

Your Burning Desire

When you learn to channel your energy and emotions into a burning desire, you are laying the foundation for exponential success. Desire is the first step toward ultimate achievement. Your desire will be so great that even subconsciously you will be giving every ounce that is in you toward accomplishing what you were meant to achieve. There will always be those who scoff and scorn you, calling your dreams “impractical” or “irresponsible,” but in all actuality, it is embracing what’s closest to your heart that will unleash within you your greatest energy and imagination. And just like striking oil, you will experience a surge of greater productivity than you have ever had in your life. It is desire that will allow you to transform mediocre abilities into mind-boggling success that is maximized to heights above and beyond what you ever thought possible.

Another word for desire is conviction. I like this word because it suggests an emotion that is even deeper within, even more driving. Soul-filled conviction has the power to pull you through every possible challenge and give you the strength to scale the highest peaks. So how do you find this conviction and tap into it? As you hone the skills in this manual and use them diligently in your daily life, your conviction will rise within you and become ever clearer. Right at this very moment, you have within you a power plant burning with potential energy. You have the potential to light a whole city, but you are only burning one bulb or lighting one house. The potential is there, and now is the time to tap into it.

Just as a space shuttle expends the most fuel in creating the momentum to leave the atmosphere and soar into orbit, kicking off a new plan towards exponential success also demands the greatest amount of energy and effort up front. Once the shuttle is in orbit, it expends less energy. Similarly, once you’ve acquired the Exponential Factor, exponential success will naturally follow and success will be yours.