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Foreword

The word 'Winning' might sound fake to you. Too bourgeois. Too full of A's, or fortune, or odds, or muscle-bound jocks. Real winning, however, is no more than one's own personal quest of individual excellence and motivation.

You don't have to knock others down or acquire at the expense of other people. 'Winning' is taking the natural endowment and potential you were born with, and have since evolved, and utilizing it fully towards a goal or purpose that makes you happy.

Let's consider it as our "personal quest of individual excellence." something closer to striving to live at your highest potential.

The most crucial single point in the chapters to follow, to remember and internalize, is that it makes little difference what is really occurring, it's how you, personally, take it that truly counts!"

Results And Rewards Blitzing

The Sprinter's Guide To Short Term Motivation For Huge Results - High Adrenaline And Rewards Guaranteed!

Chapter 1:

Take Stock

Synopsis

An individual may make himself happy, or miserable, no matter what is really occurring 'outside,' simply by altering the contents of consciousness.

We all know people who may transform hopeless states of affairs into challenges to be overpowered, simply through the force of their personalities. This power to hold on in spite of obstacles and setbacks is the quality individuals most admire in other people, and justly so; it's likely the most crucial trait not only for succeeding in life, but for enjoying it as well.

To evolve this trait, one must discover ways to order consciousness so as to be in command of feelings and thoughts. It's best not to anticipate shortcuts will do the trick.



What Do You Have

Take inventory of your great reasons for self-regard and motivation today. Put down what your 'stock list' is. Blessings-who and what you are grateful for. Accomplishments-what you have accomplished that you're proud of up to now. Goals-what your dreams and aspirations are.

This a truly cool exercise and I have done something similar.

Each day for a hundred plus days I put down five principles I'm proud of, five things I will be proud of, five matters I'm thankful for, five things I'm energized about and five truths I live by. I shuffled it up each day and truly loved it.

First enquiry: Are you journaling? Please say, "Uh-huh!"

It's among the most potent ways we may deepen our clarity and better our happiness, which leads to better motivation. As a matter of fact, keeping an appreciation journal has been scientifically demonstrated to raise our happiness levels.

In an experiment at the University of California-Davis, individuals who kept a 'appreciation journal,' a weekly record of matters they felt thankful for, enjoyed better physical health, were more optimistic, exercised more on a regular basis, and described themselves as happier and more motivated than a control group who didn't keep journals.

Second inquiry: What's in your stock list? Now's a great time to take our first look:

These are a few of my many blessings-the individuals and things I'm thankful for:

These are a few of my achievements- what I've done that I'm super proud of up to now:

These are a few of my goals-my aspirations and ambitions that motivate me daily:

Very nice! Might wish to check your stock list at least every week!



Chapter 2:

Get Targeted

Synopsis

Each winner I've ever met knows where he or she is going daily ... each day.

Winners are goal oriented. They arrange and get what they want-consistently. They're self-directed on the road to fulfillment.

Fulfillment or success has been specified as the progressive realization of goals that are worthy of the individual.

The 'human' system is goal-seeking by design and, utilizing a really basic analogy, might be compared to a homing torpedo system or an autopilot.

Arrange your target and this self-activated system, perpetually monitoring feedback signals from the target and adapting course setting in its own navigational guidance computer, makes each correction necessary to remain on target and score a hit.

It's far better to evolve behavioral techniques of coping with one's issues than to dissolve them with a pill.

Aim And Score

Programmed incompletely, non-specifically or aimed at a target too far out of range, the 'homing torpedo' will roam erratically around till its propulsion system fails or self-destructs.

And so it is with every individual human system in life.

Creative endeavoring for a goal that's crucial to you as a result of your own deep-felt needs, ambitions and natural endowment (and not the symbols which the 'Joneses' expect you to exhibit) brings happiness as well as success as you'll be operating as you were meant to operate. Man is naturally a goal-striving being. And as man is 'built that way', he is not pleased unless he's operation the way he was made to operate -as a goal-striver. Therefore, real success and real happiness not only go together but each heightens the other.

The optimum state of inner experience is one in which there's order in consciousness. This occurs when psychic energy-or attention-is invested in truthful goals, and when skills match the opportunities for behavior. The quest of a goal brings order in awareness as an individual must center attention on the project at hand and momentarily blank out everything else.

