hogan said that in eighteen holes, he usually hit only two or three balls exactly as he had planned. Fred Smith got a C on the graduate business school paper in which he described the concept for Federal Express. The world champion in baseball has to win only 57% of its championship games. Someone said, "The difference between history's boldest accomplishments, and its most staggering failures is often, simply, the diligent will to persevere."

You never know when you're on the brink of winning, and yet that's the point where most people turn back and accept defeat. After traveling so far, they stop short of the victory line by a few inches. You only fail when you give up, and you can quit quitting any time you wish! Today is the first day of the rest of your life. 'Pick yourself up, dust yourself off, and start all over again!' I once heard a minister say, "God won't give you a dream without the means to make it come true." I agree. If you can dream it, you CAN do it.

It's not up your circumstances; it's up to you! I always remember what Robert Schuller said, and he's a living example of success by perseverance: "Tough times don't last, but tough people do!" That motto has sustained me through many trying times. And my Mom once told me, when I thought that a certain difficult period would never end, "God's wheels turn slow, but they turn sure." Maybe it's time to dust off some of those discarded goals and objectives?

The best medicine for discouragement is to meet with Eagles. When I feel as though the burdens of life are getting a little heavy, I know that the remedy is to spend some time with an Eagle. Read inspiring biographies, listen to motivational tapes.

### **Living Your Life to the Fullest**

When I completed my Hotel School academic program at the age of 21, I was sent to two, four star hotels to do my in-service training. The first hotel was situated in the South African bush. I was assigned to the kitchen, where I worked long hours on a split shift, so

I usually slept in between shifts. After a month of this, a booming voice announced the arrival of the new Austrian chef, Klaus Modersitzki. Klaus was a colorful character and skilled chef, having lived all over, worked in the German Navy and traveled widely. He taught me valuable lessons in the enjoyment of life, which are with me to this day.

Klaus gently reprimanded me for SLEEPING while the world lay at my feet to discover. In the remaining five month at that hotel, we rode horses, played squash and tennis, explored, snorkeled in a flooded valley and learnt about nature and the local agriculture.

We decorated our rooms and had great parties. The next hotel I was sent to was a luxury beachfront hotel. I remembered Klaus' valuable lessons and took full advantage of all the exciting options there. A few years later, I employed Klaus as my chef at a Holiday Inn in Rhodesia, and we continued living life to the full, there. We fished and hunted, rode horses, explored and partied. I was with him when he met his wife, Althea, and today Klaus and Althea live happily with their two children in Australia.

I needed that wake-up call. Many of us tend to get into a rut. We convince ourselves that we're too old or that life is boring. Life is not boring; people are boring. When we change, life suddenly seems to change, too! My good friend and client, Jon George, is learning to play golf and speak Korean at the age of

82. I have arranged to have him give a motivational talk to a fraternal organization I am involved with, and the topic he picked was "ZEAL". I count myself fortunate when I meet people who embody Klaus' philosophy.

Klaus had an unquenchable thirst for knowledge, a deep-seated curiosity, a can-do attitude and a genuine love of all people. He was adventurous and optimistic. Let's get out of bed and onto the roller coaster. From the Lazy Boy to Life. Instead of living life vicariously through the TV series, Survivor, let's start participating and performing. It's interesting that when Arthur Janov used Primal Therapy to help men overcome their psychological hassles, they generally lost interest in sport! Being a spectator is not as exciting as being part of the action! Overcome fear by doing what you fear. You deserve a great life!

Here are five questions to bootstrapping your life from a rut to a rocket ride:

Are my limitations real, or self-imposed?

What are my real options?

What would I REALLY like to be doing now, and why am I not doing it?

What would Klaus be doing today?

What three things can I do today to revolutionize my life?

***Forget about the opinions of others, the status quo and political correctness. Eagles don't ask ducks for permission to soar.***

## **That GUT FEELING:**

How often have you ignored that still, small voice, and paid the price? Why is it that we so often disregard one of the most valuable resources that we have? And how can we hone and improve that powerful tool?

I am guilty, most guilty of suppressing and overlooking the gut feeling on many occasions. The reasons why we do so at our peril are legion, but here is the main one, which I'm sure you'll identify with: Urgency. We do the urgent at the expense of the important. We need the money so we turn a blind eye to that little voice that tells us we're dealing with the wrong person. We want to reach our target or we want to avoid embarrassment, or we're impatient or just plain cheap. So we do what we feel uncomfortable with and end up with major discomfort. We know that short-term pain equals long-term pleasure, and that instant gratification is usually very expensive, so we should start to act accordingly. How often have you felt that you should call a friend or family member, and, when you did, they said it was just what they needed?

Usually, the first impression we have of someone is the right impression. If we turn down the volume on that still, small voice, we hear the voice of the person, selling us something we really shouldn't be buying. Then we start selling ourselves! And the signs we see are usually very subtle. A look, a tone of voice, a face that needs a shave, cigarette ash, dandruff or dog hair on the coat – tiny clues that are screaming at us, "RUN! DON'T DEAL! LOSER! RED LIGHT!" When you think back on the times that you disregarded that gut feeling, you will remember the warning signals: the small lies, the excuses, the late payments, the unreturned calls, contradictions, cancellations and physical evidence that should have had you heading for the hills.

Here's how to hone that gut Feeling and avoid making the mistake again in the future:

Spend more time meditating, praying and being quiet. This builds your mental, spiritual and emotional strength and acuity.

Make a list of the signs you ignored in the past, and look out for them. Signs of slovenliness, lack of respect or self discipline, personal shoddiness and bad habits and lack of proof of their claims. Also, look at whom they associate with; a true sign of who they really are. And give them time to expose themselves; they can't hold their pose forever.

Enter every meeting with the commitment to yourself that you will do your due diligence and not make a decision until you are sure that you have listened carefully to your Garrulous Gut. I have decided that I will meet people in the future without expecting to do business with them. The pain of discipline weighs ounces, but the pain of regret weighs tons!

Take a trusted spouse or friend with you to the first meeting. One of you will be sure to get the Gut Gospel. My wife is usually very intuitive and has saved me a lot of money – when I listened to her, that is!

If you get the feeling to help someone or contribute, and you have nothing to gain by it, it's usually the right nudge. Do it, while the window of opportunity is still open.

Finally, be prepared to walk away from a deal if you're uncomfortable. If you hear the quacking of a duck, take off and go look for a screeching Eagle. There are still some Eagles about. They're few and far between, I grant you, but a duck in an Eagle outfit just doesn't cut it anymore. Rather be sensitive enough to find an Eagle in a duck outfit!

I'm making a little sign for my desk: "GO WITH YOUR GUT!" It will make me money, help others and save me frustration.

### **Eagle Attitude's Raison d'Etre**

**In South Africa, I had to check the tire pressure of my car every week. In Canada, this is not necessary. I seldom have to adjust the tire pressure here. Yet, when I came to Canada, for the first year, I checked my tire pressure every week out of pure habit! What a waste of time. Sometimes, we do things that have little justification, but take a lot of time. It's good to stand back and see what results we are achieving with our resources. Why do I write Eagle Attitude every week and send it out to thousands of subscribers? One reason is that as Eagles, we need constant, positive input to motivate, educate, inspire and encourage us. There's enough negativity in the world and I look for valuable, useable information that you can grab every Monday. This is one system that I use to help others to achieve their full potential, along with Club Achieve, Peak Potentials Training and my other endeavors. Also, how can I keep contact with those I love, respect and appreciate? Eagle Attitude. On many occasions I receive letters thanking me for timely encouragement via Eagle Attitude and some people forward Eagle Attitude to family and friends.**

From a business perspective, a regular newsletter makes good sense, too. At his peak, Joe Girard sold more cars per day than any other car salesman in America, according to the Guinness Book of World Records. In fact, there were some months when he sold almost twice as many cars as his closest competitor. What was his secret? GREETING CARDS!

Every month, every person who had ever bought a car from him got a greeting card. Christmas, Valentines Day, St. Patrick's Day, a birthday, whatever. Girard became a member of the family, so to speak. That's a critical secret to making sales. Regular, positive contact with clients and prospective clients is very sensible. Do you maintain regular contact with your customers and friends?

You may be interested in starting your own newsletter, and today I have a very special offer to all Eagle Attitude readers: I have many articles that I have written, which you are welcome to use, FREE of charge, in your own newsletter, as long as you acknowledge my authorship and include my website address. Thank you for your readership. I know how valuable your time is and that you are inundated with information every day. Eagle Attitude is meant to offer maximum value in a short amount of time. Zig Ziglar said, "You can get anything you want out of life, as long as you're prepared to help enough other people to get what they want." That's my philosophy, too.

## **Big Potatoes**

Two farmers, Al and Ted, each had a contract with the local market to deliver potatoes they had grown.

As time went by, Al's farm flourished. He seemed to be accumulating a lot more wealth than did Ted, who sold the same amount of potatoes every week.

One day, Ted arranged a meeting with Al. He asked Al why it was that he seemed to have so much more money, in spite of the fact that they sold the same amount of potatoes at the same price. Al asked Ted what his profit margin was, and was surprised to find that Ted made a lot less profit on his potatoes. When Al asked Ted what his biggest expense was, Ted replied that it was the labor he had to hire to sort his potatoes into three sizes for the market – large, medium and small.

"Why, Ted," said Al, "You don't need to sort your potatoes by size – let them sort themselves!"

Ted thought Al was joking, until Al explained himself. "You see, Ted, when I load all my potatoes together onto the backs of my pick-up trucks, and I drive over those bumpy roads all the way to the market, they get jumbled up and bounced around a lot. By the time I get to the market, the potatoes have sorted themselves. The small ones go to the bottom, the medium ones stay in the middle of the pile and the large potatoes always end up on top!"

People are much like potatoes, because the "largest", that is the best, always end up winning in the game of life. You've heard the saying, "Cream always rises to the top". Well, large potatoes do the same. You can shake that cream and milk up, jumble those potatoes, but at the end of the day, good people will come out on top every time. We all go through difficult times; that's life. The cycles we go through are sometimes uncomfortable, not what we expect and discouraging, but, as Robert Schuller says, "Tough times don't last, but tough people do!" If you're feeling a bit dejected or downhearted, rest assured that the Law of Potatoes will work for you. Maintain your integrity, keep on sowing good choices and a positive attitude, and before too long you'll be back on top, where you belong.

I have read many stories about the atrocities in concentration camps. When people were stripped of everything they had, their status, money, reputations and support, the true winners emerged. Those who had succeeded in spite of themselves or by default in the outside world, crumbled quickly in the camps. But those of substance, the true Eagles, behaved like Eagles in the camps. They encouraged and helped others, maintained their dignity and in many cases survived. No matter circumstances you're facing today, have the Eagle Mindset and you will overcome your challenges.

## When Darkness Falls

“The middle of the day is when I lie, the middle of the night is when I cry; tell everyone that I’m doing fine, but the middle of the night is my crying time.” – Remember that song?

Do you sometimes suffer from insomnia, or lie awake at night, worrying about things?

At night our fears seem to crawl under a huge, mysterious magnifying glass that lurks in the shadows. Small issues that would seem trivial in the bright yellow light of day, appear to grow horns and belch fire in the wee hours. Sadness, remorse, regret, fear of the future, insomnia, melancholy and gloom seem to wait for the nighttime to pounce upon our sleepy minds and hearts.

What to do? Some of us take sleeping tablets. Some worry, toss and turn. Here’s Robin’s Recipe for Midnight Melancholia:

Wake up. Have a cup of tea or a warm glass of milk and don’t try to sleep. Give yourself permission to be awake. While preparing your beverage, put on some happy music. 70’s pop, or something that you enjoy and would normally entice you to dance! If you’re really good, you’ll play a motivational audiotape while you’re heating that cow juice.

Make a list of ten things you have to be grateful for: health, loved ones, a warm bed, food to eat, shelter, opportunities, possessions.

Now make a list of all your ten worst worries, regrets, fears and bad feelings.

Next, handle each one in the following manner: ask yourself what you are afraid of losing, what’s the worst that could happen, if there’s anything you can do about the feeling, if it’s an appropriate feeling, if you have proof or evidence of the reality of the things you fear or feel, and what specific action you can take to alleviate, remove or avoid these issues. Create an action plan. Be objective and pretend you’re counseling someone else with your problems. What advice would you give them? Don’t spend more than fifteen minutes doing this exercise.

Now say loudly and with conviction:

“I am the master of my fate, I am in control of my thoughts and emotions, I take charge of my feelings and I choose to have peace of mind, confidence and clarity. I choose to see my situation from a position of Personal Power. I can handle whatever life throws at me. My circumstances only have the power that I give them. I have peace of mind, power, poise and passion. I can’t change yesterday, but I can change what I tell myself about yesterday and I can change my future. I can choose how I react to my circumstances. I am a winner and an eagle!”

Now, do a three minute Victory Dance. “Fly” around the room with arms extended like the Eagle you are. You don’t run away – you confront your fears and you take charge.

Now pick up a motivating book by General Patton, Napoleon Hill, Anthony Robbins and the like, and start reading until your eyes droop and you get tired

enough to go to sleep. As you lie down, repeat your favorite mantra or prayer until you fall asleep.

And finally, talking about this subject, have you heard of the agnostic, dyslexic insomniac? He lies awake at night, wondering if there's a Dog.

### **Happy Birthday – Every Day?**

**When you're young, a birthday is the culmination, the peak, the cake, the accomplishment. As we get older the significance and meaning of birthdays change, until they're dreaded signs of an impending end, milestones; cashed coupons.**

Every day is actually a birthday – a new beginning – a rebirth. We “die” when we fall asleep, and we wake up to a new dawn, a new life, new opportunities, because we control our lives and we can change. IT'S NEVER TOO LATE! And when we choose to change, our lives change. We can dramatically improve our lives by starting anew each day. Deduct your present age from 85 and see how many years you have left to have a fantastic life. Our lives can be adventurous and happy, or boring and scary. Let's chose to start ENJOYING our lives even more! Remember the movie, “Groundhog Day?” We can rise like warriors with the sun, and I wrote the following to be our affirmation, mantra and intent. Scotch tape it to your mirror, use it as a bookmark and send it to your friends:

TODAY IS MY BIRTHDAY.

**1. Rebirth: My reformation starts today, regardless of past issues, hurts, regrets or failures. The past is dead and gone! My actions in the present create my future, one day at a time.**

2. Re-evaluation: I reflect on the past and decide to make the changes necessary to achieve greatness. I build on my strengths and learn from my mistakes. I design a great life.

3. Rebound: I forget what didn't work and what went wrong in the past, I restore my faith in myself and mankind and I bounce back, full of vigor, enthusiastic, focused and unstoppable. I am wiser and more experienced – I'll get it right this time! The past is simply a stepping stone into the future.

4. Rebuff: I refuse to accept limiting thoughts, I repel doubt and fear; I rise courageously like the phoenix! I have an attitude of gratitude.

5. Recognize: I know that have unlimited potential and massive resources, and that I am remunerated in direct proportion to the value I render. I resolve to create massive, unique value today.

6. Reclaim: I replace mediocrity and reunite myself with my highest aspirations and goals. I remove limiting beliefs from my mind. I set new goals and go for them!

7. Recommit: I rededicate myself to excellence in every area of my life, especially in relationships, health and spirituality.

8. Recreate: I refashion my life in a positive and dynamic way. I resist rerunning past behaviors and the “revolving door” mentality that creates a downward spiral or negative loop. I set new standards of performance and persist in my quest.

9. Revitalize: I am re-energized and empowered with the knowledge that today, I can start again!

10. Rejoice: I resolve to revolt! I am a champion and a winner. I soar as an Eagle and I create a compelling and exciting future.

