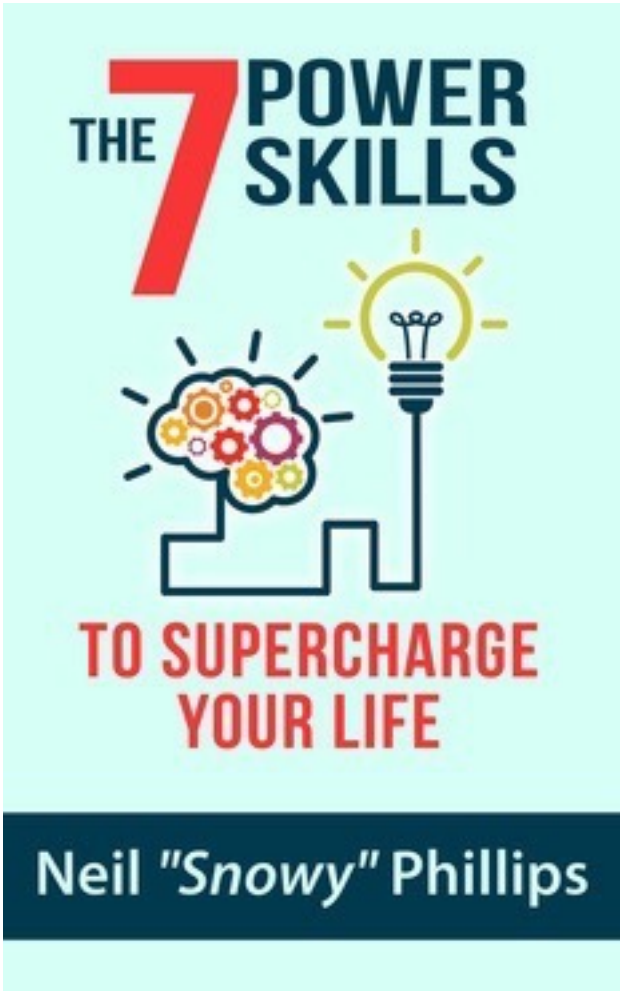

THE 7 POWER SKILLS
TO SUPERCHARGE YOUR LIFE
Neil "Snowy" Phillips

INTRODUCTION.

Thanks for taking the time to read this eBook. Contained within are a few ideas that can literarily change your life. I hope you enjoy them.

Neil “Snowy” Phillips.

**The Fastest Way To Rapid Knowledge Acquisition**

Back in ancient Egypt when they were mummifying a corpse one of the things that they did was remove all the vital organs from the body. All that is except the heart! Back then the Egyptians believed that the heart was the intelligence centre of a human being so they left it in. The human brain was thought to be superfluous to requirements and was treated with very little in the way of reverence. Hooks were inserted up the nose and they were jiggled around to scramble the brain and then they would proceed to scoop it out back through the nose. Oh those crazy Egyptians smart in many ways dead wrong (pun intended) in others.

So what has that got to do with the acquiring of knowledge I hear you ask? It is a good question! After all this is all about questions.

Well I will do my level best to bring it all together with just one terrible segue.

Brain Picking!

See what I did there 

If you are unfamiliar with the concept of brain picking it is the systematic approach to obtaining information, skills or knowledge from another person by asking specific and well constructed questions.

The thing is most people when they look to learn something new, try and gain the knowledge of that thing by trial and error.

Hey it works that's why we do it. The thing is using your own effort to acquire a new thing that someone has already done is, if you think about it clearly not the most efficient way.

I mean let's say you wanted to be a doctor you wouldn't just start trying to come up with new ways yourself to see if you could make someone better. You would consult the existing body of work that has been accumulated over the years. Obviously!

The thing is in so many other fields we ignore this wisdom and just start by ploughing ahead trying to learn as we go. No thought to the easier way.

Let's take business as an example you decide you want to start one but have never done so. Let's say you decide that you want to offer a personal concierge service. Hey people are busy and they need to be organised often they don't

have the time to do things for themselves. You know that people are doing very well in this business but there doesn't seem to be anyone doing it in your area. You've found your gap in the market.

Now all you have to do is figure out how to get this up and running. So you do all the usual things get some cards printed, get a website done, get your business registered and you start trying to find clients by asking friends if they know anyone who could use your service and head to local networking events to pitch your service.

