

# Limitless Mind

Uncover Your Full Potential And Discover  
The Secrets To Getting Everything You Ever Wanted



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# Limitless Mind

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## *Uncover Your Full Potential And Discover The Secrets To Getting Everything You Ever Wanted*

### **Introduction - The Crucial Role of Your Thinking**

What makes you different from everyone else? Is it your looks? Is it your interests or your hobbies?

Well, yes to an extent but more than anything else: it's your *brain*.

Your brain contains your memories, your goals, your desires, your beliefs and just about everything else that makes you 'who you are'. It's also what controls the way you think, the way you make plans and the way you react in *any* given situation.

It's the brain that makes the difference between your average Joe and Steve Jobs, Albert Einstein and Elon Musk. If you want to enjoy the kind of success, money and lifestyle of the world's most successful people then you need to *think like them*.

If you've been failing to get what you want out of life and if you've been feeling as though you're banging your head against the wall in your business, your relationships or your finances – then the problem almost *certainly* originates from your brain. The way you're thinking, your creativity, your intelligence... all of it comes from the physical make up of your brain and the way that you're approaching problems.

The best way to approach any problem is by approaching it at its root and at its most fundamental level. In almost every case the root is you: it starts and ends with you.

This book then is going to be the key to unlocking your full potential and to solving *all* your problems. It will help you achieve what you want and get what you want out of life by changing your thinking to be more in-line with the thinking of the world's most successful people.

This means two things:

- Looking at the thought processes of the world's most successful people – i.e. the way that they think that leads them to maximum success
- Looking at what you can do to change your brain, to break out of old habits and to become more intelligent

In other words, you'll gain the tools and the ability to change the way you think, to change the way you approach problems and *even* to make yourself smarter. And once you can do that, then you can prime yourself to thrive in *any* given situation.

Let's begin...

## The Law of Attraction - What is it and Does it Work?

Let's start by looking at one fairly basic piece of advice when it comes to the way you think. This will serve as a nice opener that will show you just what a difference altering your thought patterns can make. We'll get onto the more advanced stuff further on, as well as how you can go about actually enforcing new thinking patterns. For now though, let this be a nice little example.

### What is the Law of Attraction?

The 'law of attraction' is a popular term that describes the process through which acting a certain way or holding certain beliefs can actually change your reality.

At its most basic level, the law of attraction states that 'as you think, so you become'. Likewise, as you become, so you become *more*.

But what on Earth does *that* mean?

Okay, let's take an example. If you wanted to become the youngest ever manager with the highest ever salary in the organization you work for, what would you do?

An excellent place to start would be to start believing you were *already* the top performing candidate in your organization and the most valuable member of your team. Believe it and live it and within a short amount of time it *will happen*.

Sounds too good to be true right? Well it actually makes a lot of sense once you get down to the mechanisms of how the process operates so read on and we'll get into the meat of it.

## How the Law of Attraction Works

Have you ever noticed that money begets money? As in, the wealthier you are, the more easily you'll be able to accrue *more* wealth. Even if that just means investing your money, simply having cash means you have the means to have *more* cash.

The same thing goes for many aspects of life. For instance, if you have tons of nice stuff, you may well find that you acquire *more* nice stuff. Why? Because people will give you nicer things.

Again this doesn't seem to make sense until you break it down. Imagine you're giving a gift to someone super wealthy who has everything they could possibly want. What do you buy for the man or the woman who has everything? In order for your gift to be something they would want and something they would need, you'd have to get really creative and probably spend a ton of money meaning they'd get a really high quality gift.

This is why we give nicer and better things to people who already have tons of stuff. It's ironic really because it means that we buy nicer things for people who don't need them. The people who could *do* with a little extra nice stuff just get cheapo presents!

That is the law of attraction: like attracts like. If you want more of something, you need to get *some* of it – or you need to *act* as though you've already got it.

## **The Law of Attraction and Your Success**

So how does this apply to career success?

Well, let's imagine you want to climb the ladder at your place of work and become the top performing member of staff on your team.

To do that, you would have to start believing you were already super successful and behaving that way as a result. This might mean getting a great haircut, dressing smarter, walking with your head held high, putting yourself forward for things and speaking with authority.

This is why people say things like 'dress for the job you want'. It makes a difference.

Can you see how that might help you to achieve more?

When you look confident and act like someone who is incredibly valuable, you will instantly inspire more faith in people. Your superiors will thus be more likely to put you up for important jobs, to consider you for career advancement and to give you praise and financial rewards. Likewise, the rest of your team would be more likely to defer to you and to come to you for advice (which your superiors would notice). You'd also take more risks owing to your inflated confidence and business is all *about* taking measured risks. You'd probably enjoy your job more too if you thought you were better at it, which would result in you being more productive, more engaged and more switched on.

Ever heard of a flow state? This is a neurochemical reaction that is characterized by the release of dopamine, norepinephrine, serotonin, anandamide and other neurotransmitters that help you feel focused,

engaged and happy. When you believe in what you're doing, believe in yourself without doubts and are *passionate* about your job, you will get into this state much more often and more easily.

You'll even speak with more authority and present better.

By just believing you are the top dog in your organization you could transform yourself overnight from another employee into the hottest upcoming executive.

### **The Law of Attraction and Dating**

This is even truer in the world of dating and it's something that pickup artists are highly aware of. If you want to thrive on the dating scene and really start playing above your league, then you need to make sure you *believe* you are an amazing catch. That alone will make you into the guy or girl who manages to attract anyone they want.

This is something we know intuitively. Studies show us that it's not looks that have the biggest impact on dating success but *confidence*.