He who would accomplish little must sacrifice little; he would achieve much must sacrifice much. . . . - James Allen

**A man who doesn't trust himself can never really trust anyone else.**  
~ Cardinal De Retz

## **How to Stop Failing – Instantly!**

The gladiator lies in a pool of blood in the dirt in the middle of the arena. He has dropped his sword, his helmet is falling off and he's totally exhausted. His heart pounds, pain courses through his body like electric shocks and he prepares to die. His opponent advances confidently with the intent to finish him off. Death will be a welcome escape from suffering. Then, suddenly, with his last strength, the defeated one grabs his opponent's foot, pulls him off balance and uses his own sword to deal the deathblow. A boxer in the ring. An athlete in the field. A businessman in the market. We only fail when we give up. When we decide to quit, to roll over and die, we fail.

How do we stop failing? Start over! 'Pick yourself up, dust yourself off and start all over again', as the song goes. It's never too late to start again, no matter what your circumstances or age. Every day is a new beginning. Sometimes we just have to remember that. You may be bloodied and wounded, cash flow may be non-existent and your problems seemingly insurmountable, but when you decide to fight back, everything changes. Sometimes we have to get to the stage of being "sick and tired of being sick and tired". We need to shout, "Enough already!" and rear up on our hind legs in righteous indignation. We need to wipe the dust and blood off our faces, put our helmets back on, pick up our broadswords and, with new zeal and determination, go after the enemy with every ounce of energy we can muster. Usually, when one makes a comeback like that, it is with such power and courage that barriers and opponents alike scatter in all directions. The warrior knows that attitude and belief are everything.

My hero, General George Patton, said in his famous speech to his Third Army, "When a man is lying in a shell hole, if he just stays there all day, the Boche will get him eventually, and the hell with that idea. My men don't dig foxholes. I don't want them to. Foxholes only slow up an offensive. Keep moving. And don't give the enemy time to dig one. We'll win this war but we'll win it only by fighting and showing the Germans we've got more guts than they have."

Sometimes, we hide in our foxholes, hurt, scared, discouraged and tired. You can't win a war in a foxhole. You may have lost a battle, but you don't have to lose the whole war. Get up out of that foxhole and fix bayonets! You may think you can't bounce back from failure because of inadequate resources. Actually, success has little to do with money. Patton said that the 'cold glitter in the attacker's eye' not the point of the questing bayonet, is the thing that breaks the enemy's line. Determination, confidence, self control, energy and belief is what smashes barriers to success.

When you believe strongly enough, you will attract the resources and people you need to succeed. I encourage you, therefore, dear reader, to instantly arise and go back on the attack. Use a different method, ask for help, do whatever it takes. A warrior is a warrior in any circumstances. Don't forget who you are. Don't quit.

Rise up and fight! And this time, you WILL succeed. If you'd like a free copy of this inspiring speech, e mail me: [robin@dollarmakers.com](mailto:robin@dollarmakers.com)

## Six Ways to Build Trust and Life-Long Relationships

Business comes and goes, but good relationships are more valuable than anything else. Here are six ways to increase trust and foster and nurture relationships with friends, family, customers and co-workers, bearing in mind that we have to give, before we can get.

**Be Reliable.** Answer phone calls, e mails and letters immediately. Do what you say you will do, when you say you will do it. In fact, go the extra mile and give more than expected, more than promised and more than your competition. Be dependable and you will attract the trust of others like a magnet.

**Be Consistent.** Don't be an emotional grasshopper. Don't go changing things, or moving the goalposts. The average person is afraid of change, especially unexpected change. If you say you'll see me Sunday at 4pm and change the date and time three times, I get nervous about you real fast.

**Be Caring.** If you show me that you actually care more about me than the money you will make out of me, I will be more likely to trust you. Walk your talk. Do you get me to pay every time we meet for coffee? Do you stick me with the bill, screw me on my commission, steal my business and bounce your checks? That shows you don't care. So, guess what? I don't care either, now. Actions speak louder than words.

**Be Interested.** Genuinely interested in what people have to say. The more you know about someone, the better you can serve him or her and lead him or her. You are either an inspirational leader with a synchronistic value system or an autocratic, bureaucratic manager. How do I know the difference? I ask myself a simple question: Do I know more about you than you know about me? When someone is genuinely interested in my welfare, and me it will show in his actions. If you know nothing about me you have effectively demonstrated that you don't care, so I won't trust you.

**Be Sensitive.** Listen carefully, watch the body language and think before you make decisions that affect that person. What is her favorite food? Do you get it for her? Which movie would he like to watch? Do you make sacrifices for those you profess to care about? Are you a giver or taker? Do you care about the other person's comfort? "Is the air conditioner too cold for you? Can I get you anything? Would you like more cream in your coffee? Can I carry that to your car for you?"

Small things matter. When you forget to call me, ignore me or snub me, it takes a long time to build up your trust credit again. Small things add to the credit in your trust account a lot more than you may imagine. A lot of varied, little, caring gestures mean more than a few big gestures. "I got you a blue one because I know that's your favorite color. I bought you this book because I heard you mention to Clarabelle that you would like to read it. And I put this bookmark in it for you, because it's got a picture of a cat on it and I know how crazy you are about cats!" The small things show that you genuinely care and people notice

small things. On a recent trip with a friend, I noticed that he sacrificed watching the soccer game so that I could watch a movie on TV that he had already seen. He offered to use his car, even though it meant moving stuff. He is a giver. I trust him.

Finally, be careful of those who use these techniques to manipulate you. Get the free article I offered above to protect yourself from the wolf in sheep's clothing. Our relationships are our greatest joy, asset and wealth.

## **Packaging**

“Now you’re on the West Coast, Robin, you don’t have to wear a suit and tie, you know? Dress down. Take it easy.”

Donald Trump was in Miami on a blistering hot day, wearing a pure wool, pinstripe suit, white shirt, shiny black shoes and a red tie. One of the businessmen with him suggested he wear a Hawaii shirt like the rest of them. His answer was, “I come from New York. I’m here to do business. In New York, this is how we dress for business.”

Ever bought an expensive watch, a brand name pen, eaten in an expensive restaurant?

You can probably get food that’s just as tasty in the greasy spoon down the street, a pen that you can buy for a quarter writes just as well and a cheap ten-dollar watch also tells the time. But we live in a world of perceptions, and packaging gets us to pay a hundred times more and enjoy doing it. One morning as I dressed my wife remarked that I had holes in my underpants. I replied that I knew, but that nobody else knew. “That’s my point,” she said. “YOU know you’re wearing underpants with holes in them and that won’t help you to succeed.” She was right, of course.

Here’s my point: how well are you packaged? Not only for others, but also for yourself? Not only to make sales, but in your own home over the weekend for your family? Are you one of those unshaven men that roam the supermarkets on a Saturday morning? The better we look, the better we’re groomed, the more trouble we take to be our very best at all times, not only makes you feel good and confident, it pays a compliment to those around you. It tells them that they’re important. When your car is shiny clean, your home is spic and span, you’re dressed like a winner and your pen, shoes, binders, case, purse and cell phone all look great, you’re heading for success. It’s easy to let oneself go; people won’t say anything, but they will notice. And sales will go down. When the big opportunity comes along, you won’t be in line.

They say that success occurs when preparation meets opportunity. Are you prepared for opportunity? We want people to say, “She’s a real winner, reliable, professional and confident. We can be proud of her. Let’s offer it to her!”

Think about the most successful people you know. Picture them in your mind’s eye. “By your fruits you will be known.”

Now someone once said, “You can’t judge a book by its cover.” Someone else said, “The first impression is a lasting impression.” The cover of the book sets the stage. It is the introduction. It creates a standard, an expectation and a benchmark. If all that glitters is not gold, be sure that, if it doesn’t glitter, nobody is going to expect gold.

So, next time you meet someone for the first time, take a real good look at them, their accessories, their grooming, their car, their home and especially their bathroom. Watch how they treat the server in the restaurant, animals and small children. Watch their table manners and how well they listen. Look for clues and decide if you're talking to a duck or a screaming Eagle. THEN decide if you want to do business with them. But first, take a good hard look at... YOU.

Quality sites: [www.rado.com](http://www.rado.com), [www.montblanc.com](http://www.montblanc.com),

## **My Dad's Workshop:**

We built the wooden shed alongside the house many years ago. Underneath was a storage space, and a wooden ladder led up to the door. There were places to hang tools and pack stuff and store things, and a workbench, a vice and chair. As the years went by, it became a place where one could find anything under the sun; my Dad hates throwing anything away. A bolt, a nail, a length of pipe or some soldering wire – whatever you sought seemed to magically accumulate in the workshop. The floor gradually started to sag a bit, it got pretty cluttered at times and, at one stage, ascending the rotting ladder was a dangerous pursuit, but it was a wonderful place. Underneath, old furniture and antique toys and memories were stored safely away, and one could always find sanctuary away from a crazy world in that old wooden shed. Still can.

There are many days when I wish I could fly 17,000 kms to South Africa and sit quietly with my Dad in that workshop. Why would I tell over 2,000 Eagle Attitude readers about a workshop? Well, that workshop and what it represents is a lot like relationships. Friends and acquaintances can be like things we are tempted to throw away when we don't have an immediate use for them or when they don't immediately fit our self-serving plans.

Even a broken tool sometimes has its uses. A discarded piece of wood might save the day. We forget that we may need people in the future. And an old friend is a sanctuary – someone who understands us and forgives us and overlooks our weaknesses, who will listen to our ideas and our woes and complaints and still love us. Someone who will help us, just because of who we are, not for what we can do for them or who we know. The shared memories of days gone by, a common frame of reference and similar values can be very comforting at times. And real friends don't mind when you have food on your tie or spinach on your tooth, or when you forget to call. The shed may be old and ramshackle, but the memories are intact.

As I get older I realize that our values shift with maturity and that a quick buck and instant gratification are no longer a benchmark for success. I have tried many business ventures that didn't materialize as we'd hoped, because that is the nature of being an entrepreneur. You have to try many things to find a few that work, and those few make you successful. Not many people understand that. They tend to overreact because of weak self-esteem. They take things personally and criticize, discard, blame and rant. They fling the plank out of the shed and onto the fire, when it would have served them well to keep it. Often, when a great opportunity arises, people who have cut ties have cut themselves off from great future benefits in the process.

Perhaps we should think about the people in our lives differently, from an unselfish perspective. Perhaps we should reestablish a few connections, before it's too late and embarrassing. It's easier than you think. They'll be so glad you called or e-mailed. As long as they're Eagles, don't make the mistake that I have

made so many times. A cup of coffee with someone you really care about is worth a hundred business deals. And who knows what the future holds? A tip that proved very valuable to me: When you are looking for something, need something or want something, call EVERYONE you know and ASK. "You have not because you ask not" is true. But what if there's no-one to ask, nobody to share your pain, dreams, fears and success with? Let's store up our true treasures: people.

## Self Talk

You climb wearily out of your car as you get home after a tiring day of work. You drag yourself up the drive, your head filled with tasks and challenges. Suddenly, your head lifts up, your pace quickens and your energy level jumps. Fatigue falls from you like powder snow from a shaking tree. You smile and feel renewed. What happened?

At the end of a long flight to a distant city where I was a keynote speaker at a hair show for Redken some years ago, I shuffled into one of the presenting artist's hotel rooms, to the sound of his hearty rendition of James Brown's "I Feel Good!". Gary Rom was always "UP". By choice. Regardless of his financial pressures or personal problems, Gary always sang instead of sulking. He bounced while others bawled.

What do you tell yourself about how you feel? What do you feel about what you say? At 600 words a minute, our internal dialogue is our most important communication. We manage our thoughts and emotions by managing our self-talk. What is stress? It occurs when we tell ourselves that we don't have the resources to cope with the challenge we face. It has very little to do with our true circumstances; rather, it is our interpretation of the circumstances. The pressure levels we experience in life are largely determined by choice. We can see why things won't work out, or we can look at why they will. We can seek solutions or wallow in self-pity. We can focus on what we want or on what we don't want. We can run away from problems or skip towards our goals. We always have that choice. We answer our own questions. If I ask, "What's wrong with me? Why do I have to do this? Why is life so tough?" I'm going to get negative answers. If I ask, "What's great about this?" My answer will be positive. Life is short. Let's make the most of it. Lighten up instead of lighting up.

Here is a recipe for getting up and staying up. Verbal Viagra.

What's great about my life?

What do I have to look forward to, today?

What am I grateful for?

What's good about this situation?

What can I learn from this?

What is this, a stepping-stone to?

How can I turn this into a resounding victory?

What's my best option?

Where is the opportunity here?

How can I make money out of this?

Who can benefit from this?

Dale Carnegie said, "Act enthusiastic and you'll BE enthusiastic." Smile when you least feel like it, move fast, breathe deeply, look up (don't get shook up) pay compliments, interpret your circumstances in a positive light, and you'll be amazed to find that you DO have control over your thoughts and feelings. Stand

back and observe yourself. Don't take yourself so seriously. "It's not the end of the world. In a few months I'll look back at this and laugh." Do you say, "I'm furious! I could kill someone!" or do you choose to say, "I'm slightly peeved. I think I'll have a cup of tea." Vast difference. Vive la Difference!

**Small kindnesses, small courtesies, small considerations, habitually practiced in our social intercourse, give a greater charm to the character than the display of great talent and accomplishments.**

**- Kely**

## Leaving a Wake:

When Rika and I walk along the beach in San Francisco on May first, I will look back at our footprints in the sand. When we walk in the snow, I always like to look back at our tracks in the snow. When we take a boat out up Indian Arm, I let Rika drive and I sit in the back and watch the turbulent wake. Our lives leave a wake. The ripple effect of our actions, thoughts, words and choices have far more effect than we might imagine. Sometimes I send out Eagle Attitude and receive a wonderful letter, like the one last week from my friend Tom Varjan, encouraging me and thanking me. It reminds me that some people actually read Eagle Attitude and that it might actually be beneficial to someone.

On Vancouver Island there were problems as a result of the wake of the new Fast Ferries; the shoreline and eco system were being damaged. Just because we don't see the results of our choices, doesn't mean there are no results. When we sow, we reap. And others reap. It's a spiritual law. It is irresistible, indomitable, inestimable and inexorable. When we act and speak indiscriminately we can cause massive damage.

But let's focus on the positive power of the wake. The Law of Reciprocity is working in our lives every day. You've heard the old saying, "It came back to haunt me", or, "the boomerang effect". EVERY action gets results. Sometimes those results take years to materialize; sometimes, seconds. Synchronicity is not some fool concept thought up by a group of New Age, crystal gazing, incense burning goofballs; it is a reality. The way I shave, the thoughts I think, the books I read and the way I greet a dog, all beget results and those results don't occur in a vacuum. The ripple effect will finally come back to me.

I cannot escape the consequences of my choices. Sometimes, we are tempted to regard portions of our lives as "wasted", or "failures". I encourage you to re-interpret that perception by realizing that things don't happen by accident. The scripture, "All things work together for good to those who love God", simply means that those "failures" are stepping stones, preparation and building blocks for future success. Success occurs when preparation meets opportunity. Great opportunities require tougher training, my friend.

To win an Olympic medal, one has to invest more than for a win at the local track meet. The tougher your past challenges, the greater the opportunities to come! We have to be prepared, though, to have the courage and faith to open the door when Opportunity comes knocking.

Let's remember the following every day of our lives:

- \$ Practicing "random acts of kindness" is a sign of intelligence.
- \$ Every word counts.
- \$ Every choice matters.
- \$ Every action begets a result.

