

# RICH

— WITH —

# GRATITUDE

9 VITAL MINDSETS TO AN  
ENRICHING AND WEALTHY LIFE



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# Introduction

I have written this book to give you the ray of hope you are waiting for. Life has taught me so much, and I have so many experiences to tell you. Throughout my life, I had to face a vast amount of different situations, financial difficulty, low self-esteem, painful break-ups and loss of hope. So many evenings I spent sitting on my couch, destroyed, feeling huge disappointment, whether it was from people or my objectives failing to be achieved. I, like everyone else, made so many mistakes, that I certainly do not regret. I kept trying to chase my dreams, but I didn't know I was following all the wrong paths. When I thought, I had something, it would just slip through my fingers. Not happy, not successful, I kept on wondering how was it possible for me to get out of that life that surrounded me.

The journey of an entrepreneur isn't an easy one. The entrepreneurial industry is one that attracts hundreds of thousands of people every year. The rewards are great, and certainly worth it, but it's going to take some hard work.

This book is going to give you insight, hope and a second chance. I will share my learning and life

lessons in my entrepreneur journey, which had helped me so much to get to the success and happiness I waited for so long. Don't feel like you are hopeless, or that you just ran out of luck. Your own joyful life is just around the corner and I will help you get there. Learn from my experiences, and use this wise advice to achieve your objectives.

To your success,

*Neil Walker*

Wealth Coach,

[www.rich-in-gratitude.com](http://www.rich-in-gratitude.com)

## My story

It all began back in 1980, in a very little village in Arizona. It might not have enormous buildings, or a vast selection of stores, but it was my home. My family was very humble. In fact, our house was made completely out of wood. For some people, it would seem like a movie set, or something very rare at the very least. To me, that was my reality and day by day. My grandfather built it with his own working hands.

In my school years, I was always the guy who was really introverted and shy in class. I wasn't very confident with myself, nonetheless, I have big dreams. Very big dreams. I want to be in a beautiful campus, with picturesque scenery and birds happily chirping. All of these were what I was dreaming of! A perfect future!

If my parents could not afford to send me for an education in the university, my only hope is to work extra hard and clinch a very coveted scholarship. "The majestic walkway in that astounding campus building and the marvellous architecture of the lecture hall, these are definitely the place I want to be", I consistently told myself. Spurred on by this hungry

desire for success, I soldiered on until I achieved my goal.

Fast forward to when I achieved my objective: I got my Master's Degree in Business Administration in the US. After graduating, I obtained a job very quickly. During the festive season, my friends were all on vacation, but I decided to start making money for myself to pay the loan and save money. I wanted my future, my own career, my complete independence.

I decided that I could give it a try and made my own online business, selling digital products. All my life I was taught not to take too many risks, but I wanted to live a different life than the one my parents had planned for me.

Great things happened after that. I could save money to afford an amazing holiday, and visited more than ten countries in Europe and Asia.

## **Life is a roller-coaster**

Indeed, unfortunate happenings started to befall upon me drastically. My business slide very quickly,

and I went into a huge debt. I started selling my possessions, including my car, in order to pay up the debts. I insisted on keeping that business alive, despite the sales being low.

A business partner that I had ran with all my money and completely disappeared. Needless to say, my debt grew exponentially after that. There was nothing much I could do, besides working even much harder now to pay the debts. Thankfully, I managed to secure a good-paying job to help solve the critical problem in front of me then. The bad news, I started to behave strangely. I would not leave the house for several days. I was not being happy, and I could do nothing about it. My world crumbled and fell apart. I found no meaning in life.

My dreams of having a happy, worry-free life and perfect love were crushed. I started losing so much weight. My hopes were to be found, my dreams were but a thousand nowhere pieces of broken glass on the floor.

I found myself in a long, miserable, and soul crushing depression. I could not perform in my job and this almost cost me my job. I was still in a tough

position financially. Why my friends were so successful compared to me? I felt so left behind, so unaccomplished. I labelled myself as total failure. I grew more and more detached with the world. I was so negative that some my friends started to leave me.

Years passed...and I was still constantly seeking the meaning of life. Somehow, I started going to church. I wanted to find out more what is God all about. And the idea that there is always a God by my side protecting and sheltering me intrigued me very much. To my amazement, great things albeit small little great things started to trickle in.

A great job opportunity appeared. It was the first great positive change I had in my life. I was making more money than before, and felt that I could have that financial stability finally.

