A strange week brought me to my desk to produce this course. Several interesting incidents kept stirring in my head as the ideas took shape.

The first was being tasked with making dinner for the family the other night and I was craving spaghetti. I didn’t know how to make it from scratch so I consulted a recipe website I use occasionally. It called for a half cup of red wine.

I opened the refrigerator and pulled out a corked, previously opened bottle and measured a cup. It never occurred to me how long it had been open, or what kind it was, after all, it was red wine and I wanted some spaghetti. After letting the sauce simmer for hours, I took a chunk of freshly baked Italian bread and tasted the sauce. It was awful; sour and inedible in my opinion. I couldn’t figure out what went wrong.

Later, when we were eating pizza, I asked my wife when she had opened the bottle of wine and she didn’t even know which bottle I was referring to.

“Christmas, I guess, when we had that party.”

I fished the bottle out of the garbage and smelled it. Vinegar. After all, what is vinegar? Fermented wine. That explained my problem. It occurred to me, you should not cook with any ingredients you wouldn’t eat or drink.
The simple fact is the wine had gone bad, so how could I have expected the sauce to taste any better than the ingredients. Would I have put spoiled meat in the sauce? NO! What about expired tomato sauce? NO. There was something to this idea, I just wasn’t sure what right away. Until …

My oldest son came to me and asked if we could plant a little herb garden out back. Great idea, at least we’d have fresh herbs the next time I decided to make some spaghetti sauce (with a fantastic Chianti freshly purchased). I asked where he’d gotten the herbs and he reminded me his class had sold them last year as a fund-raiser.

So, we went to Home Depot and we got some planting soil and all the tools we’d need to plant our basil and oregano. We turned the earth and even decided we were going to try to start a compost pile. We built a raised little wooden box so the boys could access the herbs from any side. It was a fantastic project for father son time.

We opened the seeds and they seemed a bit odd looking, but since I’d never planted herbs or anything else for that matter, I had no idea what they were supposed to look like. We planted them and tended to them carefully. We made sure they got only the right amount of sun required and watered them
diligently. Day after day, we restlessly waited for a little sprout to pop up, yet nothing ever grew.

It was time to call in a professional. I went to a local nursery and took one of the remaining packets. I was met with what sounded like a chuckle (maybe a snort) as the woman told me I had moldy seeds. Instead of going with more seeds, she suggested I purchase little plants to start the garden with.

I quit work early and tilled the ground on my own, dug up the nasty, and now thoroughly moldy seeds and planted the tiniest plants I could find. Although it seemed a bit deceptive, I was excited when the boys raced to the back yard to see green peeking up from the earth.

Seeing their enthusiasm made it all worth it, but it made me think about a bible verse, and forgive me for not getting it perfect, it is about reaping what you sow.

We planted moldy seeds, not knowing they were moldy and nothing grew. I used spoiled wine in my sauce and my sauce was ruined. It made me think on a more broad level.

Our mind is the most fertile ground of all. What are we filling it with? What are the implications of what we are filling it with? I tend to avoid
programs that deal with violence in society and frankly, the news. Why? There is rarely anything positive to report. When they do report something positive it’s never about the economy, efforts toward World or even domestic peace but that a dog was saved by a bystander who saw it fall through the ice. While I’m thankful the dog was rescued, it isn’t really anything that will impact the way I do business, the good I am trying to do with my company, taking care of my family or my philanthropic efforts.

I get it, bad news sells. Train wrecks are interesting. Negativity sells. We live in a culture run by fear, so we tune in to the news when we are fearful, hoping for good news, which drives up advertising and ratings and everyone is happy except the citizens of this country, many of whom are paralyzed by FEAR.

I tucked that away in the back of my mind, as I often do and allowed it to grow like our rapidly growing herbs and it lead me to think about how it is we, as individuals, can begin to right the ship. By that I mean, we are under serious economic restrictions, most of which have been caused by mismanaged government and government programs.
It would seem we each need to stop thinking about the world, the news and the economy at large and start thinking about what we are thinking, saying and planting in our minds.

The next strange thing that happened yesterday, which cemented my desire to write this course was running into a neighbor I’d call “quirky.” She caught me at the mailbox, which immediately made me wish I hadn’t made the trip. She was exuberant, which was unusual as she normally was negative and down in the mouth.

“Hi, Stacy,” she chirped. Normally it was nothing but, “Did you hear …” I’m not much for gossip. Especially gossip that is hurtful to others.

Who is foreclosing and who is divorcing is really none of my concern. Normally, I’d have my phone with me, precisely to deflect these interactions with the under productive women who live near me. Yet, in my mind’s eye, I saw it on the table. I was in her crosshairs.

“Hi, Ann.” I tried to leave it at that and didn’t break stride.

“You will never guess what I did today?” She prodded me. I dreaded the response as I’d heard she was contemplating divorce.

“You got me.”
“I auditioned for the ‘Amazing Race’.” I’d have been less surprised if she’d planted a kiss on me.

“You did what?” I honestly was shocked because she is larger, a bit loping and sluggish in general.

“I did. I auditioned. It was so cool.”

“Why?”

“Why the hell not?”

As I walked into the house I thought, “Why the hell not indeed.”
Indeed. Ann’s words were like a fire under me. It reminded me of a quote by someone, so I looked it up on google.

“If you want something you’ve never had, you need to do something you’ve never done.”

The quote was by Thomas Jefferson and I let it roll around in my mind for quite some time.

If you are reading this, you’ve already done something you’ve never done before and bought this course. Kudos. What now?

You need to start working. I have a theory called “The Kellams Theory of Kinetic Thinking,” and it involves activating our thoughts and desires so we can realize them. I will give you more information on “The Kellams Theory of Kinetic Thinking” later in the course because I have had so many of my students test it and prove it. The first thing we need to do is get to know ourselves.

I know, I know, we all say, “I know … like the back of my hand.” Do you really know what the back of your hand looks like? It’s “just a saying” but it supposes that we know ourselves. Do we?
I did this course and fine-tuned it before I released it so you can be certain I have done this work and it has enriched my life greatly on every level. My family is functioning more smoothly, my business relationships are deepening and more productive, I have gained the confidence to step outside my comfort zone and things are going my way. So, let’s get busy.
1. What is your political ideology? What beliefs do you hold (you, not your parents, your spouse or your community- no one will see this unless you show it to them)?

2. What feelings do you have regarding the following social programs?

   Medicare- is a health insurance program for people 65 years of age or older, some disabled people under 65 years, and people with End-Stage Renal Disease (permanent kidney failure treated with dialysis or a transplant).
Medicare prescription drug program- Everyone with medicare can get this coverage benefit that may help lower prescription drug costs and help protect against higher costs in the future.

The Medicaid Program- This program provides medical benefits to low-income people who have no medical insurance or have inadequate medical insurance.
Welfare- Is a program designed to help those who are unable to provide for their families to purchase food and find housing.

3. What is your religious theology? What do you believe in?

4. What do you enjoy doing?
5. What is your dream job?

6. Do you feel your dream job is attainable?

7. If you said no to question number 6, what obstacles do you see keeping you from your dream job?

8. How could you eliminate these obstacles?
9. What are you afraid of? I left a fair amount of space after this because if you spend some time thinking about this, you will find you fear more than you think. I’m not really asking if you are afraid of spiders. I’m asking about fears you think might be holding you back from living the life you want to live.
10. Are any of these fears you listed valid? If so, why? Has something contributed to this fear and made it valid? For example, there is a major fear of public speaking. I had it myself until I took some courses, attended some social networking meetings, joined some groups that forced me to get up and speak.

11. What is your favorite color and why?

12. What are your favorite foods and why?
13. When you want to wind down and relax your mind, how do you do it?

14. What stresses you out? How do you deal with the stress?

15. Where do you enjoy vacationing? Why?
16. Why did you marry your spouse?

17. If you are not married, why do you think you aren’t?

18. Do you feel marriage has lived up to the expectations you had going in?
19. Do you have children? If so, do you have expectations or an “ideal” child in mind? The child you hold yours up against? This could be a child you know or one you have created in your mind.

20. What makes you angry?
21. How do you deal with your anger?

22. What inspires you?

23. Who inspires you and why?
24. What do you consider your worst “vice?”

25. Do you set New Year’s Resolutions? If so, have you ever followed one through? If the answer is yes, what was it?

26. Who do you go to for advice and counsel?
27. Who is your best friend and closest confidant? Why?

28. How do you measure success? What does success mean to you?
WHAT WAS THE PURPOSE OF THAT EXERCISE?

If you don’t know who you are, how can you determine where you want to go? If you don’t know what motivates you, how do you know what you want to accomplish? If you don’t know what you are afraid of, how can you know if fear is holding you back?

I additionally wanted to introduce the notions of political or social ideology, spirituality, religion and how you feel about yourself and your definition of success.

I had someone tell me the other day he was only as happy as his least happy child. I asked him what that meant and he said, “It’s how I know how successful I’ve been in my life.”

I thought about that a lot and realized every single person measures success in different ways. While many use their bank account, the number of degrees they have, their title, their accomplishments, others consider their social contributions, their ability to create and maintain relationships or the health and well-being of their family.
There was a time when our gender roles were as clearly defined as hunt and nest. The men hunted and the women nested. Then the roles expanded a bit and men were judged on their ability to provide for their family and compete. Women at this time were judged on their ability to keep a home, raise a family and maintain familial and social relationships.

Those lines are no longer clear. Since men went off to war and women were brought out of the home and into the work place- the world changed and it will never go backward.

Once the men came home and the women were encouraged back into the home, battles began. Enter feminism. Keep in mind, the original articulation of feminism was “Equal rights for equal pay.” Nothing more and nothing less.

Have we accomplished this? I have no way of knowing, but what I do know is that we are all equally CAPABLE of attaining our desires and our goals. There is a loophole here. If our desires and goals are not realistic, they will NOT be achieved. If you are a one hundred pound man and want to become the strongest man in the world, the chances are against it.

So, this exercise was to get to know who we are on a deeper level than name, rank and serial number so to speak. Only when we have a clear
picture of WHO we are will we know where we want to go, why and be able to generate a plan for getting there.
HOW DO YOU GET WHERE YOU WANT TO GO?

Some people aspire to become The President of the United States. Some want merely to be the president of their company. How about partner? How about the Chief Resident of Surgery? Does success ever have an end? Once we have defined it is it a shape changer? Once we achieve what we believe is our version of success does it change? Of course!

We are programmed to want more. However, I see a threat to this and would love your feedback on it. I was at my son’s last tee-ball game and every single player got an award. I won’t reveal what my son’s award was. It doesn’t matter. He felt great, I was proud, ice cream was had by all.