\$ Many spider webs are as strong as a steel cable, so build good habits.  
\$ Our lies will find us out.  
\$ Sowing and Reaping: Peach trees take longer to grow than weeds.  
\$ Every day we choose what to plant in the gardens of our lives.  
\$ We reap in direct proportion, and the same, as what we sow.  
\$ Focus on the sowing (INPUT GOALS) and the reaping (OUTPUT GOALS) will take care of itself!  
\$ The more love and value I sow, the higher self-esteem I will have, and the higher my self-esteem, the more I will accomplish.  
Let's Wake Up to The Wake!

“Circumstances in your life, and your interactions with other people, only have the meaning and significance that you choose to bestow upon them.” - Boreh

## **Going the Extra Mile:**

I held a big meeting of South Africans in Vancouver, B.C. the other night. Ashley Gray, a friend and insurance professional, suggested he sponsor it. (Pay for the venue.) I expected him to show up with a few business cards and perhaps a brochure or three. But Ashley understands the Extra Mile principle. He carried in a huge box, filled with beautiful business card holders which he had had printed especially for this meeting of 70 people. Each holder had a specially printed leaflet in it, telling the delegates that they were a “TEN” and on the cover of the holder was printed in gold, “TEN”.

He went out of his way to create unexpected value. He also presented me with a CD by his wife, who is a remarkable musician. People who understand the Extra Mile Principle inevitably do well in business and in relationships. I get home to find a beautiful card from my wife. She goes out of her way to cook food that I mention in passing. A waiter in a restaurant walks you to the door – of your CAR. AFTER getting his tip. A restaurant sends you a “Thank You” note the next day. It doesn’t have to be expensive to add massive extra value. It just takes a little thought and a good ear.

Listen to what is important to other people. Learn to greet them in their own language. A bank manager that I know and respect, Maureen Binkley, is so caring that when she heard a South African whom she knows from golf, had a problem, she located a store that sells SA goods in Vancouver and bought him a SA gift, even though she’s Canadian. He’s probably not even her client. When we walked into the bank, Maureen would scoot out of her office and come and greet us. She left the bank a few managers back – I’ve never met the one who now sits at the manager’s desk. Memorable gestures create massive value; they show that you really care and that you listen.

Liz Crawford ([www.womenswealth.net](http://www.womenswealth.net)) is another person who goes above and beyond the call of duty. When her dad went overseas, she and husband Dan had the deck of his home remodeled as a welcome home surprise! Little notes, a candy, a phone call – you will be surprised at the return on investment. Personalized gifts can change someone’s day significantly. If you have someone coming to visit, call their secretaries or family members and find out what their hobbies are and prepare a little gift. Special attention will set you apart as an Eagle amidst the multitude of ducks. How can you go the Extra Mile today for your clients, friends and especially family? After the SA seminar, Peter Thorpe set up a special Yahoo group for SA’s. He added massive value. He cares and he demonstrated it. If someone likes Brie, would you buy them Beer?

What a difference it makes when one takes the time to ask a few simple questions and spend a few dollars in the right way. Five Dollars spent on a cheap pen are an insult compared to the same investment in a specialized magazine that caters to the specific hobby of your friend. Scratch where they itch – and then add candy. You’ll be glad you did.



## How are YOU Coping?

I well remember an old television advert for tea, in which a couple turns around to see a horrific train smash in the background. The man turns to the woman and says, "Don't worry about that now, dear. Let's have a nice cup of tea." The next ad featured a ship sinking, then a bridge collapsing, and each time the gentleman's advice was to simply sip a cup of tea.

We're told we live in an increasingly stressful world. In spite of more technology and timesaving devices, information overload and a high standard of living, stress levels seem to be higher than ever. We're busy, so busy. Too many demands. And then, when we encounter the inevitable tragedies of life, we're ill equipped to cope. Sometimes, small things are the proverbial "straw that breaks the camel's back". Yet, some people seem to sail through life with nary a care, in spite of burdens and responsibilities that would snap many of us in half!

Dogs seem to handle stress, pain and difficult circumstances superbly, don't they? They hold no grudges and never seem to worry about tomorrow. Mortgage payments are not a topic of doggie conversation.

How do you learn a script? Line by line. How do you eat a meal? Bite by bite. How do you cope? Second by second. In the song "One Day at a Time", Cristy Lane sings, "One day at a time, sweet Jesus, is all I'm asking of you; yesterday's gone, sweet Jesus and tomorrow may never be mine - Lord help me today, show me the way, one day at a time."

Here is a tried and tested list of stress-busting tools that I recommend we all utilize, starting today:

Simplify. Cut out the trappings. The more we own, the more our possessions seem to own us. Do you need a garden? I can walk around a lake five minutes from home and I never have to cut the grass. So I don't need a garden. Do you really think the kids' piano lessons and tae kwondo is more important than time with their parents?

Time management. Allocate half the time to something and you'll end up doing it in the allotted time. The task always expands to fill the time available, you know. When you're in a rush, you prove this principle every time.

Cut out negativity – that's all negative input, negative people, TV news, newspapers and politics. What do you have to lose? You'll find out about important news anyway; you can't avoid that.

Live in the moment. Apply all your attention to the task at hand, whether talking to a client, drinking a cup of tea, writing a report or having a shower. Savor the moment – like a dog. Worrying about something that might never happen (and usually doesn't) simply robs one of the present and sabotages the future.

Increase the humor in your life. Laugh more. It IS the best medicine and seems to put things into perspective in a marvelous way.

Increase positive input – good books, tapes, seminars and people. All the information we need to cope and solve our problems IS available. For information on products available in this regard, e mail me at [robin@dollarmakers.com](mailto:robin@dollarmakers.com)

Manage your self-talk.

Focus on relieving the pain of others and you'll forget about your own pain.

**"The heights by great men reached and kept  
Were not obtained by sudden flight,  
But they, while their companions slept  
Were toiling upward in the night"**

*~Henry Wadsworth Longfellow*

## **Bitter or Better?**

Men – Midlife Crisis. I will turn fifty in a few months time and I am becoming aware of men that have obviously engaged in a tussle with their Midlife. Developmental stages come and go, and this is but one of them, but I would like to suggest that it can have a lingering and deleterious effect. Yes, the way we handle this can be particularly venomous, in that it can last the rest of our lives. Some realize with a shock that they're never going to be rock stars, that certain opportunities have passed them by for good and that time is limited. That "Someday I'll" excuse, that protracted procrastination that was always justified with time, is suddenly not working anymore. So some of us trade our loyal wives in, (the ones that helped us achieve a measure of success, put up with us and willingly paid the price for our "success") for some giddy little idiot that smelt your wallet a long time ago and act like teenagers, while others get real nasty and bitter.

You've seen them. The pony tails, the Harleys, the hanging with youngsters, road rage, substance abuse, flirting with waitresses, the business aggression and dislike of young people, especially younger men. All sorts of weird behavior starts emerging, a sign that we're not coping that well with the mental transition. We can get bitter or we can get better.

It's easy to look at your belly, your baldness and your bank account and feel sad. It takes a little guts to adjust to reality and make new plans. I see some men soar to greatness in their later years – they've simply looked at the upside of aging. I know men in their late seventies who are more energetic, happy, at peace with themselves and enthusiastic that men in their twenties. They know who they are and they have good self-esteem.

I'm not a psychologist, but here's a list of realizations that I think may help my fellow time travelers:

You're more experienced than ever before, with a better frame of reference. You are more likely to succeed if you relax and get perspective.

If you're only going to live till eighty, subtract your age from that; you still have time.

Look at others who achieved greatness in their later years. They're role models for us!

You're as old as you think and feel and act. Are you mature or old? Are you seasoned and experienced or crotchety?

You have more credibility when you're older.

You're not swayed by the opinions of others, free from peer pressure and realistic, and more objective and skilled.

It's never too late. Napoleon Hill said that most men only achieve true success after forty. He didn't say how long after forty!

Reframe and redefine "success". This isn't a cop-out – it's simply spiritual growth! Perhaps we should think about spiritual things again.

Have a chat with a successful, older person. Get some pointers. Ask some questions. Stop trying to be something you're not and accept yourself. Start setting goals again. Blaming, naming, complaining and shaming will hurt you more than anyone else. There are many benefits you may not yet be aware of.

Remember, "Success occurs when preparation meets opportunity." You've had a lot of preparation, so let's start looking for opportunities instead of fighting age and tilting at windmills. Older is better!

## **The Prison Door:**

Last week, Rika and I went to San Francisco for a well deserved, albeit short holiday. We had a wonderful time and the highlight for me was to visit Alcatraz, the island prison. Prisons and concentration camps have always fascinated me. In that situation, people have to exist by their wits and who they are. Guess who loves watching HBO's Oz? But I digress. In Alcatraz I had the privilege of lying down on one of the bunks in a cell. I lay there, thinking what it must have been like years ago. Al Capone's cell was directly above mine. But what struck me was that this cell was not unlike many of our lives and situations in our lives.

The story of Houdini came back to me. Houdini had bragged that he could escape from any locked prison cell. They duly stuck him in one, banged the door shut and left him for 15 minutes to miraculously escape. He removed the lock pick from his hiding place and proceeded to try to unpick the lock. After 10 minutes of feverish activity, he still couldn't get the door open. Exhausted and frustrated, he leaned against the door and it swung open; it had never been locked – only closed! You can't unlock an unlocked door, I guess.

In life we tend to lock ourselves into mental and emotional and financial prison cells only too often. And although it's easy to get out from an objective perspective, one sometimes gets emotionally locked in, if you'll excuse the pun, and we might need a caring nudge. We build financial prisons for ourselves when we buy things we don't need with money we don't have to impress people we don't like (and who don't care anyway!). We stay in prisons for fear of "what they might think/say" and pay a huge price to maintain a mask and a posture that is as false as it is uncomfortable. We stay in debilitating relationships because of fear of the unknown – "better the devil you know than the devil you don't know" and we sometimes stay on the downward spiral out of pure laziness.

It takes effort to change. A body at rest tends to stay at rest, and it takes more effort to change direction than to maintain the current direction, even if it's headed for certain failure. In our "Lazy Ass" society, where chosen addiction is called "sickness" and obese people actually believe they have the right to an extra seat on a plane for free, discipline is not a comfortable concept.

Here are a few thoughts that might help us escape life's prisons:

You can change now. You can change fast. And you can change massively. All you need is enough motivation.

Other people don't really give a damn about you, so go ahead and walk away from those prisons of imagined image. I don't care if you wear designer jeans, and nobody else does, either. I'm not impressed with debt.

Have the courage to face the guards. Walk out, say NO, stop being used and abused.

Go for freedom. If you don't try to escape, you'll never escape. Rather die trying to escape than give up on freedom. At least you'll have your self-respect.

Do it NOW. Tomorrow may be too late. The sooner you start, the better.

You were born free. Reclaim your freedom!

### **When Opportunity Comes Knocking...**

We are surrounded by millions of exciting opportunities, which can radically change our lives forever. An invitation, which my Dad gave me, to hear a talk by a social worker, led to my meeting my wonderful wife. An article in a Success Magazine in a bookstore led me to meet Jay Abraham – and that defining moment changed my life in business.

How many golden opportunities have we missed? We don't like change. The laws of physics tell us that a body at rest tends to stay at rest and that changing direction takes a lot of extra energy. Fear of the unknown and the old adages, "better the devil you know than the devil you don't know" and "out of the frying pan and into the fire" tend keep us living with devils and burning in frying pans and justifying it all along the way. And we miss wonderful opportunities in so doing. Arrogance, cynicism, pride, fear, conditioning, laziness and ego rob us of an amazing amount, don't they?

So here is a list of principles that will help us seize those opportunities without getting burnt or ripped off and save us from having our precious time wasted. Pyramid schemes and illegal "investment" and "tax" schemes abound. Watch out for the "bait and switch". I recently asked a person who was offering me a life-changing opportunity, "If you've been doing this for five years, why don't you have any money?" Most importantly, mix with people who are looking for opportunities!

The credibility of the person offering the opportunity. If introduced to you by a duck, she's probably not an Eagle.

Any sense that the opportunity might be illegal. Go with your gut feel.

High up-front risk and cost is usually a danger sign.

Pressure to get involved is a red light.

Does it conflict with your values? Walk away.

Ask, "What do I have to lose? Can I learn something, even if it's not for me?"

Names, addresses, telephone numbers, etc., should be freely available. If approached by phone, call them back. Check with the Better Business Bureau. If the character is arriving from far away for a seminar and you only have one chance of joining up, don't join. Especially if they use the words, "The government doesn't like what we do." Ring any bells? Probably illegal.

If you ask for anyone's advice, be sure to ask an expert who is entrepreneurial and open-minded. Ask an Eagle. Ask more than one. Ask someone who actually understands the situation. Academics are usually the worst people to ask. They are generally risk-averse and suffer from "paralysis of analysis." If they personally never achieved great success, they're probably good at missing opportunities themselves. Go figure.

Don't pre-judge. Be relaxed, open-minded and interested. Beware of psychological projection and association. Just because the person reminds you

of your hated stepfather doesn't mean he IS your stepfather. Stop, look, listen and consider carefully. Don't brush an offer aside too quickly. Sleep on it, but don't miss the boat to Paradise Island because you wanted to sleep late. Realize that this opportunity might be the defining moment that changes your life forever. We pray for things and often they come disguised as opportunities, which we discard far too easily. Then we think that our prayers weren't answered... If you'd like to be included in my personal database for opportunities as they come along, email [robin@dollarmakers.com](mailto:robin@dollarmakers.com). So, when you are next approached with an opportunity, get excited – get very excited!  
It's never too late!

**Be kind to thy father, for when thou wert young,  
Who loved thee so fondly as he?  
He caught the first accents that fell from thy tongue,  
And joined in thy innocent glee.  
~ Margaret Courtney**

### **The Spiritual Business of Business**

Having worked closely with thousands of business owners over 15 years in Africa, Canada and the United States, I have found a common secret to true success amongst them. Those who have managed to fulfill their higher needs as well as their financial needs have a special formula.

**Why is it that some business owners make a lot of money, yet seem unhappy, stressed and unfulfilled, yet others seem so much more content, relaxed and happy?**

No business school teaches this formula. It is something that has to evolve deep within ones self. It takes time, but in people who are seeking a spiritual path over and above money and power, it emerges gently and truly, right on cue. It is simple and basic and yet it holds magnificent power and leverage. I'll save you some time!

*The formula is simple. Here it is:*

Know your true, deep hierarchical value system.

Know your character type.

Know your purpose; your magnificent obsession – your *raison d'etre*, your chosen path of spiritual development.

Reconstruct, reinvent, create and define your business to suit numbers 1-3 above.

Focus your entire business function on the creation of value for the people you serve. And this is important: the value your services and products create must be designed to help, not harm; uplift, not depress. They are not to weaken your customers in any way – health wise, spiritually, financially, socially, mentally or their family life. They are to strengthen, advance and support.

Continually keep track and evaluate the synchronicity between your deepest spiritual purpose and the business vehicle. Be prepared to reinvent and recreate your business on a regular basis to match your personal spiritual growth and path. Spirit comes first and business should follow.

## **Don't Quit Now**

This is for anyone who is tempted to quit, who may feel slightly overwhelmed, lost or lacking the resources to continue. Sir Winston Churchill said, "Sure I am of this, that you have only to endure to conquer. You have only to persevere to save yourselves." I have absolutely no doubt that the difference between Eagles and ducks, winners and losers, greatness and mediocrity, is the ability to persevere. Thomas Henry Huxley said, "Patience and tenacity of purpose are worth more than twice their weight of cleverness."

