

CREDIT FOR ARTICLES:

This article is by Jim Rohn, author of 25 books and audio programs including the all-time, best sellers "The Art of Exceptional Living" and "The Challenge to Succeed". To subscribe to the Free Jim Rohn Weekly E-zine go to www.jimrohn.com and also receive 20-60% off all cds, books and videos/dvds.

JIM ROHN'S E-ZINE ARTICLES

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95 ARTICLES

1. THE TWO CHOICES WE FACE by Jim Rohn

Each of us has two distinct choices to make about what we will do with our lives. The first choice we can make is to be less than we have the capacity to be. To earn less. To have less. To read less and think less. To try less and discipline ourselves less. These are the choices that lead to an empty life. These are the choices that, once made, lead to a life of constant apprehension instead of a life of wondrous anticipation.

And the second choice? To do it all! To become all that we can possibly be. To read every book that we possibly can. To earn as much as we possibly can. To give and share as much as we possibly can. To strive and produce and accomplish as much as we possibly can. All of us have the choice.

To do or not to do. To be or not to be. To be all or to be less or to be nothing at all.

Like the tree, it would be a worthy challenge for us all to stretch upward and outward to the full measure of our capabilities. Why not do all that we can, every moment that we can, the best that we can, for as long as we can?

Our ultimate life objective should be to create as much as our talent and ability and desire will permit. To settle for doing less than we could do is to fail in this worthiest of undertakings.

Results are the best measurement of human progress. Not conversation. Not explanation. Not justification. Results! And if our results are less than our potential suggests that they should be, then we must strive to become more today than we were the day before. The greatest rewards are always reserved for those who bring great value to themselves and the world around them as a result of who and what they have become.

To Your Success,
Jim Rohn

2. ENTERPRISE IS BETTER THAN EASE by Jim Rohn

If we are involved in a project, how hard should we work at it? How much time should we put in?

Our philosophy about activity and our attitude about hard work will affect the quality of our lives. What we decide about the rightful ratio of labor to rest will establish a certain work ethic. That work ethic - our attitude about the amount of labor we are willing to commit to future fortune - will determine how substantial or how meager that fortune turns out to be.

Enterprise is always better than ease. Every time we choose to do less than we could, this error in judgment has an effect on our self-confidence. Repeated every day, we soon find ourselves not only doing less than we should, but also being less than we could. The accumulative effect of this error in judgment can be devastating.

--- FORTUNATELY, IT IS EASY TO REVERSE THE PROCESS ---

Any day we choose we can develop a new discipline of doing rather than neglecting. Every time we choose action over ease or labor over rest, we develop an increasing level of self-worth, self-respect and self-confidence. In the final analysis, it is how we feel about ourselves that provides the greatest reward from any activity. It is not what we get that makes us valuable, it is what we become in the process of doing that brings value into our lives. It is activity that converts human dreams into human reality, and that conversion from idea into actuality gives us a personal value that can come from no other source.

So feel free to not only engage in enterprise, but also to enjoy it to it's fullest along with all the benefits that are soon to come!

To Your Success,
Jim Rohn

3. CHANGE BEGINS WITH CHOICE by Jim Rohn

Any day we wish; we can discipline ourselves to change it all. Any day we wish; we can open the book that will open our mind to new knowledge. Any day we wish; we can start a new activity. Any day we wish; we can start the process of life change. We can do it immediately, or next week, or next month, or next year.

We can also do nothing. We can pretend rather than perform. And if the idea of having to change ourselves makes us uncomfortable, we can remain as we are. We can choose rest over labor, entertainment over education, delusion over truth, and doubt over confidence. The choices are

ours to make. But while we curse the effect, we continue to nourish the cause. As Shakespeare uniquely observed, "The fault is not in the stars, but in ourselves." We created our circumstances by our past choices. We have both the ability and the responsibility to make better choices beginning today. Those who are in search of the good life do not need more answers or more time to think things over to reach better conclusions. They need the truth. They need the whole truth. And they need nothing but the truth.

We cannot allow our errors in judgment, repeated every day, to lead us down the wrong path. We must keep coming back to those basics that make the biggest difference in how our life works out. And then we must make the very choices that will bring life, happiness and joy into our daily lives.

And if I may be so bold to offer my last piece of advice for someone seeking and needing to make changes in their life - If you don't like how things are, change it! You're not a tree. You have the ability to totally transform every area in your life - and it all begins with your very own power of choice.

To Your Success,
Jim Rohn

4. THE FIRST STEP FOR GETTING BETTER RESULTS by Jim Rohn

How dramatically we can change our results is largely a function of imagination. In 1960, it was a technological impossibility for man to travel into outer space. Within ten years, however, the first man stepped out onto the surface of the moon. The miraculous process of converting the dream into reality began when one voice challenged the scientific community to do whatever was necessary to see to it that America "places a man on the moon by the end of this decade." That challenge awakened the spirit of a nation by planting the seed of possible future achievement into the fertile soil of imagination. With that one bold challenge the impossible became a reality.

- THE SAME PRINCIPLE APPLIES TO EVERY OTHER AREA OF OUR LIFE! -

Can a poor person become wealthy? Of course! The unique combination of desire, planning, effort and perseverance will always work its magic. The question is not whether the formula for success will work, but rather whether the person will work the formula. That is the unknown variable. That is the challenge that confronts us all. We can all go from wherever we are to wherever we want to be. No dream is impossible provided we first have the courage to believe in it.

To Your Success,
Jim Rohn

5. THE TIME TO ACT by Jim Rohn

Engaging in genuine discipline requires that you develop the ability to take action. You don't need to be hasty if it isn't required, but you don't want to lose much time either. Here's the time to act: when the idea is hot and the emotion is strong.

Let's say you would like to build your library. If that is a strong desire for you, what you've got to do is get the first book. Then get the second book. Take action as soon as possible, before the feeling passes and before the idea dims. If you don't, here's what happens -

- YOU FALL PREY TO THE LAW OF DIMINISHING INTENT -

We intend to take action when the idea strikes us. We intend to do something when the emotion is high. But if we don't translate that intention into action fairly soon, the urgency starts to diminish. A month from now the passion is cold. A year from now it can't be found.

So take action. Set up a discipline when the emotions are high and the idea is strong, clear, and powerful. If somebody talks about good health and you're motivated by it, you need to get a book on nutrition. Get the book before the idea passes, before the emotion gets cold. Begin the process. Fall on the floor and do some push-ups. You've got to take action; otherwise the wisdom is wasted. The emotion soon passes unless you apply it to a disciplined activity. Discipline enables you to capture the emotion and the wisdom and translate them into action. The key is to increase your motivation by quickly setting up the disciplines. By doing so, you've started a whole new life process.

Here is the greatest value of discipline: self-worth, also known as self-esteem. Many people who are teaching self-esteem these days don't connect it to discipline. But once we sense the least lack of discipline within ourselves, it starts to erode our psyche. One of the greatest temptations is to just ease up a little bit. Instead of doing your best, you allow yourself to do just a little less than your best. Sure enough, you've started in the slightest way to decrease your sense of self-worth.

There is a problem with even a little bit of neglect. Neglect starts as an infection. If you don't take care of it, it becomes a disease. And one neglect leads to another. Worst of all, when neglect starts, it diminishes our self-worth.

Once this has happened, how can you regain your self-respect? All you have to do is act now! Start with the smallest discipline that corresponds to your own philosophy. Make the commitment: "I will discipline myself to achieve my goals so that in the years ahead I can celebrate my successes."

To Your Success,
Jim Rohn

6. AMERICA, A DEPOSITORY OF THE GIFTS OF THE WORLD by Jim Rohn

Wow, it's a new year and a new millennium! What a privilege it has been to come into your homes and offices around the world. Being able to share with you has been one of my great joys!

As we enter this new millennium, one of the major challenges for all of us will be to learn to live together on this one planet we all share. Hopefully we will all discover that by living and working together we will all benefit.

I believe America is a great example of this. Guess what has made America powerful? The blending of many ethnic streams that have come to America over the last 200 years. No country has been such a depository of the gifts of the world like America. For over 200 years, people have come from all over the world to America, bringing with them their recipes and their food. Their music and their dance and their artistic ability. The gift of law and the gift of government. The gift of medicine and the gift of healing. The gift of religion and the gift of the work ethic.

All of this did not start here. All of it came here from all the countries of the world. In fact it is an incredible list - how many people outside their native countries live in America. The most Japanese outside of Japan live in America, the most Italians outside of Italy live in America, the most Koreans outside of Korea live in America, the most Puerto Ricans outside of Puerto Rico live in America. You can go right down the list, country after country. The list is so long it's unbelievable, but that is what has made America so unbelievably powerful. The contribution of all the ethnic streams that have been coming here for 200 years is incredible.

We must all now recognize what an incredible opportunity we all have before us, as this giant planet seems to get smaller all around us. And remember that it is our diversity that when mixed together can create genius. It is the combination of the soft sound of the flute and the crash of the symbols that make up the brilliant sounds of the symphony orchestra. In our challenges to learn better how to live together, let us also find new opportunities to create future genius and miracles in our world and with each other.

To Your Success,
Jim Rohn

7. ALL LIFE WISHES TO REWARD ITS BENEFACTORS by Jim Rohn

(Excerpted from the New Weekend Seminar audio/CD series)

Parents, leaders, employers, teachers and volunteers have you discovered one of the great positive mysteries of life? Here it is - All life seems to wish to reward its benefactor.

If you become the benefactor, you will receive these incredible rewards. If you are the benefactor to the garden, the flowers seem to bloom and say, "Look at me. Look how bright and beautiful I am because you took care of me. I wish to reward you by being beautiful, lovely, spectacular."

Your own children, if you become their benefactor, they want to reward you with their progress. I taught my daughters how to swim. And my daughters would say, as they were about to dive, "Daddy, daddy watch, watch, look, look, watch" as if to say; 'look what you have created here, you've spent the time with me and now look at me. This is the payoff.' Watch me dive." I was their benefactor.

I have found that all life wishes to respond to the benefactor. The ones who give their time, give their effort, give their patience, give their ideas, the benefit of their experience. Whatever has benefited from that, wishes to respond. The crop wishes to grow. The child wishes to show you how much progress they've made.

And remember that whatever you move towards tends to move towards you. Just as when you move toward education, and education starts to seek you out. Or when you move toward progress and progress seems to want to now embrace you. You will find that, just as predictably, as you move towards helping those in your care they will wish to repay you with their own success and accomplishments.

To Your Success,
Jim Rohn

8. THE FORMULA FOR FAILURE AND SUCCESS by Jim Rohn (Excerpted from the book The Five Major Pieces to the Life Puzzle by Jim Rohn)

Failure is not a single, cataclysmic event. We do not fail overnight. Failure is the inevitable result of an accumulation of poor thinking and poor choices. To put it more simply, failure is nothing more than a few errors in judgment repeated every day.

Now why would someone make an error in judgment and then be so foolish as to repeat it every day? The answer is because he or she does not think that it matters.

On their own, our daily acts do not seem that important. A minor oversight, a poor decision, or a wasted hour generally doesn't result in an instant and measurable impact. More often than not, we escape from any immediate consequences of our deeds.

If we have not bothered to read a single book in the past ninety days, this lack of discipline does not seem to have any immediate impact on our lives. And since nothing drastic happened to us after the first ninety days, we repeat this error in judgment for another ninety days, and on and on it goes. Why? Because it doesn't seem to matter. And herein lies the great danger. Far worse than not reading the books is not even realizing that it matters!

Those who eat too many of the wrong foods are contributing to a future health problem, but the joy of the moment overshadows the consequence of the future. It does not seem to matter. Those who smoke too much or drink too much go on making these poor choices year after year after year... because it doesn't seem to matter. But the pain and regret of these errors in judgment have only been delayed for a future time. Consequences are seldom instant; instead, they accumulate until the inevitable day of reckoning finally arrives and the price must be paid for our poor choices - choices that didn't seem to matter.

Failure's most dangerous attribute is its subtlety. In the short term those little errors don't seem to make any difference. We do not seem to be failing. In fact, sometimes these accumulated errors in judgment occur throughout a period of great joy and prosperity in our lives. Since nothing terrible happens to us, since there are no instant consequences to capture our attention, we simply drift from one day to the next, repeating the errors, thinking the wrong thoughts, listening to the wrong voices and making the wrong choices. The sky did not fall in on us yesterday; therefore the act was probably harmless. Since it seemed to have no measurable consequence, it is probably safe to repeat.

But we must become better educated than that!

If at the end of the day when we made our first error in judgment the sky had fallen in on us, we undoubtedly would have taken immediate steps to ensure that the act would never be repeated again. Like the child who places his hand on a hot burner despite his parents' warnings, we would have had an instantaneous experience accompanying our error in judgment.

Unfortunately, failure does not shout out its warnings as our parents once did. This is why it is imperative to refine our philosophy in order to be able to make better choices. With a powerful, personal philosophy guiding our every step, we become more aware of our errors in judgment and more aware that each error really does matter.

Now here is the great news. Just like the formula for failure, the formula for success is easy to follow: It's a few simple disciplines practiced every day.

Now here is an interesting question worth pondering: How can we change the errors in the formula for failure into the disciplines required in the formula for success? The answer is by making the future an important part of our current philosophy.

Both success and failure involve future consequences, namely the inevitable rewards or unavoidable regrets resulting from past activities. If this is true, why don't more people take time to ponder the future? The answer is simple: They are so caught up in the current moment that it doesn't seem to matter. The problems and the rewards of today are so absorbing to some human beings that they never pause long enough to think about tomorrow.

But what if we did develop a new discipline to take just a few minutes every day to look a little further down the road? We would then be able to foresee the impending consequences of our current conduct. Armed with that valuable information, we would be able to take the necessary action to change our errors into new success-oriented disciplines. In other words, by disciplining ourselves to see the future in advance, we would be able to change our thinking, amend our errors and develop new habits to replace the old.

One of the exciting things about the formula for success - a few simple disciplines practiced every day - is that the results are almost immediate. As we voluntarily change daily errors into daily disciplines, we experience positive results in a very short period of time. When we change our diet, our health improves noticeably in just a few weeks. When we start exercising, we feel a new vitality almost immediately. When we begin reading, we experience a growing awareness and a new level of self-confidence. Whatever new discipline we begin to practice daily will produce exciting results that will drive us to become even better at developing new disciplines.

The real magic of new disciplines is that they will cause us to amend our thinking. If we were to start today to read the books, keep a journal, attend the classes, listen more and observe more, then today would be the first day of a new life leading to a better future. If we were to start today to try harder, and in every way make a conscious and consistent effort to change subtle and deadly errors into constructive and rewarding disciplines, we would never again settle for a life of existence – not once we have tasted the fruits of a life of substance!

To Your Success,
Jim Rohn

9. NINE THINGS MORE IMPORTANT THAN CAPITAL by Jim Rohn

When starting any enterprise or business, whether it is full-time or part-time, we all know the value of having plenty of capital (money). But I bet we both know or at least have heard of people who started with no capital who went on to make fortunes. How? You may ask.

Well, I believe there are actually some things that are more valuable than capital that can lead to your entrepreneurial success. Let me give you the list.

1. Time.

Time is more valuable than capital. The time you set aside not to be wasted, not to be given away. Time you set aside to be invested in an enterprise that brings value to the marketplace with the hope of making a profit. Now we have capital time.

How valuable is time? Time properly invested is worth a fortune. Time wasted can be devastation. Time invested can perform miracles, so you invest your time.

2. Desperation.

I have a friend Lydia, whose first major investment in her new enterprise was desperation. She said, "My kids are hungry, I gotta make this work. If this doesn't work, what will I do?" So she invested \$1 in her enterprise selling a product she believed in. The \$1 was to buy a few fliers so she could make a sale at retail, collect the money and then buy the product wholesale to deliver back to the customer.

My friend Bill Bailey went to Chicago as a teenager after he got out of high school. And the first job he got was as a night janitor. Someone said, "Bill, why would you settle for night janitor?" He said, "Malnutrition." You work at whatever you can possibly get when you get hungry. You go to work somewhere -- night janitor, it doesn't matter where it is. Years later, now Bill is a recipient of the Horatio Alger award, rich and powerful and one of the great examples of lifestyle that I know. But, his first job -- night janitor. Desperation can be a powerful incentive. When you say - I must.

3. Determination.

Determination says I will. First Lydia said, "I must find a customer." Desperation. Second, she said, "I will find someone before this first day is over." Sure enough, she found someone. She said, "If it works once, it will work again." But then the next person said, "No." Now what must you invest?

4. Courage.

Courage is more valuable than capital. If you've only got \$1 and a lot of courage, I'm telling you, you've got a good future ahead of you. Courage in spite of the circumstances. Humans can do the most incredible things no matter what happens. Haven't we heard the stories? There are some recent ones from Kosovo that are some of the most classic, unbelievable stories of being in the depths of hell and finally making it out. It's humans. You can't sell humans short. Courage in spite of, not because of, but in spite of. Now once Lydia has made 3 or 4 sales and gotten going, here's what now takes over.

5. Ambition.

"Wow! If I can sell 3, I can sell 33. If I can sell 33, I can sell 103." Wow. Lydia is now dazzled by her own dreams of the future.

6. Faith.

Now she begins to believe she's got a good product. This is probably a good company. And she then starts to believe in herself. Lydia, single mother, 2 kids, no job. "My gosh, I'm going to pull it off!" Her self-esteem starts to soar. These are investments that are unmatched. Money can't touch it. What if you had a million dollars and no faith? You'd be poor. You wouldn't be rich. Now here is the next one, the reason why she's a millionaire today.

7. Ingenuity.

Putting your brains to work. Probably up until now, you've put about 1/10 of your brainpower to work. What if you employed the other 9/10? You can't believe what can happen. Humans can come up with the most intriguing things to do. Ingenuity. What's ingenuity worth? A fortune. It is more valuable than money. All you need is a \$1 and plenty of ingenuity. Figuring out a way to make it work, make it work, make it work.

8. Heart and Soul.

What is a substitute for heart and soul? It's not money. Money can't buy heart and soul. Heart and soul is more valuable than a million dollars. A million dollars without heart and soul, you have no life. You are ineffective. But, heart and soul is like the unseen magic that moves people, moves people to buy, moves people to make decisions, moves people to act, moves people to respond.

9. Personality.

You've just got to spruce up and sharpen up your own personality. You've got plenty of personality. Just get it developed to where it is effective every day, it's effective no matter who you talk to - whether it is a child or whether it is a business person - whether it is a rich person or a poor person. A unique personality that is at home anywhere. My mentor Bill Bailey taught me, "You've got to learn to be just as comfortable, Mr. Rohn, whether it is in a little shack in Kentucky having a beer and watching the fights with Winfred, my old friend or in a Georgian mansion in Washington, DC as the Senator's guest." Move with ease whether it is with the rich or whether it is with the poor. And it makes no difference to you who is rich or who is poor. A chance to have a unique relationship with whomever. The kind of personality that's comfortable. The kind of personality that's not bent out of shape.

And lastly, let's not forget charisma and sophistication. Charisma with a touch of humility. This entire list is more valuable than money. With one dollar and the list I just gave you, the world is yours. It belongs to you, whatever piece of it you desire whatever development you wish for your life. I've given you the secret. Capital. The kind of capital that is more valuable than money and that can secure your future and fortune. Remember that you lack not the resources.

To Your Success,
Jim Rohn

10. NITTY-GRITTY REASONS by Jim Rohn (excerpted from the book *Seven Strategies for Wealth and Happiness*)

Wouldn't it be wonderful to be motivated to achievement by such a lofty goal as benevolence? I must confess, however, that in the early years of my struggle to succeed, my motivation was a lot more down-to-earth. My reason for succeeding was more basic. In fact, it fell into the category of what I like to call "nitty-gritty reasons." A nitty-gritty reason is the kind that any one of us can have -- at any time, on any day -- and it can cause our lives to change. Let me tell you what happened to me . . .

Shortly before I met Mr. Shoaff, I was lounging at home one day when I heard a knock at the door. It was a timid, hesitant knock. When I opened the door I looked down to see a pair of big brown eyes staring up at me. There stood a frail little girl of about ten. She told me, with all the courage and determination her little heart could muster, that she was selling Girl Scout cookies. It was a masterful presentation -- several flavors, a special deal, and only two dollars per box. How could anyone refuse? Finally, with a big smile and ever-so politely, she asked me to buy. And I wanted to. Oh, how I wanted to!

Except for one thing. I didn't have two dollars! Boy, was I embarrassed! Here I was -- a father, had been to college, was gainfully employed -- and yet I didn't have two dollars to my name.

Naturally I couldn't tell this to the little girl with the big brown eyes. So I did the next best thing. I lied to her. I said, "Thanks, but I've already bought Girl Scout cookies this year. And I've still got plenty stacked in the house."

Now that simply wasn't true. But it was the only thing I could think of to get me off the hook. And it did. The little girl said, "That's okay, sir. Thank you very much." And with that she turned around and went on her way.

I stared after her for what seemed like a very long time. Finally, I closed the door behind me and, leaning my back to it, cried out, "I don't want to live like this anymore. I've had it with being broke, and I've had it with lying. I'll never be embarrassed again by not having any money in my pocket." That day I promised myself to earn enough to always have several hundred dollars in my pocket at all times.

This is what I mean by a nitty-gritty reason. It may not win me any prize for greatness, but it was enough to have a permanent effect on the rest of my life.

My Girl-Scout-cookie story does have a happy ending. Several years later, as I was walking out of my bank where I had just made a hefty deposit and was crossing the street to get into my car, I saw two little girls who were selling candy for some girls' organization. One of them approached me, saying, "Mister, would you like to buy some candy?"

"I probably would," I said playfully. "What kind of candy do you have?" "It's almond roca." "Almond roca. That's my favorite. How much is it?" "It's only two dollars." Two dollars. It couldn't be! I was excited. "How many boxes of candy have you got?" "I've got five."

Looking at her friend, I said, "And how many boxes do you have left?"

"I've got four." "That's nine. Okay, I'll take them all."

At this, both girls' mouths fell open as they exclaimed in unison, "Really?"

"Sure," I said. "I've got some friends that I'll pass some around to."

Excitedly, they scurried to stack all the boxes together. I reached into my pocket and gave them eighteen dollars. As I was about to leave, the boxes tucked under my arm, one of the girls looked up and said, "Mister, you're really something!" How about that! Can you imagine spending only eighteen dollars and having someone look you in the face and say, "You're really something!"

Now you know why I always carry a few hundred dollars on me. I'm not about to miss chances like that ever again.

And to think it all resulted from my own embarrassment, that when properly channeled, acted as a powerful motivator to help me achieve.

How about you? What nitty-gritty reasons do you have waiting to challenging and provoke you into change for the better? Look for them, they are there. Sometimes it can be as simple as a brown-eyed girl selling Girl Scott cookies.

To Your Success,
Jim Rohn

11. DIVIDING THE FINANCIAL PIE by Jim Rohn

I believe real-life economics must be one of the most glaring omissions in our educational system. I say this because in my travels to lecture throughout the world, I constantly run into otherwise well-educated people -- doctors, lawyers, top corporate personnel, even entrepreneurs -- who haven't the vaguest idea as to how to manage their finances.

So if you will indulge me, I would like to share a simple formula of how money should be allocated for the creation of wealth.

Taxes -

Yes, I did say taxes. I realize that the topic of taxes may seem like a strange place to begin the discussion of creating wealth. And yet throughout our lives, whether young or old, we must learn the necessity of paying taxes. And as soon as they have any money at all, our children, too, must learn that when they spend money they immediately become consumers. And all consumers of goods and services, no matter how young, must pay taxes. Why?

Because we have all agreed to live as a society, and for that society to function properly, there are some things we cannot do for ourselves alone. For example, we cannot each build a piece of the street. The machinery would be too expensive, and it would take too long to learn how to use it. So we have a government. And a government is made up of people who do things for us that we cannot or do not want to do ourselves. Because the streets, the sidewalks, the police, and the fire department must all be paid for, we've agreed to add some money each time we buy something and give it to the government.

We then move on to federal taxes. Here is a good way to explain federal taxes. I call it "The Care and Feeding of the Goose that Lays the Golden Eggs." It's so important to feed the goose -- not to abuse the goose or tear off its wings -- but to feed and care for it.

What's that you say? The goose eats too much? That's probably true. But then, don't we all eat too much? If so, let not one appetite accuse another. If you step on the scales and you're ten pounds too heavy, you've got to say, "Yes, the government and I are each about ten pounds too heavy. Looks like we both eat too much." No question about it. Every appetite must be disciplined -- yours, mine, and the government's. Hey, we could all go on a diet!

My mentor, Mr. Shoaff urged me early on to become a happy taxpayer. Now, I must admit it took a while, but I finally did become a happy taxpayer. Part of this transformation occurred when I began to understand the function of taxes and that it is right for everyone to pay his or her fair share.

I finally decided I didn't mind picking up my share of the tab for defense. It's so necessary for our safety as a country to keep the international bullies away. Some people say, "Why bother with all that expensive equipment? They won't come over here." Obviously, those people haven't been reading their history books.

Others say, "We're not about to pick up the tab for defense." Well then, I suggest they go to a place which doesn't offer defense as part of the package. If one is going to enjoy the benefits, one should pay a share.

Now, let me add this: Don't pay more than you should. By all means take advantage of the incentives. They were given to you as a reward for channeling your money into areas the government thinks help the economy.

All I'm saying is that when everything has been computed, all legitimate deductions have been taken, and you reach that last line on your income tax form, whatever the amount, pay it. And pay with happiness, knowing that you're feeding the goose that lays the golden eggs - the golden eggs of freedom, safety, justice, and free enterprise. Some goose! Some eggs!

The 70/30 Rule -

After you pay your fair share of taxes, you must learn to live on seventy percent of your after-tax income. This is important because of the way you'll allocate your remaining thirty percent. The seventy percent you will spend on necessities and luxuries. The thirty percent? Let's allocate it in the following ways:

1) Charity

Of the thirty percent not spent, one-third should go to charity. Charity is the act of giving back to the community that which you have received in order to help those who need assistance. I believe that contributing ten percent of your after-tax income is a good amount to strive for. (You may choose a larger or smaller amount -- it's your plan.)

The act of giving should be taught early in life. The best time to teach a child the act of charity is when he gets his first dollar. Take him on a visual tour. Take him on a tour of a place where people are truly helpless so that he learns compassion. If a child understands, he won't have any trouble parting with a dime. Children have big hearts.

There is another reason why the act of giving should be taught early and when the amounts are small: It's pretty easy to take a dime out of a dollar. But it's considerably harder to give away a hundred thousand dollars out of a million. You say, "Oh, if I had a million I'd have no trouble

giving a hundred thousand." I'm not so sure. A hundred thousand is a lot of money. We'd better start you early so you'll develop the habit before the big money comes your way.

2) Capital Investment

With your next ten percent of your after-tax income you're going to create wealth. This is money you'll use to buy, fix, manufacture, or sell. The key is to engage in commerce, even if only on a part-time basis.

So how do you go about creating wealth with the ten percent of your income you set aside for that purpose? There are lots of ways. Let your imagination roam. Take a close look at those skills you developed at work or through your hobbies; you may be able to convert these into a profitable enterprise.

In addition, you can also learn to buy a product at wholesale and sell it for retail. Or you can purchase a piece of property and improve it. And if you're fortunate enough to work at a place where you're rewarded for additional productivity, you can work for more income and use this income to invest in an ownership position through the purchase of stocks.

Use this ten percent to purchase your equipment, products, or equity -- and get started. There is no telling what genius lies sleeping inside you waiting to be awakened by the spark of opportunity.

Here is an exciting thought! Why not work full time on your job and part time on your fortune? Why not, indeed? And what a feeling you'll have when you can honestly say, "I'm working to become wealthy. I'm not just working to pay my bills." When you have a wealth plan, you'll be so motivated that you'll have a hard time going to bed at night.

3) Savings

The last ten percent should be allotted to savings. I consider this to be one of the most exciting parts of your wealth plan because it can offer you peace of mind by preparing you for the "winters" of life. And through the magic of compounding interest, greatly aided by the new tax-free retirement programs available to every working person in this country, you can accumulate a princely sum over the years.

Let me give you the definition of "rich" and "poor." Poor people spend their money and save what's left. Rich people save their money and spend what's left.

Twenty years ago, two people each earned a thousand dollars a month and they each earned the same increases over the years. One had the philosophy of spending money and saving what's left; the other had the philosophy of saving first and spending what's left. Today, if you knew both, you'd call one poor and the other wealthy.

So, I'm asking you to not only be a happy taxpayer, but to also remember that giving, investing and saving, like any form of discipline, has a subtle effect. At the end of the day, a week, a month, the results are hardly noticeable. But let five years lapse, and the differences become pronounced. At the end of ten years, the differences are dramatic.

And It all starts with the same amount of money -- just a different philosophy.

To Your Success,
Jim Rohn

12. THE QUALITIES OF SKILLFUL LEADERSHIP by Jim Rohn

If you want to be a leader who attracts quality people, the key is to become a person of quality yourself. Leadership is the ability to attract someone to the gifts, skills, and opportunities you offer as an owner, as a manager, as a parent. I call leadership the great challenge of life.

What's important in leadership is refining your skills. All great leaders keep working on themselves until they become effective. Here are some specifics:

1) Learn to be strong but not rude. It is an extra step you must take to become a powerful, capable leader with a wide range of reach. Some people mistake rudeness for strength. It's not even a good substitute.

2) Learn to be kind but not weak. We must not mistake kindness for weakness. Kindness isn't weak. Kindness is a certain type of strength. We must be kind enough to tell somebody the truth. We must be kind enough and considerate enough to lay it on the line. We must be kind enough to tell it like it is and not deal in delusion.

3) Learn to be bold but not a bully. It takes boldness to win the day. To build your influence, you've got to walk in front of your group. You've got to be willing to take the first arrow, tackle the first problem, discover the first sign of trouble.

4) You've got to learn to be humble, but not timid. You can't get to the high life by being timid. Some people mistake timidity for humility. Humility is almost a God-like word. A sense of awe. A sense of wonder. An awareness of the human soul and spirit. An understanding that there is something unique about the human drama versus the rest of life. Humility is a grasp of the distance between us and the stars, yet having the feeling that we're part of the stars. So humility is a virtue; but timidity is a disease. Timidity is an affliction. It can be cured, but it is a problem.

5) Be proud but not arrogant. It takes pride to win the day. It takes pride to build your ambition. It takes pride in community. It takes pride in cause, in accomplishment. But the key to becoming a good leader is being proud without being arrogant. In fact I believe the worst kind of arrogance is arrogance from ignorance. It's when you don't know that you don't know. Now that kind of arrogance is intolerable. If someone is smart and arrogant, we can tolerate that. But if someone is ignorant and arrogant, that's just too much to take.