My other son’s slow pitch team decided to do away with scoring all together. I said, “How do we know who won?” The other parents said in unison: “It doesn’t matter.”

“The hell it doesn’t!” I wanted to scream. What’s next? Stop giving grades? Stop having requirements for college or even jobs? Are we encouraging a culture of resistance or apathy to goal setting and if so what is the domino effect?
My younger son said, “Dad! I got the best … next year I want to be the best …” I hugged him and told him I would help him be the best … the town had ever seen.

I switched my older son to a program that still thought it was important to keep score. If you don’t keep score, how can you measure accomplishment? Not that the “powers that be” are truly the ones to measure who is the best hitter, catcher, slider or otherwise, but the game of baseball is pretty cut and dried. The team who crosses home plate the most often wins. Easy math. However, is the kid glove thing catching?

It reminded me of Alex Rodriguez asking for the weekend off because he was stressed out. I nearly choked on my beer. If he’s stressed out making $33 million dollars a year in salary (forget the endorsements) playing a game considered “America’s favorite pastime,” I decided not to beat myself up when I sit down to strategize how I am going to provide for my employees, their families and my own family and project a strong financial for all as we grow in the leaps and bounds we have been.

So, if we stop keeping score, what’s next? Stop giving grades? Then what criteria will colleges use to determine credentials for admission? Beyond
that, if colleges don’t hand out grades, then how will companies know whom to hire? Who skipped all their classes and just looks good?

Don’t we need criterion? Don’t rewards need to be meted out to those who perform?

Self-esteem is generated by accomplishing things, not by being told you’ve done a good job. My mother over heard me tell my son, “That is the best picture I’ve ever seen.” Once my son walked out of the room she asked me what I’d taught him in that moment. I stopped and stared for a moment and said, “That I acknowledge him and like what he did?”

“How does that lead to his work ethic?” she asked me.

“Work ethic?” I challenged. “He’s three!”

“May I suggest something?” She asked already knowing she was going to and that I was going to not only listen, but, likely learn something. “How about next time, you stop what you are doing and take the page from him and talk about how obvious it was that he’d worked really hard on the leaves and how real they look. Ask him questions about what made him want to draw the back yard.”

Wow. I had no idea the work ethic could be encouraged at two or three. I have since changed my thinking and method of acknowledging my
employee’s contributions, my children and my family. When they say, “It takes a village,” they are talking about the fact it really does take a village of support to raise a family. That same concept extends to a team of employees or a sports team. We all have our roles and mine is leader, coach and father.
IS MONEY A MEASURE OF SUCCESS?

Mmmm, the powers that be would like to say yes, but what if you are a trust-fund baby? What if you inherit ten million dollars and do nothing constructive with your life? What if you are a philanderer instead of a philanthropist? Are you successful?

Perhaps. But successful doing what?

Not in my book. My version of success is the happiness I feel, the security I bring to those around me, what I’m able to accomplish in this life that feeds my soul. Does money do that? It can, if I can help others.

I was watching my friend, Jeff Usner the other night on “Secret Millionaire” on ABC. I’ve known Jeff for a good long time and have always admired his character, his business practices and his devotion to his family. When he embarked on a “journey” to explore his “back yard” and what charitable endeavors were struggling a stone’s throw away, I found myself absolutely riveted.

He visited an establishment that worked on a shoestring budget with seriously disabled children, a senior advocacy center and a youth boxing gym that worked with at-risk youth. He didn’t just pop in and offer financial
assistance. He gauged how he was received (like a drink of ice water in Hell), and how he was asked to contribute. It wasn’t long before he (and from what I’ve learned, most of America) were emotionally involved. He worked and helped and showed up for days upon days and then came by to make donations that would make a difference these special people could offer their community.

It made me realize, the people who ran those foundations measured their success with the smile of a profoundly blind or debilitated child whom they could build a visual attraction for, or a senior citizen who was finally able to leave their home because of a ramp hand-crafted by the volunteers or the groceries delivered to those who were no longer able to shop.

The point is, money isn’t the way I measure my successes. I celebrate each small victory I accomplish whether it’s confronting a fear that had been nagging at me. Closing a deal I had been working on for months. Making a difficult phone call to a disappointed client. Paying my employees unexpected bonuses. Taking the family on a spur of the moment trip to Schlitterbahn. Smiles. Laughter. Thankfulness. Graciousness.

Experiences over possessions.
ARE WE PROGRAMMED TO FEAR?

ABSOLUTELY!!! All you need to do is spend some time with a baby or a toddler to know who is responsible for fear. WE ARE.

By we, I mean those who are in direct contact with the child. I want to explain the difference between fear and an autonomic response. The autonomic nervous system (ANS) is the system responsible for all the functions in your body that occur automatically for a healthy individual. The blinking of the eyes, the beat of the heart, the fact we breath and our organs function so we can purify our bodies and live. A part of that system is in touch with danger. It produces our “flight or fight” response.

I’m sure you’ve all heard of it and experienced it many times over. Have you ever been in a conflict that had the potential to turn physical? You had an option to fight or flee. Your autonomic nervous system gives you that option. When you are surprised you feel a rush of adrenalin giving us an extra boost, sometimes of strength to help us deal with the situation. Your hand flies to your chest and you take a few deep breaths when you realize you are not actually in any danger. However, the same can be said for the fact your ANS is high tuned and when you are walking alone at night and
suddenly you feel the hair on the back of your neck stand up, you likely should pay more attention to what is going on around you to prepare you to fight or flee.

Now, all that to say, a baby is born with the same ANS we are. Obvioulsy. So, if you jump out and startle a baby, it will cry. This is that type of fear.

If you suddenly submerge them in cold water and they have never felt the sensation before it is startling again. From the time babies are exposed to cold and bright light upon birth, they are learning to process their environment. Each situation is different and they slowly learn what is hostile and “dangerous” and what isn’t. HOWEVER, the adults in their lives teach them fear quickly because of their own education and fears.

What do I mean?

I have a friend who followed his little two-year-old girl around like a mother hen. Each time she started to fall he was there to catch her. If she tried to get up in a chair and was having some difficulty, he ran over to seat her in it. If she was fussing in the chair he told her to “be careful, she was going to fall.” He would cut her food up almost to baby food consistently and even when she wanted to try (with her Fisher-Price cutlery) he wouldn’t let her because it was too sharp and dangerous. It seemed there was never a
moment he wasn’t preventing her from experiencing discomfort or difficulty. It made me sad and it also made me realize we program fear in our children and then they program it in their children creating an unnecessary cycle of fear.

I gave it a lot of thought as I watched my three-year-old son pick up his five-year-old brother’s bike and try to ride it. He fell. No training wheels. He skinned his knee, brushed at it and tried again. Nope. Again. Nope. Again. More blood, more skin left on the pavement. Yet never was he frustrated. This went on for about twenty minutes before he came over and said, “Dad, can you help me?” I was so proud of him. He tried and tried and tried and when he realized he needed help, because he was SURE he could do it, he came to me.

I was also really proud of myself for not offering immediately. So, what am I trying to say? If I had gone over there and told him he wasn’t big enough or capable enough to ride the bigger bike, he’d have believed it because he believes in ME. I am his father and I dictate to some degree what he believes about himself.

“Come on, Big Guy, let’s give it a rip,” I said and we tried a couple times until he took off like a rocket. We were both so excited I spilled my
beer and he eventually hit a curb. Either way, it was a huge moment for him. He didn’t know enough to be afraid because I didn’t fill his mind with “what-ifs.”

Now, as adults, if we are fearful, where did the fear come from? Identifying that is critical to overcoming it. The first thing we can do to stop this cycle is empower our children and our spouses and co-workers instead of introducing them to obstacles.

My son saw NO obstacle. He saw the bike. He knew he could ride his so there was NO REASON he couldn’t ride the other. The fact there were no training wheels didn’t register with him. The fact his feet barely hit the peddles didn’t matter to him. He just saw what he wanted and he went for it.

Why don’t we do that?

We can. Let me tell you how.
FIVE SECONDS OF FEAR

I had a friend in college who used to tell me that if you can get through the first five seconds of any situation, you would be able to quickly grab hold of it and complete the task.

I’ve tested this theory hundreds of time and I use it in conjunction with another similar strategy and that is to walk right up to my fear and watch it fall away. Fears are generally caused by the unknown and we all have fears which are justified and those that are somewhat unrealistic.

For example, some people have a fear of speaking in public. If they have tried and failed, the fear is justified. If they have never spoken in public it’s more fear of the unknown keeping them paralyzed. So, as with most other strategies I use, taking small bites of an elephant is far easier than trying to eat it whole.

The easiest way to deal with fear of the unknown is to get to know every facet of the experience. Scuba diving? Read up on it, talk to people who have gone, research the marine life you will encounter on your first open dive, take the certification course and then immerse yourself slowly.
Enter “The Kellams Theory of Kinetic Thinking.” I’ve launched this concept recently to help people understand how to get “from here to there,” “from A to B,” “to start their own business,” “to define and reach goals,” “to confront fear with knowledge and tackle it.”

“The Kellams Theory of Kinetic Thinking,” depends on active thought. So, let’s put our ideas into motion and pin-point how we get rid of fear in order to move in a more positive direction in all aspects of our lives.

1) Identify all the areas in which you feel you are being held back. It could be financially because a promotion is long over due. It could be a desire to switch careers, move a relationship forward, terminate a toxic friendship or just about anything.

2) Determine why you feel you are being held back. It could be fear of failure, fear of injury and fear of rejection. These are all valid concerns.

3) Isolate the reasons you might be feeling those fears. In the above scenarios it might be that you’ve already interviewed twice and been passed over. With the desire to switch careers perhaps you don’t feel you’ve saved enough, you don’t think your spouse will be on board or
you aren’t SURE you can do it. You’ve had a hard time in the past with rejection or establishing boundaries in relationships.

4) NOW, for Kinetic thinking. We need, in each instance to establish the reasons why the previous results might have been negative and what, moving forward we might be able to change in our approach that might yield a better result.

Let’s just take the interview. If you’d gotten no feedback from your superiors as to why you were not awarded the position, inquire. If you are still given no feedback that might help you to take a different route insert a positive reason such as there might have been a better candidate at the time.

Move forward in preparation for a third interview, make certain you are prepared on all fronts, whether that requires you to research all aspects of the job for which you are interviewing, getting to know the people currently in that position, read some books on interview techniques and see where you honestly think you might have failed.

As far as the switching of careers, how do you know you haven’t saved enough until you find out how much the start up costs are, what the rate of return on the investment is likely to be given your field
market research? You need to talk to people already doing what you want to do and see how their start up went. Perhaps one of them would be willing or interested in taking on a partner initially. If you have some savings, try offering to intern part-time on the weekends to get an idea what is involved with making the leap.