We all know the story about the miner who quit when he was just a few feet from the gold. He was tired, worn out, had spent all his money and the weather was bad. He had every reason to quit. It was logical. But he lost by quitting. And it's true that there is time to walk away. The old song lyrics, "You gotta know when to hold 'em, know when to fold 'em, know when to walk away, know when to run; you never count your money while you're sittin' at the table – there'll be time enough for countin' when the day is done", spring to mind. So there definitely is a time to quit. But I'm talking about the situation where the best thing to do is to hang in there. Deep down inside, we know what the right thing is to do. There is a scripture that says, "He will not allow us to be tested beyond what we are able of enduring".

Here are some thoughts to keep us strong when we feel like giving up:

1. Take it one step at a time "One day at a time, sweet Jesus, is all I'm asking of you"... You eat an elephant bite by bite. Hesiod said, "If you add a little to a little, and then do it again, soon that little shall be much." Focus on the task at hand.

One more step.

One more – like climbing Mount Everest.

2. Focus on the goal. That is the motivator. Cecil B. De Mille said, "The person who makes a success of living is the one who sees his goal steadily and aims for it unswervingly. That is dedication." Don't consider the possibility of defeat or think about failure. Don't doubt yourself. Be consistent. And it's OK to rest along the way. But don't rest too long!

3. Expect to win. KNOW that you will succeed. Don't entertain thoughts of compromise. Commit yourself completely. If you hit that wall hard enough and often enough with that hammer, you MUST inevitable break through to the other side. It's not a matter of "IF" but a matter of "WHEN" you will succeed.

4. Surround yourself with likeminded winners and Eagles. They will encourage you and help you. The quality of the team you are with is all-important. Similar values and work ethic are essential.
5. Have role models to emulate. For example, George Patton, Winston Churchill, Ayn Rand, Rush Limbaugh and certain religious leaders inspire and energize me. Read their thoughts before going to sleep, while on the can and at any time you are tempted to quit.

In two years' time, you will surely arrive somewhere. Where you arrive, is up to you. Pay the price now and persevere – it's worth it.

### **Salute to Entrepreneurs**

There is a story called, "In the Land of the Blind, the One-Eyed Man is King", in which an adventurer, lost on a mountain, descends into a valley where people have lived in isolation for many years. Due to a genetic illness, they all gradually went blind and learnt to live that way. They coped well, developed their other senses and had arranged their lifestyle accordingly. The adventurer remembered the old saying and because he was sighted, expected to be their king, but ended up being attacked and imprisoned. His ideas to improve their quality of life were seen as a threat to the status quo. They reasoned that the cause of his "insanity" and wild ideas about things they couldn't understand or see, was his eyes. If they could remove his eyes, he would become sane like them and not rock the boat. He met a wonderful blind girl and actually considered having his eyes removed in order to marry her and be accepted in the village of the blind. But then one day he looked up at the beautiful mountains and soaring eagles and decided to escape.

The analogy is obvious. The one-eyed man, the visionary, is a threat to blind people. His ideas to liberate them are not appreciated. New concepts, change and freedom are uncomfortable for the mediocre masses. They celebrate his failures and sabotage his new endeavors.

Entrepreneurs are present-day pioneers. We understand that the more value we can produce for the most people will create freedom for all. We are producers, not consumers - creators, not destroyers. Not every person that runs or owns a business is an Entrepreneur. Entrepreneurs understand that there are more failures than successes, but the true entrepreneurial warrior will bounce back from every setback with greater courage and resolve than ever before. The attacks to be endured by these business guerillas are legion; from jealous bureaucrats to wanna-be entrepreneurs, from their own employees to the pathetic G8 protesters. Tall trees catch the wind. The ducks gang up against the Eagles. That's life. Let us not trade our birthright for a bowl of soup. Let us not falter in our quest or compromise our values. Let us maintain our vision, realize our dreams and fulfill our call. We will prevail and we will win, and all will benefit. Resolve, faith, persistence and enthusiasm are the keys to success.

### The Entrepreneur's Credo

"I do not choose to be a common man,  
it is my right to be uncommon, if I can.  
I seek opportunity, not security.  
I do not wish to be a kept citizen,  
humbled and dulled by having the state look after me.  
I want to take the calculated risk,  
to dream and to build, to fail and to succeed.  
I refuse to barter incentive for a dole.  
I prefer the challenges of life to the guarantee of existence,  
the thrill of fulfillment to the stale calm of utopia.  
I will not trade freedom for beneficence,  
nor my dignity for a handout.  
I will never cower before any master nor bend to any threat.  
It is my heritage to stand erect, proud and unafraid,  
to think and act for myself, to enjoy the benefits of my creations,  
and to face the world boldly and say,  
'this, with God's help, I have done.'  
All this is what it means to be an Entrepreneur."  
- Anonymous

"The best way to predict the future is to create it" ~ Peter Drucker

### **"The Best Is Yet To Come."**

A man is sitting reading his newspaper. He hears on the radio that a flood is coming and that everyone should retreat to higher ground. He willfully ignores the warning and gradually water surrounds him and the radio floats off. He climbs on top of the closet and continues to read his soggy paper. He prays that the water will subside, but it doesn't. As the water continues to rise, he is forced to get on to the roof. Neighbors call out for him to escape and a boat comes by to offer him a ride, but he stubbornly refuses to leave.

Eventually he is perched on the chimney of his house, and a helicopter flies up, urging him to escape drowning. He just continues to pray that the water will drop. Well, next thing, the fool is swimming and, as the torrents drown him, he cries out to God, "Why did you kill me? I asked you to help me!" God replies, "I warned you on the radio, I sent neighbors to help, then a boat and even a helicopter. You chose to drown."

Another man sits on his porch and watches his neighbor slogging away on his farm next door. Winter, spring, summer and fall, the neighbor labors while he lazily looks on with a smirk. After years of hard work, the neighbor's farm is a paradise compared to his own rundown place, and he walks over to the neighbor and says, "You're a lucky guy! God has blessed you with great wealth and a

beautiful farm!" "Yes", replies the neighbor, "and you should have seen it before God gave it to me!"

What are we doing with the skills and talents we have been given? Have we decided that it's too late to make our dreams come true? Are we finding excuses to quit and to stop aspiring to greatness? It's never too late to decide that the best is yet to come. We're never too old. We have all the resources we need. It's just a matter of decision, attitude and taking responsibility. "Response – ability": the ability to respond to our circumstances in any way we please, at any time. It's time to change. Time for great things. YOU decide. No-one can stop you except yourself.

**No matter what your circumstances or your past, it's really never too late to start again. We can whine or we can win. Nobody really cares, you know? You can fail or flourish – it's up to you. But life is so much more exciting when we have passion, purpose and great dreams. When someone is energized and motivated, heading for their goals, they become unstoppable. People are attracted to those who know where they are going. It's exciting to be headed to better things. And it's exciting to be involved with people who are excited, isn't it? So, let throw off the smelly rags of excuse. Let's cut the thongs and the ropes of passivity, let's bounce up from the bed of mediocrity and acceptance and let us rise like the Phoenix, reinvent ourselves and our lives and create the lifestyle we really want and deserve! Only you can do it, and the good news is that you CAN do it! You'll never again be as young as you are today! Believe me and believe in yourself. You'll be amazed what you're capable of. Just start.**

## Gold Beneath Our Feet

On Wednesday Rika and I rose at 4am and drove to Horseshoe Bay where we boarded a ferry for Vancouver Island. We drove across the island to the beautiful Pacific Rim National Park and had a great day on the beach. As we were walking around some rocks, a Park Ranger came up to us and asked us if we had any questions. We had many. She was most helpful and as she left us she gave us an illustrated brochure, which described the sea life in the rock pools. What had previously seemed to me to be just rock pools now became the source of great interest. We could have spent hours identifying the amazing sea life and learning interesting facts about it.

I recently had a business meeting with a fellow and when I returned a week or two later to collect a contract from him, I had time to learn more about him and his life. It was a fascinating story and I have no doubt that a firm friendship will result. A “salesman” became a fount of knowledge and wisdom.

Perhaps it's time to realize that the grass is always greener... over the cesspit. By taking more time to examine what we already have at hand, we can save a lot of time and money. How often have we traveled far to visit unknown places, only to find that what we had blocks away from our homes was actually much better? It's happened to me enough times to realize that the gold isn't necessarily in some faraway land – it's usually right at my feet. How many times have we walked away from a meeting with someone with the feeling that we wasted our time because we didn't make a sale? A better approach might be to look beyond the products and services that you have available for sale, to discover more about the needs and resources of the person you are meeting with.

Life can be a very much richer experience if we look beyond the obvious and become interested in the present moment and the vast treasures and resources at hand. Coming home on the ferry, Rika and I watched the sun setting over the ocean and the various boats passing by, a tug pulling a huge raft of logs, the distant lights of Vancouver twinkling in the dusk, planes flying past and a bald headed eagle. While we were wallowing in all this beauty, others were sleeping or reading about murder and mayhem in the newspaper. It's so easy to miss out on life while we're making a living. Let's start to savor everything that life has to offer; stop and smell the roses, literally. Instead of ignoring the beggar, why not have a chat with him if you have a moment? We could certainly learn something from him. Some of the most stimulating conversations I've ever had were with strangers, waiters, bums and brigands. Let's look beyond the obvious, ask questions and learn from that well-known monkey, Curious George. Curiosity is said to have killed the cat. Well, I think curiosity is the beginning of discovery and the essence of a rich life. Stop, turn off your cell phone and go play on the beach. Your right brain will thank you – and reward you!

"Never give in--never, never, never, in nothing great or small, large or petty, never give in except to convictions of honor and good sense. Never yield to force; never yield to the apparently overwhelming might of the enemy." ~ Churchill

## **Tall Trees Catch The Wind**

*If you're a winner, you should read this.*

She succeeded and succeeds in everything she attempts. Every sport she gets into, every activity. She fell off a horse in a cloud of dust and when I got to her I was convinced she was winded, if not hurt. She got right back up on that horse and off she went. When she was the newest, youngest participant in a national roller-skating championship, she fell flat on her face halfway through the competition – the only one who fell - and got back up and won first place, hands-down. She finished high school and paid her own way around Europe – she worked for the money and made it happen – twice. Against all odds. Regardless of her circumstances. And she's never stopped. She has never quit, never rolled over and never compromised. And I know she won't. She gets the dream and follows it to its conclusion. She is extremely generous and never doubts her ability to succeed. Sacha Gayle is one of those Eagles that soars high. Very high.

Guess what? Some people will attack her and some won't like her. You'd think people would adore winners. But in the real world, if you are outspoken, direct, competitive, ambitious, driven and honest, you automatically become a target of the weak, the mediocre and the unhappy. People who feel bad about themselves somehow feel better by attacking those who are more successful. Nobody attacks losers, compromisers or the "politically correct". Because they're not a threat to anyone or anything. Churchill was prepared to be unpopular and to expose Hitler for what he was. So the world was saved from Nazism. Winners regard their attackers as barking dogs. And if those dogs get too cheeky, winners will beat them severely. The higher you get up the ladder, the stronger the wind, or hot air. So when you are attacked, take it from whence it comes. If your views are controversial, it shows you have the intelligence to question the status quo and the guts to voice those opinions. I like to look carefully at my attackers. I usually find unsuccessful and insecure people. An Eagle will disagree without attacking. He's usually flying too high to even be aware of what the ducks are up to, anyway.

So take heart – Rush Limbaugh got fired many times before he made millions and contributed immeasurably to freedom. Jesus was crucified and most saints only got sainted after they were murdered. The reality is that when you stand up for what you believe in, you actually hold up a mirror for the losers to look at themselves – and they hate what they see, so they shoot the messenger and break the mirror. Who hates the pro-life movement the most? Baby murderers. Who hates the anti-smoking campaigners? Smokers. Who hates America? Socialists, fascists and losers. Those with no dreams are not keen on the American Dream. So take heart. Don't quit. I can respect you without liking you or agreeing with your ideas. If I am secure in whom I am, I can learn from both Tom Lycos and Rush Limbaugh, from Democrats and Republicans; from both extremes. Anger and aggression are simply manifestations of fear. As Churchill

said in his speech made to the Canadian Parliament, December 30, 1941, "We have not journeyed across the centuries, across the oceans, across the mountains, across the prairies, because we are made of sugar candy." Fight on!

"Empty your purse into your mind and your mind will fill your purse" – Benjamin Franklin

## Faith

Do you worry about things? “I’m human”, you say. “It’s natural and OK to worry about things. Everyone worries.” Well, we have a choice regarding the degree of worry in our lives. We can always choose between fear and faith.

We can choose the fruit of fear, which is retreat, aggression and dishonesty, or we can choose to enjoy the fruit of faith, which is serenity, clarity of thought and integrity. You can’t have faith and fear at the same time. Like chasing two rabbits – one will get away and you’ll probably lose both. What we talk about, we think about. And we attract what we think about because our minds are a magnet. By choosing faith, believing that “If we have faith as a mustard seed, we can move mountains”, we will utter only positive expectancy, and “as a man thinketh in his heart, so is he,” so our faith will become a self-fulfilling prophecy. We create our reality. First we choose our thoughts, beliefs and expectations. We choose how to interpret our circumstances and opportunities and challenges. Then we talk about them and think about them and then we take action, and voila! We create the results.

What do we have faith IN? First, we need to have religious or spiritual faith. Don’t tell me you attend church or mosque or temple or whatever and then tell me how worried you are because you are simply contradicting yourself. You either believe or you don’t. Your God is either God or not God. I won’t turn this into a sermon, but you get my drift. Second, we need to believe in ourselves: in our ability to stand firm, make the right choice, maintain integrity and do what we fear. Third, we need to have some faith in people. Most people are basically good and honest and caring.

When we choose to live in faith, we choose courage. Courage is not the absence of fear; brave people go through fear. They focus on what they want, not on what they don’t want. They choose to expect to win and succeed. They back themselves. They invest in themselves. They believe in their God and they live congruently, by backing up their words with appropriate action. When a person tells me they won’t succeed, or that they will “try” to do something, I know they are going to fail. If someone is half-hearted about something, failure is inevitable. They lack faith. Along with that lack of faith comes lack of commitment, lack of follow-through and lack of support. I distinctly hear the quacking of ducks.

Rudolf Giuliani is a man of faith, an Eagle. His serenity, poise, focus and determination is evidence of it. It bespeaks a deep spiritual certainty. Watch the TV footage of him in the hell of 911 and you see a man of faith at work. Faith is a choice. It may be a hard choice, but fear is much harder.

So, whenever you look around you and you are tempted to worry, here’s my recommendation for a good dose of faith. Say to yourself, “I can handle anything that I face, or I would not be presented with it. So I choose to have faith that I will

succeed and that I will overcome this obstacle and emerge stronger than ever. I trust my God, I trust myself and I trust my fellow man. I will be poised, powerful, peaceful and patient, proactive, productive and principled. I choose courage and integrity. I am serene, focused, open-minded and relaxed. I will not waiver or falter in my quest for success. And I will succeed.”  
And then, you already HAVE succeeded.

**“We refuse to live in fear” – George W. Bush.**

## How to Suffer Less

A very wise man once said that “suffering is the result of attachment, and to stop suffering we need to lay aside attachment”. Those sixteen words can change your life significantly and immediately. Everyone suffers to some extent, yet we do control the degree of our suffering. We can suffer a lot less by understanding these sixteen words.