6) Develop humor without folly. That's important for a leader. In leadership, we learn that it's okay to be witty, but not silly. It's okay to be fun, but not foolish.

Lastly, deal in realities. Deal in truth. Save yourself the agony. Just accept life like it is. Life is unique. Some people call it tragic, but I'd like to think it's unique. The whole drama of life is unique. It's fascinating. And I've found that the skills that work well for one leader may not work at all for another. But the fundamental skills of leadership can be adapted to work well for just about everyone: at work, in the community, and at home.

To Your Success,
Jim Rohn

13. WHERE DO YOU GO FOR YOUR INTELLECTUAL FEAST? by Jim Rohn (excerpted from *Leading an Inspired Life*)

Pity the man who has a favorite restaurant, but not a favorite author. He's picked out a favorite place to feed his body, but he doesn't have a favorite place to feed his mind!

Why would this be? Have you heard about the accelerated learning curve? From birth, up until the time we are about eighteen, our learning curve is dramatic, and our capacity to learn during

this period is just staggering. We learn a tremendous amount very fast. We learn language, culture, history, science, mathematics . . . everything!

For some people, the accelerated learning process will continue on. But for most, it levels off when they get their first job. If there are no more exams to take, if there's no demand to get out paper and pencil, why read any more books? Of course, you will learn some things through experience. Just getting out there – sometimes doing it wrong and sometimes doing it right - you will learn.

Can you imagine what would happen if you kept up an accelerated learning curve all the rest of your life? Can you imagine what you could learn to do, the skills you could develop, the capacities you could have? Here's what I'm asking you to do: be that unusual person who keeps up his learning curve and develops an appetite for always trying to find good ideas.

One way to feed your mind and educate your philosophy is through the writings of influential people. Maybe you can't meet the person, but you can read his or her books. Churchill is gone, but we still have his books. Aristotle is gone, but we still have his ideas. Search libraries for books and programs. Search magazines. Search documentaries. They are full of opportunities for intellectual feasting.

In addition to reading and listening, you also need a chance to do some talking and sharing. I have some people in my life who help me with important life questions, who assist me in refining my own philosophy, weighing my values and pondering questions about success and lifestyle.

We all need association with people of substance to provide influence concerning major issues such as society, money, enterprise, family, government, love, friendship, culture, taste, opportunity, and community. Philosophy is mostly influenced by ideas, ideas are mostly influenced by education, and education is mostly influenced by the people with whom we associate.

One of the great fortunes of my life was to be around Mr. Shoaff those five years. During that time he shared with me at dinner, during airline flights, at business conferences, in private conversations and in groups. He gave me many ideas that enabled me to make small daily adjustments in my philosophy and activities. Those daily changes, some very slight, but very important, soon added up to weighty sums.

A big part of the lesson was having Mr. Shoaff repeat the ideas over and over. You just can't hear the fundamentals of life philosophy too often. They are the greatest form of nutrition, the building blocks for a well-developed mind.

I'm asking that you feed your mind just as you do your body. Feed it with good ideas, wherever they can be found. Always be on the lookout for a good idea - a business idea, a product idea, a service idea, an idea for personal improvement. Every new idea will help to refine your philosophy. Your philosophy will guide your life, and your life will unfold with distinction and pleasure.

To Your Success,
Jim Rohn

14. THE NEW MILLENNIUM AND YOU by Jim Rohn (part one of a five part series)

As I travel around the country lecturing, one of the most frequently asked questions is what do I expect to happen over the next 6-12 months with Y2k and the beginning of not only a new century, but a new millennium? What should people do? Will all the rules change? Well, I'm no expert, but I can share with you my thoughts. Whether it is preparing for a new year, a decade or

even a millennium, I still believe there are overriding principals that we should follow and be led by. So with such an emphasis on Jan. 1, 2000 and beyond, I'd like to devote the next few weeks to my view of the period of history we're in now and how it relates to words I wrote over 20 years ago in my book "The Seasons Of Life". Forgive me in advance if I sound a bit philosophical, but as you know by now, I do believe your philosophy is critical to your life's success.

First, let me say that life is about constant, predictable patterns of change. For the six thousand years of recorded history, as humans have entered this world, received parental instruction, classroom instruction, and gathered the experience of life; many have set for themselves ambitious goals, and dreamed lofty dreams. As the wheel of life continues its constant turning, all human emotions appear, disappear, and appear once again.

As we approach this new millennium, for all of us, the only constant factor in life is our feelings and attitudes toward life. A major challenge faced by us all is that we must learn to experience the changing of life's cycles without being changed by them; to make a constant and conscious effort to improve ourselves in the face of changing circumstances.

That is why I believe in the power and value of attitude. As I read, ponder and speculate about people, their deeds and their destiny, I become more deeply convinced that it is our natural destiny to grow, to succeed, to prosper, and to find happiness while we are here. But, it does take effort to continue when our results, as well as our friends, tell us to give up trying. It does not, however, take effort to fail. It requires little more than a slowly deteriorating attitude about our present, our future, and about ourselves. It is ironic that one of the few things in this life that we have total control over is our own attitudes, and yet most of us live our entire life behaving as though we had no control whatsoever.

By our attitude, we decide to read, or not to read. By our attitude, we decide to try or give up. By our attitude, we blame ourselves for our failure, or we blame others. Our attitude determines whether we tell the truth or lie, act or procrastinate, advance or recede, and by our own attitude we and we alone actually decide whether to succeed or fail.

How incredibly unique that a God who would create the complex and immense universe would create the human race and give to those humans the free choice that would permit them to select their own achievement or their own destruction.

This strange, but all-knowing God gave to us a delicately balanced sphere called earth. On it, he placed the intelligent human who would either develop it or destroy it. How terribly fascinating that a God would leave both projects - earth as well as humans - unfinished! Across the rivers and streams he built no bridges; he left the pictures unpainted, the songs unsung, the books unwritten, and space unexplored. For the accomplishment of those things, God created the unfinished human who, within his heart and mind, had the capacity to do all these things and more, depending upon his own choice.

Attitude determines choice, and choice determines results. All that we are, and all that we can become has indeed been left unto us. For as long as you continue to draw breath, you have the chance to complete the work in and for the earth and for yourself that God has begun for you. In the cycles and seasons of life, attitude is everything!

(Next week we will begin the four seasons with winter, the time of preparation, growth and wisdom)

To Your Success,
Jim Rohn

15. THE NEW MILLENNIUM AND YOU by Jim Rohn (part two of a five part series)

Last week we started a five part series on The New Millennium and You. We began with the question of "what should be our philosophy as we approach not only a new year or decade, but also a new millennium?"

To help answer that question, I chose to borrow from a book I wrote over 20 years ago called "The Seasons of Life."

As I stated last week, I believe there are overriding principles that we should follow and be led by. That life is about constant, predictable patterns of change. And that as we approach this new millennium, for all of us, the only constant factor will be our feelings and attitudes toward life. Secondly, we as human beings have the power of attitude and that attitude determines choice, and choice determines results. All that we are, and all that we can become has indeed been left unto us to decide and interpret through our attitude and choices.

This week we will begin our discussion of the four seasons. I'll start by making two comments. First, life and business are like the changing seasons. That's one of the best ways to illustrate life: it's like the seasons that change. Second, you cannot change the seasons, but you can change yourself.

Now with those two key phrases in mind, let's look at what I consider to be the first major lesson in life to learn, and that is how to handle the winters. They come regularly, right after autumn. Some are long, some are short, some are difficult, some are easy, but they always come right after autumn. That is never going to change.

There are all kinds of winters - the "winter" when you can't figure it out, the "winter" when everything seems to go haywire. There are economic winters, social winters and personal winters.

Wintertime can bring disappointment, and disappointment is common to all of us. So you must learn how to handle the winters. Just like you must learn how to handle the nights; they come right after days. You must learn how to handle difficulty; it always comes after opportunity. You must learn to handle recessions; they come right after expansions. That isn't going to change.

The big question is, what do you do about winters? You can't get rid of January simply by tearing it off the calendar. But here is what you can do: you can get stronger; you can get wiser; and you can get better. Remember that trio of words: stronger, wiser, better. The winters won't change, but you can.

Before I understood this, I used to wish it were summer when it was winter. When things were difficult, I used to wish they were easy. I didn't know any better. Then Mr. Shoaff gave me the answer from a part of his very unique philosophy when he said, "Don't wish it were easier, wish you were better. Don't wish for fewer problems, wish for more skills. Don't wish for less challenge, wish for more wisdom."

(Next week we will talk about the second major lesson in life: learn how to take advantage of the spring. Spring is opportunity. Fortunately, spring always follows winter.)

To Your Success,
Jim Rohn

16. THE NEW MILLENNIUM AND YOU by Jim Rohn (part three of a five part series)

This week is Part Three of our five part series on The New Millennium and You. We began with the question of "what should be our philosophy as we approach not only a new year or decade,

but also a new millennium?" To help answer that question, I chose to borrow from a book I wrote over 20 years ago called "The Seasons of Life."

In Part One of the series, I stated:

- a) I believe as we approach this new millennium there are overriding principles that we should follow and be led by.
- b) That life is about constant, predictable patterns of change.
- c) For all of us, the only constant factor is our feelings and attitudes toward life.
- d) We as human beings have the power of attitude and that attitude determines choice, and choice determines results.

In Part Two of our series, I stated:

- a) Life and business are like the changing seasons.
- b) You cannot change the seasons, but you can change yourself.
- c) A major lesson in life to learn is how to handle the winters.
- d) Winter time allows you to get stronger, wiser, better. The winters won't change, but you can.

This week we talk about spring. Fortunately, following the turbulence of winter comes the season of activity and opportunity called springtime. It is the season for entering the fertile fields of life with seed, knowledge, commitment, and a determined effort.

However, the mere arrival of spring is no sign that things are going to look good in the fall. You must do something with the spring. In fact, everyone has to get good at one of two things: planting in the spring or begging in the fall. Take advantage of the day and the opportunities that spring can bring.

It is the promise of spring that as we sow, so shall we also reap. Faith further provides to us an irrevocable law decreed in heaven which assures that for every disciplined human effort we will receive a multiple reward. For each cup planted, a bushel reaped, for every good idea given to another, many shall be given to us in return. For every demonstrated act of faith, a multiplicity of the rewards, and for every act of love given, a life of love in return.

Just remember it is a natural characteristic of springtime to present itself ever so briefly, or to lull us into inactivity with its bounteous beauty. Do not pause too long to soak in the aroma of the blossoming flowers, lest you awaken to find springtime gone with your seed still in your sack.

With the intelligence, wisdom, and freedom of choice given to us as humans, exercise the discipline to plant in spite of the rocks, weeds, or other obstacles before us. The rocks, weeds, and thorns of the world cannot destroy all your seeds if you plant massively enough and intelligently enough. My suggestion is to choose action, not rest. Choose truth, not fantasy. Choose a smile, not a frown. Choose love, not animosity. Choose the good in life in all things, and choose the opportunity as well as the chance to work when springtime smiles on your life.

Spring shows us that life is truly a constant beginning, a constant opportunity, a constant springtime. We need only to learn to look once again at life as we did as children, letting fascination and curiosity give us welcome cause to look for the miraculous hidden among the common.

Get busy quickly on your springs, your opportunities. There are just a handful of springs that have been handed to each of us. Life is brief, even at its longest. Whatever you are going to do with your life, get at it. Don't just let the seasons pass by.

(Next week we will talk about Summer, the time of testing.)

To Your Success,
Jim Rohn

17. THE NEW MILLENNIUM AND YOU by Jim Rohn (part four of a five part series)

This week is Part Four of our five part series on The New Millennium and You. We began with the question of "what should be our philosophy as we approach not only a new year or decade, but also a new millennium?" To help answer that question, I chose to borrow from a book I wrote over 20 years ago called "The Seasons of Life."

Here is a summary of the three parts published in the previous weeks:

Part One:

- a) I believe as we approach this new millennium there are overriding principles that we should follow and be led by.
- b) That life is about constant, predictable patterns of change.
- c) For all of us, the only constant factor is our feelings and attitudes toward life.
- d) We as human beings have the power of attitude and that attitude determines choice, and choice determines results.

Part Two:

- a) Life and business are like the changing seasons.
- b) You cannot change the seasons, but you can change yourself.
- c) A major lesson in life to learn is how to handle the winters.
- d) Winter time allows you to get stronger, wiser, better. The winters won't change, but you can.

Part Three:

- a) Spring is the season for entering the fertile fields of life with seed, knowledge, commitment, and a determined effort.
- b) It is the promise of spring that as we sow, so shall we also reap, that for every disciplined human effort we will receive a multiple reward.
- c) There are just a handful of springs that have been handed to each of us. Don't just let the seasons pass by.

This week we will talk about the third major lesson in life to learn; how to nourish and protect your crops all summer. Sure enough, as soon as you've planted, the busy bugs and noxious weeds are out to take things over. Here is the next bit of truth: they will take it, unless you prevent it.

There are two key phrases to consider with the third major lesson. The first is "all good will be attacked." Don't press me for a reason. I was not in on some of the early decisions, so I don't

know why. I just know that it's true. Let reality be your best beginning. Every garden will be invaded.

The second phrase is "all values must be defended." Social values, political values, friendship values, business values - all must be defended. Every garden must be tended all summer. If you don't develop this skill, you'll never wind up with anything of value.

But for those who make diligent efforts to plant, protect, and preserve there are not enough birds, bugs, or other obstacles to destroy all the efforts of last spring.

(Next week we will talk about fall, the time of harvesting the fruits from our springtime labor.)

To Your Success,
Jim Rohn

18. THE NEW MILLENNIUM AND YOU by Jim Rohn (part five of a five part series)

This week is Part Five of our five part series on The New Millennium and You. We began with the question of "what should be our philosophy as we approach not only a new year or decade, but also a new millennium?" To help answer that question, I chose to borrow from a book I wrote over 20 years ago called "The Seasons of Life."

Here is a summary of the four previous weeks:

Part One:

- a) I believe as we approach this new millennium there are overriding principles that we should follow and be led by.
- b) That life is about constant, predictable patterns of change.
- c) For all of us, the only constant factor is our feelings and attitudes toward life.
- d) We as human beings have the power of attitude and that attitude determines choice, and choice determines results.

Part Two:

- a) Life and business are like the changing seasons.
- b) You cannot change the seasons, but you can change yourself.
- c) A major lesson in life to learn is how to handle the winters.
- d) Winter time allows you to get stronger, wiser, better. The winters won't change, but you can.

Part Three:

- a) Spring is the season for entering the fertile fields of life with seed, knowledge, commitment, and a determined effort.
- b) It is the promise of spring that as we sow, so shall we also reap, that for every disciplined human effort we will receive a multiple reward.
- c) There are just a handful of springs that have been handed to each of us. Don't just let the seasons pass by.

Part Four:

a) Summer is a time of testing. All good will be attacked, and every garden will be invaded.

b) All values must be defended.

c) Every garden must be tended all summer. If you don't develop this skill, you'll never wind up with anything of value.

Now, in our fifth and final week, we will talk about fall, the time of harvesting the fruits of our springtime labor. Fall also presents us with our fourth major lesson to learn in life, and that is to learn how to reap in the fall without apology if you have done well and without complaint if you have not.

For nothing is more exciting than a bounteous crop, and nothing more dreadful than a barren field in the fall. We must remember that in all areas of the human existence, what we put into this world, we get back from it. It is nature's way of evening the score. So regardless of the results, take full responsibility for your crop. One of the highest forms of human maturity is accepting full responsibility for our lives.

Which brings me back to our beginning questions about the new millennium and all the predicted changes. Many voices speak of major changes and the need to be able to quickly adapt. I don't dispute that, in fact I agree with it in part. But we must also remember that life is constantly recycling itself. Much of life is about the balancing of two opposites; like the positive and negative charge on a battery. Life's balancing of opposites totally surrounds our lives; man/woman, day/night, good/evil, life/death, water/land, summer/winter, recession/expansion, joy/sorrow, etc.

Yes, I believe we will have major changes, but I also believe we will continue to have just one winter, spring, summer and fall each year. Much of our success will lie in our ability and philosophy to plant in the springtime of opportunity. To weed and cultivate in the testing time of summer, to harvest without apology and/or complaint in the results time of fall and to get stronger, wiser, better in the transition and learning times of winter.

Remember it is not what happens to you that determines your future, it is what you do about it.

So here's to a great, faith filled and prosperous new millennium.

To Your Success,
Jim Rohn

19. KEEPING A JOURNAL-ONE OF THE THREE TREASURES TO LEAVE BEHIND (excerpts from "How to Keep a Journal" audio series by Jim Rohn)

If you're serious about becoming a wealthy, powerful, sophisticated, healthy, influential, cultured and unique individual, keep a journal. Don't trust your memory. When you listen to something valuable, write it down. When you come across something important, write it down.

I used to take notes on pieces of paper and torn-off corners and backs of old envelopes. I wrote ideas on restaurant placemats. On long sheets, narrow sheets and little sheets and pieces of paper thrown in a drawer. Then I found out that the best way to organize those ideas is to keep a journal. I've been keeping these journals since the age of twenty-five. The discipline makes up a valuable part of my learning, and the journals are a valuable part of my library.

I am a buyer of blank books. Kids find it interesting that I would buy a blank book. They say, "Twenty-six dollars for a blank book! Why would you pay that?" The reason I pay twenty-six dollars is to challenge myself to find something worth twenty-six dollars to put in there. All my

journals are private, but if you ever got a hold of one of them, you wouldn't have to look very far to discover it is worth more than twenty-six dollars.

I must admit, if you got a glimpse of my journals, you'd have to say that I am a serious student. I'm not just committed to my craft, I'm committed to life, committed to learning new concepts and skills. I want to see what I can do with seed, soil, sunshine and rain to turn them into the building blocks of a productive life.

Keeping a journal is so important. I call it one of the three treasures to leave behind for the next generation. In fact, future generations will find these three treasures far more valuable than your furniture.

The first treasure is your pictures. Take a lot of pictures. Don't be lazy in capturing the event. How long does it take to capture the event? A fraction of a second. How long does it take to miss the event? A fraction of a second. So don't miss the pictures. When you're gone, they'll keep the memories alive.

The second treasure is your library. This is the library that taught you, that instructed you, that helped you defend your ideals. It helped you develop a philosophy. It helped you become wealthy, powerful, healthy, sophisticated, and unique. It may have helped you conquer some disease. It may have helped you conquer poverty. It may have caused you to walk away from the ghetto. Your library, the books that instructed you, fed your mind and fed your soul, is one of the greatest gifts you can leave behind.

The third treasure is your journals: the ideas that you picked up, the information that you meticulously gathered. But of the three, journal writing is one of the greatest indications that you're a serious student. Taking pictures, that is pretty easy. Buying a book at a book store, that's pretty easy. It is a little more challenging to be a student of your own life, your own future, your own destiny. Take the time to keep notes and to keep a journal. You'll be so glad you did. What a treasure to leave behind when you go. What a treasure to enjoy today!

To Your Success,
Jim Rohn

20. THE FOUR EMOTIONS THAT CAN LEAD TO LIFE CHANGE by Jim Rohn (excerpted from "Seven Strategies for Wealth and Happiness")

Emotions are the most powerful forces inside us. Under the power of emotions, human beings can perform the most heroic (as well as barbaric) acts. To a great degree, civilization itself can be defined as the intelligent channeling of human emotion. Emotions are fuel and the mind is the pilot, which together propel the ship of civilized progress.

Which emotions cause people to act? There are four basic ones; each, or a combination of several, can trigger the most incredible activity. The day that you allow these emotions to fuel your desire is the day you'll turn your life around.

1) DISGUST

One does not usually equate the word "disgust" with positive action. And yet properly channeled, disgust can change a person's life. The person who feels disgusted has reached a point of no return. He or she is ready to throw down the gauntlet at life and say, "I've had it!" That's what I said after many humiliating experiences at age 25, I said. "I don't want to live like this anymore. I've had it with being broke. I've had it with being embarrassed, and I've had it with lying."

Yes, productive feelings of disgust come when a person says, "Enough is enough."

The "guy" has finally had it with mediocrity. He's had it with those awful sick feelings of fear, pain and humiliation. He then decides he is not going to live like this anymore." Look out! This could be the day that turns a life around. Call it what you will, the "I've had it" day, the "never again" day, the "enough's enough" day. Whatever you call it, it's powerful! There is nothing so life-changing as gut-wrenching disgust!

2) DECISION

Most of us need to be pushed to the wall to make decisions. And once we reach this point, we have to deal with the conflicting emotions that come with making them. We have reached a fork in the road. Now this fork can be a two-prong, three-prong, or even a four-prong fork. No wonder that decision-making can create knots in stomachs, keep us awake in the middle of the night, or make us break out in a cold sweat.

Making life-changing decisions can be likened to internal civil war. Conflicting armies of emotions, each with its own arsenal of reasons, battle each other for supremacy of our minds. And our resulting decisions, whether bold or timid, well thought out or impulsive, can either set the course of action or blind it. I don't have much advice to give you about decision-making except this:

Whatever you do, don't camp at the fork in the road. Decide. It's far better to make a wrong decision than to not make one at all. Each of us must confront our emotional turmoil and sort out our feelings.

3) DESIRE

How does one gain desire? I don't think I can answer this directly because there are many ways. But I do know two things about desire:

- a. It comes from the inside not the outside.
- b. It can be triggered by outside forces.

Almost anything can trigger desire. It's a matter of timing as much as preparation. It might be a song that tugs at the heart. It might be a memorable sermon. It might be a movie, a conversation with a friend, a confrontation with the enemy, or a bitter experience. Even a book or an article such as this one can trigger the inner mechanism that will make some people say, "I want it now!"

Therefore, while searching for your "hot button" of pure, raw desire, welcome into your life each positive experience. Don't erect a wall to protect you from experiencing life. The same wall that keeps out your disappointment also keeps out the sunlight of enriching experiences. So let life touch you. The next touch could be the one that turns your life around.

4) RESOLVE

Resolve says, "I will." These two words are among the most potent in the English language. I WILL. Benjamin Disraeli, the great British statesman, once said, "Nothing can resist a human will that will stake even its existence on the extent of its purpose." In other words, when someone resolves to "do or die," nothing can stop him.

The mountain climber says, "I will climb the mountain. They've told me it's too high, it's too far, it's too steep, it's too rocky, it's too difficult. But it's my mountain. I will climb it. You'll soon see me waving from the top or you'll never see me, because unless I reach the peak, I'm not coming back." Who can argue with such resolve?

When confronted with such iron-will determination, I can see Time, Fate and Circumstance calling a hasty conference and deciding, "We might as well let him have his dream. He's said he's going to get there or die trying."

The best definition for "resolve" I've ever heard came from a schoolgirl in Foster City, California. As is my custom, I was lecturing about success to a group of bright kids at a junior high school. I asked, "Who can tell me what "resolve" means?" Several hands went up, and I did get some pretty good definitions. But the last was the best. A shy girl from the back of the room got up and said with quiet intensity, "I think resolve means promising yourself you will never give up." That's it! That's the best definition I've ever heard: PROMISE YOURSELF YOU'LL NEVER GIVE UP.

Think about it! How long should a baby try to learn how to walk? How long would you give the average baby before you say, "That's it, you've had your chance"? You say that's crazy? Of course it is. Any mother would say, "My baby is going to keep trying until he learns how to walk!" No wonder everyone walks.

There is a vital lesson in this. Ask yourself, "How long am I going to work to make my dreams come true?" I suggest you answer, "As long as it takes." That's what these four emotions are all about.

To Your Success,
Jim Rohn

21. THE SUBTLETY OF LANGUAGE by Jim Rohn

I have found that sometimes the subtle difference in our attitude, which of course can make a major difference in our future, can be as simple as the language we use. The difference is even how you talk to yourself or others. Consciously making a decision to quit saying what you don't want and to start saying what you do want. I call that faith. Believing the best, hoping for the best and moving toward the best.

A few examples could be, instead of saying "What if somebody doesn't respond" you start saying, "What if they do respond?" Instead of saying "What if someone says no?" You say, "What if they say yes?" Instead of "What if they start and quit?" say, "What if they start and stay?" or "What if it doesn't work out?" You say, "What if it does work out?" and the list goes on and on.

I found that when you start thinking and saying what you really want then your mind automatically shifts and pulls you in that direction. And sometimes it can be that simple, just a little twist in vocabulary that illustrates your attitude and philosophy.

Our language can also affect how others perform and behave around us. A teenager says to a parent, "I need \$10." And if the parents learn to say, "No comprende. That kind of language doesn't work here. We've got plenty of money, but that's not how you get \$10." Then you teach your teenager how to ask, "How can I earn \$10?"

That is the magic of words. There is plenty of money here. There is money for everybody, but you just have to learn the magic words to get them. For everything you could possibly want. If you just learn the philosophy. How could I earn \$10? Because you can't go to the soil and say, "Give me a harvest." You know the soil smiles and says, "Who is this clown that brings me his need and brings me no seed." And if you said to the soil, "I've got this seed and if I planted it, would you work while I sleep?" And the soil says, "No problem. Give me the seed. Go to sleep and I'll be working while you're sleeping."

If you just understand these simple principles, teaching them to a teenager (or adult) is sometimes just a matter of language. It's like an investment account instead of a savings account.

Simple language, but so important. It is easy to stumble through almost a lifetime and not learn some of these simplicities. Then you have to put up with all the lack and all the challenges that don't work out simply from not reading the book, not listening to the tape, not sitting in the class, not studying your language and not being willing to search so you can then find.

But here is the great news. You can start this process anytime. For me it was at age 25. At 25 I'm broke. Six years later I'm a millionaire. Somebody says, "What kind of revolution, what kind of change, what kind of thinking, what kind of magic had to happen? Was it you?" And I say, "No. Any person, any six years, 36 to 42, 50 to 56. Whatever six years; whatever few years you go on an intensive, accelerated personal development curve, learning curve, application curve, and learning the disciplines. Now, it might not take the same amount of time, but I'm telling you the same changes and the same rewards in some different fashion are available for those who pay that six year price. And you might find that whether it's in the beginning to help get you started, or in the middle to keep you on track, that your language can have a great impact on your attitude, actions and results.

To Your Success,
Jim Rohn

22. PROFITS ARE BETTER THAN WAGES by Jim Rohn

My mentor, when I was 25 years old, dropped a phrase on me that changed my life forever when he said, "profits are better than wages. Wages will make you a living, profits can make you a fortune." You know it is a bit difficult to get rich on wages, but anybody can get rich on profits. Profits change your whole attitude, even if you start part-time. Whether it's part time on your entrepreneurial business, network marketing company or service business.

It can be a landscape business in the summer or hanging Christmas lights in the winter. It can be training, consulting or tutoring. It can be your hobby such as painting, writing, crafts, woodworking, computers or cooking. But once you start investing even part time effort into your own business, you will find how much more exciting it is to get up in the morning and go to work on your fortune, even if you're only spending a few hours a week doing it.

How empowering it is to be able to go to work on your fortune every day rather than going to work to pay the rent. Now - it is noble to go to work to pay the rent, but if you could also parcel out part of your time - go to work to make your fortune. Your whole attitude changes; your spirit changes. It is in your voice. It is in your face. It is in your gestures. And then you can say, "I am now working full-time on my job and part-time on my fortune because I found a way to make profits." Wow!

And I will know what you mean.

To Your Success,
Jim Rohn

23. MULTIPLE SKILLS FOR THE 21ST CENTURY by Jim Rohn

I find it's important to not walk into the 21st Century without multiple skills. But what I also find is that if you are already in sales, network marketing or have an entrepreneurial business (or plan to in the future), you can gain the needed skills for the future while you create your income now. Here's my short list for on the job training, so that you can learn while you earn.

1) SALES

I began my journey with sales, which of course dynamically changed my life back at age 25. The first year I multiplied my income by five. I was raised in farm country. I knew how to milk cows, but it didn't pay well. But sales altered the course of my life, learning to present a valid product in the marketplace, talk about its virtues and get somebody to say "yes." And then give them good service.

2) RECRUITING

Then came recruiting, how to expand my business, build an organization. We have all heard the question, is it better to have one person selling a \$1000 or have 100 people selling \$10? If you ask me, I'll take the 100 at \$10. Recruiting, the ability to multiply your efforts, once mastered, is one of life and leadership's greatest time management resources.

3) ORGANIZING

Then I learned organizing. Keeping your own schedule can be difficult at times, but now you are having to balance multiple tasks and people to get maximum results. But you will find that the payoff is massive once you have tapped into the synergy and momentum of group dynamics and teamwork.

4) PROMOTION

Next is promotion. First it's the spring campaign and then the fall campaign, and then it's this month's objective's campaign. You never know when it's going to click for someone to want or need to buy from you or be a part of what you are doing, so having the offer or the special or the contest going when they're ready can make all the difference.

5) RECOGNITION

Then it's the recognition. Some people work harder for recognition than they do for money. It's the chance to belong. Getting people to do something that ordinarily on their own, they wouldn't think of doing. They could, but they don't think of it. You come along with a little promotion for this month or this quarter and everything changes for them, and I found that paid big money.

6) COMMUNICATION

Then I learned communication. How to do the training, how to do the teaching, and probably the greatest gift of all is learning how to inspire with words. Inspire people to see themselves better than they are; all of those gifts, all of those skills. Being the voice that tells them they have made a wise decision and here's why.

Now, I believe that if you walk into the next century with just that little short list I've given you, you'll be equipped. We've all watched what has happened the last 15 years. The guy had one skill - the company downsizes. His division is eliminated and since he only had one skill, now he is vulnerable. He's wandering around saying, "Oh my, the last few years I should have taken some classes that would have taught me a couple of more things and I wouldn't be here in this vulnerable position."

So my admonition -- learn some multiple skills, or should we say, back-up skills for the 21st Century and no better place to learn them than in what your already doing now.

To Your Success,
Jim Rohn

24. LOVE THE OPPORTUNITY by Jim Rohn

Somebody said you have to love what you do, but that's not necessarily true. What is true is that you have to love the opportunity. The opportunity to build life, future, health, success and fortune.

Knocking on someone's door may not be something you love to do, but you love the opportunity of what might be behind that door.

For example, a guy says, "I'm digging ditches. Should I love digging ditches?" The answer is, "No, you don't have to love digging ditches, but if it is your first entry onto the ladder of success, you say, 'I'm glad somebody gave me the opportunity to dig ditches and I'm going to do it so well, I won't be here long.'"

You can be inspired by having found something; even though you are making mistakes in the beginning and even though it is a little distasteful taking on a new discipline that you haven't learned before. You don't have to love it, you just have to learn to appreciate America, appreciate opportunity and appreciate the person who brought you the good news; that found you.

Appreciate the person who believed in you before you believed in yourself, appreciate the person who said, "Hey, if I can do it, you can do it."

