

I Can

The Power of Focused Achievement

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I Can – The Power of Focused Achievement

Focused ~ To cause to be concentrated

Achievement ~ a result gained by effort b: a great or heroic deed

Introduction

"There seems to be some perverse human characteristic that like to make easy things difficult"

Warren Buffet

I've been coaching and mentoring people for over 2 year and during that time I've come to realize that the one thing that is holding people back is themselves. I can provide a person with the tools and the step by step instructions and they then seem to try everything to avoid putting the plan into action.

Over the past few years there have been a host of programs and videos released such as "The Secret" that promote the idea of an abundant universe and that all you need to do is to Visualize and Affirm enough and you will get what you want. I am not going to go as far as to call this type of stuff mumbo jumbo as I have no desire to ridicule people's beliefs but it misses the point completely.

Work + Focus = Achievement

We severely underestimate the power of our subconscious, how many times have you been driving and started to day dream and then found that you can't remember the last 3 or 4 miles of the journey? In that situation your subconscious has taken over.

My natural sleep pattern means that I usually go to sleep around 3 or 4 am and then wake up at around 11 am (working from home has its benefits!) However on Saturday mornings there is a program on TV that I like to watch that starts at 9am. I never use an alarm but every Saturday morning I wake up at 8.50am

not 8.51 or 8.49 but at exactly 8.50. That once again is all down to my subconscious. Unfortunately your subconscious can also mess with your mind.

You have probably downloaded this book because you regularly fail to follow through on projects and tasks or you find it really hard to motivate yourself. Many of you will have bought e-books and guides online and just left them gathering Digital dust on your hard drive. The aim of this book is to change your outlook and to help you to get to a state of mind where you strive for results.

That may sound like a hard task but believe me it's a relatively simple 2 step process.

Step 1 is to identify what's holding you back and then fix it.

Step 2 is to get you to focus on what you want.

Sounds easy doesn't it ...well let's get started.

One small note, you'll find I've added quite a few anecdotes to the book, I've done that as it will hopefully help you relate to things better.



STEP 1 – What's Holding You Back

In the introduction I mentioned how powerful your subconscious is the problem with such a powerful beast is that it can really help to screw us up. When I was

about 6 or 7 I couldn't sleep one night, my father came into to room and saw I was laid on my back. He said to me " You'll never be able to get to sleep if you lay on your back" I am sure he meant well but from that day to about 18 months ago I was never able to get to sleep if I laid on my back.

The same thing happens to us all throughout our lives we hear things and subconsciously we believe it and it really does screw us up. How many times have you heard that "money is the root of all evil" or "it's easier for a rich man to pass through the eye of a needle than to get into heaven" or the classic "I'd rather be poor and happy than rich and unhappy"

These little pearls of wisdom infect you so that deep down in your subconscious you believe that Money=Bad . How many newspaper stories have you read about lottery winners who have blown all they money and are back where they started from? Why is this? Because they believe that money is bad and their subconscious is reinforcing this to them.

Let me tell you now money is not bad and it will not make you a bad person. This leads us nicely on to the first thing that may be holding you back...Fear of Success

Fear Of Success

"In order to succeed, your desire for success should be greater than your fear of failure"

It seems strange that anyone would be afraid of being successful after all I am sure we all think to ourselves and imagine what it would be like to be successful. But all the time your subconscious is aware of the perils of success. We've all read the newspaper stories of successful Hollywood stars that seem intent on self destruction. We've read about successful people's marriages breaking up in acrimony and ending up in multimillion dollar lawsuits.

We worry that being successful will affect our relationships with friends and colleagues. We are afraid that people will gossip about us behind our backs if we are successful.

Fear of success like most things holding you back will probably stem from childhood experiences. Grab a piece of paper and sit somewhere quite for 15 minutes and see if you can find 3 examples from your childhood where being successful caused some problems, it doesn't matter how minor.

For example I won the high jump competition at school when I was about 9. From then on for about 2 months a group of kids called me frog and made frog noises every time they saw me. I never did any athletics after that.

When I joined the Army at the age of 21 I discovered that I had a natural talent for running and represented my regiment and broke several records after only 6 months training. If only I hadn't been afraid of success and the ridicule I perceived it could bring I might have discovered my talent much earlier.