Nevertheless, the happiness and “feel good” factor was short lived. Very soon, I was again bogged down and fallen back into the rat race trap and depressing trap of life again. This time feeling so disillusioned over the lack of solid opportunities to further improve myself.

I worked in one company for 4 years and I didn't get promoted. I worked ridiculously hard with little reward or recognition. Everything seemed to be in the wrong direction in my life and I couldn't change it. Until one day, it was the turning point of my life, I was laid off by the company due to terrible economy.

I was not disappointed. Instead, I felt a sense of relief that I do not have to repeat the 9-5 cycle, working tirelessly with little fulfillment anymore.

I knew this is the "wake up call" to chase the dream that I have abandoned for. I thought if I could make money online when I was in university, certainly I can do it again. I started attending workshop, learned internet marketing and started my business with all the savings that I have left in my bank account.

6 months went by, I have spent more than \$10,000 in the business with little return. I was upset, in doubt and in fear. Sometimes, I doubted if I made the wrong decisions.

## Turning Point

I patiently waited for another 3 months, refining my business strategies and approach, worked tirelessly on my goal. Finally, I saw a gleam of light when my sales were getting more consistent each day, from 2-figure day to 3-figure day then to 4-figure day in the subsequent year. I managed to recover all expenses I spent in the business within 12 months. And it's still growing today.

Now, I have more time focusing on the more important things in my life such as my family, more time for fitness and doing things that I love. And that's not all. I'm no longer just trying to "get by" but I have more time spending on hobbies that I like such as playing golf.

When good things happen, you start feeling very grateful. To give back, I started doing charity work and building schools. It is one of the most rewarding experiences that there is. Being able to influence in other people's lives, it's beyond words.

## What You Will Learn in This E-Book

You'll learn what your current strengths are and how they're going to help you be successful as an entrepreneur, as well as how to develop new strengths.

You get motivation to succeed like you've never had before. You'll know that you have the tools, the information and the ability to make success happen and for the first time in your life you'll believe that you have everything it takes to make it: consciously and subconsciously.

You'll learn how to create new habits that will keep you on the road to success. You'll be able to develop these habits so that you automatically do the things that you need to do to be successful.

You'll learn how to let go of the past and not allow past mistakes to influence your current successes.

You'll learn how to recognize successes in the past and allow them to motivate you so that you can reach your current goals.

You'll learn how to be the best self that you can be and you'll be able to use that knowledge to create the best business that you can create.

You'll learn how to be grateful for the opportunities and knowledge that you have.

# Chapter One



Have you ever wondered why some people are successful over and over again, while other people just can't seem to catch a break? You can take two people; give them the same skills, the same opportunities and ensure that everything is equal between them, and one person might succeed while the other fails. This is not really a hypothetical example. People do this all of the time.

One person sees that someone they know or admire is becoming successful by doing A, B and C, so they will try to replicate that person's results by also doing A, B and C. But does that guarantee that they will have the same success? Almost never; so, what is the difference? What is the ultimate factor that determines whether or not a person is successful?

## **What Does a Mindset Determine?**

Your mindset may be the most important asset that you have and the way that you look at the world is going to influence many things in your life. A mindset can also be thought of as a window that you see the world through, a paradigm or the attitudes that you have. You could almost argue that if you had the right mindset you would be successful even if all of the

other factors were dead set against you.

There are a few things that you want to understand about mindsets so that you can have the best chance possible of changing yours and avoiding the pitfalls that plagued so many other people on this path. Let's discuss a few things to keep in mind.

Meet Frank. Frank is a middle-aged office drone who has been looking into starting his own business online. He has researched some of the people who have been successful at various forms of Internet marketing and Frank thinks that the reason that he hasn't been able to be successful at it is because they have more free time than he does, they had money to actually run their company and they were better informed when they started than he is. That's why Frank thinks that he's not successful. The truth is, Frank hasn't even tried one single Internet marketing method. Frank's mindset is that he's already at such a disadvantage that he might as well just give up before he even starts. The amazing thing is – Frank doesn't even realize that that's the problem.

## The Cost of Making Big Changes

Are you a smoker or have you ever been a smoker? If not, do you know someone who has? If any of those are true you might be aware that when people desire to quit smoking one of the biggest barriers that stand in their way is that they believed that they will be sacrificing something if they give up cigarettes. They had somehow convinced themselves psychologically that if they ever did give up smoking, they will be sacrificing and giving up a huge part of their “life”. When in truth, the smoker, by completely [cutting off from this sinful habit](#), is actually redeeming himself and his life again.