If you will embrace the disciplines associated with the new opportunity you will soon find that your self-confidence starts to grow, that you go from being a skeptic to being a believer. And soon when you go out person to person, talking to people, you will find it to be the most thrilling opportunity in the world. Every person you meet - what could it be? Unlimited! Maybe a friend for life. The next person could be an open door to retiring. The next person could be a colleague for years to come. It's big time stuff. And sometimes in the beginning when we are just getting started we don't always see how big it is.

So, before you are tempted to give up or get discouraged, remember all success is based on long term commitment, faith, discipline, attitude and a few stepping stones along the way. You might not like the stone you are on right now, but it's sure to be one of the stones that lead to great opportunities in the future.

To Your Success,
Jim Rohn

25. BECOME A GOOD OBSERVER by Jim Rohn

We must never allow a day to pass without finding the answers to a list of important questions such as: What is going on in our industry? What new challenges are currently facing our government? Our community? Our neighborhood? What are the new breakthroughs, the new opportunities, the new tools and techniques that have recently come to light? Who are the new personalities that are influencing world and local opinion?

We must become good observers and astute evaluators of all that is going on around us. All events affect us, and what affects us leaves an imprint on what we will one day be and how we will one day live.

One of the major reasons why people are not doing well is because they keep trying to get through the day. A more worthy challenge is to try to get from the day. We must become sensitive enough to observe and ponder what is happening around us. Be alert. Be awake. Let life and all of its subtle messages touch us. Often, the most extraordinary opportunities are hidden among the seemingly insignificant events of life. If we do not pay attention to these events, we can easily miss the opportunities.

So be a good observer of both life and the world around you.

To Your Success,

Jim Rohn

26. THE MIRACLE OF PERSONAL DEVELOPMENT by Jim Rohn

One day Mr. Shoaff said, "Jim, if you want to be wealthy and happy, learn this lesson well: Learn to work harder on yourself than you do on your job."

Since that time I've been working on my own personal development. And I must admit that this has been the most challenging assignment of all. This business of personal development lasts a lifetime.

You see, what you become is far more important than what you get. The important question to ask on the job is not, "What am I getting?" Instead, you should ask, "What am I becoming?" Getting and becoming are like Siamese twins: What you become directly influences what you get. Think of it this way: Most of what you have today you have attracted by becoming the person you are today.

I've also found that income rarely exceeds personal development. Sometimes income takes a lucky jump, but unless you learn to handle the responsibilities that come with it, it will usually shrink back to the amount you can handle.

If someone hands you a million dollars, you'd better hurry up and become a millionaire. A very rich man once said, "If you took all the money in the world and divided it equally among everybody, it would soon be back in the same pockets it was before."

It is hard to keep that which has not been obtained through personal development

So here's the great axiom of life:

--TO HAVE MORE THAN YOU'VE GOT, BECOME MORE THAN YOU ARE--

This is where you should focus most of your attention. Otherwise, you just might have to contend with the axiom of not changing, which is:

--UNLESS YOU CHANGE HOW YOU ARE, YOU'LL ALWAYS HAVE WHAT YOU'VE GOT--

To Your Success,
Jim Rohn

27. WHEREVER YOU ARE, BE THERE by Jim Rohn

One of the major reasons why we fail to find happiness or to create unique lifestyle is because we have not yet mastered the art of being.

While we are home our thoughts are still absorbed with solving the challenges we face at the office. And when we are at the office we find ourselves worrying about problems at home.

We go through the day without really listening to what others are saying to us. We may be hearing the words, but we aren't absorbing the message.

As we go through the day we find ourselves focusing on past experiences or future possibilities. We are so involved in yesterday and tomorrow that we never even notice that today is slipping by.

We go through the day rather than getting something from the day. We are everywhere at any given moment in time except living in that moment in time.

Lifestyle is learning to be wherever you are. It is developing a unique focus on the current moment, and drawing from it all of the substance and wealth of experience and emotions that it has to offer. Lifestyle is taking time to watch a sunset. Lifestyle is listening to silence. Lifestyle is capturing each moment so that it becomes a new part of what we are and of what we are in the process of becoming. Lifestyle is not something we do; it is something we experience. And until we learn to be there, we will never master the art of living well.

To Your Success,
Jim Rohn

28. SUCCESS IS EASY, BUT SO IS NEGLECT by Jim Rohn (excerpted from The Challenge to Succeed audio series)

People often ask me how I became successful in that six-year period of time while many of the people I knew did not. The answer is simple: The things I found to be easy to do, they found to be easy not to do. I found it easy to set the goals that could change my life. They found it easy not to. I found it easy to read the books that could affect my thinking and my ideas. They found that easy not to. I found it easy to attend the classes and the seminars, and to get around other successful people. They said it probably really wouldn't matter. If I had to sum it up, I would say what I found to be easy to do, they found to be easy not to do. Six years later, I'm a millionaire and they are all still blaming the economy, the government, and company policies, yet they neglected to do the basic, easy things.

In fact, the primary reason most people are not doing as well as they could and should, can be summed up in a single word: neglect.

It is not the lack of money - banks are full of money. It is not the lack of opportunity - America, and much of the free World, continues to offer the most unprecedented and abundant opportunities in the last six thousand years of recorded history. It is not the lack of books - libraries are full of books - and they are free! It is not the schools - the classrooms are full of good teachers. We have plenty of ministers, leaders, counselors and advisors.

Everything we would ever need to become rich and powerful and sophisticated is within our reach. The major reason that so few take advantage of all that we have is simply, neglect.

Neglect is like an infection. Left unchecked it will spread throughout our entire system of disciplines and eventually lead to a complete breakdown of a potentially joy-filled and prosperous human life.

Not doing the things we know we should do causes us to feel guilty and guilt leads to an erosion of self-confidence. As our self-confidence diminishes, so does the level of our activity. And as our activity diminishes, our results inevitably decline. And as our results suffer, our attitude begins to weaken. And as our attitude begins the slow shift from positive to negative, our self-confidence diminishes even more ... and on and on it goes.

So my suggestion is that when giving the choice of "easy to" and "easy not to" that you do not neglect to do the simple, basic, "easy"; but potentially life-changing activities and disciplines.

To Your Success,
Jim Rohn

29. ATTITUDE IS EVERYTHING by Jim Rohn

The process of human change begins within us. We all have tremendous potential. We all desire good results from our efforts. Most of us are willing to work hard and to pay the price that success and happiness demand.

Each of us has the ability to put our unique human potential into action and to acquire a desired result. But the one thing that determines the level of our potential, that produces the intensity of our activity, and that predicts the quality of the result we receive is our attitude.

Attitude determines how much of the future we are allowed to see. It decides the size of our dreams and influences our determination when we are faced with new challenges. No other person on earth has dominion over our attitude. People can affect our attitude by teaching us poor thinking habits or unintentionally misinforming us or providing us with negative sources of influence, but no one can control our attitude unless we voluntarily surrender that control.

No one else "makes us angry." We make ourselves angry when we surrender control of our attitude. What someone else may have done is irrelevant. We choose, not they. They merely put our attitude to a test. If we select a volatile attitude by becoming hostile, angry, jealous or suspicious, then we have failed the test. If we condemn ourselves by believing that we are unworthy, then again, we have failed the test.

If we care at all about ourselves, then we must accept full responsibility for our own feelings. We must learn to guard against those feelings that have the capacity to lead our attitude down the wrong path and to strengthen those feelings that can lead us confidently into a better future.

If we want to receive the rewards the future holds in trust for us, then we must exercise the most important choice given to us as members of the human race by maintaining total dominion over our attitude. Our attitude is an asset, a treasure of great value, which must be protected accordingly. Beware of the vandals and thieves among us who would injure our positive attitude or seek to steal it away.

Having the right attitude is one of the basics that success requires. The combination of a sound personal philosophy and a positive attitude about ourselves and the world around us gives us an inner strength and a firm resolve that influences all the other areas of our existence.

To Your Success,
Jim Rohn

30. ACTION VS SELF-DELUSION by Jim Rohn

Knowledge fueled by emotion equals action. Action is the ingredient that ensures results. Only action can cause reaction. Further, only positive action can cause positive reaction.

Action. The whole world loves to watch those who make things happen, and it rewards them for causing waves of productive enterprise.

I stress this because today I see many people who are really sold on affirmations. And yet there is a famous saying that "Faith without action serves no useful purpose." How true!

I have nothing against affirmations as a tool to create action. Repeated to reinforce a disciplined plan, affirmations can help create wonderful results.

But there is also a very thin line between faith and folly. You see - affirmations without action can be the beginnings of self-delusion. And for your well-being there is little worse than self-delusion.

The man who dreams of wealth and yet walks daily toward certain financial disaster and the woman who wishes for happiness and yet thinks thoughts and commits acts that lead her toward certain despair are both victims of the false hope which affirmations without action can manufacture. Why? Because words soothe and, like a narcotic, they lull us into a state of complacency. Remember this: **TO MAKE PROGRESS YOU MUST ACTUALLY GET STARTED!**

The key is to take a step today. Whatever the project, start **TODAY**. Start clearing out a drawer of your newly organized desk ... today. Start setting your first goal... today. Start listening to motivational cassettes ... today. Start a sensible weight-reduction plan ... today. Start calling on one tough customer a day ... today. Start putting money in your new "investment for fortune" account ... today. Write a long-overdue letter ... today. **ANYONE CAN!** Even an uninspired person can start reading inspiring books.

Get some momentum going on your new commitment for the good life. See how many activities you can pile on your new commitment to the better life. Go all out! Break away from the downward pull of gravity. Start your thrusters going. Prove to yourself that the waiting is over and the hoping is past -- that faith and action have now taken charge.

It's a new day, a new beginning for your new life. With discipline you will be amazed at how much progress you'll be able to make. What have you got to lose except the guilt and fear of the past?

Now, I offer you this challenge: See how many things you can start and continue in this -- the first day of your new beginning.

To Your Success,
Jim Rohn

31. READ ALL THE BOOKS

All of the books that we will ever need to make us as rich, as healthy, as happy, as powerful, as sophisticated and as successful as we want to be have already been written.

People from all walks of life, people with some of the most incredible life experiences, people that have gone from pennies to fortune and from failure to success have taken the time to write down their experiences so that we might share in their wealth of knowledge. They have offered their wisdom and experience so that we can be inspired by it and instructed by it, and so that we can amend our philosophy by it. Their contributions enable us to reset our sail based upon their experiences. They have handed us the gift of their insights so that we can change our plans, if need be, in order to avoid their errors. We can rearrange our lives based on their wise advice.

All of the insights that we might ever need have already been captured by others in books. The important question is this: In the last ninety days, with this treasure of information that could change our lives, our fortunes, our relationships, our health, our children and our careers for the better, how many books have we read?

Why do we neglect to read the books that can change our lives? Why do we complain but remain the same? Why do so many of us curse the effect but nourish the cause? How do we explain

the fact that only three percent of our entire national population possesses a library card - a card that would give us access to all of the answers to success and happiness we could ever want? Those who wish for the better life cannot permit themselves to miss the books that could have a major impact on how their lives turn out. The book they miss will not help!

And the issue is not that books are too expensive! If a person concludes that the price of buying the book is too great, wait until he must pay the price for not buying it. Wait until he receives the bill for continued and prolonged ignorance.

There is very little difference between someone who cannot read and someone who will not read. The result of either is ignorance. Those who are serious seekers of personal development must remove the self-imposed limitations they have placed on their reading skills and their reading habits. There is a multitude of classes being taught on how to be a good reader and there are thousands of books on the shelves of the public libraries just waiting to be read. Reading is essential for those who seek to rise above the ordinary. We must not permit anything to stand between us and the book that could change our lives.

A little reading each day will result in a wealth of valuable information in a very short period of time. But if we fail to set aside the time, if we fail to pick up the book, if we fail to exercise the discipline, then ignorance will quickly move in to fill the void.

Those who seek a better life must first become a better person. They must continually seek after self-mastery for the purpose of developing a balanced philosophy of life, and then live in accordance with the dictates of that philosophy. The habit of reading is a major stepping-stone in the development of a sound philosophical foundation. And in my opinion it is one of the fundamentals required for the attainment of success and happiness.

To Your Success,
Jim Rohn

32. THE ANT PHILOSOPHY

Over the years I've been teaching children about a simple but powerful concept - the ant philosophy. I think everybody should study ants. They have an amazing four-part philosophy, and here is the first part: ants never quit. That's a good philosophy. If they're headed somewhere and you try to stop them; they'll look for another way. They'll climb over, they'll climb under, they'll climb around. They keep looking for another way. What a neat philosophy, to never quit looking for a way to get where you're supposed to go.

Second, ants think winter all summer. That's an important perspective. You can't be so naive as to think summer will last forever. So ants are gathering in their winter food in the middle of summer.

An ancient story says, "Don't build your house on the sand in the summer." Why do we need that advice? Because it is important to be realistic. In the summer, you've got to think storm. You've got to think rocks as you enjoy the sand and sun. Think ahead.

The third part of the ant philosophy is that ants think summer all winter. That is so important. During the winter, ants remind themselves, "This won't last long; we'll soon be out of here." And the first warm day, the ants are out. If it turns cold again, they'll dive back down, but then they come out the first warm day. They can't wait to get out.

And here's the last part of the ant philosophy. How much will an ant gather during the summer to prepare for the winter? All that he possibly can. What an incredible philosophy, the "all-that-you-possibly-can" philosophy.

Wow, what a great seminar to attend - the ant seminar. Never give up, look ahead, stay positive and do all you can.

To Your Success,
Jim Rohn

33. KEEP TRACK OF YOUR RESULTS by Jim Rohn

Three key words to remember: weigh, count and measure. Now why weigh, count and measure? To see what your results are from your activity, your attitude and your philosophy. If you find that the results are not to your liking there are only three places to look. Your philosophy needs to be fine-tuned; your attitude needs to be strengthened or your disciplines need extra skill. But that's it. Activity, attitude and philosophy create results.

Now on results I teach that life expects you to make measurable progress in reasonable time. But, you must be reasonable with time. You can't say to someone every five minutes, how are you doing now? That's too soon to ask for a count. Guy says, "I haven't left the building yet, give me a break!" Now you can't wait five years - that's too long. Too many things can go wrong waiting too long for a count to see how you're doing.

Here are some good time frames:

Number one - at the end of the day. You can't let more than a day go by without looking at some things and making progress. New Testament says - if you are angry, try to solve it before the sun goes down. Don't carry anger for another day. It may be too heavy to carry. If you try to carry it for a week, it may drop you to your knees. So some things you must get done in a day.

Here's the next one - a week. We ask for an accounting of the week so we can issue the pay. And whatever you've got coming that's what you get; when the week is over. Now in business there are two things to check in the course of the week. Your activity count and your productivity count. Because activity leads to productivity we need to count both to see how we're doing.

My mentor taught me that success is a numbers game and very early he started asking me my numbers. He asked, "How many books have you read in the last ninety days?" I said, "Zero"; he said, "Not a good number." He said, "How many classes have you attended in the last six months to improve your skills?" And I said, "Zero." He said, "Not a good number." Then he said, "In the last six years that you've been working, how much money have you saved and invested?" I said, "Zero" and he said, "Not a good number." Then here's what he said, "Mr. Rohn, if these numbers don't change your life won't change. But" he said, "If you'll start improving these numbers then perhaps you'll start to see everything change for you."

Success and results are a numbers game. John joins this little sales company. He's supposed to make 10 calls the first week just to get acquainted with the territory. So on Friday we call him in and say what? "How many calls?" He says, "Well." You say, "John, 'well' won't fit in the little box here. I need a number." Now he starts with a story. And you say, "John, the reason I made this little box so small is so a story won't fit. All I need is a number because if you give us the number we're so brilliant around here we could guess the story." It's the numbers that count. Making measurable progress in reasonable time.

Here's the best accounting. The accounting you make of yourself. Don't wait for the government to do it, don't wait for the company to do it. But you've got to add up some of your own numbers and ask, "Am I making the progress I want and will it take me where I want to go now and in the future?" You be the judge!

To Your Success,
Jim Rohn

34. WHAT CONSTITUTES A GOOD LIFE? by Jim Rohn

The ultimate expression of life is not a paycheck. The ultimate expression of life is not a Mercedes. The ultimate expression of life is not a million dollars or a bank account or a home. Here's the ultimate expression of life in my opinion, and that is living a good life. Here's what we must ask constantly, "What for me would be a good life?" And you have to keep going over and over the list. A list including areas such as spirituality, economics, health, relationships and recreation. What would constitute a good life? I've got a short list.

1) Number one, productivity. You won't be happy if you don't produce. The game of life is not rest. We must rest, but only long enough to gather strength to get back to productivity. What's the reason for the seasons and the seeds, the soil and the sunshine, the rain and the miracle of life? It's to see what you can do with it. To try your hand, other people have tried their hand; here's what they did. You try your hand to see what you can do. So part of life is productivity.

2) Next are good friends. Friendship is probably the greatest support system in the world. Don't deny yourself the time to develop this support system. Nothing can match it. It's extraordinary in its benefit. Friends are those wonderful people who know all about you and still like you. A few years ago I lost one of my dearest friends. He died at age 53 - heart attack. David is gone, but he was one of my very special friends. I used to say of David that if I was stuck in a foreign jail somewhere accused unduly and if they would allow me one phone call, I would call David. Why? He would come and get me. That's a friend. Somebody who would come and get you. Now we've all got casual friends. And if you called them they would say, "Hey, if you get back, call me we'll have a party." So you've got to have both, real friends and casual friends.

3) Next on the list of a good life is your culture. Your language, your music, the ceremonies, the traditions, the dress. All of that is so vitally important that you must keep it alive. In fact it is the uniqueness of all of us that when blended together brings vitality, energy, power, influence, uniqueness and rightness to the world.

4) Next is your spirituality. It helps to form the foundation of the family that builds the nation. And make sure you study, practice and teach. Don't be careless about the spiritual part of your nature, it's what makes us who we are, different from animal, dogs, cats, birds and mice. Spirituality.

5) Next - here's what my parents taught me. Don't miss anything. Don't miss the game. Don't miss the performance, don't miss the movie, don't miss the show, don't miss the dance. Go to everything you possible can. Buy a ticket to everything you possibly can. Go see everything and experience all you possible can. This has served me so well to this day. Just before my father died at age 93 if you were to call him at 10:30 or 11:00 at night, he wouldn't be home. He was at the rodeo, he was watching the kids play softball, he was listening to the concert, he was at church, he was somewhere every night.

Live a vital life. Here's one of the reasons why. If you live well, you will earn well. If you live well it will show in your face, it will show in the texture of your voice. There will be something unique and magical about you if you live well. It will infuse not only your personal life but also your business life. And it will give you a vitality nothing else can give.

6) Next are your family and the inner circle. Invest in them and they'll invest in you. Inspire them and they'll inspire you. With your inner circle take care of the details. When my father was still alive, I used to call him when I traveled. He'd have breakfast most every morning with the farmers. Little place called The Decoy Inn out in the country where we lived in Southwest Idaho.

So Papa would go there and have breakfast and I'd call him just to give him a special day. Now if I was in Israel, I'd have to get up in the middle of the night, but it only took five minutes, ten minutes. So I'd call Papa and they'd bring him the phone. I'd say, "Papa I'm in Israel." He'd say, "Israel! Son, how are things in Israel?" He'd talk real loud so everybody could hear - my son's calling me from Israel. I'd say, "Papa last night they gave me a reception on the rooftop underneath the stars overlooking the Mediterranean." He'd say, "Son, a reception on the rooftop underneath the stars overlooking the Mediterranean." Now everybody knows the story. It only took 5 - 10 minutes, but what a special day for my father, age 93.

If a father walks out of the house and he can still feel his daughter's kiss on his face all day, he's a powerful man. If a husband walks out of the house and he can still feel the imprint of his wife's arms around his body he's invincible all day. It's the special stuff with the inner circle that makes you strong and powerful and influential. So don't miss that opportunity. Here's the greatest value. The prophet said, "There are many virtues and values, but here's the greatest, one person caring for another." There is no greater value than love. Better to live in a tent on the beach with someone you love than to live in a mansion by yourself. One person caring for another, that's one of life's greatest expressions.

So make sure in your busy day to remember the true purpose and the reasons you do what you do. May you truly live the kind of life that will bring the fruit and rewards that you desire.

To Your Success,
Jim Rohn

35. DOING THE REMARKABLE by Jim Rohn

When it comes to meeting and conquering the negativity in your life, here is a key question: what can you do, starting today, that will make a difference? What can you do during economic chaos? What can you do when everything has gone wrong? What can you do when you've run out of money, when you don't feel well and it's all gone sour? What can you do?

Let me give you the broad answer first. You can do the most remarkable things, no matter what happens. People can do incredible things, unbelievable things, despite the most impossible or disastrous circumstances.

Here is why humans can do remarkable things: because they are remarkable. Humans are different than any other creation. When a dog starts with weeds, he winds up with weeds. And the reason is because he's a dog. But that's not true with human beings. Humans can turn weeds into gardens.

Humans can turn nothing into something, pennies into fortune, and disaster into success. And the reason they can do such remarkable things is because they are remarkable. Try reaching down inside of yourself; you'll come up with some more of those remarkable human gifts. They're there, waiting to be discovered and employed.

With those gifts, you can change anything for yourself that you wish to change. And I challenge you to do that because you can change. If you don't like how something is going for you, change it. If something isn't enough, change it. If something doesn't suit you; change it. If something doesn't please you, change it. You don't ever have to be the same after today. If you don't like your present address change it — you're not a tree!

If there is one thing to get excited about, it's your ability to make yourself do the necessary things, to get a desired result, to turn the negative into success. That's true excitement.

To Your Success,

Jim Rohn

36. FACING THE ENEMIES WITHIN by Jim Rohn

We are not born with courage, but neither are we born with fear. Maybe some of our fears are brought on by your own experiences, by what someone has told you, by what you've read in the papers. Some fears are valid, like walking alone in a bad part of town at two o'clock in the morning. But once you learn to avoid that situation, you won't need to live in fear of it.

Fears, even the most basic ones, can totally destroy our ambitions. Fear can destroy fortunes. Fear can destroy relationships. Fear, if left unchecked, can destroy our lives. Fear is one of the many enemies lurking inside us.

Let me tell you about five of the other enemies we face from within. The first enemy that you've got to destroy before it destroys you is indifference. What a tragic disease this is. "Ho-hum, let it slide. I'll just drift along." Here's one problem with drifting: you can't drift your way to the top of the mountain.

The second enemy we face is indecision. Indecision is the thief of opportunity and enterprise. It will steal your chances for a better future. Take a sword to this enemy.

The third enemy inside is doubt. Sure, there's room for healthy skepticism. You can't believe everything. But you also can't let doubt take over. Many people doubt the past, doubt the future, doubt each other, doubt the government, doubt the possibilities and doubt the opportunities. Worse of all, they doubt themselves. I'm telling you, doubt will destroy your life and your chances of success. It will empty both your bank account and your heart. Doubt is an enemy. Go after it. Get rid of it.

The fourth enemy within is worry. We've all got to worry some. Just don't let it conquer you. Instead, let it alarm you. Worry can be useful. If you step off the curb in New York City and a taxi is coming, you've got to worry. But you can't let worry loose like a mad dog that drives you into a small corner. Here's what you've got to do with your worries: drive them into a small corner. Whatever is out to get you, you've got to get it. Whatever is pushing on you, you've got to push back.

The fifth interior enemy is over-caution. It is the timid approach to life. Timidity is not a virtue; it's an illness. If you let it go, it'll conquer you. Timid people don't get promoted. They don't advance and grow and become powerful in the marketplace. You've got to avoid over-caution.

Do battle with the enemy. Do battle with your fears. Build your courage to fight what's holding you back, what's keeping you from your goals and dreams. Be courageous in your life and in your pursuit of the things you want and the person you want to become.

To Your Success,
Jim Rohn

37. ENDING PROCRASTINATION by Jim Rohn

Perseverance is about as important to achievement as gasoline is to driving a car. Sure, there will be times when you feel like you're spinning your wheels, but you'll always get out of the rut with genuine perseverance. Without it, you won't even be able to start your engine.

The opposite of perseverance is procrastination. Perseverance means you never quit. Procrastination usually means you never get started, although the inability to finish something is also a form of procrastination.

Ask people why they procrastinate and you'll often hear something like this: "I'm a perfectionist. Everything has to be just right before I can get down to work. No distractions, not too much noise, no telephone calls interrupting me, and of course I have to be feeling well physically, too. I can't work when I have a headache." The other end of procrastination - being unable to finish - also has a perfectionist explanation: "I'm just never satisfied. I'm my own harshest critic. If all the i's aren't dotted and all the t's aren't crossed, I just can't consider that I'm done. That's just the way I am, and I'll probably never change."

Do you see what's going on here? A fault is being turned into a virtue. The perfectionist is saying that his standards are just too high for this world. This fault-into-virtue syndrome is a common defense when people are called upon to discuss their weaknesses, but in the end it's just a very pious kind of excuse making. It certainly doesn't have anything to do with what's really behind procrastination.

Remember, the basis of procrastination could be fear of failure. That's what perfectionism really is, once you take a hard look at it. What's the difference whether you're afraid of being less than perfect or afraid of anything else? You're still paralyzed by fear. What's the difference whether you never start or never finish? You're still stuck. You're still going nowhere. You're still overwhelmed by whatever task is before you. You're still allowing yourself to be dominated by a negative vision of the future in which you see yourself being criticized, laughed at, punished, or ridden out of town on a rail. Of course, this negative vision of the future is really a mechanism that allows you to do nothing. It's a very convenient mental tool.

I'm going to tell you how to overcome procrastination. I'm going to show you how to turn procrastination into perseverance, and if you do what I suggest, the process will be virtually painless. It involves using two very powerful principles that foster productivity and perseverance instead of passivity and procrastination.

The first principle is: break it down.

No matter what you're trying to accomplish, whether it's writing a book, climbing a mountain, or painting a house the key to achievement is your ability to break down the task into manageable pieces and knock them off one at one time. Focus on accomplishing what's right in front of you at this moment. Ignore what's off in the distance someplace. Substitute real-time positive thinking for negative future visualization. That's the first all-important technique for bringing an end to procrastination.

Suppose I were to ask you if you could write a four hundred-page novel. If you're like most people, that would sound like an impossible task. But suppose I ask you a different question. Suppose I ask if you can write a page and a quarter a day for one year. Do you think you could do it? Now the task is starting to seem more manageable. We're breaking down the four-hundred-page book into bite-size pieces. Even so, I suspect many people would still find the prospect intimidating. Do you know why? Writing a page and a quarter may not seem so bad, but you're being asked to look ahead one whole year. When people start to do look that far ahead, many of them automatically go into a negative mode. So let me formulate the idea of writing a book in yet another way. Let me break it down even more.

Suppose I was to ask you: can you fill up a page and a quarter with words-not for a year, not for a month, not even for a week, but just today? Don't look any further ahead than that. I believe most people would confidently declare that they could accomplish that. Of course, these would be the same people who feel totally incapable of writing a whole book.

If I said the same thing to those people tomorrow - if I told them, I don't want you to look back, and I don't want you to look ahead, I just want you to fill up a page and a quarter this very day - do you think they could do it?

One day at a time. We've all heard that phrase. That's what we're doing here. We're breaking down the time required for a major task into one-day segments, and we're breaking down the work involved in writing a four hundred-page book into page-and-a-quarter increments.

Keep this up for one year, and you'll write the book. Discipline yourself to look neither forward nor backward, and you can accomplish things you never thought you could possibly do. And it all begins with those three words: break it down.

My second technique for defeating procrastination is also only three words long. The three words are: write it down. We know how important writing is to goal setting. The writing you'll do for beating procrastination is very similar. Instead of focusing on the future, however, you're now going to be writing about the present just as you experience it every day. Instead of describing the things you want to do or the places you want to go, you're going to describe what you actually do with your time, and you're going to keep a written record of the places you actually go.

In other words, you're going to keep a diary of your activities. And you're going to be amazed by the distractions, detours, and downright wastes of time you engage in during the course of a day. All of these get in the way of achieving your goals. For many people, it's almost like they planned it that way, and maybe at some unconscious level they did. The great thing about keeping a time diary is that it brings all this out in the open. It forces you to see what you're actually doing . . . and what you're not doing.

The time diary doesn't have to be anything elaborate. Just buy a little spiral notebook that you can easily carry in your pocket. When you go to lunch, when you drive across town, when you go to the dry cleaners, when you spend some time shooting the breeze at the copying machine, make a quick note of the time you began the activity and the time it ends. Try to make this notation as soon as possible; if it's inconvenient to do it immediately, you can do it later. But you should make an entry in your time diary at least once every thirty minutes, and you should keep this up for at least a week.

Break it down. Write it down. These two techniques are very straightforward. But don't let that fool you: these are powerful and effective productivity techniques. This is how you put an end to procrastination. This is how you get yourself started.

To Your Success,
Jim Rohn

38. REAPING A MULTIPLE REWARD by Jim Rohn

For every disciplined effort, there are multiple rewards. That's one of life's great arrangements. In fact, it's an extension of the Biblical law that says that if you sow well, you will reap well.

Here's a unique part of the Law of Sowing and Reaping. Not only does it suggest that we'll all reap what we've sown, it also suggests that we'll reap much more. Life is full of laws that both govern and explain behaviors, but this may well be the major law we need to understand: for every disciplined effort, there are multiple rewards.

What a concept! If you render unique service, your reward will be multiplied. If you're fair and honest and patient with others, your reward will be multiplied. If you give more than you expect to receive, your reward is more than you expect. But remember: the key word here, as you might well imagine, is discipline.

Everything of value requires care, attention, and discipline. Our thoughts require discipline. We must consistently determine our inner boundaries and our codes of conduct, or our thoughts will be confused. And if our thoughts are confused, we will become hopelessly lost in the maze of life. Confused thoughts produce confused results.

Remember the law: "For every disciplined effort, there are multiple rewards." Learn the discipline of writing a card or a letter to a friend. Learn the discipline of paying your bills on time, arriving to appointments on time, or using your time more effectively. Learn the discipline of paying attention, or paying your taxes or paying yourself. Learn the discipline of having regular meetings with your associates, or your spouse, or your child, or your parent. Learn the discipline of learning all you can learn, of teaching all you can teach, of reading all you can read.

For each discipline, multiple rewards. For each book, new knowledge. For each success, new ambition. For each challenge, new understanding. For each failure, new determination. Life is like that. Even the bad experiences of life provide their own special contribution. But a word of caution here for those who neglect the need for care and attention to life's disciplines: everything has its price. Everything affects everything else. Neglect discipline, and there will be a price to pay. All things of value can be taken for granted with the passing of time.

That's what we call the Law of Familiarity. Without the discipline of paying constant, daily attention, we take things for granted. Be serious. Life's not a practice session.