Over time you barrel through picking up the occasional bit of business and hoping your business improves. With each new month you learn a few more skills that make your business better and after a year or two you are getting quite good at what you do.

Well that's one way.

Another way might be this….

Part 1.

You go on the internet and find everyone in that industry who is a successful and not geographically competitive with you. Get a list of at least 20-30.

Take a look at each persons website and see what is good on there and what is bad. You look at services provided and the pricing structure if available. You make a note of all the things that you could adopt yourself. You create a spreadsheet with the details of each person/business what they do how they do it good and bad. You get all their contact info for part 3.

Part 2

You brainstorm a load of questions that you would love to have answered by someone in the know. So that would shorten your path to knowledge of the industry.

Things like…

How did you start your business?

What have been your biggest successes?

What have been your biggest mistakes?

What would you have loved to know at the start that would have made you more successful quicker?

What marketing strategies have been the most successful?

What do you think you would do differently if you had to start all over again?

So you would get a list of relevant questions. That would if answered, fast track your knowledge.

Part 3

You contact each person on the list tell them that you really admire what they are doing and say that you would love to have a chat about how they became so great. Tell them that you are thinking of doing something similar and that you are not going to be in competition with them as they are operating in a different area.

The thing is everyone likes to tell their story and we are all starved for the attention of someone who will listen. This is your advantage you are prepared to listen.

Get them to tell their story. Then ask your questions. Make notes.

When you finish, thank them and ask if it would be ok to speak to them from time to time if you ever have any questions. Job done!

You do this for each and every one of the people on your list. Well, at least those who will speak to you and you again take lots of notes.

Very quickly you will have virtually all the knowledge that you need to get your business off the ground. You will know how to get it going and growing really fast and you will know what mistakes to avoid. You will have more than a few people to help you should you get stuck.

There is a secondary benefit to speaking to lots of people. Often many different people in an area have different knowledge and never do anything to improve that knowledge. You will be the only one who has the complete picture as you have talked to everyone. This can give you a massive advantage if you have competition, as the people who you are competing against never take the time to do this.

This usually does not take long you can normally get this done in under two weeks.

You now get to hit the ground not only running but running like Usain Bolt.

You have a far greater degree of confidence in what you are doing and you

are not wasting any time with trial and error and second guessing yourself. You have shortened your learning curve to its bare minimum.

You can do this with any skill that requires knowledge and is the fastest way I know to shortcut that journey.

Use this technique in every area of your life and your speed to knowledge and skill acquisition will be the stuff of legend.

Oh one final thing you should memorise the first 4 questions as you can use them on any person you meet. It is good for you and it is good for them you gain knowledge, they get to tell their story.

So go Pick Brains non-Egyptian style.

**How To Always Make Good Decisions.**

Each and every one of us is constantly bombarded with the need to make decisions. Most of the times these decisions are trivial and every day things. What shall I have for lunch what color underwear shall i wear. Nothing important and very little bad can happen making these decisions.

The thing is from time to time we run up against some really big life choice type decisions that can really affect our future.

Should i stay in this job, should i go for that promotion. Is this person the right person for me (should i ask them to marry me). Should i buy or rent. What should i do with the rest of my life. Should i go to college of go get a job.

Should I travel the world or settle down. Should i buy a new car or keep the one i have for one more year. You get the idea.

There are loads of these life choices that we all eventually have to make.

Often though we don't have a sound methodology in order to know if we are making the right decisions. This leaves us full of doubt and causes us to worry.

We are also given advice like go with your gut or follow your intuition. Seeming good advice but so few of us exercise our decision muscle that we are not sure if we should trust ourselves and our decisions.

Well i have a foolproof method that will allow you to always make the right decision for yourself in the big decision moments.

The first rule is stop.

Don't make any long term/big decisions in a rash moment.

With the big decisions give yourself time. Minimum 1 minute. Preferably a great deal longer.

Second, find a quiet spot.

Step 3. Now this is the interesting part. You need to time trip in your head.

Go to a place in your future where you can imagine that your are perfectly happy and content and that your life has brought you everything that you ever wanted and you are full of joy.

(You should do this exercise anyway even if there is no decisions to make.

After all we become our controlling thoughts.)

Once you have rustled up that feeling and you can either see the place or feel how that feels and it feels or looks real we can move on.