Fear of Failure

"Don't fear failure so much that you refuse to try new things. The saddest summary of a life contains three descriptions: could have, might have, and should have."

This is a biggie...most of us are afraid of failure, I know I am.

Why do we view failure as terrible? We do it because subconsciously we link failure to how we feel about ourselves, we fail at something and we feel bad about ourselves. I failed = I am a failure.

This is actually completely wrong there is such that as a failure. Failure is a perception not a physical characteristic.

All the thoughts of failure point to one thing Humiliation. None of us want to feel humiliated so our subconscious tells us to hold back and we won't fail and if we don't fail we won't be humiliated.

Get over this fear of failure and you are one step closer to success.

Almost everyone has heard of Babe Ruth and know that he held various run records for a long time. He was a success. But did you also know that he also held records for the number of times he was struckout? In 1930 Babe Ruth surpassed 1000 lifetime strikeouts. If you took that stat on it's own you would probably think he was a failure.

Babe Ruth was not afraid to fail people came to watch him bat to see his home runs they didn't care about the strike outs. Look around you, who is the most successful person you know? I bet they have failed loads of times. Does that make them a failure? Do they feel humiliated? No the one thing that separates them from you is they don't care about their failures. They take them in their stride and learn from them then move on.

I have said this in quite a few blog posts now but I have learned more from every failure than I ever learned from any successes.

Embrace failure it will make you who you strive to be.

Need more proof? Look at that light bulb above your head. Edison tried hundreds of different experiments to get a working light bulb they were all failures but he learnt from them and eventually got a working model.

Why not try another exercise? Once again sit somewhere quite and think about 3 perceived failures, where you felt humiliated or just plain stupid. Go back as early as you can. Analyse these events and why you were feeling how you were.

Remember : "Failure is a Stepping Stone Not a Tombstone"

Perfectionism

"Some of us (perfectionists, especially) fuss so much over making the 'right' choice, but in life, all that's really needed is to make any' good' choice, believe in it, go through with it, and accept the consequences."

I bet you consider yourself a bit of a perfectionist. "If a thing is worth doing it's worth doing well" and all that jazz. I am sorry to tell you that your perfectionism might just be the thing that's holding you back.

The other side of perfectionism is a fear of mediocrity, this is your subconscious screaming at you don't do it won't be perfect it will be mediocre. The Writer Dorothy Parker was notorious for missing deadlines because she was so afraid of her books being mediocre that she often rewrote them 10 times or more.

I firmly believe that you should grab any challenge/project by the balls and run with it. As Nike say JUST DO IT. The more you think about and plan your projects the more reasons you'll find not to go through with them.

Almost every day I'll chat to someone who is planning a project, the same project they were planning a month ago. STOP ...JUST DO IT. I get an idea register a suitable domain and then build the site . Only afterwards do I plan and tweak.

Take this book and site for example, you probably think I've been planning this for a long time don't you? Errr no! I started a thread about this in the [Income Academy Forum](#) last week and then wrote a blog post about what holds people back on [My Blog](#). The response was pretty good so yesterday evening I decided to do this.

I sketched a quick plan on my whiteboard looked at it for 5 minutes and decided to go with it. (keep this in mind later on when I talk about luck/visualization)The site was up by 9pm and at 11 am This Morning when I got up I started to write this. It's now 2pm. I plan to write for another 2 or 3 hours then stop for the day. Hopefully you'll be reading this tomorrow evening.

Try not to be a perfectionist, you could spend your life trying to get things just right. Try my method for a while. Build it then tweak it.

You know what I am going to say now don't you? Yep grab another piece of paper and sit quietly for a few minutes and list times when being a perfectionist or fear of mediocrity held you back. The strange thing about this fear is that it gets stronger with age, so concentrate on your teenage years and see if you can identify the start of this fear.

Fear Of Risk

"Do not fear risk. All exploration, all growth is calculated. Without challenge people cannot reach their higher selves. Only if we are willing to walk over the edge can we become winners."

"Better safe than sorry" how many times have you heard that. I suspect if we all believed that man would still be sitting in a cave afraid to venture beyond the next valley. Luckily for us through the centuries a few brave individuals have preferred "Nothing ventured Nothing gained" as their motto.

For many people the unknown is something to be afraid of, they eat the same food, go to the same place on holiday and stay in the same job. It's the same with Internet marketing. I know people who still build the same types of sites they did 2 years ago and are happy with a few dollars a day in AdSense income.