If you're often inclined to toss your clothes onto the chair rather than hanging them in the closet, be careful. It could suggest a lack of discipline. And remember, a lack of discipline in the small areas of life can cost you heavily in the more important areas of life. You cannot clean up your company until you learn the discipline of cleaning your own garage. You cannot be impatient with your children and be patient with your distributors or your employees. You cannot inspire others to sell more when that goal is inconsistent with your own conduct. You cannot admonish others to read good books when you don't have a library card.

Think about your life at this moment. What areas need attention right now? Perhaps you've had a disagreement with someone you love or someone who loves you, and your anger won't allow you to speak to that person. Wouldn't this be an ideal time to examine your need for a new discipline? Perhaps you're on the brink of giving up, or starting over, or starting out. And the only missing ingredient to your incredible success story in the future is a new and self-imposed discipline that will make you try harder and work more intensely than you ever thought you could.

The most valuable form of discipline is the one that you impose upon yourself. Don't wait for things to deteriorate so drastically that someone else must impose discipline in your life. Wouldn't that be tragic? How could you possibly explain the fact that someone else thought more of you than you thought of yourself? That they forced you to get up early and get out into the marketplace when you would have been content to let success go to someone else who cared more about themselves.

Your life, my life, the life of each one of us is going to serve as either a warning or an example. A warning of the consequences of neglect, self-pity, lack of direction and ambition ... or an example of talent put to use, of discipline self-imposed, and of objectives clearly perceived and intensely pursued.

To Your Success,
Jim Rohn

39. ACHIEVING YOUR DREAMS By Jim Rohn

While most people spend most of their lives struggling to earn a living, a much smaller number seem to have everything going their way. Instead of just earning a living, the smaller group is busily working at building and enjoying a fortune. Everything just seems to work out for them. And here sits the much larger group, wondering how life can be so unfair, so complicated and unjust. What's the major difference between the little group with so much and the larger group with so little?

Despite all of the factors that affect our lives - like the kind of parents we have, the schools we attended, the part of the country we grew up in - none has as much potential power for affecting our futures as our ability to dream.

Dreams are a projection of the kind of life you want to lead. Dreams can drive you. Dreams can make you skip over obstacles. When you allow your dreams to pull you, they unleash a creative force that can overpower any obstacle in your path. To unleash this power, though, your dreams must be well defined. A fuzzy future has little pulling power. Well-defined dreams are not fuzzy. Wishes are fuzzy. To really achieve your dreams, to really have your future plans pull you forward, your dreams must be vivid.

If you've ever hiked a fourteen thousand-foot peak in the Rocky Mountains, one thought has surely come to mind "How did the settlers of this country do it?" How did they get from the East Coast to the West Coast? Carrying one day's supply of food and water is hard enough. Can you imagine hauling all of your worldly goods with you . . . mile after mile, day after day, month after month? These people had big dreams. They had ambition. They didn't focus on the hardship of getting up the mountain.

In their minds, they were already on the other side – their bodies just hadn't gotten them there yet! Despite all of their pains and struggles, all of the births and deaths along the way, those who made it to the other side had a single vision: to reach the land of continuous sunshine and extraordinary wealth. To start over where anything and everything was possible. Their dreams were stronger than the obstacles in their way.

You've got to be a dreamer. You've got to envision the future. You've got to see California while you're climbing fourteen thousand-foot peaks. You've got to see the finish line while you're running the race. You've got to hear the cheers when you're in the middle of a monster project. And you've got to be willing to put yourself through the paces of doing the uncomfortable until it becomes comfortable. Because that's how you realize your dreams.

To Your Success,
Jim Rohn

40. PRACTICE BEING LIKE A CHILD by Jim Rohn

Remember the master teacher once said 2000 years ago, "Unless you can become like little children, your chances are zero, you haven't got a prayer." A major consideration for adults.

Be like children and remember there are four ways to be more like a child no matter how old you get –

1) Curiosity - Be curious. Childish curiosity. Learn to be curious like a child. What will kids do if they want to know something bad enough? You're right. They will bug you. Kids can ask a million questions. You think they're through. They've got another million. They will keep plaguing you. They can drive you right to the brink.

Also kids use their curiosity to learn. Have you ever noticed that while adults are stepping on ants, children are studying them? A child's curiosity is what helps them to reach, learn and grow.

2) Excitement - Learn to get excited like a child. There is nothing that has more magic than childish excitement. So excited you hate to go to bed at night. Can't wait to get up in the morning. So excited that you're about to explode. How can anyone resist that kind of childish magic? Now, once in awhile I meet someone who says, "Well, I'm a little too mature for all that childish excitement." Isn't that pitiful? You've got to weep for these kinds of people. All I've got to say is, "If you're too old to get excited, you're old." Don't get that old.

3) Faith - Faith like a child. Faith is childish. How else would you describe it? Some people say, "Let's be adult about it." Oh no. No. Adults too often have a tendency to be overly skeptical. Some adults even have a tendency to be cynical. Adults say, "Yeah. I've heard that old positive line before. It will be a long day in June before I fall for that positive line. You've got to prove to me it's any good." See, that's adult, but kids aren't that way. Kids think you can get anything. They are really funny. You tell kids, "We're going to have three swimming pools." And they say, "Yeah. Three. One each. Stay out of my swimming pool." See, they start dividing them up right away, but adults are not like that. Adults say, "Three swimming pools? You're out of your mind. Most people don't even have one swimming pool. You'll be lucky to get a tub in the back yard." You notice the difference? No wonder the master teacher said, "Unless you can become like little children, your chances, they're skinny."

4) Trust - Trust is a childish virtue, but it has great merit. Have you heard the expression "sleep like a baby"? That's it. Childish trust. After you've gotten an A+ for the day, leave it in somebody else's hands.

Curiosity, excitement, faith and trust. Wow, what a powerful combination to bring (back) into our lives.

To Your Success,
Jim Rohn

41. THE MAJOR KEY TO YOUR BETTER FUTURE IS YOU by Jim Rohn

Of all the things that can have an effect on your future, I believe personal growth is the greatest. We can talk about sales growth, profit growth, asset growth, but all of this probably will not happen without personal growth. It's really the open door to it all. In fact I'd like to have you memorize a most important phrase. Here it is, "The major key to your better future is YOU."

Let me repeat that. "The major key to your better future is YOU." Put that someplace you can see it everyday, in the bathroom, in the kitchen, at the office, anywhere where you can see it everyday. The major key to your better future is YOU. Try to remember that every day you live and think about it. The major key is YOU.

Now, there are many things that will help your better future. If you belong to a strong, dynamic, progressive company, that would help. If the company has good products, good services that you are proud of, that would certainly help. If there were good sales aids, that would help, good training would certainly help. If there is strong leadership, that will certainly help. All of these things will help, and of course, if it doesn't storm, that will help. If your car doesn't break down, that will help. If the kids don't get sick, that will help. If the neighbors stay half way civil, that will help. If your relatives don't bug you, that will help. If it isn't too cold, if it isn't too hot, all those things will help your better future. And if prices don't go much higher and if taxes don't get much heavier, that will help. And if the economy stays stable, those things will all help. We could go on and on with the list; but remember this, the list of things that I've just covered and many more - all put together - play a minor role in your better future.

The major key to your better future is you. Lock your mind onto that. This is a super important point to remember. The major key is you. A friend of mine has always answered when asked, "How do you develop an above average income?" He says, "Simple. Become an above average person. Work on you." My friend says, "Develop an above average handshake." He says, "A lot of people want to be successful, and they don't even work on their handshake. As easy as that would be to start, they let it slide. They don't understand." My friend says, "Develop an above average smile. Develop an above average excitement. Develop an above average dedication. Develop an above average interest in other people." He says, "To have more, become more." Remember; work harder on yourself than you do on your job. For a long time in my life, I didn't have this figured out.

Strangely enough, with two different people in the same company one may earn an extra \$100 a month, and the other may earn a \$1,000. What could possibly be the difference? If the products were the same, if the training was the same, if they both had the same literature, the same tools. If they both had the same teacher, the same compensation plan, if they both attended the same meetings, why would one person earn the \$100 per month and the other person earn the \$1000? Remember here is the difference...the difference is personal, inside, not outside, inside.

You see the real difference is inside you. In fact, the difference IS you. Someone once said, "The magic is not in the products. The magic is not in the literature. The magic is not in the film. There isn't a magic meeting, but the magic that makes things better is inside you, and personal growth makes this magic work for you.

The magic is in believing. The magic is in daring. The magic is in trying. The real magic is in persevering. The magic is in accepting. It's in working. The magic is in thinking. There is magic in a handshake. There is magic in a smile. There is magic in excitement and determination. There is real magic in compassion and caring and sharing. There is unusual magic in strong feeling and you see, all that comes from inside, not outside. So, the difference is inside you. The real difference is you. You are the major key to your better future.

To Your Success,
Jim Rohn

42. THINKING LIKE A FARMER by Jim Rohn

One of the difficulties we face in our industrialized age is the fact we've lost our sense of seasons. Unlike the farmer whose priorities change with the seasons, we have become impervious to the natural rhythm of life. As a result, we have our priorities out of balance. Let me illustrate what I mean:

For a farmer, springtime is his most active time. It's then when he must work around the clock, up before the sun and still toiling at the stroke of midnight. He must keep his equipment running at full capacity because he has but a small window of time for the planting of his crop. Eventually winter comes when there is less for him to do to keep him busy.

There is a lesson here. Learn to use the seasons of life. Decide when to pour it on and when to ease back, when to take advantage and when to let things ride. It's easy to keep going from nine to five year in and year out and lose a natural sense of priorities and cycles. Don't let one year blend into another in a seemingly endless parade of tasks and responsibilities. Keep your eye on your own seasons, lest you lose sight of value and substance.

To Your Success,
Jim Rohn

43. TODAY IS YESTERDAY'S TOMORROW by Jim Rohn

The problem with waiting until tomorrow is that when it finally arrives, it is called today. Today is yesterday's tomorrow. The question is what did we do with its opportunity? All too often we will waste tomorrow as we wasted yesterday, and as we are wasting today. All that could have been accomplished can easily elude us, despite our intentions, until we inevitably discover that the things that might have been have slipped from our embrace a single, unused day at a time.

Each of us must pause frequently to remind ourselves that the clock is ticking. The same clock that began to tick from the moment we drew our first breath will also someday cease.

Time is the great equalizer of all mankind. It has taken away the best and the worst of us without regard for either. Time offers opportunity but demands a sense of urgency.

When the game of life is finally over, there is no second chance to correct our errors. The clock that is ticking away the moments of our lives does not care about winners and losers. It does not care about who succeeds or who fails. It does not care about excuses, fairness or equality. The only essential issue is how we played the game.

Regardless of a person's current age, there is a sense of urgency that should drive them into action now - this very moment. We should be constantly aware of the value of each and every moment of our lives - moments that seem so insignificant that their loss often goes unnoticed.

We still have all the time we need. We still have lots of chances - lots of opportunities - lots of years to show what we can do. For most of us, there will be a tomorrow, a next week, a next month, and a next year. But unless we develop a sense of urgency, those brief windows of time will be sadly wasted, as were the weeks and months and years before them. There isn't an endless supply!

So as you think of your dreams and goals of your future tomorrow, begin today to take those very important first steps to making them all come to life.

To Your Success,
Jim Rohn

44. EVALUATING YOUR ASSOCIATIONS (Part One) by Jim Rohn

If you were to evaluate the major influences in your life that have shaped the kind of person you are, this has to be high on the list: the people and thoughts you choose to allow into your life. Mr. Shoaff gave me a very important warning in those early days that I would like to share with you. He said, "Never underestimate the power of influence." Indeed, the influence of those around us is so powerful! Many times we don't even realize we're being strongly affected because influences generally develop over an extended period of time.

Peer pressure is an especially powerful force because it is so subtle. If you're around people who spend all they make, chances are excellent that you'll spend all you make. If you are around people who go to more ball games than concerts, chances are excellent that you'll do the same thing. If you are around people who don't read, chances are excellent that you won't read. People can keep nudging us off course a little at a time until finally, we find ourselves asking, "How did I get here?" Those subtle influences need to be studied carefully if we really want our lives to turn out the way we've planned.

With regard to this important point, let me give you three key questions to ask yourself. They may help you to make better analysis of your current associations.

Here is the first question: "Who am I around?" Make a mental note of the people with whom you most often associate. You've got to evaluate everybody who is able to influence you in any way.

The second question is: "What are these associations doing to me?" That's a major question to ask. What have they got me doing? What have they got me listening to? What have they got me reading? Where have they got me going? What do they have me thinking? How have they got me talking? How have they got me feeling? What have they got me saying? You've got to make a serious study of how others are influencing you, both negatively and positively.

Here's a final question: "Is that okay?" Maybe everyone you associate with has been a positive, energizing influence. Then again, maybe there are some bad apples in the bunch. All I'm suggesting here is that you take a close and objective look. Everything is worth a second look, especially the power of influence. Both will take you somewhere, but only one will take you in the direction you need to go.

It's easy to just dismiss the things that influence our lives. One man says, "I live here, but I don't think it matters. I'm around these people, but I don't think it hurts." I would take another look at that. Remember, everything matters! Sure, some things matter more than others, but everything amounts to something. You've got to keep checking to find out whether your associations are tipping the scales toward the positive or toward the negative. Ignorance is never the best policy. Finding out is the best policy.

Perhaps you've heard the story of the little bird. He had his wing over his eye and he was crying. The owl said to the bird, "You are crying." "Yes," said the little bird, and he pulled his wing away from his eye. "Oh, I see," said the owl. "You're crying because the big bird pecked out your eye." And the little bird said, "No, I'm not crying because the big bird pecked out my eye. I'm crying because I let him."

It's easy to let influence shape our lives, to let associations determine our direction, to let pressures overwhelm us, and to let tides take us. The big question is, are we letting ourselves become what we wish to become?

Next week we'll take a look at the three forms of disassociating from negative influences. Until then,

To Your Success,
Jim Rohn

45. EVALUATING YOUR ASSOCIATIONS (Part Two) by Jim Rohn

Last week we took a look at the power of influence in our lives and how it is possible to be nudged off course a little at a time until finally, we find ourselves asking, "How did I get here?"

We then asked three key questions:

- 1) "Who am I around?" You've got to evaluate everybody who is able to influence you in any way.
- 2) "What are these associations doing to me?" That's a major question to ask. What have they got me doing, listening to, reading, thinking and feeling? You've got to make a serious study of how others are influencing you, both negatively and positively.
- 3) "Is that okay?" Maybe everyone you associate with has been a positive, energizing influence. Then again, maybe there are some bad apples in the bunch. All I'm suggesting here is that you

take a close and objective look. Everything is worth a second look, especially the power of influence. Both will take you somewhere, but only one will take you in the direction you need to go.

This week we wanted to discuss three ways to handle associations or relationships that are holding you back.

1) Disassociate. This is not an easy decision, nor something you should take lightly, but in some cases it may be essential (please don't email me asking to advise you about this, only you can decide). You may just have to make the hard choice not to let certain negative influences affect you any more. It could be a choice that preserves the quality of your life.

2) Limited association. Spend major time with major influence and minor time with minor influences. It is easy to do just the opposite, but don't fall into that trap. Take a look at your priorities and your values. We have so little time at our disposal. Wouldn't it make sense to invest it wisely?

3) Expanding your associations. This is the one I suggest you focus on the most. Find other successful people that you can spend more time with. Invite them to lunch (pick up the tab) and ask them how they have achieved so much or what makes them successful. Now, this is not just about financial success, it can be someone that you want to learn from about having a better marriage, being a better parent, having better health or a stronger spiritual life.

It is called association on purpose - getting around the right people by expanding your circle of influence. And when you do that, you will naturally limit the relationships that are holding you back. Give it a try and see for yourself.

To Your Success,
Jim Rohn

46. BUILDING A SUCCESSFUL TEAM By Jim Rohn

Once you've set a goal for yourself as a leader-whether it is to create your own enterprise, energize your organization, build a church, or excel in sports - the challenge is to find good people to help you accomplish that goal. Gathering a successful team of people is not only helpful, it's necessary.

So to guide you in this daunting task of picking the right people, I'm going to share with you a four-part checklist.

Number One: Check each candidate's history. Seek out available information regarding the individual's qualifications to do the job. That's the most obvious step.

Number Two: Check the person's interest level. If they are interested, they are probably a good prospect. Sometimes people can fake their interest, but if you've been a leader for a while, you will be a capable judge of whether somebody is merely pretending. Arrange face-to-face conversation, and try to gauge his or her sincerity to the best of your ability. You won't hit the bull's-eye every time, but you can get pretty good at spotting what I call true interest.

Number Three: Check the prospect's responses. A response tells you a lot about someone's integrity, character, and skills. Listen for responses like these: "You want me to get there that early?" "You want me to stay that late?" "The break is only ten minutes?" "I'll have to work two evenings a week and Saturdays?" You can't ignore these clues. A person's responses are a good indication of his or her character and of how hard he or she will work. Our attitudes reflect our inner selves, so even if we can fool others for a while, eventually, our true selves will emerge.

And Number Four: Check results. The name of the game is results. How else can we effectively judge an individual's performance? The final judge must be results.

There are two types of results to look for. The first is activity results. Specific results are a reflection of an individual's productivity. Sometimes we don't ask for this type of result right away, but it's pretty easy to check activity. If you work for a sales organization and you've asked your new salesman, John, to make ten calls in the first week, it's simple to check his results on Friday. You say, "John, how many calls did you make?" John says, "Well . . ." and starts telling a story, making an excuse. You respond, "John, I just need a number from one to ten." If his results that first week are not good, it is a definite sign. You might try another week, but if that lack of precise activity continues, you'll soon realize that John isn't capable of becoming a member of your team.

The second area you need to monitor is productivity. The ultimate test of a quality team is measurable progress in a reasonable amount of time. And here's one of the skills of leadership: be up front with your team as to what you expect them to produce. Don't let the surprises come later.

When you're following this four-part checklist, your instincts obviously play a major role. And your instincts will improve every time you go through the process. Remember, building a good team will be one of your most challenging tasks as a leader. It will reap you multiple rewards for a long time to come.

To Your Success,
Jim Rohn

47. Personal Development Legend Jim Rohn Turns 70 and Still Going Strong

Jim Rohn, noted leader and speaker in the personal development industry, recently celebrated his 70th birthday in international style - 21 birthday cakes in 15 different cities.

The worldwide birthday celebration began in Mexico City, complete with 2,000 people and a mariachi band. Rohn then traveled to Guadalajara and from there to India, including stops in Banglador, Delhi and Bombay. Portland, OR was next on the tour with a seminar squeezed into the festivities. Departing the US, Rohn arrived in Italy where he visited Naples, Cerrito and Rome before stopping in Tuscany for the actual birthday celebration. Rohn describes the memorable event, "I was in Tuscany at this fabulous villa, and the party lasted until 5:30 in the morning. It was incredible; the Italians know how to give a party! They start to sing a song - someone gets a guitar and accordion - and away they go singing all the operas and all the rest..."

After Italy it was on to Oslo, Norway and Bon, Germany. "I was there about 3 days... big celebration. We had almost 3,000 for that one. People came from all over Europe for training and the birthday revelries." Zurich, Switzerland, Cyprus and Tel Aviv followed completing the whirlwind tour. "All the countries and celebrations were so incredible," says Rohn. "I think it totaled about 21 cakes. Multiply that by all the candles on each cake... I'm all out of breath from blowing them out. I think it might be the longest birthday party ever, each country unique. It's a birthday I'll never forget."

Jim Rohn's 70th birthday marked 39 plus years of traveling and sharing his philosophies and principles for success to more than 5,000 audiences and 3 million people worldwide.

Rohn has been hailed over the years as a major influence to an entire generation of personal development trainers and speakers. Motivational speaker, Anthony Robbins, credits Rohn as his first mentor. Testimonials about Jim by other "greats" like Harvey Mackay, Les Brown, Mark Victor Hansen and Brian Tracy read like a "Who's Who" of the motivational world.

Rohn's beginnings were obscure at best, an only child raised in a small Idaho farming town. After a less than ambitious start, Jim, at age 25, met Earl Shoaff, a man that dramatically altered the course of his life. Shoaff is credited with introducing him to the concepts of personal development that helped him achieve personal and financial success. In addition, Rohn is quick to credit the teachings, wisdom and spiritual heritage learned from his parents as a major influence in his life.

Jim Rohn's own training centers around personal responsibility as well as personal growth. He encourages his audiences to not only work hard at their jobs but to also work hard on themselves. "You don't pursue success, you attract success by the person you become," he says. Rohn also adds, "The major key to your future is YOU, it's not the economy, not prices in the marketplace, not the government or even taxes."

Rohn is best known for his one-day seminar titled, "The Challenge to Succeed" and his two-day, weekend seminar, "Strategies for the 21st Century". Although both have evolved over the years, he maintains that the fundamentals principles, "the basics", never change. "21 years ago when a young Mark Hughes, founder of Herbalife, sat in my audience and 17 years ago when Anthony Robbins heard me speak, they heard the basic truths. There are no new fundamentals. Truth has not changed, our environment and how we function continually changes, but the basics do not. Summer always follows winter. It has been this way for the past 6,000 years of recorded history. So too are the fundamentals that govern success." says Rohn.

Although some on the "outside" might categorize Jim Rohn as a motivator or entertainer, he's quick to dispute this generalization. "My good friend, Zig Ziglar and I have had this running debate all these years. Zig says you must motivate people first, I say educate first. If you motivate an idiot, you now have a motivated idiot. Educate then motivate." Rohn credits Zig with being one of the all-time greats, not only as a speaker and motivator but also as a friend.

Jim Rohn, even at age 70, maintains a rigorous schedule traveling and speaking. This year includes 145 appearances combining both corporate clients and public seminars. In addition, he provides material for articles featured in his free weekly email newsletter. Rohn uses the Internet to reach thousands with his personal development message through both the website www.jimrohn.com and his email newsletter. His readership totals over 38,000 weekly subscribers in 100 countries. Although he receives thousands of requests for personal mentoring and advice from fans, he is not available for one-on-one coaching or counseling. Rohn instead uses seminars, audios and books as well as his newsletter to coach and counsel in large groups. "Now at age 70, I'm more aware than ever of the importance of time. I don't think in terms of 10, 20 or 30 years anymore but instead 10, 20 and 30 more summers or Christmas holidays with my family."

Although Jim looks forward to slowing his traveling pace in the future, he's not ready for that yet. "I feel like I'm 40 and am in incredible shape, which is a requirement when you travel internationally and work as much as I do." When we check back with Jim when he turns 80 to see if he's slowing down, we know we'll get the answer, "I'm booked." Like the late George Burns, Rohn has already booked himself to speak on his 100th birthday. Laughs Rohn, "That just might surpass my 70th birthday celebration..."

For more information:

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Thanks again.

48. The Seasons of Life by Jim Rohn, Part 1 of 5

Life is about constant, predictable patterns of change. For the six thousand years of recorded history, as humans have entered this world, received parental instruction, classroom instruction, and gathered the experience of life; many have set for themselves ambitious goals, and dreamed lofty dreams. As the wheel of life continues its constant turning, all human emotions appear, disappear, and appear once again.

A major challenge faced by us all is that we must learn to experience the changing of life's cycles without being changed by them; to make a constant and conscious effort to improve ourselves in the face of changing circumstances.

That is why I believe in the power and value of attitude. As I read, ponder and speculate about people, their deeds and their destiny, I become more deeply convinced that it is our natural destiny to grow, to succeed, to prosper, and to find happiness while we are here.

By our attitude, we decide to read, or not to read. By our attitude, we decide to try or give up. By our attitude, we blame ourselves for our failure, or we blame others. Our attitude determines whether we tell the truth or lie, act or procrastinate, advance or recede, and by our own attitude we and we alone actually decide whether to succeed or fail.

How incredibly unique that a God who would create the complex and immense universe would create the human race and give to those humans the free choice that would permit them to select their own achievement or their own destruction.

This strange, but all-knowing God gave to us a delicately balanced sphere called earth. On it, he placed the intelligent human who would either develop it or destroy it. How terribly fascinating that a God would leave both projects - earth as well as humans - unfinished! Across the rivers and streams he built no bridges; he left the pictures unpainted, the songs unsung, the books unwritten, and space unexplored. For the accomplishment of those things, God created the unfinished human who, within his heart and mind, had the capacity to do all these things and more, depending upon his own choice.

Attitude determines choice, and choice determines results. All that we are and all that we can become has indeed been left unto us. For as long as you continue to draw breath, you have the chance to complete the work in and for the earth and for yourself that God has begun for you. In the cycles and seasons of life, attitude is everything!

(Next week we will look at both winter and spring as we continue our review of the Seasons of Life)

To Your Success,
Jim Rohn

49. The Seasons of Life by Jim Rohn, Part 2 of 5

Last week we started a five part series on The Seasons of Life.

At that time I stated that I believe there are overriding principles that we should follow and be led by. That life is about constant, predictable patterns of change. And that as we approach the future; for all of us, the only constant factor will be our feelings and attitudes toward life. Secondly, we as human beings have the power of attitude and that attitude determines choice, and choice determines results. All that we are and all that we can become has indeed been left unto us to decide and interpret through our attitude and choices.

This week we will begin our discussion of the four seasons. I'll start by making two comments. First, life and business are like the changing seasons. That's one of the best ways to illustrate life: it's like the seasons that change. Second, you cannot change the seasons, but you can change yourself.

Now with those two key phrases in mind, let's look at what I consider to be the first major lesson in life to learn, and that is how to handle the winters. They come regularly, right after autumn. Some are long, some are short, some are difficult, some are easy, but they always come right after autumn. That is never going to change.

There are all kinds of winters - the "winter" when you can't figure it out, the "winter" when everything seems to go haywire. There are economic winters, social winters and personal winters.

Wintertime can bring disappointment, and disappointment is common to all of us. So you must learn how to handle the winters. You must learn how to handle difficulty; it always comes after opportunity. You must learn to handle recessions; they come right after expansions. That isn't going to change.

The big question is what do you do about winters? You can't get rid of January simply by tearing it off the calendar. But here is what you can do: you can get stronger; you can get wiser; and you can get better. Remember that trio of words: stronger, wiser, better. The winters won't change, but you can.

Before I understood this, I used to wish it were summer when it was winter. When things were difficult, I used to wish they were easy. I didn't know any better. Then Mr. Shoaff gave me the answer from a part of his very unique philosophy when he said, "Don't wish it were easier, wish you were better. Don't wish for fewer problems, wish for more skills. Don't wish for less challenge, wish for more wisdom."

(Next week we will talk about the second major lesson in life: learning how to take advantage of the spring. Spring is opportunity. Fortunately, spring always follows winter.)

To Your Success,
Jim Rohn

50. THE SEASONS OF LIFE by Jim Rohn, Part 3 of 5

This week is part three of our five part series on The Season's of Life.

In Part One of the series, I stated:

a) That life is about constant, predictable patterns of change.

- b) For all of us, the only constant factor is our feelings and attitudes toward life.
- c) We as human beings have the power of attitude and that attitude determines choice, and choice determines results.

In Part Two of our series, I stated:

- a) Life and business are like the changing seasons.
- b) You cannot change the seasons, but you can change yourself.
- c) A major lesson in life to learn is how to handle the winters.
- d) Winter time allows you to get stronger, wiser, better. The winters won't change, but you can.

This week we talk about spring. Fortunately, following the turbulence of winter comes the season of activity and opportunity called springtime. It is the season for entering the fertile fields of life with seed, knowledge, commitment, and a determined effort.

However, the mere arrival of spring is no sign that things are going to look good in the fall. You must do something with the spring. In fact, everyone has to get good at one of two things: planting in the spring or begging in the fall. Take advantage of the day and the opportunities that spring can bring.

It is the promise of spring that as we sow, so shall we also reap. Faith further provides to us an irrevocable law decreed in heaven which assures that for every disciplined human effort we will receive a multiple reward. For each cup planted, a bushel reaped, for every good idea given to another, many shall be given to us in return. For every demonstrated act of faith, a multiplicity of the rewards; and for every act of love given, a life of love in return.

Just remember it is a natural characteristic of springtime to present itself ever so briefly, or to lull us into inactivity with its bounteous beauty. Do not pause too long to soak in the aroma of the blossoming flowers, lest you awaken to find springtime gone with your seed still in your sack.

With the intelligence, wisdom, and freedom of choice given to us as humans exercise the discipline to plant in spite of the rocks, weeds, or other obstacles before us. The rocks, weeds, and thorns of the world cannot destroy all your seeds if you plant massively enough and intelligently enough. My suggestion is to choose action, not rest. Choose truth, not fantasy. Choose a smile, not a frown. Choose love, not animosity. Choose the good in life in all things, and choose the opportunity as well as the chance to work when springtime smiles on your life.

Spring shows us that life is truly a constant beginning, a constant opportunity, a constant springtime. We need only to learn to look once again at life as we did as children, letting fascination and curiosity give us welcome cause to look for the miraculous hidden among the common.

Get busy quickly on your springs, your opportunities. There are just a handful of springs that have been handed to each of us. Life is brief, even at its longest. Whatever you are going to do with your life, get at it. Don't just let the seasons pass by.

(Next week we will talk about Summer, the time of testing.)

To Your Success,
Jim Rohn

51. THE SEASONS OF LIFE by Jim Rohn, Part 4 of 5

This week is Part Four of our five part series on The Season's of Life.

In Part One of the series we discussed:

- a) That life is about constant, predictable patterns of change.
- b) For all of us, the only constant factor is our feelings and attitudes toward life.
- c) We as human beings have the power of attitude and that attitude determines choice, and choice determines results.

In Part Two of our series we discussed:

- a) Life and business are like the changing seasons.
- b) You cannot change the seasons, but you can change yourself.
- c) A major lesson in life to learn is how to handle the winters.
- d) Winter time allows you to get stronger, wiser, better. The winters won't change, but you can.

In Part Three of our series we discussed:

- a) Spring is the season for entering the fertile fields of life with seed, knowledge, commitment, and a determined effort.
- b) It is the promise of spring that as we sow, so shall we also reap, that for every disciplined human effort we will receive a multiple reward.
- c) There are just a handful of springs that have been handed to each of us. Don't just let the seasons pass by.

This week we will talk about the third major lesson in life to learn; how to nourish and protect your crops all summer. Sure enough, as soon as you've planted, the busy bugs and noxious weeds are out to take things over. Here is the next bit of truth: they will take it, unless you prevent it.

There are two key phrases to consider with the third major lesson. The first is "all good will be attacked." Don't press me for a reason. I was not in on some of the early decisions, so I don't know why. I just know that it's true. Let reality be your best beginning. Every garden will be invaded.