That's because we all want to date someone who we think is a catch and who other people will think is a catch. We also want to date people who will protect our offspring and provide for our families in one way and another.

That means we need someone *powerful*. And people who act confident *appear powerful*.

One 'pickup artist' technique is something called 'peacocking'. Here you walk around with a funny hat on or a bright pink tie generally making an idiot of yourself. The reason this works is that it attracts attention but

*moreover* it also makes you look confident. Why? Because someone with the guts to wear something so ridiculous *must* have reason to be confident and they must not be seeking approval from others. That means they must be 'top dog' and an alpha male or female.

Dating success is about looking the part and approaching people with an attractive confidence that sends the signal that 'yes, I am an amazing catch'.

### **The Problem With the Law of Attraction**

That all sounds great doesn't it? Probably you're now thinking about ditching your old outfit, getting a haircut and practicing walking upright and speaking with authority. That way you can have a great career and a great love life and everything will fall into place.

That's great and all but it won't work. If it did, this would be a very short book...

Why? Because it needs to come from within. You need to actually *believe* the way you're acting and not just be acting.

This is the mistake that far too many people will make when they're trying to use the law of attraction to their advantage. People think that they can just start dressing smarter and making their voice sound deeper and louder and suddenly they'll get what they want.

Too often than not, this results in nothing but embarrassment. Have you ever seen someone who is trying to be something they're not? Someone who wants so desperately to be 'slick' but who lacks the self-awareness to realize when that's not how they're coming across?

We've all seen people who brag about how much they drink, who try to act cocky around us and who flash their cash around... but who everyone else just feels kind of embarrassed for. It isn't pretty and it's also a pretty good way to get your front teeth knocked out.

That's the thing. People can *really tell the difference* between someone who is genuinely confident, powerful and full of self-belief versus someone who is play acting.

In order to truly succeed you need to *actually believe* – not just act like you do.

That will come later on though, don't worry!

## **Positivity, Making Your Own Luck and Taking MASSIVE Action – Why You Can't Fail**

First though, let's take another look at an example of how the right mindset can make you super successful. This time we're going to talk about something that Tony Robbins talks about all the time: taking MASSIVE action. We'll also look at how you 'make your own luck' and why you really can't fail.

By the end of this chapter you'll start to see the steps you need to take to succeed but you'll also see why you're the only person who is holding yourself back.

### **Why You Can't Fail**

If you want something badly enough, you really can't fail. All you need to do is to believe in yourself, play the odds and take massive action.

Oh... okay then... thanks...

What does any of that mean?

Well, one interpretation of 'massive action' is just 'doing something to a huge extent'. As in, giving it 100%, putting your all into it and doing everything you can to make it happen. It means being completely unreserved and creating a huge quantity of work, effort or whatever else it is.

Do you think that right now, you could become a hugely successful Kindle author? And make a living from writing eBooks?

Nah, that's impossible right? Only a very few people can achieve that kind of success from Amazon.

Okay then, well try this:

Learn how to write *fast*. As in, learn how to churn out 5-10,000 words a day. That's very do-able and I know that because I do it all the time. In fact I will often write 20-30,000 words a day. Granted I couldn't do it when I first started, I had to build up to it. But in time, I learned how to get to those 20-30,000 daily.

Now you can do that, you can write on average one Kindle book a day. Kindle books do tend to be about 10,000 words.

So now you're publishing a Kindle book daily and you're selling each one for maybe \$5. That's really reasonable, so it's the kind of price that people could make an impulse purchase on.

In 365 days, you'll have 365 Kindle books on the store. Within three years you could have about a thousand books on the Kindle Store.

Woah.

And seeing as the books will likely rank higher over time, this will mean that you'll start earning more money the longer you keep them there. Especially if they're good and they got good reviews. And if you chose smart niches (topics) with compelling titles this will help too.

Now imagine that you're selling 10% of those titles, one a day. After three years you'll be making about \$100-300 a *day*. Woah.

And chances are, with that many books out, one or two of them will gain momentum and become runaway hits. It's not impossible to think that you could easily be earning \$500 or more *daily*. And at this point you would have to do no work at all.

In six years you could have 2,000 books on the Kindle store and you'd be almost *unable* to fail. You could also start pumping some of your profits back into marketing and you could sell those eBooks in other ways too – on ClickBank, through a landing page, through eBay, via LuLu (a self-publishing platform), on iTunes... the possibilities are endless. And once that many books were written, you wouldn't have to put in any more work – the money would just come in all on its own.

So that's it: a completely foolproof plan to becoming a millionaire through Kindle books. Sure, there's a *chance* it wouldn't work... but you have to admit it's small.

And there are similar approaches you could take in almost every area of your life. Imagine if you put that kind of effort into your current career, into a website, into a mobile app, or into your relationships. When you take massive action you really can't fail.

But you won't.

Why? Because it's too risky.

Honestly, who's going to give up their job for *three years* on a whim? Who's going to take out a loan from the bank or from Mum and Dad to lock themselves away and write 3,000 eBooks? You could do it in 8 hours a day

and hold a part-time job... there are workarounds... but the commitment and the risk is huge.

And that means that you have to 100%, without a doubt, believe in what it is that you're doing in order to start making money. This is where most people fall down.

It's the same problem with working out. If I told you that you could have an amazing ripped six pack, huge biceps and incredible physical prowess and all you had to do was follow a set training regime what would happen? It might sound appealing but chances are that you would give up after the first week.

And why?