If your spouse isn’t on board- find out why and see what you can do to get her/him to warm to the idea. Do not drop it on them like a bomb, present it in a rational and organized manner. Let him/her know you have thought about it from every angle and why it’s important to you. It could be that you are simply not happy in the job you are currently doing. It might be you don’t think your current career is going to provide the necessary funds for all three weddings you will be obligated to pay for, college for three and retirement. Tell him/her you want to try and if you fail you will try to do it quickly and inexpensively.

This is Kinetic thinking and it yields results. Positive thinking and happy thoughts will only take you so far. You must invest in your endeavors and this is not and never will be passive- it is active.
I like to think about our futures as grenades. With the pin in place, the grenade is harmless (relatively) and does nothing but take up space.

However, once the pin is pulled it will explode. Now, think of the contents of the grenade as your dreams, hopes, desires.

YOUR FUTURE.

You can not explode, you can not light up the world without pulling the pin.

How do you pull the pin?
The Chinese consider water a very powerful element. It can douse flames, rust metal, flood the earth, find the tiniest cracks and make its way anywhere it wants to go. It falls from the sky, a great gift that nourishes us in many ways.

In contemplating water, I had a vision of the barricade rocks create to water attempting to pass onto the shore. If we think of the rocks as fear, and water as our resolve -- each trickle, each drop and splash that makes it beyond the strong hold is a victory. I want you to go back to your list of things you fear (rocks) you see in confronting them.

How can your water breech the barrier? More wind (faith- that which we can not see) creates more force and the water (you) are able to reach higher levels and ultimately wash ashore and nourish the land (our lives) beyond the rocks (fear).

Like pulling the pin, I had another vision. Water (you) a dam (fear) and then, someone with their finger in a hole (specific fear). I want you to attribute something to that “person” with their finger in the hole in the dam. What is it? What is that specific fear holding you back. Then I want you to visualize yourself commanding them to remove their finger. As the water...
(you) struggles through the hole, the hole gets bigger and bigger and bigger until it finally causes the dam to burst. The water (you) wash over all the fear and drown it, leaving it without power below you.

I’ve tried this exercise myself and it works. Visualizing impresses upon our subconscious, so it’s critical to constantly visualize yourself overcoming your fears. Identify them. Conquer them.

A metaphysician named Florence Shinn asserts we must walk up to our fears and they will fall away. I remember how much I feared switching careers from a hedge fund manager to a real estate investor. The only way for me to attain my goal of switching careers was to overcome that fear by arming myself with the education and experience necessary to give me the confidence to pursue a life long dream.

When you are armed with faith and conviction, fear is, as FDR said, simply fear.
WE ARE IRRESTISTABLE MAGNETS

We are irresistible magnets for all we want to receive and to become. If we approach our end result in the right way, we will be developing a strategy. It all begins in the mind, as I said, our most fertile soil.

I’m reminded of a quote, many have used, but as far as my research can unearth, the origin is unknown.

“Watch your thoughts, for they become words.
Watch your words, for they become actions.
Watch your actions, for they become habits.
Watch your habits, for they become character.
Watch your character, for it becomes your destiny.”

I’d like to examine this from the top to the bottom. This is a basic life cycle. We develop a thought (or have a dream) we are given the choice whether to put it into words or not. It is my own personal belief, any negative thought needs to be pushed aside and replaced with a positive thought.

I try only to speak those thoughts I have which are positive. Why? Words are so powerful and they affect not only you, but anyone who hears them.
Let’s take for example you are in a meeting and you are thinking, “This dude has no idea what he’s talking about. Those are last month’s numbers. What a tool.” You have the option to accept the fact his mistake might be called out by someone and move on to thinking about the facets of what he is saying that do impact your sphere of influence (what you DO need to know). OR, you can get so involved in his incompetence, you don’t hear what he is saying of importance.

If he is not called out for his mistake, you have another option. Mention it aloud in front of everyone risking him losing face, damaging his reputation and your relationship, looking like a know-it-all or worse yet jealous and combative.

I personally would approach him later with a constructive talk like, “Hey, Mike? I was taking notes in the meeting and you did a great job. I was wondering if I had made a mistake here on these figures?” This preserves his face, puts you in a positive light with Mike and likely he will be more grateful for your tact than you know.
As far as our actions turning into habits? In the work place, handling the situation above as you did in a positive manner, could earn you the reputation as someone to go to for fact checking, the go-to-guy to run proposals or presentations by and even the person who might be seen as the most prepared. You have set yourself up for having built positive habits in the work place.

Once you are seen as an ethical and professional person who is competent and supportive of others, you achieve perceived character and that could lead to your destiny, which might be a promotion. Then you start all over again for the next promotion. Until you reach your ultimate goal.

I was thinking about this quote again the other day when I was in a very stressful negotiation. My mind was racing with negative thoughts about the negotiation itself, the mediator, the other party and my worst-case-scenario outcome. I decided the first thing I needed to do was to stop projecting an outcome. Then, in order to replace my negative thoughts, I made a list of the reasons we were in negotiation to begin with and why the other party felt we should be in negotiation.

Once I could see their side of things, and started to speak in a more positive light, the negotiations started to become more cooperative. The other party stopped viewing me as the “bad guy” and I began responding out of habit. It
wasn’t long before they realized I wasn’t out to “screw” anyone and they were more open to recognizing my character, which until now, in my twenty year professional career had never been called into question. So, this lead to the destiny of the positive resolution. It wasn’t optimal, but it could have been so much worse.

Imagine me sitting there, fuming, spewing negativity and invective, finding fault with everything they said and each offer they presented. There was a fact. We were negotiating a lawsuit and each side had legitimate gripes. What good would have come of me being negative throughout the process, especially since I’m not a negative person???

Any time you are given the opportunity to push aside a negative thought- do so. They are unconstructive and will lead to nothing productive. And we know what comes after thoughts … words. As we ALL learned in Kindergarten: If you don’t have anything nice to say, don’t say anything at all.

What a nightmare to develop negative CHARACTER through that your thoughts. It can happen. Don’t let it.
I like to think of the subconscious as fly-paper. It is why I encourage my students, my self, my children and everyone in my environment to be careful with their thoughts. They are seeds (much like the moldy ones my boys and I planted) so you must be cautious with what you are planting in there.

Whatever you introduce to your subconscious is impressed up it and wants and needs to grow (carry out) what you have planted.

Never will you find more fertile ground. The most poignant quote I’ve ever read is from the bible when Jesus Christ said: “Why are ye fearful, oh ye of little faith?” (Mat. 8:26)

Whether you are Christian or not, spiritual, agnostic or resistant to the laws of the universe, you can NOT deny the impact of this statement.

Ms. Shinn proposed when you are fearful, visualize the cross inverted. What an offensive image to anyone who has attributed any emotion to what the cross represents. She suggests, when you are feeling fear you are not demonstrating faith. Whether you are Christian, religious or not, likely you know what the cross represents historically.
Faith is a belief in something that can’t necessarily be proven or seen. I like thinking of the wind— we can’t see it, but we certainly CAN see the proof of its power. Each branch that blows, the whisper of every leaf, the swaying of corn in the fields. We have faith there is wind. Something is creating the movement.

Something else that requires faith is love. We can’t see it, or touch it, but we can feel it and be touched by it. I’m not necessarily talking about romantic love or even the love we have for family or friends, but you can certainly tell when someone LOVES what they do for a living. We will talk more about that later.

Ken Roberts, sites an acronym for FEAR. False Evidence Appearing Real. When I heard that I sat back and let the notion fall over me. I tested the theory based on some of my own fears. Fear of failure.

Then I had to examine what failure meant to me. I realized, any time in my life I thought I had failed, I actually learned a valuable lesson and rebounded stronger and smarter. So, failure WAS false evidence appearing real.

Fear of loss. Loss of what, I had to wonder? Had I not lost in the past?

Yes, I’d lost people I thought were critical in my life and I’d mourned that loss, but sitting here now, I realized it was part of living. As I’ve grown and
matured, I’ve taken stock of my relationships on a yearly basis. I examine the contribution people in my life make to it and if it isn’t productive and worse yet, if it is harmful or toxic, I do away with it. Looking back, I have no regrets for the people and relationships that are no longer part of my life because the ones that are bring great value.

So, the point is, what “false evidence” is appearing real in your life?

I spent a lot of time coming up with a fitting acronym for faith. **Fearless Actions Initiate Thorough Healing.** In this, I realized anytime I had been fearless I had overcome fear and healed myself of doubt and worry. So, thank you, Ken Roberts for inspiring me to explore my own version of faith.
WHAT IS “TOO GOOD TO BE TRUE?”

There is a saying, “If it sounds too good to be true, it probably is.” I’d like to offer my opinion on this. Some things ARE too good to be true. A new Ferrari for $1. Most of us are smart enough to recognize the strings attached to an offer like this. Invest in oil for only $5.00. These are the absurd notions.

Then there are the LESS absurd “offers,” that require some investigation. A house on Lake Tahoe for $100,000. There are catches. There are REASONS why it’s $100,000. Find out what they are and determine whether you are willing to take on the REASONS. Cracking foundation, termites, tax-liens and or anything else.

According to Ms. Shinn, your super conscious mind is where the “too good to be true” exists. This is where our dreams manifest and take shape so you should feed them. Never stop thinking about how big and how far you can go so you are feeding your subconscious with desire and yearning.

Introduce your subconscious to longing. They say the subconscious acts out your deepest desires. It moves forward without seeing obstacles, much like children do because they don’t understand fear or doubt until we teach it to them.
To linger on fear or doubt is like adding weeds to that gorgeous and fertile ground of the subconscious. When you experience fear or doubt or negativity, envision it as a weed or an inverted cross if that is offensive to you and then instead replace it with the lovely image of your crops prospering and the cross being admired upright as it should be.

The fact of the matter is, NOTHING is “too good to be true.” If you put in the time and the energy and adhere to the “Kellams Theory of Kinetic Thinking” you will find much less in the way of your desires.

Part of attaining what you thought or think is “too good to be true,” you must impress upon the subconscious that you refuse to live a life of limitation.
NOW THAT I HAVE ALL THE ANSWERS ...

As adults we are a product of our upbringing, whether we want to admit it or not. Our very first coaches were our parents and our extended family network. Teachers, counselors and athletic coaches comprised our assistant coaching team. From the very beginning we had people teaching, nurturing, educating and pushing us to succeed.

However, each of those coaches had their own areas of expertise and they taught from a place of strength. We, as little sponges, learned to echo those life lessons.

Have you ever had a moment when you suddenly remember the impact a certain teacher had on you or something a close family friend imparted to you? I have, often in fact, mostly it’s a little saying I hear in my grandfather’s voice.