These periods of scrambling to overpower challenges are what individuals find to be the most gratifying of their lives. A individual who's accomplished command over psychic energy and has invested it in consciously selected goals can't help but grow into a more complex being. By stretching out skills, by reaching towards higher challenges, such an individual becomes a progressively extraordinary person.

How are your goals?

Are you transferring your life energy towards truthful goals that give you meaning?

Or, are you sort of twirling around like a missile without a clear-cut target, ready to self-destruct in a not-so-pretty manner?

Great news is that merely clarifying what's significant to you and producing goals in line with those values, and, naturally, questing after them, will get you in flow faster than you may say, "What's up?"

And, while we're on the subject, this is great to bear in mind also: among the most beneficial ways to develop adaptability to the stresses of life is to regard them as normal. Nightingale tells of his travel to the Great Barrier Reef, which stretches almost 1800 miles from New Guinea to Australia. Noting that the coral polyps on the interior of the reef, where the sea was still and quiet in the lagoon, looked pale and lifeless... while the coral on the exterior of the reef, subject to the tide and power of the waves, were brilliant and vibrant with glorious colors and flowing growth... Nightingale asked why this was so. 'It's really simple,' came the response, 'the coral on the lagoon-side dies quickly with no challenge for growth and endurance... while the coral facing the tide and power of the open sea, prospers and multiplies as it's challenged and tested each day.'

And so it is with each living organism on earth.

Chapter 3:

Optimism And Motivation

Synopsis

Motivation is a great deal maligned, over-franchised, over-promoted, and misinterpreted term. The word, 'Motive' is specified as that inside the individual, instead of outside, which incites him or her to action; a thought, need, emotion, or organic state that prompts to action.

For each one of your goals, make a habit to repeat over and over, “I want to-I can,’ ‘I want to-I can.’ Formulate a simple, fresh affirmative self-talk vocabulary about yourself.



The Way We Think

I like glancing at the “motive” in “motivation”. Briefly: What’s your REASON for acting?

Pay attention to whether you’re driven to impress other people or if you’re really inspired to get something. (And then lean towards the latter.

Motivation is a force, which moves us to activity, and it springs from inside the person.

If you get ‘butterflies’ in your tummy prior to a performance, accept them as butterflies. Butterflies are nice. When they begin to eat you, they're like moths. Moths in your tummy are not nice. They induce ulcers. Butterflies are great. Moths? Not so much.

Positive tenseness, brought about by desire, is like a bow pulled taut to move the arrow to the bull’s-eye. In a completely tension-free state, you're either comatose or lifeless. What an individual really needs isn't a tensionless state, but the endeavoring and struggling for a goal that's worthy of him or her.

Frequently, we erroneously attempt to get rid of all of our wants and the tenseness we believe they produce. Regrettably, it’s not the desires that produce the damaging tension, it’s the dread and doubt and worry and attachment that produces the negative tenseness. The hurdle is to hold the bow taut with the tension of our wants and then gleefully celebrate every step of the process as we move towards our goal with flexibility, patience and exuberance. And, re-orienting our relationship to dread is always a great thing.

Those butterflies? Let's learn to grin at them instead of let them evolve into moths that eat us up. Working at strategies to manage stress is a little like attempting to win the Indy 500 by putting a governor on the motor of your racecar or switching out a powerful V-12 for a V-4 because it provides a 'quieter ride.' You wouldn't do that. Not if you were after the checkered flag. Not if you were racing ace Jeff Gordon. No ace is about to give his adversaries an edge. Nor should you by attempting to relax when the pressure's on.

The most readily identifiable character of a total winner is an attitude of personal optimism and enthusiasm.

How's your optimism and enthusiasm?

After years of studying learned helplessness (among the strongest forecasters of depression is our level of disempowerment/helplessness, btw), there is information on how we may learn to be more optimistic, and, naturally, why we should care. For now, understand it's big and you are able to do much about it.

And, enthusiasm. Enthusiasm comes from the Greek *en theos* and literally means "God within." That's amazing.

When we're on (or "total winners"), we've got the higher power in the house and the world recognizes it via the enthusiasm and motivation that radiates from inside!

Chapter 4:

Concentrating And Planning

Synopsis

Center all your energy and intensity level, without distraction, on the successful completion of your present project. Finish what you begin. This is among my absolute favorite self-management/time-management huge ideas.