Because after the first week you might find that you didn't yet have the incredible physique you hoped to have. And so you would give up on it, thinking 'it didn't work'. It's a lot of evenings to give up and a lot of time to sacrifice if you don't think it's going to work.

If you *genuinely* believed though that you would get the outcome you wanted, you would probably do *anything* to make it happen.

So to change your strategy and your outcome, you need to change your belief first.

### **We Make Our Own Luck**

This is an example of how we make our own luck. When you take massive action you skew the odds *heavily* in your favor and luck becomes very much on your side.

But you don't have to go that far to start making your own luck. In fact, all you have to do is to just believe in what you're doing a little more and just take a few more chances.

I knew someone who was a successful mobile app developer. They created a mobile app that made them in excess of \$30,000 in one year and it's gone on to make the same every year since – on *top* of their existing salary.

Nice.

Everyone then went ahead and told that person: 'man, you're really talented!' and generally to shower them with praise. They never saw it though: they said their secret was just to keep trying. They had released 20 apps prior to that, none of which made more than a few sales but the success of that last one was the result simply of getting a good review on a big website that drove tons of downloads their way.

They took a 'fail fast' approach, meaning that they created MVPs (Minimally Viable Products) and released them quickly to see if there was a market out there for those apps. When something didn't work, they just moved on.

Again, by taking lots of chances, they made their own luck. Luck is probability and the more you try, the better your chances of success will be.

Of course to take lots of chances though you again need to believe they will pay off. You need to be positive and optimistic enough to take the risk. And you need to have the thick skin necessary to be able to face defeat, pick yourself up and try again.

*Changing Your Focus*

Another way you can make your own luck is simply to change your focus. What does this mean? Well, it means that you are focusing on different things.

Positive people have been shown in studies to be 'luckier' than negative people and there are a ton of reasons for that.

Here's a fun little experiment that lots of self-help gurus use to demonstrate the power of focus.

What you're going to do is to look around the room and to try and see everything that you can that's green. Keep looking around and make note of plants, people's coats – anything that is green in color.

Do that for a minute then return to reading this...

Okay, you back? Good. Now tell me everything you saw that was *red*.

Ha, got you! But it's not just a cruel trick, it's actually an example of how you only see what you're looking for. If you look again you'll probably find there's tons of stuff that's red in the room and you probably missed about 90% of it in your quest for finding green things.

Some people will even find things that 'aren't there' when they're looking hard enough – did you count something burgundy as red?

You see, you find whatever it is you're looking for. And that's one way in which you make your own luck.

If you are someone who is positive and optimistic then you will be more likely to be looking out for opportunities and that quite simply means you'll be more likely to find them.

## What's Holding You Back?

A lack of positivity isn't the only thing that can hold you back though. Rather you'll find that it likely comes down to some pretty deep psychology and even neuroses.

For most people, the idea of taking massive action, of putting it all on the line and of committing to a goal or idea is something that makes them want to curl up and put their head in the sand.

The problem is that giving anything 100% means exposing yourself and that means making yourself vulnerable. And too many of us are just too afraid to do that.

This is why people will create a website that they hope will be their big money maker that lets them live their dreams...

And then they'll go ahead and promptly not tell anyone about it because they're embarrassed. Your personal network on Facebook provides you with an excellent place to start marketing – your friends *want* you to succeed and will probably spread it to their contacts if you ask them to. But you don't because you're embarrassed.

And the result is that you miss out on that huge marketing opportunity.

If you're too shy to announce your plans to your *own friends* what chance do you have?

It's also why people will create a blog and then post to it every week or every other week. You really think you can make a blog your primary source of income by posting *every other week*? If you want your blog to

become your full time career then you should be *treating it like it already is your full time career*. Remember that law of attraction? And that means that you should be posting their ten times daily with new, lengthy, well-researched posts and then spending ages promoting every single one of those posts everywhere you can. Do that and once again you can't *help* but succeed. You could at least do it at the weekends!

And this is DEFINITELY why people:

- Don't go to gyms
- Don't join classes
- Don't put themselves forward and network
- Don't communicate properly with their partners
- Don't sign up to dating sites
- Don't approach people in bars
- Don't ask for promotions...

Honestly, how can you expect to succeed when you're too afraid to try?

How many people do you know who tell you over and over again that they have this amazing business idea but they spend so long perfecting it that they never actually take it live? These people are not only scared of failure but they're scared of what failure will do to them emotionally. They'd rather not release their dream project *at all* (and *know* it won't be successful) than release it and risk getting a negative reaction. 99% of people are quite frankly deluded when it comes to this kind of thing.

And some of us simply don't get round to things because we're just too tired and exhausted and drained. Sure, you *could* pick up that phone and

offer your services to someone in your neighborhood... but it should does sound like a lot of effort doesn't it? You *could* go and hit the gym, but it would be easier to just lie here a little longer first.

Yep, good luck making your mark on the world with an attitude like that!

As you can see, all that stuff that these productivity gurus talk about *really is true*. There's actually nothing stopping you from achieving what you want and if you know how to write a good plan then you really *can't* fail. The problem is that we get in our own way, we talk ourselves out of things and we remain in our little bubble of routine. Oh dear.

You are different though. There's one thing that sets you apart from everyone else.

And you know what that is?

You are taking the time to read this book!

## **How to Write and Stick to Goals - Creating a Plan of Action**

By now you've hopefully come to the conclusion that you need to start doing things difficult. If you've been shying away from risk and wallowing in self-pity/low energy, it's time for a change. If you've been putting off going after the things that you really want and instead just going 'with the flow' because it's easier... then again you need to change.

One of the best ways to do that is to begin with a plan. You need to know what it is you want and you need to know how it is you're going to achieve it.