The second phrase is "all values must be defended." Social values, political values, friendship values, business values - all must be defended. Every garden must be tended all summer. If you don't develop this skill, you'll never wind up with anything of value.

But for those who make diligent efforts to plant, protect, and preserve there are not enough birds, bugs, or other obstacles to destroy all the efforts of last spring.

(Next week we will talk about fall, the time of harvesting the fruits from our springtime labor.)

To Your Success,
Jim Rohn

52. THE SEASONS OF LIFE by Jim Rohn, Part 5 of 5

This week is Part Five of our five part series on The Seasons of Life.

In Part One of the series we discussed:

- a) That life is about constant, predictable patterns of change.
- b) For all of us, the only constant factor is our feelings and attitudes toward life.
- c) We as human beings have the power of attitude and that attitude determines choice, and choice determines results.

In Part Two of our series we discussed:

- a) Life and business are like the changing seasons.
- b) You cannot change the seasons, but you can change yourself.
- c) A major lesson in life to learn is how to handle the winters.
- d) Winter time allows you to get stronger, wiser, better. The winters won't change, but you can.

In Part Three of our series we discussed:

- a) Spring is the season for entering the fertile fields of life with seed, knowledge, commitment, and a determined effort.
- b) It is the promise of spring that as we sow, so shall we also reap, that for every disciplined human effort we will receive a multiple reward.
- c) There are just a handful of springs that have been handed to each of us. Don't just let the seasons pass by.

In Part Four of our series we discussed:

- a) Summer is a time of testing. All good will be attacked, and every garden will be invaded.
- b) All values must be defended.
- c) Every garden must be tended all summer. If you don't develop this skill, you'll never wind up with anything of value.

Now, in our fifth and final week, we will talk about fall, the time of harvesting the fruits of our springtime labor. Fall also presents us with our fourth major lesson to learn in life, and that is to learn how to reap in the fall without apology if you have done well and without complaint if you have not.

For nothing is more exciting than a bounteous crop, and nothing more dreadful than a barren field in the fall. We must remember that in all areas of the human existence, what we put into this world, we get back from it. It is nature's way of evening the score. So regardless of the results, take full responsibility for your crop. One of the highest forms of human maturity is accepting full responsibility for our lives.

Which brings me back to the beginning of our discussion in week one. We must remember that life is constantly recycling itself. Much of life is about the balancing of two opposites; like the

positive and negative charge on a battery. Life's balancing of opposites totally surrounds our lives; man/woman, day/night, good/evil, life/death, water/land, summer/winter, recession/expansion, joy/sorrow, etc.

Yes, I believe we will have major changes, but I also believe we will continue to have just one winter, spring, summer and fall each year. Much of our success will lie in our ability and philosophy to plant in the springtime of opportunity. To weed and cultivate in the testing time of summer, to harvest without apology and/or complaint in the results time of fall and to get stronger, wiser, better in the transition and learning times of winter.

Remember it is not what happens to you that determines your future; it is what you do about it.

So here's to a great, faith filled and prosperous new upcoming year.

To Your Success,
Jim Rohn

53. NO MATTER HOW BUSY YOU ARE... by Jim Rohn

No matter how busy you are, try to find some time over the next two weeks to reflect, think, give and plan.

The week between Christmas and New Year's is the ideal time for this. Try to slow things down. Spend time with the ones you love and care about. Take some time to talk with your spouse and kids about goals and dreams for the year 2001. Use this as a time to recharge your batteries, not just by watching TV the entire time, but to seriously and with excitement think about a handful of changes or additions you want for your life in 2001.

I believe you will find the act of reflecting, thinking, dreaming and planning (with your family) to be one of the most important exercises you can do that will positively impact the next 12 months.

And remember, do not neglect to commit yourself to set this time aside or you will find that the business of life can and will get in the way.

So let's all take a moment to gather up the past year of victories and defeats, growing as well as those times of stagnation and use it to wipe a clean slate and thoughtfully design the next year the way we truly desire it to be.

To Your Success,
Jim Rohn

54. A DOLLAR AND SOME AMBITION by Jim Rohn (Excerpted from "Building Your Network Marketing Business" audio/cd)

Capital in your business isn't what matters. It isn't the money that buys you a future; it's your skills that buy you a future. Money and no skills, I'm telling you, you are still poor. Money and no ambition, where are you? Money and no courage, you're broke. A little bit of money and a whole lot of courage is all we need.

When looking for people, don't always look for the ones with money, money doesn't matter. What matters is somebody's willingness, somebody's ingenuity, somebody's willingness to try. If they have a dollar to invest that's plenty for me. A dollar and some ambition and I can show you how to get rich and it will be one of the classic stories of the company. When recruiting somebody and

they would say, "I don't have any money", I'd say "I've been looking for you for six months! Let me show you how to do it without any money."

Because here are the rules of capitalism: you can either buy and sell or, if you are in certain circumstances, you can sell and buy. That is, if you've got ambition. Now if you haven't got ambition we can't cure that and money can't cure it – lack of ambition. But if you have a dollar and some ambition I will show you how to get rich. Even if you don't have a dollar I will show you how to get rich, because you can sell and buy. Somebody says, "As soon as the product arrives I'll sell it." No, no, you don't understand. You don't understand the magic of fortune if you say I have to wait till the product gets here. And you probably don't understand the value of your own story.

By selling and buying you are simply sharing from your own excitement and belief about the product and the opportunity. Once the customer says yes, ask for the money and then go get the product. After doing this three or four times, you will be able to buy and sell, but never let money keep you from an opportunity when you have in it's place true ambition, faith and courage.

To Your Success,
Jim Rohn

55. Don't Be a Complainer by Jim Rohn (excerpted from The Challenge to Succeed audio series)

Complaining. There's room for legitimate complaining, but if you let this deadly disease of attitude - complaining – loose, it will conquer you. Complaining can take over your life. Destroy you and leave you without anything. Nobody wants to take along a complainer. Nobody wants to promote a complainer. Nobody wants to live with one. Nobody wants to be a partner of one. Nobody wants to have one around. Complaining leaves you out of more opportunities than you can possibly imagine if you let it take over and grab you by the throat. If you don't think complaining is bad ask the children of Israel of Old Testament fame. Now let me say something right here, they are typical of us all (if we had ourselves in a similar position); their story just happened to get in the Book.

The story says that the children of Israel are slaves in Egypt. God performed a series of dazzling miracles and gets them out. Now they have their freedom and are heading for the Promised Land. But... the tragedy of the story - they never got there. Reason - from day one they started to complain.

They griped about the food - they had just been delivered from slavery and they are complaining about the food?! They complained and cried and griped about the water. In the desert they HAD water to drink, but... it didn't taste that good?! They complained about the leadership... that had just delivered them from slavery?! They complained that it was too hot, too cold, oo far, too difficult, too rocky. They cried for years - forty to be exact. Finally, God said I've had it – trip cancelled!

The story says that they died in the desert and never reached the Promised Land - after all that trouble! I believe this story teaches two things:

- 1) Indulge in complaining long enough and you will get your future cancelled - future promotions, future opportunities.
- 2) Even God himself can only take so much complaining.

I think you get my point. Complaining is not for the winners in life. You must focus on what you can do, not what you cannot. And you must focus on the opportunities not the difficulties. When you do this you will not only inspire yourself but you will be an example for others to follow as well.

To Your Success,
Jim Rohn

56. The Great Challenge of Life by Jim Rohn

Here's the great challenge of life - You can have more than you've got because you can become more than you are.

I have found that income seldom will exceed your own personal development. Once in a while income takes a lucky jump, but unless you grow out to where it is it will go back to where you are. Somebody once said if you took all the money in the world and divided it among everyone equally, it would soon be back in the same pockets. However, you can have more because you can become more. You see, here is how the other side of the coin reads - unless you change how you are, you will always have what you've got. The marketing plan won't do it. It's a good plan but it won't work without you. You've got to work it. It is the human effort that counts. If you could send a sales manual out to recruit - wouldn't that be lovely? The major thing that makes the difference is what YOU do.

In order to have more, you need to become more. The guy says "If I had a good job I would really pour it on, but I have this lousy job so I just goof off." If that is your philosophy you are destined to stay there. Some people say if I had a lot of money I would be really generous, but I don't have much so I'm not generous. See, you've got to change that philosophy or you will never have "the lots of money". Unless YOU change, IT won't change. Amazingly, however, when we throw out our blame list and start becoming more ourselves - the difference is everything else will begin to change around us.

To Your Success,
Jim Rohn

57. LABOR THAT WORKS MIRACLES by Jim Rohn (excerpted from The Challenge to Succeed audio series)

Two thousand years ago on April 15th one of Jesus' disciples came to him and said it was time to pay taxes (that's how I know it was around April 15th), but they had no money. In response to his disciple's statement Jesus said "no problem". Now why could he say "no problem"? Well, word had it that Jesus was a miracle worker. If you hand a problem to a miracle worker what they are inclined to say is "no problem". You've got to hang out with people like that.

I belong to a small group and we do business around the world. These guys are all miracle workers. What an incredible group. If you hand any of them a problem guess what they say, "no problem". How many books will they read to solve a problem? As many as it takes. If they need to consult - how much consulting will they do? As much as it takes. How early will they get up? As early as it takes. "No problem"... you got to hang out with people like that. You cannot believe the thrill of being associated with miracle workers, people who will do whatever it takes to get the job done and perform miracles.

When asked about paying the taxes Jesus said it was "no problem". In fact, he said it was going to be easy - he told the disciple to just go fishing. Now it couldn't have been any easier than that, especially for this disciple whose name was Peter, because Peter was a fisherman. Now if you can fish and you should fish and you don't fish - then that is why you do not get a miracle. But Jesus told his disciple to go fishing and the first fish that he caught to look in its mouth. Peter, who was used to strange things happening, agreed. Well, the first fish Peter catches, he looks in its mouth and finds coins. Peter then adds up the coins and they are exactly enough to pay his and Jesus' taxes.

"Wow!", you might say, "That is a miracle!" Here is why we call it a miracle - simply because we don't quite understand how it works. That's all. Doesn't mean it doesn't work, it just means we don't quite understand how it works. Which is true of all miracles. In fact, for most of us – our whole life is a miracle.

How about this miracle... God says if you plant the seed I will make the tree. Wow, you can't have a better arrangement than that. First, it gives God the tough end of the deal. What if you had to make a tree? That would keep you up late at night trying to figure out how to make a tree. God says, "No, leave the miracle part to me. I've got the seed, the soil, the sunshine, the rain and the seasons. I'm God and all this miracles stuff is easy for me. I have reserved something very special for you and that is to plant the seed."

I have found in life that if you want a miracle you first need to do whatever it is you can do - if that's to plant, then plant; if it is to read, then read; if it is to change, then change; if it is to study, then study; if it is to work, then work; whatever you have to do. And then you will be well on your way of doing the labor that works miracles.

To Your Success,
Jim Rohn

58. Three Keys to Greatness by Jim Rohn

Eight years ago I went into the studio and recorded a 56-minute video for teenagers called "Three Keys To Greatness." Although my focus was for teenagers, the principles I shared certainly apply to adults as well.

Recently I was asked to list these three things using one to two sentences for each. Now for your benefit here they are again.

1) Setting Goals. I call it the view of the future. Most people, including kids, will pay the price if they can see the promise of the future. So we need to help our kids see a well-defined future, so they will be motivated to pay the price today to attain the rewards of tomorrow. Goals help them do this.

2) Personal Development. Simply making consistent investments in our self-education and knowledge banks pays major dividends throughout our lives. I suggest having a minimum amount of time set aside for reading books, listening to audiocassettes, attending seminars, keeping a journal and spending time with other successful people. Charlie Tremendous Jones says you will be in five years the sum total of the books you read and the people you are around.

3) Financial Planning. I call it the 70/30 plan. After receiving your paycheck or paying yourself, simply setting aside 10% for saving, 10% for investing and 10% for giving, and over time this will guarantee financial independence for a teenager.

If a young person, or for that matter an adult, focused on doing these three simple things over a long period of time I believe they will be assured success!

To Your Success,
Jim Rohn

59. Skills Make Labor More Valuable by Jim Rohn

As you know by now, if you have been a long time subscriber to our weekly E-zine, I'm a very big proponent of activity, labor and discipline. In fact I devoted one of the five major pieces to the life puzzle (in my book under the same name) to the subject of activity and labor. But now let me add another key word to the labor equation - skillful. Yes, skillful labor.

We need the skills to help build our family's dreams, the skills to stir up an enterprise and make it successful. We need skills to build equities for the future. We need skills of all kinds.

How about this - skillful language. If you just talk to your family you can hold them all together, but if you skillfully talk to your children you can help them build dreams for the future. That is why I spend so much time at the Weekend Seminar on communication - how to affect others with words. You can't be lazy in language - it costs too much. What if you meant to say "what's troubling you?" and instead you said "what's wrong with you?". Wow, that's too big a mistake. And sure you could have made that mistake 10 years ago, but not now. You should have gotten much better by now in language and communication.

Skills multiply labors by two, by five, by ten, by fifty, by one hundred times. Hey, you can chop a tree down with a hammer but it takes about 30 days, called labor. But if you trade the hammer in for an ax, you can chop the tree down in about 30 minutes. What's the difference in 30 days and 30 minutes? Skills. Skills made the difference.

So do what you can - labor. But also do the best that you can do – improved skills. And you will find that the labor combined with skills will start producing miracles. Miracles with your money, miracles with your family and miracles in every part of your life.

To Your Success,
Jim Rohn

60. CREATING OPPORTUNITY by Jim Rohn

An enterprising person is one who comes across a pile of scrap metal and sees the making of a wonderful sculpture. An enterprising person is one who drives through an old decrepit part of town and sees a new housing development. An enterprising person is one who sees opportunity in all areas of life.

To be enterprising is to keep your eyes open and your mind active. It's to be skilled enough, confident enough, creative enough and disciplined enough to seize opportunities that present themselves...regardless of the economy.

A person with an enterprising attitude says, "Find out what you can before action is taken." Do your homework. Do the research. Be prepared. Be resourceful. Do all you can in preparation of what's to come.

Enterprising people always see the future in the present. Enterprising people always find a way to take advantage of a situation, not be burdened by it. And enterprising people aren't lazy. They don't wait for opportunities to come to them, they go after the opportunities. Enterprise means always finding a way to keep yourself actively working toward your ambition.

Enterprise is two things. The first is creativity. You need creativity to see what's out there and to shape it to your advantage. You need creativity to look at the world a little differently. You need creativity to take a different approach, to be different.

What goes hand-in-hand with the creativity of enterprise is the second requirement: the courage to be creative. You need courage to see things differently, courage to go against the crowd, courage to take a different approach, courage to stand alone if you have to, courage to choose activity over inactivity.

And lastly, being enterprising doesn't just relate to the ability to make money. Being enterprising also means feeling good enough about yourself, having enough self worth to want to seek advantages and opportunities that will make a difference in your future. And by doing so you will increase your confidence, your courage, your creativity and your self-worth – your enterprising nature.

To Your Success,
Jim Rohn

61. Personal Philosophy is Like The Set of The Sail by Jim Rohn

In the process of living, the winds of circumstances blow on us all in an unending flow that touches each of our lives.

We have all experienced the blowing winds of disappointment, despair and heartbreak. Why, then, would each of us, in our own individual ship of life, all beginning at the same point, with the same intended destination in mind, arrive at such different places at the end of the journey? Have we not all been blown by the winds of circumstances and buffeted by the turbulent storms of discontent?

What guides us to different destinations in life is determined by the way we have chosen to set our sail. The way that each of us thinks makes the major difference in where each of us arrive. The major difference is the set of the sail.

The same circumstances happen to us all. We have disappointments and challenges. We all have reversals and those moments when, in spite of our best plans and efforts, things just seem to fall apart. Challenging circumstances are not events reserved for the poor, the uneducated or the destitute. The rich and the poor have marital problems. The rich and the poor have the same challenges that can lead to financial ruin and personal despair. In the final analysis, it is not what happens that determines the quality of our lives, it is what we choose to do when we have struggled to set the sail and then discover, after all of our efforts, that the wind has changed directions.

When the winds change, we must change. We must struggle to our feet once more and reset the sail in the manner that will steer us toward the destination of our own deliberate choosing. The set of the sail, how we think and how we respond, has a far greater capacity to destroy our lives than any challenges we face. How quickly and responsibly we react to adversity is far more important than the adversity itself. Once we discipline ourselves to understand this, we will finally and willingly conclude that the great challenge of life is to control the process of our thinking.

Learning to reset the sail with the changing winds rather than permitting ourselves to be blown in a direction we did not purposely choose requires the development of a whole new discipline. It involves going to work on establishing a powerful, personal philosophy that will help to influence in a positive way all that we do and that we think and decide. If we can succeed in this worthy endeavor, the result will be a change in the course of our income, lifestyle and relationships, and

in how we feel about the things of value as well as the times of challenge. If we can alter the way we perceive, judge and decide upon the main issues of life, then we can dramatically change our lives.

To Your Success,
Jim Rohn

62. HOW TO TURN NOTHING INTO SOMETHING by Jim Rohn (Excerpted from the Jim Rohn Weekend Seminar-Excelling in the New Millennium)

Have you ever wondered how to turn nothing into something?

First, in order to turn nothing into something, you've got to start with some ideas and imagination. Now, it might be hard to call ideas and imagination nothing; but how tangible are those ideas? That is a bit of a mystery. I don't believe that ideas that can be turned into a hotel, ideas that can be turned into an enterprise, ideas that can be turned into a new vaccine or ideas that can be turned into some miracle product, should be called nothing. But tangibly, you have nothing. Interesting! Think of it, ideas that become so powerful in your mind and in your consciousness that they seem real to you even before they become tangible. Imagination that is so strong, you can actually see it.

When I built my first home for my family in Idaho all those years ago, before I started construction, I would take my friends and associates out to the vacant property and give them a tour of the house. Is that possible? Is it possible to take someone on a tour through an imaginary house? And the answer is, "Yes, of course." "Here is the 3 car garage," I used to say, and my friends would look and say, "Yes, this garage will hold 3 cars." I could really make it "live". I would take them on a tour throughout the house... "Here is the fireplace, and look, this side is brick and the other side is stone." I could make it so real... "Follow me through the rest of the house. Take a look through the picture window here in the kitchen, isn't the view great?" One day, I made the house so real that one of my friends bumped his elbow on the fireplace. I mean, it was that real.

So, the first step of turning nothing into something is to imagine the possibilities. Imagine ALL of the possibilities. One of the reasons for seminars, sermons, lyrics from songs and testimonials of others is to give us an idea of the possibilities; to help us imagine and to see the potential.

Now here is the second step for turning nothing into something, you must BELIEVE that what you imagine IS possible for you. Testimonials like, "If I can do it, you can do it." often become a support to our belief. And we start believing. First we imagine it's possible. Second, we start to believe that what's possible is possible for us.

We might also believe because of our own testimonial. Here is what your testimonial might say, "If I did it once, I can do it again. If it happened for me before, it could very well happen again." So we believe not only the testimonials of others who say, "If I can do it, you can do it. If I can change, you can change. If I can start with nothing, you can start with nothing. If I can turn it all around, you can turn it all around." Then we also have the support of our own testimonial, if we've accomplished something before. "If we did it once, we can do it again. If we did it last year, we can do it this year." So those two things together are very powerful. Now, we do not have actual substance yet, although it is very close.

Again, step one is to imagine the possibilities. Step two is to imagine that what is possible is possible for you. Here is what we call step two - faith to believe. In fact, one writer said this,

"Faith is substance." An interesting word, "substance", the powerful ability to believe in the possibilities that are possible for you. If you have faith to believe... that faith is substance, substance meaning "a piece of the real." Now it's not "the real", it's not this podium, but it is so powerful that it is very close to being real and so the writer said, "The faith is a piece of, the substance of". He then goes on to call it evidence, substance and evidence. It is difficult to call substance and evidence "nothing". It is nothing in the sense that it cannot be seen except with the inner eye. You can't get a hold of it because it isn't YET tangible. But it is possible to turn nothing, especially ideas and imaginations, into something if you believe that it is now possible for you. That substance and evidence becomes so powerful that it can now be turned into reality.

So the first step is to imagine what is possible, the second is to have the faith to believe that what is possible is possible for you. And now the third step is to that you go to work to make it real. You go to work to make it a hotel. You go to work to make it an enterprise. You go to work and make it good health. You go to work and make it an association. You go to work and make it a good marriage. You go to work and make it a movement; you make it tangible. You make it viable. You breathe life into it and then you construct it. That is such a unique and powerful ability for all of us human beings. Put this to work and start the miracle process today!

To Your Success,
Jim Rohn

63. Life is Worthwhile if You... by Jim Rohn (Excerpted from the Jim Rohn Weekend Event – Excelling in the New Millennium)

1) First, life is worthwhile if you LEARN. If you know. What you don't know WILL hurt you. You have to have learning to exist, let alone succeed. Life is worthwhile if you learn from your own experiences, negative or positive. We learn to do it right by first sometimes doing it wrong. We call that a positive negative. We also learn from other people's experiences, both positive and negative. I've always said it is too bad failures don't give seminars. We don't want to pay them so they don't tour around giving seminars. But the information would be very valuable – how someone who had it all, messed it up. Learning from other people's experiences and mistakes.

We learn by what we see - pay attention. By what we hear – be a good listener. Now I do suggest being a selective listener, don't just let anybody dump into your mental factory. We learn from what we read. Learn from every source. Learn from lectures, learn from songs, learn from sermons, learn from conversations with people who care. Keep learning.

2) Life is worthwhile if you TRY. You can't just learn; you now have to try something to see if you can do it. Try to make a difference, try to make some progress, try to learn a new skill, try to learn a new sport. Life is worthwhile if you try. It doesn't mean you can do everything but there are a lot of things you can do, if you just try. Try your best. Give it every effort. Why not go all out?

3) Life is worthwhile if you STAY. You have to stay from spring until harvest. If you have signed up for the day or for the game or for the project - see it through. Sometimes calamity comes and then it is worth wrapping it up. And that's the end, but just don't end in the middle. Maybe on the next project you pass, but on this one, if you signed up, see it through.

4) Life is worthwhile if you CARE. If you care at all you will get some results, if you care enough you can get incredible results. Care enough to make a difference. Care enough to turn somebody around. Care enough to start a new enterprise. Care enough to change it all. Care enough to be the highest producer. Care enough to set some records. Care enough to win.

Four powerful little words: learn, try, stay and care. What difference can you make in your life today by putting these words to work?

To Your Success,
Jim Rohn

64. Creating Your Character is Like an Artist Creating a Sculpture by Jim Rohn (excerpted from the Cultivating an Unshakable Character series)

Could creating your character be likened to an artist creating a sculpture? In my opinion, I believe that character is not something that just happens by itself, any more than a chisel can create a work of art without the hand of an artist guiding it. In both instances, a conscious decision for a specific outcome has been made. A conscious process is at work. Character is the result of hundreds and hundreds of choices you make that gradually turn who you are, at any given moment, into who you want to be. If that decision-making process is not present, you will still be somebody. You will still be alive, but may have a personality rather than a character.

Character is not something you were born with and can't change like your fingerprint. In fact, because you weren't born with it, it is something that you must take responsibility for creating. I don't believe that adversity by itself builds character and I certainly don't think that success erodes it. Character is built by how you respond to what happens in your life. Whether it's winning every game or losing every game. Getting rich or dealing with hard times. You build character out of certain qualities that you must create and diligently nurture within yourself. Just like you would plant and water a seed or gather wood and build a campfire. You've got to look for those things in your heart and in your gut. You've got to chisel away in order to find them. Just like chiseling away the rock in order to create the sculpture that has previously existed only in your imagination.

But do you want to know the really amazing thing about character? If you are sincerely committed to making yourself into the person you want to be, you'll not only create those qualities, but you'll continually strengthen them. And you will recreate them in abundance even as you are drawing on them every day of your life. Just like the burning bush in the biblical book of Exodus, the bush burned but the flames did not consume it. Character sustains itself and nurtures itself even as it is being put to work, tested, and challenged. And once character is formed, it will serve as a solid, lasting foundation upon which to build the life you desire.

To Your Success,
Jim Rohn

65. AMBITIOUSLY PURSUING YOUR OWN SELF-DIRECTION by Jim Rohn (Excerpted from The Power of Ambition series)

What is the origin of true ambition? There exists really only one place to find true ambition and that is within you – in every thought, in every movement, in every motivation. Your ambition is an expression of who you truly are, your own self-expression.

Self-expression. Isn't self-expression really self-direction? How you think, how you move, how you motivate yourself. Ambition is a result of self-direction and self-direction is one of the six key principles necessary for building ambition. Positive self-direction says, "I know who I am and I know where I want to go. I'm accumulating knowledge and experiences and feelings and

philosophies that will help prepare me for opportunities that I know will show up without notice or any help on my part." Because you know where you want to go, you have already been working on the parts of your personality that will make you better. Working on your attitude, working on your health, working on your time management skills. Putting it all down on paper. And you constantly see yourself in the place you want to be, going in the direction you want to go.

Direction determines destination. So here is a question you must ask yourself, "Are all the disciplines that I'm currently engaged in taking me where I want to go?" What an important question to ask yourself at the beginning of the month, the beginning of the week, the beginning of the day. Because here is what you don't ever want to do - kid yourself. Kid your neighbor, kid me and kid the marketplace, but don't kid yourself - fingers crossed - hoping you will arrive at a good destination when you're not even headed that way. You have to ask yourself often, AM I? Am I doing the disciplines that are taking me in the direction I want to go? Don't neglect to ask these important questions, questions that help determine your direction, the set of your sail, your destination.

Is this the direction I want for my life?

Is this someone else's direction?

Is this a goal I have been ingrained with since my childhood?

Is this goal my parent's, my spouse's, my boss', my children's or is it MINE?

Ask yourself these questions and then debate them. After you have answered these questions within yourself, then take it one step further and ask, "What am I doing that is working or not working?" Debate it all. Work with your mind to figure out the best possible direction for you - your self-direction. And then ambitiously pursue your own self-direction. Let the power of your own ambition take you where you want to go, to do what you want to do, to create the life you want to live!

To Your Success,
Jim Rohn

** To order Jim's best selling Audio/CD series The Power of Ambition (6 audios or 6 CD's) and save 20% go to www.jimrohn.com and click on Online Catalog or call 800-929-0434.

66. BEING FRUITFUL by Jim Rohn (excerpted from the New Jim Rohn Weekend Event DVD/CD series)

Over the years I've learned to challenge my audiences to turn their response to the ideas and information they receive into results. According to the Biblical story, the first couple, Adam and Eve, was instructed to be fruitful - produce some results. Fruitful is kind of an interesting word; it denotes abundance. Here's what I think fruitful, abundance and productivity mean - to go to work on producing more than you need for yourself. I think we fulfill that command given to us so long ago to be productive, to produce far more than we need for ourselves, by blessing others, blessing our nation and blessing our enterprise.

Challenge yourself to produce more ideas than you need for yourself so you can share and give your ideas away. Produce more in terms of substance and money and treasure and all things valuable to human beings, far more than you need for yourself. I am reminded of R.G. LeTourneau's story, the man who built the big earth moving machines; it was his goal to someday give away 90% of his income. Giving away far more than anyone could possibly imagine. 90% is an awful lot to give away, but you should have seen the 10% that was left. Once abundance starts to come, once someone becomes incredibly productive, it's amazing what the numbers turn

out to be. It's amazing what it finally totals. So make sure when you are given the opportunity, that you turn your response into results, thus the chance to be more fruitful and more giving.

To Your Success,
Jim Rohn

To find out more information about the Jim Rohn Weekend Event see section 5 below or visit www.jimrohn.com and click on Weekend Event Package.

67. ONE OF LIFE'S GREAT LESSONS - LEARN TO BE THANKFUL FOR WHAT YOU ALREADY HAVE by Jim Rohn (excerpted from the New Jim Rohn Weekend Event DVD/CD series)

Is thankfulness a survival skill? Perhaps most of you would respond with, "No, Jim, thankfulness is not key to survival", and I would tend to agree with you. Most of us have probably already solved the necessary problems of survival, gone beyond that and are now working to achieve our desires. But let me give you this key phrase, "Learn to be thankful for what you already have, while you pursue all that you want." I believe one of the greatest and perhaps one of the simplest lessons in life we can learn is to be thankful for what we have already received and accomplished.

Both the years and the experiences have brought me here to where I stand today, but it is the thankfulness that opened the windows of opportunities, of blessings, of unique experiences to flow my way. My gratitude starts with my parents who raised me, gave me an incredible foundation that has lasted me all of these years and continues with the mentors that I've met along the way who absolutely changed and revolutionized my life, my income, my bank account, my future. I am also very thankful for the people, the associations, for the ideas, for the chance to work and labor, and to produce results, all of that has brought me to this place, to this weekend. I'm grateful for it all.

What a unique opportunity each one of you here has, so many of us; representing different countries, nations and cultures, to appreciate the uniqueness of our own experiences that has brought us all here, together, for these three days to learn new skills and sharpen old ones. For the countries we represent; we have freedom and liberty. These are extraordinary times, about eleven years ago the walls came tumbling down, in Germany, and it started a wave of democracy and freedom like the world has never seen before. We as a country and as a world have so much to be thankful for. Always start with thanksgiving; be thankful for what you already have and see the miracles that come from this one simple act.

Now thankfulness is just the beginning; next, you've got to challenge yourself to produce. Produce more ideas than you need for yourself so you can share and give your ideas away. That is called fruitfulness and abundance. Here's what I think fruitfulness and abundance mean - to go to work on producing more than you need for yourself so you can begin blessing others, blessing your nation and blessing your enterprise. Once abundance starts to come, once someone becomes incredibly productive, it's amazing what the numbers turn out to be. But to begin this incredible process of blessing, it often starts with the act of thanksgiving and gratitude, being thankful for what you already have and for what you've already done. Begin the act of thanksgiving today and watch the miracles flow your way.

To Your Success,
Jim Rohn

68. Mr. Shoaff's Simple Strategies to Success (Excerpted from the Jim Rohn Sampler single audio/CD)

My original mentor, Mr. Shoaff, over a five-year period of time before he died at age 49, taught me some extraordinarily simple things. He only went through the 9th grade in school. He never finished high school, never went to college, never went to a university. So he put his experiences and ideas in very simple language, which, I think for me - kid from the farms of Idaho - was so important. When I would say, "This is all the company pays." Mr. Shoaff would say, "No, that is all they pay YOU." I thought, "That is a new to look at it." I told him things cost too much. But he said, "No, you can't afford them." Well, that was a new concept for me. He promised that if I would improve, then I would qualify for more money. So I learned that we don't have to work on the company, we have to work on ourselves. If it had been technical, I would have missed it. If it had been mystic, I would have backed away. But it was just basic, blunt "a-b-c" familiar stuff that I hadn't thought of before. For me it was the beginning of what he called "personal development".