Once you've thought through your task and decided on your most valuable task, you have to discipline yourself to begin it at once and stay with it till it is finished.

When you center single-mindedly on one task, without diversion or distraction, you get it accomplished far faster than if you begin and stop and then come back to the work and pick it up once again. You may reduce the amount of time you spend on a major job by as much as eighty percent merely by refusing to do anything else till that task is complete.



Center

On a greater level, this prompts me of a conversation I had with my mentor from my 1st business. Quick circumstance: I raised \$3 million as a 24/25 year-old chief executive officer of a Net business during the late 80's. We were on a roll and employed the chief operating officer of a well-known company to replace me as our CEO so we could raise another \$10+ million and go public. Then the market broke up and we had forty-five employees and a big burn and dwindling revenue.

I vividly recall our new CEO, telling me: "It's not how you begin something; it's how you complete it that matters". That became my guiding rule as we navigated a few hard times and eventually sold the business to one of our 2 competitors who had raised 10x the capital.

So, let's remember: "center all your energy and intensity level, without distraction, on the successful culmination of your present project. Finish what you begin."

Many individuals spend more time planning a party, studying the paper, or making a Christmastime list, than they do in planning their lives. So simple and so real. I don't know about you, but I'm all about making my life story a' party.

Isn't it comical how much time we spend planning a holiday or a party or a wedding and how little we commonly spend planning our ideal lives-from our ideal career to our ideal daily life-style to our ideal relationships?

So, let's address that today. Take a minute to appreciate how fantastic your life is today and how much you've developed over the last decade and all the stuff that is going right. When you're feeling that and grinning at all the goodness already in your life, let's research your ideal.

You've a magic wand. Wave it. Now envisage your ideal day. What are you doing? What time do you get up? What do you do for fun and for work? How are you giving yourself totally to the world? With whom do you spend your time? Where are you? How do you feel?

Map it out! Take the time right now to begin getting more and more lucidity on what you'd like to see in your life story.

I've done this sort of exercise dozens of times over the last 10 years and now I'm blessed to pretty much be living the present version of my ideal: I'm on an island where I'm getting paid to hit the books, embody and share unbelievable wisdom as I produce products and inspire individuals from around the world.

I teach a class twice a week, rise with the sun each day, then meditate for an hour, do a little movement then journaling then originative work with a massage thrown in, while savoring yummy organic food and coconut water and excellent conversations with my mate.

It's funny to even publish that. I share it not to be a jerk and show off but merely as a demonstration of what's possible. It's virtually surreal for me to see that we really may create our ideal-it's not always "simple" to get from one place to another but we may do it. Naturally, the first question we need to ask is: "What do I wish?"

So... If you would like to try out seeing just how incredible you are able to make your life story, I highly recommend you make journaling about your ideal a daily practice and not something you do on New Year's and then blank out about a week later.

And, right now certainly seems like a wonderful time to do some visualizing.



Chapter 5:

Push-ups And Responsibility

Synopsis

As motivational philosopher has so competently put it, 'You can't hire somebody else to do your push-ups for you.'

You have to accomplish them yourself if you're to get any value out of them. Whether it's exercising, stretching out, meditating, reading, studying, studying a new language, producing a mastermind group, arranging measurable goals, envisioning success, repeating affirmations, or practicing a fresh skill, you're going to have to accomplish it. No one else may do these things for you.

I'll give you the guideline, but you'll have to drive the auto. I'll teach you the things, but you'll have to apply them. If you decide to put in the effort, I promise you the rewards will be well worth it.



Get Moving

You can't hire somebody else to do your push-ups for you. Are you doing your "push-ups"?

What do you understand you have to be doing that you're not currently doing?

Let's put down the top 5:

1.

2.

3.

4.

5.

It's time to quit looking outside yourself for the answers to why you haven't produced the life and results you wish, for it's you who produces the quality of the life story you lead and the results you create. You-no one else! To accomplish major success in life-to accomplish those things that are most significant to you-you have to assume 100% responsibility for your life. Nothing less will serve. I like this idea.

It's Covey's Habit #1 (Be Proactive) of the 7 Habits of Highly Effective People and it's the basis of the wisdom of all great teachers-from East to West, classic to modern, philosophers to gurus to psychologists. As well, there is a really cool formula to help us get the idea:

$$E + R = O.$$

The Event + Our Response = The Outcome.