But the mind isn't an easy thing to convince. Defence mechanisms are built up, pathways in the brain are forged and that metaphorical wall is built, reinforced and then surrounded by a dozen snarling Rottweilers. When you want to change, you have to make it through these defences and although it definitely is doable, it isn't going to be easy. But getting rid of the failure mindset and giving yourself the right mindset is worth it.

# Chapter Two



Vince Lombardi once said, “The quality of a person’s life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavour.”

If you take a look at some of the world’s greatest athletes or most successful entrepreneurs, or anyone who has [mastered their craft](#), you will find that they are the hardest working people who make a firm commitment to daily excellence. You might think Tiger Woods success is because he is gifted, but all you have to do is to look at his daily practice schedule and you will understand why he is so good at what he does.

6:00 Weight workout (90 minutes)

7:30 Breakfast

8:00 Practice tee (2 hours)

10:00 Putting green

10:30 Play 9 holes

12:00 Lunch

1:00 Practice tee (2 hours)

3:00 Short game work

4:00 Play 9 holes

5:00 Putting green

5:30 Home

Even though he has started to play golf since he was two years old and has a very unique gift for the sport, Tiger focuses on a detailed (and deliberate) practice routine each and every day. Deliberate practice makes Tiger a great golfer.

You already know what you want. You have a desire, a dream that you want to fulfil. You learned that you have to stay out of the comfort zone to do so. Now what? Here's where your commitment gets into action. Your will to actually go through everything is the wind that helps you sail in this adventure. Desire it with all your heart and soul. It has to be the ultimate goal at this point in your life, that nothing else would give you

more satisfaction in many levels. Be ready to give everything for it, to make sacrifices, to face hard situations. The only real proof of commitment is sacrifice. That's when you show yourself how far you are willing to go in order to accomplish everything. The realization of your dreams depends directly on the amount of sacrifice you are thinking to do.

It doesn't have to be a big dream. You can commit to excellence in smaller things in our life too. For example, you make resolution to lose 5kg this year, commit to your decision to follow your routine. At the workplace, when are you given a task by your superior, give them your best because it demonstrates your depth of character. Don't just have a survival mentality. Go the extra miles to do what is right. Tell yourself you are not just going to survive, but you are going to thrive.

## **Spend Each Day Learning Something New**

You should never stop learning. No matter how much you know, there is always room for more information. Just as science discovers that the more that we figure out about the world around us in the universe, the more we realize that we don't know; It works the same way with your learning as well. Spend

a little time each and every day learning something new that is going to help you.

Focus on your personal growth. You have to improve yourself in every way possible, to be ready to achieve your dreams. Invest time in enhancing your various skills, be it relate to work like problem solving and communication skills or related to your hobby.

If there is something you are longing to learn for a very long time, go for it and grab that opportunity! Don't wait! Time and tide waits for no man. Procrastination and excuses are only means and blocks, huge ones in fact, that set you back and a recipe for your own failures. Just take a vacation for example, you already had a dream vacation spot in mind, but at this present moment, do not have the means to pursue that vacation. How? Find ways to achieve that goal! Where there is a way, there is a will. You do not change your goals, instead change your method/mindset/thinking and effort in achieving that goal. Whatever your mind conceives, it will be able to achieve!

Besides that, take up reading as a habit. Make it a habit, and read up things that intrigues and is of

interest to you

You could also read a motivational book. There are many different ones out there that are geared towards entrepreneurs and are written to give great advice from experts who actually have made a success out of entrepreneurship. You can find them at your local library or online in digital format. Books by Anthony Robbins, Stephen R. Covey, Dale Carnegie and Napoleon Hill are all great source of knowledge and inspiration and provide great insights for you to achieve that ultimate goal of yours.

I once learned that we should set aside 10% of our income and invest in education. In the past few years I attended several different workshops and seminar and found some undiscovered passion that I never knew I have. I also widened my network and met like-minded people. The point is by doing it, you will be in a constant state of learning, which will lead to an amazing journey.

Jack Ma, the Founder of Alibaba.com and the richest person in China once said that when he was a teenager, he started waking up early in the morning to visit the city's main hotels and offering visitors a tour

of the city in exchange for English lessons. Without money or connections, the only way he could get ahead was through education.

Develop your talents. Don't waste your time spending hours watching TV or spending unproductive time on the Internet. Take classes. Successful people never stop learning. Improve the skills you already have. Improve your reading, writing, and vocabulary. There seems to be a universal law which seems to always send opportunity to those who are moving forward. You will be amazed when that opportunity comes along that your unique collection of talents and abilities fits it perfectly.

