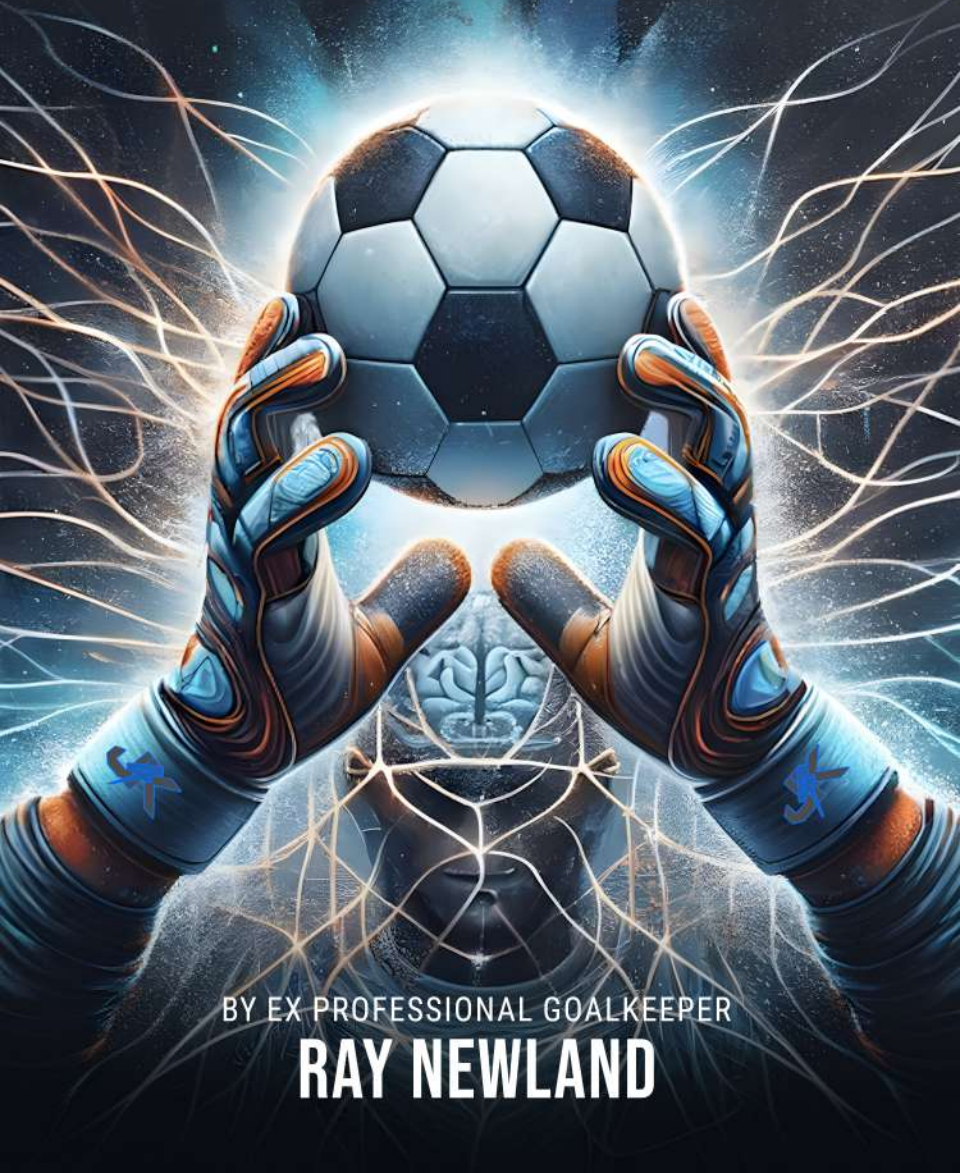


MIND OVER GOAL

Secrets To A Bulletproof Mindset



BY EX PROFESSIONAL GOALKEEPER

RAY NEWLAND

MIND OVER GOAL

SECRETS TO A BULLETPROOF MINDSET

BY EX PROFESSIONAL GOALKEEPER

RAY NEWLAND

“Mind Over Goal” is more than just my story of becoming a professional goalkeeper and navigating the challenges of the business world after a career-ending injury.

It’s a practical guide and workbook designed to teach you the power of mindset—the key difference between winners and losers.

Whether you’re aiming to conquer a personal goal or climb the ladder in your professional, personal or entrepreneurial life, the right mindset will 1000% make all the difference.

If you do not develop a solid mindset, the chances of you achieving your dreams and goals will be more or less zero.

Seriously having the right mindset, is that important and the good news is, it is very easy to develop when you know how - and this book will show you how.

Even though I wrote this book to help goalkeepers become bulletproof, this book isn’t just about triumphs on the field and it is not just about goalkeeping; it’s about applying the principles of focus, determination, never giving up, setting goals, and finding your purpose in any challenge you face.

Using these success traits helped me become a professional goalkeeper, and also succeed in business after my career came to an end prematurely through injury.

It shows that the success traits that make a top athlete aren't just for the sports world—they're skills anyone can use to succeed.

“Mind Over Goal” will teach you how to develop a bulletproof mindset, helping you to approach life's hurdles with the confidence and resilience of a professional goalkeeper, which is without a doubt the toughest position to play on the football field.

This book is for anyone looking to learn how to stay focused and determined, no matter what life throws their way.

By embracing this mindset of a professional goalkeeper, you will discover that achieving your dreams and overcoming obstacles is within reach, illustrating that in the journey toward any goal, mindset is the defining factor between winning and losing.

And this book will teach you how to win!

As I am eager for you to jump right into the heart of my book, where you will explore the powerful concept of cultivating a resilient mindset—a tool that’s essential for realizing your aspirations, I will keep my introduction brief.

However, for those curious about my background and my journey in empowering thousands to chase their dreams, I invite you to visit www.raynewland.com and check out the About Me page.

I am confident that the fundamental principles of success I discuss within my book will not only transform your life as they did mine but also the lives of the thousands I’ve had the privilege to help.

Thank you for trusting me, and allowing me to not only share my story with you but also I am so excited for you, because these very basic success traits that you are about to learn, I **GUARANTEE** will change your life.

Your Friend.
Ray Newland

Even though this book is short and simply designed for you to read in just one sitting, don't let that fool you.

It's packed with powerful ideas about how to think stronger and better.

I've shared just a little bit of what I know to keep things clear and easy for you.

If you take these lessons and use them in your life, you'll see big changes.

I am giving you the key to unlock a better way of thinking. If you implement what I teach in this book, it will change your life.

It's not just a narrative of my journey to becoming a professional goalkeeper; it's a roadmap detailing the very success traits that not only fueled my dreams but also became my lifeline when an injury abruptly ended my career.

These principles didn't just save me; they propelled me into entrepreneurship, allowing me to impact thousands of people worldwide, achieve financial freedom, and support my family in ways I never imagined.

I envision this book as more than just a read; I see it as a guide you will want to keep by your side.

With exercises at the end of certain chapters in Part 3 of my book, I am confident that actively engaging with these tasks and incorporating these proven success traits into your daily life, will transform your life.

Whether your goal is to become a professional athlete, excel academically, or thrive in your chosen career, I stand by the power of this book to significantly aid you in those aspirations.

How my book is set out

Part 1: Here, I share my beginnings, painting a picture of my childhood and youth, a journey of defying odds to achieve my dreams.

Part 2: This section delves into the abrupt end of my career and how I channelled my skills into launching businesses that have made a global impact.

Part 3: Focuses on the success traits that have been the cornerstone of my achievements. Implementing these into your life, I guarantee, will bolster your chances of realizing your dreams.

IMPORTANT: I urge you to complete the tasks in part 3. Engaging with them is critical to bringing the principles of this book to life in your personal and professional journey.

QUICK DIGRESSION:

Parent of a goalkeeper (or child?)

As a parent of a young goalkeeper or child, it's crucial to grasp the unique pressures and challenges your child faces.

I understand my words might come across as forceful, perhaps even placing a heavy responsibility on your shoulders.