Mr. Shoaff also taught me that life puts some of the more valuable things on the high shelf so that you can't get to them until you qualify. If you want the things on the high shelf, you must stand on the books you read. With every book you read, you get to stand a little higher. And the "biggie" that forever had an impact on me, "Success is something you attract by the person you become." That phrase changed my life. Success is not to be pursued, but to be attracted by the person you become. Put your energy into becoming a better you, the best you. Learn the skills. Practice the skills. Attract the success.

Those four simple strategies and ideas helped change my life, forever, for the better. Thank you, once again, Mr. Shoaff.

To Your Success,
Jim Rohn

69. THE ROSE by Jim Rohn

Lifestyle is style over amount. And style is an art - the art of living. You can't buy style with money. You can't buy good taste with money. You can only buy more with money. Lifestyle is culture - the appreciation of good music, dance, art, sculpture, literature, plays and the art of living well. It's a taste for the fine, the unique, the beautiful.

Lifestyle also means rewarding excellence wherever you find it by not taking the small things of life for granted. With Valentine's Day approaching I wanted to illustrate this with a personal anecdote:

Many years ago my lady friend and I were on a trip to Carmel, California for some shopping and exploring. On the way we stopped at a service station. As soon as we parked our car in front of the pumps, a young man, about eighteen or nineteen, came bouncing out to the car and with a big smile said, "Can I help you?"

"Yes," I answered. "A full tank of gas, please." I wasn't prepared for what followed. In this day and age of self-service and deteriorating customer treatment, this young man checked every tire, washed every window - even the sunroof - singing and whistling the whole time. We couldn't believe both the quality of service and his upbeat attitude about his work.

When he brought the bill I said to the young man, "Hey, you really have taken good care of us. I appreciate it."

He replied, "I really enjoy working. It's fun for me and I get to meet nice people like you."

This kid was really something!

I said, "We're on our way to Carmel and we want to get some milkshakes. Can you tell us where we can find the nearest Baskin-Robbins?"

"Baskin-Robbins is just a few blocks away," he said as he gave us exact directions. Then he added, "Don't park out front - park around to the side so your car won't get sideswiped."

What a kid!

As we got to the ice cream store we ordered milkshakes, except that instead of two, we ordered three. Then we drove back to the station. Our young friend dashed out to greet us. "Hey, I see you got your milkshakes."

"Yes, and this one is for you!"

His mouth fell open. "For me?"

"Sure. With all the fantastic service you gave us, I couldn't leave you out of the milkshake deal."

"Wow!" was his astonished reply.

As we drove off I could see him in my rear-view mirror just standing there, grinning from ear to ear.

Now, what did this little act of generosity cost me? Only about two dollars - you see, it's not the money, it's the style.

Well, I must have been feeling especially creative that day, so on our arrival in Carmel I drove directly to a flower shop. As we walked inside I said to the florist, "I need a long-stemmed rose for my lady to carry while we go shopping in Carmel."

The florist, a rather unromantic type, replied, "We sell them by the dozen."

"I don't need a dozen," I said, "just one."

"Well," he replied haughtily, "it will cost you two dollars."

"Wonderful," I exclaimed. "There's nothing worse than a cheap rose."

Selecting the rose with some deliberation, I handed it to my friend. She was so impressed! And the cost? Two dollars. Just two dollars. A bit later she looked up and said, "Jim, I must be the only woman in Carmel today carrying a rose." And I believe she probably was.

Can you imagine the opportunity to create magic with those around you, and all for the cost of a few dollars, some imagination and care. Remember, it is not the

amount that matters but the thought and care that often has the greatest impact upon those you love.

To Your Success,
Jim Rohn

70. SUCCESS IS EVERYTHING by Jim Rohn (Excerpted From the Jim Rohn Millennium Weekend Event - Jim Rohn/Zig Ziglar VIP Lunch)

Someone once said to me that success isn't everything and I think I know what they really meant. I believe they really meant that money wasn't everything and I certainly agree with that. But I do believe that success IS everything.

First you need to succeed to survive. We must take the seasons and learn how to use them with the seed, the soil and the rain of opportunity to learn how to sustain ourselves and our family. But then second is to then succeed to flourish in every part of your life. Good question to ask mature people "If you could do better should you?" And I think almost everybody would answer the question in the positive. If you could improve your health shouldn't you do that? If you can learn more shouldn't you do that? If you could earn more and share more, shouldn't you do that? If you can improve your relationships and spirituality shouldn't you do that? And I think that is what success is really all about. It is not just a destination that is set for everybody to try and go for. It is like Zig said, "improving in every area of your life to see if you can't with satisfaction at the end of the day, week, month and year and say 'I have made excellent progress this year, for myself, for my family, for my business, my career and my health'". I think that kind of success everybody recognizes is legitimate and something we should all strive for.

Interesting phrase in the bible that says strive for perfection - not that we can ever reach it. But it is in the striving, to be a little bit better today than yesterday, in our speech, our language, our health, everything we can possibly think of.

So yes, in my opinion it is good to succeed!

To Your Success,
Jim Rohn

71. IT IS A CHALLENGE TO SUCCEED by Jim Rohn (excerpted from The Challenge to Succeed audio series)

It is a challenge to succeed. If it were not, I'm sure more people would be successful, but for every person who is enjoying the fruit from the tree of success, many more are examining the roots. They are trying to figure it all out. They are mystified and perplexed by what seems to be some strange, complex and elusive secret that must be found if ever success is to be enjoyed. While most people spend most of their lives struggling to earn a living, a much smaller number seem to have everything going their way. Instead of just earning a living, the smaller group is busily engaged in designing and enjoying a fortune. Everything just seems to work out for them. While the much larger group sits in awe at how life can be so unfair, complicated and unjust.

"I am a nice person," the man says to himself. "How come this other guy is happy and prosperous, and I'm always struggling?" He asks himself, "I am a good husband, a good father and a good worker. How come nothing seems to work out for me? Life just isn't fair. I'm even smarter and willing to work harder than some of these other people who just seem to have everything going their way," he says as he slumps into the sofa to watch another evening of television. But you see you've got to be more than a good person and a good worker. You've got to become a good planner, and a good dreamer. You've got to see the future finished in advance. You've got to put in the long hours and put up with the setbacks and the disappointments. You've got to learn to enjoy the process of disciplines and of putting yourself through the paces of doing the uncomfortable until it becomes comfortable. You've got to be prepared and willing to attack the challenges if you want the success because challenges are part of success. Now that may sound like a full menu of activities, but let me assure you that the process of going from average to fortune isn't really all that difficult. Thinking about it is the difficult part. Anticipating all the effort and the changes and the disciplines is far worse in the mind than in reality. I can promise you that the challenges you'll meet on the road to success are far less difficult to deal with than the struggles and the disappointments that come from being average. Confronting and overcoming challenges is an exhilarating experience. It does something to feed the soul and the mind. It makes you more than you were before. It strengthens the mental muscles and enables you to become better prepared for the next challenge.

I've often said that to have more, we must first become more, and to become more, we must begin the process of working harder on ourselves than we do on anything else. But in addition to gathering new knowledge, new skills and new experiences; it is also important to discover new emotions. It is how we feel about what we know that makes the biggest difference in how our lives turn out. How we feel about the chances we have and the choices we have determines the intensity of our effort. Whether we try or don't try. Join or don't join. Believe or don't believe.

I'd like for you to discover some strong feelings about your life and about what you want to do with that life. You probably have much of the knowledge and a lot of the experience and perhaps most of the skills that it takes to become successful. What you may be lacking in are the strong feelings about what you want and what you want to do. You may be one of those who have become so involved in the process of earning a living that you've forgotten about the choices and the chances you have for designing your own life.

Let these strong feelings help you take a second look at your life and where you're headed. After all, you've only got one life, at least on this planet. So why not make it an adventure in achievement? Why not discover what all you can do and what all you can have? Why not discover how many others you can help and in the process how that can help you?

Why not now take the Challenge to Succeed!

To Your Success,
Jim Rohn

To order the Challenge to Succeed 6 audio series at a special 35% off discount or as part of the new Jim Rohn Success Pack go to <http://monthly.jimrohn.com>

72. PREPARATION FOR YOUR PRESENTATIONS by Jim Rohn (Excerpted From the Jim Rohn Millennium Weekend Event)

Persistence in your presentations, this is one secret to success. After my first presentation, I got up and did it again. Even though I was scared to death, I did it again. And that second one wasn't

too good, but guess what. I did it again, and I did it again. And I worked up my courage, and I did it again. I committed to it, and I did it again. And finally, it got to be a little bit easier. I got a little more acquainted with the art of presenting. So have something good to say in your presentations. Preparation for your presentations, this is another key aspect. Here are some words to help you in preparation.

To prepare to have something good to say, keep a keen interest in life and people. Don't let your senses go dull here. Guess what most people are trying to do - get THROUGH the day. Here is what I am asking this unusual audience to do - get FROM the day. Get from the day a clear picture of the drama of human life - some doing is right, some doing is wrong. Some gathering in; some throwing it away. Some building reputations; some letting it all slide.

Get from the day what is happening in politics. Read the newspapers. Read the magazines. Find out what's going on. Get from the periodicals. Get from what's happening. Get from your job. Get from your career. Get from the people around you. What is happening in the community? Get from all of that. The positive side, the negative side.

My parents used to say, "Attend everything." Some things are so costly; they might be out of reach for a while. Andrea Bocelli came to Beverly Hills. Guess what the tickets cost? \$2500.00 for a two-hour performance. That is pretty good pay. So some things might be out of reach, but whatever you can go to, get to. Save up the money and go, so that you will be more aware of what is going on around you.

Keep up that interest in people. Why do they do what they do? How come things are happening today that didn't happen thirty years ago?

Now the next word is fascination. Be fascinated with life and people and drama that is live and in color every day. Cinemascope. Fascination goes a little bit beyond interest. Interested people want to know does it work. Fascinated people want to know how does it work.

Kids have this unique ability to learn several languages in a six, seven-year period, and the reason is because they are so fascinated. They are so interested. They are so curious. Kids have to know, and that is how the drama of their learning takes on such speed in a fairly short period of time is because of this unusual interest and fascination and curiosity. We're walking on ants, and kids are studying them. They say, "Don't walk on those ants. I'm studying them." How come an ant can carry something bigger than they are? That is a good question. They must be unbelievably strong if they can carry something bigger than they are.

Here is something else I've learned. To be fascinated instead of frustrated. It is just a little trick to play. The next time you're tempted to be frustrated, see if you can't turn it into fascination. Instead of a frown, it puts a smile on your face. Now sometimes you look a little weird, but so be it. He says, "How can he smile?" I don't know. He must be somebody different.

Babe Ruth - Home Run King - back in those days of baseball used to strike out and come back to the bench smiling. They used to say, "Babe, you just struck out. How can you smile?" "I'm just that much closer to my next home run. Just stick around. It won't be long. One will be sailing over the fence." So find things fascinating instead of frustrating. Just try it. I've learned how to do it. Now make this note. It doesn't work every time. Nothing works every time, but every time you can get it to work, guess what? It will benefit your day. You'll get more from it. You'll be fascinated instead of frustrated.

Now I've also learned the ultimate. I'm fascinated by my own frustration. How come it doesn't take me long to loose it on occasion? It must be from my father's side. My mother was a gentle soul. Just find it all fascinating. I've talked to a lot of the Network Marketing companies over the years, and I give them that little clue. Somebody joins and you think they're going to stay forever, and they leave right away. You have to say, "Isn't that interesting?" And someone you thought would

never make it, sure enough they become superstars. You have to say, "Isn't that interesting?" You say, "I thought they'd stay forever, they don't stay. Isn't that interesting. I didn't think they'd do anything, look what they're doing. Isn't that interesting?"

So that is a good phrase. Find it interesting. Find it fascinating. Wow, I never thought that would happen. I had another picture in mind. Wow! Was I ever wrong. And it's good sometimes to be wrong on the positive side. I didn't think it was going to work, and it worked. Say, "What if somebody doesn't look at your business opportunity?" Say, "What if they do?" It doesn't take much to turn the question around. Say, "What if they won't join after they look?" "What if they do? What if they join and stay." But I've got a better question, "What if they do stay?" "What if they quit after three months?" I have a better question, "What if they stay?"

So sometimes little tricks you can play to give yourself a different look because somebody could either stay or leave and wouldn't it be better to assume that they would stay and then if they leave say, "Isn't that interesting?" I have learned to do that with myself. "Wow! Look what I did. Isn't that interesting? Wow! I thought I was going to behave better. Wow! I lost it. Isn't that interesting? I thought for sure that wasn't going to bother me. Sure enough. I thought I had a handle on this. Looks like I've got some work to do." Find yourself fascinating and interesting as you journey through life. Give yourself a chance.

Now here is the next word that is very important if you want to be a good communicator, and that is sensitivity. Sensitive to someone's drama and trouble and difficulty. As you contemplate your own, now you can be sensitive to someone else. And there is no better way to be helpful than to do your best to try and understand. Here is the old phrase we've heard it, let's jot it down this time. "Learn to walk in someone's shoes for a while. Try to understand where they are." How come they're in this dilemma? Maybe it's something I don't know. I don't understand. How come this person is losing his temper when he should keep it? Who knows what might have happened the last three weeks. I don't know. Let's give somebody room by trying to understand.

Be sensitive to someone lashing out and being difficult at the same time. Hey! We can handle that. We don't have to retaliate and fight back. Can't we say, "Maybe there's a good reason this person behaves in this way." That is an easier way. Sensitivity. Trying to understand. Trying to comprehend the full drama of human experience. One of the greatest phrases in the Bible, "Blessed are the peacemakers." Guess what a peacemaker is? Someone that you hope is around when the conflict could be resolved. Someone who understands both sides and brings them together. Say, "I know you've got some animosity, but now that you've fought and that didn't settle it... couldn't we get together and reason this whole thing out.

So in times of conflict, we look for a peacemaker. And the peacemaker has to understand both sides of the issue. Say, "I understand your dilemma, and I can see where you're coming from, and I can understand why you said what you said then you said what you said. But hey! Isn't there a better way? Couldn't we find a better way to settle it all?" And that is what we are looking for.

Parents have to learn to be peacemakers when there are two sides to an issue and maybe neither one is that far wrong. But to try to settle it, we have to understand both sides. We have to understand the feelings on both sides, and that kind of sensitivity gives us a wonderful opportunity to grow, so that we can communicate and our words will be meaningful. Then the test comes, and the drama comes and the time comes to step up and speak or to sit down and speak or to be quiet and speak or to be loud and speak. Whatever that might call for, we'll be prepared if we do have a genuine understanding. So preparation in all areas of life is so vital to your success. Don't be lazy in preparing; don't be lazy in laying the groundwork that will make all of the difference in how your life turns out.

To Your Success,
Jim Rohn

To order the Jim Rohn Millennium Weekend Event that includes the complete Jim Rohn Two Day and an additional 9 hours and 8 bonus sessions; including two VIP lunches, a Teenager Session, the Platinum Mastermind Session, VIP Breakfast with Tony Jeary, 6 guest speakers and 9 bonus interviews (21 hours total) go to <http://dvd.jimrohn.com>

73. Making Your Goals Count in 2003 by Jim Rohn

As we enter into this New Year we all tend to have a heightened sense of the opportunities and possibilities that 2003 can bring. The need for goal-setting becomes more obvious and clear. And the great thing about goal-setting is you can keep it as simple or get as elaborate as you would like. In fact, we have spent the last month in the One-Year Success Plan solely on the subject of goal-setting and have dedicated over 125 pages in the One-Year Plan to exercises on the subject. Space and time won't allow that here, but below are some abbreviated points on goal-setting for the New Year.

I've often said the major reason for setting a goal is for what it makes of you to accomplish it. What it makes of you will always be the far greater value than what you get. That is why goals are so powerful - they are part of the fabric that makes up our lives. And goal-setting is where we create our goals.

Goal-setting is powerful, partly because it provides focus. It shapes our dreams. It gives us the ability to hone in on the exact actions we need to perform to achieve everything we desire in life. Goals are GREAT because they cause us to stretch and grow in ways that we never have before. In order to reach our goals we must become better. We must change and grow.

Also, goals provide long-term vision in our lives. We all need lots of powerful, long-range goals to help us get past short-term obstacles. Life is designed in such a way that we look long-term and live short-term. We dream for the future and live in the present. Unfortunately, the present can produce many difficult obstacles. But fortunately, the more powerful our goals (because they are inspiring and believable) the more we will be able to act on them in the short-term and guarantee that they will actually come to pass!

So, let's take a closer look at the topic of goal-setting and see how we can make it forceful as well as practical. What are the key aspects to learn and remember when studying and writing our goals?

1. Evaluation and Reflection. The only way we can reasonably decide what we want in the future and how we will get there is to first know where we are right now and what our level of satisfaction is for where we are in life. So first take some time and think through and write down your current situation, then ask this question on each key point - is that okay?

The purpose of evaluation is twofold. First, it gives you an objective way to look at your accomplishments and your pursuit of the vision you have for your life. Secondly, it is to show you where you are so you can determine where you need to go. In other words, it gives you a baseline from which to work.

I would strongly encourage you to take a couple of hours this week to evaluate and reflect. At the beginning of this month we encourage you to see where you are and write it down so that as the months progress and you continue a regular time of evaluation and reflection, you will see just how much ground you will be gaining - and that will be exciting!

2. What are Your Dreams and Goals? These are the dreams and goals that are born out of your own heart and mind. These are the goals that are unique to you and come from who you were created to be and gifted to become. So second, make a list of all the things you desire for the future.

One of the amazing things we have been given as humans is the unquenchable desire to have dreams of a better life, and the ability to establish goals to live out those dreams. Think of it: We can look deep within our hearts and dream of a better situation for ourselves and our families; dream of better financial lives and better emotional or physical lives; certainly dream of better spiritual lives. But what makes this even more powerful is that we have also been given the ability to not only dream but to pursue those dreams and not just pursue them, but the cognitive ability to actually lay out a plan and strategies (setting goals) to achieve those dreams. Powerful!

What are your dreams and goals? This isn't what you already have or what you have done, but what you want. Have you ever really sat down and thought through your life values and decided what you really want? Have you ever taken the time to truly reflect, to listen quietly to your heart, to see what dreams live within you? Your dreams are there. Everyone has them. They may live right on the surface, or they may be buried deep from years of others telling you they were foolish, but they are there.

So how do we know what our dreams are? This is an interesting process and it relates primarily to the art of listening. This is not listening to others; it is listening to yourself. If we listen to others, we hear their plans and dreams (and many will try to put their plans and dreams on us). If we listen to others, we can never be fulfilled. We will only chase elusive dreams that are not rooted deep within us. No, we must listen to our own hearts.

Here are some practical steps/thoughts on hearing from our hearts on what our dreams are:

Take time to be quiet. This is something that we don't do enough in this busy world of ours. We rush, rush, rush, and we are constantly listening to noise all around us. The human heart was meant for times of quiet, to peer deep within. It is when we do this that our hearts are set free to soar and take flight on the wings of our own dreams! Schedule some quiet "dream time" this week. No other people. No cell phone. No computer. Just you, a pad, a pen, and your thoughts.

Think about what really thrills you. When you are quiet, think about those things that really get your blood moving. What would you LOVE to do, either for fun or for a living? What would you love to accomplish? What would you try if you were guaranteed to succeed? What big thoughts move your heart into a state of excitement and joy? When you answer these questions you will feel GREAT and you will be in the "dream zone." It is only when we get to this point that we experience what OUR dreams are!

Write down all of your dreams as you have them. Don't think of any as too outlandish or foolish - remember, you're dreaming! Let the thoughts fly and take careful record.

Now, prioritize those dreams. Which are most important? Which are most feasible? Which would you love to do the most? Put them in the order in which you will actually try to attain them. Remember, we are always moving toward action, not just dreaming.

3. S.M.A.R.T. Goals. S.M.A.R.T. means Specific, Measurable, Attainable, Realistic, and Time-sensitive.

I really like this acronym S.M.A.R.T., because we want to be smart when we set our goals. We want to intelligently decide what our goals will be so that we can actually accomplish them. We want to set the goals that our heart conceives, our minds believe and that our bodies will carry out. Let's take a closer look at each of the components of S.M.A.R.T. goals:

Specific: Goals are no place to waffle. They are no place to be vague. Ambiguous goals produce ambiguous results. Incomplete goals produce incomplete futures.

Measurable: Always set goals that are measurable. I would say "specifically measurable" to take into account our principle of being specific as well.

Attainable: One of the detrimental things that many people do - and they do it with good intentions - is to set goals that are so high they are unattainable.

Realistic: The root word of realistic is "real." A goal has to be something that we can reasonably make "real" or a "reality" in our lives. There are some goals that simply are not realistic. You have to be able to say, even if it is a tremendously stretching goal, that yes, indeed, it is entirely realistic -- that you could make it. You may even have to say that it will take x, y, and z to do it, but if those happen, then it can be done. This is in no way to say it shouldn't be a big goal, but it must be realistic.

Time: Every goal should have a timeframe attached to it. I think that life itself is much more productive if there is a timeframe connected to it. Could you imagine how much procrastination there would be on earth if people never died? We would never get "around to it." We could always put it off. One of the powerful aspects of a great goal is that it has an end, a time in which you are shooting to accomplish it. You start working on it because you know there is an end. As time goes by you work on it because you don't want to get behind. As it approaches, you work diligently because you want to meet the deadline. You may even have to break down a big goal into different parts of measurement and time frames. That is okay. Set smaller goals and work them out in their own time. A S.M.A.R.T. goal has a timeline.

4. Accountability (A contract with yourself or someone else). When someone knows what your goals are, they hold you accountable by asking you to "give an account" of where you are in the process of achieving that goal. Accountability puts some teeth into the process. If a goal is set and only one person knows it, does it really have any power? Many times, no. At the very least, it isn't as powerful as if you have one or more other people who can hold you accountable to your goal.

So: Evaluate/Reflect; Decide What You Want; Be S.M.A.R.T.; Have Accountability. When you put these 4 key pieces together, you are putting yourself in a position of power that will catapult you toward achieving your goals.

Let's Do Something Remarkable in 2003!

Jim Rohn

74. The Best Gift to Give Yourself and Others by Jim Rohn

I'm often asked the question, "How can I best help my children, spouse, family member, staff member, friend etc. improve/change?" In fact that might be the most frequently asked question I receive, "How can I help change someone else?"

My answer often comes as a surprise and here it is. The key to helping others is to help yourself first. In other words, the best contribution I can make to someone else is my own personal development. If I become 10 times wiser, 10 times stronger, think of what that will do for my adventure as a father... as a grandfather... as a business colleague.

The best gift I can give to you, really, is my ongoing personal development. Getting better, getting stronger, becoming wiser. I think parents should pick this valuable philosophy up. If the parents are okay, the kids have an excellent chance of being okay. Work on your personal development as parents; that's the best gift you can give to your children.

If you have ever ridden in an airplane, then you might have noticed the oxygen compartment located above every seat. There are explicit instructions that say "In case of an emergency, first secure your own oxygen mask and then if you have children with you then secure their masks." Take care of yourself first... then assist your children. If we use that same philosophy throughout our whole parental life, it would be so valuable.

If I learn to create happiness for myself, my children now have an excellent chance to be happy. If I create a unique lifestyle for myself and my spouse, that will be a great example to serve my children.

Self-development enables you to serve, to be more valuable to those around you; for your child... your business... your colleague... your community... your church.

That's why I teach development skills. If you keep refining all the parts of your character, yourself, your health, etc. so that you become an attractive person to the marketplace - you'll attract opportunity. Opportunity will then begin to seek you out. Your reputation will begin to precede you and people will want to do business with you. All of that possibility is created by working on the philosophy that success is something you attract by continually working on your own personal development.

To Your Success,
Jim Rohn

75. HOW DO YOU ATTRACT OPPORTUNITY INTO YOUR LIFE? by Jim Rohn

Someone recently asked me the question: "How can I have more opportunities come into my life?" Good question, but I think my answer surprised them a bit.

I bypassed the obvious (and necessary) points about hard work, persistence and preparation. They actually were very hard workers. And they had the great attribute of being seekers, they were on the outlook. But I felt maybe they were missing this next and most valuable point - attraction.

I always thought opportunities and success were something you went after, then I found out that I needed to turn it around. Opportunities and success are not something you go after necessarily, but something you attract - by becoming an attractive person.

That's why I teach development of skills. If you can develop your skills, keep refining all the parts of your character and yourself, your health, your relationships, etc. so that you become an attractive person to the marketplace - you'll attract opportunity. Opportunity will probably seek you out. Your reputation will probably precede you and someone will want to do business with you. All of the possibilities are there by working on the philosophy that success is something you attract.

The key is to continue making yourself a more attractive person by the skills you have, the disciplines you have, the personality you've acquired, the character and reputation you have established, the language and speech you use - all of that refinement makes you more attractive to the marketplace.

Personal development - the never-ending chance to improve not only yourself, but also to attract opportunities and affect others.

To Your Success,
Jim Rohn

76. Walking a New Road by Jim Rohn (excerpted from the Take Charge of Your Life 6 CD series)

Here is a good question to ask yourself. Ten years from now you will surely arrive. The question is, where? We don't want to kid ourselves about where; we don't want to kid ourselves about the road we're walking.

At age 25, I had a day shortly after I met Mr. Shoaff called "do not kid myself anymore" day. I didn't want to be disillusioned anymore. Up until then, I had been using the crossed-finger theory. But after meeting Mr. Shoaff, I finally decided that the crossed-finger theory was not going to get me what I wanted. That it wasn't where the treasure lies. That I was going to have to make sure which way I was headed

Then, with the help of Mr. Shoaff, I found with a few reading disciplines, and a few disciplines of mind, and a few disciplines of activity, that when exercised, can begin making all the difference in the world as to where you will arrive.

Just a few changes. Sometimes we get the idea that we're doing about 10% and there's about 90% more that we need in order to make the difference for our fortune but probably the opposite is true. We're doing enough things to have bought and shared in the good life so far. And maybe all we need is that extra 5% or 10% of intellectual change. Activity change. A refinement of discipline. A refinement of thought. And all we need is the ideas to make those simple changes and the equity starts gathering in one year, three years, five years, ten years.

I have a good comment for you: Now's the time to fix the next 10 years. Now, you may have to come to grips with reality and with truth; that's what was good for me when I met Mr. Shoaff, I was 25 years old, he was 44 years old. And he brought me a wealth of experience and he started asking me the tough questions. "Big question", he said, "Are you reading the books that are going to take you where you want to go in the next 5 years?"

Excellent question. See, you want to make sure. I would assume for all of you, to get to where you want to be in the next 5 years, you are either reading the right books or you're not. You're either engaged in the disciplines or you're not. But, here's what we don't want to engage in: disillusion. Hoping without acting. Wishing without doing.

The key is to take a look and say, "Where am I? What could I do to make the changes to make sure that I can take more certain daily steps toward the treasure I want, the mental treasure, the personal treasure, the spiritual treasure, the financial treasure? I don't want to make any more errors, now's the time to adjust my daily program to take me where I want to go."

In lecturing the last 39 years, I've gotten letters and personal testimonies of people that have done such remarkable things with just a few suggestions. And that is why seminars, tapes and books can be so valuable. Here's a key idea for us all to remember: We could all use a little coaching. When you're playing the game, it's sometimes hard to see it all.

But the key is to start right now making these changes to walk this new road. And here's what's exciting to me, just a few daily disciplines makes a great deal of difference in one year, three years, five years. And before you know it, you will be walking a brand new road.

To Your Success,

Jim Rohn

77. Establishing Dreams and Goals by Jim Rohn (Excerpted from Week Six of the Jim Rohn One-Year Success Plan)

One of the amazing things we have been given as humans is the unquenchable desire to have dreams of a better life, and the ability to establish goals to live out those dreams. Think of it: We can look deep within our hearts and dream of a better situation for ourselves and our families; dream of better financial lives and better emotional or physical lives; certainly dream of better spiritual lives. But what makes this even more powerful is that we have also been given the ability to not only dream but to pursue those dreams and not only to pursue them, but the cognitive ability to actually lay out a plan and strategies (setting goals) to achieve those dreams. Powerful! And that is what we will discuss in detail this week: How to dream dreams and establish goals to get those dreams.

What are your dreams and goals? This isn't what you already have or what you have done, but what you want. Have you ever really sat down and thought through your life values and decided what you really want? Have you ever taken the time to truly reflect, to listen quietly to your heart, to see what dreams live within you? Your dreams are there. Everyone has them. They may live right on the surface, or they may be buried deep from years of others telling you they were foolish, but they are there.

So how do we know what our dreams are? This is an interesting process and it relates primarily to the art of listening. This is not listening to others; it is listening to yourself. If we listen to others, we hear their plans and dreams (and many will try to put their plans and dreams on us). If we listen to others, we can never be fulfilled. We will only chase elusive dreams that are not rooted deep within us. No, we must listen to our own hearts.

Let's take a look at some practical steps/thoughts on hearing from our hearts on what our dreams are:

Take time to be quiet. This is something that we don't do enough in this busy world of ours. We rush, rush, rush, and we are constantly listening to noise all around us. The human heart was meant for times of quiet, to peer deep within. It is when we do this that our hearts are set free to soar and take flight on the wings of our own dreams! Schedule some quiet "dream time" this week. No other people. No cell phone. No computer. Just you, a pad, a pen, and your thoughts (you get to do this in the workbook exercises this week).

Think about what really thrills you. When you are quiet, think about those things that really get your blood moving. What would you LOVE to do, either for fun or for a living? What would you love to accomplish? What would you try if you were guaranteed to succeed? What big thoughts move your heart into a state of excitement and joy? When you answer these questions you will feel Great and you will be in the "dream zone." It is only when we get to this point that we experience what Our dreams are!

Write down all of your dreams as you have them. Don't think of any as too outlandish or foolish - remember, you're dreaming! Let the thoughts fly and take careful record.

Now, prioritize those dreams. Which are most important? Which are most feasible? Which would you love to do the most? Put them in the order in which you will actually try to attain them. Remember, we are always moving toward action, not just dreaming.

Here is the big picture: Life is too short to not pursue your dreams. Someday your life will near its end and all you will be able to do is look backwards. You can reflect with joy or regret. Those who dream, who set goals and act on them to live out their dreams are those who live lives of joy and have a sense of peace when they near the end of their lives. They have finished well, for themselves and for their families.

Remember: These are the dreams and goals that are born out of your heart and mind. These are the goals that are unique to you and come from who you were created to be and gifted to become. Your specific goals are what you want to attain because they are what will make your life joyful and bring your family's life into congruence with what you want it to be.

Until next week, let's do something remarkable!