Step four, Now that you are in that place, bring to mind the decision that you are looking to make and ask yourself does the outcome of this decision bring me closer or further away from this place.

You will definitely get a strong leaning one way or the other. With practice you will virtually always get the right answer to your big decision.

More importantly you will always make the a decisions that you will be happy with so you won't be second guessing yourself about having done the right thing. No stress, no worries and no regrets. Problem solved!

**The Ultimate Mastermind Group.**

I don't know if you have ever tried to get a mentor but often it is so much harder than most people will tell you.

Especially if you want a world class mentor. Those guys are near impossible to get to.

So what's a guy to do if he really wants to get a world class mentor?

Imagine you were in the tech space what would it be like to have say Mark Zuckerberg or if he was still alive maybe Steve Jobs as your mentor? If you were into business how good would it be to have someone like Richard Branson or Donald Trump giving you advice? Or say you were into personal development and peak performance imagine you had Anthony Robbins in your corner.

Do you think that would make a difference in your life? I guess you would say "you bet your ass it would".

So what are your chances of getting these guys to mentor you anytime soon? Practically a big fat ZERO!!!

Hey you could try begging and pleading, you could go one step further by trying to be useful to them. By offering yourself and your services in free of charge in exchange of being in their orbit. Still seems unlikely. Hey maybe we can up our game a little maybe we can come up with 10-50 good ideas about how to improve their world. Hey that might help. Maybe it is worth a try… You never know!

For the most of us this is a hiding to nothing, and you stand about as much chance of getting them as a mentor as landing on the moon.

So what is plan B?

Well, I have a rather weird alternative! Oh and a warning this is not for the faint of heart and does require some serious effort! That said the payoff can be nothing short of incredible.

So let's begin…

I have mentioned in another article that in the classic book "Think and Grow Rich" the singly greatest idea in there is completely overlooked by the majority of readers. It is called the "Internal Mastermind"

So what is an internal mastermind? Well, for those of you who for a start

don't know what a Mastermind group is, it is basically a collection of people who get together to come up with ideas for a common pursuit of purpose. i.e business people getting together to exchange ideas on ways to improve their respective companies.

The internal mastermind group is exactly the same it is just imagined in your head.

Did I lose your there? Did I?

Please bear with me and I might just give you something that can radically alter your life.

Why do you want a mentor? Because you believe they will bestow upon you ideas and information that will help you improve your lot in life. Agreed? Good!

You can't get to the good ones in the physical world but you can get to them in the mental world!

Let me explain how I went about doing this.

First I built with an imaginary boardroom in my head (I could tell you that it is wood panelled and sumptuously furnished but that is unimportant!) It has a large table with 5 chairs on either side, a large seat for me at the head of the table and two guest chairs at the end.

Each chair is filled with people who have skills, knowledge or characteristics that I admire.

How do you find out who has characteristic that you admire? Well, look to the place you want to get to in life and ask yourself "who is already in that place?" Or alternatively ask what characteristics do I think I am going to need in order to get to where I want to go?

Next decide who best fills that role?
And here is the tricky part find out all you can about that person. Read their biography if they have one. Read articles about them. Watch videos of them on YouTube. Saturate yourself in your knowledge of them. So much so that you can get a really good mental impression of them.

Then sit them in a chair. You can do this with one or many it does not matter what your preference is.

But this is the good part. You get to ask them questions! This is the really, really good part. They will answer you back!!!! This is the most extraordinary part if you do this often enough they will give you answers that you will

genuinely believe did not come from yourself. Yep read that again. I know you know that it is just you and your imagination, but believe me these characters take on a life of their own and genuinely give you insights that you will think, "Where the hell did that come from?"

Why this happens I have no idea! Maybe it just allows you to get out of the way of yourself and allows your subconscious to work through you, that's my best guess but like i say I have no real idea. Either way, the results can be wondrous.

To give you some ideas as to who you should put in your board room I will tell you about some of the people I have put in my chairs over the years (you will start to swap out people over the years as you will feel that you have acquired the skill you brought that person in to gain, or that you find a more useful person to provide that skill.

Richard Branson (business acumen)
Sir James Goldsmith (Passion/business acumen)
Anthony Robbins (Motivation)
Leonardo Da Vinci (creativity)
Don Vito Corleone (Leadership)
Keyser Soze (force of will)
Paul Atreides (seeing the future)
Edward De Bono (lateral thinking/problem solving)

You will notice that the list contains some fictional characters. This is allowed as they were the best representation of skills that I could come up with.