But believe me, my intention comes from a place of deep care and concern.

The role of a goalkeeper is incredibly demanding, often leaving young athletes exposed to intense scrutiny and isolation.

This isn't just about sports; it's about their emotional and psychological well-being.

I emphasize the importance of your involvement not to criticize but to highlight the profound impact you can have on your child's confidence and resilience.

The highs and lows of goalkeeping can significantly affect their self-esteem, and without your proactive support, the risk of lasting damage is real.

However, this message is delivered from a place of love and understanding, knowing that with the right guidance, you can be the crucial support system your child needs.

Engaging with this book and its exercises together in Part 3 with your child is more than a recommendation—**it’s a heartfelt plea.**

The strategies and insights offered here are designed to strengthen not just your child’s mindset but your relationship with them.

This journey is about providing you with the tools to help your child navigate the mental challenges of goalkeeping, ensuring they grow not just as athletes but as confident individuals prepared for life’s challenges.

Please understand, my firm stance on this matter stems from recognizing the pivotal role you play in your child’s development.

It's about empowering you with knowledge and strategies to support your goalkeeper child effectively.

This advice is given with the hope of fostering a supportive environment where your child can thrive, both on the pitch and beyond.

By embracing this approach, you're not just protecting your child's confidence; you're actively participating in building a foundation of resilience and self-belief that will serve them for a lifetime.

TABLE OF CONTENTS

Chapter 1: From Zero Confidence As A Kid - To Achieving My Dreams	5
Chapter 2: You Are Not A Wealking!.....	11
Chapter 3: Achieving My Dream - But With A Twist.....	19
Chapter 4: First Day As A Professional Goalkeeper - Imposter Syndrome	23
Chapter 5: The Buzz Of The Crowd - The Stress Of The Pressure!.....	27
Chapter 6: The Awakening	35
Chapter 7: So There Was A Reason For My Pain	39
Chapter 8: I Unknowingly Had The Answers All The Time.....	43
Success Trait No. 1: Know What You Want - The Power Of Purpose.....	55
Success Trait No. 2:The Art Of Visualisation - Day Dreaming On Steriods	65
Success Trait No. 3: The Power Of Association	73
Success Trait No. 4: Find Negative Motivators	81
Success Trait No. 5: Be Happy To Fail.....	89
Success Trait No. 6: You Are Not An imposter.....	95
Success Trait No. 7: Positive Self Talk -Silience That Loser ..	101

Success Trait No 8: Wearing Masks - Fake It To You Make It	109
Success Trait No 9: Standing On The Shoulders Of Giants - Your Shortcut To Success!	115
Success Trait No 10: Do More Than the Average - Outwork Your Competition.....	123
Success Trait No 11: Enjoying The Process of Chasing Your Dreams	133
Success Trait No 12: Never Stop Learning!	139
Success Trait No 13: Never Ever EVER Give Up.....	145
Success Trait No 14: Mastering the Art of Visualization.....	151
Success Trait No 15: TAKE ACTION	157
Chapter 15: Extra Time.....	163
More Resources From Ray Newland.....	167

*“Whether you think you can or you
think you can’t, you’re right.”*

Henry Ford

PART 1

Chapter 1:

From Zero Confidence As A Kid - To Achieving My Dreams

Growing up wasn't easy. I lived on a rough council estate in Liverpool UK where money was tight and dreams seemed out of reach.

Life was all about getting by, and for a kid like me, confidence was as hard to find as extra cash, or getting any lucky break.

We were a working-class family, and fancy things weren't for us, however in saying that, because we had nothing, I did not miss the fancy things in life, I knew no better.

Even though I had the challenges of many working-class kids, I had an enjoyable happy upbringing, from parents who tried their best to provide a comfortable living for me - which they did.

School was no fairy tale either. I went to Anfield Comprehensive School - a decent place, but nothing fancy but I loved my time at this school, which myself and my fellow pupils called Annie Comp for short.

I loved my teachers, most of my fellow students, and oh boy the laughs we used to have.

In hindsight, it was the happiest time of my life.

Yes, it was tough and sometimes cruel, but at the time, I was with my friends, and that was all that mattered.

There, I was pretty much average.

Not the smartest, not the fastest, and not the most popular.

I felt like I was always trailing behind everyone else, trying to catch up but never quite making it.

It was tough feeling like you're always in last place, especially when you're shy and finding your confidence feels like searching for a lost coin in the dark.

But there was one thing about me that was different, and it wasn't something you could easily see.

It was my invisible superpower.

I had no idea I had this superpower, and little did I know this success trait was to help me achieve my dreams, and eventually give me and my family a lifestyle, I did not even know existed as a child.

The beauty of this superpower is ANYONE can easily master this success trait.

And my superpower as a kid was, I just never knew how to give up.

Even when things got really tough, throwing in the towel just wasn't in my playbook.

Even if I had come last in a particular sport and or topic, yes I would feel low, depressed and also embarrassed.

But when it was time to act and or perform again - I would just go again, even though I would be a bag of nerves.

This stubborn streak of mine, this refusal to quit, was my secret weapon.

There were plenty of kids with more talent in their little fingers than I had in my whole body, but none of that

mattered to me.

I just couldn't stand the thought of giving up.

Dreaming of becoming a professional goalkeeper as a child, really looking back was a crazy dream, as I had little to no talent and had zero confidence in myself.

However growing up in a city like Liverpool, where we have two great football clubs, Liverpool FC and Everton FC, as well as a host of famous music bands, I can only talk for the boys in my school here, but myself and my fellow pupils only talked about and dreamed of becoming either a famous musician or a famous football player.

This was because our city was flooded with either music or football, so really as kids, we knew nothing else.

So because I had no interest in music, and I was from a football-mad family, my dream was to become a professional football player, in the position of goalkeeper.

However, the odds were stacked against me, and there were plenty of peers, including friends ready to tell me I was chasing a pipe dream.

In reality, they were right but thankfully I did not listen.

For me, quitting wasn't an option.

Every time I stumbled, I got back up.

Every time someone said I couldn't, I pushed harder to prove them wrong.

It wasn't about being the best from the get-go; it was about not letting the setbacks keep me down.

Making it as a professional goalkeeper wasn't easy.

It was a long, tough road filled with more bumps and bruises than I can count.

I will not go into detail in this chapter, about how I achieved my dreams of becoming a professional goalkeeper, as I will explain this as I go through the next few chapters.

I just wanted this chapter to highlight that like 99% of children, (and even adults), I had no special talents, no special skills, I was just about average at everything that I did, and my self-confidence was in the gutter.

But looking back, I realize that it was my grit, my refusal to back down, that made all the difference.

It's not about where you start; it's about how much you're willing to fight for your dreams.

So, to any kid (or adult) who might be feeling that you are stuck at the bottom, remember this: it's not about having all the talent in the world.

It's about never letting go of your dream, no matter how hard it gets.

From a kid with no confidence living on a council estate to achieving my dream on the football field as a professional goalkeeper, I'm living proof that sticking to your guns and never giving up can make your dreams come true.

Chapter 2:

You Are Not A Wealking!

If you can understand what I am teaching you in this chapter I promise you it will be life-changing.

So even if you have to re-read this chapter a few times, before you understand my lesson it will be well worth it.

Have you ever felt like you're the odd one out because you're not brimming with confidence?

Like everyone else has got it all figured out except you?

Let me tell you something important: you are not on your own with this feeling.

It might look like you're the only one battling self-doubt, but the truth is, most of us are right there with you.

And when I say most of us, I mean most of us, probably 98% plus of people!

Yeah, that's right.

The majority of folks face the same inner critics, those negative thoughts and fears, every single day.

Seeing others looking all confident and sorted, it's easy to feel like you're missing something.

But here's the deal: behind those assured exteriors, a lot of us are dealing with our own silent struggles, wrestling with not feeling good enough.

That nagging feeling of being low, and lacking self-esteem, it's a lot more common than you might think.