Think of two people lying in hospital beds. Assume both have exactly the same amount of pain, the same injuries and the same frustrations, difficulties and inconvenience. Both are earning less money as a result of their incapacity, both have missed opportunities and both wish they could be home with their loved ones. Their injuries can have a dramatic effect on their future careers. Which one suffers most? Let's call them Christopher and Richard.

Christopher feels that the accident was unfair, someone else's fault and very inconvenient. He feels he has the right to health and that he doesn't deserve this suffering. He is embarrassed to have people visiting him, as he now feels obligated to them. He impatiently waits to be released and doesn't like the hospital staff. He complains, whines and challenges. He doesn't like hospital food.

Richard, on the other hand, has released the need to be out of hospital. He tries to emulate his dog by living in the moment. He doesn't feel he deserves anything. He doesn't feel he has certain rights. He accepts the situation and is grateful for the visits. He feels that he is lucky to be alive and he finds things to be grateful for. He appreciates a bird singing at the window and he listens intently to the story of a hospital intern. He looks for opportunities to learn from his circumstances and to contribute to the happiness of those around him. He controls his ego.

Who suffers the most? Christopher does, of course. You see, when we think we deserve circumstances other than those we are currently experiencing, when we feel we need things that we don't presently have, and when we tell ourselves that we are entitled to certain things, accolades, recognition or recompense, we set ourselves up for suffering in the absence of those things. We complicate our lives.

Anything that I think I need, actually controls me, because I fear the loss of that thing. When I realize that I am complete and fulfilled in myself just the way I was born, naked and without anything except my mind, I don't need outside things and people to make me complete. I am no longer co-dependant, attached, needy or somehow deficient. When my self worth and self-image are not defined by my position in life, my possessions and the opinions of others, I become free of fear. The fear of loss is determined by our perceived needs. In the last Eagle Attitude, I spoke about Fear and Faith. Fear is always driven by the anticipation of loss. If I don't need something, will I fear losing it? We buy things we don't need with

money we don't have to impress people who don't care. We think people notice if we wear odd socks. The fear of the opinions of others creates peer pressure and the fear of failure.

We tend to define failure by standards that make no sense. Success is not wearing a Rolex – success is being kind to a stray cat. (personally, I like cats, but I couldn't eat a whole one.) My Sister, Gwyneth, is a remarkably fearless person. She will risk her life to save a suffering animal. She is never intimidated by any person. She cares deeply yet she is not controlled by her emotions. When we really understand that other people are basically selfish and self-interested, business and life becomes a lot simpler. You are answerable only to yourself and your God. You are free to suffer less. You only fail when you want to. You are entitled to give up, change, start or stop anything at any time. A person for whom I have the deepest respect, Richard Roseweir, called me to tell me that his family called people whom they felt had contributed to their happiness in some way, to thank them, and that is how they celebrate Thanksgiving. (Canadian Thanksgiving is October 14<sup>th</sup>.) I am thankful to this great man for sharing his personal maxim with me: "Do no harm."

If your conscience is clear and you live in the moment, unattached and grateful, if you simplify your life and focus on things that really matter, you will suffer less and contribute immeasurably to the happiness of those around you. Remember, there are no accidents in life.

**"The only limit to our realization of tomorrow will be our doubts of today." - Franklin Delano Roosevelt**

## Are you a Prophet of Profit?

Someone asked. Why does the Eagle Attitude masthead refer to me as the Prophet of Profit? Prophecy is about foretelling the future. I think prophets are simply people who understand the law of Cause and Effect, or Sowing and Reaping. If you eat seven chocolates a day, it's not hard to predict or prophesy that you'll get fat, and if you get fat it's not rocket science to know that you will soon find that your clothes are mysteriously shrinking. Likewise, if you follow Liz Crawford's sage advice you will get rich. Profit is not only related to money and business. It also means, "benefit gained." "For what is a man profited, if he shall gain the whole world, and lose his own soul?" Money is only one aspect of our lives. Money is less important than health, relationships, sanity and spirituality. We're all Prophets of Profit. We can all predict consequences. But we need to spend more time evaluating the consequences and alternatives in our lives. More time thinking and planning and less time running about putting out fires and reacting, instead of proactively designing a life and creating the circumstances we want. I heard a true story about two farmers. One had a great, profitable, productive farm and the other never seemed able to make ends met. The frustrated farmer approached his happy neighbor and asked him what the secret was of his success. The answer was simple: "Spend less time working on your farm and more time sitting on the porch, thinking and planning. Use you head more and your hands less." It worked. Many people work hard but few work smart.

Sometimes we get so caught up in a daily routine, so busy being busy and taking on more and more inane chores and unnecessary duties and tasks, that we don't make the time to take a good, objective look at where we're going. Then after the train smash we lie in hospital, forced to think, and we can't believe we didn't see it coming. Stop, look and listen. Re-evaluate. Stand back and observe. And best of all, have someone do it with you. Someone with a backbone, not a wishbone – someone who has the guts to tell you the truth. Books can do that for you, too. They can be a mirror that shows you where to make adjustments in your choices. So that, in time, we don't have to be bitter and bankrupt, whether it's in our relationships, health, social activities or finances. Because everything is affected by everything else in some way. It's never too late. Remember that.

There are no accidents in life – only cause and effect. Call it the Universal Subconscious, God, Synchronicity, Karma or whatever else you like. But it's true. You are responsible. Responsibility is "the ability to choose your response" to whatever circumstances you are currently faced with. Like Peter Drucker said, "The best way to predict the future... is to create it." Here's a little exercise to help prophecy your future profit:

Draw a circle (like a wheel) with six spokes. Name each spoke – Social, Spiritual, Financial, Family, Health, Mental. Then mark each spoke from one to ten, starting with number one at the center, and then ending with ten at the rim of the

wheel. Now evaluate yourself in each area of life. The higher the profit, the higher the points. Ten is exceptional and 1 is bad. Link up the points and you have a very crooked wheel within a wheel. Hard to cruise down the highway of life with an uneven wheel like that. Then create goals and an action plan for every area of your life and you can prophesy pleasant profits if you proactively pursue those precepts.

“Unhappy people attack – happy people assist.” - Boreh

## **Why do we love people?**

Think back to a time of delirious, romantic love. When your loved one was on a pedestal, and every breath they breathed was like heavenly blessings. When you couldn't sleep, just thinking of them, and called them every five minutes. Why did you love that person so? Perhaps because of the way you felt about YOURSELF when you were with them?

Dale Carnegie's timeless "How to Win Friends and Influence People" is still one of the best books I've ever read. Here's a quick recipe for getting people to like you. All you have to do is practice it. You'll be amazed at the response.

When you meet someone, find out what you like, respect, admire and love about that person. Become intensely interested in every aspect of their lives. Watch their body language and listen to every single word, looking for hidden meanings, nuances, subtleties, hurts, yearnings and fears. Find out what their hopes and dreams and dreads are. Ask for elaboration and clarification. Be seriously concerned and interested.

Maintain eye contact. Be absorbed and focused on them. Make them feel like the only person in the whole wide world. And MEAN it. You'll be amazed. I recently had a "friend" try to sell me on an idea (in his own best interests) and was amazed at the change in him when I declined his one-sided and ludicrous offer. He was obviously only interested in his own benefits, and his snide remarks and abrupt attitude only clarified his motive. No win/win for him. Zig Ziglar said that we can get anything we want out of life, if we're only prepared to help enough other people to get what they want. One has to give in order to get.

Here are some questions that will ensure an insight into others as well as their undying appreciation for your genuine concern. Ask your partners, employees, vendors, customers and relatives these questions and be amazed at what you learn.

What are your three main goals in life? Tell me more.

What is your greatest fear? Why?

If you won a million dollars, what would you do with it?

Whom do you most admire in the world, and why?

What are your three most important priorities?

Which two do you value most in life, and why? Security, Freedom, Acceptance, Love, Family, Money, Fame, Adventure, Creativity?

What three things would you change in the world, if you could?

Who has most influenced your life, (good or bad,) and how?

What's the worst situation you could find yourself in?

If you knew you couldn't fail, what would you do?

Who are the most important people in your life?

What is the greatest favor anyone has ever done for you?

If you could change anything about yourself, what would it be?

What are your three greatest strengths?

What are your three greatest weaknesses?

What are your vices?

What is your greatest skill? What are you most proud of?

What do you most like doing?

What would make you happier than anything?

How can I help you to attain your goals?

“The most difficult thing to find in life, the most precious asset you’ll ever have, is good people .” - Boreh

## The Excuse

We all make excuses for our failures, our weaknesses, our oversights and our situations. It's very tempting to blame others or circumstances, isn't it? You're late for a meeting. Do you blame the traffic, the dog, the phone, the weather? Or do you simply apologize for being late? Justification is rife in today's world. There's always a "Fall-guy" and a cause and a reason, wouldn't you agree? We get into "Ain't it awful?" discussions. Adult children move in with their parents and it's not their fault; it's the economy. I'm fat and I blame my lifestyle, which I choose. Ridiculous, isn't it? Yet we all do it.

Here's the thing, though: Excuses weaken us. When we take responsibility for our situation and choices and the consequences of our choices, we become empowered because we know we can change our lives. Making excuses for others doesn't help them; it hinders them. "I am late. I'm sorry. I won't do it again."

Some people are adept at making excuses in advance. They say, "I'll TRY." TRY stands for "To Relive Yesterday's failures." Try to move left and right at the same time. TRY to scratch your head. Rather say you will do something, and if you fail, take responsibility. "Responsibility" means "My ability to respond in any way I choose." If you take responsibility for your failures, you'll soon be taking responsibility for your victories. Playing the Victim mode ("I can't help it – they did it to me") as opposed to the Victor mode ("It's my fault – I'll make a better choice next time – count on it!") is a common choice. We create our own worlds and we are the cause of most of our own problems. Karma is alive and well and operating inexorably right here and right now. We sow and we reap. "If it's to be, it's up to me!" is a good slogan and mantra to have. Depend on yourself.

Grab the wheel. Make it happen. Go the extra mile. Instead of whining, we can be winning. And don't beat yourself up when you fail; it's far better to have the guts to try and fail, than to hide in fear and never try at all. Let's be more afraid of avoidance and "political correctness" – read "weakness" than of a genuine failure. Failure is, after all, only a stepping stone to success. You are the author of your own fate, the captain of your ship and the reason for your own successes and failures. Not your parents or the economy or your teacher. We choose our reactions to our circumstances. I know I'll get some scary responses to this article, but guess what? I don't mind. I'll learn something. Fact is, Eagles generally agree with what I've just said, while the ducks will vehemently disagree. General George Patton, Winston Churchill and Ayn Rand might have agreed with me.

## **Understanding the Power of Joint Ventures and Strategic Alliances.**

Unity is strength. It's harder to break ten sticks than it is to break one. Two are stronger than one. Duplication works through franchising, licensing and distributorships. This, we all know. Why is it then, that so few business owners use strategic alliances and joint ventures? Is it because we're too busy doing it all ourselves, carrying the whole burden, taking all the risks, and duplicating costs instead of resources? Or is it because we don't trust others? The synergistic effect of joint ventures and the excitement and exponential power of duplication are obvious, yet we tend not to utilize them.

When two people work together in business, it's a case of one plus one equals three. All sorts of energies are released, as long as the agreement is understood, well documented and legal. And the value systems of the two should be congruent. By joining together, a formidable force is unleashed. When more than two people align their skills, resources and influence, with a common goal and purpose, it's amazing what can happen. Napoleon Hill described the indomitable effect of the Mastermind very well in his "Think and Grow Rich." Jesus said, "Where two or more are gathered together in my name, there am I in the midst of them."

Communities and organizations that fight shoulder to shoulder can work wonders. England achieved this in the Second World War. And when America joined up, it was a slam-dunk. After the war, England got a bit fat and lazy. No more war = no more common enemy = no more reason to join together, to sacrifice and focus and win.

Coming from South Africa, I can attest to the power of unity. The Black people in South Africa performed a political miracle against all odds. Many years before the release of Mandela, when most Whites didn't really even know who he was, my wife and I walked past the central court house in Pretoria and spoke to a few protesting Black women. They were beaten and chased by white policemen, but not before they told us, "Mandela is going to be freed!" It's a pity that after his release they have lost focus and purpose and the country is now well on its way to becoming the same mess as the rest of Africa.

Here are a few guidelines for a successful joint venture or strategic alliance:  
The players should share a common value system, purpose and objective.  
The rules of the game should be clearly defined and communicated in writing.  
Openness and honesty are a requirement. Any skeletons in cupboards should be revealed prior to initiation.  
Contributions and responsibilities should be documented and negotiated.  
Conflicts of interest should be identified and avoided at all costs.  
Exit plans, insurance and realistic risk evaluation should be in place.  
Commitment, honesty and responsibility are essential criteria.  
Most important of all: only work with winners. Don't get involved with losers.

Few people achieve greatness alone. We can fast track our success and enjoy the security of support and back-up by working together. When one falters or falls, there are others to help him up. When one gets side-tracked, the others can pull her back into line. Together, we can pool our resources, dream great dreams, generate more consistent energy and intimidate the competition. Our greatest assets in business are our relationships. Let's turbo-charge our businesses and make all our dreams come true by getting together and focusing on a common goal.

“Why my sales team is under-performing and how I can turn it around in four days”

**Your have fifteen salespeople. Or three. They all get the same training, they have the same products, the same area, the same pricing and margins. They experience the same market, competition, holidays, weather, taxes, parking problems, traffic and economy.**

**Yet some outperform others. Some seem to crumble and complain while others prosper and party. One is hiding in a diner, suffering from call reluctance, reading a newspaper and complaining about business. Another is our circulating and percolating, moving and grooving, making the contacts and writing the contracts.**

**We all seem to have financial patterns: - the glass ceiling, the “yo-yo effect”, the sabotage, great income and nothing in the bank – sound familiar? And yet no amount of training, advertising and price-cutting changes this.**

**You get the picture. You know the story. WHY?**

**I have trained salespeople for fifteen years in Africa, Canada and the United States. I have found that external circumstances have very little to do with sales performance. Having been privileged to learn from the greats, Zig Ziglar, Tony Robbins, Jay Abraham, Tom Hopkins, Jim Rohn et al., it has become obvious to me that beliefs, conditioning and perceptions are the reason for excellent or poor sales achievements. We can create so-called “luck” and actually attract money, by making our minds work for us instead of against us. Knowledge and skill do not create sales success, but by reconfiguring our childhood conditioning and resetting our “financial thermostats”, we can prosper and change forever.**

**While teaching our salespeople how to close sales, present professionally, reach more prospects and follow up consistently, is important, these techniques don't increase sales the way they are designed to. Our outer worlds and the results we achieve are merely reflections of our inner worlds, and a lack of sales is a symptom of what's going on in our conditioned minds. Money miracles can occur when we get out of our own way. When we change our roots, or internal beliefs and understanding about money, we change the fruits we're getting in our sales careers.**



## YOUR DREAM

I bought my first dreamcatcher in California. It was made by an Indian in the desert. It has feathers on it – I guess to symbolize the perspective that birds get on life, soaring high above our mundane mediocrity. I gave it to my wonderful wife. She still has it.

We've all been inspired by the great speech that started, "I have a dream..." Dreams are magical. The American Dream. Dreamtime. The Field of Dreams. How many of us have dreams? And how many have excuses for their not achieving their dreams? The end of the rainbow sometimes seems so far beyond our reach...

Millions of people have no dreams. They don't dare to dream, because they don't believe that they can make their dreams come true. Even though they live amidst wealth and abundance in many cases, they don't know how to partake in it.