As I also mentioned if there was a specific problems that were not being able to solved by the fixed members of my board then I would bring in guest members to ask them questions.

Anyhow by now you might think that this makes me schizophrenic but I assure you, I never once forgot that this was just taking place in my head. All I am stating is that when I go there I often get extraordinary help if and when I need it.

It can be a remarkable tool if you use it I suggest you do.

Oh, one final thing for some of you who want a soft intro into the power of this technique i suggest this.

Whenever you have a problem ask yourself the question "What do I think X would do in this situation?" You might find yourself getting a better answer. If you do maybe you will decide to up your game and take it to the next level by trying the boardroom.

**Don't Be 10x Better Be 1% Better!**

If you are anything like me you are always looking for ways to improve yourself and make yourself that little bit better.

It sounds like a good idea in theory and we would all like to do it but the thing is to make any meaningful progress we pretty much know that we would need to radically change ourselves. After all there is no point in doing things by halves!

Even if we were 50% better than at the moment that really wouldn't make a significant amount of difference in our lives. Hey it would help but it really wouldn't make that much difference.

I mean lets say I can run 4 miles would 6 really make that much of a difference.

We earn $50,000 (£30,000) would $75,000 (£45,000) make that much difference? Hey I'm not saying it wouldn't be nice!

What about a double up maybe that would make all the difference!

Nah what we really need it a really big increase something significant we need 5X or 10X.

Yeh, lets go with 10X now we are cooking with gas.

The thing is how the hell do you go about making a ten times leap? How you improve by 10 times, seems like a really big ask. Especially as none of us has a genie in a lamp or magic wand! The reality of ten times just doesn't sound real.

So what are the other alternatives? Well there is small incremental gains, but they hardly seem worth while. No we need the big radical stuff. Small and simple that's just no good.

Or is it?

Let's take a look and examine the reality of it.

Can small gains make big improvements?

It is at this point I want to tell you a story I heard when I was watching the Olympics in 2012. The British Cycle Team had just pulled in a record haul of medals. The mastermind of this triumph was a man by the name of David Brailsford.

Elsewhere Brailsford was in charge of team Sky and had helped Bradley Wiggins become the first Britain to win the Tour De France the worlds most prestigious cycle race.

So what was his secret to getting such amazing results. Well the people around him tell of his philosophy and it was this, Brailsford believed in a concept that he referred to as the "aggregation of marginal gains." He explained it as "the 1 percent margin for improvement in everything you do."

Let me point out the important part again it was "The aggregation of marginal gains." It wasn't a 10X strategy. It was small incremental improvements. That 1% when added together with other 1% made all the difference and brought in a flurry of golds and other medals.

Before we go any further I want to make you two offers

Offer a) within 1 year you get to be 10 X better than you are today!
Offer b) each day for a year you get to improve 1% from the day before!

Which one would you choose?

Without examination offer A looks infinitely more appealing doesn't it?

The thing is if you took that option you would be massively robbing yourself. Really?

Well yes it does! It all comes down to a wonderful thing called compounding! Allegedly Albert Einstein called compounding "the 8th wonder of the world."

The funny thing is that 1% compounded everyday gives you a 38 X improvement over a year. Don't believe me go check it out on your calculator. (just do this put in the number 1 then press the X twice followed by 1.01 to represent 1% now press = 365 times for days of the year you will get just over 38)

Ok great so now we know about the power of compounding and we know that we really can make a radical difference to the quality of our lives if we just keep making small improvements.

So the next question is in what areas of your life should you start making these improvements. Well I will be writing articles on the ten main areas of life improvement in future articles. For now I think there are two areas you should concentrate on.

To start your physical body. (I will be talking much more about this as I have mentioned but for now, think about exercise, nutrition and sleep.)

Ask questions like what one thing can I do today to improve my physical performance?

Maybe you will say well I could think of my food as fuel rather than just something I use to satisfy a need.
Maybe instead of sitting down in front of a TV for half an hour you could go for a walk or do one pushup.
Maybe you make your bedroom that little bit darker to help aid sleep.

Mental Health. Avoid negative people and look for ways to reduce/eliminate stress from your life.