Learn from other people. Talk to others who have accomplished the same goal you're going after. If you wish to be wealthy, contact other wealthy people or frequent message boards associated to that. By finding out how others achieved the same goal, you'll learn what to do and what to keep away from.

# Chapter Three



You're probably keenly aware of just how many times you have failed in the past. For some reason, the brain is wired to remember negative experiences better.

Very often, we give up too soon when we have hard times. Failure is inevitable. We experience it, in different situations, at different times, throughout our lives. Don't own your failures, and don't let them define you. Separate them from your own identity. And never define yourself as a failure, because that is simply not true. You are capable of success; you got to stand up again because these are just temporary defeats. Quitting is not an option.

When we fail, we might experience a decrease in self-confidence. But, instead of reacting to it so emotionally, look at the failure itself. For a moment, let go of the painful and heart piercing feeling that failures had caused you. Instead, ask yourself could you have done differently, or if it was even in your control to do something different. But, most importantly, ask yourself what you learned from that experience. Try to really analyse every situation, and you will notice that there is always a lesson to be learned behind every single failure.

Don't let other's opinion get in your way. Some people love to look at other's failures to make themselves feel better for not being alone in this "vicious cycle". Remind yourself that everyone experiences failures in different phases of their lives, it does not happen to you exclusively. Your failures are going to be launching pads to greater successes.

The movie Star Wars was rejected by every movie studio in Hollywood before 20th Century Fox finally produced it. It went on to be one of the largest-grossing movies in film history.

Walt Disney was fired from his job as a newspaper editor for lack of ideas. He also went bankrupt several times before he created Disneyland.

As a child, Sylvester Stallone was frequently beaten by his father and told he had no brains. He grew up an unhappy loner. He floated in and out of schools. An advisor at Drexel University told him that based on his aptitude tests he should pursue a career as an elevator repair person. It's not a bad profession but it's certainly not where "Rocky" ended up!

Every time you face failure, stand up. You have to move on in life and continue living your life. If it is not for your family, at last treasure His life for yourself. Please always remember God loves you so much He created you unto this world in His own image! So, stop wallowing in self-pity. Get up, moving forward, and you never know the greatest opportunity in life could be just right in front of you, screaming deafeningly for your attention!

You are never truly defeated, unless YOU yourself choose to give up entirely. As long as you still breathe on, everything has a [second chance](#)! There is no such thing as a life not worth living, and someone being a totally useless to the society. Everyone has and should have a life purpose. It is only for themselves to keep on exploring and discover their own life purposes. When someone is filled with purpose and passion, the courage and strength will shield them so strongly they are able to break every chain and difficulties in their lives.

It takes persistence. It takes believing in the "voice inside" when no one else does. Ideas, dreams and visions are planted within you because you have the ability to make them happen. You'll learn, grow, scramble, fail, and get back up again! The important

thing is to simply never give up. The people I mentioned earlier never gave up – and they made great things happen!

# Chapter Four



You know what's strange? Most people have no idea what they want, and what they say that they want is rarely what they actually want. Isn't that funny? Most people, if they were honest with themselves, and they actually sat down and took the time to look at what they desired, would find that what they say they want is actually just a fraction or a facet of what they actually want, and in some cases, it is the polar opposite of what they want.

## **How to Conquer Your Fears & Discover Yourself**

Let's look at some of your desires right now. Take out a pen and a piece of paper and write down your top three desires. Let's say that these are your two desires:

1. To lose 40 pounds
2. To start your own business.

Now, let's look at each of these desires in detail. Remember, you are going to substitute your own desires for these two made-up ones.

1. To lose 40 pounds (or whatever your personal desire is)

Now, ask yourself why you want to achieve that goal. Suppose your answer is something like “so I can get married and have children.”

So, your desire isn't actually to lose 40 pounds. Your desire is to get married and have children, but there is a fear embedded in there – the fear that unless you lose this weight, you aren't going to be attractive enough to find a mate.

So, number one, you have to replace the desire that you thought you had with the real desire. Second, you need to conquer any fears that you have that are going to keep you from achieving that desire. Unless you do this, you are always going to have a huge barrier between you and reaching your goal.

In the case of the second desire, you might ask why it is that you want to start your own business. If you want to [be your own boss](#) and have more freedom that's a valid reason to have that desire. If you are doing it because you hate your job, then you actually need to decide if you need to start your own business or if you just need a new job.