It's practically a part of being human.

My own journey was no walk in the park.

As a child I had no concept of confidence and being positive.

As crazy and also as sad as this sounds, I did not even realise that I could feel confident and positive about myself, because I was continuously beating myself up.

As a child, every day was a battle against the voice in my head telling me I wasn't worth much.

And when I got the chance to try out at professional football clubs, guess what? *

That lack of self-belief tagged along.

Standing there, among all that talent, I felt tiny, worthless and weak.

I had already convinced myself I was out of my league before the trials had even started.*

Reflecting on those times, I can see how damaging that mindset was.

I blame our poor schooling for this.

From the moment we step into school, there's this unspoken rule that seems to echo through the halls: confidence equals strength, and if you're not oozing confidence, you're somehow less than, weak even.

This notion is reinforced by peers, by the competitive nature of growing up, where every classroom presentation or sports day feels like a test of your worth based on how bold or confident you appear.

But here's a crucial piece of truth that often gets overlooked: feeling underconfident doesn't mean you're weak.

In fact, it's quite the opposite.

That flutter in your stomach, the second-guessing—it's not a sign of failure.

It's nature's way of preparing you, sharpening your senses, and getting you ready for what's to come.

Think of it as your internal alarm system, gearing you up for the challenge ahead, making sure you're fully alert and ready to face whatever obstacle is in your path.

This natural response is not a flaw; it's a feature.

It's a built-in mechanism designed to enhance your performance, to make you more aware of your surroundings and more calculated in your actions.

Instead of viewing underconfidence as a weakness, we should start recognizing it for what it truly is: a tool for preparation, a signal that you're about to embark on something important.

So, next time you feel that doubt creeping in, remember, it's not a red flag; it's a green light, telling you you're exactly where you need to be, poised and ready for the battle ahead.

The moment I realised that feeling underconfident was not a sign of weakness, but preparing me for my battles, this

changed my life because I realised I WAS NOT WEAK!

And neither are you!!!

By the way, this realisation came to me when I was in my early 30's and after my professional football career came to an end.

But more on that later.

So, if you're grappling with negative thoughts, feeling down about yourself, know this: you're not alone, and more importantly, YOU ARE NOT WEAK!

It's a struggle shared by many, a part of the human experience.

It's about changing the narrative, and understanding that these moments of doubt don't define your strength or worth.

In essence, feeling underconfident at times doesn't detract from your strength; it underscores your resilience.

Acknowledging that we all have these moments and that it's okay, is the first step towards building each other up instead of tearing ourselves down.

Remember, being part of this majority isn't a sign of weakness; it's a testament to our shared humanity and the collective strength we have to overcome these challenges together.

But please let me say this one more time to you, if you are feeling low, underconfident and lacking sack belief, it does not mean you are weak... far from it.

If you can understand this important point in this chapter, and remember this when you are feeling low, it can 100% change your life!

Even if this was the only point you got out of my book and you implemented this into your life, this book would have already been worth reading.

However do not stop just yet, I have more life-changing knowledge to share with you.

* Trails and or tryouts are when a professional football club will allow outsiders in for a football match, and if you impress you could gain a professional contract.

*“It does not matter how slowly you go
as long as you do not stop.”*

Confucius

Chapter 3:

Achieving My Dream - But With A Twist

In my journey as a child to becoming a professional goalkeeper, the word ‘miracle’ comes to mind, given the odds I faced.

My path was riddled with self-doubt and more setbacks than successes.

Despite my and my family’s fervent support for Liverpool FC, fate had its twist, leading me to sign with their arch-rivals, Everton FC, the football club that I would shout against as a youngster.

This shift was unexpected, challenging my loyalties and teaching me to embrace life’s curveballs.

Reaching Everton FC was a dream for someone who had never played in a professional football club academy.

Transitioning straight from sixth form in school to a Premiership club was a remarkable feat, marking me as one of the few players in history to make such a leap without the

traditional academy upbringing that forms the foundation for most professional players' careers.

Having never played for a professional club's academy as a child, unlike most professional players, you can imagine how by the age of 17, I believed I had missed my chance to fulfil my dream of becoming a professional goalkeeper.

But as I explained in an earlier chapter, my superpower is that I just never give up, and I just kept going, when my competition had long quit.

So my reward for never giving up was signing for one of the biggest and most famous football clubs in the world.

This journey was a mix of perseverance and grabbing the rare opportunities that came my way, despite the overwhelming self-doubt.

My move to Everton FC, despite my roots with Liverpool FC, highlighted the unpredictable nature of football and life.

It was a reminder that the path to fulfilling dreams isn't straight but filled with unexpected turns and opportunities.

This story, especially for parents, illustrates the power of resilience and supporting your child's aspirations, no

matter how distant they seem.

My transition from a school student to a professional player and goalkeeper at Everton FC showcases that with determination and the right support, even the most unlikely dreams can be realized.

It's a narrative of hope and perseverance, proving that success can come from being adaptable and courageous in the face of life's surprises.

Chapter 4:

First Day As A Professional Goalkeeper - Imposter Syndrome

Imposter syndrome is a psychological phenomenon where individuals doubt their accomplishments and have a persistent internalized fear of being exposed as a “fraud,” despite evident success.

It’s that gnawing feeling of not belonging, of not being worthy of standing shoulder to shoulder with your peers, even when you’ve clearly earned your spot.

Take my journey as a vivid illustration.

Imagine stepping from the relatively quiet life of sixth form school pupil directly into the bustling, high-stakes world of professional football.

On my first day, I found myself in the same changing room as some of the game’s greats—players who had not only mastered the domestic leagues but had also shone on the international stage.

Despite having worked tirelessly for years to turn my dream into a reality, there I was, feeling like an imposter among legends.

This wasn't just about being new or inexperienced.

It was a deeper, more insidious feeling that I somehow hadn't earned my place, that I didn't truly belong among these titans of football.

Despite all the evidence to the contrary—all the hard work, the sacrifices, and the successes—I still couldn't shake off the self-doubt and low self-esteem that clung to me from my childhood.

It was as if my mind refused to accept that I was there on merit, that I was indeed a professional footballer deserving of my spot in that changing room.

This internal battle is characteristic of imposter syndrome.

It's not just about feeling out of your depth; it's a profound disbelief in your own worthiness, a disconnect between your perception of yourself and the reality of your achievements.

My experience underscores the complex nature of this syndrome, where even tangible success is not enough to quell the doubts and fears lurking within.

It's a reminder that overcoming imposter syndrome requires not just recognition of one's external achievements but also a deep, internal reckoning with self-worth and belief.

As we progress to part 3 of this book, I will offer strategies for tackling imposter syndrome, which might resonate if you or your child are grappling with it.

I wanted to highlight, though, that reaching my dreams didn't shield me from the inner struggles with self-doubt and maintaining a positive mindset.

Chapter 5:

The Buzz Of The Crowd - The Stress Of The Pressure!

During my decade as a professional goalkeeper, the thrill of playing before thousands of passionate fans every week was undeniably the highlight of my life.

There's nothing quite like the buzz of stepping onto the pitch, feeling the energy of the crowd, and knowing you're part of something much bigger than yourself.

However, this dream career was not without its challenges.

Despite the exhilaration, I grappled with stress, self-confidence issues, and a negative mindset throughout my tenure between the posts.

The pressures of professional football are immense.

Every move you make is scrutinized, and mistakes are not just mistakes—they're broadcasted, analyzed, and magnified by the press a thousandfold.

This intense scrutiny could send my stress levels skyrocketing.

Back then, the concept of mental health support for athletes was practically non-existent.

We had no specialists to help us manage the relentless stress and self-doubt.

The only “motivation” came from the management’s threat of being dropped from the first team if we made another mistake, which, as you can imagine, did nothing but heighten our anxiety.

Being a professional footballer, as exhilarating as it was, also ranked as one of the most stressful experiences of my life.

