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Arnfried Klein-Werner, author and speaker, has a background in Psychology and sales. He is a specialist on principles that promote maximized performance, and has applied his knowledge to help individuals, teams and organizations to achieve. He has a passion to help people achieve their full potential. It starts with changing mindsets and removing self-imposed limitations.

As a motivational speaker, Arnfried inspires audiences all over the world to believe in themselves, and start achieving. With a new insight into their true capability and the tools to succeed, delegates from large multi-nationals, small companies and individuals are empowered to take their organizations to new heights.

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Foreword

You have incredible potential.

I wish I could take you into the future and show you what you can and will do with your life. It is truly unbelievable.

What you can still accomplish is only limited by what you can imagine.

As I look at my own life and trace my path since I left high school in 1985, through university, then college, working first as Youth Pastor, while continuing my studies in Psychology. Then starting in sales, door-to-door, and later in insurance with 2 major financial institutions.

From there I joined a network marketing organization and discovered my talent for motivational speaking and first learnt about success principles. In 1998, I joined a training company, training on the success principles that I still train on. Then started my first company, *Motivational Training Solutions*, in 2002 and slowly started focussing more on Motivational Speaking. In 2007 started the plans for ***Be Motivated Today***, the company that will touch millions of lives in the next few decades.

During each part of my journey there are a number of phases that led me to the next chapter and opportunity to release more of my potential.

- Personal Growth. Through personal growth: discovering my talents, my purpose and learning new skills, I become ready for the next chapter of my life.
- Frustration. As I started becoming frustrated with the direction of my life or the circumstances that forced me into situations, a desire for more started growing. I was inspired to be, do or have something more.
- Passion. When the desire started growing into a passion, it “forced” me to search for ways to release the potential bursting to be released.
- Action. This led to action plans, risks, hard work and perseverance.
- Released Potential. The awesome result was that I was becoming and doing more of what I was born to be and do.

These 5 phases repeat themselves continually as I journey towards greater fulfilment of my personal purpose and releasing all that is within me.

As I look at why I started my new company, ***Be Motivated Today***, I realized my frustration of not being able to have a more positive impact in the business and corporate environment. Success training is considered a “nice-to-have” by most managers. They think twice before spending money on personal growth interventions for their staff. Yet, after every training session or motivational talk I had people come up to me and share how much they have benefited from my session. This led me to think about how I could help people without having to sell my services to a manager first. Thus the concept of ***Be Motivated Today*** was born.

So in my journey, this frustration together with my aspiration to fulfil my purpose (to motivate and train people to become successful in every area of life) gave birth to the creation of a company, that could really help people. Thereby I too would be releasing more of my potential.

What will the next chapter hold in store for me?

I don't know. Watch this space.

Introduction

Now let us turn our attention to releasing all that is within YOU and how you can become all that you can be. Because you have incredible potential. You have so much that you can still do with your life. It is hiding inside bursting to be released and impact your world, giving you more fulfilment and meaning than you thought possible.

Using this Workbook

You will benefit most from this workbook if you try to immediately apply what you read.

Print out the workbook. I have specially indicated short assignments for you to complete by printing them in *italics* to help you apply what you learn.

The journey to releasing your potential is not so much about learning as it is about growing, becoming and doing.

I hope you enjoy the programme and that it helps you move further along the path to releasing all that is within you.

Wealth

Dr Myles Munroe shares a powerful idea that I would like to share with you. He says that the wealthiest places in the world are not the gold mines of South America or the oil fields of Iraq or Iran. They're not the diamond mines of South Africa or the banks of the world. The wealthiest place on the planet is just down the road. It is the cemetery. There lie buried, companies that were never started, inventions that were never made, best selling books that were never written and masterpieces that were never painted. In the cemetery is buried the greatest treasure of untapped potential.

There is a treasure within you that must come out. It is your potential.

Don't go to the grave with your treasure still within you.

What is Potential?

Potential is dormant ability, reserved power, untapped strength, unused success, hidden talents.

It is all that you can be, but have not yet become, all you can do but have not yet done, what you can accomplish but have not yet accomplished.

Unexposed ability. Not what you have done, but what you are still able to do. It's everything that is still inside you.

The word 'potent' means 'power'. Like the potency of medication. Different tablets have different potencies. They have different power to be effective.

They have potential. They have the power, when ingested to relieve pain or cure ailments.

Potential is not what you have done, but what you are still able to do. It's still inside you.

And what is inside you dear friend, is so incredible so great and noble that when exposed, its brightness and brilliance will blind you to everything but the desire to make it a reality and leave your mark on humanity.
You were born to touch the world.

Oliver Wendell Holmes said. "What lies behind us and what lies before us are tiny matters compared to what lies within us."

Within you there is hidden power to do awesome things.

Great career achievements, books, ideas, inventions, paintings, songs, sports achievements.

Inside every boy is a great man.

Inside every girl is a great woman.

Inside every seed there is a forest

Myles Munroe says. "What you see is not all there is. There is something in everything."

Helen Adams Keller was born in, Alabama on June 27, 1880. At the age of 18 months she contracted, what was later believed to be, Scarlet Fever. The illness left her completely deaf and blind. And as Helen Keller grew from infancy into childhood, wild, unruly, and with little real understanding of the world around her, a popular belief that the disease left its victim mentally retarded was seemingly confirmed. Helen Keller's real life began at about age seven when she got a teacher, Anne Sullivan, who would be her companion for the rest of her life. Helen learned to spell by having words written in her hand. She later was taught to speak.

