

## **Time to Capture Your Greatness**

The story of the human race is the story of men and women selling themselves short.

ABRAHAM MASLOW

Congratulations! You have just finished this book (as long as you did not skip ahead). Now comes the process of refining, learning, and mastering the skills and traits you have been exposed to in this book. Give yourself time and space, and see what your efforts will bring. Set high expectations for yourself and watch your world, your relationships, and your income change. As human beings, we need to have lofty goals and ambitions to keep us happy and inspired. What you expect, want, and desire is what you will attract.

When you have mastered these skills, you will always be successful, no matter what field or business you apply them to. You will always be able to find employment, run a business, and take control of your life and income. Great persuaders universally possess the following traits:

- Independence
- Financial freedom
- Job security
- Solid relationships
- Life mastery
- Passion
- Enthusiasm
- Love of life
- Success

I believe in you and your ability to improve yourself. I believe in your ability to improve the lives around you and make the world a better place. Before closing, I want to leave you with four universal success principles.

1. *Work on yourself first.* You cannot borrow success or the power to persuade. You have to master the skills yourself. This mastery is especially important if you aspire to help and serve those around you. Think of it as similar to being in an airplane. In the event of an emergency, the flight attendants instruct you to put on your oxygen mask first, and then help those around you. If you don't administer to yourself first, you will pass out before you have a chance to help others, and everyone loses.

It is very difficult to persuade others when you can't persuade yourself. Identify what you need to do to achieve your dreams and to fulfill your goals. Beware of the Wobegon Effect (Chapter 2), and tap into your greatness. Find your drive and the courage to change your life. It is easy to get stuck in complacency and mediocrity, but you know that you have more than just average potential inside you. Tapping into your potential means doing the thing you know you are capable of achieving. Stephen Covey said it best: "Some of the greatest acts of courage are in that instant between stimulus and response in our everyday decisions in life . . . ." It takes courage to realize that you are greater than your moods and your thoughts and that you can control *both*. Become a student of success. Customize your success plan to your talents, drive, personality, abilities, strengths, and weaknesses, and you will be perfectly positioned to persuade yourself and others.

First, they ignore you. Second, they laugh at you. Third, they fight you. Finally, you win.

—GANDHI

2. *Don't judge or criticize these principles.* We often condemn or ridicule what we don't understand or don't want to face. This tendency impedes our success. With something new, try it, test it, and use it. The principles in this book have been tried,

proven, and used by successful people. Listen to the experts and use these principles—the results will speak for themselves.

This advice reminds me of a story about a group of nomads who were traveling through the desert. They stopped for the evening, ate a meal, and were preparing for bed when all of a sudden a bright light surrounded them. Their intuition told them that they were in the presence of a powerful, supreme being. As a result, they started to anticipate a message of great value, importance, and wisdom—a message intended just for them. After what seemed a long wait, they finally heard a deep, booming voice say, “Gather as many small stones as you can and put them in your saddle bags. Do this at once and at the end of tomorrow’s journey, you will be greatly rewarded.” The light then departed and the nomads were shocked and dismayed. Why would they do what had been requested of them? “This request has no wisdom,” they thought. They began to share their frustration and anger with each other.

The nomads were expecting a profound message that would lead to a grand purpose and great wealth. Why should they perform such a menial assignment as the one that had been instructed? Although it didn’t make much sense, some followed the command nonetheless and filled their bags. Others collected just a few stones, while yet others ignored the message completely. The nomads finally retired for the evening, awoke early the next morning, and traveled the whole day. As the day wore on, the messenger became a mere distant thought in their minds. As they approached their camp for the evening, they were shocked as they reached into their saddlebags. Miraculously, every stone they had collected had turned into a precious gold nugget. Those who had obeyed the messenger’s command were glad to have an increase in wealth while those who had dismissed the message had few or no nuggets. Those obedient few who had followed the messenger’s request had enough fortune to last them a lifetime.