So, does it make any sense that once we become “adults” that we would no longer need guidance and coaching?

NO, as a matter of fact, we need it more than ever as we embark on creating and maintaining relationships, learning how to build a business network,
how to thrive in our new career, figuring out how to balance work and home obligations, and how to cope with our metabolism beginning to wind down.

So, what is the answer? Coaching. We need mentors and teachers and coaches in every aspect of our lives to keep us focused and active. I made an appointment with a counselor to discuss balancing home and work and off the cuff I said, “So, who’s your therapist?” He laughed and then gave me a name. I looked at him quizzically and asked if he was serious. He told me never to trust a mentor, coach or even a therapist that didn’t seek counsel.

It was our exchange that prompted this chapter. He’s right. There comes no time in anyone’s life when they have ALL the answers, that they have reached the pinnacle in our ever changing and dynamic environments. Our world is moving quickly, perhaps my grandfather had a lot of answers thirty years ago when he was telling me a thing or two but he sure doesn’t know how to text.

The point is, our world is changing constantly, swirling about us at such a rate it’s a wonder any of us can function let alone find a way to succeed. For this very reason, we must forever be trying to find those who can help us to realize our own best and to teach us that “best” is an evolving concept.
Without cheerleaders, coaches, mentors, therapists and people for us to admire and try to emulate, we can’t continue to grow and learn. We do not live or exist in a vacuum. I myself invest constantly in courses like this one so I can expand my thinking and make sure my thoughts are always active. I want to make sure the information I’m processing is yielding the best possible results and the only way to do that is to educate yourself constantly.

A good example is social media. So many brilliant business people, doctors, lawyers and highly successful people are sitting there scratching their heads. What is it? Do I need it? How do I use it? How might it benefit me? Will I need to invest in it? Will I get a return on my investment? So, we must find someone to teach us, coach us and in some cases take over our social media so we can concentrate on how we are going to educate and coach all the new clients it brings us.
Chester Karrass and perhaps someone or many before him suggest there are two mindsets. These mindsets are part of our programming in my estimation. It’s how we are raised. As children, we are a product of our family first, then our environment. If we are raised to believe in a poverty mindset, we learn it. If we are raised to believe in a prosperity mindset, we learn it.

Now, this goes back to scarcity and limitation. I have a friend whose mother was raised extremely poor and her father was raised with irresponsible parents who were so self-absorbed her father had his first job selling peanuts at the corner gas station so he could eat. Now, when it came to raising their daughter, they fought constantly because her mother taught her to scrimp and save and wouldn’t release abundant family funds for nice clothing or vacations and such.

My friend was always accused of being “spoiled” by her father who refused to allow his children to work as hard as he had. This created great confusion in my friend. She learned a work ethic from her father, always keeping in mind him standing (at the age her own daughter is now) on the street corner
selling peanuts so he could feed himself and she REFUSED to buy into her mother’s scarcity thinking.

“It’s just money, I’ll make more,” she often told her mother and fights would ensue. Her mother thought this was arrogance and would end in ruin. Ruin is in the mind of the observer. RUIN is perception and we each have our own perception.

One major barrier to success is scarcity thinking and a scarcity mind set. I see it starting all over again. So many of my elders speak in negative terms such as, “We can’t afford it.” “We would but it’s too expensive.” I’m not saying you should mortgage your life and spend money you don’t have but if you have scarcity thoughts, they execute in words of limitation and then it becomes a habit and an expectation. You learn not to strive for any more than what you have. Further, you are so fearful of loss, you do not spend, you do not indulge and that feeds into the scarcity mindset. This is infectious and damaging and it’s happening AGAIN.

The recent economic crisis has caused a backlash of scarcity thinking. People are allowing the media to dictate how they are going to live their lives. I find it interesting that if the media were to tell America we had lowered the unemployment and consumer confidence was on the rise, it would be. Further, if the media reported nothing but positive, glowing views
of the financial condition of our country, the collective confidence would right the ship. What we have now is a depression worse than THE Great Depression because the media is spreading it like cancer. Those who sit in fear absorbing all the negative information are part of the problem. Scarcity thinking pervades your family, your children and sets them up for a life of scarcity and limitation.

I’m not at home worrying and allowing doubt to control me, and neither are you. Buying this course proves you want to be part of the solution. What is going on in society reminds me of the “crab mentality” and how deeply damaging it can be. It is often referred to as the “bucket of crabs.” The crabs can easily escape, but they keep pulling each other down in a fashion that says, “If I can’t get out of here, neither can you!” This does nothing but ensure they all die. So, if we sit around with our scarcity thinking family and teach our children they are less fortunate, they will fall into what is called learned helplessness.

Learned helplessness is simply what it states. They learn to be helpless. They will likely end up being helpless because they are not taught how to help themselves out of the “less fortunate” mindset.
I was driving with my boys one day and there was a panhandler by the side of the road with a predictable sign. My boys asked what he was doing. I explained he was begging for money. Of course they said, “Why?” It made me think about the domino effect of learned helplessness, lack of production and scarcity thinking that leads to living a life of limitations. People like this see nothing but obstacles.

Later, we parked downtown and it was as HOT as the third ring of hell. There was another man who looked quite similar in appearance with a sign that said, “Ice cold water. $1.00” My oldest son said, “Daddy, is he begging for money?” I literally stopped in my footsteps and thought about his question.

“No, he’s working for money.” I said and was thrilled to stop and buy three bottles. First of all, we were all three parched, but I was able to show my sons that the other panhandler could have been doing the EXACT same thing! All he needed was to go to Sam’s and get a couple cases of water, he could get ice from the gas station across the street where he was panhandling, he could have kept the cooler full of water and earned AT LEAST sixty bucks a day! That is a decent living.
So, it gave me an opportunity to explain to the boys it isn’t those who are less fortunate that we should feel for but those who have been taught NOT to be productive.

Of course, they hit me immediately with the prospect of earning new video games by selling water at the end of the drive way. Heck yes! You wouldn’t believe how many people stopped not only because they forgot a cold drink, but, because they were impressed with their industriousness, oh and they are really charming. On the first day they sold three cases of ice-cold water.

This lead to an economics discussion I learned from Chester Karrass. We sat down and divided the money. We took the receipts from the cooler, the water, the ice and they paid me back for my initial investment. I’d let them “rent” our cooler, but we bought the water and ice. They then split the profits and I told them to create three accounts.

1. Stupid money. This account they could do with what they chose at any time.

2. Wealth account. This account would not be touched unless we were investing it in something and that did include reinvesting in their industry.
3. Giving account. This was tougher to explain. I told them to keep a few dollars in their pocket everywhere we went. You never knew when you would find someone who was in need. It could be buying a bottle of water, donating to the Salvation Army or buying Girl Scout cookies.

Initially I allowed them to allocate however much they wanted to each account. You’d have thought I was asking them to pull their own arms off. They debated and thought and pondered and argued with one another, but as you might have guessed, most of the money went into the “stupid money” pile. After all, they have yet to learn the difference between want and need. This will be an interesting journey for us as I teach them to invest and give.

Now, Karrass teaches we ALL need to have these same accounts. The giving account is our contribution to others and it will boomerang back to us (which is not expressly WHY we have it, maintain it and use it). The wealth account is meant to grow until we can invest it into something that will work better for us. Everyone needs stupid money because we all have vices.

I like to entertain and I like to use entertainment as a method to get to know new associates and make “friends I never knew,” which Ken Roberts talks about in his UTSClub. _)(*^%$#@!@#$%^&*)(_
In every respect, how we perceive reality IS our reality. That sounds like double talk. The life each of us lives creates a reality. We perceive our environment based on the life we’ve lived.

I have a buddy whose girlfriend lived in Costa Rica. They sustained several incredible natural disasters and the biggest disaster was the treatment of the locals by the insurance companies. Without the same laws we have governing insurance companies, the people of Costa Rica were finding themselves destroyed by lack of funds to rebuild.

As an attorney, David made a trip down there to investigate what was going on. Since 2011, he has made a fortune suing the insurance companies. We were out for drinks one night and a detractor of his called him an “opportunist.” I was truly offended. It was my perception he headed down there to “help.”

The other guy’s comment was likely made out of jealousy he didn’t think of it first and likely NEVER acts out of concern or compassion. David’s work was done to help his girlfriend and her family initially, but it turned into an all-star smack down of deceptive trade practice in the area.
Now, is David an opportunist? Not in my perception. So many big businesses have grown from tragedy. There is a billboard on 1-35 in Dallas that advertises, “Homicide, Suicide and Natural Disaster Clean-Up.” Now, are they capitalizing on the tragedies of others? OR, are they helping to keep the families who’ve endured the tragedy from having to clean up such painful spaces? It’s a matter of perception. As Plato aptly put so long ago, “Necessity, who is the mother of invention.” Often times, disaster, tragedy and despair create opportunity- seeing that opportunity and applying the skills you have to help is how we breech the gap between seeing and doing.

This reminds me of yet another quote, the origination of which I can not locate so forgive me and if you do know the source email me. “From adversity springs opportunity.”

Take for example empires are BUILT during economic downturns. The entire housing market is in the toilet, but there are professional real estate investors who are helping to turn this around by using private money lenders.

Those who call others opportunists, are seeing situations through their own lens of limitation. As Seneca said, “Difficulties strengthen the mind as labor does the body.” David did both. He went to Costa Rica and he helped a
nation being forgotten and taken advantage of. The fact he’s made a fortune, he’s given a great deal back.
LEAVING THE NEST

I’ve done it myself. I spent a lot of time overcoming fear and it wasn’t easy. Those who have the entrepreneurial spirit are faced with the incessant desire to pursue their dreams but most of them see hurdles along the way.

What separates those who stay in the nest and those who learn how to fly are whether they see obstacles or challenges they can overcome. I adhere to my own carefully and painstakingly crafted “Kellams Theory of Kinetic Thinking.”

Don’t get me wrong, I learned to fail quickly and inexpensively so I could learn and move on. What are the hurdles to reaching your goals and attracting the success and wealth that is yours by divine right?

UNREALISTIC-

In any area of life, it is important your goals are realistic. I had a buddy from high school who was committed to being in the NFL. He didn’t make it onto a college team, let alone on an athletic scholarship because he wasn’t very good at football. This didn’t stop him from trying, he hit the gym, he tried community college and eventually made it into a local University and tried to walk on. No dice. He worked out with the team after
making friends with some of the players, he worked the system, yet never made the team. He’s forty-four now, and I run into him occasionally, and his never realized dream of being in the NFL has committed him to a life of limitation. “If I can’t do what I WANT, what else is there?” So, if you thought this was going to be an “Invincible” story like with Marky Mark, you are wrong.