## Exercise:

Make a list of three to five desires that you think you want. Then, examine each one carefully and make sure that it is a desire that you really want or if it a desire that you have replaced the real one with because of a fear. If that is the case, write the real desire next to the false one. These are called your “core desires.”

Next, you are going to make a list of any fears that you think will keep you from reaching those core desires. Don't worry about overcoming those fears right now. Just be aware of them.

Here are some additional ways to find your core desires if you are having trouble.

1. Look at your friends, family and other heroes: Do you find yourself looking up to a certain person or people in your life? If so, make a list of some qualities that they have that you would like to have as your own qualities.

2. Examine your jealousy: If you are jealous of a quality that someone else has, it means that you would like to have that quality (or that tangible item) but you have fears in the way that are keeping you from realistically considering it.
  
3. Think of some of the things that you think you would never be able to do or be: These are things that if someone suggested that you do them you would say something like “I could never do that.”

# Chapter Five



Have you ever had a job that you didn't like? The moments whereby when you woke up in the morning, you have to literally drag yourself out of bed and force yourself to go to work. This might be the job that you're working right now. Well, you know this feeling yourself. Of course, it is so terrible dreading to look at your selfish colleagues, gossipy office managers and the line supervisor that always backstabbed you in from of the boss aka CEO. Such a tired and weary sight! Yes, I know, you might be telling yourself "But, but. If I am not into this job, I will die, I have to pay my bills, I have to feed my children." Now, ask yourself, very seriously, is that really the purpose and goal you wanted to have for your entire life?

So instead, start small. Be the entrepreneur that you have always dreamt of. Internet marketing is definitely one low-cost venture that one can afford to consider. Be committed. Be determined. As an entrepreneur, you don't expect to be given orders on what to do next anymore. Decide for yourself what will be and is best for your business growth, because you are now your own boss, literally!

## Things That You Can Do as an Entrepreneur to Be Your Best Self

Don't show up late for work. Show up early instead. Yes, sitting down at your computer to do whatever it is that you need to do to make your business work, whether that is marketing, building a website or simply finding a good opportunity for entrepreneurial success; that is going to be your job. You should be twice as committed as you are to your day job as well as to your effort in building your own profitable venture. Learn whatever you can learn from your day job.

Be willing to help others. If you encounter someone that offers you an opportunity or jobs that will enable you to utilize your skills and abilities, be the first to offer your assistance to them. For example, if you're a graphic designer, and a colleague needs a business card, although you don't directly benefit from creating a business card for your friend, it will definitely be very rewarding in time to come.

Develop relationships. No one succeeds in a vacuum and the relationships that you build with other people can help you much later in life as well as build lasting friendships. Some people will only build a

relationship with someone who they think is in a position to help them with their business. Unfortunately, this is a huge mistake because you never know what will happen in the future.

Start to cultivate patience. Many entrepreneurs want success right away. There is nothing wrong with this, but you're probably going to want to learn to be patient if you're in business for yourself because it can take a while to see the fruits of your labour. Rarely is someone an "overnight success." It is much more likely that they worked hard to get where they are and you just weren't aware of it.

Be flexible when you have to be. One of the problems that entrepreneurs run into, particularly if they are the type of personality that likes a very rigid set of rules and working guidelines, is getting stuck at an impasse because something happened that they couldn't plan for. Things are going to happen with your plan for success, no matter how much you try to prepare for every eventuality and the only way that you're going to overcome those challenges is to be flexible.

Be honest; practice integrity in your business dealings. If you know a product that is of sub-standard quality or had many bad reviews, please do not promote it to your end users or consumers. Emphasize on quality in your business dealings with your customers, make them feel appreciated. When they are so satisfied with your products and service, rest assured, they will be your number one loyal repeat customers. No doubt about it.

## **Don't Multitask and spread yourself too thin**

Everyone talks about multitasking like it's the greatest thing since the Macarena but the truth is multitasking can actually cost you time spent on your project. In fact, studies show that you will have a 40% reduction in the amount of work that you get done when you multitask. Instead of multitasking, give whatever project that you are currently working on your full focus. In fact, give your current project 110% and watch your productivity rise drastically. In my entrepreneur journey, I was presented with multiple opportunities that promise me the pie of the sky to make money. However, I turn down 90% of them because only by focusing I could maximise my potential. Spreading yourself too thin will only make you look crazy busy but yield little or negligible results.