### **Thinking Outside the Box**

Once again, let's start by reiterating that you really don't need to shy away from the big stuff. You can make pretty much anything happen if you put your mind to it simply by taking that massive action and having the right strategy.

Sometimes that strategy though involves taking a slightly different approach from usual. For instance, you might not have thought about releasing a thousand Kindle books as a good way to make money online. But by coming at your objective from the easiest angle with the least resistance you can overcome the odds and succeed where others might have failed.

A great example of someone else doing this is Sylvester Stallone, the actor, bodybuilder, painter, entrepreneur and all-round polymath.

Don't let Sly's muscles and drawl fool you, he is actually an incredibly smart, driven and inspirational guy. When he decided he wanted to be a

famous actor you see, he took a completely different route than most people by leveraging one of his biggest skills: writing.

Sly had been acting in bit parts and even soft porn for years and made no headway in the industry. At the time in fact he was close to living on the streets and even had to sell his dog.

That's when he wrote the script for *Rocky* and started showing it to directors and producers. As the legend goes, one company liked the script so much that they were willing to pay him a huge amount of money for it – which would end all of his financial troubles.

But Stallone stayed steadfast and instead said that he just wanted to star in the movie. He refused all kinds of offers and remained completely rigid on the deal that if Hollywood executives wanted his script, they'd have to cast him in the movie.

Of course they eventually agreed, he bought back his dog and the rest is history.

The point is that Sly overcame tremendous odds by making a plan and taking a different route into the industry.

Today there's more ways than ever for you to do this. Say you want to become a Hollywood star... what could you do to make that happen?

Of course you could move to LA, hire an agent and go to auditions like everyone else. Or you could try going Stallone's route by writing your own vehicle and offering to star in it.

Or you could do something completely different. For instance, you could create your own YouTube channel making amateur movies every week (teaming up with hobbyist film makers) and eventually you would probably generate a fan base and a following and Hollywood would come-a-knocking.

Or you could take to Kickstarter and get a film made that way. Or you could become a day trader, get super rich and then buy your own production company.

Here's a question: how do you go about launching your own space project and walking on the moon? That's a goal that sounds impossible right? Well, it's also something that one entrepreneur – Peter Diamandis – has taken great strides towards. How did he do that? By taking the 'line of super credibility'.

Basically, Peter launched the 'X-Prize Foundation' which awarded a huge cash prize to any company that could build a commercial craft capable of space travel. He didn't have the skills himself but by using this strategy, he motivated those that did have the resources to move towards the goal *he* set for them.

There was another problem though: he also didn't have the money. How does a guy with no money, no authority and no business in space travel motivate big businesses to invest time and effort into such an unbelievable task?

Simple: he took the line of 'super credibility'. What that meant was that when he announced his prize – before he even had the money to put behind him – he did so by going on stage with a bunch of former astronauts

and leaders in the industry. Because those people were *there* that meant that everyone believed in what he had to say. Those people provided the 'super credibility' and they changed him from being 'some dreamer' to someone who *appeared* to have the means. The cash money then came from various backers *following* that announcement. But the point is that this was one guy with a dream who used a smart strategy to help push forwards the pursuit of commercial space travel. That's an incredible story of success and it really should tell you that you can accomplish anything.

*If you're smart about it.*

The trick then is to make a plan that you completely believe in – which means assessing what your skills are, what your resources are, who your contacts are and what's achievable in the shortest amount of time.

Later in this book we will be talking about something called 'functional fixedness' in regards to creative thinking. You might want to refer to that when coming up with your plan.

## **Minimizing Risk**

What's also important when creating a plan of action is to minimize your risk.

We've talked already about how people tend to talk themselves out of taking action for fear of putting themselves on the line and due to the risk aversion that we all experience.

Throughout this book we'll be largely focusing on how you can change your thinking with regards to risk aversion, so that you can overcome it and

make it a thing of the past. In the meantime though, we'll also be approaching this from another angle: by removing the risk in the first place.

To create a plan that you're *actually* likely to stick to, you need to find ways that you can remove the elements of risk that are currently putting you off.

Because if you're smart you see, there needn't be any risk with a lot of different projects.

For instance, many people will put off changing jobs even when they're very unhappy with the place they work. Their boss might be breathing down their neck, they might feel that the work they do isn't rewarding and they might feel that they aren't listened to or respected in the workplace. Bearing in mind what a huge proportion of our lives we spend at work, this is enough to make pretty much anyone completely miserable and it's something you should certainly seek to change.

The problem is that when someone suggests that these people change their jobs, they will freeze up. They can't leave their job! What if they don't find another one? What if they then end up with no money? Who is going to pay the rent? Where will their children sleep?

But no one *said* they had to quit their job. You don't have to leave a job in order to start looking for other jobs, you just need to start applying for other jobs in the evenings. You don't leave your current place of work until you've got something else lined up. That way there is *zero risk*.

The same goes for starting your own business. Say you want to start selling computer equipment instead of working your current job but you're too afraid to leave your work. What do you do?

Simple: you buy some wholesale items at a low price, then you start trying to sell them on eBay or through your own website. Once you manage that, you invest some of that profit into more stock. You send out the deliveries in the evening and you keep your inventory in your basement. Over time your turnover will increase and so will your profits and it's only once you have a stable income that you need to leave your job.

And it doesn't just apply to business. How do you minimize risk when it comes to meeting members of the opposite sex? The risk here is that you get laughed at, turned away or generally have your feelings trampled on. It doesn't sound like a big deal but it's more than enough to prevent a *lot* of people from going ahead and introducing themselves to that hottie over at the bar.