His goals were not realistic, so he failed. Now, the side note to this is that he was a brilliant artist and even took a job with DreamWorks for a spell but was easily bored and lost interest. His bosses told him he had tremendous natural talent and likely could have written his own ticket to success. This goes back to how we define success. He defined his a little too linearly and now he sits on the porch of his house, drinking beer, no wife, no kids until he heads down to the local watering hole to annoy the hell out of the other patrons with his relentless knowledge of sports trivia. Now, how could he have taken his “dream” in a more realistic direction?

At college he could have invested time in broadcasting and or sports medicine to be part of the game he loved but his ego would not allow him to admit failure. Did he fail? Only he knows.
IRRELEVANCE-

If your goals or what you are trying to attract are irrelevant to the life you are living, there is no point trying to attract it. If your goal is to become a real estate investor, investing in any education that doesn’t further that goal is irrelevant. Spending time with people who don’t do what you want to do is irrelevant. Seeking the counsel of those who are not in the field you want to pursue is wasted time and irrelevant.

If you have the means, and the time, offer to intern with someone in the business you are hoping to become a leader in. All time spent must be relevant- other than when you need to blow off some steam, but even then you should be blowing off steam with those from whom you can learn your trade. Time spent with detractors, those who are negative or not supportive of you or your chosen future need to become irrelevant.

UNCLEAR-

If you don’t have a clear understanding of what you want to do, you need to do some research. I once had a student tell me he wanted to “cure death.” Not only did I tell him that was unclear but unrealistic. I asked him to stay within the realm of reality and come up with something that he really did think he could accomplish. He laughed, embarrassed, and then we
brainstormed about what his skill set was and how it could lead him to the
career he wanted in real estate investing.

Once we had a clear idea of his goals, we were able to set forth an agenda- a
strategy if you will. What he needed to learn, classes he needed to take, the
coaching he’d require to gain the knowledge required to begin his quest.

This is one of the aspects of my career as a real estate educator I love the
most- helping neophytes to overcome limitation created by a lack of
knowledge or the negativity they have lived in so long it has become a habit.

BENCHMARKS-

It’s critical to set bench marks and celebrate them. The process to
magnetizing success can be long and wrought with pitfalls. You will
experience failure (or what could be perceived as failure), you will
overcome adversity, you will celebrate and you will feel defeat. It is critical
to have a clear path and to acknowledge every single small success.

I’m not just talking about business successes, but every step you make
overcoming fear is a victory. As often as I have taken the stage, I still
experience momentary butterflies and once I see the people waiting for me,
waiting for the information I have to impart, it bolsters me and I over come
my fear in that moment. Each time I walk off stage, I make a point to acknowledge the success.
DECISIONS MADE IN PANIC OR OUT OF DESPERATION COME TO NO GOOD

When you are suddenly faced with adversity or opposition, we have a tendency to knee jerk. This is unproductive. I have made a science out of observing not only myself, my associates, my competitors but leaders in my own field. Any decisions made in the throws of fear of failure have lead to just that.

Panic and desperation lead to quick and poorly thought out decisions. The-sky-is-falling mentality if you will. Panic has a way of catching on and can spread far and wide before we even know what caused it.

There are so many recent examples of it in the stock market, the government, the media, the housing market- it’s sickening.

We can either perceive what others do (pack mentality), or we can think clearly with our own education and expertise behind us and resist that panic.

Anytime we are pursing a goal from a place of NEED or desperation our chances of success are lowered dramatically. Think of it from a dating perspective? Have you been on a date when the woman says, “So, do you see yourself getting married again? What about another child?” Her
chances of a second date diminish rapidly from there. NO one likes desperation. It means they lack the skills to prosper.

I had a buddy who, faced with business uncertainty and a dwindling bank account, took on a partner and officed with someone he had previously had a highly charged and acrimonious relationship. However, sharing space saved money and the fact the other guy was “in his business” lowered some costs he might have had to outsource. However, the old, negative and simmering resentment, contempt and anger caused a predictable eruption that could have been avoided by having faith in himself and his business and his future.

How do we combat this? Authority and reputation. Those who are schooled and educated don’t respond in the same way as those without the background and security that comes from time spent in the field. The antidote to panic is security. Where do we get security? Education.

Ever hear the quote: Haste makes waste? It is true in every instance.
I’m not saying you have to be brilliant or even intelligent to be wildly successful, but if you are wildly successful, you likely had an idea and you removed all the obstacles between your desire and your success.

However, no one has ever said, Steve Jobs was good enough at what he did. The man changed the way we do business, the way we socialize, the way we live. He faced adversity as sure as DEATH staring him in the face, as sure as FAILURE and he surmounted both- even in death- he is ten years ahead of the technological curve. He had a plan for future success.

If Thomas Edison had put forth a “good enough” effort- we likely wouldn’t have had electricity until decades upon decades later than we did. Why? Because when someone asked him how much longer he was going to try to get the filament to create light he said, “I’ve learned how to fail a thousand different ways.” That isn’t “good enough” thinking.

You simply can’t think being “good enough” is going to create a magnetic pull of success to you. You must, every single day be investing in your craft. Do you think Tiger Woods success is/was an accident? No. He was playing with golf clubs at two years old. Read about Andre Agassi and
determine whether he thought he was putting out a “good enough” effort to become a world-class tennis player.

The same goes for business and success in general. I am not excluding those who do not consider business a forum for success. If you want to be the best mom you can be instead of a “good enough” mom, then you need to invest in your craft. You need to make certain you are present, engaged and putting the time in to cook, clean and be home-room mom. We ALL know what the “good enough” spouse is- no explanation needed there. By the way, if you think you are the “good enough spouse” get better. Get GREAT or you risk the chance someone will step in and do a MUCH BETTER job.

Again, we all are different magnets for different success. However, we all have a unique place in this world and it’s up to us to identify what success we want to lure to us and then to do so.

I think it was Yoda who said, “There is no try, there is only do.” This is the same concept. There is no “good enough.” “Good enough,” means you belong in the pit of mediocrity you have feared your whole life. So, get off your throne of fear and get moving.
This concept is on par with “analysis paralysis.” You can go too far with your learning and stop doing. It’s fantastic to absorb knowledge but if you don’t apply it or implement what you learn, you are no closer to your wealth and success than you were.

I was having coffee with a student the other day and he pulled a baggie from his briefcase and it was full of bills. They were all in envelopes, sealed and had stamps on them.

I asked if we needed to put them in the mail and he said, “No, they aren’t due yet. I write the due date on the back of the envelope with the amount of money the check was written for.” He held one up to show me his strategy. I was silent because I was trying to figure his reasoning for this.

“I love bills. I love to write them. I love that I have them, it means I have the money to pay them, which means I have a career that allows me to earn money. It makes me feel good to go through the process. Oh, and my dad told me never to pay early. So, I keep my own money in my account as long as I can before I mail it off. My dad told me money multiplies when it’s kept together. I know it’s silly.”

Honestly, I couldn’t find fault with a word he said. He was showing an attitude of thankfulness NOT resentfulness that he had a job, now, it’s not the job he wants ultimately, which is why I’m coaching his this year, but I could see his gratitude shining through. I realized gratitude was part of the magnet that would draw success to him.
I congratulated him on his unique thinking, hell, I teach it now and find myself doing it too. I write my bills out before they are due, in anticipation of the money that is destined to come in through my magnetic attraction and when it does, I love going to the bank and depositing it or checking my account to see the deposits that have been made and then send out the bills as they are due.

In a similar vein, I had a friend once, who told me he liked to over-extend himself. I thought that was crazy. He explained he prepared for success and was a magnet for it. He’d never missed a payment and had more “stuff” than anyone else I’d ever met. A fantastic home, a thriving real estate investment business, a loving wife and gorgeous daughter. He told me, when he felt doubt creep in, he simply went out and bought something that would enrich his family’s experience. While he seemed to me to be purchasing possessions, he told me he subscribed to a theory of “experience over possession.”

I told him he had a LOT of toys. He told me he enjoyed his golf membership with his wife and daughter. His wife enjoyed it with his daughter when he was out of town. They sailed to distant locations and experienced different cultures. He wanted his daughter to be schooled in life and not in a classroom. So, his expenditures were a private tutor who could
accompany them on their various adventures about the country and world where he did business. I’m thankful for his lesson. It’s so easy to buy our children things, but to invest in spending time with them and exposing them to new and exciting aspects of life has no price tag and you can’t put it on a line item in the budget.

When his daughter was seventeen he was struck by lightening and passed and then shortly after, his wife passed of cancer. His daughter has a lifetime of experiences to draw upon to become her own magnet for success. Doug (my buddy) measured success in the experiences he had with his family. It wasn’t the money, the money was the method by which he afforded experience.
No offense, but I often look at rock stars and professional athletes who suddenly become famous and they feel the need to provide (albeit kind) for everyone in their family and their extended group of friends either with “jobs” or as part of an entourage. MC Hammer is a great example of this. I think at one point his monthly payroll was a half a million dollars. Is it really any surprise he went bankrupt?

Now it’s kind to want to help your family and friends, but my advice is not to hire them. It’s tempting, but if you want to destroy a friendship quickly, hire the person or go into business with them.

Some have bastardized the bible quote, “The love of money is the root of all evil,” by saying simply, “money is the root of all evil.” If our life’s pursuit is the pursuit of money then we are doomed to fail because it is the love of the money that will cause you to lose focus.

If you want to take care of your family and friends and you have been so fortunate enough to become successful doing what you love doing, set up trusts for them that dole out fair amounts given their contribution to your life. For my mother, it would be huge and that is because she sacrificed a great deal to help me become successful and she supported me with her
wisdom and strength. However, just inviting people along to ride the wave of your success and paying them to do it leads to entitlement and the destruction of relationships.

The lesson doesn’t just stop here. If you want to be successful in a certain area, you must surround yourself with success. This is how you learn, grow, strengthen your area of expertise, become educated in the subtleties of the business you are hoping to get into or are already into and most of all the networking is invaluable.

Can you see the difference between the guy who talks to some people in the field during his off time, or spends the day at work and then comes home to hang out with his high school friends who are under employed, in debt and do nothing but drag him down versus the above scenario?

Negativity exists in so many facets it’s remarkable. You’d be surprised who wants to cast a negative net over you. Often it’s the people you think should be offering you the most support and encouragement like a parent or a spouse. Their own fears and their own failure they’ve learned over their life times is part of what they are infecting YOU with. You mustn’t even hear it.

Once you stop hearing other’s negativity, you will stop hearing your own negative thoughts, that might not even be your own but those of others
echoing through you mind. Any time you can replace a negative with a positive- DO IT.