# Chapter Six



Time is a finite resource that we always take for granted. When we are young, we live as if we are going to live forever and we are not going to die until one day you suddenly realise you have lesser time than you think.

The time for you to chase after your dreams is now. It doesn't matter if you think it is too late: Guess what? It is not. Invest your time in doing things that are productive to you. Your free time should be spent doing things that can give you some sort of benefit. Read a book instead of watching the TV, learn how to play an instrument instead of procrastinating three hours on social media.

All great things take time. Use it wisely, because we cannot recover the time that has passed. Focus on everything that gets you one step closer to your dream and to being a good person. Don't waste your time on things that don't bring you anything positive or useful to your life. It is really easy nowadays to procrastinate. But do yourself a favour and do not do this on a regular basis, as it is one of the most time consuming and less rewarding things you can possibly do.

## Jealously Guard Your Time from Others

Do not let other people monopolize or even have any part of your precious success time. If you've committed to working on your business from 7am to 8am every single weekday, then don't agree to run an errand for a friend during this period. You don't want to be a "yes man." Your time – at least the time that you're spending working on your business – is your most precious commodity, and you should jealously guard it from others and not let anyone take you away from spending that time working on your business.

If you're getting into the entrepreneur business because you don't like to work hard, you are definitely in the wrong occupation. While there are many entrepreneurs out who have achieved a great deal of success and now have free time that they can spend doing what they want, they either worked very hard to get to that point or are still working hard. In fact, successful people can't seem to stop working. Even if they're retired, there is always something that they are doing to achieve goals or to better themselves.

Is your business really your number one priority? Are you willing to make some sacrifices to achieve

your goals? The answer to both of these questions needs to be yes because if you don't make your business your number one priority it will slip further and further down on your ranking list of priorities until you totally forget about it. Some of the sacrifices are going to be painful. Just like a person going on a diet, he/she has to sacrifice some her favourite snacks and deserts in order to achieve his/her objectives. You don't achieve results in you are not willing to sacrifice your comfort for greater success in the future! Period!

## **Manage Your Time Effectively**

If you want to be successful, you have to start managing your time differently than what you did before. In the past, you may have flirted with the idea of starting an online business but spent most of the time looking around, seeing what other people have done and watching videos on YouTube – business-related or not. From now on, you have to be more serious and proactive. You're going to have to start devising a schedule and sticking to it religiously. Make sure that you set aside enough time during the day to actually make a significant amount of progress with your business.

We live in a society filled with numerous distractions. Someone just got on Facebook that you've been wanting to talk to; there is a tweet from your favourite celebrity that you really want to read; there's a video on YouTube that literally everyone is watching. If this is how your Internet experience usually is and you are starting an online company you're going to want to take active steps to remove the distractions. What used to be effective was a tool called Freedom which allowed you to irrevocably and completely block the Internet for a period of time. However, now that we have mobile devices at our disposal and multiple methods for accessing the web, you're just going to have to exercise some good, old-fashioned self-control, buckle down and get done what you need to do make your business successful.

# Chapter Seven



Wealth doesn't mean the same thing to every person. To some, being rich means having the capability to pay their mortgage or rent on time with enough money left over to treat their family or themselves to something special, while to others, it may mean having a great portfolio of assets and investments. In either case, [wealth empowerment](#) starts with a commitment to move from monetary uncertainty to monetary security.

I think that nearly everyone at some point in their life has wondered, "What is the purpose of my life?"

People like Steve Jobs are visionaries that have sought to bring about such shifts in society and in business. This is about recognizing your truth as to how you wish to BE in the world. See the vision, see the outcome, feel the purpose and passion you're driven to offer the world, and give it freely. We all die. You can't take anything from this life with you. So, give what you have to offer the world. What is not given is lost forever.

Do you realize the world richest people like Bill Gate, Warren Buffet and Mark Zuckerberg; they pledge to give away their wealth for charitable

purpose to make a difference to other people? It does not have to be monetary; it can be a new innovation and invention that make other people's lives much better. You do not need millions to be generous. Anything you can give out of the goodness of your heart is perfect. Be the change you want to see in this world and help your fellow man. You will be happier for it.

What's your legacy? How do you want to be remembered? The life you live defines who you are and the choices you make will determine what impact you will have on the lives of others. Never underestimate the power of your words and actions. You were uniquely created to make a contribution to the world. It is your right and your obligation to make your mark in this world. Surround yourself with people who are supportive, positive and encouraging. Show appreciation and gratitude to those around you. If you have a message to share, then share it with the world. Staying small and thinking small will not get you where you need to be in life. Starting today, have a new perspective on life. Start a new chapter in your life.