She went to college and received her bachelor of arts degree cum laude in 1904. Throughout these years and until her own death in 1936, her teacher, Anne Sullivan was always by Helen's side, laboriously spelling book after book and lecture after lecture, into her pupil's hand.

In recognition of her wide knowledge and many scholarly achievements, Helen received honorary doctoral degrees from the Universities of: Temple, Harvard, Glasgow, Berlin, Delhi, and Witwatersrand. She was also an Honorary Fellow of the Educational Institute of Scotland.

While still a student at Radcliffe, Helen began a writing career. She wrote a total of 12 books that were published and numerous articles for magazines and newspapers.

During her lifetime, Helen Keller received awards of great distinction too numerous to recount fully here. Below are only a few of them:

- Brazil's Order of the Southern Cross
- Japan's Sacred Treasure
- Philippines' Golden Heart
- Lebanon's Gold Medal of Merit

- Presidential Medal of Freedom
- Elected to membership in the National Institute of Arts and Letters
- Chevalier of the French Legion of Honour
- Gold Medal Award from the National Institute of Social Sciences
- National Humanitarian Award from Variety Clubs International
- America's Award for Inter-American Unity
- Honorary memberships in scientific societies and philanthropic organisations throughout the world.

An entire room, called the Helen Keller Room, is devoted to their display at the American Foundation for the Blind, in New York City.

As broad and as wide ranging as her interests were, Helen never lost sight of the needs of her fellow blind and deaf-blind. From her youth, she was always willing to help them by appearing before legislatures, giving lectures, writing articles, and above all, by her own example of what a severely handicapped person could accomplish.

In 1946 she began the globe-circling tours on behalf of the blind for which she was so well known during her later years. During seven trips between 1946 and 1957 she visited 35 countries on five continents. In 1955, when she was 75 years old, she embarked on one of her longest and most gruelling journeys, a 64,000 Kilometre (40,000 mile), five-month-long tour through Asia. Wherever she travelled, she brought new courage to millions of blind people, and many of the efforts to improve conditions among the blind abroad can be traced directly to her visits.

She stands out as one who overcame her challenges and released her potential.

And then there is you.

Consider all the things that you have learnt since infancy.

So much that you could not tell me everything.

How to: walk, speak, eat with a knife and fork, write, read, add, argue, use a computer, drive, love, perform complicated tasks in the various positions you have held.

You have learnt so much. Why should there be a limit on what you can still learn and do?

There is none, potential is unlimited. As soon as you have achieved one great goal, you can move on to accomplish another. That is nature of potential. It is a limitless fountain of creative power waiting to be released.

"There lies within each person a huge reservoir of untapped potential for achievement, success, happiness, health and greater prosperity. It's like an ocean unsailed, a new continent unexplored, a world of possibilities waiting to be released and channeled toward some great good." – Jim Rohn

But Why Potential?

Why do you even have this potential?

Purpose

You have this awesome potential within you because YOU, just like the sun, a flower and even the hair in your nose, have a purpose.

Your personal purpose is the original intent or reason for your existence. Part of your purpose may be being in relationship with a life-time partner, being a good parent, involved in the community in some way.

But your life purpose is your unique service that you have been created to provide in your lifetime. You have a specific service to provide humanity, which no one else can provide the way you can.

Myles Munroe says. "God has given you a skill or ability that the world needs."

You are on this planet for a very specific reason. To positively affect people the way that only you can. This is your service to humanity.

It therefore means finding and using your strongest talents.

Where you are right now is part of your purpose. But it may also be a necessary step towards greater fulfilment.

Your purpose is your passion and your power. It is the underlying driving force of your life. It gives your life meaning and direction.

It is the driving force that compels you to make an impact on YOUR world. Whether in your current career or perhaps in another field.

Maybe your purpose is to:

- Raise productivity in your company.
- Raise company profits by 100%
- Develop a new product, which will revolutionise your industry.
- Invent systems and services which benefit people
- Touch many people through humanitarian or social work
- Contribute to protecting the environment
- Leadership in social or political spheres
- Medical research and development of effective cures for life threatening diseases such as HIV/Aids

Don't feel intimidated when you hear that you have a great purpose. Remember: That's why you have Potential.

Each of us has a purpose on our planet. Actually, we have many purposes in our different roles: as parents, spouses, friends and members of our society. But each of us also has a specific personal purpose. Something we were born to do, that only we can do. A specific service to humanity or to our world. It is our passion and our

power. Unfortunately most people never fulfil their purpose because they never discover it. 80% of people are unhappy and unfulfilled in their jobs. And if they do find out what their passion is, and what they should/would like to do with their life, they discover that they are bound financially, with too many financial responsibilities to quit their jobs and pursue their passion.

So people get stuck in a job that does not fulfil. They lose their passion for life, because their Life's Passion is not being realized. All because of a lack of money.

Yet one can create a passive income stream, providing one with enough income to pursue one's passion, without having to worry about money ever again. The report ***How to Create Wealth Automatically - Guaranteed!***, provides the information on how you can easily do this.

You have a great purpose. You can make an impact on your world.

That's why you have Potential.

When you know your purpose then you can get up every morning and realize that today is another day to work towards fulfilling your purpose.

What purpose drives you?