There are so many stories I like to hear and tell about perception. Chester Karrass told a story about a man who was sent to prison, I believe it was for an SEC violation. It was merely a slap on the wrist to “set an example” for the rest of his firm. The time in prison saved him from being killed when the first plane entered the first tower on the floor where he was employed. He was in a comfortable prison cell in a white-collar prison when the rest of his firm perished. His perception changed pretty quickly.

Ken Roberts has a saying I really like to ask my students when they moan and groan about adversity. “Instead of asking why this is happening to you, ask why it is happening for you.”

Whether you are spiritual or not, whether you believe in God or a higher power of a different sort, there is one thing that is certain: You have choices.
“ALCOHOL AFFECTS YOUR DECISION MAKING” - BERT JOHNSON

“I DON’T KNOW, I CAN’T DECIDE” - ARTHUR BACH

These two quotes are taken from the movie, “Arthur.” I inserted them here because they make me laugh every time I think of them, but also because indecision is one of the things holding us back.

Each day, each minute, each second we are faced with choices. How lucky we are. Think of nations where all decisions are made for you. As Americans we get to make choices so I challenge you to make good ones.

What is a good choice? One that is well thought out, or even made quickly based on experience that yields a positive result.

Here is a simple example. You are pulling out of a parking lot and you need to go left. There is a semi-coming from your left. You can pull out and risk being quicker, or you can wait. What is the net result of risking it? You don’t know. However, if you wait, you will likely make it safely to your next choice.

Now, another great thing about choices is we truly do get to make most of them for ourselves. I try not to make too many choices for others, instead, my children and students alike, I discuss the options and determine what they feel the best choice is and why?
When they are undecided, I like to prompt them with some options that might help in their decision making and at all times I avoid negativity. It is not my job to talk someone into something, after all, I will not have to live with the result of the decision.

A student came to me once and said, “I want to be you.” We talked about it and what he really meant was that he wanted to do what I do and be successful. We sat down and talked about where he was and where he wanted to go and all he felt lied between. We systematically tackled each “obstacle.”

It shocked me and it still does that people have a goal and do nothing to achieve it. When you ask why they often can’t answer the question. OR, you can count on a hundred excuses. Insert “The Kellams Theory of Kinetic Thinking.”

• I don’t have the money. (KTOKT) Find the money.

• I don’t have time. (KTOKT) Find the time- you have the same 24 hours as Bill Gates and Steve Jobs.

• I don’t know how to do it. (KTOKT) Learn.

• I don’t know if I’ll like it. (KTOKT) Expose yourself to it- even if you have to do so for free.
• My wife won’t let me. (K TOKT) Evaluate her concerns and see if you can work out something that doesn’t take too much time away from her expectations for you so you can give it a try.

• My neighbor tried it and it didn’t work. (K TOKT) Are you your neighbor? No. Don’t assume anyone else’s failures will be your own.

• I don’t know where to begin. (K TOKT) At the beginning.

Something critical we have not discussed is how much credit or responsibility we can take for the decisions others make? I always hear people say, “How can God allow …” It’s called free will and he gave it to each and every one of us. Thereby, we and we alone are responsible for every choice we make.

I had a friend, Max, who was caught up in drugs pretty good. We’d lost touch in high school but I kept up with his family. He has amazing parents, salt-of-the-earth hard working people and their son had gotten lost. His mother allowed her worry to ruin her business, her relationship with her husband and her daughter. She was literally consumed by her fear of what would happen to Max. She was certain he would die.

I told her two things after they’d sent him to rehab twice and spent a good chunk of their retirement.
• Max is a man. He is not afraid. He has approached this life fearlessly and the only way out is for him to decide HE wants something more.
• You can not decide for him and you can not let him run your lives with the bad decisions he has made.

I find once someone is under the influence of a chemical substance, they have to find their way out or die. This is the sad truth but once his parents had tried to help, had been there for him, had brought the pastor around for counsel it was up to Max.

Today Max is married and has four children. He is a devout Christian, and a present and engaged family man. He thanks his parents every day for believing in him, and for being patient. His decision to chose a different life allowed the family to heal and come back together and he is ashamed by the trouble it caused everyone.

The moral of the story is his mother worried he would die and he didn’t, however, she spent so much mental and emotional energy worrying about that potential outcome she let go of what WAS right in her life.

We are not in charge of what others do, just ourselves. Even our children. If I tell my son not to smoke, he might smoke. If I ground him and he wants to smoke, he will sneak it. I can increase the punishments but ultimately, I can not STOP him from a choice HE has made.
We all make bad choices in our lives, it’s whether or not we learn from them that determines the value of them. It is part of the value of life. We are allowed to grow and learn and new and wonderful relationships and partnerships lead to new experiences, lessons and learning.

The concept of this chapter brings to mind the role indecision plays in decision making or lack there of.

Once a goal is set, a fierce adversary to realization is INdecision. Imagine a quarterback receiving the ball from a shot-gun formation and seeing several options roll out before him. Not being prepared and able to decide which path to take will result in failure. Waiting too long to make a decision could cost you great opportunity at every turn. The way to eliminate indecision is preparedness and the way to become prepared is to embrace Kinetic thinking. Learn, research, do.

I’ve said it before and I love to say it over and over and over: Obstacles are what you see when you lose sight of the goal.

The only thing worse than seeing obstacles is not having goals. There are some “gurus” who will tell you setting goals is too limiting. I happen not to agree, but that is because as soon as I achieve a goal I set another one.

There is too much information at our fingers to be undecided.
HOW FAR WILL POSITIVE THINKING TAKE YOU?

If we get what we give, does it make any sense to be negative? If what we put out in the world is what we get back, there is no reason we shouldn’t be engaged in positive thinking at all times.

If you spew “hate” you will receive “hate.” If you condemn others, you will be condemned. If you lie, you will be lied to. If you cheat, you will be cheated, if you judge you will be judged. It’s a good cause for cleaning up your act, if I’ve ever heard one.

I need to make an exception. If you are a liar, one who practices unethical business, or is a cheater of others and a bad person, you will assume everyone around you is the same. This is not true. Don’t ASSUME others are doing what you do and if you are doing wrong. Stop.

However, for most people, this is a passive exercise. What do I mean? You don’t just go into a meeting with positive thoughts, “wing and a prayer style” and expect to accomplish your goals. Often I find so many people talking about thinking positive they aren’t actually doing anything positive.

It’s been my experience as a coach and educator that people are generally positive or negative out of habit. So, how do we change these deeply rooted
habits and tendencies? How do we make sure our positive thinking is effective?

I’m reminded of that annoying character on “Waterboy” played by Rob Schneider that over uses the term, “you can do it,” to the point of absolute absurdity. This is not enough. Can the other person “do it?” Are they even qualified to “do it?” Perhaps not. Statements like “you are going to do great,” “you are going to nail this interview,” are just words.

Enter a new concept. “Kellams Theory of Kinetic thinking.” Kinetic thinking requires motion and action to have an effect. It’s not enough to sit and think thoughts that aren’t negative. To truly achieve something, it requires active thought.

Let’s say you believe yourself to be the worst sales person ever, which has impacted your life greatly by imprisoning you with negativity. Especially now when it seems the only jobs available are sales jobs because companies are desperate for new revenue. Kinetic thinking would be sitting down, pinpointing what it is about the sales process that generates negative thoughts and eliminating those thoughts with action. Research, practice and yes, positive thinking will create a more positive environment for the next sales call.
• Do you have social anxiety? A fear of talking to people? Good news, there is medication for that. Further, you can start really small. As many have said before me: The easiest way to eat an elephant is one bite at a time.

• Is it that you feel awkward walking into a place uninvited? Make an appointment.

• Do you fear rejection? This is interesting. Are you selling something the person on the other end of the sale needs? Perhaps you might try a different form of introduction? Linkedin.com was developed for many reasons but one of them is for networking.

• Join groups (online) you might be targeting. If you are in medical sales for OB/GYNs, find groups of OB/GYNs and slowly roll out your product. Try to connect with some of the people in the group on a one on one level. Instead of trying to sell them, ask them what they think of the product. If they seem to find it worthy, ask if you might do a demonstration or presentation at their office. If you have an OB/GYN because you’ve had children, run it by him as if asking his opinion. If he likes it, ask was the feasibility is of him making some introductions for you? No one likes cold calling (literally picking up
the phone out of the blue and asking for something), find ways to make the “warm” calls into HOT calls.

- Are you selling something you are passionate about? If not, you might not do well. Is it possible to research jobs harder in the fields you are interested in and find a sales job that might be more in line with what you are interested in and or passionate about? I love guns. If I was looking to sell something, I might go to the gun shops where I have purchased guns and see if perhaps they know whether any of the distributors are hiring. Sell guns to people who sell guns. They need to buy them and you love to sell them. Further, you likely have a built in knowledge base and your enthusiasm will shine through every time.

I had a buddy who worked for a high-end steak house. When the economy tanked he was “let go.” He sat around the house and drank from his really extensive and rare collection of wine while he wallowed until he all of a sudden realized that being out of work made him want to drink and wallow, which meant most of the people out there right now who are out of work, looking for work, under employed are likely still drinking, so he went to the sources of the distributors he used to buy from at his restaurant. It was literally days before he got a job as a wine representative doing what he wished he was doing when he was running the restaurant. His passion
was the wine, not the daily operations of the restaurant. Selling wine to him was a breeze and he is now the regional VP of one of the largest spirits distribution companies in the country. Passion helps you to lose sight of obstacles.

Kinetic thinking puts those generic positive thoughts into motion by asking you to harness negativity and remove it from your life. Think about what you love, what makes you happy, what your hobbies are and if there is a fiscally rewarding aspect to that hobby. In the above scenarios, doing research, networking, going back to those whom you have helped paved the way to a new career for my buddy and it can happen for you.

A concept called “vision boarding” is a form of “kinetic thought.” Some people use a white board and write words, some use cork board or poster board and pictures from magazines and newly, the internet concept “pintrest.com” to keep track of those things that interest them, they desire or hope to achieve. For some, this is a method by which to impress upon the subconscious what it is we want and need in our lives.

In order to think positively we need to move away from negativity and in order to do that, the motion of kinetic thinking is necessary. Examining a negative thought, identifying why it exists, what your traditional response
might be and choosing to respond in a positive manner. This will bring positive results right back to you.
HOW PROCRASTINATION DEMAGNITIZES US

I believe we are irresistible magnets to all that we desire, it’s simply a matter of making certain we are impressing on our subconscious our desires. In order to do that, we have to stop impressing the same critical and fertile soil with worry and negativity.

I was waiting for a gentleman to write down a phone number and address of a mutual contact for me and he invited me into his office. On the wall was a quote, and again, I don’t know who wrote this, “Why worry, it will probably never happen.” I started putting that into play immediately. Guess what, the things I had been worrying about didn’t happen. Part of that worry is seeing an outcome.