We all have different lenses, different gifts, different wiring, and different experiences. Difference is not something to be judged, it is a gift of diversity that

brings the pieces of the puzzle of life together and creates a society, a solution, a technology, etc., together for the benefit of us all. Don't doubt yourself when others cannot see the same vision as you do. Stay true, keep your intentions, and you will attract the right support, the right people, and the right opportunities.

If your goal is to truly bring about a [positive change](#) and serve others, how it is accomplished becomes less important and seeing it accomplished becomes more important. Therefore, when we contemplate our lives and set our goals, maybe it would be a good idea if we think about others first.

Why knowing your purpose in life is so important? Because it will explain the meaning of your life, it will simplify your life, it will focus your life and it will increase your motivation.

# Chapter Eight

*SERVE YOUR AUDIENCE*



The next thing we are going to discuss is the big idea of servanthood. Take time to notice, most great and successful leaders in this world are actually great servants as well. You want to be great? Start serving! This is because serving your intended customers or even your colleagues/clients, you indirectly showed great salesmanship and dedication to your business. People will feel appreciated and grateful when they feel that they are being cared for. Add value by going the extra mile, even if it means sacrificing your own comfort! Yes, did I not say success doesn't come easy? Every one of us has to work for our own goals and destiny. Nobody will dictate your success besides YOU yourself.

One classic example of success in business through great salesmanship and servanthood is the roaring success of an International company based in Malaysia. Ecoworld, a giant property development company in Malaysia, exemplifies the importance of servanthood so glaringly. Through its dedication in serving and putting their customers first above all else, the company managed to defy all odds and achieve sales targets after sales targets even though the recent economic slowdown that took place globally. On top of that, the CEO is humble and much grounded. He himself served the customers and his staff from the bottom of his heart. This speaks forth of his immense

wisdom in many aspects, especially in terms of building long-lasting rapport and relationship with fellow customers.

Who is your audience? Who are the people that are going to be responsible for your success? Your customers, of course; they are the people who buy your products and services. You need to find out what your customers want, not what you think they want, and definitely not what you think it's right for them. Always place your customer satisfaction and happiness in dealing with you your utmost priority. They are humans too, not robot. Great salesmanship grows from strong relationships, not a hit-and-run "credit card sales" style salesmanship.

## **Take Time off for Mentoring**

Your customers aren't the only people that you should be serving. Helping people after you have already become successful is important but you don't have to wait until you've reached your goals to start helping other people. There are many advantages that come with helping people with some of the areas that they're struggling with, that you're able to assist in. First, you're going to feel great because you're helping

someone change their life and that is one of the biggest rewards and the most fulfilling things that we can do is human beings.

Also, you're going to be teaching yourself at the same time when you are teaching others. They say that that is the best way that you can learn something – by teaching it to someone else. You'll be helping someone and you'll both be learning something valuable as you strive for success. You're also going to get some major motivation from helping others and especially if you can help them succeed. Your own enthusiasm is going to go up, your motivation is going to increase, your excitement will be high and your successes can be greater than they have been before.

You might not have thought about it, but those same people you're helping now could end up being more successful than you and some areas and that could be a valuable relationship down the road. People are grateful for those who had helped them in their darkest moments, when they are desolated and despair. Furthermore, the joy and satisfaction of seeing your mentee succeed far exceeds the monetary and material rewards you might obtain from grooming potential business leaders in your organization or business.

## Seek out Ways That You Can Help Others

Whether you are helping mentor other people trying to be successful in the same industry that you're in or you're helping your customers find exactly what they're looking for and making sure that you provide them with the best service possible, you're going to actually have to go out and seek ways to help people; they may not come to you. So, what are some of the ways that you can find people that you are able to help? How do you know that they need help? Most importantly, what do you have to offer that is valuable enough to teach others? This last question is important, not because there's something that qualifies you to be a great teacher above all other things, but because you're going to want to know the answer to that question so that you have the confidence to teach.

Remember, always be ready and "on-call" to people who need your help, especially towards your mentors and your "circle of influence". People are going to remember clearly the impact your leave in their lives, not the number of friends they have in Facebook, or the forgotten moment that you guys shook hands and were introduced to each other.

Be selfless, serve whole-heartedly and cheerfully, be proactive in offering your services to assist people. They will take notice and start to notice your existence. You have then successfully left an impact in their lives.