My purpose is: To motivate and inspire people to be successful in every area of life.

Write out your purpose statement.

Identity

The other reason why you have potential has to do with what you are.

Jim Rohn says, "Human beings have the remarkable ability to turn nothing into something. They can turn weeds into gardens and pennies into fortunes."

When you understand what you are as a human being, your value, your awesomeness and your incredible worth, then you will realize that such an incredible creature as yourself, must have potential. But it is only when you discover your worth and learn to love yourself that you will be able to start believing in this potential that is trapped within you. As a Silver Member of ***Be Motivated Today*** you will have free access to my practical and empowering e-Workbook, *Face it – You're Awesome*, on developing a positive self-Image. Below are a few concepts to help you start seeing yourself the way you really are.

You are a Winner

It all started when you were conceived. 500 million sperm cells had to swim about 20 cm. It would take them about 24 hrs. Some got lost, some died and some gave up. But only one, won the race. YOU WON! You were the strongest, fastest, best. You were conceived a Winner. You were not created to be a loser, but a Winner.

At conception you proved to the world and to yourself, that you are a Winner. That is what you are. You may not think it or believe it. But it is a fact of your life.

You have a race to run. And you were born to win it. You must win your race, achieve your purpose – that's why you're here.

What you did at conception is the equivalent of running 800 Comrades Marathons (87 kilometres) in 24 hrs. It's like running a 70,000 kilometre race in 24 hrs. You can do anything!

During the 9-day FREE Trial you will receive the website link to see me share this concept in a humorous but empowering way during one of my motivational speeches.

You are an Achiever

You were born to achieve, not to be average. Consider how great you felt when you climbed a mountain and got to the top. Or how you felt when you studied hard and achieved good exam results. Or worked hard and received a promotion. This feeling of fulfillment when you accomplish things shows that you were born to achieve.

You can achieve that for which you were born.

You are priceless.

Just ask the author of reality. You have infinite value.

You are precious.

People are more special than animals, trees and buildings.

My house has 5 bedrooms, 3 with en-suite bathrooms, a play-room, a big lounge and dining room. I own a few other expensive "toys" and have money in the bank. But in 1998 my brother was killed in a motorbike accident. I'd give every thing I own to have him back alive. There are people in your family that will give everything they own to have you back alive if you were to die. They may not have treated you with such value in the past, but given the chance they would trade all they posses for your life, perhaps even their own life.

You have this incredible potential to be and do great things because you are an awesome human being.

"What a piece of work is man! How noble in reason! How infinite in faculty! In form, in moving, how express and admirable! In action how like an angel! In apprehension how like a God!" – William Shakespeare

Limiting Our Potential

Our potential is like a volcano. Deep within, there lies the ability and power to do more than even we can imagine.

The sad reality is that we are limited and don't release what is inside of us. There are things, which put a lid on our potential.

1. People limit our Potential

People say all sorts of negative things to us about what we can and can't do. And we believe them.

They can be so negative when we tell them what we want to accomplish. Especially those closest to us.

People label us. "She's shy." or "You are a born salesman."

Authority figures in our lives have limited us by what they have said and how they have treated us.

How have others limited your potential by their labels or 'assurance' that "you could never do it"?

Make a decision to reject their "authority". Who knows what is still in you? Your teachers or parents did not know your **full** potential! Why would anyone else?

Our Associations

We may spend time with people that suffocate our potential by their lack of encouragement and negativism. These people are chains that hold us back. They are stumbling blocks on our quest to be all we can be. The solution is to limit the time we spend with them to zero. The key is to spend time with those who encourage us to be better and achieve more. Unfortunately there are few friends who regularly do that for

us. That is one of the main reasons why **Be Motivated Today** sends out daily motivational emails to its members. We all need that daily encouragement and inspiration to be all we can be. The emails are short so one can read them right away and get a quick boost.

But this type of PEP-talk is what we need from friends and those who care about us.

With whom do you need to spend less time?

Spend time with people who will build you up and encourage you to be all that you can be.

Who would that be for you?

2. You Limit Yourself

We limit ourselves by what we think and say.

Thoughts

Most people are negative and tend to focus on the negative aspects of their life and personality. We think about our problems, worries, how difficult it is, how tough we have it, etc.

This chokes our potential because negativity chokes creativity and possibility thinking.

We doubt ourselves and our abilities. And it holds us back.

We don't take risks because we are afraid of the unknown.

We procrastinate when attempting something difficult.

Our doubts in ourselves make us fear and shrink back from a challenge which will release our potential.

“Our doubts are traitors which tempt us to lose the good we oft might win by fearing to attempt.” – William Shakespeare

What limiting thoughts do you regularly entertain?

What could you be thinking instead?

Words

We often limit ourselves by what we say to ourselves and to others.

Things like:

"I can't seem to get out of this hole"

"We can't go on for much longer"

"I don't know what I'm going to do"

Have you ever noticed how you say to yourself: "I can't do that". And then 2 hours, 2 days or 2 months later you have **done** it?

Why even say "I can't" in the first place if it is not true? Speak the truth! "I can do it!"

The words we say can be like dirt in the carburettor of a motor car. They slow us down and make us splutter instead of going like a rocket.

Here is another one, "It's impossible"

Myles Munroe says: "The people who change the world are people who have taken 'impossible' out of their dictionaries."