So to minimize risk, try *not* going over. Instead, find a spot where you're comfortable and relax with a drink in your hand. Now look round the bar for people you like. When you find someone who looks attractive and pleasant, just try smiling at them or even winking at them.

If they're at all interested, they will smile or wink back and that will give you the permission you need to go over. They may even come over to you! But if they don't, then what you need to do instead is to just move on and find someone else. This way there's no risk – you haven't even gone over there so they can't 'turn you down'. The worst outcome is that nothing happens. Zero risk. And what's better, is that this strategy also allows you to play the numbers game. You can wink at a thousand girls or guys in one night, starting from the ones you're most interested in and moving your way

down. Eventually one of them is bound to be receptive and that way you can quickly and efficiently find where to spend most of your time.

Online dating is also great because it's so risk free – the only worry is that you might end up wasting time sifting through people who don't respond to your attempts at contact. Here's a quick solution to that: try outsourcing it to your friends and family. They're always poking their nose into your love life anyway, so why not use that to your advantage?

### **Identifying Your Goals**

Hopefully as you read this, you're starting to get ideas for ways to approach your own goals – ways that will be more efficient and more risk free and that will make the unachievable seem... achievable.

There's just one problem though: which might be the fact that you don't know what it is you want to achieve. Don't worry if this is the way you feel, it's the case for countless people and it's actually quite normal.

Some of us are fortunate enough to know exactly what it is we want to be from the day we turn 10 and can then work on perfectly executing that plan at every step of the way.

But what about the rest of us who want abstract things and can't quite put our goals and ambitions into words?

A few things can help you to try and define what it is you want from life:

- Look at your role models – Look at the people you admire most and think about what it is that they all have in common

- Think about the things you would change in your life right now – Instead of starting from scratch and coming up with a 'vision' instead try looking at specific things about your life that you would change right now
- Imagine your happy place – Imagine your happy place and what your vision of success is. Where are you? What are you doing? It might be that you're on a sunny beach somewhere in a mansion – in which case it would seem you need money.
- Think about the essence of your goals – In some rare cases you might have multiple goals or you might have goals that are genuinely unattainable. If you want to be a T-Rex for instance, then you're in trouble (for Will Ferrell fans, that was indeed a *Step Brothers* reference). In these cases though, think instead about what the 'essence' of that ambition is. Do you want to be a T-Rex or do you want to be powerful? Do you want to own your own business, or do you want respect? Do you want to be an astronaut or do you want adventure?
- Think about what it is that you wanted to do as a child, often that's still what you want you've just been taught to deny yourself those more childish sounding objectives.
- Imagine your own eulogy and what you would want people to say about you. How do you want to be remembered when you're gone?
- Imagine what advice you would give to someone who was in exactly your position. What would you tell them to focus on or to fix?
- Think about when you were last happiest – What was it that made you so happy and how can you recreate that?

The most important thing during this process is to be completely honest with yourself. Don't leave out the things you think are unrealistic or you'll just be lying to yourself. You want to be a superhero? Great: that's what you're going to work with.

At the same time, don't worry if your goals don't fall neatly into a box or if you can't easily outline them on paper. You might find that you have 20 goals, or that your goal isn't very exciting. Maybe your goal is to have a really big garden. Great. That's a great goal – go with it. Don't try and change your goals to fit other people's expectations. Go with what you know will make *you* happiest. Your goal might be completely and utterly weird – maybe you want to recreate a level from Sonic the Hedgehog in your back garden. Go for it! No one knows what the meaning of life is and as such there is no right or wrong answer regarding the way you choose to live yours. Be free to go after whatever it is that you want.

Likewise, don't worry if your goal isn't anything to do with your career. That's actually a good thing – you don't have to define yourself by your job.

And stop worrying about 'being too old' (the cause of so many mid-life crises). As the old saying goes, 'it's never too late to be what you've always wanted to be'. In fact, often being older can be an advantage. Want to be an actor? Great! There are *tons* of bit parts for older actors and you'll have the spare time to go to lots of auditions. Want to live somewhere sunny? Being retired means you should have the funds and the lack of ties to make this possible. Want to be a rock star? Take that YouTube route – it's pretty easy to imagine a geriatric electric guitarist going viral.

Don't overcomplicate matters either, or take unnecessarily difficult routes to get to where you want to be. If every time you close your eyes you imagine yourself on a yacht somewhere sunny then you need to be a millionaire right? Wrong: all you need is to *move to a sunny country* and then invest all your disposable income into a yacht. Sound reckless? Not if it is genuinely what will make you happy.

Of course you do need to think about the mitigating factors like your family. Perhaps your partner doesn't want to move country. This *does* complicate matters and it's fine to feel tugged in multiple directions – you just need to slightly alter your plan.

Your plan doesn't even have to be a static thing. People change with time and so do our objectives. If you find that you don't have a concrete 'dream' right now then use the advice in this book to focus on just changing small things that will make you happier. You can add more to that plan as you go.

### **Having the Plan is All That Matters**

What's really important though, is recognizing the importance of simply *having* a plan and having a goal. It actually doesn't matter all that much whether your goal works or not. What's important is simply that you go ahead and *try*.

That might sound like the moral that belongs at the end of a Disney movie but it's actually true.

You *can* be anything you want to be. It's only being successful that's hard.

Want to be a writer? Then start writing – congratulations, you are now a writer!

Want to be a rock musician? Then start playing music on YouTube – congratulations, you are now a rock musician!