Jim Rohn

78. Personal Development - The Plan (excerpted from the Jim Rohn One-Year Success Plan - Week Two)

Hi, Jim Rohn here and welcome to Week Two. Again, what an exciting opportunity to be able to take this next step together on our one-year journey.

Last week we discussed the fact that this is indeed a journey, a process, a destination and an adventure that we are taking together.

We also introduced our first pillar of success, Personal Development, and the four main components that are our focus this month:

1. The Invitation - We looked at the possibilities and I challenged you to accept the invitation to join me on this unique journey of self-development and discovery where you'll set and reach higher goals, go for your dreams, change certain unpleasant things about yourself and make a significant difference in the lives of others.
2. The Plan - This week we'll talk about the plan. All good things in life are upstream, but the natural flow of life is that downward, negative pull. To combat that downward pull, you need a plan, a map to help you reach your desired destination. We'll talk about the plan and break down the keys to creating and following a successful plan.
3. Association and Influence - We are affected by everything around us, including what we read, what we watch, who we talk with and who we spend time with. It all plays a part in how we view our world, our relationships, our opportunities but mostly ourselves. Next week we'll discuss the importance of our associations and the influence they have.
4. Learning and Education - All 12 Pillars of Success we'll be studying over the next year will involve personal development, becoming a student and learning. This is the foundation -- one of the basics or fundamentals to becoming more, to having more and to doing more, and we'll cover this key aspect in two weeks.

Bonus Point - Personal Development is about having a Celebration; creating your own unique, only-you-deserve-it-because-you-did-it, one-of-a-kind celebration!

We will cover each of these 4 points in depth this month. Last week we discussed the invitation, and now this week I congratulate you on accepting this invitation to be, do and have more in your life. The Bible says if you search you will find, and that is what you and I are in the process of doing. We have accepted the invitation to be seekers so that we can now be finders of the better things that life so openly offers to those who choose to partake in the process. This next year,

let's see what we can do with the soil, seed, sunshine, rain and the miracle of possibilities to turn what we have into a life filled with the equities of treasure, family relationships, enterprise, gifts galore and everything that you want.

Now let's move on to this week's topic - The Plan.

As we all know, our results are only as good as our plan. Mr. Schoaff taught me that it's not what happens that determines the major part of our future, because what happens, happens to us all. Instead, he taught me that the key is what we do about it. If we start the process of change by developing a plan, doing something different in this next year than we did the previous year, it won't matter how small those efforts start. Start doing different things with the same set of circumstances - the ones we've always had and cannot change - and see what miracles occur. If we start the miracle process and change ourselves, then everything changes. And here's what is interesting, the difference between success and failure is so subtle. Let me explain by giving you my definitions of failure and success. Here it is: Failure is a few Errors in judgment repeated everyday. The man says, "Well I didn't walk around the block today and it didn't kill me, so it must be okay." No, no, it is that kind of error in judgment, that after six years has him out of breath and panting as he walks from his car to his office. You can't make those kinds of mistakes; it will end up costing you.

Now, here is my definition of success: A few simple Disciplines practiced every day. Do you see the distinction? A few disciplines... Here's a little phrase we've all heard, "An apple a day keeps the doctor away." And my question to you is, "What if that's true?" How simple and easy is that plan?

The fact is, when you look at successful people, you will almost always discover a plan behind their success. They know what they want, they work out a plan that will get them where they want to go, and they work their plan. It is the foundation for success. We as humans have the unique ability to affect change in our lives; it is through our own conscious choice when we engage in the miracle process of personal development that we are able to transform our nature and our lives.

We want this first year in our program to be a success for you - a smashing success - and we know that means you will need to have a plan, and then methodically work that plan. It is the combination of the materials and your open attitude towards learning, driven by the diligent following of a plan that is right for you, that will make this year the kind of success we know you want it to be. So let me challenge you to be no less sincere, be no less committed to the advancement of your philosophy, the set of your sail, your plan.

So, what are some good ideas on developing a plan that will work well and take you to the finish line powerfully and in style? Here are some major points to keep in mind (Chris will give you the action steps at the end):

Develop the Plan for You. Some people are very detail oriented and they will be able to follow an intricate plan closely. Others are a little more "free-wheeling" and not really "detail" people. That is okay too. In all the years of my speaking to audiences worldwide, people have asked the question, "what plan is the right plan?" And my answer, the plan that fits you. Your plan, the one you develop that is unique to you and for you. You see, each of us is unique and motivated by different factors and you've got to develop one that is right for you and fits you. Some plans will not be as intricate as others but we all must have a plan, along with goals in that plan, to move us along the program. If you are a free spirit type, don't tell yourself you are going to spend 2 hours a day with a book and tapes and journal. It probably won't happen and you will get discouraged! Whatever your personality, your strengths and your weaknesses, develop the plan around them! This is not a one-plan-fits-all proposition.

Establish Times to Spend Working on the Material. It may be every Sunday night. It may be 20 minutes each morning. It may be in the car listening to the CD's every Monday, Wednesday, and

Friday. Whatever it is, set the times and do it. In your step-by-step plan, put down points that you can accomplish every week. They should be specific and achievable. Develop the discipline and take those steps everyday, which will move you closer to your goals and where you want to be.

Keep a Journal. Take notes. It may be on paper, it may be on a micro-recorder. Mr. Schoaff taught me not to trust my memory, but to write it down, to find one place to gather the information that affects change. And that advice has served me well all these years. Record the ideas and inspiration that will carry you from where you are to where you want to be. Take notes on the ideas that impact you most. Put down your thoughts and ideas. Brainstorm with yourself on where you are going and what you want to do. Record your dreams and ambitions. Your journals are a gathering place for all the valuable information that you will find. If you are serious about becoming wealthy, powerful, sophisticated, healthy, influential, cultured, unique, if you come across something important write it down. Two people will listen to the same material and different ideas will come to each one. Use the information you gather and record it for further reflection, for future debate and for weighing the value that it is to you.

Reflect. Create time for reflection -- a time to go back over, to study again the things you've learned and the things you've done each day. I call it "running the tapes again" so that the day locks firmly in your memory so that it serves as a tool. As you go through the material in this plan, you will want to spend time reflecting on its significance for you. Regularly set aside time - here are some good guidelines for times to reflect: At the end of the day. Take a few minutes at the end of each day and go back over the day - who'd you talk to, who'd you see, what did they say, what happened and how'd you feel, what went on. A day is the piece of the mosaic of your life. Next, take a few hours at the end of the week to reflect on the week's activities - I would suggest at least one half-hour. Also during that weekly time, take a few minutes to reflect on how this material should be applied to your life and circumstances. Take a half day at the end of the month and a weekend at the end of the year so that you've got it so that it never disappears, to ensure that the past is even more valuable and will serve your future well.

Set Goals. While we are going to cover this soon enough in upcoming weeks, let's just remember that your plan is the roadmap for how you are going to get to your goals, so you have to have them. Of all the things that changed my life for the better (and most quickly), it was learning how to set goals. Mastering this unique process can have a powerful affect on your life too. I remember shortly after I met Mr. Schoaff, he asked me if I had a list of my goals, and of course I didn't. He suggested to me that because I lacked a set of clearly defined goals that he could guess my bank balance within a few hundred dollars... and he did! Well, Mr. Schoaff immediately began helping me define my view of the future, my dreams. He taught me to set goals because it is the greatest influence on a person's future and the greatest force that will pull a person in the direction that they want to go. But the future must be planned, well designed to exert a force that pulls you towards the promise of what can be.

Act. Act on your plan. What separates the successful from the unsuccessful so many times is that the successful simply do it. They take action, they aren't necessarily smarter than others; they just work the plan. And the time to act is when the emotion is strong. Because if you don't, here's what happens - it's called the law of diminishing intent. We intend to act when the idea strikes us, when the emotion is high, but if we delay and we don't translate that into action fairly soon, the intention starts to diminish, diminish and a month from now it's cold and a year from now it can't be found. So set up the discipline when the idea is strong, clear and powerful - that's the time to work the plan. Otherwise the emotion is wasted unless you capture the emotion and put it into disciplined activities and translate it into equity. And here's what is interesting: all disciplines affect each other; everything affects everything. That's why the smallest action is important -- because the value and benefits that you receive from that one little action will inspire you to do the next one and the next one... So step out and take action on your plan because if the plan is good, then the results can be miraculous.

Like we said last week, we are at the beginning of a fantastic journey that is going to help us become all that we want to - so let's get going!

Until next week, let's do something remarkable!

Jim Rohn

79. From Making a Living to Creating a Lifestyle by Jim Rohn (excerpted from the Day That Turns Your Life Around)

After having struggled for so long, it took a shift in attitude for my family and me when success started to happen. When I started making a little extra money at age 25, Schoaf taught me to also let it serve as a new inspiration for lifestyle. To take my family to dinner after I'd had 2 or 3 pretty good weeks and it looked like it was going to continue. I would say, "Today we get to order from only the left hand side of the menu, we don't have to look at the right hand side". Didn't cost much, just a little extra. But you can't believe the effect on the family, wow, that these are new days.

It's called changing your life as well as changing your skills and earning more money. It's best to invest some of that early money in lifestyle. Go to the movies. Take two vacations instead of one. Just some little extra things that now the family gets inspired by this new commitment to earning more and becoming more and learning more, taking some night classes, whatever you have to do. Now you make it more worthwhile for the family by thinking of lifestyle changes that now become very exciting. Go to the concerts. My parents said don't miss anything. Don't miss the play, the music, the songs, the performances, the movie - whatever is happening.

When I started making some extra money I opened up an account for my wife and I called it the "No Questions Asked Account". I said, "here is the checkbook for a new account and it's called no questions asked". I'll just keep putting money in there and you spend it for whatever you wish. It was life changing. It wasn't a fortune. But she didn't have to ask for money any more. I could sense that it was a little embarrassing at times when she had to ask me for money. I thought, that's not good, so the first time I get a chance, here's what I'm going to do. And sure enough, I did it. The "No Questions Asked Account". You can't believe what that did. It was absolutely amazing.

With that little extra money, work at creating lifestyle. Social friendships, church, community, country. All those things that make a composite of our overall life. Start furnishing that with new vigor, vitality, money, whatever it takes to expand your life into what I call the good life as well as economics.

And it doesn't always take a lot of money. How much is a movie? Even for a person of modest means. \$8 or \$10? It might cost \$60 million to make it and it only costs \$8 to see it.

When I discovered those kinds of concepts at age 25 you can imagine it was hard for me to sleep nights that first year. I got so excited about changing everything. And one discipline leads to another. One change leads to another. Feeling good about yourself and starting to make the turn to do something you've never done before, then it starts to work, wow, and then you get excited about changing other areas of your life as well.

Now after you have made your fortune, the money and extravagance might not seem as big a deal. And fortunately you can then create even more powerful opportunities, in particular, opportunities for benevolence, philanthropy and giving.

Now I'm certainly not saying to focus only on external pleasures and rewards. Your relationships, health and spirituality are all of more consequence.

But in the beginning, when the rewards of your hard work begin paying off, make sure and treat yourself and those closest to you to a new world of lifestyle and celebrations.

To Your Success,

Jim Rohn

80. The Secret to Success in 2004 by Jim Rohn ***Also titled, *Success is Easy but So Is Neglect* by Jim Rohn (excerpted from the *Challenge to Succeed 6 cd series*)

Do you want to achieve your most important goals in 2004? In my opinion it gets down to two simple words, "easy" and "neglect". People often ask me how I became successful at the early age of 31, while many of the people I knew did not. The answer is simple: During that 6-year period of time (age 25 to 31), the things I found to be easy to do, they found to be easy not to do. I found it easy to set the goals that could change my life. They found it easy not to. I found it easy to read the books that could affect my thinking and my ideas. They found that easy not to. I found it easy to attend the classes and the seminars, and to get around other successful people. They said it probably really wouldn't matter. If I had to sum it up, I would say what I found to be easy to do, they found to be easy not to do. Six years later, I'm a millionaire and they are all still blaming the economy, the government, and company policies, yet they neglected to do the basic, easy things.

In fact, the primary reason most people are not doing as well as they could and should, can be summed up in a single word: neglect.

It is not the lack of money - banks are full of money. It is not the lack of opportunity - America, and much of the free World, continues to offer the most unprecedented and abundant opportunities in the last six thousand years of recorded history. It is not the lack of books - libraries are full of books - and they are free! It is not the schools - the classrooms are full of good teachers. We have plenty of ministers, leaders, counselors and advisors.

Everything we would ever need to become rich and powerful and sophisticated is within our reach. The major reason that so few take advantage of all that we have is simply neglect.

Neglect is like an infection. Left unchecked it will spread throughout our entire system of disciplines and eventually lead to a complete breakdown of a potentially joy-filled and prosperous human life.

Not doing the things we know we should do causes us to feel guilty and guilt leads to an erosion of self-confidence. As our self-confidence diminishes, so does the level of our activity. And as our activity diminishes, our results inevitably decline. And as our results suffer, our attitude begins to weaken. And as our attitude begins the slow shift from positive to negative, our self-confidence diminishes even more... and on and on it goes.

So my suggestion is that when giving the choice of "easy to" and "easy not to" that you do not neglect to do the simple, basic, "easy"; but potentially life-changing activities and disciplines.

To Your Success,

Jim Rohn

81. Maintaining Honesty and Integrity by Jim Rohn (excerpted from *Cultivating an Unshakable Character*)

For a leader, honesty and integrity are absolutely essential to survival. A lot of business people don't realize how closely they're being watched by their subordinates. Remember when you were a kid in grammar school, how you used to sit there staring at your teacher all day? By the end of the school year, you could do a perfect imitation of all your teacher's mannerisms. You were aware of the slightest nuances in your teacher's voice - all the little clues that distinguished levels of meaning, that told you the difference between bluff and "now I mean business".

And you were able to do that after eight or nine months of observation. Suppose you had five or 10 years. Do you think there would have been anything about your teacher you didn't know?

Now fast forward and use that analogy as a manager. Do you think there's anything your people don't know about you right this minute? If you haven't been totally aboveboard and honest with them, do you really think you've gotten away with it? Not too likely. But if you've been led to believe that you've gotten away with it, there might be a good probability that people are afraid of you, and that's a problem in its own right.

But there is another side of this coin. In any organization, people want to believe in their leaders. If you give them reason to trust you, they're not going to go looking for reasons to think otherwise, and they'll be just as perceptive about your positive qualities as they are about the negative ones.

A situation that happened some years ago at a company in the Midwest illustrates this perfectly. The wife of a new employee experienced complications in the delivery of a baby. There was a medical bill of more than \$10,000, and the health insurance company didn't want to cover it. The employee hadn't been on the payroll long enough, the pregnancy was a preexisting condition, etc,etc,..

In any case, the employee was desperate. He approached the company CEO and asked him to talk to the insurance people. The CEO agreed, and the next thing the employee knew, the bill was gone and the charges were rescinded. Then he told some colleagues about the way the CEO had so readily used his influence with the insurance company, they just shook their heads and smiled. The CEO had paid the bill out of his own pocket, and everybody knew it, no matter how quietly it had been done.

Now an act of dishonesty can't be hidden either, and it will instantly undermine the authority of a leader. But an act of integrity and kindness like the example above is just as obvious to all concerned. When you're in a leadership position, you have the choice of how you will be seen, but you will be seen one way or the other, make no mistake about it.

One of the most challenging areas of leadership is your family. Leadership of a family demands even higher standards of honesty and integrity, and the stakes are higher too. You can replace disgruntled employees and start over. You can even get a new job for yourself, if it comes to that. But your family can't be shuffled like a deck of cards. If you haven't noticed, kids are great moral philosophers, especially as they get into adolescence. They're determined to discover and expose any kind of hypocrisy, phoniness, or lack of integrity on the part of authority figures, and if we're parents, that means us. It's frightening how unforgiving kids can be about this, but it really isn't a conscious decision on their part; it's just a necessary phase of growing up.

They're testing everything, especially their parents.

As a person of integrity yourself, you'll find it easy to teach integrity to your kids, and they in turn will find it easy to accept you as a teacher. This is a great opportunity and also a supreme responsibility, because kids simply must be taught to tell the truth: to mean what they say and to say what they mean.

"Praise is one the world's most effective teaching and leadership tools. Criticism and blame, even if deserved, are counter productive unless all other approaches have failed."

Now for the other side of the equation, we all know people who have gotten ahead as a result of dishonest or unethical behavior. When you're a kid, you might naively think that never happens, but when you get older, you realize that it does. Then you think you've really wised up. But that's not the real end of it. When you get older, you see the long-term consequences of dishonest gain, and you realize that in the end it doesn't pay.

"Hope of dishonest gain is the beginning of loss". I don't think that old saying refers to loss of money. I think it actually means loss of self-respect. You can have all the material things in the world, but if you've lost respect for yourself, what do you really have? The only way to ever attain success and enjoy it is to achieve it honestly with pride in what you've done.

This isn't just a sermon, it's very practical advice. Not only can you take it to heart - you can take it to the bank.

To Your Success,
Jim Rohn

82. You are a Genius - Unlocking the Power of the Mind by Jim Rohn (excerpted from the Jim Rohn One-Year Success Plan - Pillar Eleven: Accelerated Learning)

Hi, Jim Rohn here. This month we focus on accelerating our learning processes. How exciting! First, understand we possess the ability to improve and accelerate our learning curve. And second, this creates the potential of what we can continue to become. Wow! So let's get started. Here is an overview of the month.

1. You are a Genius. In week one, we discuss ways to unlock and tap into the incredible powerful potential you have in your mind. We will also cover the attitudes of successful learners and show how your attitude about learning will determine how far you go in your life and career.
2. Six Stages of Learning. In week two we will talk about how to accelerate your learning and discover what your unique learning strengths and weaknesses are. We will also cover the topic of finding your particular learning style, and how to best tailor your learning to fit your unique needs.
3. Improve Your Memory. In week three we will talk about how the mind and memory works and how to train it to remember more. We will also cover basic speed reading techniques and show you the importance of reading and how to develop a basic reading plan.
4. Life-long Learning. In week four we will discuss the importance and benefits of being a lifetime learner. In addition, we will talk briefly about a basic plan for life-long learning and how to keep your mind tuned for success, as well as how to win the battles of thought that take place in our minds.

You are a Genius - Unlocking the Power of the Mind

This month we focus on the learning that comes through the power of the mind. Take care to feed and stimulate your brain, and you will expand your mind. A healthy brain is central to a healthy mind. Because the two are inextricably connected, I would like to start this month by giving an overview of the astounding complexity of the brain. Many of these facts may be familiar to you, but they are important reminders of this incredible tool God gave us. We again need to see the human brain and mind with wonder, awe and inspiration.

But first, what do we mean by "learning?"

Here are how some dictionaries define it:

- the act, process, or experience of gaining knowledge or skill
- knowledge or skill gained through schooling or study
- behavioral modification especially through experience or conditioning
- to gain knowledge, comprehension, or mastery through experience or study

Keep this in mind as we go through the month. Learning is gaining knowledge through various means.

Now, a little about the brain:

The brain is the equivalent of a human supercomputer. Your brain is more complicated than any computer mankind has ever made. Maximizing your brain's ability is essential to becoming the success you desire to become - because it controls who you are. It is the command center involved in and controlling absolutely everything you do. Your brain determines how you think, feel, and act.

Simply put: When your brain is working at peak performance, it allows you to be your best, because it controls the rest.

Here are some facts about the brain:

It is about 2% of body weight.

It consumes about 20-30% of the body's energy.

There are about 100 billion neurons in the brain.

Each neuron or nerve cell is connected to other nerve cells in the brain.

There are over 1,000,000,000,000,000 connections in the brain.

Each one of these neurons is a little "learning center" capable of storing knowledge.

Needless to say, most of us have barely scratched the surface when it comes to tapping into those neurons!

There are some basic influences on the brain that shape how it functions and how far it develops. Some of these include genes, health, injury, self-talk, life experiences, stress, and study (or lack of it). Notice I said that these influence the brain, but they do not determine how far you can go or what you can learn, except perhaps in the case of severe injury or mental retardation. In other words, you have the incredible opportunity to go as far as you desire!

So with such a tremendous tool at our disposal, what keeps so many from experiencing the possibilities that this tool can bring? There are some simple barriers that many people face that can have the potential to wreak havoc on our learning if we allow them to.

Barriers to Finding Your Genius

Lack of Belief. Many people do not believe that they can learn, master knowledge, or become "smart." These are deeply held beliefs for many, and ultimately if you do not believe it, you will not achieve it.

Lack of Knowledge. What keeps some people from learning is that they choose not to access or do not have access to knowledge. Knowledge comes from experiences, books, people and other "knowledge dispensers." We must tap into that knowledge.

Lack of Desire. Some people simply do not have the desire to learn. They may be lazy, or they may not see the positive impact that learning would have on them. They have no passion inside that drives them to learn.

Lack of Hard Work. Gaining knowledge--learning--is hard work and takes a lifetime to master. It is an ongoing discipline that is never complete. I am getting on in years and I am still learning. I am still doing the hard work to expand my mind. It would be easy to give up and coast, but I love the challenge of continuing to learn.

So how do we overcome or break through these "barriers?" The key to breaking through these barriers is to do the opposite.

Let's look at how to knock down those barriers:

Change Your Beliefs. It is up to you to do the work of changing your beliefs. And when you do you will be opening up new worlds - literally! This month Chris is going to talk about winning the thought battle, which will help you keep negative beliefs out and positive beliefs and thoughts in. Feed your mind with information that will change your belief. By taking part in this One-Year Plan, you are doing just that. But also ask yourself if you are doing that with belief. The truth is that you have an amazing mind with a capacity for learning that is beyond your comprehension. You must believe this. And when you do, you will be unlocking the potential of your mind!

Get the Right Knowledge. Words--if they are not true--are meaningless. I hear children say, "I read it in a book." But is it true? Just because someone says it or writes it, doesn't mean it is true. As learners, we want to get the right knowledge, not just information or opinions. It is our job to seek out information and knowledge and then test it and run it through our minds to see if it is true, and if it can be rightfully applied to our lives in order to make them better and help us succeed. We need to weigh and measure what we learn in order to gain the right knowledge. And when we do, we will be unlocking the potential of our mind!

Become Passionate about Learning. This will take some work, but the only way to do it is to begin learning about things that have an immediate impact in your life. When you learn about a new financial concept that helps you earn money or get out of debt, that will get you fired up. When you learn about a way to communicate that helps you sell more product, that will energize you. When you learn about how to interact with your family in a healthy way and your relationships get better, that will inspire you! Become passionate about learning. And when you do, you will be unlocking the potential of your mind!

Discipline Yourself Through the Hard Work of Study. Learning will take work. Until someone comes up with modules that can plug into your mind and give you instant access to knowledge, you are on your own, and that takes work. The process of learning is a long one. Yes, we can speed it up, but it is still a process of reading, listening, reviewing, repetition, applying the knowledge, experiencing the outcomes, readjusting, etc. Simply put, that takes time. Slowly but surely, when you discipline yourself, you gain knowledge and learn. And when you do, you will be unlocking the potential of your mind!

Learning is possible, no matter what your age. You are never too young or too old. Your mind was created to learn and has a huge capacity to do so. This week, make a commitment to unlock the potential of your mind!

Until next week, let's do something remarkable!

Jim Rohn

83. Basics of Healthy Relationships by Jim Rohn (excerpted from Week 18 of the Jim Rohn One-Year Success Plan)

Jim Rohn's Fifth Pillar of Success: Relationships, Part One - Basics of Healthy Relationships

I've come to the realization that everything we do is based on relationships. Relationships make the world go around. We buy out of relationships, wars are fought over broken relationships, we have children because of relationships - every single thing that takes place on this planet is an extension of and is driven by relationships. Our relationships can allow us to experience the peaks of ecstasy and the low valleys of agony. They have the greatest potential to give us joy and cause us to grow and become more if we so choose.

This month we will explore the secrets of successful relationships, and we will seek to understand what ingredients make healthy relationships in our lives. Because ultimately, one person caring about another represents life's greatest value. We will look at four main areas:

1. Basics of Healthy Relationships. There are certain fundamentals that, if mastered, will take you far down the road of healthy relationships. The key to understanding relationships is that relationships involve people. And while every person is different, there are general principles that make most people tick. If we understand these basics or fundamentals, and operate accordingly, we can make our bad relationships good and our good relationships great. We will cover these basics later in this edition.

2. Family and Spousal Relationships. The primary relationships that most people have are with their family. Yes, that wonderful enigma we call family. Those deep and meaningful relationships that can bring the highlights - and the lowlights - of life. That group of people, many of whom we didn't even get to choose, who will walk through this life with us. Your family relationships must be cultivated like a garden. Time, effort and imagination must be summoned constantly to keep any relationship growing and flourishing. We will discuss how to have great family and spousal relationships in next week's edition.

3. Friendships. Second to family, friends are the most important relationships we have. Friendships are unique because they are the relationships we have that are almost entirely voluntary. You don't get to choose your parents or your siblings, but you do get to choose your friends. And so many times we find that these relationships can provide matchless dynamics not found in our other relationships. These especially can, in their own special way, enhance our other relationships. This makes the relationship unique, and we will take a deeper look into successful friendships in two weeks.

4. Business Relationships. Many people do not understand how powerful relationships are in business. You've heard me say it before, but you cannot succeed by yourself. It is hard to find a rich hermit. So many times we underestimate this unique dynamic that has the potential to take us to new levels in our businesses. We may understand that family and friends are about relationships, but mistakenly think that "business is business". The fact is that even in business, relationships rule. Think for a moment about two sales people, one of whom is a friend and one of whom you have never met before. When it comes right down to it, you are most likely to buy from the one you know. That is the foundation of relationships. In three weeks, we will look at how to have great business relationships.

The Basics of Healthy Relationships.

Nothing can bring more joy to life than beautifully fulfilling relationships. The depth of meaning, understanding and appreciation that these kinds of relationships bring is almost unfathomable. And, of course, as many people find out, nothing can bring so much pain as a broken relationship with someone dear to you.

Yes, relationships make the world go 'round'. For better or for worse. But the exciting thing is that we can do much to increase our chances of having terrific relationships--relationships that are

fulfilling and exciting, rich with meaning, joy and love. There are basics that govern most human relationships and these basics are what I want to cover below. So, here is my list of the eight essentials that I believe make up the basics of healthy relationships.

1. Love. Now, this all depends on your definition of love. Most people think that love is a feeling, but I would strongly debate that point. Actually, the concept of "like" is really about feelings. When you say you like someone, you are talking about how you feel. But when you say that you love someone, you are not necessarily talking about how you feel about them. Love is much deeper than a feeling. Love is a commitment we make to people to always treat that person right and honorably. Yes, for those we become especially close to, we will have feelings of love, but I believe it is time for us to re-examine what we mean by love. We must expand our definition of what love means by including the commitment aspect of love. For healthy relationships, we must love everyone. We may not like them based on how we feel about them, but we should love them based on our definition of love above which in turn determines how we should act towards them, that is, treat them right and honorably. This is the basis of all healthy relationships.

2. Serving Heart. My good friend Zig Ziglar says frequently that "you can have everything you want in life if you help enough other people get what they want out of life." The concept he is talking about is having a heart and life that is focused on serving other people. The Bible puts it this way: consider others' interests as more important than your own. This is also fundamental to healthy relationships.

3. Honest Communication. In any good relationship you will find open and honest communication. Communication is so important because it is the vehicle that allows us to verbalize what is inside us and enables it to connect with another person. Isn't communication amazing? One person is feeling one thing and through communication, another person can find that out and feel it too--amazing. And this is a vital goal in good relationships--to communicate, to tell each other what we are thinking and what we are feeling. It enables us to make a connection. Sometimes we are the one speaking and other times we are listening. Either way, the central tenet is communication for the sake of building the relationship and making it stronger. And here's what's exciting, if we just communicate, we can get by. But if we communicated skillfully, we can work miracles!

4. Friendliness. Put simply, relationships just work better when we are friendly with others. Being friendly can cushion the bumpy ride we sometimes experience in our relationships. Cheerfulness goes a long way toward building lasting relationships. I mean, nobody wants to be around a grump, do they? The fact is that the friendlier you are the more you are going to have people who want to pursue longer-lasting, mutually beneficial relationships with you. So cheer up, put on a smile, have kind words to say to others, treat people with a great deal of friendliness and you will see your relationships improve.

5. Patience. People being people, we have an awful lot of time for practice in the area of patience. People are not perfect and will constantly fail us. And conversely we will fail other people. So while we try to have more patience for others, we need their patience as well. So often, I think relationships break down because people give up and lose patience. I am talking about all kinds of friendships, marriages, business relationships, etc. Recent research has shown that those marriages that go through major turmoil and then make it through, are very strong after doing so. Patience wins out. Those who give up on relationships too early or because the other person isn't perfect, often forget that their next friend, their next spouse or business partner, will not be perfect either! So, we would do well to cultivate this skill and learn to have more patience.

6. Loyalty. Loyalty is a commitment to another person. Sadly, loyalty is often a missing element in many relationships today. We have forgotten what it means to be loyal. Our consumer mentality has affected this to some degree. People are no longer loyal to a product. And unfortunately, many companies are not loyal to their clients or patrons. Regrettably, this has spilled over into our relationships. It is one thing to switch brands of dishwashing detergent. It is another thing altogether to switch friends. Sometimes we just need to commit to being loyal and let the

relationship move forward. We need a higher level of stick-to-it-iveness! This kind of loyalty will take our relationships to a much deeper level. What a powerful and secure feeling of knowing that you have a relationship with someone who is loyal to you and you to them--that neither of you is going anywhere even when things get tough. Wow--how powerful!

7. A Common Purpose. One of the basics of healthy relationships is to have a common purpose, and oftentimes this is a component that is initially overlooked, but for a long-term, long-lasting relationship it is vital. Think about how many friends you have met through the years while working on a common purpose. Maybe it was someone you met while participating in sports, while working on a political campaign, attending church, at your office, or anything that brought you together to work on a common purpose. You had that strong common bond of purpose that brought you together and held you together. Working together, building together, failing and succeeding together - all while pursuing a common purpose - that is what relationships are made of. Find people with whom you have common purposes and sow the seeds of great relationships, and then reap the long-lasting benefits.

8. Fun. All good relationships have some element of fun. Now, that doesn't necessarily mean, loud, raucous fun, though that is appropriate for some relationships. But even in business relationships there should be some fun. It should be fun to do business with those who you are going to have a long-term business relationship with. Fun brings enjoyment to the relationship and that is important. I think that oftentimes this key element can be easily forgotten or neglected in our family and spousal relationships. The fun things we did initially in a new relationship after a while can be taken for granted or simply fall by the wayside and we stop creating the fun and joy. So remember to consciously craft fun situations and moments, for these are the glue that hold our memories together and make our lives sweet.