Now this story may be a bit far-fetched, but the underlying message is clear. Follow, learn, listen, and reap the rewards. Listen to successful people around you, implement their strategies, and change your life forever.

By dismissing what could work, we dismiss our own growth. We dismiss what's possible.

—JOE VITALE

3. *Practice resolve, persistence, and determination.* A love-struck young couple decided to have a picnic out in the country. The young man borrowed his dad's convertible, and off they went. They had a great time, and before they knew it, it was time to head home. As they headed back, the young lady had an allergy attack and badly needed a drink of water for her medication. The young man pulled over to get her a drink. Unfortunately, when he looked in the trunk, he saw that all the remaining water had spilled and there was nothing to offer her. By this time, she was in a bad way.

Scanning the countryside, the young man noticed an abandoned farm. As they drove closer, he could see that there was an old water pump in front of it. They drove up to the pump, and he jumped out and immediately started pumping. After five minutes had passed, beads of perspiration began developing on his forehead. After ten minutes, his muscles started to ache. He was about ready to give up when his girlfriend said, "No, no, no, don't give up. The water could be right there. Please keep pumping." Wanting to do anything to please her, the young man kept pumping for another five minutes, then another ten minutes. His arms were killing him, but he toiled away. Suddenly, without notice, without any fanfare, cold, refreshing water finally came gushing out. The young man's persistence had paid off! He was his girlfriend's hero!

I tell you this story because you'll never know the exact date, time, or circumstances when success will hit. I do know when you keep pumping, even when it hurts, even when you can't see how close the water is, and even when you are tired—the day and time will come when the waters of financial independence and success will come gushing forth. You'll see your success, you'll enjoy happiness, and you'll be able to achieve your greatest dreams. Go for it, do it, and accomplish true success.

4. *Tap into your value, find your worth, and exceed your potential.* We tend to look everywhere except in our own backyards for the answers or solutions to life's challenges. The answers are closer than you think. Russell Conwell often retold a story he first heard while on a camel caravan in Mesopotamia, the Acre of Diamonds parable. The story was about Alehafed, a Persian farmer. Alehafed was doing well enough with his life, but he had heard stories from a Buddhist priest about diamonds. Rumor had it that if he traveled far enough and searched hard enough he could find diamonds that would produce enough wealth to purchase an entire country. Armed with such riches, Alehafed could become a person of great influence, provide thrones for his children, and live out his life in immense wealth.

Driven by this dream of endless wealth, Alehafed went to bed every night miserable and discontented. Finally, Alehafed left his family, sold his farm, and began his quest for the elusive diamonds. Years went by while he searched and searched. In the interim, he lost all his money and never did find those elusive diamonds. Upset, discouraged, and depressed, he threw himself into the ocean, never to be heard from again.

Meanwhile, back at Alehafed's former farm, one day the new owner stopped at the stream to give his camel a drink. As he looked around, the sun just happened to hit upon a large black stone to his right. From that angle, the new owner of Alehafed's farm could clearly see the colors and brilliance of a diamond. The irony of the story is that the farm Alehafed sold to fund his quest for diamonds turned out to be one of the largest diamonds mines in history. If he had looked right under his own nose, he would have found immense wealth with his own acre of diamonds.

Don't let this scenario happen to you. Change your perspective on life and see that you have diamonds in your very own mind. You don't have to look far to discover your own acre of diamonds. The greatness, talent, and potential you seek are closer than you realize. When you can see clearly, you will discover your internal potential and worth. Don't let the fogs of low self-esteem, critical friends, or the media tell you where

to find your diamonds. Great wealth and success can be found in your very own talents, abilities, and experience. The challenge lies in the fact that a rough, uncut diamond does not shine like a cut, polished diamond. Many people will judge you by your unpolished past instead of your cut, shaped, polished, and brilliant future. Rest assured that your personal acre of diamonds will be unearthed and will begin to shine as you develop, learn, and change. Be ready. Learn, work smart and hard, and eventually everything will fall into place. Then, you will create an overflowing destiny of diamonds.

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