The contradiction was stark; while living the dream of playing at the highest level, the absence of proper psychological support left us to fend for ourselves against the mental and emotional onslaught that came with the territory.

Despite reaching the pinnacle of professional sports, being among the best, the lack of support for dealing with the mental aspects of our game was palpable.

I witnessed firsthand how the overwhelming pressure led many talented teammates to hang up their boots prematurely.

The joy of their careers was overshadowed by the weight of expectations and the absence of a safety net for their mental well-being.

This chapter of my life underscores a critical message: even athletes performing at the highest levels need robust support systems to help them navigate the psychological challenges of their professions.

The absence of such support during my playing days highlighted a significant oversight in how we care for our sportsmen and women.

As much as professional football was the adventure of a lifetime, it was also a stark lesson in the importance of mental health support for athletes, a lesson that, I hope, future generations will benefit from.

So if professional athletes struggle with stress, anxiety and low confidence, what type of damage does this do to children?

This is why I believe it is so important that parents grasp the understanding of what I am teaching in my book, so they can help and protect their child's mindset.

This also emphasizes the critical need for a strong support network of family and friends, a topic I will delve into more deeply later in this book.

*“Do not wait to strike till the iron is
hot; make it hot by striking.”*

William Butler Yeats

PART 2

Chapter 6:

The Awakening

At 28 years old, my career took an unexpected turn.

A freak training injury while playing for Wigan Athletic forced me into early retirement. Initially, the devastation was overwhelming.

However, as I began to process the change, I realized it might have been a blessing in disguise.

The truth was, I had started to fall out of love with football.

The immense pressures and diminishing enjoyment had taken their toll, and my passion for the game was waning.

This career-ending moment propelled me into a new direction.

In 1998, I founded Just4keepers, a specialized goalkeeper school aimed at helping young aspiring goalkeepers achieve their dreams.

Just4keepers blossomed, becoming the leading and largest goalkeeping school in the world.

At its peak, I expanded the coaching concept into 37 countries across 6 continents, becoming the only goalkeeper coach in history to take a goalkeeper coaching system globally.

Just4keepers has been instrumental in helping thousands of young students reach their dreams, more so than any other goalkeeper school in history.

This is something I am very proud of.

Reflecting on my journey, I realized that my experiences of under-confidence as both a child and a professional goalkeeper were not in vain.

They became the catalysts for my mission with Just4keepers.

Every struggle, every moment of doubt, was unknowingly preparing me to support the next generation of young goalkeepers, my students.

My personal challenges transformed into a source of strength and empathy, enabling me to connect with and

inspire my students in ways I had never imagined.

This realization brought full circle the understanding that my adversities were not just obstacles but invaluable lessons, equipping me with the tools to make a significant impact on aspiring goalkeepers worldwide, as well as businessmen and women.

Chapter 7:

So There Was A Reason For My Pain

During a challenging phase of trying to expand my Just4keepers business, I found myself at a crossroads due to my lack of business experience.

Unsure of how to proceed, I sought advice from a friend who had found success in the business world.

His guidance was a game-changer for me.

He suggested that the path to becoming a savvy entrepreneur lay in me finding mentors, not in the traditional sense, but through immersing myself in books, enrolling in business programs, and investing in personal mentors.

Heeding his advice, I dedicated the next two years—and indeed, the rest of my life—to mastering the skills needed to thrive as an entrepreneur.

This period of intense self-education became the turning point in my understanding of the power of mindset.

It wasn't just about business; it was a profound journey into self-discovery.

I began to unravel the reasons behind my struggles with low self-confidence as both a child and a professional goalkeeper.

More importantly, I uncovered the secrets to cultivating a strong mindset, not just for myself but as a tool to empower others.

After years of working on my self-education, I gained a deep understanding of the transformative power of a solid mindset.

This journey from struggling with low self-esteem to mastering the art of confidence has equipped me with a unique perspective.

Having been on both sides of the spectrum—experiencing both weak and strong mindsets—I've acquired an invaluable understanding of the challenges faced by those with low self-confidence.

This unique dual experience has become the bedrock of my capacity to assist others, playing a pivotal role in

Just4keepers' rise as the premier goalkeeper school globally for over two decades.

Our unmatched success and the unparalleled results we've achieved for our students set us apart in a field where traditional coaching schools primarily concentrate on honing the technical skills of goalkeeping.

Unlike other institutions that focus solely on what happens between the posts, Just4keepers, under my guidance along with the dedicated team of over 300 coaches I've trained worldwide, prioritizes the mental fortitude of our students.

We believe in nurturing the mindset first, understanding that a strong, confident mental approach naturally enhances skill development.

This philosophy has not only differentiated us but has also been instrumental in producing proven outcomes that no other goalkeeper school can match.

Our emphasis on mindset over mere technical prowess has revolutionized goalkeeper coaching.

It's the reason Just4keepers stands unrivalled in its success, making a profound and lasting impact on the lives and careers of countless goalkeepers.

This approach, focusing on building confidence and fostering a resilient mindset, has been the key to unlocking the true potential of our students, and setting a new standard in goalkeeper education.

So by starting from a place of low self-confidence and educating myself to the point of helping others become self-assured, I've bridged the gap between despair and empowerment.

This understanding of both the low and high points of confidence throughout my life is precisely why I believe I can make a significant difference in the lives of many.

Including you, no matter who you are and what your current career path is.

As I have already explained, these success traits I honed and developed as a professional goalkeeper, you can utilise in anything you want to achieve right now in your life, as these success traits are transferable.

Chapter 8:

I Unknowingly Had The Answers All The Time.

As my self-education journey unfolded and I gleaned wisdom from mentors over the years, a profound realization dawned on me:

I had always possessed the answers.

This epiphany was not just pivotal for my own success but also illuminated the path to aiding others.

I discovered that the very traits which propelled me to become a professional goalkeeper were identical to those needed to cultivate my Just4keepers goalkeeper schools and other entrepreneurial ventures I have also created.

In this chapter, I give you a preview of some of the key attributes that have been instrumental not only in my business endeavours but also in enriching my family and personal life mirroring those required in professional goalkeeping.

I will go deeper into these success traits in Part 3 of my book but in brief...

These success traits include visualization, an unparalleled work ethic, unwavering perseverance, dedication, focus, discipline, and the ability to embrace delayed gratification, among others.

These traits, which I applied unknowingly throughout my life's journey—including my pursuit to become a professional goalkeeper—have been the bedrock of my achievements.

It's fascinating to realize that, in essence, we're all utilizing these success traits to some degree in our daily lives.

This acknowledgement serves as a testament to the inherent strength of our mindset, which is closely tied to our self-confidence.

You will most probably find that you've been employing many, if not all, of these attributes without even realizing it. (Like I did as a child and all my adult life).

This revelation is empowering—it means you already possess the foundation for a strong mindset.

You just need to understand how to use and develop your mindset, which I will teach you in Part 3.

Before we delve into the specifics and outline action plans for cultivating a strong mindset, I've listed below the success traits that have propelled me to achieve success in various aspects of my business and personal life.

This list isn't just a set of guidelines; it's a mirror reflecting the innate capabilities within you, waiting to be fully realized and harnessed.

Review the list below and mark any traits you recognize in yourself, possibly even without conscious awareness.

Chances are, you'll discover that the secrets to your success are already familiar to you, embedded in the ways you navigate your life.

Here is my list:

- Visualisation - Day Dreaming Your Success
- Power Of Association
- Finding Negative Motivators
- Failing Your Way To Success
- Positive Self Talk - Silence That Loser
- Wearing Masks - Fake It To You Make It
- Standing On The Shoulder Of Giants - Finding Mentors
- Do More Than the Average - Outwork Your Competition
- Learning From Your Mistakes But Also Learn From Other People's Mistakes
- Enjoy The Process
- Continued Education - Never Stop Learning
- Never Ever, Ever Give Up
- Do not worry if some of the above success traits did not make sense, as we will dive deeper in Part 3.