There are so many key ingredients to making and maintaining great, long-lasting relationships. Each of the eight components we discussed brings unique dynamics and rewards to your relationships. Let's begin to focus on improving our relationships in these areas and see what miracles occur!

In the next section, Chris is going to give you some thoughts on relationships as well as some questions for reflection and actions points to follow through on.

Until next week, let's do something remarkable!

Jim Rohn

84. Forging Your Character by Jim Rohn (excerpted from Leading an Inspired Life book)

Personal success is built on the foundation of character, and character is the result of hundreds and hundreds of choices you may make that gradually turn who you are at any given moment into who you want to be. If that decision-making process is not present, you'll still be somebody—you'll still be alive—but you may have a personality rather than a character, and to me that's something very different.

Character isn't something you were born with and can't change, like your fingerprints. It's something you must take responsibility for forming. You build character by how you respond to what happens in your life, whether it's winning every game, losing every game, getting rich or dealing with hard times.

You build character from certain qualities that you must create and diligently nurture within yourself, just like you would a plant and water a seed or gather wood to build a campfire. You've got to look for those things in your heart and in your gut. You've got to chisel away in order to find them, just like chiseling away rock to create the sculpture that has previously existed only in the imagination.

But the really amazing thing about character is that, if you're sincerely committed to making yourself into the person you want to be, you'll not only create those qualities, you'll strengthen them and re-create them in abundance, even as your drawing on them everyday of your life. That's why building your character is vital to becoming all you can be.

85. The Great Leadership Challenge By Jim Rohn (excerpted from *Leading an Inspired Life*)

If you want to be a leader who attracts quality people, the key is to become a person of quality yourself. Leadership is the ability to attract someone to the gifts, skills, and opportunities you offer as an owner, as a manager, as a parent. What's important in leadership is refining your skills. All great leaders keep working on themselves until they become effective. Here are some specifics:

Learn to be strong but not impolite. It is an extra step you must take to become a powerful, capable leader with a wide range of reach. Some people mistake rudeness for strength. It's not even a good substitute.

Next, learn to be kind but not weak. We must not mistake weakness for kindness. Kindness isn't weak. Kindness is a certain type of strength. We must be kind enough to tell someone the truth. We must be kind enough and considerate enough to lay it on the line. We must be kind enough to tell it like it is and not deal in delusion.

Next, learn to be bold but not a bully. It takes boldness to win the day. To build your influence, you've got to walk in front of your group. You've got to be willing to take the first arrow, tackle the first problem, discover the first sign of trouble. Like the farmer, if you want any rewards at harvest time, you have got to be bold and face the weeds and the rain and the bugs straight on. You've got to seize the moment.

Here's the next step. You've got to learn to be humble but not timid. You can't get to the high life by being timid. Some people mistake timidity for humility. But humility is a virtue; timidity is a disease. It's an affliction. It can be cured, but it is a problem.

Humility is almost a God-like word. A sense of awe. A sense of wonder. An awareness of the human soul and spirit. An understanding that there is something unique about the human drama versus the rest of life. Humility is a grasp of the distance between us and the stars, yet having the feeling that we're part of the stars.

Here's a good tip: Learn to be proud but not arrogant. It takes pride to build your ambitions. It takes pride in your community. It takes pride in a cause, in

accomplishment. But the key to becoming a good leader is to be proud without being arrogant.

Do you know the worst kind of arrogance? Arrogance from ignorance. It's intolerable. If someone is smart and arrogant, we can tolerate that. But if someone is ignorant and arrogant, that's just too much to take.

The next step is learning to develop humor without folly. In leadership, we learn that it's okay to be witty but not silly; fun but not foolish.

Next, deal in realities. Deal in truth. Save yourself the agony of delusion. Just accept life as it is. Life is unique. The whole drama of life is unique. It's fascinating.

Life is unique. Leadership is unique. The skills that work well for one leader may not work at all for another. However, the fundamental skills of leadership can be adopted to work well for just about everyone: at work, in the community, and at home.

86. Life is Art by Jim Rohn

In my years teaching people to be successful, I have seen that basically people break their lives down into two major parts: Wealth-building and the rest of their lives. Having done a lot of reflection on these two topics - wealth and life - I am coming to some new conclusions about how to perceive the two.

Until recently I thought that there was a significant difference in how we should tackle the two areas. In fact, I thought that the two topics should be addressed in almost opposite fashion.

You see, wealth-building is just math. While life -- Life is art.

Think back with me to high school. Most of us were required to take math and most of us probably took art as well.

Now, think about your final exams in the two areas. Your math paper was graded on hard facts:

Ten times ten is always one-hundred
Thirty divided by three is always ten
Seven plus seven is always fourteen
Fifty minus twenty-five is always twenty-five

There is always just one answer in math. The answers are hard fact, set in stone. Math is a science. It is formulaic. You can know the outcome before it happens, every time.

But what about your final art project? Art is much more subjective. "Beauty," they say, "is in the eye of the beholder." There is no one right answer.

Think of the different styles of the famous artists:

Renoir. Monet. Picasso. Rockwell. Warhol.

Different people find different styles beautiful, and that is what makes art, art.

So how does this fit with Wealth-building and life? Wealth-building is like math:

If you add \$1000 to your retirement account each month and gain seven percent interest over twenty years, you can know now how much you will have then. It is math. If you buy a rental property for \$200,000 now and it increases in value by three percent a year, you know exactly how much you will be able to sell it for in ten years. The beauty of math is in the knowing. You can work the system, set it on auto-pilot and the math does the work for you, and you know the outcome.

But life? Life is art. And that is the beauty of life. You do not know how it is going to turn out. Life, like art, is always changing. Different people provide different colors. When you make a mistake you can go back, erase it or even paint right over it. You can change the scenery. Life, like art, is ever evolving, and what looks good to one person is of no interest to another. And that is what makes life beautiful.

Another lesson I think we can draw is that in life we should do our math, of course, but life isn't made up of just wealth-building. Wealth-building should serve our ability to live our lives. Jesus, the master teacher, said that our lives are not made up of the abundance of our possessions. He didn't mean that possessions aren't good, just that wealth isn't what life is all about.

So let me ask you: Are you spending more time on your math or your art? Do your math. Everybody should do their very best at their wealth-building plan so they can take care of themselves and their families.

But life is about the art. What does your canvas look like? What kind of picture are you painting? What kind of pot are you creating? What kind of statue are you sculpting? Take your time, make bold strokes, use brilliant colors, and make of your life the most beautiful masterpiece that you can.

In other words, do your math so you can focus on your art.

To Your Success,
Jim Rohn

87. Leading a World Class Life By Jim Rohn

Every four years the world is given the gift of the Olympics. For a few weeks nations lay down their arms and come together to let their world class athletes compete on a level playing field to see who the best is in the many events. Such amazing athleticism was on display the past few weeks. It boggles the mind what these young men and women can accomplish with their bodies. Great feats of skill and determination bring them to the pinnacle of athletic achievement. Incredible.

As I think about what it takes to become a world class athlete capable of competing at the Olympic level, I realize that there are some

foundational lessons for all of us to learn as it relates to becoming world class in whatever we set our hands to.

The secret of how these athletes became world class is found in the combination of two fundamental ideas: Desire and dedication.

A 22 year old man doesn't simply wake up one day and find that he is on the Olympic basketball team. No, it started years before. In fact, it probably started when he was only six or seven years old. Maybe his father took him to a basketball game and that little boy said, "Someday daddy, I am going to be a basketball player." That was the first sign of desire. Desire is key. World class people start with desire. They have to at some point "want it".

But we all know people who dream of big things but never accomplish those dreams, don't we? Why is that? After all, they have desire. They want it. But the engine that drives the dream is dedication. Desire tells you what you want, while dedication is what will get it for you.

Someone may see a young gymnast and say, "Wow, that looks easy." What they don't see or perhaps overlook is the years of practice. The years of getting up at 4:30 every morning and going to the gym before going to school. It is the dedication of the young athlete, the many times of failing in practice, the many times of falling off the equipment and faithfully getting back on that turns a wisher into a world class doer.

A person with desire but no dedication will never achieve much. You must have the powerful combination of both.

So let's take a closer look at each of these and gain some insight into what desire and dedication are all about.

Desire. There are three parts to desire:

- . Dreaming
- . The Vision
- . Focus

First, is dreaming. Have you let yourself dream lately? Just sit down and begin to imagine all of the incredible possibilities your life could become? Spend some time just dreaming.

Next is the vision. Once you dream, you begin to cut back on all of the possibilities and narrow it to what possibility it is that you really want. You begin to create a vision for your life. You begin to see it as you want it.

Lastly under desire is focus. Once you have the vision, you have to really focus in on that dream. This is where you get really specific about what your life is going to look like.

Now for dedication. There are also three parts:

- . The Plan
- . Beginning
- . Perseverance

First is the plan. Without a plan you will drift to and fro. You will certainly not carry out your dream if you do not have a plan. So write it down. Set your goals. Know what you want and how you are going to get there.

Second is the beginning. This may sound simple and yet it is simply profound. Many people have a dream and they even have a plan, but they never begin. So simple: Just start. The first step on the long journey is still just one step. If you have a dream and a plan, take a step in the right direction.

Lastly is to persevere. Every road to every dream has a section or sections that is hard to travel. Every great dream will encounter difficulty. The question isn't whether or not you will encounter trouble, but how you will respond to trouble. Will you quit when the going gets tough or will you persevere? I have found that every successful person I know, myself included, has encountered problems along the way that tempted them to quit. Yet they persevered and achieved their dream.

Let's take a look at the progression. As you do, think about where you are in the progression of becoming a world class dream pursuer.

1. Dream
2. Create a vision
3. Focus the vision
4. Develop a plan
5. Begin to pursue the dream
6. Persevere

Friends, I hope for you the fulfillment of every dream that you have. That is what life is about isn't it? But to do so, I know that you will have to combine your desire with good old dedication. And when you combine those two, you will be well on your way to leading a world class life!

To Your Success,

Jim Rohn

88. It Is Up To You by Jim Rohn

One of the first things successful people realize is the old adage, "if it is to be, it is up to me." That is, for you, the fact that your success and your course is up to you. This doesn't mean that you do it all alone. It simply means that you take responsibility for your life and your career.

Too many people today look at opportunity and figure it is up to someone else to make sure they get it. They look at financial security and hope that the government will make sure they live safely in retirement or in case of disability. They wait and wait, figuring that it is up to someone else. And then the wait is over, and it is too late to do anything. Their life is over and they are filled with regret.

This isn't true for you however. You know that you must take responsibility for your life. It is up to you.

The fact is that nobody else is going to do it for you " you must do it yourself.

Now, some people may say, "Jim, that's a lot of responsibility." Friends, that is the best news you can ever hear. You get to choose your life. Hundreds of millions of people all around this world would give anything to live in the situation you do " just for the chance to have the opportunity to take control of their destiny. "It is up to you" is a great blessing!

Here's why:

1. You get to chart your own destiny. Maybe you want to start a small business and stay there. That's great because you can choose that. Maybe you want to create a small chain of stores. Maybe you want to have a net worth of \$100 million. That's okay too. The idea is that you get to choose. You can do whatever you like. Different people have different dreams and they should live them accordingly.
2. You can reap what you sow. Sleep in and go to work late and reap the return. Or get up early and outwork the others and earn a greater return. Place your capital at risk and earn a return " or place it at greater risk and perhaps reap a greater return. You decide what you will sow and thus what you will reap.
3. No one else can stop you from getting your dream. Yes, there will always be things that come up and people who may not like what you are doing, but you can just move on and chart your own course. There is great freedom in that.
4. You experience the joy of self-determination. There is no greater pride than knowing you set your mind on something and accomplished it. Those who live with a victim mentality never get to experience the joy of accomplishment because they are always waiting for someone else to come to the rescue. Those who take responsibility get to live the joy of seeing a job well done.

Let me ask you a question: Where will you be in 5 years? 10 years? Or 25 years? Do you know? DO you have an idea? Have you ever dreamed about it or set a goal for it? Are you willing to take responsibility and recognize that, "It is up to you?"

You will be wherever you decide to be in those timeframes. You decide. It is up to you.

And that is very exciting!

To Your Success,
Jim Rohn

89. Who is Really in Charge? By Jim Rohn

Finally, the elections are over. Some of you are certainly very happy and some are probably unhappy with the outcome and that is to be expected. Every four years we Americans participate in this grand experiment called America and we elect a President to lead us. That of course spurs lots of different opinions and positions and people can become emotionally involved with the outcome.

One thing that I always find fascinating in all elections, but especially the presidential elections are the many promises that candidates make to the electorate. They promise to make the economy better and to make health care more affordable for the masses. They promise to make the taxes better and to create jobs.

As I think about this, I want to challenge you to consider that while a President may have a general affect on your circumstances, they do not have a specific affect on your circumstances. Let me explain: While they may play a role in what direction the stock market goes, they do not have an effect in how an individual stock goes, or in whether or not you can make money in the stock market. So, while we certainly should vote and participate in the process, we must understand that no single person –other than you – will have an affect on what your individual life outcome is.

Let me give you some more examples:

A President may promise a better economy but you determine your economy. They may affect whether the dollar gains strength or loses it, but you determine what your financial position is going to be. The fact is that even in the worst economies, including recessions and depressions, there are those who will continue to thrive and even become extremely wealthy. In the great depression, there were countless people who, because of their individual efforts, became millionaires. So, no matter what the economy is nationally, you can become wealthy in the next four years. You don't have to wait for anyone.

A President may promise to create jobs, but the only person who is going to create YOUR job is you! You determine whether or not you have a job. The President doesn't, the economy doesn't, and the industry doesn't. No matter how bad things get, there are always those who have good paying jobs. You choose what kind of person you will be, and how valuable you will make yourself to the marketplace and thus, what kind of job you will have. So, no matter what the job situation is nationally, you can have any job you want in the next four years. You don't have to wait for anyone.

A President may promise to do something about taxes, but no matter what the tax rate is, you can still build your personal wealth. Much of my wealth came to me when we still had extremely exorbitant tax rates. I have often said that if you want to be a millionaire and the tax rate is 50%, then just make two million. You determine how much you will have left after taxes, not the government. If you don't like what you have left, make more. Now, am I saying we shouldn't work to lower tax rates? No, but I am saying that we can be in control of our own lives regardless of the tax rate. So, no matter what the tax rate is, you can earn more money in the next four years. You don't have to wait for anyone.

A President may promise to make your health care available to you but you can make health care available to yourself! It isn't that people can't afford it, it is that you can't afford it. What is the answer to that? The empowering answer is to do what it takes to put yourself in a financial and career situation wherein it doesn't matter what the cost is, because you can afford it. Again, I am not saying that we shouldn't work to make health care affordable for people, but when you leave it in the hands of someone else, then you make yourself dependant upon them, rather than becoming independent.

The fact is that you control your life. You control your destiny. You chart your course. Those we elect are not the givers of our financial lives. I sometimes think that many people think that if we can just get the "right" person elected, then their lives will suddenly take a turn for the better. Not true. You determine the outcome of your life.

Fortunes will be made in the next four years, no matter what. Some people will join the ranks of millionaires. That is amazing. The only question you have to ask is whether or not you will be one of them. People with high skills will always be in demand for high paying jobs. People who have a superb product or service to offer will always be in demand.

Did you vote? That's great – we should as our civic duty. But the most important thing is not whether your candidate won or lost, but what kind of decision you will make about your own life, your own career, and your own financial situation, no matter who is in office.

Do that, and the world is yours for the taking.

To your success,

Jim Rohn

90. A Thankful Thanksgiving by Jim Rohn

You may be wondering why I would call this article a Thankful Thanksgiving. Aren't all Thanksgivings Thankful? Unfortunately, no. As a person who has experienced over 70 Thanksgivings, I recognize that being thankful is something that we have to work at, even on Thanksgiving.

If your home is like most, your Thanksgiving day will be very busy, with either traveling to where you want to go or preparing your home to have others over for the day. Either way, that can be very hectic and emotionally trying, which doesn't lend itself to preparing your heart to be reflective and thankful. In fact, Thanksgiving weekend is the most traveled weekend in America. Airports are full, and not always providing much room for contemplation of your good fortune.

This means all the more that if we want to be the kind of people who are characterized by thankfulness, then we must make sure that we focus

on it, and not just on Thanksgiving Day, but at all times during the year.

Here are a few key words as well as some thoughts that are simple and practical to apply; something you can use right away in your quest for becoming more thankful:

Time. Set aside time regularly to be quiet, to reflect. We live in the fastest paced time ever. From the moment we awake to the moment we collapse into bed, we have the opportunity to go at full speed and never slow down. If we schedule time every day in which we can be quiet and reflect, we will free our hearts and minds up from the tyranny of the urgent and rushed.

Thought. Give thought to the many blessings that you have. Living in a consumer culture, most of us are fully aware of what we do not have and how we absolutely must have "it". But how often do we reflect upon that which we already have? Take some time each day and think of one or two things that you have that you may typically take for granted and then take a moment and give thanks for those. In fact, I make it a part of my reflection time to review a list of things that I'm thankful for.

Generosity. Be generous toward those with less and not envious of those with more. We tend to look at others who may be wealthier than ourselves and think, "I sure wish I had what he does." That kind of thinking breeds envy and jealousy rather than contentment. What can we do to break that cycle? I would suggest being generous to those who are less fortunate than yourself. Go to work at a food bank. And not just during the holidays - everybody works there then - but on a regular basis during the year. That will remind you of how good you really have it.

Ask. Ask a friend what they are thankful for. The next time you are at lunch with a friend, ask him or her what they are most thankful for. You will be amazed at the answers you receive and you will create a meaningful bond with your friends as you focus on this powerful question.

Acknowledge. Lastly, tell those you love how thankful you are for having them in your life. So many times we neglect to take the time to craft the words to express to those closest to us what their presence in our lives means to us. Take the opportunity of Thanksgiving Day to write them a note or sometime during the day put your hand on their shoulder, look them in the eyes and tell them. Let them know what they mean to you, and in return you'll begin to create the possibility of deeper, richer, more fulfilling relationships with those you love.

Of course we should do what we can to make the most of the day we call Thanksgiving, but wouldn't it be a shame if the only time we reflected on our blessings was that one Thursday in November? And the answer is, of course! So let's do our best to be aware of the many great gifts that we have each and every day of the year. As we do so we will see our hearts soar and our minds will experience more and more at peace as we regularly remember and remain aware of our good fortune.

Happy Thanksgiving!

Jim Rohn

91. Four Words that Make Life Worthwhile by Jim Rohn

Over the years as I've sought out ideas, principles and strategies to life's challenges, I've come across four simple words that can make living worthwhile.

First, life is worthwhile if you Learn. What you don't know Will hurt you. You have to have learning to exist, let alone succeed. Life is worthwhile if you learn from your own experiences - negative or positive. We learn to do it right by first sometimes doing it wrong. We call that a positive negative. We also learn from other people's experiences, both positive and negative. I've always said that it is too bad failures don't give seminars. Obviously, we don't want to pay them so they aren't usually touring around giving seminars. But that information would be very valuable - we would learn how someone who had it all then messed it up. Learning from other people's experiences and mistakes is valuable information because we can learn what not to do without the pain of having tried and failed ourselves.

We learn by what we see so pay attention. We learn by what we hear so be a good listener. Now I do suggest that you should be a selective listener, don't just let anybody dump into your mental factory. We learn from what we read so learn from every source; learn from lectures; learn from songs; learn from sermons; learn from conversations with people who care. Always keep learning.

Second, life is worthwhile if you Try. You can't just learn; now you have to try something to see if you can do it. Try to make a difference, try to make some progress, try to learn a new skill, try to learn a new sport. It doesn't mean you can do everything, but there are a lot of things you can do, if you just try. Try your best. Give it every effort. Why not go all out?

Third, life is worthwhile if you Stay. You have to stay from spring until harvest. If you have signed up for the day or for the game or for the project - see it through. Sometimes calamity comes and then it is worth wrapping it up. And that's the end, but just don't end in the middle. Maybe on the next project you pass, but on this one, if you signed up, see it through.

And lastly, life is worthwhile if you Care. If you care at all you will get some results, if you care enough you can get incredible results. Care enough to make a difference. Care enough to turn somebody around. Care enough to start a new enterprise. Care enough to change it all. Care enough to be the highest producer. Care enough to set some records. Care enough to win.

Four powerful little words: learn, try, stay and care. What difference can you make in your life today by putting these words to work?

To Your Success,
Jim Rohn

To order the special New Release Offer of The Jim Rohn 2004 Weekend Event with Special Guests Denis Waitley, Brian Tracy and more - over 24 hours on DVD, 24 CDs and 283-page comprehensive workbook; Plus receive 90 Days to Life Change as a bonus, go to <http://3day.jimrohn.com> or call 800-929-0434

92. Learn to Deal in Challenges by Jim Rohn (Excerpted from the 2004 Jim Rohn Weekend Leadership Event)

To really help people in extraordinary ways, learn to deal in challenges. That is what sports is all about, challenges. That is what music is all about. The challenge to play so well, someone is inspired. The challenge to say it so well someone gets it. The challenge to be so gifted in language that someone sees it. Insight is unbelievable, only human beings can do this.

The man closes his eyes and puts his hands over his eyes and says, "I see it." You say, "No, you don't, you've got your eyes closed." No. There is more than one way to see. And all someone has to do is to see an answer that they can start on immediately and within six months their life could start to multiply and change. Within one year, the difference will be extraordinary and a person who was lost now becomes a person of influence. Just because someone helped them to see for the moment what was wrong and the possibility to change it. And then the challenge to go do it and do it well.

Now here is the best challenge of all, "Let's go do it." Don't always say, "You go do it, you change", but rather, "Let's get healthy, let's go change the world, let's build an enterprise, let's work on this together." See I always respond better to, "Let's". Sometimes it is hard to lift yourself out. It's hard to be self inspired at first, and if someone says, "Come on let's start a new program", "Come on let's do exercises", "Come on let's get healthy", "Come on let's start something. I'll be there you be there and you bring a guest and I'll bring a guest, let's start something." That is so inspiring to have somebody say, "Let's, Let's do it. Let's build a team. Let's win the championship. Let's walk off with the trophy."

"Let's" - Wow, there is something about that that can keep you awake at nights. There is something about that that turns on the juices. There is something about that that reaches deep in the soul. For a person that could do extraordinary things when somebody says, "Let's, Let's do it". I've got two with me already if you'll be the next one we can conquer the world." You say, "Whoa. Together nobody is a match for us." By yourself you're vulnerable; but with us, nobody is a match. You say, "Wow! I want to belong to that team." So figure out ways to say, "Let's."

To Your Success,

Jim Rohn

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93. Scolding: One of Communication's Tools of Last Resort by Jim Rohn (Excerpted from Jim Rohn's 2004 Weekend Leadership Event)

You have to be very careful of scolding. Scolding, as a last resort, may be necessary but you must be very careful. Scolding someone is like giving them a cut, giving them a small cut with your words on the hand. Maybe it will serve its purpose, and the cut will heal and everything

will be okay. You needed to get their attention. But you must not do it everyday, all the time. Some children end up with psychological scars because they have been cut (scolded) everyday. Scold, scold everyday and they wind up psychologically disadvantaged because of that kind of treatment. Because somebody has the words, but words that are cruel; and they use them too often, all the time rather than saving them up as a tool of last resort. They just cut and scold all the time, and kids sometimes have a hard time working out of this because of that kind of environment. "Too severe, it's too severe", we say. In some countries if you steal, they cut off your hand. In our country we'd say, "That's a bit too severe isn't it?" But guess what they say, "It is very effective." Ask someone who has stolen, "Did you ever steal anything else?" And most assuredly they will answer, "Are you kidding with just one hand - No!" So it is effective, but we say too severe.

So parents, let me talk to you about cruel and unusual scolding. You must be gifted in thinking of ways to effectively communicate with your children. Now sometime severity is needed as a last, last resort. John Kennedy's father, "Old Joe", said this to John, and you will see when I give it to you that it will serve you in so many ways. Now here is what "Old Joe" said: "If it is not necessary to change, it is necessary not the change." I am sure you got that message now.

If it is not absolutely necessary to scold, then it is necessary not to scold. If it is not necessary to use sarcasm, then it is necessary in your communication not to use sarcasm. If it is not necessary to get angry, then it is necessary not to get angry; you get the idea.

If a parent screams all day at her children, the kids finally get used to it. They learn to say, "Momma, she just screams all day." Kids come over to visit and the kids say, "Don't mind Momma, she's just a screamer, she just screams all day." So the kids are just used to it. But now here is the big problem... when the 3-year old child heads for the street and a truck is coming and Momma screams; and nobody pays any attention.

See Momma should save up her screams, so the day it becomes a necessary tool of last resort, and she does scream, the world stops! See that's the key. These are called, "Tools of Last Resort", use them well!

To Your Success,

Jim Rohn

94. Thriving Through the Holidays by Jim Rohn

The holidays are upon us; a time of celebration and joy. I love the last days of November through the beginning of the New Year. The pure magic of the holidays is something that I anticipate and enjoy each and every year.

For some though, the holidays have lost the joy and excitement they at other times have had. The pace of life has grown so fast - much faster than those first holidays I remember

in my life - that some people don't enjoy the times they get to spend with their family and friends during what is supposed to be days filled with joy and peace.

Why is that? Probably a lot can be laid at the feet of how fast paced our times are, but that isn't all.

I believe our holiday times should be wonderful and filled with lasting and enjoyable moments and memories. So how can we ensure that we come out of the holidays in January with great memories of the past month? Here are six thoughts that will help you experience the holidays the way they were intended to be experienced:

1. Be Temperate.

Holidays can be days of excess for many -- too much food, too many cookies and treats. Too much chocolate, schedules that are too busy. One thing that will help you enjoy the holidays is to be temperate. Enjoy the food. Enjoy the treats. Enjoy the busy schedule of activities and parties. But also be disciplined enough to know when to hold back, when to say, "no". When we go overboard we regret it and lose the opportunity to fully experience that moment. But when we enjoy a little and refrain from going too far, then we can enjoy all that little piece of time has to offer.

2. Lower Your Expectations.

Much of the frustration people experience from the holidays is from setting their expectations too high. They expect too much from friends or family, and when they don't get what they want, they get frustrated. They expect presents to be perfect and when they aren't, they get frustrated or disappointed. Instead of having huge expectations this holiday season, just take it as it comes and enjoy what you can. And this brings me to my next point.

3. Enjoy What You Can and Ignore the Rest.

This holiday season, go with an attitude of knowing that things will be what they will be. You can't control other people or their actions. If a family member pushes the limits of your patience, ignore that and instead focus on how much you can enjoy the time you have with other family members. If things don't go perfectly - which they won't - then enjoy what you can and let the rest slide. You will feel a lot better about life if you can take all things a little easier.

4. Stay Out of Debt.

Debt is a killer. It will steal your enjoyment of life. Be sure to stay within your financial boundaries this holiday season. The last thing you want is to start the New Year with a deeper burden financially. Know where you are financially and stay within those limits. You don't have to impress anyone, just buy gifts that you can afford and express your heartfelt feeling in the giving of the gift.

5. Take Time for Yourself.

Be sure that no matter how busy you get, that you take time for yourself. Take time to read. Take a long bath if that relaxes you. Take a walk. Spend some time of quiet in front

of a fire. Don't rush through the holidays and sap all of your energy. Your mind and body need to be reenergized, so be sure to take time to do so.

6. Focus on Your Spiritual Life.

Ultimately, no matter what tradition you come from, the holidays are historically days in which we focus on the spiritual. Men and women are created with a natural draw toward spiritual life. However, our culture today tends to stay away from a focus on the spiritual, and that has even crept into our holidays. Be sure to place an emphasis on building your spiritual life and growing in that area. This will help keep you grounded and able to deal with anything that may come your way.

Friends, we are coming to the end of another year. I have enjoyed this year immensely! This time of year is another chance to remember the important truths of life and to enjoy time with dear friends and family.

May you experience the very best this holiday season and move into January better than ever!

To your success, joy, and peace,
Jim Rohn

95. Hopes in the Midst of Tragedy? by Jim Rohn

Tsunami. A single word spoken almost in unison by the entire world over recent days. We've all learned it's meaning, it's impact, it's devastation. Tsunami a wave of tragedy, a wave of despair... And yet in the midst, I am struck by something that seems to be ever-present and never-ending wherever and whenever the human race is faced with tragedy. I think it can be summed up in a single, simple phrase... "Hope springs eternal."

What do I mean? Almost immediately springing from the stories of tragedy, we begin to hear of miraculous moments, of kindness, compassion, empathy and of evidence of the resiliency of the human spirit. Let me expound... Much was made about the initial lack of monetary support from the U.S. to help the countries hit by the tsunami. But what has been missing are the reports of hundreds of millions of dollars being sent by individuals, concerted efforts of companies and groups throughout the U.S. and the world. In a moment, the world unites and with one gentle, generous hand reaches out to touch those who have been hurt by this devastation.

Kindness is being demonstrated by tens of millions worldwide who see the catastrophe and whose hearts are touched and then act in kindness by sending their money to relief agencies that can make a difference. We even see and hear of people from all over the world packing their bags and heading to the troubled spots to help. Here unusual kindness and compassion springs forth from tragedy.

The strength of the human spirit is demonstrated in a profound way when viewed through tragedy. I am amazed when I hear the stories of human

triumph that come from this tsunami. Amazing stories of the will to survive and the will to help others survive. Stories that quite literally make your eyes tear up as you watch the images of people who have been faced with the horrific power of nature unleashed, who have faced death and not only overcome, but helped others do the same. In tragedy we see the strength of the human spirit as we face seemingly overwhelming circumstances and odds.

And hope, that eternal flame that refuses to be extinguished. We find that so many times hope is born in or made stronger through tragedy. Without tragedy, would there be a need for hope? I believe one of the miracles we will see is people of all nations banding together to triumph and restore people who have lost so much. In light of all of the war and conflict that rages around the globe, this is one candle that will burn brightly - people of all different backgrounds, races, nationalities, and religions brought together with a common purpose to survive and triumph - all because of tragedy. Ideas for new technology have come and will continue to come from this. Now there will be more focus and funding put toward early warning systems that will make it less likely that this kind of disaster will have such a terrible effect in the future.

Despite the tragedies that occur, we can be touched and inspired by the acts of kindness born out of these circumstances that bond the human race together, show the strength of the human spirit and give hope of better things to come.

Although we are never glad when tragedy visits, we can be aware and seize the opportunity to do good in this world, even in the midst of tragedy.

Yes, hope springs eternal and the will of the human spirit is a miracle. So as you see images on television or the newspapers in the coming weeks, ask yourself what good can spring from you because of it. And in doing so, you will help others, become better yourself, and fan the flames that keep hope burning with a warmth felt around the world.

Let's do something remarkable!
Jim Rohn