Why do we procrastinate? Everyone is different, but generally we place until last or put off the tasks we dislike the most. Often we dislike them because we envision a negative outcome.

Recognize you are procrastinating and elevate that task to the top of the list. If it’s calling a dissatisfied customer or your mother-in-law, tell yourself you must complete that before you can move on to tasks you find more enjoyable like talking to your clients who are over the moon and can’t wait to provide you with written and video testimonials.
Often the feeling of a deadline or a potential negative outcome can be so overwhelming we avoid the task until it’s almost too late. A half-baked job is done, further reinforcing why we shouldn’t have been tasked with it in the first place. As an example, I got a nasty email from a client and I let it sit and sit and sit. I simply didn’t want to deal with it. I didn’t even read it. As soon as I say, “Mr. Kellams, I am very disappointed …” I moved on to emails with better subject lines.

After doing some reading of some of the other “gurus,” I developed a habit every night of writing down the one thing I didn’t want to do in the morning and as soon as I got up and energized myself, I tackled that email.

So, I opened that pesky email and I’ll be damn. This is what it said:

Dear Mr. Kellams-

I am very disappointed I’m just now learning of you. I had for so many years shunned offers on the internet, but when I saw your “Power Negotiating” program come into my email, it was like a beacon of light. They say things happen at the right time for the right reason? Well, I was about to head into a very nasty negotiation with not only my ex-business partner, but my soon to be ex-wife and all the negotiable matters were entwined.
I was tied up in knots for weeks and weeks. I couldn’t eat, I couldn’t think.
I wasn’t sleeping I was so overwhelmed by fear. My fear was what I
thought the outcome would be. My financial ruin. The ruin of my
reputation in my community. My list of fears was endless and as the
mediation date approached I even found myself at the doctor requesting
something for anxiety. That is when your “Power Negotiating” course came
into my inbox. I read the sales letter and thought, “What do I have to lose?”
My partnership was created on a handshake and my marriage with a kiss.
Fact is, I didn’t know s*&^% about negotiating.

I devoured your course and put into practice your suggestions that very day.
I started small and walked into the mediation a LION. It’s a matter of
perception. They expected a kitten to waddle in and they got blindsided.
Concessions were made, don’t get me wrong, but NO ONE left feeling
screwed and if you can believe it, after a year of bitterness, my former
business partner invited me to speak at his business networking group about
“Power Negotiating.” I knew who should be there. YOU.

Thank you, Stacy. You have given me tools that were never in my tool box
and I don’t see my life ever being the same.

With great thanks-

Travis Mackin
I sat back in my chair. arms behind my head and wondered how I could have taught him so much and how long that email had been a source of anxiety. Well, hell, I thought, that worked out so I reached for the envelope that had been sitting on my desk for a month. The return address was IRS.

So I called and guess what? They were trying to reach me because I had misfiled my taxes two years prior and the overage was going to be applied to and deducted from the current bill. We are all nervous about the IRS and often that fear keeps us from communicating. It was like in Monopoly, bank error in my favor! That never happens.

I was so proud of myself I decided to go for a run and I’ll be damned, came back and returned a call from one of my renters who’d been blowing my phone up for three days. Turned out, he just needed a break on his rent to pay for his mother’s funeral. Good lord, of course. He’d rented for twenty-five years, my projected outcome of the conversation was that either he was moving out or the house was falling into a sink pit.

Keep in mind the relief you might feel at having gotten in out of the way immediately or even the fact you might actually realize it isn’t as bad as you thought when followed up with something enjoyable.
Fear is often a component of procrastination. Fear of failure, fear of success, fear of change or fear of embarrassment, humiliation and discomfort. We avoid working on a presentation we don’t feel qualified to make out of fear of failure and ultimately fulfill our fear.

We don’t join a gym because we are embarrassed we’ve let ourselves get wildly unfit and ultimately we die early of a heart condition. We procrastinate interviewing for a promotion because it might mean relocation and we find change uncomfortable.

The anti-dote to procrastination is being proactive by identifying why you are procrastinating and confront the issue head on. If it’s cleaning the house, remember NO ONE wants to do that, so work harder and hire someone to do it. See? Simple.
I was talking to an associate the other day about another associate (Fred) who had simply crushed a deal and is literally a legend in our business (for now- until someone else out does him). The guy I was talking to, let’s call him Jack, was full of envy and negativity. He couldn’t say anything positive about the process Fred had employed, the course he’d taken to achieve such legendary success. In my mind, there is no place for this. If we do not hold up our associates, and yes, our competitors are our associates, we lose the desire to compete. Just like I was mentioning earlier, if we stop keeping score, stop giving grades, what possible motivation will be have to achieve and further, what will the word “achievement” mean?

I said, “Look, Jack. Fred crushed it. You would be doing yourself quite a favor to give him a call, hell, send him some Tiff’s Treats fresh baked cookies as a congratulations. There is NO reason to begrudge his success. There is more than enough money out there.”

He grumbled, as I knew he would, so I continued. “What’s the worst thing that could happen? You guys meet for drinks and you learn something? Perhaps why you are working your ass off and making one hundred thousand dollars a year and Fred is bringing that in a month?”
He grumbled some more.

“There is no room for envy. Envy is evidence of fear and insecurity. What it means is that you don’t believe in YOU. Not that you don’t think he knows what he’s doing, but that you KNOW you don’t know what YOU are doing. Reach out to him. Congratulate him.”

Active thought requires you to DO.

So, the next time I saw Jack, he was with Fred and they were embarking on a venture together. Turned out they both had such unique perspectives on the same idea, they covered it like a blanket and made a killing!” I got a wink and a drink from Jack. It was how I measured success that day.

You must go to conferences, seminars, attend lectures given by those who dominate your field. As I discussed above, I just asked Jack to do some networking and stop being envious and jealous of the success of others and he is prospering.
WHAT ROLE DOES AUTHORITY PLAY IN SUCCESS?

We’ve seen it time and again throughout history, the inherent need to follow, to believe in someone, something. If you are not an authority in your field, you need to be.

Regardless of the field in which you desire to prosper, you must become an authority. I know what you are wondering. How do I do that? Refer back to the “Kellams Theory of Kinetic Thinking.” Research. Learn. Do. Network. Intern. Confer with the “gurus” in your field. Attend conferences. Talk to people who are leaders in the field you want to dominate. As discussed in the prior chapter about envy, an important lesson was learned.

So, this is a goal and once a goal is put into place there is no room for insecurity, incompetence or timidity. How do I get from “here” to “authority?” A plan must be formulated and the kinetic thinking begins.

First, your goal must stay at the forefront of your mind by actively educating yourself in the field. If your desire or goal is ever present in your mind, it would be tough for you to spend much time on fear or obstacles.
This includes finding out who the leaders in the field are and getting close to them, friend them, become friends and learn everything you possibly can about the field.

The confidence you gain daily will translate into pure supremacy to those around you. I am not suggesting you become a malignant narcissist and do nothing but speak of yourself day in and day out, but in your dealings with people you control the conversations by asking questions. Nothing is learned by listening to yourself speak.

Once you become an undisputed authority, you need a “platform.” A platform is the method by which you will let people know you are influential in your field. Some begin small on a lecture circuit - advertising in trade magazines. Some join a lecture circuit as a guest speaker, there are webinars and youtube.com channels where you can feature your teachings, you can self-publish a book so you have something to sell in conjunction with your speaking engagements. Blogging is another way to let people know where you are and who you are.

Social media is the ideal outlet for such endeavors. Look into companies who are authorities in this field, who can manage a social media campaign that will get you noticed. The critical aspect of this process is to make sure
your thoughts are kinetic at all times. What can I be doing right now to further my goal? Take someone to lunch and ask questions. People LOVE to talk about themselves of that you can be certain and in their desire to do so the rarely consider the fact you are fleecing them.

Now, once you are an authority, your “responsibility” is to provide a solution to the problems of those around you. By doing so, your credibility sky rockets. Your solution is your “secret.” What do you know that no one else does? How much do other people want to KNOW what you know?

That is the key to transforming your authority into money. You don’t have to be brilliant or fiercely intelligent to recognize a problem, and once you recognize a problem, you can formulate a solution. You must, however, make sure you have taken an assessment of the market you plan to be in. If you are writing a book on “How to Quickly and Easily Clean up Your Credit,” make sure there aren’t already TONS of books on the market already.

You might be an authority on the subject, but you now have to separate yourself from the herd of experts and that means being out there, talking to people and letting them know YOU are THE expert.
Self-aggrandizement is difficult and for most people it’s distasteful, however, no one is going to push your image, your brand, your business or your authority harder and more fervently than you. So, you really have to get out there and being as humble as possible use whatever asset you have to elevate your position in the market place. Tooting your own horn is difficult for people but it simply must be done.

Let’s say you are fantastic looking and people seem to be magnetized by your looks. Use them. Make sure your face is everywhere. Your collateral pieces, if you have them, need to feature your face.

Perhaps you are a fantastic speaker, get out there and start speaking. Take engagements as a key-note. So many organizations are seeking speakers for their business networking luncheons. Be there, let them know you have a secret.
In the beginning, when you are first establishing your platform and your authority, it is OK to do a couple free speeches or individual coaching sessions, however, make sure you get in return some type of a testimonial. As soon as you have enough testimonials for your collateral pieces or your internet presence, make sure you STOP doing anything for free. WHY?

I’m glad you asked. Did you know that soap doesn’t really foam? It doesn’t. Did you know that in foreign countries when Doctors without Borders do vaccinations and immunizations they add an irritant to them? What am I talking about? That word again, perception.

People don’t feel like they are getting clean using soap that doesn’t “do anything,” so agents were quickly added to make it foam and get sudsy so we feel like it is cleaning us. If you don’t believe me, get some shampoo that has no foaming agent in it and see how you feel when you are done.

As far as the immunizations? The people in the foreign and third world countries expect pain and irritation from a shot, so they complained it didn’t hurt of cause a reaction. Obviously it doesn’t work or it’s not done right.
So, if you give away your services for free, they lose their perceived value. It’s OK to run contests to generate business or to offer a service as an upsell to another product, but if it doesn’t cost A LOT, it’s not worth anything.

I don’t know where this one came from, could be made up and passed along the business grapevine, but a woman owned a clothing shop and was having a hard time moving a certain brand. She kept reducing the price and reducing the price and could NOT get rid of the stuff. She was just about to call Goodwill to have them pick it up, when she received an emergency call. As she headed out of town for a funeral, she told her assistant manager to mark it down one more time and she’d deal with it when she returned.