*“The mind is everything. What you
think, you become.”*

Buddha

PART 3

As we embark on Part 3, the workbook segment of our exploration, we're entering the heart of what this book aims to impart.

Here, I'll share the key success traits that have not only sculpted my journey to professional sports but also propelled me into the realm of successful entrepreneurship.

Yet, the true essence of this section lies in its transformative potential for your own life.

By delving into and adopting these success traits into your everyday practices, you embark on a path of significant personal and professional evolution.

Each trait we explore is paired with hands-on exercises, meticulously crafted to deepen your comprehension and application of these fundamental principles.

The significance of engaging with each of these exercises with earnest dedication cannot be overstated.

This journey transcends mere reading or superficial understanding—it's about embedding these traits into your being, enriching every facet of your existence.

This active participation is pivotal.

Through dedication to these exercises, you will uncover the profound impact each success trait can have, nurturing a mindset attuned to realizing your ambitions.

This part of the book is not just instructional; it's transformative, providing you with the arsenal to morph your dreams into tangible realities.

Approach this section with openness and readiness for change, prepared to alter the course of your life for the better.

So I urge you to please do the exercises and **TAKE ACTION** where prompted in this section.

IMPORTANT:

In this section, you will find exercises designed to assist you in various aspects of your life, whether it be in sports such as goalkeeping, other athletic pursuits, your professional career, business endeavours, or personal life.

I have structured these exercises so that they can be universally applicable across different areas of your life.

As you proceed through each exercise in Part 3, I encourage you to visualize how each one could be beneficial to you at this moment.

Consider the challenges you are currently facing, the goals you are striving to achieve, and the crucial actions you need to take next in your life.

This could be for example, and to name but a few...

Performing in goal at your next football game...

Going to meet your new team for the first time...

A business meeting that you are nervous about...

An important job interview...

A parent trying to guide your goalkeeper child (Or any child)...

Going to meet your new boy or girlfriend...

ANYTHING that is coming up in your life, that you might be nervous or even scared of, please use these techniques you are about to learn.

I **PROMISE YOU** these mindset skills work and **WILL** change your life.

But you have to put in the **ACTION!**

This approach will help you to connect the exercises directly with your immediate needs and objectives.

Success Trait No. 1:

Know What You Want -

The Power Of Purpose

Embarking on the journey of this book, we approach a crucial crossroads—one that asks a fundamental question at the heart of any pursuit of success:

What is it that you truly want from life?

This chapter delves into the essence of understanding your desires and ambitions, for without a clear target, how can one possibly hope to achieve their dreams?

The foundation of knowing what you want in life, to me, is the most important thing you need to know and understand.

Because the cornerstone of any significant achievement is a well-defined goal.

It's akin to setting out on a voyage; without a destination, you can sail endlessly and aimlessly, never reaching anywhere meaningful.

Similarly, in the quest to fulfil your dreams and realize your potential, the starting point is always a clear understanding of what those dreams are.

This clarity acts as your compass, guiding your decisions, actions, and the paths you choose to follow.

It becomes especially critical when faced with challenges and obstacles.

Knowing what you're fighting for gives you the resilience to push through adversity and the wisdom to recognize the opportunities that align with your goals.

The Challenge of Finding Your Purpose.

However, the path to discovering what you want can be as complex and varied as life itself.

For some, their purpose and passion are clear from an early age, but for others, it may require a journey of exploration, experiences, and sometimes, introspection.

The quest for finding one's purpose or goal is not a one-size-fits-all process.

It's deeply personal and can be influenced by a myriad of factors including personal values, passions, talents, and

experiences.

The journey can be uncertain and even daunting, but it's also an opportunity for growth and self-discovery.

Strategies for Discovering Your Purpose

If you're at a crossroads, uncertain about the direction you wish to take, here are some strategies that can help illuminate your path:

Reflect on Your Passions:

Often, your purpose is intertwined with what you're passionate about.

Spend time reflecting on activities that bring you joy and fulfilment.

What are the things you would do even if you weren't getting paid?

Identify Your Talents:

Everyone has unique skills and talents.

Identifying yours can help you find where you might excel and feel most fulfilled.

Ask yourself what tasks or activities come naturally to you, and consider how these could form the foundation of a rewarding career or life path.

Consider Your Impact:

Think about the mark you want to leave on the world.

How do you want to influence your community or the broader society?

Reflecting on the impact you wish to have can help clarify your broader goals and aspirations.

Explore and Experiment:

Sometimes, the best way to find your purpose is to explore different paths.

This might mean trying new hobbies, volunteering in various sectors, or even travelling.

Each experience can provide insights into what resonates with you and where your passions lie.

Seek Inspiration:

Look to role models or mentors whose life paths inspire you.

Learning about their journeys, the challenges they

faced, and how they overcame them can provide motivation and perhaps a blueprint for discovering your path.

Embrace Change and Uncertainty:

The journey to finding your purpose is rarely linear.

Be open to change and willing to pivot as you learn more about yourself and what you want from life.

Embracing uncertainty can be a powerful catalyst for growth and discovery.

Remember my example of wanting to play for my boyhood club, Liverpool FC but a twist of fate took me to play for Everton FC.

Practice Mindfulness and Meditation:

Engaging in mindfulness practices can help clear the noise and distractions, allowing you to better connect with your inner self and intuition.

Meditation, in particular, can be a valuable tool in gaining clarity about your desires and aspirations.

Set Goals and Take Action:

Once you have a sense of direction, start setting small, achievable goals that align with your purpose. Taking action,

even in small steps, can provide momentum and further clarify your path.

The Power of Knowing What You Want

Understanding what you want in life does more than just guide your actions—it shapes your identity, influences your choices, and determines the legacy you leave behind.

It's the difference between being reactive to the world around you and being proactive in creating the life you desire.

Armed with the knowledge of your purpose, you can approach life with a sense of intention and focus.

This clarity not only helps in achieving your dreams but also in overcoming the inevitable obstacles that will arise along the way.

It provides a sense of motivation and persistence, driving you forward even when the going gets tough.

Moreover, knowing what you want allows you to live a life aligned with your values and beliefs.

It brings a sense of satisfaction and fulfilment that goes

beyond material success, contributing to a deeper sense of well-being and happiness.

The journey to discovering what you truly want from life is both a challenge and an opportunity.

It requires introspection, exploration, and a willingness to step outside your comfort zone.

However, the rewards of this journey are immeasurable.

Not only does it set the foundation for achieving your dreams, but it also leads to a more fulfilling and purpose-driven life.

As we proceed through this book, let's embrace the journey of self-discovery with an open heart and mind.

Remember, the path to knowing what you want is not just about reaching a destination—it's about growing, learning, and becoming the person capable of achieving those dreams.

Let this chapter be the first step on your journey towards a life of purpose, passion, and fulfilment.

TAKE ACTION:

Now, we're turning this book into a workbook, which means it's time for you to actively use it to bring the success traits I'm about to share into your daily life.

I strongly encourage you to engage with the exercises that follow. Doing so will not only help you grasp how these success traits function but, more importantly, will enhance your life significantly.

Below, I want you to write down your dream and what you aim to achieve in life.

Don't hold back if your dream feels too ambitious or out of reach right now.

Just go ahead and jot it down.

.....

.....

.....

.....

.....

.....

.....

Now can you write down at least five things below that can help you achieve this dream?

This could be, finding a coach, getting advice from a YouTube channel, buying a book etc..

(We will come back to how you utilise these 5 things later on in the book)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Success Trait No. 2:

The Art Of Visualisation -

Day Dreaming On Steroids

Visualization is something I've done all my life, even as a child but back then, I just thought it was daydreaming.

I didn't realize it at the time, but this "daydreaming" played a huge part in my success, alongside plenty of hard work of course.

When I was growing up and then as a professional goalkeeper, I'd always imagine different scenarios I might face on the football pitch playing in goal in front of thousands of screaming supporters.

I would visualise, going up for corners, facing off against forwards in one-on-ones, stopping penalties, and even just dealing with the buzz of playing in front of thousands of fans.

