

The Exponential Success Roadmap

Part of your discovery will be making this self-mastery journey a natural process. It will still be challenging, but you need to expand your comfort zone. The journey to success starts with belief, proven principles and a burning desire to change. A lot of it will boil down to how your mind is programmed and whether you have given yourself permission to win. Let's revisit the good old days of sitting in math class. Take the mathematical operation $4 + 4$, for example. The answer is 8, right? What if we keep the same numbers, however, but change the operation—say, 4×4 . The answer is 16—the same two numbers with a different operator yield twice the results. Now think about 4 to the fourth power, or 256. Again, same numbers but the resulting figure is *exponentially* greater than the one we started with. This is what I mean when I talk about the Exponential Factor. Using the same raw material—*you*—we can create massive success just by thinking about and approaching things differently. By changing your outlook and the way you operate, you can exact profound change.

Andre Maurois imparted the now-famous anecdote: “If you create an act, you create a habit. If you create a habit, you create a character. If you create a character, you create a destiny.” Small things usually do make the biggest differences. That's just working *smarter*, not *harder*.

We know that it is not about working twice as hard. For example, Olympic champion Peter Vidmar used to always be the last gymnast to leave the gym. Surrounded by many very gifted athletes, he felt that he didn't have the natural talent that some of his competitors did. He knew that he couldn't practice or work out twice as hard as they did. Hour for hour, he gave it just as much as they did. He made one minor adjustment, however, and it paid off with big dividends. He always just added on another fifteen minutes or so to each workout after everyone else had left the gym. When he went on to win a gold medal over those he felt were more innately gifted, he attributed the extra fifteen-minute workouts as being a key to his success.

With the steps and formulas outlined in this manual, I'll show you how you can have the Exponential Factor. The result will be exponential success with no limits. Some people are satisfied with minor successes throughout their lives. Adding to their lives a little at a time is good enough. Others want to multiply the joy they have and the goals they want to accomplish. Then there are those who demand the most from life and want to achieve success exponentially. Just remember, it starts with how you look at it. It's the same basic building blocks, but exponential success just has a better plan and execution.

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