Ask Questions like who or what causes me the most stress in my life?

Maybe you have a specific person or persons who always come to you with their problems and dump them on you. Maybe you begin to reduce the time you expose yourself to these persons. Maybe there is a thought that always causes you to worry about things, so maybe you reach for a better thought, at least for a couple of moments.

If you just do that then you will start to get marginal improvements in your life and as we have seen that it is the sum total of all these little improvements that in the long run make all the difference.

The secret to both success and failure is small things repeated over and over for extended periods. So make sure the things that you do serve you, not steal from you.

Each day strive for your 1%.

Until next time I hope you become at least 1% better.

**Don't Change Yourself, Upgrade Yourself.**

So from time to time we want to change a habit or adopt a new one. The thing is the process of change can be really hard, especially if you have to make a big change.

When we are trying to make a change there is so much to get in the way of us succeeding.

First of all we have an inbuilt system within our brain to regulate change and stop us from doing it. The homeostatic part of our brain literally stops us from making changes.

If you are not familiar with homeostasis it is a self regulating system within the brain that tries to maintain a stable environment and to be wary of change.

Why would your brain have such an inbuilt system? Well it is for a very important reason. It is designed to keep you alive. How does that work? Well your brain "knows" that if you do anything out of the ordinary it increases the "Risks" you are taking. The more risks you take the higher chances of you dying.

Or at least that's the way your brain thinks.

There is a really big problem with that. Let's say that we know exercising is a good idea as it will improve our overall health. The thing is all your homeostatic brain sees that as not a good idea it says to itself RISK so it will do everything in its power to stop you from making that change. It will literally throw thoughts into your mind about why it is not a good idea and why you should avoid making the change.

It kind of sucks doesn't it.

This doesn't just happen for physical things, let's say we want to start a business, get a new job, end a bad relationship, start eating healthy food? All these are subject to the same scrutiny.

So every time you are looking to make a change you have to fight that part of your brain.

So what can you do about this well most people try and use will power to get past this. The thing is what most people don't know is that will power is in limited supply within us all. And to be honest if you are a regular person you really don't get that much of it.

Certainly not enough in most people to make big changes. That is why

virtually all New Years resolutions go out of the window within a couple of days from the start of the year.

Well if you have not got enough will power to get you through it what have we got left. Well we have a few things. One is the BIG DECISION.

If you make a decision in your mind, one that is absolute, and without question, somehow your mind knows it. This can't be a wishy washy decision or a hope or an i'd like to decision this is an absolute deciding. Somehow this cuts through the homeostatic gatekeeper and gets taken on board.

Most of the time these come from rock bottom. They come in the form of a sort of Never Again moment.

They can come from a good place but that involves building so much positive emotion around the idea that it literally gouges a new neural pathway in your brain. Most of us don't have the inclination for such practice.

So unless you are in the depths of despair the big decision may be out of your reach.

So what else is left? Well we have auto suggestion, affirmation and incantation. Which deal with repetition of chosen words or phrases that slowly change your thinking over time. The latter can be especially effective as it adds the emotional component to it, which your brain takes special attention to, as it (your brain) operates in an emotional capacity. Also we tend to become what we think about most of the time. So hey don't dismiss this approach it can work for you.

That said most of us don't have the discipline to start such a committed routine.

So what have we got left. Well I will tell you….. Tiny changes and trickery.

So like i say when you try and make a big change your brain says to itself "forget that" or words to that effect, and does what it can to throw a spanner in the works.

Aha so if we have the intention to make big changes but don't want to scare our brain what can we do. Well we can go all psychological stealth ninja on our brain that's what.

So how do we do that. Well we take the big change and we break it down to it's smallest component.

Let's say that you decided to get healthy and you thought that the best way to

do that was to join a gym and commit to going 4 times a week first thing in the morning. Your brain panics, throws up a million ideas why that is not a good idea, and that is not the person you, are after all we've never even done any exercise in years. The plan is scuppered before it begins.

So what can we do? Well we just do something small to start. Let's say that you there is something that you do consistently each day. It could be anything taking a shower, brushing your teeth or putting the kettle on for your morning coffee. We will use the latter as an example.

Here is what you do. You put the kettle on and as it is starting to boil you drop to the floor and do just one push up. No more, just the one! You get up and give yourself a fist pump. (The fist pump is important, new habits love positive rewards/reinforcement) Actually it does not have to be a fist pump it can be any reward (maybe chocolate) but you must reward yourself in some way.