I'd visualize (daydream) every possible outcome, even to the degree that I was the hero and I was carried off by my

teammates, to the cheer of the crowd, *'Newland! Newland!'*

And many times, the things I had imagined in my mind—down to the last detail—actually happened during big games.

It was uncanny.

There I'd be, in a critical moment of a match, and I'd realize I'd seen this all before in my mind, when I had visualised just a few days before.

It was a bizarre but incredible feeling to see my visualizations play out in real time, right in front of a huge crowd.

This is the real power of visualization.

It might sound like magic, but it's not.

Because I'd practised visualizing these moments so often, when they actually happened, I was ready.

My body and mind were prepared for exactly those scenarios because I'd run through them so many times in my head.

So I was sort of one step in front of everybody else, and so, in the right position at the right time.

That's why I believe visualization is the most important skill anyone, can and should learn.

It's not just about daydreaming; it's a form of mental preparation that gets you ready for what's coming.

If you can see it in your mind, you're one step closer to making it a reality on the field, or any aspect of your life.

If you talk to any top professional athlete, musician entrepreneur or anyone top of their field you will find that every one of them will practice some form of visualization.

It is that important!

They use it as a key part of their training regimen, not just as an extra but as a fundamental element of their success.

This isn't a coincidence or a small trend; it's a testament to the power of visualization in achieving peak performance.

Especially athletes, at the pinnacle of their sports, rely on visualization to prepare mentally for competitions, envisioning themselves executing perfect moves, overcoming challenges, and achieving victory.

So, this raises an important question for you, the reader: If the world's most successful athletes, musicians,

and entrepreneurs for example are harnessing the power of visualization to enhance their performance, why shouldn't you?

Whether you're aiming to excel in sports, your career, or any personal endeavour, adopting this successful trait can only benefit you.

The answer is obviously yes.

Embracing visualization just like top professional athletes, can set you on a path to reaching your goals, helping you to mentally rehearse and prepare for the successes you aim to achieve.

It's a powerful tool that's accessible to everyone, athlete or not, and can significantly impact your ability to succeed.

Visualization isn't just a skill; **it's your secret weapon.**

How To Visualise

Before diving into the actionable part of this section, if you're new to visualization, here are some quick tips to get you started.

Visualization is a powerful tool you can use anywhere, anytime.

Find a Quiet Spot: Begin in a place where you can relax without interruptions. This could be your bedroom, a quiet corner in a park, or anywhere you feel comfortable.

Close Your Eyes and Breathe: Take a few deep breaths to calm your mind. Closing your eyes helps you focus inward and start picturing your desired outcome.

Create a Detailed Image: Imagine the goal you want to achieve. It does not matter what it is, visualise everything you want to achieve, whether it is a big or small goal going to plan in real life for you.

Feel the Emotion: Imbue your visualization with emotion. Feel the joy, pride, or satisfaction that comes with achieving your goal.

This emotional connection makes the visualization more powerful.

Practice Regularly: Like any skill, visualization gets better with practice. Dedicate a few minutes each day to visualize your goals.

Use It Anywhere: You can visualize while doing routine activities. While walking, driving (keep your eyes open!), before sleeping, or even during short breaks at work.

Example: As a goalkeeper, before any game, throughout the week and as the game approached, I would take a moment every day to visualize myself on the field.

I saw myself confidently blocking shots, commanding my area during corners, and celebrating a well-earned clean sheet with my teammates.

I would visualise (daydream) me playing a perfect game in front of thousands of supporters, and being the hero of the team.

Remember, visualization is not just daydreaming; it's a focused practice.

The more vividly you can see and feel your success, the more prepared you'll be to make it happen in real life

TAKE ACTION:

Write down below something that you have to do or participate in this week or month that is making you nervous.

It could be taking a test, a job interview or performing for your team.

.....

.....

.....

.....

.....

.....

.....

.....

Whatever is making you feel nervous about what you need to do this week or month, write down at least 5 things that can make this a perfect result for you.

Then visualise for at least 10 minutes each day leading up to this event these 5 things going perfectly for you, and you get the result you want.

I **GUARANTEE** if you do this exercise, it will help
you more than you could ever imagine.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Success Trait No. 3:

The Power Of Association

The power of association cannot be understated when it comes to achieving your dreams.

It's about much more than just being in the right family or having friends; it's about surrounding yourself with the right mentors and coaches who can propel you toward your goals.

This principle is crucial, especially for young individuals aspiring to make something of their lives.

To put it simply, if you aim to succeed, you need to be mindful of the company you keep.

When I was a young kid determined to become a professional goalkeeper, my training often involved jogging around my estate.

It was during these jogs that I'd pass by my neighbourhood friends, who'd be hanging out on the street corner, engaging in drinking and smoking.

Despite their jeers and mockery of my dedication and refusal to join them, I kept on running.

This resolve, instilled in me by my parents' advice to steer clear of such influences, kept me focused on my goals.

I understood even at that young age that succumbing to peer pressure would derail my dreams.

I chose to politely decline their invitations and continued pursuing my aspirations with each stride.

Reflecting on this decision highlights its significance.

Every so often, when I return to visit my family on the estate, I see those same friends, now adults, now unemployed, lingering on those same corners with their drinks and cigarettes in hand, still believe it or not mocking me for chasing my dreams.

This stark contrast between our lives reaffirms the wisdom in choosing my associations wisely.

Because I sought out like-minded friends and associates who wanted to win in life, this inspired me to chase my dreams even harder.

Because we all pushed and encouraged each other.

As a result, through achieving my dreams of becoming a professional goalkeeper and running Just4keepers, I have become friends with footballing legends in the game, who all share the same positive views on life.

I have travelled extensively all over the world and again met so many wonderful people, but more importantly, I have been able to have a positive impact on thousands of people's lives.

Sadly for my old estate neighbourhood friends, they have rarely moved away from their estate or stopped sitting on those same street corners over this same period.

But what is crazy, my old friends still think I was the one who made the wrong choices and what they still do to this day is the right choice.

There is one word for this, delusional.

However this is the problem if you mix with the wrong negative crowd, they see no wrong in what they are doing.

They think they are right, and the whole world is wrong.

This is why it is vital to your success to keep anyone with zero dreams at arm's distance away from you.

I know it sounds harsh, but get them out of your life as fast as possible if you can.

I have done this many times throughout my life, and it has always been the best decision for my and my family's future.

Yes it was very hard to do at times, and obviously, I did not want to do this, but if I had my time again, I would do the same thing

It's a vivid reminder that the company you keep can profoundly impact where life takes you.

This personal anecdote serves as a powerful lesson for anyone on the path to achieving their dreams.

The importance of selecting friends and mentors who uplift and support your aspirations cannot be overstated.

Like my experience on my council estate, your environment and the people within it can either propel you forward or hold you back.

Making the conscious choice to surround yourself with positive influences is crucial for success.

Just as I navigated my way through those early challenges with determination and the right guidance, so too can you.

Choose your friends wisely, remain focused on your goals, and don't allow the wrong associations to cloud your vision of success.

SIDE NOTE: You might be thinking, but Ray I do not know any positive people.

Well if this is the case, can you follow successful positive people on YouTube for example, or can you purchase a book or maybe an audible program again on someone you respect and who is a positive influence on you and others.

Even though this is not as powerful as being in the same environment as positive people, it can still really really help you.

It will get you into the right frame of mind, and I guarantee you will start to gravitate towards positive people who you may bump into, and vice versa, people will gravitate towards you also.

Because when you put out positive vibes into the universe, positive things will happen.

TAKE ACTION:

Write down at least five people you know, or want to get to know whom you can become friends or acquainted with, and who you believe could have a positive impact on your life.

This could be authors, people on YouTube, coaches, mentors etc

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Now write down at least 5 things you can do, to get to know these people.

Can you write them an email or letter, text or reach out to them on social media or their YouTube channel?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Success Trait No. 4: Find Negative Motivators

In the journey toward achieving your dreams, you'll encounter a range of motivators.