## **Become Known As Someone Who Will Go above and beyond for Your Customers**

A happy customer is a far greater asset than having tens of thousands of customers that only patronize you once, and never return at all after that. Prove your credibility by going the extra mile and ensure you provide quality products to your customers. Having a satisfied customer is definitely a step closer to your journey to ultimate success in your business. It is after all, all about great customer experience! Now, let me ask you this, if you go to a restaurant, and you ate something delicious yet the place is not hygienic, and the staffs were very rude. Worse of all, the meal had caused you to suffered from a very severe food poisoning. Will you ever patronize this shop again? I definitely won't myself! This shop will therefore lose one customer. On top of that, a dissatisfied customer will definitely be a ticking time bomb for your business with the explosion of usage of social media. Within seconds, your company's/firm's branding and

reputation, which could have taken you 10-20 years to build will be all gone and vanished!

# Chapter Nine



There is nothing like achieving the success you want to make you grateful, but eventually the storms and tribulations in life caused you to fall back into that ungratefulness vicious cycle again. There are so many reasons to be grateful in your life! First and foremost, the very reason you are here is already a top reason for you to celebrate! Imagine, you are the only chose one by God amongst millions when your mom conceived you! He has granted you the greatest gift of all, which is your dear precious life and the ability to possess intellectual capabilities to gain ideas and prowess in order for you to succeed in life. Hence, for goodness sake, stop claiming you are the unluckiest or wasted cell in this world. No one should be left behind in this journey called success and life! Everyone will definitely have a shot at being very successful IF and only IF he/she gives themselves a chance! Therefore, I will now cite a very glorious and obvious example of someone who might have just gone through the same life experience as you!

You've probably heard of Tony Robbins. Tony is a motivational speaker, author and very successful individual. Even with as much success as he's had, and all the things that he has done to create this environment for himself, he is still immensely grateful to the people who helped him get where he is today. In a recent interview with success.com Robbins said

that he is still grateful to his earliest mentor, a man named Jim Rohn, who motivated Tony Robbins when he was very young. Follow Tony's example and be grateful because there are benefits; not only the ones mentioned in the first paragraph of this chapter, but also some pretty amazing benefits for your business itself. Science can't seem to find a metric to measure, but people that are [grateful for all the opportunities](#) that they had and all of the people who have helped them, are more likely to be successful than those who are not, and are usually several times more successful.

## **Practice Being Grateful until You Get It Perfect**

It's okay if you don't feel that you're at the point where you can be very grateful. Like everything else, learning how to be grateful in difficult situations can be very daunting! But, don't give up. Persevere and start changing your mind-set to a mind filled with joy, abundance and gratefulness. This applies even to the smallest of happenings that is worthy of celebration and gratefulness! Don't discount your own abilities and start comparing with other folks. Everybody has their own niche and strengths. Witnessing a boy having the ability to play a Beethoven piece at only 4-year-old doesn't mean you must then force your child to pick up music lessons at three!

Amazingly, when you start switching your mind-set, you will take great notice of the wonderful things that will gradually start trickling into your life. Blessings and joy abundance will start to overwhelm you or your family. Who knows, that very opportunity or financial windfall that you've been longing and hoping for all this while will even just happen! Yes, just like this! It is that simple! Never complaint and "play-victim" on your own self. Be bold and courageous to stand up for whatever situation that you might face.

# Conclusion

This book is intended to help the serious person desiring to be an entrepreneur to take the first steps towards their success. In this book, you learned the primary important role your mindset plays in your destiny to success. You've learned that it's the ultimate factor that stands between the average person desiring success and the person that actually achieves it.

Therefore, with this, I want to wish each and every one of you, a very great day and roaring success ahead! I will see you all at the top!

Cheers!

# Resources:

1. Awakened Millionaire: <http://rich-with-gratitude.com/awakenedmillionaire>
2. Habit Busting Secrets: <http://rich-with-gratitude.com/habitbustingsecrets>
3. Code of Influence: <http://rich-with-gratitude.com/codeofinfluence>
4. The Secret of Deliberate Creation: <http://rich-with-gratitude.com/deliberatecreation>
5. Millionaire Brain Academy: <http://rich-with-gratitude.com/milbrainacademy>
6. Total Money Magnetism: <http://rich-with-gratitude.com/totalmoneymagnetism>
7. Mind Movies: <http://rich-with-gratitude.com/mindmoviematrix>