**Depression, the most widely spread disease in North America, unless of a clinical nature, is caused, I believe, by the lack of hope. It is insidious by nature. It affects every aspect of one's life. I have tasted depression. It's not fun. It causes jealousy, anger and physical illness. It causes one to withdraw and hide. The world and everyone in it looks bad, unhealthy, sad. Depression breaks up families, destroys businesses, leads to addiction and abuse and suicide often results. I've had four friends commit suicide. In each case, their lives looked hopeless to them. Hope can replace depression.**

If hope is so important, then dreams must give us hope, as long as they are believable. Ninety percent of our problems will be solved, and ninety percent of our dreams realized, if we have enough money, I am told. And I agree. When one has money, the world takes on a different hue. Our self-esteem increases. We hold our heads high. There is a spring in our step. We feel more confident, more important. We are more relaxed, generous and patient. And we feel more attractive, more acceptable, more necessary. When we have enough money, we start to dream again, we have hope, we aspire, we inspire, we encourage, we uplift our fellow beings. We find solutions to problems. We contribute, create and achieve.

I have a dream. My dream is to help millions of people to become happy. Now that sounds a bit over the top, doesn't it? Well, it would be, if I didn't have a very clearly defined method of achieving that objective. We all have unique and special skills. My skill and deepest core passion is helping people to think differently about things, particularly business. If people could get into their own successful businesses, they could make the money that would give them the confidence and resources to start achieving their dreams. I can show people how to start their own businesses and make money. More importantly, far more importantly, I can show them how to start their own businesses with no money

and no risk. No experience. No contacts. No education. No business background. Age is of no importance, either. I have done this successfully for myself and others and worked with thousands of business owners in Africa, Canada and the United States over fifteen years, so I know it works and I can prove it.

I have created a system – a book, audio tapes, a seminar. I can help millions of people to make their dreams come true. I can literally change their lives.

But I can't do it alone. I need a few good people to help me to do this. We can all become very wealthy in the process. Zig Ziglar said, "You can get anything you want of life, if you're prepared to help enough other people get what they want out of life." Well, I aim to help a lot of other people get what they want out of life. The products and services are tried and tested and proven. The need is evident to all. Language, age, gender, religion, culture and geography are unimportant and irrelevant. Now you probably have dreams as well. I don't doubt that. I have a vehicle to help you achieve the financial aspect of your dreams.

If you think this all makes sense, and you are very serious about making your dreams come true, or if you would like to share my dream, please call me or e mail me. But you have to be extremely serious about this. The whole world is crying out for what we have. No limits, no boundaries. Unlimited potential. Join me in my quest, leap on board, and let's start catching dreams and turning them into reality. Let's live the dream!

Robin J. Elliott. [robin@dollarmakers.com](mailto:robin@dollarmakers.com)

## How to Motivate People

Parents, employees, associates, restaurant servers, kids, spouses, your lawyer... even your boss. How can we motivate them to do what we want them to do?

We've heard it said, "Every person has their price," and "Everyone has a hot button".

Well, everyone is different and has different needs. We know that people have varying priorities, values and goals. If you offer someone what they want, they will take notice. In all honesty, people don't generally care about you or what you want. They don't really have sleepless nights worrying about you; they tend to be pretty selfish; we all do to some extent. Also, people have different character types. There are four major character types and we all have bits of all four, but we each have a leaning towards one of the four. By understanding character types, we get closer to knowing what will motivate someone.

The Influencing character type, (High I) is a "party animal" and is motivated by the pleasure of acceptance, public praise, risk, looking good, popularity and appearances, and the pain of public humiliation. The Dominant character type, (High D) is motivated by the pleasure of being in control, freedom, change, risk

and pioneering new things and the pain of being taken advantage of or being confined. The Compliant character type (High C) is motivated by the pleasure of doing good work, praise for their work, perfection and details, and the pain of having their work ridiculed, risk and lack of organization. The Steady character type (High S) is motivated by the pleasure of family, friends, continuity, security and support and the pain of change, risk, unfamiliar surroundings and conflict. So the serious D will wear a pinstripe suit and drive a big car and admire Donald Trump. Two D's together tend to fight for control if they're immature. The I's can't stop talking and shopping and telling jokes when they get together, the S's get into a rut and are friends with everyone, and the C's talk about computers and read science fiction a lot.

You would obviously use different "carrots and sticks" to motivate different people.

A simple example of how effectively one can use this knowledge is when you see a salesperson losing a sale because of ignorance. When you're selling to a D, you show results, action and speed and gloss over the details. The Big Picture and potential is what the D wants. She wants to buy the car yesterday. The I is looking at keeping up with the Joneses, having the most popular and expensive car and being a bit flamboyant. The S wants to know if his whole extended family will fit into the van, and what sort of after sales service he'll get. The C wants to read the manual, the Lemon Aid write up and the birth certificate of the salesperson. And then think about it for two months.

There is no right or wrong character type; just different. We need to learn to listen very carefully and observe very vigilantly what people want, what they fear and what they dream about, and then go about showing them how they will avoid pain and gain pleasure by going along with our suggestions. If Jane loves cheese and John loves honey, why do we expect Jane to perform miracles for us for a jar of honey? Find the hot button and push it.

Not everyone is motivated by money or power. Not everyone wants to be promoted. Give them what they want. The best way to find out what the Hot Button is, is to listen and ask questions. "If you had three wishes, what would they be? Why? What is your biggest goal? Why? What do you fear the most? Why?" It is true that people will do more to avoid pain than to gain pleasure, so it's vital that we know their fears as well. Work smart, instead of hard. Very few people take the time to ask me about what I want yet they spend a lot of time telling me what they want. Smart people talk in the interests of others. We tend to like people who are genuinely interested in us.

## How to Manage Your Thoughts and Emotions

At one stage of my life, I really believed it was impossible to control one's thoughts and emotions. I didn't have the recipe. If you believe you can't do something, it's because you have gathered evidence that persuades you so. This month, I am offering Club Achieve Members the opportunity to change that belief, and I am providing them with a foolproof recipe to do just that. The only thing we have control of in our lives is our thoughts and emotions. When we take control, we take control of our entire lives and the world is our oyster.

Whatever you do, you can be ten times more effective and successful with a great attitude. It doesn't happen overnight, but the more you implement these systems, the faster and better it works! And unless you have a chemical imbalance, this recipe genuinely works every time. In your Club Achieve audiotape, you will get all the information you will ever need to take full control of your thoughts and emotions.

"Awareness of a possibility is the first step to victory. Consistent action is the guarantee of its attainment." – Boreh

We're focused on achieving our goals. Happy, confident and inspired people do exactly that!

Step 1. Make the decision. Decide to consistently monitor and control your thoughts and emotions and use the recipe.

Step 2. Control all your INPUT – that's what you read, listen to, watch and see. ONLY positive input. Only upbuilding and improving input. At five-minute intervals, take inventory of what your mental input is.

Step 3. Diet, adequate sleep and exercise. You don't have to start off with a ten day fast and the New York Marathon, but believe me your emotional state is severely affected by this.

**Step 4. Exciting Goals. Listen to last month's tape! You need hope, purpose and dreams so you focus on what you want, not what you don't want!**

Step 5 An Attitude of Gratitude.

Step 6. Physiology. How you breathe, walk, sit, stand and move, has a radical effect on your emotional state.

Step 7. Managing Perceptions

Step 8. Who you spend time with – positive Eagles or negative ducks.

Step 9. Contribution - giving to others, helping others.

**Step 10. A great Support System.**

## **How to Increase Customer Loyalty Exponentially.**

In our rush to increase sales, improve margins, grab market share and impress our superiors, and in many cases to simply stay in the black, many of us have forgotten the basics about human nature. We have convinced ourselves, somehow, that “buyers are liars”, that “there’s no more customer loyalty” that “things have changed in business” and that the only way to make it today is to create cleverer gimmicks than our oft-feared competition. More of the same – we all give away more profit and continually justify it.

**Human Nature hasn’t changed, however; business has changed. People are simply more sophisticated and better able to say, “NO” and quickly to shift their patronage to a vendor who gives them what they want. They have learnt to “switch channels”, if you like.**

**The business that has the simple insight and common sense to fill the ever-increasing void left by customer loyalty gimmicks, has it made today. All we need to do is to develop simple systems for consistently creating and caringly maintaining, the following FEELINGS in our valued customers:**

**You like me.**

**You care about me.**

**My opinion is important.**

**I am recognized.**

**I am noticed.**

**I am appreciated.**

**My comfort and satisfaction are of more importance to you than my money.**

**You want me to return.**

**You will reward me for my loyalty.**

**You will recognize me in front of other people, especially my family, friends and guests.**

**You will make me feel important and welcome.**

**You will go out of your way to serve me and meet my needs.**

**By co-creating with our staff, simple, duplicatable systems that evoke and sustain these feelings in the tender breasts of our clientele, we can create customer loyalty beyond our wildest dreams, as well as a massive increases in per transaction spending, repeat business and referrals.**

**Customer attrition will decrease and market share will rocket.**

**The key is employee education and buy-in, low cost implementation, consistency and specific employee incentives. The Law of Reciprocity is as real as the Law of Gravity.**

**This is not rocket science. It is not expensive. It is not new. It is just very effective.**

**Some system ideas:**

**Name recollection**

**Regular contact**

**Customized incentives**

**Personalized service and contact**

**Huge added value (at no cost!)**

**Unexpected intervention  
Unique recognition  
Hidden Asset and Potential leverage  
No discounting or freebies, specials or points!**

**Words I haven't heard in four years in Vancouver: " Good evening, Mr. Elliott. My name is... and I am the Maitre D. Welcome to my restaurant. It is a privilege to have to visit us. What can I do to make your visit with us exceptional tonight?"**

Keep me waiting, ignore me, rush me and expect me to return? You must be kidding.

### **How To Motivate Your Salespeople**

***Liberate their hidden resources and watch them soar to new heights!***

"If I could duplicate myself... If my salespeople could sell like I do... If I had three of Tom, my best salesperson..."

Sounds familiar?

Those of us that have salespeople working for us tend to say these things, I know. I have. And we have all heard about the salesperson that reported to his sales manager, "You can take a horse to water but, you can't make him drink." The sales manager replied, "Your job isn't to make him drink; it's to make him THIRSTY."

**Imagine five women walking into a Nordstrom's shoe section, and the clerk walks up with a size five shoe and suggests it will fit them all very well. Dumb. "One size fits all" doesn't work well in every instance, especially when liberating the hidden resources of your sales team.**

**Individual salespeople are like gold mines in different countries. Each is unique, with different strengths and weaknesses, communication styles, personality types, goals, fears, hopes, dreams and value systems. Each has a different frame of reference, expectations, perceptions and interpretations. To treat them all the same way is naïve, unproductive, frustrating and even dangerous. Do you treat your children the same? How about your neighbor's kids? Watch people lining up at a buffet for lunch. They choose different dishes, combinations and amounts of food. Some hate what others will kill for! You get the picture.**

**In my seminar, "Recruit to Retain", I teach delegates how to recruit and motivate people, whether members of clubs, churches or societies, board members, salespeople or volunteers, in such a way that they STAY recruited. And produce the goods.**

**Here are the steps necessary to unlock the hidden treasures that your salespeople may not even know they have access to:**

**Realize that you need to spend some time listening to each person, in order to be sure that you want them on you team. You need to allocate enough**

one –on-one time for each person for this to work. It may mean delegating, but before delegating, train you leaders to do this correctly.

Elicit answers with open-ended questions to establish the following: Their goals, hopes, dreams, fears, value systems, personality types, communication styles and aspirations. Also attempt to judge their potential and motivation to succeed.

Establish a personal plan with them in order to reveal and then unlock and leverage their resources, skills and interests, so that they have a customized action plan that is measurable and that will result in their dreams coming true and their needs being met. They should tell you what they want and how they will achieve it. Your input should be minimal; guidance and clarity, mainly. This flexible but exciting plan should be written and signed by both parties.

To optimize this action plan, create a measuring system with regular reporting and evaluation. They should essentially be reporting on themselves and their progress and offer solutions for shortfalls.

Establish a personal rewards and recognition program that is designed to stretch them without overwhelming them.

Establish team links so that support is available on a win/win basis apart from your mentoring or the mentoring of your leaders

It is amazing what people can do when their efforts, energy and interest is focused and measured. One person can do the job of five. Production soars, energy and inspiration redouble and innovation takes on an entirely new meaning. Unsolicited contribution increases as well.

A good example of this is a person who joined a Rotary Club that I once belonged to. He was immediately loaded with work that he despised and he left within weeks. Amazingly, he was later persuaded to join another club where he became President in five months and grew the club to unprecedented heights. The difference was, that in the second club, the Directors took the time to find out what he wanted and expected from Rotary, what he as good at and enjoyed doing, and where he felt comfortable fitting in to the structure of the club. This wise and unselfish approach motivated him and unleashed his personal power, to the benefit of all.

Zig Ziglar said, “You can get anything you want out of life, if you’re prepared to help enough other people to get what they want.” Imagine, when you next employ someone, if you said, “How can my business help you to achieve your goals and make your dreams come true? How can we help you to do that? What do you want out of life? We have a lot of valuable resources in this business that we can use to help you and your family to be all that you can be.”

Finally, remember that the family, relatives and pets of your new salesperson are very important to her, and to you as well. Smart Sales

**Managers know that these are not encumbrances or limitations, but extremely valuable added resources! Inclusion and information is the key here.**

**For more information, e-mail me: [robin@dollarmakers.com](mailto:robin@dollarmakers.com)**

**Robin J. Elliott**

## **Why Churches and Fraternal Organizations Die and How to Explode Growth**

**By Robin J. Elliott**

People join churches and fraternal organizations, clubs and associations for different reasons. And those in the organizations recruit them for different reasons. This is a generalized approach and obviously does not apply to each and every organization or church. To simplify, let's refer to all these groups as "organizations".

Why do people join? Different reasons: acceptance, to meet other people and make friends, to be part of something, to feel wanted and important, to contribute, to promote their businesses, to find a job, make "contacts", teach, learn, you name it.

Why do those in the organization recruit them? To make money, get help, spread the workload, help the organization, feel important, teach, help, you name it.

Why do people leave? Now that's where we need to concentrate. We can either concentrate on finding new people or reducing our attrition rate or both. Both is best. If you cut your losses by 10%, it's the same as getting 10% more members, but a lot easier.

Why do certain organizations experience marked growth, like "cults", while others battle to keep those they have? Here are some of the keys to growth that I have found. Think about organizations that you left or are currently a part of, and see how they measure up.

**Strict Rules and Guidelines.**

People want to know where they stand. They don't want to see others "getting away with things". They feel secure when rules are clear and unambiguous.

**Barriers to Entry.**

People who have to pay a high price or make a big commitment, appreciate the value of joining. If it's hard to be accepted, if it takes time and is expensive, if they have to prove themselves and pay a price, they will be grateful to join.

**Restricted Information.**

A certain amount of secrecy, an "inner circle", levels of revelation and the group dynamics of "we know something the outside doesn't know" and qualifying for more information, makes the organization powerful.

**High Expectations.**

The organization should present high expectations of joiners. "If you join us, this is what is expected of you. We don't know if you qualify, or if you are committed enough..." The higher the price, the more the joiner is likely to join.

**Massive Benefits and Personal Recognition.**

The joiner needs to perceive massive benefits and personal recognition for his or her contributions, loyalty and commitment. People want to feel loved, accepted,

recognized and important. They want an identity. They want to see progress and growth in their lives.

Training, Loyalty and Commitment.

On-going training and development, the loyalty of the organization to the joiner and its commitment to him or her after joining, are essential and must be clearly systemized in order to work and to be effectively communicated.

Consequences to Choices.