People like Werner von Braun. He was one of the scientists responsible for developing the propulsion systems of rockets that got the first satellite into space and the first man on the moon. He said:

"Man belongs where man wants to go"

What does that tell you about limits? **There are none!!!**

Do you want to change your world? Do you want to change your income, your marriage, your level of happiness? Then take "impossible" out of your vocabulary.

EVERYTHING IS POSSIBLE!!

Don't say, "Its just too difficult." It may mean hard work and effort but it's not "too difficult".

What do you tend to say to yourself that limits you?

What could you be saying instead?

Don't let your words limit you.

You will live according to what you believe, and you will believe that which you repeat to yourself. Speak the truth through 'self talk' – affirmations.

Print out this self-talk. I offer it to all audiences on a business card, when I present a motivational talk.

I'm alive. I'm enthusiastic. I'm fired up. I feel great. I feel fantastic!
Today I will have an incredible day.
I am a Winner and have a winning attitude.

Today I will work hard and put in massive action.
I will do what others are not willing to do.
I will persevere with enthusiasm and determination.
I will plan, and reach my goals. Everything is possible.
I have unlimited potential. I will live with passion throughout this day.
I'll do what it takes.
I will embrace my opportunities to learn, grow, help, and love people.

I will persevere against all odds.
I will succeed!

Write out your own self-talk that you can read to yourself every morning. Read it when you are stuck in traffic or waiting in a shopping queue.

3. Our Past Limits Us

We judge our capability by our past performance. In this way our past plays a powerful role in limiting us because we use the past as a gauge of what we will be able to do in the future.

Past Experiences

So often past failures are seen as the final authority for determining that our future is doomed to failure as well. Don't fall into this trap.

Millions have failed, tried again and then achieved. You too have had failures that you turned into successes.

We all have achieved certain things in our lives. Academic achievements, sports achievements, career achievements. Yet often we do not interpret these accomplishments the way we should. We forget them and consider them unimportant. Your past accomplishments are proof that you can do more.

Great things have already been achieved, and they indicate that you will still be able to do more in the future. You are older, smarter and wiser.

Failures simply indicate that either, you still needed to learn some things, or that you were attempting to achieve something that was not part of your purpose at that time.

Don't judge your future by your past.

You have accomplished much. These are proof that you can do more.

What have you achieved with your life so far?

There is no reason why you can't do the "impossible".

Past Input

All the input that people have had in our lives also acts as a lid on what we believe we are and what we can do.

Did you know that by the time you were 18 years old, you probably had heard more than 148 000 negatives about yourself. Things like: "You'll never achieve, you're lazy, you're stupid, slow, ugly, Disrespectful, rude, untidy. Why are you lying to me again? You never listen! You are just like your father/mother! Where are your manners?" 148 000 negatives. That's an average of 22 a day. A lot of them get repeated every day. And that makes it worse.

Without realising it, we were being brainwashed into **believing** a lie about who we are and what we can do.

You can't be more than what you believe you are.

Yet we have believed the lies and therefore find it hard to believe the truth. We have been programmed like a computer. But one can't just delete the programme, as on a computer. One has to reject the lies and re-programme one's mind with the truth.

The truth is that you are awesome, like an eagle. Intelligent, beautiful, strong, resourceful, courageous, tough. You are able to soar above the circumstances and achieve beyond your limits.

Undo what you have heard by repeating the opposite to yourself. Einstein said that it takes 11 positives to undo one negative. That means we need to repeat 1,63 million positives to undo the negatives that we have heard in our childhood.

Start now:

“I am brilliant”
“I am a Winner”
“I can do anything”
“I can be financially free”
“I can do the impossible”

Identify what others have said about you and your abilities, which may be holding you back.

Reject the powerful lies one by one.

What lies have you believed?

Identify any lies when you hear them. Reject them right there.

Don't put a lid on your potential, by believing the negative things people have said about your ability, by your own thoughts, the things you say to yourself or your past.

Someone once said, “There are no limits, except the ones we impose ourselves.”

Pierre de Chardien said, "Our duty as men and women is to proceed as if limits to our ability do not exist."

Releasing Your Potential

Tooth paste has to be squeezed out of the tube. In a similar way, potential is released under pressure.

The pressure of frustration or aspiration for more, leads to a desire and passion for improvement, resulting in activity to bring out what is inside.

A kite only rises against the wind, not with the wind. It is during the times of challenge that potential is released. It is when I became frustrated with the direction of my life or circumstances, that a new desire was born. This led to the release of what was inside.

Some people work best under the pressure of a deadline. Others work best when motivated by certain incentives or goals they have set. Each creates a certain pressure which helps them to release all that is inside them.

But in order for the frustration or aspiration to produce desire, one has to be ready. One has to be in the place where the frustration does not cause feelings of surrender and defeat, but a desire for improvement. If one has a 'victim' mindset, "Oh my life is terrible, I wish it would change. Why do I have it so bad" Or "I wish I could do that, but I will probably never be able to", then the potential will simply remain hidden until one is ready.

Hence the saying, "When the student is ready, the teacher appears" It is only when we have personally grown to a sufficient level that we will see opportunities, be able to face challenges, and take action, despite the risks or uncertainties.

Personal Growth is the key to it all.

We need to first grow and get rid of what I call the 'baggage' which prevents us from releasing our potential. Here I mean the destructive attitudes and beliefs we learnt as children. We also have to learn the success principles which we need if we are to become all that we can become. Then there are skills which need to be developed and honed, People, Leadership, Communication and other Life-skills.