That's it your done! Do this for a couple of days and then if you like, start adding one more push up each day. If you like after a while do this every time you put on the kettle. Then maybe add one extra exercise a squat maybe or a jumping jack (star jump). Do this slowly.

Then before you know it your mind starts to get the message that you are a person who exercises. Then maybe you decide to go to the gym once a week not 4 times just once (your brain thinks, "ok, I do some exercise the gym is not that big a stretch!") Do that for a couple of weeks. Your mind then thinks to itself and says to it's self "I really am a person who goes to the gym." Add one more session each week over a period of time. Your brain will readily accept this.

This is how you sneak up on your brain to make lasting change.

This works for virtually any area of your life. Just think of the change you want to make break it down to its smallest component. Attach that to an existing habit. Reward yourself. Add small increments. Simples!

I also like to use this sentence as I'm making changes, it is amusing to me and it makes the thought of change easier in my mind. Give it a try here it is.

"I'm ready for an upgrade!"

For some reason we associate upgrades as a reward and not a change, so your mind let's it slip through.

So that's how you can easily make a big change without the hardship and failure. I hope you try this.

**Your Next Thought Might Save Your Life.**

I tell you what I've noticed, different thoughts have different levels of power. Power to raise you up power to bring you down.

As much as thoughts have no real depth in the physical world they have a great deal of size and weight in the mental world.

You see everything comes to us as a thought. Try and think of something that doesn't 

You see our day to day life is almost totally controlled by the thoughts we have. Sometimes our thoughts manifest in the real world. I'll give you an example: try thinking about all the reasons why the world is out to get you. Things like big business never giving you an opportunity to make it for yourself, the government stealing all your money for taxes. Your boss never being grateful for the work you do. Your romantic partner never appreciating all the effort you put in. Or more mundane things like why is everything so much more expensive these days, why is there never anything good on tv. Why is this wifi so incredibly slow.

When you get into those sort of thought patterns it is so very easy to spiral further and further down ever onwards gradually drawing closer and closer to despair.

You see each thought within your mind has a certain level of gravity to it. It attracts to it similar thoughts making the weight of the first thought that little bit heavier and that little bit more magnetic to the next thought. On and on the weight of the thought goes getting bigger and bigger as it attaches the next thought to it. In the form of negatives this might over time look like this… Indifference to meh to grumpy to annoyed to angry to depressed to despair.

They don't generally happen quickly they sneak up on you like some sort of mind directed stealth ninja. And because these thoughts come gradually we never tend to notice the itty bitty changes that are taking place.

Maybe it gets so bad that the next thought after despair leads you to the thought that there is no hope and it is better to end it all. Literally in that situation your next thought could kill you.

See what I mean when I say thoughts have weight and power.

So what do we do when we are starting to spiral well the logical thing would be to think of the happiest thing possible the most wonderful thing in the universe. Well, you know what from the depths of despair that may not be

possible, but I'll tell you what is possible is to choose the next best thought.

From where you are if you ask yourself what could make my day just that tiny bit better? Who knows you may find an answer that could literally save your life. Maybe your journey starts with the thought hey maybe i will just take a couple of deep breaths. Nothing ground breaking.

Maybe your next thought is that you say to yourself maybe i should just get up and take a stretch. Then we continue upwards with our thoughts. i know that water is good for me maybe i will have a nice cold glass. maybe i should go for a walk that always clears my head. Maybe i could go to the park I am always feel better when i look at nature. On and on we go up and up our thoughts go starting to develop a gravity all of their own.

Then as we get back to neutral we start looking for happy thoughts. What is good in my life right now. who are the people I care about. What are the things I'm looking forward to doing. on and on up and up we go. Then we get to the 600lbs gorilla thoughts like what am I grateful for.

For years I made the mistake of intellectualising the idea of using gratitude thoughts (no pun intended). You should heed these words and avoid that mistake. Gratitude thoughts have more gravity to them than any other thoughts with the exception of maybe love. They have power to make radical changes in your psyche and in your life.