There should be consistency and measurability in the consequences of good and bad choices of members.

Vision.

“Without a vision, the people perish”. Without a vision, you don’t get new members and you won’t keep what you’ve got. A compelling vision helps the average Joe to succeed vicariously through the organization, to be part of an exciting goal. New goals have to be continuously created.

Security, Safety, “Family”.

Long-term vision, secure relationships, life-long “family” is what people want these days.

They want to know that the organization will take care of them and their families in difficult times, old age and ill health. They will pay the price. Those organizations that succeed have this down to a fine art.

High Standards.

Dress, behavior, buildings, performance, food, uniforms and everything else needs to be high quality and professional.

When all these ten keys are in place, growth can be exponential. The programs, seminars and training that I offer and implement only work when all ten are in place.

Robin J. Elliott is an ordained but non-practicing minister of religion and has been extremely successful in church building and recruiting members into fraternal organizations, including Rotary International, where he personally recruited 48 Rotarians. He is an entrepreneur and his services are available to churches and fraternal organizations. More information: [www.dollarmakers.com](http://www.dollarmakers.com)

## **You Already Have the Resources to Grow**

Most people whom I consult for have massive, unrealized resources. Untapped riches. Huge potential. And they think they have nothing. They want to buy more. They believe they need more. The more people you know and are associated with, the more resources you can tap into. You don't personally need any money or resources – other people have them. And if you know absolutely nobody, there are still massive resources at your disposal. You just have to understand the principle and know how to elicit and activate those resources – how to release them. You are the catalyst. In science class in school you were warned not to mix certain chemicals. Certain combinations can release massive energy. It all starts with the realization that whatever other people have, you can have some. You can borrow and they will give you some, too. Onassis called it OTM – “Other Peoples’ Money”. He understood that you don't need money or resources because other people would give you some – and in many cases all – of theirs – IF you gave them a good enough reason to do so. My book, “How to Start Your Own Business with No Money and No Risk”, available on via website, [www.dollarmakers.com](http://www.dollarmakers.com), is based on the same principles. Zig Ziglar put it very well indeed. He said, “You can get anything you want out of life, if you're prepared to help enough other people to get what they want.”

I was appalled at the naïve fundraising methods used by a Rotary Club that I belonged to. And then I found out that many societies, associations, churches and fraternities do the same. They would, for example, hold a garage sale or a manure sale or a cake sale or a silent auction and make a hundred dollars for the whole morning, then pat each other on the backs! There were lawyers, accountants, doctors and business owners in that group who could earn that amount in one hour. When I asked why one didn't simply donate an hour of his time and free the rest of us up for Sunday At Home with Loved Ones, I was told the manure sale was for “Fellowship”. I find fellowship in a nice restaurant more enticing than fellowship over a pile of manure.

We need to know that when we want something, all we have to do is offer a benefit that exceeds the value, in the mind of the owner, of the resource that we want. People have a lot of unused, dormant, unemployed, fallow resources, be it farms, office space, airplanes, cars, bedrooms, clothes, machinery, money, underutilized employees, time and expertise, skills and connections. Often, all it takes is to ask. “You have not because you ask not”, the scriptures remind us. Reverend Robert Schuller used the same principles to get given millions of dollars for his Crystal Cathedral Church. Give them what they want – be it recognition, love, return on investment, a good feeling, leverage, fame, security or acceptance. People are people, and they will pay for you to fill their needs.

Don't ever imagine that wealthy and famous people don't have common needs – that's often why they're wealthy and famous, after all! You're walking on acres of diamonds – you simply have to open your eyes to the possibilities all around you!

I use my No Money No Risk principles as I have for 15 years, very successfully. Sometimes we have all the baking ingredients we need, and all that's missing is a recipe and/or a good chef. That's what I do for my clients – I'm the chef with the recipe. So call me!

Robin Elliott [www.dollarmakers.com](http://www.dollarmakers.com)

## The Guts to be **CONTROVERSIAL**.

This little note is to encourage those of you who wonder whether being controversial and following your heart is worth the price you will surely pay for it. **Controversy many times has a negative connotation. We're told, "Don't rock the boat, let sleeping dogs lie, don't upset anyone, don't be a stirrer."**

Think about the most famous people in the world. The greatest inventors, scientists, talk-show hosts, actors, religious leaders and politicians are all and always have been... controversial. That's why they achieved great things. Rush Limbaugh, Ayn Rand, Joan of Arc, Martin Luther King. Undiluted passion. Not watered-down niceties to soothe the unconscious masses. You see, sleeping dogs DO lie. The mediocre herd would rather lie to you than confront you. And in the process, nobody wins. What if Jesus had said, "Well, I don't want to upset the status quo..." or General Patton had thought, "Let me now not upset my seniors" ~ it's laughable. Patton said, "Do your duty as you see it, and damn the consequences."

If the truth will set us free, perhaps we have a sort of responsibility to share what we believe to be valuable information? Unless we're timid, that is, or maybe just plain gutless. Many people confuse "diplomatic", "polite" and "tactful" with "fearful", "insecure" and "lacking confidence."

All my life I've heard people call Americans "arrogant". They aren't arrogant. They're CONFIDENT and proud of their great country. And they have every right to be. I read a slogan recently on a T shirt – "The land of the free *because* of the brave." Yes, I have noticed that it's the LAND of the free, but the HOME of the brave.

If "tall trees catch the wind", I'd rather walk tall. Watch the salmon in the fall - only dead fish flow with the stream. Leaders are used to criticism from those who would rather spend their lives on a fence. Dean W.R. Inge said, "Public opinion, a vulgar, impertinent, anonymous tyrant who deliberately makes life unpleasant for anyone who is not content to be the average man."

Have you heard the saying, "Pay me now, or pay me later?" or, "the price of discipline weighs ounces while the price of regret weighs tons?" I would like to suggest that the price of compromise, of acting against your better judgment, of keeping quiet when you know you should speak out, is a lack of joy, a permeating bitterness that eats away at one and costs your health, self respect and, ultimately, your success. Be brave. Stand up for your beliefs, with humility, gentleness and sensitivity. But be strong. Have the guts to stand up and be counted. There are two kinds of people in the world: winners and losers, takers and givers, eagles and ducks. There are very few winners, so very few people will encourage you and stand by you. But if your motive is pure and you honestly believe in your opinion, speak up. Your self-esteem will skyrocket and you'll sleep well. You will be in the company of the world's free thinkers, great warriors and leaders.

For an Eagle to soar, he has to acknowledge the fact that he is an eagle. He cannot deny that. He cannot act like a duck. And he cannot rely on others to validate him. True leadership is a lonely path, but the rewards are legion. "To thine own self be true" – whatever the cost. As Martin Luther said in his speech in 1521, "Ich kann nicht anders" (I can do no other.) The Elliott Crest has the motto, "Fortiter et Rechte," which means Bravely and Truly. I try to live by that motto. I don't seek popularity. I seek truth and integrity. I despise the whiners and the backstabbers and I pity them in their old age, when they have to face themselves and admit that they never achieved self respect or any great accomplishment.

Consider, if you will, this motto: "If it's easy, quick, popular and cheap, it's probably the wrong choice." Throw off the cloak of timidity, arm yourself with conviction and mount your steed of action. Turn in the direction of your greatest goal and dig those spurs in deep. Make a difference, make waves and make it happen. That's when your life will become an adventure and you will feel alive. Let the dead bury their dead.

"It is the unconquerable soul of man and not the nature of the weapon he uses which insures victory. Never stop being ambitious. You have but one life, live it to the fullest of glory and be willing to pay any price." ~ General George Patton.

## From Management to Leadership

We are all leaders; in our families, churches, temples, lodges, clubs, businesses and fraternal organizations.

Have you ever heard of a Cult Manager? Yet where have we ever seen more loyalty, commitment and blind obedience? No such thing as a Religious Manager. There's a huge difference between management and leadership. "Semantics", you say. When I went to Hotel School I was taught how to be a Hotel Manager. I found that I had to become a Leader in order to gain the loyalty and commitment of my staff.

When I first arrived to work as a manager in a hotel in Rhodesia, now Zimbabwe, the staff did the usual hotel staff things to test me. The cashier would mix up the cash register, and see if I could sort out the problem. The night chefs would stay home, and see if I could handle the kitchen at night and prepare the breakfast. I had to prove myself. How does a manager cope with that, as opposed to a leader? I was called in to a meeting of my management peers and they told me to fire a certain Functions Manager. He was a rebel and no good, they said. Lazy. Obstinate. Get rid of him! His name was Oral, I'll never forget. I watched him at work. His staff of waiters would set up the conferences and do all the work perfectly while he sat outside, smoking. I called Oral into my office and fired him. Then I said, "Oral, I've done what everyone here wanted me to do. I fired you. Now, I'm rehiring you on my terms. Here are my terms: You can sit outside and smoke all day. You never have to enter the hotel. As long as the job gets done to my satisfaction, I'm happy. If not, we will talk. How's that?" Oral beamed. He thanked me profusely. He was happy. He did a great job. I was happy. And one day he saved me from being badly beaten up. Oral, you see, was a natural leader. He understood leadership. Suffice is to say that after a while I had a loyal following instead of an obedient staff.

A leader understands that she is leading personalities with value systems, goals, fears, hopes and dreams. She knows that she can get people to work 24/7/365 when she pushes the right buttons. I once worked for a hotel owner for nine months with one day off in all that time. He was a true leader. Arthur Honey. He was Roger Bannister's second when Roger Bannister broke the 3 minute mile. He could inspire, motivate and encourage people. He never ran, raised his voice or panicked.

When I was 17 I was drafted into the army. I saw what leadership was and I saw what psychopaths did. The psychopathic, racist South African army officers got people to do things by force. They achieved very little. The true leaders in the army got a lot more done, without fear, manipulation or force. They got soldiers volunteering for things. When your people are motivated and have a vision and a goal, they will achieve their goals and your goals together. Without pay, if necessary. Financial rewards and incentives are not the most powerful there are.

Here are some questions we should be asking the people we intend to lead:

What is your greatest fear and your greatest dream? Why is that your fear? Why is that your dream?

If you had a million dollars and lots of time and energy, what would you be doing right now?

What feelings do you want to experience, and what feelings do you want to avoid in your life?

What's the best book/movie you ever read/saw?

What are you most proud of about yourself? What is your greatest skill? What do you do best?

What are you weakest at?

If you could have any job, what would it be, and why?

What is your greatest worry?

How do you feel about...?

What would you change about this business/organization?

Ask open ended questions; draw them out. "Tell me more? What do you mean by that, exactly? Why do you say that? And? Yes?"

The true leader knows that she has to know a lot about the people she wants to lead. She has to empathize and care. Show them how to measure their progress. She has to be sure that she treats them fairly and that there is a consistency about the way she leads. Regularity, honesty and consistency is important. And there must be clear guidelines, consequences and reasons for what happens. Everyone must understand why they are to do what they do, what the outcome is supposed to be, the consequences for failing to do the right thing and the BIG PICTURE. The vision, the overall strategy, should be understood by everyone concerned.

Most of all, each team member should know that, by reaching the company or organization's goals, they will reach their personal goals as well. They should have a vested interest in the success of the venture. This is vitally important.

Mortimer Adler was quoted in Time Magazine in 1974 as saying, "In Aristotelian terms, the good leader must have *ethos*, *pathos* and *logos*. The *ethos* is his moral character, the source of his ability to persuade. The *pathos* is his ability to touch feelings, to move people emotionally. The *logos* is his ability to give reasons for an action, to move people intellectually."

I hired my last secretary in a restaurant. She and her husband asked me for a Job Description. This was my answer: "Francesca, this is your job description. Whatever it takes, 24/7, total commitment and loyalty and total honesty. Whatever it takes. I will be as committed to you, as you are to me. Take it or leave it. What salary do you want?" She wanted \$2,000 per month. I knew that she would settle for \$1,800. So I offered her \$2,500. I got a fantastic secretary and a very supportive husband. She left when I emigrated.

Very few managers know how to lead. It's never too late to change. Leaders are firm, flexible, value-driven and honest. They have Magnificent Obsessions, driving goals and clear action plans. Their followers feel loved, secure, cared for and lucky. Attend one of my Leadership Bootcamps and you'll see what I mean.

### How to Handle Difficult People

That customer that lets off enough steam at you to boil you alive, that husband that vents at you because of his boss, that child that throws a tantrum at every turn, that fellow motorist that wants to rip your head off for no real reason... and sometimes, just sometimes, yourself!

How to handle people when they are furious, angry, terrified, wild, irrational, ready to kill and cry? How to remain calm when surrounded by savages?

First of all, it's important to realize that their temper tantrums and emotional upheavals have absolutely nothing to do with you or the reality of the situation. A rational, happy person will not curse, shout, beat his hands and head or threaten. A calm, sane person will not cry, shout or insult. A mature, decent person will handle a situation with discretion, dignity and decency. So we realize that the person who is going crazy in front of you is temporarily insane. Emotional. Out of control. She has lost perspective and objectivity. His judgment is seriously impaired. His conclusions are inaccurate. A staid, uninvolved accountant would not agree with her assumptions.

Secondly, we have to understand that the difficult person is separate from us and whatever they say, imply or conclude is not really that important, as they will realize themselves when they return to sanity.

Thirdly, we are not responsible to stop their bad behavior, condone it, excuse it or support it in any way. We are simply observers. Now we can address the situation and even help them, but we are not responsible. We may do it out of compassion, but our kindness is not earned.

Fourthly, we can intervene on our own terms, to the extent that we wish to, because we are completely in control. We are rational, peaceful, calm and relaxed. We have perspective and leverage. At a deep level, the other person actually knows this.

Now after observing the above four facts, we need to understand that people blow up and behave badly for many different reasons. It is not for us to judge them or to find out what their reasons are, however. If we decide to intervene and calm the person down, we don't really need to know that the person has experienced a death in the family, a financial hardship, a fright, an impending event or an accumulation of sad circumstances. We can only deal with the present situation.

It is more difficult to deal with a ranting, accusing family member or significant other, than a complete stranger, of course. But facts remain facts. We can deal with the situation or simply remove ourselves from it. That is our choice. Some people who attack are simply bullies. And bullies are usually cowards. When you stand up to them, they back off, real fast. Especially in North America, I find. They are generally all bark and no bite, coming from a very soft and easy lifestyle. They think they can get their way by intimidating people. (What they don't realize is whom they are attacking, and that can backfire really badly!) But most people who attack are in a FIGHT OR FLIGHT mode. They are afraid of loss, they feel they don't have the resources to cope with the situation, they feel inferior and they are panicking. They have reverted to their base, animal instinct, their jungle reaction, to help them cope with an overwhelming situation.

So with the above as a background, with our understanding intact and our emotions under control, we should follow the steps below:

Reacting in the same, aggressive way as the attacker will only make things worse. As will becoming a doormat and allowing them to ridicule and abuse you. So we have to be the adults in the situation. We have to maintain our dignity and self respect, while at the same time not being perceived as threatening or cowering. Stand up straight, and show no fear.

Your head should be on one side. This is non-threatening and seen as understanding. Arms at your sides. Not defensive, offensive or passive, just relaxed. Regulate your eye contact. Breathe deeply and slowly.

LISTEN carefully for clues. Make notes with a pen and paper.

Find out what the person wants to achieve, what the problem is exactly. Be empathetic. Understand. The more questions you ask, the more the other person is forced into his logical left brain. You interrupt the emotional flow by asking questions. Eventually, she calms down more. "I understand. You must feel very angry. I see your point. Now just so I understand, what side of the road were you on? What time?" You shouldn't condone or agree when it's not appropriate. But you should be understanding. "So you feel very upset, I can see that."