Much of a person's fear of risk is down to self confidence or to be more precise a lack of self confidence. They don't believe they can be successful, they don't believe they can build a successful business in internet marketing.

Answer this question honestly, how many times have you bought a product, read it (or skimmed it) and not followed through with it? Why? When you read the sales letter you were obviously confident that it was for you. What's changed from the time you read the sales page to the time you finished reading the -e-book?

I would be prepared to bet that on a large percentage of times that happened you don't believe it will work for you. If it worked for the writer, and it worked for other people then it will work for you.

When did you become so afraid of taking risks? If you are anything like me when you were a child you were fearless. I actually built a "plane" from pieces of wood from a building site, and a large ramp from fence panels and launched off the side of a hill. I'm still here to tell the tale, although A) it didn't fly and B) the undercarriage broke on landing (my sister's roller skates) and the plane flipped.

If you could do such thing as a child why is taking a risk with a website or a new income stream such a big deal? I've not heard of anyone being killed recently by a failed website or a membership site that went feral.

Stretch yourself, write an e-book, build a membership site, build a list of 10,000 subscribers. You can do it. Recently i've spoken to a couple of guys who pretty much had nothing 6 months ago. Since then they have built incomes of \$25,000 a month and \$70,000 a month. It's possible you just need the believe and desire to go and grab it for yourself.

If you haven't run out of paper yet get back to that quite place and try to identify when you became afraid of taking risks. By identifying when all these subconscious fears started you can free yourself from them and move on to step 2.

Step 2- Go For It.



As I mentioned in the introduction there are lots of programs and books that claim that the universe is abundant and if you visualize and affirm enough you will be granted all your desires. I've even heard people refer to it as changing the frequency we resonate at. Please believe it if you want but I am going to show you how I believe you can get what you want and it's all to do with reprogramming your subconscious.

A lot of what you receive is down to luck\coincidence last night after I wrote my plan on the whiteboard I had a big question mark next to page 2 of the site and a tell a friend script. I had never used one before and I needed to do some

research. I built the first page and then checked my email..What was the top email in outlook? An email from Sam Knoll talking about tell a friend scripts.

Was this a sign that the universe was smiling at me? No it was just coincidence and luck. A few years ago I was €1000 short for a deposit I was due to pay at midday. At 11.05 someone I had never heard of before placed an order for articles for €1200. Once again was the universe being abundant? No just luck and coincidence.

The strange thing is.. The harder I work the luckier I get and the more coincidences I seem to come across.

I suppose this is a long way of telling you that you really can get what you want but you do need to work at it. Hopefully you'll have used part 1 of this book to identify just whats holding you back. I know it's a difficult task but believe me it's the first step to making a giant leap forward.

Before I get into the meat of this part I want to try something with you. It's not strictly related to what this book is about but it might give you a new perspective on how your mind works.

How would you describe yourself? Choose one word from each of the pairs below:

Tall or Short

Fat or Thin

Rich or poor

Successful or Unsuccessful

We all have ideas about ourselves that are brought about by comparing ourselves to others. Whether we like it or not we are constantly comparing ourselves and judging ourselves against other people

Now try the same again

Tall or Short compared to basketball player?

Tall or Short compared to a 2 year old

Rich or Poor compared to Bill Gates?

Rich or poor compared to that homeless guy you saw last week?

Successful or unsuccessful compared to Richard Branson

Successful or Unsuccessful compared to the janitor at your office

Now you see how fickle our self perception can be. By choosing the right comparison and you can be whatever you want. Free yourself from comparing yourself to others be unique

Let's get onto ways that you can start to work better and finally break through the barriers that are holding you back.

Environment

By environment I am not talking about the outside world with fluffy bunnies and nice green trees. I am referring to the physical and mental environment in which you work.

If you are trying to build up your internet marketing career you are probably juggling it with a full time job. In that case the scenario is you arrive home from work, maybe have a meal then settle down to do some IM work. The problem here is that after a meal your body just wants to rest. Your blood rushes from all parts of your body to your stomach and intestines to aid with digestion. The problem here is that your brain now has less blood feeding it.

Your brain is like a finely tuned engine when everything is serviced and in good condition it works well but if it is dehydrated or lacking blood it runs like a 40 year old Cadillac.