There are 3 areas of personal growth that are the starting points on your journey to becoming all you can be. They are all belief systems – things we have to believe about ourselves and our future.

1. You are incredible. The belief that you are an incredible, valuable and precious person. What we believe about ourselves makes the biggest difference to our accomplishments.

"What we can or cannot do, what we consider possible or impossible, is rarely a function of our true capability. It is more likely a function of our beliefs about who we are." - Anthony Robbins

We need to have a positive image about ourselves, as Winners, Achievers, awesome people with a great purpose and destiny. Our self-image determines our success and this area requires special attention. (As Silver Member of **Be Motivated Today** you will

have free access to my practical and empowering e-Workbook, “*Face it – You’re Awesome*”, on developing a positive self-Image.)

As you start seeing yourself as a person of value, you start realizing that you deserve better. That you were not born to be just average or do and have little. You start realizing that you are important and you have something to contribute to your world. This is where you have to start.

This is the most important area of personal growth.

2. Believe that you were born to succeed. Having a strong Success Belief: the belief that you were born to be successful in every area of your life. Believing that you can be and do more. That you still have so much success in you. That you have the potential to be happy, healthy and prosperous. We close the door of possibility when we think we can't.

“Think you can, or think you can't. Either way you will be right.” - Henry Ford

Realize that you were born to be a success. Not a failure. Get excited about this. It is your destiny. If up until now, your life has not been a success story. No matter. Today is a new day. From today your life can move in a new direction. Believe it! This is as important as having a positive self-image.

3. Believe that anything is possible. This takes success beliefs to the next level, because it takes the lid off.

We not only believe that we can be successful, but that we can do anything. There are no limits.

That dream that you have? You can achieve it. If you believe that nothing is impossible.

“Man is so made that whenever anything fires his soul, impossibilities vanish.” – Jean de la Fontaine

When a dream fires your soul, when you become passionate about achieving what you may think is really difficult, then it will become possible for you. Nothing will stop you.

Possibility thinkers change the world.

Will and Orville Wright did not listen to pessimists and cynics who said that flight was impossible.

They built the first aeroplane, the *Kitty Hawk*, and on December 17, 1903, took to the skies, becoming the first people to master mechanized flight.

Possibility thinking starts with a decision, that it is possible for you.

When we admit that it is possible, our thinking changes and we start being creative in finding solutions to the challenges we may face.

Here are 4 ways to help you grow in the above and other areas of personal growth:

1. Mentor

Develop a relationship with an older person who is where you want to be. Someone you admire or respect. Spend time with him/her. See them every week for lunch and share your dreams, concerns, and challenges with them. Let them teach you and challenge you. Perhaps you would like to make it more formal and invest in a life-coach. Someone who will come alongside you and be a non-judgemental, listener who can help you overcome obstacles and hidden sabotage tactics that might have been formed through upbringing, conditioning, emotional trauma, etc.

Who can be your mentor? _____

When will you speak to him/her about it? Plan it now! _____

2. Read

Reading is probably the most effective way of developing personal growth. Read self-development books and work through workbooks. Reading challenges one's thinking. It broadens one's understanding of life and success. There are a few books which have really impacted my life, that I would like to recommend to you. The links will take you directly to that book's page on amazon.com. Most of these will also be available at Kalahari.net in South Africa.

Here are a few titles, which will help you to release your potential:

[Understanding Your Potential](#) – Myles Munroe

[Releasing Your Potential](#) – Myles Munroe

[Your Best Life Now](#) – Joel Osteen

[The 7 Habit of Highly Effective People](#) – Steven Covey

[Think and Grow Rich](#) – Napoleon Hill (Available from www.BeMotivatedToday.com)

[Awaken the Giant Within](#) – Anthony Robbins

[The Power of Positive Thinking](#) – Norman Vincent Peale

[Mind power into the 21st Century](#) – John Kehoe

[How to win Friends and Influence People](#) – Dale Carnegie

[An Enemy Called Average](#) – John Mason

[The Magic of Thinking Big](#) – David Schwartz

[The Magic of Getting What you Want](#) – David Schwartz

Read 10 - 20 minutes every day. The best time is just before bed-time. Then while you sleep your mind engages with the information you have read and it has a more positive affect on you. Never make an excuse not to read.

"He who does not read has no advantage over him who cannot"

When will you read? _____

3. Training

Attend as much training and attend as many workshops as possible. Knowledge is potential power. Applying that knowledge causes empowerment.
Go on as many training courses as your company will let you.

Being a member of *Be Motivated Today* will give you FREE access to the following e-Workbooks that you can work through at you own pace:

- *Born to Win* – How to apply the keys to success
- *On Your Marks, Get Goals, Get Going!!* - Goal Setting & Strategizing
- *Secrets of Self-motivation* - Learning how to Motivate Yourself
- *Are you Managing to Stay Stressed?* - Stress Management
- *How to Resolve Conflict with Ease and Confidence* - Interpersonal Conflict Resolution
- *Face it – You're Awesome* - Developing a Positive Self-Image
- *Achieving beyond your limits* - Going Further than you Thought Possible

These personal development workbooks will empower you to live and work at peak performance.