Develop an action plan to resolve the problem, allowing the person to participate in the process, so he thinks it's his idea. Let her feel she has won. Create solutions and options. Show a way out. HELP HIM TO SAVE FACE. Remember, he is probably embarrassed by the bad behavior and looking to justify it. So give her a way out, preferably an action to take, especially if it means moving to a different geographical environment.

Always bear in mind that the rational, objective person has the upper hand. Don't be intimidated by bullies and badly behaved people. Realize that they are afraid and it gets easier to deal with them. And you often turn an enemy into a lifelong, loyal and grateful friend by dealing wisely with difficult people.

## Beyond Customer Service

He took me for breakfast when I expressed an interest in Critical Illness insurance. I signed for the insurance application right there. He phoned twice to make sure the nurse had come to administer the medical tests. And he called again to let me know that the policy was accepted. Now this is where most insurance salespeople drop the ball. Not Jon. He called me when the policy document was ready and invited me to lunch. During the lunch, he presented me with the policy document, explained it in detail and asked if I had any questions. He then gave me a gift, which he had bought for me. "I know you live on the eleventh floor of your building, Robin," he said, "and I thought that in the case of a fire, you might need a container for your valuable documents. So I bought you this metal, lockable container for them. You can fling it out of the window in the case of a fire!"

He didn't stop there. He continued the relationship, sending me business prospects, arranging talks for me, recommending my services, buying my book, attending my courses.

We all talk about "SERVICE". We say we want to turn our customers into our adoring fans. We want word of mouth advertising. We want them to remember us. We want, we want, we want... but what do we GIVE? A calendar? A birthday card? A pen or mug or hat? A yearly BBQ? NOT ENOUGH. What customers want now is beyond the trappings of service, the false smiles and the database marketing. They are tired of calendars, pens and gimmicks. They want RELATIONSHIP. In today's world, with the pressures, the insincerity and the mercenary buck-chasing, RELATIONSHIP is the best value we can possibly give. And because very few business owners understand this, we have remarkably little competition! There's an old saying, "In the land of the blind, a one-eyed man is king."

I had a customer who had a huge Tupperware organization. I was about to give a talk to 400 of her distributors, and I was naturally hoping for some repeat business. So when I was in her office to arrange the talk, I took note of my surroundings. PIGS. Pictures of pigs, pig ornaments. Her favorite animal was a pig. She loved pigs. And her favorite color was lavender. Overwhelmingly so. The next day my wife and I were in a florist, buying flowers for my daughter-in-law who had just given birth to my grandson. I saw some little pig ornaments in the corner. I bought them and we wrapped them in lavender paper. At the end of my talk a week later, I announced that I had a small gift for her, and in front of her adoring Distributors, I presented her with the pigs. She was exuberant. She blushed. She shouted, "Varkies! Varkies!" ('Pigs' in her language.) I got a lot of business from her after that.

It is true that a business can't hope to develop relationships with its clients if it doesn't have good relationships within its own walls. It has to start at home. But that's a topic for another day. How does one go about building a relationship with one's clients? First understand the value of a client. That will inspire and motivate us to build relationship. Think how much profit you will make out of a loyal

customer over the years, and the amount of free, new business she can bring us from referrals alone. Then, follow the list below. And be prepared to reap huge benefits. Sow massively and you will reap massively.

Get to know the customer. Through questionnaires, questions, chatting, asking about his business, family, pets and dreams, any way possible to gather information.

Find out what the customer wants. What exactly is he looking for?

Remember the information about the customer. When the customer leaves your store, or you leave her place, make a note of the details so you don't forget. And next time you talk with her, you will miraculously remember details about her from your last talks – her mother's illness, her son in the scouts, her dream of visiting Hawaii. (Because you read your notes!)

Customize your products and services as far as possible to meet the needs of each client. Bend the rules; make new rules.

Be unusual in your approach. My wife and I will always remember a visit to a certain restaurant. We got great service and food, but best of all was the single, long stemmed red rose that was given to her as we left. A Restaurant Manager that is worth anything should make every patron feel that he is the only guest in the restaurant. Usually, when you have paid your bill (and tip) you are promptly forgotten. Do something memorable. Introduce customers to each other and the rest of your staff.

Add unusual and personal value. I gave a talk for Merrill Lynch. At the end of the talk, the host walked up and presented me with a gift. He had heard me tell that I had played the drums in a rock group a hundred years ago. The gift was a set of drumsticks. The next talk I gave for them, he presented me with a practice pad to drum on. Thoughtful. Aware. Interested. Flexible. No wonder he makes so much money. His clients must love him!

Keep regular contact – through e mail, newsletters, cards, phone calls. Varying forms of communication of a regular basis. Personalize your communication as much as possible.

Reward loyal clients. A little gift, delivered by courier, is worth more than a thousand dollar advert in the local newspaper.

Develop joint ventures and strategic alliances with your customers where possible. Ethically lock them into a good relationship.

Reward referrals. Reciprocate. Show gratitude.

Finally, remember that we Human Beings all want the same stuff in life – we want to feel accepted, important, cared about, loved and appreciated. We want to feel that our opinions are important, that we make a difference and that people look forward to seeing us.

Zig Ziglar said, "You can get anything you want out of life, if you're prepared to help enough other people to get what they want out of life."

## Handling Emotional Pain

A woman sat down next to a tramp, on a park bench in Manhattan. She opened her purse nervously and extracted some blue pills, and was about to swallow them, when the tramp spoke. "Excuse me," he said gently, "but I was once a doctor, and I recognize those tablets you're about to take. From your distressed demeanor and the nature of the medication, I would assume that you're intending to commit suicide. Am I correct?"

The woman replied that she was, indeed, about to take her life. Her family had been killed in an automobile accident, she was recently diagnosed with cancer and she felt that she had nothing to live for. The pain she was enduring was great and she saw no end to her suffering. No-one would lose by her passing, she reasoned.

The tramp then made an unusual request of her. He asked her if she would do him one favor before taking her life. Naturally, the poor woman wanted to know what the favor was. He told her that there was a childrens' hospital just over the hill, where many of the children had cancer and many died from it. His request was that she work in the hospital as a volunteer for two weeks. At the end of the two weeks, if she still wanted to die, he would give her some advice on how to do it less painfully than her intended method.

As you may expect, the woman agreed. After two weeks, she was a much happier person.

She returned to the park bench and recruited the doctor! Together, they worked with the children and rehabilitated themselves in the process. And after three years, they were married!

Emotional pain is always self-directed. When we focus on the pain of others, our own pain seems to diminish. And as we have heard many times before, time tends to heal emotional wounds. It's all about how we get through the healing process. The time it takes to come to terms with loss and shock, has to be endured, and focusing our attention on relieving the pain of others is one way of coping more effectively. I'm not talking about suppressing your feelings. But what we focus on is our perceptual and emotional reality.

I have noticed in my own life that when I get sad, it is very often self pity. Now we don't like to admit that, but much of our suffering is about feeling sorry for ourselves. The solution to some extent is to focus on what you have, instead of what you don't have; to consider the blessings in your life instead of the curses. It could always, always be worse, you know. I have known people who have every right to feel extremely sorry for themselves, yet they have an amazingly positive, "attitude of gratitude". They have come to terms with their lot in life, realized that they are not the only ones who have to endure their burden, and that they can choose how much to suffer. If that sounds weird, think of it this way: suffering is

usually associated with loss or lack. A man in a hospital bed, who feels really hard done by, who claims that he deserves better, that life is unfair and that he has a raw deal, may be right. And he will suffer accordingly. But the man in the next bed can decide to concentrate on the fact that it could have been worse, and he decides to make the best of a bad situation. He looks to see what he can learn, how he can benefit from the situation, how he can help the others around him and how he can use this situation to be a role model to his children. Same situation; different interpretation.

At the end of the day, this is true: perception is reality, and perception is a choice. It's not what happens to us that determines how we feel, but how we wish to interpret what happens to us. I once met a brave man whose dear wife of many years had died. He said to me, "I would rather be the one left alive to suffer the loss and to be lonely, than have her lose me. I loved her too much to have her endure the loss and pain that I am experiencing. For this reason, I am grateful that she died first, and I am looking for a way to honor her life, in the way that I react and the way I live out the rest of my life."

Time does heal. Getting through the time is hard, I know. But how we travel is up to us. And it is a choice which, when made well, will save us all a lot of tears and make us valuable members of a society in which there is a lot of suffering. Let us be champions and let us help the weaker ones. In so doing, we will be helping ourselves. Nothing happens by accident, you know. You won't be tested beyond your means. A wise man said, "Turn your scars into stars; you can be bitter, or you can be better." What will you choose?

## Helping Others, We Grow Stronger

My Mother loves flowers. She's as beautiful as a flower to me. I was eleven and we were picking roses at a friend's home. Suddenly, My Mom cried out and held her hands to her face. A branch had sprung back unexpectedly and a rose thorn had cut her eye! Blood poured down her face and I knew she had to get home, but she couldn't see to drive our old VW van. So I sat next to her and steered and told her when to stop and accelerate, and together we drove home safely. Luckily the cut wasn't serious, but we both got a fright.

In the army, we were enduring Basic Training and part of the exercise was for a team of three to carry large logs down a steep decline and then cross a difficult terrain. This was to prepare us for the fighting on the border. I had cut my hand in a previous event, and my buddies saw that I was going to suffer carrying the log. So they rearranged the teams without our instructor seeing us, so that I was the middle man between two tall guys. As a result they carried most of the weight and I could rest my hand.

We grow by helping others. Our self-esteem grows, and we create powerful associations and anchors. When in pain or when facing challenges, we can go back in our minds to past successes and glean strength and encouragement from them. Our choices don't always result in instant gratification, but in the long run, the cumulative effect of right choices is exponential. "An apple a day keeps the doctor away" that means EVERY day. Consistency in either good or bad choices creates consequences. A chocolate on one day won't cause massive fat, but a chocolate day... go figure.

John Wesley said,  
"Do all the good you can,  
By all the means you can,  
In all the ways you can,  
In all the places you can,  
To all the people you can,  
As long as ever you can"  
I guess he was a happy man.

The best way to benefit from good choices is to tie them to other people. Help as many people as you can, as much as you can, as often as you can, and you're on the High Road to Happiness. I have a friend who has a philosophy about body builders. He says he reckon they're somewhat self-centered to focus so much on their own bodies. That's a generalization, but it makes some sense to me. When I see massive egos at work, I see selfishness. Focus on building others, and you will be building yourself. Teamwork makes the dream work, they say. We started Club Achieve ([www.clubachieve.com](http://www.clubachieve.com)) for this very purpose. To create massive, measurable, affordable value for as many people as possible. And it's working.

Finally, in the words of Boreh, "Lifting a friend, you get stronger. Complimenting another, you feel better. It's a selfish way of being unselfish, but it makes the world a happier place. Look out for a way to be a blessing and the blessings you receive will overwhelm you!"

Winners give, build and contribute. Losers take, consume and complain.  
Let's win by giving.

## How to Handle Change

Might as well have said, “How to handle LIFE.” Because life is about change. A young girl was anxious about the changes occurring in her life. Seemed like things were spinning out of control; nothing stayed the same. This caused an emotional lack of security for her. She lay awake at night.

The media news broadcasts had started to frighten her. The uncertainty in the world, the volatile markets and changing political scene, lay-offs, the coming recession, the TV news.

Eventually, she approached her Father and told him of her concerns. What if he was laid off work? What if her Mom and Dad got divorced? Her Dad was a simple man who had experienced a lot in his life. He took her into the kitchen, where he proceeded to put three pots of water on the stove. When the water came to a boil, he added some firm, fresh carrots to the first pot, a raw egg to the second, and a handful of coffee beans to the third pot. After twenty minutes, he carefully removed the contents of the pots.

“Look, Shirley,” he said kindly to his daughter, “The boiling water represents this world we live in. It is like nature – in constant change. The carrots represent people who enter any experience in life with firm resolve, but they come out all mushy and soft and beaten, like the carrots, which are overcooked. They give up and allow circumstances to get the better of them.

The egg, on the other hand, was soft and pliable when it got involved, but it came out hard as a rock – cynical, bitter, and mean. Some people become like that in life. We have the option of becoming **better** or becoming **bitter**.

Now the coffee beans, on the other hand, created a wonderful, pleasing aroma for all to enjoy, and a delicious cup of coffee. They didn’t see change as a stumbling block, but rather as a stepping-stone. They saw the opportunities to grow and prosper. They rode the wave instead of being dumped by it.

Shirley, we have the option in life to embrace change, to welcome it, to see it as an opportunity to learn, grow and improve our lot in life. Without change, we would die. The seasons change, the tides change, we change. Change is natural and good. It’s all in the way you see it!”

We all encounter change in our lives. We have to decide how we will interpret this change to ourselves. Do we say to ourselves, when faced with change, “I can’t cope with this! Why does this have to happen to me?” Or do we say, “Great! An opportunity to learn and grow. How can I benefit from this new set of exciting circumstances? Where is the opportunity?” Do we expect, when faced with change, to find landmines or gold mines? We tend to find what we are looking for in life. Two people go to a party. There are fifty people at the party, all having fun. Two of them, however, are having an argument in one corner of the room. Someone with a positive, optimistic attitude will enjoy the party and *focus on the fun*. Someone who is pessimistic and fearful, will *focus on the feud*. Same party. Different perception.

Ernest Heinrich Haeckel a German biologist, said, "Nothing is constant but change! All existence is a perpetual flux of 'being and becoming'! That is the broad lesson of the evolution of the world."

Henri Bergson, the French philosopher, said, "...for a conscious being, to exist is to change, to change is to mature, to mature is to go on creating oneself endlessly."

The way to look at change is to see it as an invitation to growth and improvement. By hanging on to the status quo, we try to avoid change, and in that way we deteriorate. One can't travel in a car, looking in the rear view mirror all the time. We can't live in the past and success in the future. Of course, it's sometimes a little uncomfortable to move into unfamiliar territory, but you won't get to Treasure Island if you never leave the shore of the mainland.

I firmly believe that things happen for a reason. Call it synchronicity, call it God's will, call it what you like. Things don't happen by accident, and I don't believe in coincidence. When faced with change, we are also faced with the opportunity to make all our dreams come true. In retrospect, we can see that things happen on purpose, even if it doesn't feel like it at the time.

So next time you are faced with unexpected and usually unwelcomed change, I urge you to see it as a Gift from God. A special prize. An opportunity, a door to a new life, an invitation to a higher level of happiness. Embrace it, welcome it and savor it. Live life to the fullest! Carpe Diem! Have some fun and don't take yourself too seriously. Life is short. Let's have some adventures.

John Donne, the English poet, said, "...Change is the nursery of music, joy, life and eternity."

### The Eagle

Avoid the reeking herd,

Shun the polluted flock,

Live like that stoic bird

The eagle on the rock.

~ Elinor Hoyt Wylie 1885-1928

Have an Eagle Attitude – Be Soaring or Be Boring!

"Come to the edge," he said. But they were afraid. "Come to the edge," he said. They came, he pushed them, and they flew!

Dear Reader,

I hope some of these 45,011 words have been of value to you. I would like to hear your comments! Please e-mail me at [robin@dollarmakers.com](mailto:robin@dollarmakers.com)

Warmly,

Robin.

The Eagle

He clasps the crag with crooked hands;  
Close to the sun in lonely lands,  
Ring'd with the azure world, he stands.  
The wrinkled sea beneath him crawls;  
He watches from his mountain walls,  
And like a thunderbolt he falls.  
~ Alfred Tennyson

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