Sure, you might not be professional and you might not be making a living but you're still doing what you love and you can still get a lot of meaning and happiness from that. Having a goal gives life meaning, direction and purpose and it means that you will no longer be defining yourself by your 9-5.

When someone at a party asks you about yourself, do you tell them your job as the main point? Is that 'what you do'? Is it 'who you are'? Instead, tell them about your side project. That's what should really get you going and that should tell them a lot more about who you are and where your passions lie.

If you take *nothing* else from this book, then just focus on this one message: start trying.

## How to Think Like a Successful Person - Using Cognitive Behavioral Therapy to Change Your Thought Patterns

Now you've gotten all that through your head, you'll hopefully have started coming up with your plan of action. This is what will make the path to *your* success (as in the way that *you* define success) easiest. By following that plan you should minimize the time and effort you invest, the amount of risk involved and your chances of failure.

You also know at this point that you now need to believe in that plan and yourself and make your own luck if you're going to succeed. This is what makes the difference between those entrepreneurial types and those 'over achievers' versus everyone else.

That's the second piece of the puzzle but it might also be the stumbling block for many people. How do you go about breaking out of your current thought patterns and adopting the thinking of those people who are highly successful?

Unfortunately if you're just as pessimistic as everyone else and if your ambitions have typically been modest and 'realistic' (what a despicable word) then you will have been 'practicing' and thus reinforcing negative thought patterns your whole life. It's thus going to take some real effort to break out of those and to start thinking in a more positive and success-oriented manner.

This is where CBT comes in.

## **What is CBT?**

CBT stands for 'Cognitive Behavioral Therapy'. This is a psychotherapeutic technique used by therapists and psychologists to treat all kinds of mental health problems – and phobias, anxieties and stress in particular.

What's interesting about CBT is that it's also a technique you can use on your own. One of the reasons it has become so popular with the NHS in the UK, is that it doesn't require anyone to be physically present. Other forms of therapy like psychotherapy require lengthy sessions lasting hours multiple times a week. CBT on the other hand can be conducted *via e-mail* and actually has much more evidence in support of its effectiveness as well.

The general idea behind CBT then is to give patients the tools they need to reprogram their thoughts and to change the way they think. Therapists use this to teach people how to get rid of phobias or OCD – but we can use it as well to try and model our brains after those of the most successful people. And also just to make sure that we are sticking to our goals and objectives.

## **How it Works**

To do CBT you first have to identify the contents of your thoughts. From there, you then have to assess them as being constructive or maladaptive and then replace them/eliminate them where necessary. You can then also use various different exercises and strategies in order to cement these positive effects.

Two important stages in this process are **mindfulness** and **cognitive restructuring**.

### *Mindfulness*

In mindfulness, you will essentially be listening to your own thoughts and assessing them. This is a form of meditation but unlike transcendental meditation where you are trying to *quieten* your thoughts and block them out, here you are simply becoming an observer of your own brain and identifying the thoughts you have as they pass by.

Mindfulness can be practiced as an intentional form of meditation where you are *actively* listening to your thoughts. At the same time though, it can also be used in a more casual manner or a more passive manner. For instance, it might mean simply thinking back to the last time you were in a certain position and asking yourself now what was on your mind at that time. Likewise, it might mean simply being partly aware of your own thoughts in any given situation. Just make sure that you are monitoring your thoughts one way or another.

If you had a phobia of heights, you would then use mindfulness in order to identify the thoughts that caused this fear which might include things like 'I'm going to fall' or 'I want to jump'. These of course only cause you to get worse when really you should be thinking positive affirmations like 'I'm in complete control' or 'the railings will stop me from falling'. In the case of fulfilling your goals and thinking like a more successful person, you'll need to identify the negative self-talk and replace that with statements about why you can't fail.

### *Cognitive Restructuring*

Cognitive restructuring is the term used for the second part of the process whereby you change the thoughts you've identified as problematic. There are furthermore two ways you might go about this called **thought challenging** and **hypothesis testing**.

### *Thought Challenging*

Thought challenging essentially means that you are asking yourself just how realistic your current concerns are. So for instance, if you find yourself thinking 'I'm going to end up on the streets' you might challenge that thought simply by assessing how realistic it really is.

Are you really likely to end up on the street? Or is it the case that you would probably be offered support by your partner, your Mum or your sister? How long would it realistically take you to completely run out of funds? In that time, wouldn't you be able to get another job – possibly better than the one you had before? At the very least, wouldn't you be able to get a part time job in a supermarket? Move somewhere cheaper to live? Rent a room in a shared house?

9/10 of our fears really aren't that realistic and aren't founded on much. Challenge their logic and you might find that you have nothing to worry about.

### *Hypothesis Testing*

Hypothesis testing is the process of actually *testing* those illogical thoughts. So say you're afraid of approaching women or men in bars, you might use thought challenging and tell yourself that it's actually very rare that anyone should make a scene and even if they *did* it

probably wouldn't be the end of the world – does it matter what strangers in a bar think?

Problem is though, you're probably not going to really believe that until you actually test it yourself. That means you need to try approaching people to test your fear that you're going to get shot down. What you'll find is that it doesn't happen, that you're fine and that you learn over time that there's nothing to be afraid of.

Hypothesis testing is absolutely great for anyone who has any kind of social anxiety – especially because it also serves as a form of 'training' for overcoming nerves. All you have to do is to pick the situation where failure really doesn't matter. Try going into a shop where you don't know anyone and where you never shop. Now, when you buy something, try putting on a stupid accent, stuttering and being generally *weird and awkward*. You'll find that before you approach the shop, your heart starts racing and that you feel completely pumped and anxious. This is normal.