They are like rocket fuel to our psyche and we should reach for them as often as we can. At any point in the day be grateful for something anything. Currently I'm grateful to Apple for building a laptop for me to write these words on. I am grateful to Evernote for keeping these words safe. I'm grateful to everyone involved in getting me my coffee to me as I write this (from the farmers, the roasters, the transporters, the exchange, the grinders the packagers to the lovely barista who served it to me etc).

There are not too many things in the world in which we get to claim absolute control of. Our thoughts are one of those things. On a side note you may think other people can affect your mood this is a mistake in thinking that many people make. I may cover this in another article. For now I will leave you with one parting thought and it is this. So wherever you are whatever you are doing reach for the next best thought (it could save your life.)

**How To Become Super Interesting.**

If you have ever wanted to be the most interesting person in the room, then read on…

Being interesting, It's not easy! It takes some skill.

Today, each person will have thousands of distractions that will vie for their attention. That sucks if you are looking to be an important part of someones life.

Think of the things you are competing with if you are looking to gain someones attention.

In no particular order, other people, their chosen mobile device (and all of the apps on it, news, sport, social media, games etc) TV, radio, newspapers, books etc. Not to mention their own mind and the problems that they are having to deal with. Things like work, finances, relationships (friends/family, romantic etc) and all the other day to day worries and woes that we each face.

So in order to break through all of that noise we have to offer something that can rise above the rest of what life is throwing at that person.

We have to be a shining beacon of light, the proverbial water in their desert of life.

So that sounds like a tough ask when you put it that way doesn't it!

Well, I can see why you would think so.

But fear not there is a secret!

First we have to figure out what is the single most interesting subject to each person?

Yep I know that sounds like you would have to be Sherlock Homes or some type of cold reading expert to figure that out in advance, but no that is not true there is a universal subject that each and every one of us is interested in. In fact it is the single most important subject to each of us.

Can you guess what it is yet?

Well, I will get back to you on that in a little while. Before I do that I want to tell you a story I first heard from legendary marketer Jay Abraham.

As the story goes Jay was once over in Australia on a business trip and before

he headed to bed he headed to the bar for a nightcap. What he had to drink is unimportant to this story, but what happened next is incredibly educational.

At the bar was another man. Let's call him Dave. Jay being a friendly guy, introduces himself to Dave saying words to the effect "Hi my name is Jay I'm in town on business, pleased to meet you. Dave says "hi my name is dave". Jay then asks so Dave what is it that you do?

Dave replies "I sell population control programs!"

Fascinated by this Jay begins to ask dave a series of questions about that.

To whom do you sell them?

What is the average price?

Is there much competition in that marketplace?

How do you persuade people/governments to buy your product and not your competitors?

What are the problems of implementing the programs?

What are the ethics of such a program?

On and on Jay asked astute questions all about Dave and his business.

After about 45 mins Jay has finished his drink and is not feeling a bit jet lagged and tired. Says to Dave "Hey i'm a bit tired now and going to head of to bed, it was really nice meeting you."

What is interesting about this story is what Dave said next…

So just as Jay is leaving Dave stops him and says this "Jay in all my years of travel you are without doubt the singly most interesting man that I have ever met!"

So if you are smart you will say but hold on a second, Jay only told him two things about himself.

1. His name is Jay

2. He was in town on business.

Yet Dave clearly stated that he thought him the most interesting of all the people he has ever met!

Why is that?

Well, lets go back to our earlier question what is the single subject that is most important to all of us?

The answer is simple… It is OURSELVES!

We are the most interesting subject to ourselves.

The easiest way to to be the shining light to another person is to be genuinely interested in exactly who they are.

It doesn't have to be about either. It can be all manner of things, their hopes and dreams, their problems and worries, their regrets, their current situation, their hobbies all manner of things that make them them.

Each and every person is a unique microcosm of complexity for you to discover.