Not only will such training help you to develop personally but, the more you expose yourself to different concepts and industries, the clearer your personal purpose will become to you. Furthermore when you face frustrations, your new skills will ensure that you feel empowered to do something positive about them and are thus able to release your potential.

I believe that attending workshops and seminars are great, and I have benefited tremendously from them myself, but the problem is that we often forget what we hear and seldom work through our notes again. That is one of the reasons why I recommend the Daily PEP-Talk programme. These emails are short encouraging reminders, mostly, of what we have learnt, but not necessarily applied. Therefore I encourage you to become a Bronze Member of [Be Motivated Today](#) and benefit from the *Daily PEP-Talk* programme. You will be encouraged and reminded of what you may know already, and to apply each day's short message in your life.

4. Other Experiences

Get as much experience in other areas as possible.

Community involvement.

Get involved with the local social outreach clubs such as Lions or Rotary.

Or in your Church, Mosque or Synagogue.

Start helping in a hospital once a month. One of my friends met his wife while doing volunteer work in a hospital. You never know what my happen:-)

Help kids in a children's home with homework.

Get involved in projects at work: e.g. developing a company newspaper, social involvement, fund-raising, etc.

You may discover talents that you never thought you had.

Start a small business

Start that business that you have always wanted to. Start small. Study up on everything that you need to know in order to make it work.

What are you going to do to get other experiences?

I really believe that your success in life, and that includes releasing your potential depends on your level of personal growth.

Everything I am and have, is as a result of working on myself in all the areas of my life.

Become very intentional about personal growth. Unless you are growing as a person you will stagnate and never become all you can be.

Here are a few quotations about this most important issue.

*Every day I learn more than I teach,
I learn that half-knowledge of another's life
Leads to false judgement;
I learn that there is a surprising kinship
In human nature;
I learn that it is a wise father who knows his son;
I learn that what we expect we get;
I learn that there's more good than evil in this world;
That age is a question of spirit;
That youth is the best of life
No matter how numerous its years;
I learn how much there is to learn.*

Virginia Church

"We cannot become what we should be by remaining what we are." - Anonymous

"He can do more for others who has done most with himself." - S.D. Gordon

"Don't just read the easy stuff. You may entertained by it, but you will never grow from it." - Jim Rohn

"We can have more than we've got because we can become more than we are." - Jim Rohn

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

to your better future is YOU." Let me repeat that. "The major key to your better future is YOU." Lock your mind onto that. This is a super important point to remember.

The major key is you. Mr. Shoaff always answered when asked, "How do you develop an above average income?" by saying "Simple, become an above average person. Work on you." Mr. Shoaff would say, "Develop an above average handshake." He would say, "A lot of people want to be successful, and they don't even work on their handshake. As easy as that would be to start, they let it slide. They don't understand." Mr. Shoaff would say, "Develop an above average smile. Develop an above average excitement. Develop an above average dedication. Develop an above average interest in other people." He would say, "To have more, become more." Remember; work harder on yourself than you do on your job. For a long time in my life, I didn't have this figured out.' – Jim Rohn

As we grow mentally, emotionally and spiritually, we become ready to respond with passion, desire and action when we are exposed to the “pressure” that can release our potential.

The first pressure producing activity that “forces” the potential out, is:

A. Your own Frustration

Jim Rohn says that the two things that make us want to change are “desire” and “disgust”. “Disgust” implies that we have had enough of a negative situation and we are ready to do something about it. This is the frustration I'm talking about.

As you face each day there may be areas in your personal life that are becoming increasingly more frustrating. Perhaps in your marriage, you are not enjoying openness, love and understanding. Perhaps you struggle with resolving conflict both at home and at work. Maybe you are struggling with some area of raising your children. Or your friendships are not fulfilling. Perhaps you feel that your life is too stressful and there is too much tension in the home because of it. Perhaps you have an addiction of some kind and it is wreaking havoc in your personal life.

What are you frustrated about in your personal life?

At work or in your career, you may becoming increasingly more frustrated, because you feel that you are not appreciated or your skills are not being developed and used. You may have conflict with colleagues or your superiors. Perhaps you have great ideas and suggestions, but these are never taken seriously. You may feel it is time for a change in career or perhaps you feel that you have been in the wrong career from the start. You have discovered other skills and would like to use those to do something

different with your life. Perhaps you are frustrated with your income and not having enough money, or with limited promotion opportunities in your company or industry.

What are you frustrated about in your career?

Very often our culture protects us from identifying deeper frustrations, because the media and society bombard us with 'tangibles' only, that produce comfort, relational and personal happiness. For Example. Buying a bigger car, "so we can go on lovely family trips, being comfortable and happy." Taking out a new credit card, so we "and our loved one's can spend more and be happier" our magazines are filled with "How to" articles on everything to relieve any frustrations relational, emotional, financial, or physical.

There is nothing wrong with wanting to learn how to remove these frustrations and this workbook is designed to help you release your potential as you can do that. But we are also spiritual beings who have a connection with and are related to the Creator. We have an eternal dimension to souls and this causes us to want to make an impact on our world and leave a legacy by which we can live on and be remembered.

Sometimes we need to evaluate our life. We need to ask some hard spiritual questions that cause us to get frustrated with our situation or the direction we are moving in. Perhaps we are not even moving in a direction, only creating creature comforts. We may have become stagnant.

Ask yourself:

1. *Why am I here?*
2. *How have I impacted my world?*
3. *Am I satisfied with that?*
4. *How do I want to impact my world before I die?*
5. *Am I spiritually satisfied?*

How do you want to impact your world before you die?