Take a break after meals, drink plenty of water ensure you are properly hydrated. Try to work when you are alert and ready. If your body tells you to rest stop and rest.

The next thing to do is to get rid of any distraction you may have. Email is the curse of the IM classes.

Does this sound familiar?...

I'll build my new site today but..

I'll just check my email before I get started...

Oh look Amazon have a sale...

Wow that's a good deal on that camera, lets see if I can find some reviews..

hmm some people seem to like it and have set up a forum. I'll just look at that...

Oh damn bed time I'll do that site tomorrow... "Yes dear I'm coming, you won't believe how busy I've been today!!!"

Email, Instant Messaging, Forums STOP you don't need them when you work so turn them off.

Is your physical work environment conducive to comfort? Do you get a back ache after a few hours or pains in your wrists. Think ergonomic. make sure you are comfortable and that your desk is at the right height. If you are comfortable it's one less distraction.

Visualization

Visualization can play a huge part in helping you to achieve what you want. Obviously I don't mean in the Universal abundance, frequency changing mumbo jumbo I mentioned earlier but as a way to reprogram your subconscious and motivate you to work harder to achieve your dreams.

I used to race motorcycles and I was faster than a couple of friends I raced against but they were always ahead of me no matter where I started on the grid by the time we got to the first corner. I then had to spend the rest of the race overtaking people just so I could beat them.

One day I crashed in the first race and was pretty battered and bruised so I sat out the rest of the races. I was watching the start of a race and the usual messing around was going on people revving their bikes , staring at the rider

next to them etc. But on the 3rd row there was a young guy just sat perfectly upright staring down the straight towards the first corner.

The flag dropped and the race started and this guy got to the first corner about 20 meters ahead of everyone else. I watched him in a later race and he did exactly the same.

So I hunted him down in the pits and asked him what he was doing to get such a great start. He said he was visualizing his race to the first corner. He told me exactly what he did and the next time I raced I beat my friends to the first corner.

Look at any athletics event or almost any sports event what do the guys do before the start? They certainly don't stand around talking about the weather. They stand there visualizing the first 100 meters or their long jump. They run through the race in their head. They Visualize Winning.

It's exactly the same with building up an internet marketing income. You need to visualize what you want. You can do this in many ways, a screensaver of a car you want, a picture of a house you want to buy. Show yourself why you are doing the work.

Personally I prefer running a powerpoint presentation every morning and evening that has pictures of things I want and things I can aspire to interspersed with statements like "I can". I always add music to the presentation as it seems to focus the mind. If during the day I feel I want to give up, I'll run it again.

I first came across this method a short while back when I was watching a program about a young millionaire. At the age of 17 he placed a picture of a Porsche Carrera on his phone. He worked in telesales and every time he felt like giving up or not making a call he would look at the picture and make the call. 5 years later he bought the car of his dreams and 3 years after that he was a millionaire. Every morning he runs a powerpoint presentation of what he wants and when he achieves it he fills in the date on the slide and adds another.

If you don't do anything else after reading this book make yourself a presentation or stick some pictures on a board. It will motivate you and help you to focus on what you want.

I've created a general Power Point Slideshow to give you an example of what you should try to create . you can download it from this following location by right clicking and saving as:

<http://focusedachievement.com/pps/>

Feel free to use it if you think it will help you, but don't forget to invite me to the house warming party in your villa!

Conclusions

I hope this e-book has given you an insight into what's holding you back and how you can help yourself to break free and start to achieve your dreams. I like to call the combination of identifying what's holding you back and tackling it head on along with the use of constant reminders of what you want to achieve Focused Achievement.

Pretentious?

Hell Yes! But it does capture the need to focus your mind and subconscious on your dreams and desires to achieve them.

All I can do now is implore you to try it. It works and if you get into the habit of focusing on what you want to achieve You will do it.

There is no need to spend you time and money chasing the next big thing, why spend \$2000 on some guru's course when you should be focusing on your own dreams not helping him to fulfil his.

And Finally when you do become successful help someone else to be successful too. Find a local family who have fallen on hard times and help them out. Even if it's just giving them an old PC and showing them how to create a blog. Even consider putting a kid who has fallen on hard times through college Trust me helping someone to succeed feels better than having all the money in the world!