An event occurs. The event is, in itself, indifferent. We react. We forever have a choice as to how we react and it's forever our reaction mixed with the event that determines the result.

Now, when people are playing the victim, they believe the equation goes $E = O$. Something occurs, there's an outcome.

Stimulant-> Response. Reactivity vs. Proactivity. Victim vs. Creator. Less than 100% responsibility vs. 100% responsibility.

Those of us dedicated to success, all the same, understand that it's our reaction that ascertains the result. In short, we have to take 100% responsibility for our lives.

Here's a great story to bring home this point. After the quake in 1994 in Los Angeles, one of the major freeways took a crushing. So, traffic was at a near deadlock. A few news reporters were knocking on commuters' windows asking them what they thought.

The 1st individual was furious and complaining about the fires and the floods and the quakes and how much he detested California, yada, yada, cry me a river .The 2nd individual was beamingly pleased and stated she left for work at 5 am to do her best to get to work on time and, recognizing there'd be delays, she brought a few Spanish language learning tapes plus a book and a lunch and a entire thermos. Life was great.

Event + Response = Outcome.

How are you reacting to the events in your life?

If you wish more success, happiness, delight, health, creative thinking, mojo, love, wealth, and all that's great in the world, you've got to pay attention to Principle #1. Take 100% Responsibility for your life.

Make it a game in your quest for motivation. See how you are able to produce better and better Outcomes by more and more consciously picking out your Responses to the Events in your life today!

Chapter 6:

Be Clear And Make A List

Synopsis

You see, without a purpose in life, it's simple to get sidetracked on your life's journey. It's simple to stray and drift, achieving little. But with a purpose, everything in life appears to fall into place.

To be 'on purpose' implies you're doing what you like to do, doing what you're great at and achieving what's crucial to you. When you really are on purpose, the individuals, resources, and opportunities you require naturally gravitate towards you. The world benefits, as well, as when you act in alignment with your real life purpose, all of your actions automatically serve other people.



Crystallize

Decide on your major definite purpose in life and then arrange all your activities around it.

Again, everybody discusses the importance of discovering our purpose. And we discuss it .The question, naturally, is: How do I discover my purpose in order to stay motivated? Beginning with the fact that our guidance system will let us know if we're on mark or not by how great we feel doing what we're doing.

Here's a quick look at a really cool exercise:

1. List two of your unique personal qualities" (My illustration: enthusiasm and optimism.)

2. List one or two ways you enjoy conveying those qualities when interacting with other people" (My illustration: to motivate and empower.)

3. Presume the world is perfect today. What does this world look like? How is everybody interacting with everybody else? What does it feel like? Write your answer as a statement, in the here and now tense, describing the ultimate condition, the perfect domain as you see it and feel it. Remember, a perfect world is a fun place to be.

(My illustration: everybody is gleefully living their greatest lives, celebrating each minute as they give their greatest gifts in greatest service to the cosmos.)

4. Combine the three prior subdivisions of this paragraph into one statement.” (My illustration: My purpose is to utilize my enthusiasm and optimism to motivate and empower other people to gleefully live their greatest lives, celebrating each minute as they give their greatest gifts in greatest service to the cosmos.)

Got it? Amazing!

Now write it down and read it at any rate once daily and line up your life story to live in unity via this intention!

Among the simplest ways to start clearing up what you really want is to make a list of thirty things you wish to do, thirty things you wish to have, and thirty things you wish to be before you die. This is an excellent way to get the ball rolling.

In the name of being reasonable, we wind up becoming numb to our own wants.

You have to decide to trust that you may do anything you set your mind to-anything at all-because, as a matter of fact, you may. If you presume in favor of yourself and act as if it's possible, then you'll accomplish the things that are necessary to manifest the result.

If you believe it's impossible, you will not do what is essential, and you will not acquire the result. It becomes a self-fulfilling prophecy. The essential first step to getting the things you wish out of life is this: decide what you want.

So, what do you wish? Everything goes perfectly in your life. What's it look like?

If you're like many individuals, you sort of struggle on that question. Why is that? Among the main reasons is that we spend virtually all of our time merely reacting to the daily challenges of our world and very little time reflecting on what we really want.