This frustration now drives you to do something about. To be pro-active. It is only when our lives are characterized by pro-active living, that we continually release more of what is hiding inside.

Pro-active living means taking positive action in every situation to improve the situation in order to benefit people and build relationships stronger.

It means that when you become frustrated in any situation, you think, "Let me make a positive difference here."

By living pro-actively, you will be engaging your creativity all the time – always trying to find solutions and ways to improve your life, relationships, existing systems and methods.

When something is not working out the way you would like it to, you automatically start thinking of a solution. During challenges, especially, our potential is released. So as you are frustrated or unhappy about anything in your personal life, your career and your spiritual life, make a decision to do something positive about it.

Your personal growth through, mentorship, reading, training and gaining other experiences will have prepared you to face any challenges or frustrations with the right attitude and say, "I can do something about this".

B. Setting goals and making plans

One's frustrations are the catalysts that cause one to say "I'm going to change this!" So one makes a decision that one will do something about it. One decides what one is going to do – that's a form of a Goal. And HOW – the Plan. **For Example.** You may be sick and tired of not being able to enjoy the nice things in life. You decide that you want to generate some extra income for the following luxuries:

- Two romantic evenings with your spouse per month
- Visiting entertainment venues (e.g. The zoo, the theme park, children's entertainment) with the family every Sunday as a Family-Day outing
- An annual overseas holiday
- Regular massages or manicures
- A night at the theatre once or twice a month
- A swimming pool
- An entertainment area in your garden
- A Jacuzzi
- A quad bike or a jet-ski
- and more

You calculate what additional income you would need to generate in order to afford all the above. After you have recovered from the shock, you set to work and plan how you could generate this additional income.

I want to encourage you to read the ***How to Create Wealth Automatically - Guaranteed!*** report, showing you how to easily generate an extra passive income.

But it is not only frustrations that cause us to set goals. It is also our aspirations. We may be inspired by the character, achievements or possessions of others that we have read about, seen on television or heard about. If enough personal growth has occurred we may say to ourselves, "Me too! I can be (do or have) it too!!" Thus a desire for something more develops in our souls.

And so we set goals and make plans for our life.

Setting goals and making plans draws out what is inside.
Set short, medium and long-term goals.

Have 3 types of goals:

Be goals – What kind of person one wants to be

Do goals – What one wants to do

Have goals – what one wants to own

1. Be Goals:

What do you want to become? The personal frustrations and aspirations, you identified will guide your goal-setting. For example. You may want to be:

- A wonderful husband/wife whose spouse adores you
- A great Dad/Mom whose children regularly say, “I love you”
- A caring person
- A positive person
- A good friend
- A successful person
- A business owner
- A hard worker
- An asset to your company
- A highly respected and indispensable member of your sport team
- A top sales person
- A best-selling author
- A recording artist
- An artist
- A leader
- A positive influence in your community
- Etc.

What do you really want to be?

2. Do Goals

What do you want to achieve personally or professionally? Take your interests into consideration.

- Get a Degree
- Run a Marathon or other sporting achievement
- Climb Mt Kilimanjaro or any other high mountain
- Break a record in any area of human endeavour
- Sky dive or any other mentally and physically challenging activity
- Design and build your own house
- Go on adventures on different continents
- Go on annual overseas holidays
- Write a book
- Manage your department
- Start and run your own business
- Develop a new product
- Improve an inefficient system
- Start a community project
- Help people with problems according to your unique experience
- Etc.

What do you really want to do?

3. Have Goals

This is the list of things we want. The “toys”, the creature comforts and the necessities for life. The list is endless.

What do you really want to have?

Most of our “have goals” require that we earn additional income.

Keys to Goals-Setting

1. Make your goals specific and measurable.
2. Add a date by when you want to have achieved them.
3. Start making the plans and working at them.
4. Spend time every week on your plans as you refine and adjust them.
5. Find pictures of your goals and put them up where you can see them, they can inspire you and put pressure on you to achieve them.
6. Visualise the successful accomplishment of your goals daily.
7. Speak your goals into existence with affirmations.

As Bronze Member of [Be Motivated Today](#) you will have access to an e-Workbook, *On Your Marks, Get Goals, Get Going!!* Covering goal-setting & planning in detail to help you reach your goals.

Plan when you will set time aside on the weekend to set some goals and make the plans.

When will you take time once a week to review your goals? Plan it now.

C. Action

Take action. Potential is worked out through hard work.

Working hard means maximum effort.

8 -10 hours per day and 5-6 days per week. Don't get lazy. There is potential within you and it can only get out if you work it out.

How will the top sales agent inside you come out? If you work hard.

How will the big project be completed? By you working hard.

How will you complete the painting? By working hard at it.

How will you learn everything you need to know? By working hard at it.

Thomas Edison said, "Success is 1% inspiration and 99% perspiration"

Keep practising.

Gary player said, "The harder I practice the luckier I get"

Here's a guy who has released his potential.

As humans, our level of fulfilment is proportional to how hard we work at that which we were created to do. You were born to work. You will be fulfilled when you work.

Obviously that work should be in line with your purpose otherwise it becomes drudgery.

It is amazing how much harder we can work if we are working at something that is our passion. We can work all day, simply because it is our life's purpose.