When she returned, she applauded her employee for selling all of it and asked how much of a loss they took. Her employee looked at her confused. “No loss. We made a ton.” Turns out, she misunderstood and doubled the price of the merchandise with new tags and sold every piece of it. If people see a small price, they equate it with a lack of quality. A big price tag means it must be worth it!

Now you can see how FREE is perceived. No value at all.
HOW DOES DIVERSIFYING GROW YOUR WEALTH?

If you are in the service industry, you are trading time for money. There are limits here, how much you can make is based on how much time you have. It’s a great problem to have when you are booked each available moment, however, at that point, you need to be thinking about how you can increase your billable rate per hour. It won’t be long before you max out on this money making model as well.

I’ve always felt if you don’t sell something or make something you can sell, you will likely not be able to make any real money. So, let’s say you are maxed out as a doctor, you are spending as much time as you can and charging as much as you can possibly can you have to diversify. Here are some ideas.

• Bring on extra doctors.

• If you are a doctor, you likely are an expert in your field so write a book. There are plenty of companies that can help you self-publish a book and even give you marketing support. However, you can also self-publish a book on your field and publish it on amazon.com. You have a built in market place because you are a doctor and have patients that you know what to do with.
• Make sure you are outsourcing everything you trust to be done by others.
• Open another office.
• Consider franchising your office.
• Create some products that play a role in the type of medicine you practice. Do research, are there other directions you can go in your practice?

I’m reminded of a story that perfectly illustrates the above scenario. A gynecologist who was trading his services for money. Once the health care industry started to become unstable, he actually considered getting out of medicine with Obamacare looming large and fear of the unknown keeping him awake at night.

With a well-appointed life-style and four kids and a wife who didn’t work, he realized it was decision making time. So, he did some research in his field to find out what other OB/GYNs were doing with their expertise. He was shocked by how much was going on in his industry he’d not even noticed because he was trading time for money.

A two week “vacation” and five seminars booked in his field let him on an Odyssey that has revolutionized his business. He stumbled onto something he felt every, single, one of his clients would benefit from. On the plane to
the first conference he made a list of the most common complaints he heard in his office and set about resolving them.

For some women, a gynecologist is like a therapist. It reminds me of that terrible movie, “Dr. T and the Women.” Every one of his clients came into the office bitching and complaining about everything from lack of sex drive to depression, to failed businesses. This doctor never internalized it, he had to literally be in and out and make the most of his billable hours to keep everyone in fine style.

So, by the time he landed, his list was LONG and there was a common thread. The very first seminar he attended held the “secret” to resolving a great number of the complaints his patients had, beyond being a good listener AND it would change the economic climate of his business.

Fast forward a year. This doctor has spent every free moment learning and educating himself in the field of “hormone augmentation,” and “women’s sexual health.”

You now have to book months in advance to see him or even speak to him for an evaluation let alone be taken on as a patient. He wrote a book as an authority in this field and it FLIES off the shelf of his OB/GYN office he no longer runs.
He hired two capable young doctors who were anxious to get started in the field and now he simply lives on passive income from book sales, huge fees for public speaking (and the desire for this knowledge is never ending), and consulting with patience and resolving their “problems,” by minutely managing their hormone levels.

His investment in their sexual health has catapulted him to a NEW level of success and it is because he diversified.

Every single day, I am constantly looking for new ways to generate income and different pipelines. Never become content that leads to complacency and complacency is the death of most things.
HOW CAN MICRO-MANAGING HINDER YOUR SUCCESS

As an entrepreneur, you have the benefit right now of learning from my mistakes. I learned from them as well but in some cases they were rather costly. Once you put together a process or a business model and the money starts coming in, what is your first thought?

I’ve created a process. It’s perfect. Now I can duplicate myself. It reminds me of the movie, “Multiplicity” with Michael Keaton. He figures out a way to genetically reproduce himself and while he looks perfect on the outside, each copy he makes to help him in all the different areas of his life loses a little quality. So that is it in a nutshell; when we try to duplicate ourselves to grow our business, the quality diminishes.

What is the answer? Is there an answer? YES! First you must recognize you can NOT duplicate yourself. If you think you can, you’re wrong and you’ll be disappointed on every level for two reasons. No one can do things exactly as you would and no one cares about your business and its success than you do.

Once you recognize you can’t be all things to all people you have a choice. Stay scaled down to yourself wearing every hat in your business and your
life until you burn out and end up in a padded cell or you find people you trust to help you.

What does that look like? Interesting question. I like to find experts in their field who share the qualities I think contribute to my “success.” Tenacity is a defining word for me and I don’t want anyone working for me who isn’t tenacious. No one on my team gives up on a sale or is easily distracted. Regardless of what your business is, you’re in it to make money and provide for your family and employees.

Chester Karrass suggests he’d never hire anyone who didn’t work in a family business. He felt this is where the best work ethic is born, when you are a part of a team that puts food on that table and you are taught to pull your own weight, it makes a huge difference in your perception of the responsibility of work.

Employees must represent you and your company, your image and your goals. Each time they pick up the phone, shoot out a proposal or interface with your clients they are a spokesperson for YOU. Do you have the best possible candidates in place to do that? The moment there is doubt you must replace them.
So much exists in the political work place and often more subversive agendas are at play than in a soap opera. None of those things matter, what matters is YOUR goals, YOUR plan and YOUR vision.

I do NOT have time to micro-manage so I put it to my people straight. I expect you to fulfill your job in the manner you have been trained using the skill set I hired. As soon as you show me I can trust you to execute your duties and convert on sales, you will have to find me, but in the meantime, I’m going to be very aware of what you’re doing.

In this life, all we truly have is our word. In our business our reputation is invaluable and must be protected fiercely. Having a rogue employee or one who is not invested in their position breaks the link their position holds in the chain of my success.

I find it critical to make a list of duties that are carried out in my business. What tasks bring in the money? Who performs those tasks the best? Likely you do. If it isn’t YOU, then make sure you are very involved in the environment of the person who is bringing in the money. If you are the best sales person for your business. Concentrate on sales.

The best example is bad customer service, which is rampant. Now, it is such a shock to get good customer service it’s more widely recognized than bad.
We are so accustomed to sloppy, rude and uninterested representation of the companies we deal with, we barely notice. I don’t find this acceptable and neither should you. EVERY. SINGLE. PERSON who works for you speaks for you.

Who are they and what are they saying? You need to know.
YOUR COMFORT ZONE

When you are in it, you are on the road to complacency and as I just stated, this is a dangerous place for anyone. I have many suggestions for how to get out of your comfort zone. Keeping in mind, not all of them have to do with “business” per say, but they do involve growing as a person and learning. I like to learn something new everyday. It’s an old saying, but I really do. You never know when a simple new experience will shift a paradigm and translate into a way to diversify your business and create more wealth.

- Read from the bible every day. I’m not stipulated a version, nor am I forcing religion on you, but I find when I pick up the bible, I am able to take something away from it that makes me think about things I haven’t even considered before.

- Talk to someone in an elevator. I did this once and we somehow ended up having coffee because I learned we were both on layovers and we were both real estate investors. Some of the ideas he imparted to me changed the dynamic of my business.
• See an independent film. I traditionally don’t care for them as far as entertainment value, but I’ll be darned, every time I do, my perception of something in my life changes a little.

• If you are a planner, wing it for a day. No schedules, no lists, no appointments.

• If you tend to wing it, make a plan, an agenda and schedule some appointments.

• Go to a library or bookstore and see what books get your attention. Spend some time looking at them.

• Do some affirmations. Find some that appeal to you and repeat them during times of stress.

• Very few people like to strike up a conversation with someone they have never met, so I challenge you to speak to someone you have never met, every, single day. You’d be shocked what it can lead to. Not only will you gradually overcome your fears, but you will become really good at generating conversation and it won’t be long before you learn how to read people. In doing so, you will be able to determine if the people you are thinking of talking to might be valuable in some way to you. If you do this already, fantastic.
In my Meter Drop course, I talk about the conversation with a man who decided to sit right next to me on a virtually empty plane that revolutionized the way I do business. I wanted to get up and leave but I didn’t. I overcame my desire to get to my comfort zone and wonderful things have happened in my career.

• Go for a walk in a wooded area and when you come upon a trail, do not take it, instead (with a compass) venture in at a different place. This is a symbolic reference to Robert Frost’s famous poem. Often we do the same thing, go the same way for so long, it’s hard to fathom a different course that could yield a different result. Take the road less traveled and chart a new course.

• Go to a seminar.

• Watch a webinar of one of your biggest competitors.

• Reach out to one of your competitors and congratulate him on his success. Don’t pick his brain, let him lead the conversation. It might lead to a friendship or even an affiliate relationship.

• Look up some quotes. Here are some of my favorite inspirational ones and the lessons they have taught me.
“Do the thing you fear the most and the death of fear is certain.” (I HAVE NOT FOUND THE SOURCE OF THIS QUOTE IT IS BETWEEN TWO PEOPLE). Every time I face a fear, I put it behind me. It is no longer an unknown or known because of the past, it is the past.

“In order to succeed, your desire for success should be greater than your fear of failure.”- Bill Cosby  This is one of my favorites because it is absolute truth. Unless we are fiercely motivated, we will not even attempt to overcome our fears. If we can dispense with fear out of habit, we will need less and less motivation to pursue our goals- we will simply pursue.

“Faith activates God. Fear activates the Enemy.”- Joel Osteen

“Courage is knowing what NOT to fear.”- Plato

“I’m never afraid of what I know.”- Anna Sewell  Again, this goes back to my assertion that most fear is based in the unknown. If what you fear is known, you can create a path to overcoming it. FAITH.

“I’m not afraid of storms, for I’m learning how to sail my ship.”- Louisa May Alcott

“Ignorance is the parent of fear.”- Herman Melville

“As a general rule, the most successful man in life is the man who has the best information.”- Benjamin Disraeli
“He has not learned the lesson of life who does not every day surmount a fear.”- Ralph Waldo Emerson


“Too many of us are so busy living in fear we are not living at all.”- Unknown  It figures the most poignant is from an unknown source. This quote perfectly sums up my version of society currently. We are allowing the negativity in the world impress upon our subconscious and that is dangerous. The subconscious, as we discussed is our garden, it is where we plant seeds. We do not want those seeds to be of violence, depravity, tragedy, despair, failure, murder, and pain. These notions directly compete (as weeds) with the bounty and abundance of our perfect garden of prosperity.

“He who fears being conquered is sure of defeat.”-Napoleon Boneparte

“Of all the liars in the world, sometimes the worst are your own fears.”- Rudyard Kipling

“Do not take counsel of your fears.”- George Patton

“The only thing we have to fear is fear itself.”- Franklin D. Roosevelt
“Never look or you’d never leap.” - Florence Scovel Shinn  
I love this one because it asks you not to look down, just have faith that when you jump there will be protection.