So, make yourself an "I Want" list? Thirty things you want to DO, BE, and HAVE in your life.



Chapter 7:

Mental Attitude

Synopsis

Once baseball great Ty Cobb was seventy, a reporter inquired, “What do you believe you’d hit if you were playing these days?” Cobb, who had a lifespan batting average of .367, said, “About .290, maybe .300”.

The reporter responded, “That’s because of the travel, the night games, the artificial turf, and all the fresh pitches like the slider, right?”

“No,” stated Cobb, “it’s because I’m seventy.”

Now that’s trusting in yourself!

As Ford stated: “Whether you believe you are able to or you believe you can’t, you’re correct.”

What do you truly wish in your life?

Do you think you are able to?

Change How You See It

I like the 18/40/60 Rule: When you're 18, you fret about what everyone is thinking of you; when you're 40, you don't give a damn what anyone thinks of you; when you're 60, you recognize nobody's been thinking about you in the least.

Surprise, surprise! Most of the time, nobody's thinking about you in the least! They're too busy fretting about their own lives, and if they're thinking about you in the least, they're questioning what you're thinking about them. Individuals think about themselves, not you.

Think about it-all the time you're wasting fretting about what others think about your thoughts, your goals, your clothes, your hair, and your house could all be better spent on thinking about and executing the things that will accomplish your goals.

I recognize now that individuals are not thinking about you and me or caring what is stated about us. They're thinking of themselves-before breakfast, after breakfast, and right on till 10 minutes past midnight.

They would be a 1000 times more concerned about a slight headache of their own than they would about the tidings of your death or mine. Let's stop wasting our precious energy fretting about what other people think of us and direct it into producing our ideal lives, shall we?

My earliest mentor, was once depicted as an inverse paranoid. Rather than believing the world was plotting to do him damage, he decided to trust the world was plotting to do him good. Rather than seeing each hard or challenging event as a minus, he saw it for what it could

be-something that was intended to enrich him, empower him, or forward motion his causes.

What an unbelievably positive belief! Imagine how much simpler it would be to succeed in life if you were perpetually expecting the world to support you and bestow you opportunity. Successful individuals do just that. Well, that's one amazing way to look at the world!

What's the greatest challenge/disappointment/yuck! thing in your life today? How may you see the seed of opportunity in it to stay motivated? How may you make your current perspective 10x more favorable and constructive?

Consider it this way. If you're clear where you're going (goals) and you take a lot of steps in that direction each day, you eventually have to get there. If I head north out of Santa Barbara and take 5 steps a day, sooner or later I have to end up in San Francisco. So choose what you wish, write it down, review it perpetually, and every day do something that moves you towards those goals. Simple, mighty stuff.

Work diligently. Diligently. Work with patience and persistently. With patience and persistently. And you're bound to be successful. Bound to be successful.

Same rules apply whether we're discussing enlightenment or motivation. Know what you wish. Move towards your goals. You're gonna get there sooner or later.

Successful individuals adhere to the 'no exceptions rule' when it comes to their daily disciplines. When you make a 100% commitment to something, there are no exceptions. It's a done deal.

Nonnegotiable. This has been, far and away, one of the most powerful Ideas I've ever intermingled into my life.

What are you committed to in your life? Waking with the sun? Meditating in the morning? Exercising each day? No longer lashing out at your loved ones? Removing refined sugars/red meat/and so forth from your diet?

Whatever it is, check in and see how dedicated you truly are.

Let's suppose you choose that meditating each day will be your new ritual. You've done the inquiry, see the advantages and decide to go for it.

Now, if you have to consider whether or not you're going to honor that allegiance daily, there's NO way you're going to honor it. You're gonna have that little whining voice pop in that states something along the lines of: "Oh! You deserve a bit more sleep this morning. Plus, it's simply a day. You merit a day off. And those people who are so dedicated are way too rigid anyway. Unwind. Be flexible." So, work out what daily practices specify your destiny and then make your allegiances to those rituals. Period.

Try it out. It might sound abrasive but it's truly liberating. Frees up so much power when you don't need to consider whether today's the day you'll break.

You can't do everything at once. But if you keep adding a little progress daily, over time you'll have built a whole fresh set of habits and self-disciplines. Remember, anything of value takes time. There are no overnight successes. It took me years to learn and put through

all of the principles in this book. I've mastered some and am still working at mastering others.