But when you do it, you'll find the shop owner probably doesn't even comment on your odd behavior. They assume you have mental health problems, serve you and then let you go about your business.

What you learn in this process is that you can get away with a lot more weirdness and awkwardness than you realize and that people are actually just really polite. That then gives you free reign to be bold, to be daring, to be out there and to network. And as you practice you will get your fight or flight response under control such

that it's not a problem anymore. If this seems a little scary at first, then try finding a buddy to do it with.

## **Fear Setting**

'Fear setting' is a technique suggested by the one and only Tim Ferris in his book *The Four Hour Workweek*. Here he outlines a process that is essentially a form of CBT as applied to entrepreneurialism, business and self-development.

The idea is simply to *clearly define* your fears and to write them down on paper. Write down every single reason you have for talking yourself into not doing X and not doing Y. Now go through all those things and break each one down. Analyze how likely each of those things is to actually happen and then write down a contingency plan that outlines how you would deal with the problem if it were to occur. The objective here is to remove the 'power' from each of your fears so that you feel ready to completely execute your plan.

## **Some More Strategies**

Some other good strategies you can use include those that revolve around priming yourself and removing bad habits that cause negative thoughts. Priming by the way simply means putting yourself into a state of mind where you can win. Here are a few CBT-esque techniques you could consider adopting:

### *Positive Affirmations*

Positive affirmations are positive statements you repeat to encourage yourself. The idea here is simply to make your positive thoughts become

the 'habit' instead of your negative ones. To help yourself remember these, try using post-it notes and putting them up around your house.

### *Power Positions*

Simply standing in a victory stance (arms over your head) puts you in a state of 'win' and producing hormones associated with drive and success. Try it in the bathroom next time you're going to an interview.

### *Bodylanguage*

Moreover, make sure you have your body language straight. This might mean just pointing your chest up at the ceiling and imagine a beam of light coming out of it and getting in the habit of doing this every time you step through a door. It completely changes the way you feel and makes a much better first impression.

### *Priming*

You can also prime yourself directly by listening to motivating music or watching motivating films. Better yet, remind yourself every day of all the things you've done that you're proud of and all the times you've succeeded. This way you can set yourself into a state where you're feeling successful, proud and on top of the world and as we've discussed this will ensure that people automatically view you as being all those things to a greater extent.

## **Can You Become Smarter? The Neuroscience of Intelligence and How to Hack Your Brain**

Using these techniques, you'll have made yourself far more likely to succeed by changing the way you approach problems, the way you view yourself and more.

But how about becoming smarter? Can you hack your way to actually being more intelligent? Because that really does play a role too...

This is a huge topic and not something we can completely cover here but this little primer should give you a bit of an idea of how your brain works and whether or not it can be changed.

### **You Are Your Connectome**

Your connectome is the huge web of neurons (brain cells) that make up your brain. You have billions of these neurons and they essentially would look like the most complicated mind map in the world were you to try and draw it all out.

This connectome is what contains your ideas, your memories, your beliefs and just about everything else and it grows and changes all the time.

Whenever you see something, remember something or experience something, a neuron fires and sends a message to the neurons around it across a 'synapse' (gap). When two neurons fire at the same time, they gradually form a connection and the more often this association is reinforced the more the two will be connected. This is why you can train a dog to salivate when you ring a bell – because 'neurons that fire together, wire together'. This process is called 'brain plasticity'.

Another thing also affects how effectively different neurons wire together though too. Specifically that's your neurotransmitters. Neurotransmitters are chemicals in the brain of which there are over 100 and which aid the synaptic transmissions (action potentials). The main ones are dopamine, serotonin, norepinephrine and acetylcholine. These neurotransmitters regulate our memory and attention among other things – dopamine makes things seem important for instance, as does norepinephrine, which is why increasing these chemicals via caffeine makes us more focused and improves our memory.

### **What is Intelligence?**

Defining intelligence is somewhat problematic. There is a difference between fluid intelligence (which is your ability to process information) versus crystalized information (which is your knowledge). Meanwhile some people will be excellent at math, while other people will be more creative and others will be better at debating – but the skills do not necessarily correlate.

Ultimately though, a lot of our skill is the result of our brain's ability to adapt to the demands we place on it. This is often referred to as 'SAID' – Specific Adaptation to Imposed Demands. Intelligence and skill is simply the result of practice + adaptability along with the right chemicals to enhance focus and speed.

Creativity meanwhile seems to be our brain's ability to make connections between seemingly unrelated ideas in order to find new combinations of ideas.

## **Can You Improve Intelligence?**

So with all that in mind, how do you improve creativity and intelligence?

One strategy would be to increase your brain's adaptability and then to practice using it. To increase adaptability, you need to increase those neurotransmitters associated with attention and awareness. The best way to do this is by getting plenty of amino acids in your diet. Why? Because amino acids are the natural precursors to neurotransmitters – the place that our brain gets the raw building blocks. Amino acids come from proteins, so these are especially important for boosting brain power. Likewise, you should consume lots of omega 3 fatty acid from fish and nuts because it encourages cell membrane permeability meaning that your brain cells can communicate more easily. Vitamins and minerals are also crucial for maintaining your neurochemical cocktail – zinc, magnesium, B vitamins and C vitamins in particular. Ultimately the goal should be to eat nutrient dense foods.

On top of this, you also need to make sure you get plenty of exercise which will encourage neurogenesis (the creation of new brain cells) as well as helping oxygen get to the brain providing it with more energy. Sleep is also very important for forming new neural connections as it's when our brain cements much of what we learned during the day. Many people in a quest to boost their brain function will take all kinds of crazy supplements but not focus on the basics – like going to bed an hour earlier which is a thousand times more effective.