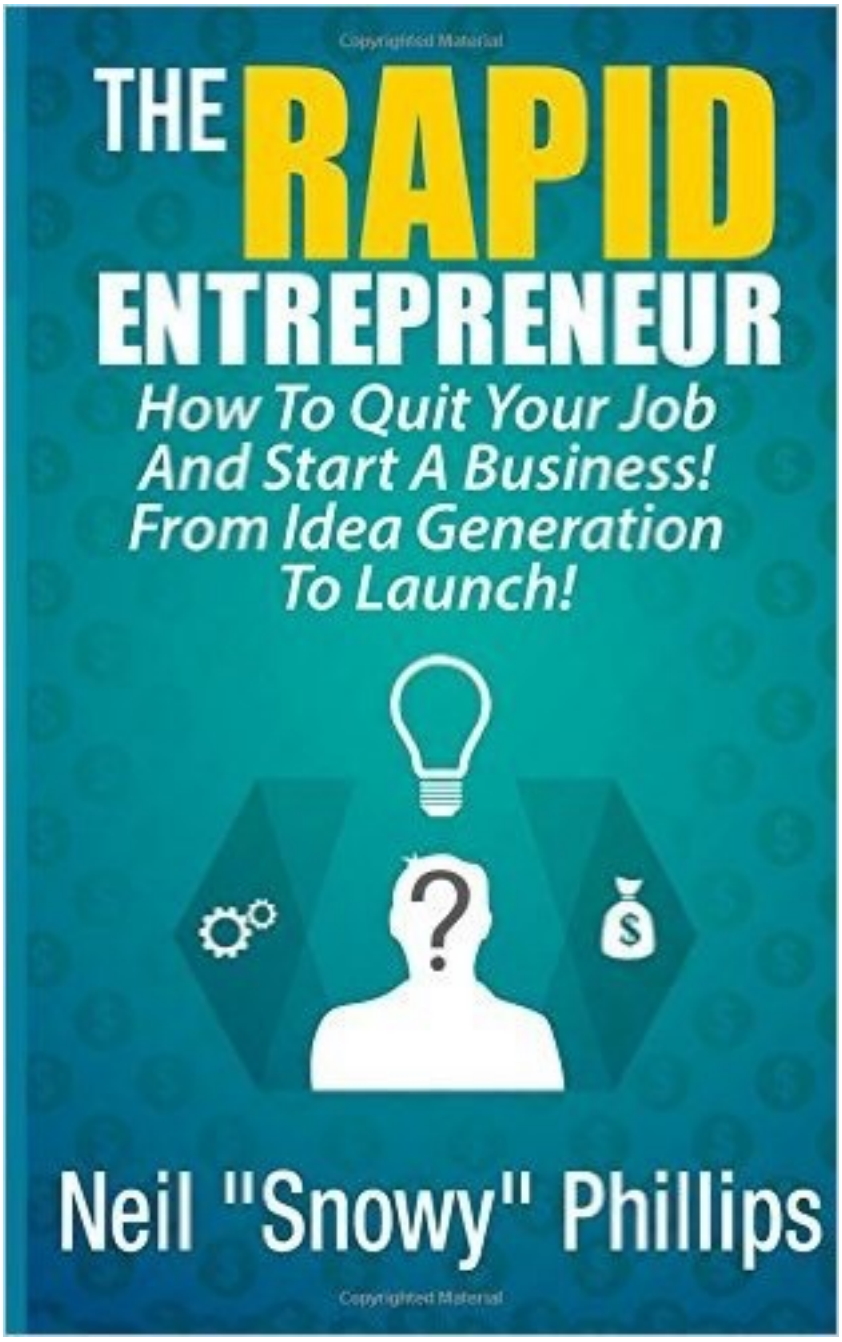
If you take the time to find out you will find that you can become fascinated by the wonders of each and every persons unique situation.

The lesson we learn from Jay and his experience is this… In order to be INTERESTING we just have to be INTERESTED!

Don't be boring telling people about you, there will be plenty of time for that as long as first you find out what makes this new person unique and special.

So go be Interested!

**OTHER BOOKS by the Author**




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Working for someone else sucks! We all know that the real money comes from owning your own business. The thing is if you don't have a methodology then jumping on the entrepreneurial bandwagon can be risky, really risky! What if someone could guide you step by step through the whole process. Would that make it a little easier for you?

**Read on if you said "Yes" to that question...**

Being an Entrepreneur can be fantastic and the rewards can give you everything you ever wanted. However sometimes It can also be a right royal pain in the backside. You see for most people who go down the business owner route for the first time they tend to fall apart at the seams. It's not their fault! They have too many challenges to deal with at the outset. It's all too much of a learning experience and in essence they don't know what they need to know. That said, it is not all bad news, as long as you know the fundamentals you can give yourself the best possible chance of starting a successful business.

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**3. You need to obtain the resources to get your business idea going and growing.**

4. You need to know how to bring your business to the market and launch it successfully!

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