No great thing is produced abruptly, any more than a bunch of grapes or a fig. If you tell me that you want a fig, I answer you that there must be time. Let it first flower, then bear fruit, then ripen.

All excellent things take time. Let's bear that in mind, as we live on purpose, know what we wish, do our push-ups, stay motivated and enjoy the success that is our destiny.



Chapter 8:

Focus

Synopsis

You are able to dramatically better the overall quality of your life far faster than you may think possible. All you have is the desire to change, the decision to take action, the discipline to practice the fresh behaviors you have selected, and the determination to persist till you get the results you want.



Stay On Track

Among the most crucial personal choices you are able to make is to accept utter responsibility for everything you are and everything you'll ever be. This is the excellent turning point in life.

The acceptance of personal responsibility is what distinguishes the superior individual from the average individual. Personal responsibility is the greatest trait of leadership and the wellspring of high performance in every individual in every situation.

Taking on complete responsibility for your life implies that you refuse to make excuses or blame other people for anything in your life that you're not happy about. You decline, from this moment onward, to criticize other people for any reason. You refuse to sound off about your situation or about what has occurred in the past. You eliminate all your if-onlys and what-ifs and center rather on what you truly want and where you are going.

This decision to take on complete responsibility for yourself, your life, and your results, with no excuses, is utterly essential if you want to stay motivated. From now on, regardless what occurs, say to yourself, "I'm responsible."

If you haven't noticed, this is RULE #1 for success. The willingness to take 100% responsibility for our lives. The willingness to be response-able. To be pro-active and not re-active. To have an inner instead of an external locale of control. To be a creator and not a victim.

If we wish to enjoy life and expand into our highest potential, it's clear we've got to quit our criticizing, blaming, complaining and overall whining and do away with all the "if-onlys and what-ifs". Beginning today.

Everything is difficult before it's simple. You might need to exert enormous discipline to develop fresh habits of thought and behavior. But once you've them firmly locked in, they enable you to achieve vastly more, with less.

The only true questions are: What habits of thought and behavior do you have to build? And are you willing to do the work to institute the fresh habits in your life?

What habits do I have to build? I'll build these new habits of thought and behavior:

1.

2.

3.

4.

5.

-> Am I willing to do the work essential to establish these fresh habits in my life? No ___ YES___

Let's do what has to be done and watch the quality of our lives skyrocket!" Time management is truly life management, personal management, management of yourself. Individuals who value themselves extremely allocate their time with kid gloves. They give their time usage much thought. When you love your life, you love each minute of it. You're really heedful about misusing or wasting any of the precious moments and hours of every day.

Do you love life? Then do not waste time; for that's the stuff life is made of.

We live in efforts, not years; In ideas not breaths; In feelings, not in figures on a dial. We ought to count time by heartbeats.

How about you? How highly do you treasure yourself?

One way to find out is how you allocate your time. Are you squandering precious moments and hours of every day? Is it time to throw away the remote control and spend more time with your mate, your youngsters, your art, your business plan, your journal, your ...? It's a cherished resource, this minute, this heartbeat... Let's honor it by utilizing each moment wisely and this in turn will keep you motivated.

Wrapping Up

Your level of optimism is the very best predictor of how happy, healthy, rich, motivated and long-lived you'll be. The more optimistic and positive you are, the more energy and exuberance you'll have. Your immune system will be more mighty and more immune to disease and infection. You'll seldom be sick. You'll get along with less sleep, and you'll have more mental and physical power throughout the day.

Did you know that your level of optimism is the best forecaster of how much of all the stuff you wish (health/wealth/happiness/etc.) you'll really have? And, how about this vision of an optimist: an optimist is somebody who's glass is half full and who's seeking a pitcher of water so they may fill up their glass along with everybody else's!

The great truths of life and motivation are simple. It's astonishing how many issues, both personal and social, may be resolved if everybody decided to treat others the way they would like to be treated. Listen to individuals the way you would like to be listened to. Sell your products and services the way you'd like other people to sell their products and services to you. Be gracious and respectful to others, just as you'd like them to be courteous and respectful to you. Be patient and understanding with individuals when they make errors, just as you'd like them to be patient and understanding with you when you make errors.

All of these actions will keep you uplifted and motivated as well as those around you.