Can you become more intelligent? That's up for debate. But eating a nutrient rich diet high in protein, exercising, sleeping and *using your brain* are all things you can do to have a big impact.

## 20 Common Traits and Behaviors of Highly Successful People

To end with, let's take a look at 20 of the most common traits and behaviors shared by the world's most successful people. You can then try to emulate these to try and encourage that correlation to work for you...

1 Optimism: We've already discussed why this is important and it's very self-evident when you speak to any of the world's biggest achievers. They *all* have a sense of optimism and happiness.

2 Risk Taking: Likewise, successful people appear to be risk taking. Higher risks have higher rewards and if you don't try, you don't know. There is a bell curve here though: if you're too risk taking then it can go the other way. And extreme risk taking is actually associate with psychopathy... Take risks but pick and choose your risks carefully.

3 Hardiness: Hardiness is the ability to take hits and bounce back. It's what gets you to keep trying even when things look bad and when people are telling you to give up. If you don't give up, then you haven't failed.

4 Creativity: Creativity is a crucial skill for coming up with new ideas and solutions to problems. Creativity tends to be highest when you're most relaxed, so make sure you are regularly taking time out to chill and you should increase your creative juices.

5 Resourcefulness: High achievers are resourceful meaning that they can make the most of the things they have available to them – like Tony Stark who builds the Iron Man suit while in a cave. The trick to resourcefulness is to overcome 'functional fixedness'. Stop thinking of things as tools and think

of them as materials. You don't just have a hammer: you have a hammer, you have metal and you have wood. Those are a lot more resources.

6 Networking: Very few people genuinely succeed to a huge extent completely on their own. You need to be willing to put yourself out there and to form a team with people who can help you make your ambitions a reality.

7 Passion: Passion is crucial for success. If you want to be highly successful then you need to pick something you love doing so that you feel as though you're never really working – you're just doing what you were born to do. This will come across in *everything* you do. It will even make you gesticulate more which is the secret to appearing charismatic.

8 Gratitude: If you were really successful already... how would you know it? Gratitude means being thankful for what you have already and *many* successful people count their blessing each morning as a matter of habit to encourage this trait.

9 Exercise: Exercise boosts intelligence and it teaches you to stick at goals.

10 Meditation: Tim Ferris interviews some of the most successful people in the world on his podcast and something they almost *all* have in common is that they meditate.

11 Questioning: Steve Jobs said that the secret to success is to just keep asking 'why doesn't it work?'

12 Positive Affirmations: Positive affirmations are a tool you can use to bolster success. Like meditation this is a technique that many successful people say they use.

13 Sleep: Successful people recognize the importance of sleep. Don't ignore this at any cost.

14 Curiosity: That constant questioning comes from curiosity and likewise being curious is what will drive you to learn, to experiment and test. And that's how you make breakthroughs.

15 Drive: Successful people are driven and they are self-starters. That means their drive comes from inside and is not reliant on the approval of others. You won't succeed until you're willing to put in the hours, get up at the crack of dawn and weather the storm.

16 Integrity: Passion and integrity go hand in hand and if you want to be successful then you can't cut corners or deliver a shoddy product. People who cheat almost always get their comeuppance and if you're tempted to try and swindle people, it means you're not in the right line of work. You need integrity and you need professional pride to succeed.

17 Patience: Success doesn't come overnight and it's all too easy to get bored when you don't see the results you want right away. Patience really is a virtue.

18 Intelligence: While many people think of intelligence as something to talk about in hushed tones, there's no denying that intelligent people are the people most likely to succeed.

19 Confidence: We've gone over this tons, but the point is that if you don't believe in you: no one else is going to either.

20 Originality: Originality in ideas, temperament and everything else is one of the most valuable traits there are. To be truly successful you can either

be the best, or the first. Guess which is easier? True originals stand out, they're remembered and they have no competition.

## Conclusion - Be the Person You Want to Be

So there you have it! That's pretty much how you need to start changing the way you think if you want to be truly successful. It takes time, it takes work and it takes practice – but if you're able to put in the hours then you will find that the result is that you transform your brain into an incredibly powerful tool capable of helping you to get anything that you want.

To recap, what have we learned?

We've learned that your thought patterns really *do* make a huge difference to your success. This is no coincidence. To be successful you need to believe in your success, you need to take risks and you need to be willing to keep trying.

We've learned that writing plans and strategies in the right way can help you to minimize your risk and to succeed beyond your wildest dreams. If you're willing to bet on yourself and to take massive action you can do incredible things – and we've seen plenty of amazing examples of that.

What's more, we've also learned how to *change* our thinking. It's all well and good to say you 'need to think this way' but without being able to make those permanent changes this is all just theory. Using cognitive behavioral therapy, cognitive restructuring, mindfulness, thought challenges, positive affirmations, fear setting, priming and more we've learned that the brain can be hacked and rewired to more closely emulate the brains of the world's most successful people.

We've also gone over briefly how human intelligence works and how you can nourish the brain to encourage learning, growth and intelligence.

Finally, we've looked at the traits that the world's most successful people share in common.

Now you have the tools and the blueprint to change your thinking and to get that 'limitless brain' you need to make anything happen.

Just:

- Assess your goals
- Create a plan
- Restructure your thoughts
- Execute

It's as easy as that but without those vital first steps where you change the way you think, you stand very little chance of success.

I hope that this advice gives you the tools you finally need to start making things happen, to be truly successful and to leave your mark on this world.

Good luck!