1. Take Risks

Be prepared to take risks.
Make them calculated risks. Consider all the angles.
Weigh up the pro's and con's.
Then go for it, believing that you will succeed.

To get from one level of accomplishment to the next there will always be risk. But without risk there will be no growth.

Whether it's in relationships, business, your career or any other endeavour.

Don't be overcome by fear when you face the risk.

Myles Munroe says, "Every day sends to the grave obscure men and women whom fear prevented from realising their true full potential."

2. Enthusiasm

"Nothing great was ever achieved without enthusiasm." - Ralph Waldo Emerson

Get excited about everything you do and everyone you meet. Show excitement. Enthusiasm breeds enthusiasm, it creates momentum, creativity. The creative juices flow when we get excited about something.

There was a baseball player who was kicked off the team. When he asked for the reason, he was told that he was not enthusiastic enough. So he decided to become enthusiastic. He managed to get onto another team and became enthusiastic about everything he did. The result: his performance improved and his income multiplied by ten. He had changed nothing except his level of enthusiasm. His enthusiasm allowed his potential to flow and be released.

How to show enthusiasm:

1. Put your emotions into your communication.
2. Speak with voice fluctuation and with expression.
3. Be positive about yourself, people, your career, challenges and all of life.
4. Smile often.
5. Compliment and encourage those around you.
6. Be a bit more exuberant.

How can you be more enthusiastic?

And lastly ...

3. Persevere

Never quit. Even when it gets tough. And it will get tough.

You will face challenges and difficulties as you start working out your potential. You will face all sorts of obstacles.

- Challenges at work. Too much to do and no time to do it.
- Challenges at home with spouses or with the kids.
- Crises with children, work or your health.

In February 2000, I lost a big training contract and the contract I expected would be renewed, was not. My income dropped to 5% of what it normally was. There was no work booked for the following months. It was rough. I had to borrow money and sold everything I did not need. But I decided that this setback was not going to get me down. I decided to adopt a winning attitude, to be enthusiastic and work like crazy to get my income back into the thousands where it should be. We had a few rough months but by May, things were going fine again. I could have given up and got depressed, but I choose to believe that things would improve and I did what needed to be done to get me there. I knew I was destined to train and motivate people to be successful. So I just persevered.

Here's a short note about facing obstacles.

Obstacles help us to grow. They are “challenges”. Not “problems”. They make us better. They are opportunities for improvement. They are the keys to releasing our potential. Obstacles are the catalysts which cause men to find solutions, thus releasing what is inside.

There will always be challenges; it's a sign of life.

Dr Norman Vincent Peale tells a story of a guy who felt that he had so many problems. How could he get rid of them all? Dr Peale took him to the cemetery and told him, “When you are here, you will never have problems again.”

As long as you are alive you will have some challenges. But they will help you to release more of what is hiding inside, waiting to be born.

Are you facing a challenge right now? This challenge has come along to help you become a better person and train you in a new area that you need to overcome.

This is an opportunity to prove to the world and to yourself that you are an achiever. To let out your potential.

When challenges come your way, you want to use a key phrase to set your mind up to face the challenge constructively with a winning attitude.

You can say, ‘No problem’, or ‘Isn't that fascinating’. Here's my favourite “Man that's exciting!”

When I've just received a speeding fine. I say, “Man that's exciting!” When I've lost the sale, “Man that's exciting!” When my kids are driving me up the wall. “Man that's exciting!”

Am I excited? NO!!

But, I'm setting my mind up to face the challenge constructively with a winning attitude.

You try it. Say it with enthusiasm, "Man that's exciting!"

During the 9-day Free Trial of the Daily PEP-Talk you will receive an email with a short audio clip in which I share this technique.

What challenges are you facing right now?

You are a Winner.
And let me tell you something about winners ...

Winners Never Quit, and Quitters Never Win!!

Challenges build character and make you stronger.
Challenges refine you like gold.
Struggle and resistance produce toughness in the muscles.
In the same way challenges produces toughness in the mind.

James Buckham says, "Trials, temptations, disappointments – all these are helps instead of hindrances, if one uses them rightly. They not only test the fibre of a character, but strengthen it. Every conquered temptation represents a new fund of moral energy. Every trial endured and weathered in the right spirit makes a soul nobler and stronger than it was before."

We hang in there and never give up because success and the releasing of our potential is the reward at the end of perseverance.
I ran the Comrades Marathon (87 kms) in 2000. It was tough.

People asked me afterwards if I enjoyed it.
I DON'T THINK SO!

But I persevered and got the new Bill Rowan medal for finishing the race, in under 9 hours. My time was 8h51. I released some potential, but only because I did not quit.

Conclusion

It can all happen for you?

You can do awesome, incredible things with your life.

Your purpose is to impact your world. To make a difference with your unique gifts and talents, releasing your full potential.

You are an awesome creature – a Winner, an achiever, a precious person of infinite value, with strengths, and talents. Believe it and don't limit yourself, by your thoughts, and other people's opinion.

Release your potential through personal growth, responding to your frustrations and aspirations pro-actively, by setting your goals and working towards them, with hard work, being prepared to take some risks, enthusiasm and never quitting.

Live your life with passion. You have so much to give.

The greatest thing that you could do, is to be all that you can be.

Let [Be Motivated Today](#) help you to **Be all you can be!**

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And never forget:

You were conceived a winner and are destined to succeed!