Surprisingly, some of the most powerful incentives can come from negative motivators—those family members, friends, or even strangers who, upon seeing you on the path to greatness, might try to hold you back due to their jealousy or insecurities.

They see your potential success as a mirror reflecting their perceived failures or lack of ambition.

Instead of striving to elevate themselves, they find it easier to attempt to drag others down to their level.

It's important to recognize that this behaviour isn't always malicious.

Often, those closest to us who might discourage our efforts do so without malevolent intent.

In many cases, family and friends who express doubts or negative sentiments about our ambitions do so out of love or concern, albeit misguidedly.

They might fear the changes your success could bring or worry about the risks involved, not realizing that their attempts to protect or keep you safe can act as barriers to your growth.

The real challenge arises with strangers, especially in the digital age, where social media platforms have become arenas for criticism and negativity.

Encounters with such negativity can be disheartening, but it's crucial to harness these experiences as fuel rather than let them undermine your confidence.

My path to success was significantly shaped by how I responded to negative motivators.

Whenever I faced scepticism or ridicule—from a family member, a friend, or an anonymous voice online—instead of succumbing to doubt, I turned their disbelief into a driving force.

Each time someone told me I wasn't good enough or laughed at my aspirations, I internalized that not as a verdict on my capabilities but as a challenge to prove them wrong.

"There is no way I can let this person be right about me," I'd tell myself.

This mindset transformed every disparaging comment and every doubter into a reason to push harder, train more diligently, and pursue my education and goals with even greater focus.

The thought of allowing any of them to say, "See, I told you so, Ray. You're not good enough!" became unthinkable to me.

So, if you find yourself surrounded by negative motivators, recognize this as an opportunity.

Use their doubt as fuel to propel yourself forward.

Let their scepticism motivate you to work harder, to prove not just to them, but to yourself, that you are capable of achieving your dreams.

Every negative comment or attempt to hold you back can be a reminder of why you started on this path in the first

place and a cue to double down on your efforts.

Remember, the journey to success is often lined with obstacles, some of which come in the form of people's opinions and doubts.

The key is to navigate through this with resilience, understanding that the power to succeed lies within you.

Let the disbelief and negativity from others strengthen your resolve rather than weaken it.

In the end, the satisfaction of achieving your goals, buoyed by the knowledge that you used every challenge as a stepping stone, will be your ultimate reward.

In essence, negative motivators can be a secret weapon in your arsenal for success.

Embrace them, learn from them, and let them drive you towards achieving greatness.

Their doubt can become the foundation upon which you build a legacy of determination, resilience, and achievement.

TAKE ACTION:

Has anyone recently made a negative comment about you, or maybe they have stated you lack quality in a certain skill?

If yes, write down this negative comment.

.....

.....

.....

.....

.....

.....

.....

.....

Can you now write down below, what you can do to ram these cruel words down this person's throat at a later date?

For example, can you get advice from a mentor on how you can improve this skill, or can you search on YouTube, again to improve this skill?

But please write down what you plan to do, to improve this skill so much so, it motivates you to improve in this section of your life.

So these negative words, do not pull you backwards but drive you forwards!

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

*“In the middle of difficulty lies
opportunity.”*

Albert Einstein

Success Trait No. 5:

Be Happy To Fail

The concept of celebrating failure might seem odd at first glance.

After all, who aims to fail?

The truth, however, is not so black and white.

Embracing failure is essential for growth and success.

The person who never makes a mistake is the person who never truly succeeds.

Mistakes are not just inevitable; they're invaluable.

They are the stepping stones to learning, growth, and ultimately, achievement.

As a child, I stumbled more often than my peers.

I was the subject of their ridicule and laughter.

But, unbeknownst to me then, each mistake was sculpting me for future success.

The reality is, you fail your way to success.

It might sound counterintuitive, but understanding that success requires a series of failures can indeed armour you for greatness.

It's a concept that once grasped, transforms your approach to challenges and ambitions.

The fear of failure cripples many.

It's this fear, a byproduct of a mindset that views mistakes as catastrophic, that keeps people from even attempting to reach their goals.

They'd rather stay in their comfort zone than risk the embarrassment or disappointment of failure.

This mindset, unfortunately, is often reinforced by our education system, which tends to stigmatize mistakes rather than treat them as learning opportunities.

The irony is that many who stay within the safety of academia, moving from being students to teachers without venturing into the broader world, miss out on the rich learning experiences that come from real-life challenges and failures.

This is not to disrespect educators; many are dedicated and passionate about their roles.

However, it's crucial, to seek inspiration and learn not just from academic figures but from those who have achieved success in the fields you dream of conquering.

Look to your idols, learn from their journeys, and understand that their paths to success were likely paved with failures, mistakes, and lessons learned the hard way.

Failing is natural.

The more you fail and learn from those failures, the closer you get to your goals.

The fear of failing stems from societal and educational narratives that equate mistakes with defeat.

But in reality, outside the school's confines, the most successful people are those who've failed the most.

They're the ones who didn't let fear hold them back, who understood that each mistake was a lesson in disguise, and who used those lessons to forge ahead.

Making mistakes is not a sign of weakness; it's evidence of your courage to try, to push boundaries, and to learn.

In the real world, the individuals who make the most mistakes often end up achieving the most.

So, if you find yourself fearing failure, remember that each mistake is a step closer to your success.

Embrace failure, learn from it, and let it guide you to greatness.

After all, in the journey of life and the pursuit of your dreams, those who dare to fail are the ones who ultimately win.

TAKE ACTION:

Write down below something that you have failed at recently and that made you feel low.

.....

.....

.....

.....

.....

.....

.....

.....

For this exercise, first I want you to think about what I am about to ask you...

Did this mistake above kill you ?

The answer is, obviously no it did not kill you, so what are you worried about :)

Just simply try again!

Write down below at least 5 things that you can do differently, to turn this failure into success.

Please believe what I am saying here, to go from failure to success, is simply just getting up again after your fall, smiling, learning from your mistake(s), dusting yourself off, and then going again!

Seriously it is that simple!

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Success Trait No. 6:

You Are Not An imposter

Feeling like an imposter, whether among teammates, starting a new job, stepping into a promotion, or any situation that places you in uncharted territory, is a common experience.

But it's crucial to remember: you are not an imposter.

Success in life often propels us into roles and environments that might not feel natural at first.

The voice of doubt may whisper you don't belong, but it's essential to counteract this by affirming to yourself that you've earned your place.

Even I, despite having developed a strong, resilient mindset over the years, occasionally find myself in situations where I feel a twinge of nervousness or fear that others might surpass me.

In these moments, imposter syndrome attempts to take hold.

Yet, I've conditioned myself to respond decisively.

Internally, I firmly tell myself, "NO, STOP...You are worthy of being here."

I then quickly review my achievements and remind myself of my value.

This mental practice is a powerful tool for reaffirming one's self-worth and place in any setting.

I want to emphasize to you, the importance of never feeling intimidated by anyone's presence.

Whether it's a colleague, a competitor, or even the King of England, remember, we all share the same fundamental human experience.

We're all playing on the same field of life.

Elevating someone else above yourself does a disservice to your self-esteem and inadvertently places you in a lower standing.

It's important to approach every situation with the understanding that you belong.

Your achievements, your hard work, and your journey have granted you the right to stand tall in any room.

The key is to remember your worth, to not allow the shadow of doubt to cloud your perception of yourself.

Practising positive self-talk and reminding yourself of your successes and strengths can significantly mitigate feelings of being an imposter.

Never put anyone on a pedestal to the extent that it diminishes your sense of self-worth.

Everyone has their strengths, weaknesses, and insecurities.

By recognizing this, you can engage with others from a place of confidence and equality, rather than from intimidation or self-doubt.

You are worthy, capable, and deserving of every opportunity and success that comes your way.

Remember, imposter syndrome is just a mental barrier, and with the right mindset, you can overcome it and realize your full potential in any endeavour.

TAKE ACTION:

Are you about to participate in anything this week or month, where you are going to be in a room and or environment where you feel like everybody else is better than you?

If yes, write it down below.

.....

.....

.....

.....

.....

.....

.....

.....

What I want you to do for this exercise is a few days leading up to this event, spend at least 5 to 10 minutes each day, visualising this event going perfectly for you in every

way.

Visualise yourself approaching people with a big smile on your face, and looking and feeling super confident.

Then visualise these peers, acting positively towards you and being happy in your company.

Also, visualise yourself being on the same level as everyone, and that not one person at this event is better than you.

Even though you might be nervous, visualise to yourself that nobody at this event senses your nerves.

Visualise everything from the beginning of this event to the end of the event, and everything in the middle going perfect for you.

I know this might sound far-fetched, but I **PROMISE YOU** and I **GUARANTEE** if you do this before any meeting, any event or anything you are going to participate in, you will have a much better experience if you visualise everything in your mind beforehand being perfect for you.

The more you practice this technique, by the way, I will guarantee it will not be long before you will walk into any meet or event and not even give it a second thought who will be in attendance, because you will feel your own self-worth!

Success Trait No. 7:

Positive Self Talk -Silience That Loser

In the constant stream of consciousness that accompanies us throughout our waking hours, there exists a voice—a narrator of our daily lives that, for 99% of us, tends toward the negative.

This phenomenon isn't selective; it touches everyone, including myself.

Despite achieving success both as a child dreaming of becoming a professional goalkeeper and in my endeavours beyond the pitch, I've grappled with this internal critic, a voice seemingly bent on self-sabotage.

Even now, with years of experience and accomplishments under my belt, I find it perplexing that my mind often opts to pull me back rather than push me forward.

This inclination towards negative self-talk is not a personal failing but a common human experience.

So, why do most of us have a chorus of negative thoughts instead of positive affirmations echoing in our minds?

It boils down to our evolutionary biology.

Our brains are wired to prioritize survival, and part of that survival mechanism involves being acutely aware of potential dangers and problems.

This ‘negativity bias’ was useful in prehistoric times, but in the modern world, it often translates into an overemphasis on fears, doubts, and limitations.

Overcoming this barrage of negative self-talk is crucial for personal growth and happiness.

Here are strategies to help quieten that critical inner voice:

Awareness:

The first step is recognizing that this voice is not an infallible truth but a skewed perspective shaped by instinct and habit.

By becoming mindful of your thoughts, you can start to distinguish between constructive self-reflection and destructive self-criticism

Challenge Negative Thoughts:

When you catch yourself spiralling into negative self-talk, challenge these thoughts.

Ask yourself, “Is this thought based on facts or my interpretation? Can I view this situation differently?”

This practice helps you develop a more balanced, realistic perspective.

Positive Affirmations:

Counter negative thoughts with positive affirmations.

Regularly affirming your strengths, achievements, and worth helps rewire your brain towards a more positive outlook.

It’s about practising self-kindness and compassion, reminding yourself of your capabilities and worth.

Surround Yourself with Positivity:

The environment and company you keep significantly influence your mindset.

Surrounding yourself with positive, supportive people can help lift you up and reflect a more accurate, kinder view of yourself.

Gratitude:

Cultivating gratitude shifts focus from what's lacking or what could go wrong to appreciating what's already there.

Keeping a gratitude journal or simply taking time each day to reflect on things you're thankful for can profoundly impact your mental state.

Professional Help:

Sometimes, the negative voice can be overwhelming, rooted in deeper issues that might require professional assistance.

Seeking help from a therapist or counsellor can provide strategies and support to navigate and heal these aspects of your psyche.

It is not a sign of weakness to ask for help, but a sign of strength.

Despite the challenges posed by our internal critics, it's possible to foster a more positive, supportive inner dialogue.

The journey from being dominated by negative self-talk to becoming empowered by positive affirmations is not instantaneous.

It requires patience, practice, and persistence.

But the transformation in how you perceive yourself and your capabilities can be life-changing.

Remember, you have the power to rewrite the script your inner voice reads from, turning it from your harshest critic into your most steadfast ally.

TAKE ACTION:

Whenever you catch yourself with those dreaded negative thoughts, it might help you to do what I do.

I actually say to myself out loud (but in my mind) ‘NO, NO, NO’ as this immediately stops that negative thought.

I then immediately think of something positive.

Whether this is something I am currently working on, or maybe a positive outcome that I had in the past.

For example, I remind myself of becoming a professional goalkeeper or the many many people I have helped achieve their dreams over the years.

Quickly shutting down this negative voice, with positive thoughts and or reminders of your successes no matter how

big or small can armour you against that negative thought in your head.

What you will find is the more you practice this exercise it will become second nature to you, and instead of holding negative thoughts in your head for long periods that can cause serious damage, you will find that with practice you immediately swap a negative thought to a positive thought.

Which is a lot more advantageous for you when you are chasing your dreams.

*“Our greatest glory is not in never
falling, but in rising every time we
fall.”*

Confucius

Success Trait No 8:

Wearing Masks - Fake It To You Make It

The concept of “faking it until you make it,” or as I like to call it, “wearing masks,” is a powerful tool in the arsenal of success traits, particularly in high-pressure environments like professional sports.

This approach isn’t about dishonesty; rather, it’s about adopting a persona of confidence, even when you’re feeling anything but.

It’s a strategy I learned early in my professional goalkeeping career, observing my teammates who always appeared supremely confident on the surface.

To the outside observer, professional athletes seem to embody confidence.

Fans looking at my teammates would think, “Wow, these players are the epitome of self-assurance.”

However, having known these players personally, I can attest that many were just as nervous and scared as anyone else.

The difference was, they had mastered the art of presenting a confident exterior, a skill crucial to their professional persona.

This “mask” of confidence was not an indication of fearlessness but a learned behaviour to cope with the pressures and expectations of professional sports.

When I first stepped into a professional football club’s changing room, the air of confidence exuded by the players was intimidating.

I felt out of my depth, surrounded by individuals who seemed to have an unshakeable belief in their abilities.

But as time passed and I grew to know my teammates beyond the field, I realized much of this confidence was a facade—a mask they wore to face the challenges and scrutiny that come with professional sports.

This revelation was transformative.

It taught me the importance of projecting confidence, even when internally you might be grappling with doubt.

“Faking it until you make it” became a mantra I adopted, not just in sports but in various aspects of life.

By emulating the confidence I saw in my teammates, I began to internalize it.

The act of pretending to be confident, of wearing that mask, slowly but surely led to genuine self-assurance.

This strategy is rooted in the psychological principle that our actions can influence our feelings.

By adopting the behaviours and attitudes of confidence, we can begin to feel more confident.

It’s a feedback loop where acting a certain way leads to feeling that way, eventually making the pretended confidence real.

I learned that wearing these masks of confidence doesn’t mean denying your fears or insecurities.

Instead, it’s about managing them in a way that allows you to function and succeed despite them.

Over time, the distinction between the mask and the real you begins to blur, until the confidence you once had to fake becomes a natural part of who you are.

The power of “faking it until you make it” lies in its simplicity.

Whether you’re stepping onto the pitch, entering a boardroom, or facing any new challenge, the ability to present yourself as confident and capable can be the difference between success and stagnation.

It’s a testament to the idea that sometimes, the path to becoming your best self starts with a bit of pretence—wearing that mask of confidence until the mask is no longer necessary.

In embracing this approach, I’ve not only navigated the pressures of professional sports but also applied these lessons to propel my life forward.

The art of wearing masks and “faking it until you make it” is a testament to the transformative power of adopting a persona of confidence, demonstrating that sometimes, the act of pretending can lead to the reality of achieving.

TAKE ACTION:

This is similar to an exercise I have already asked you to do, which is, to write down below something that you are nervous about doing this week or month.

It could be a job interview, an event, a meeting or performing with your team for example.

.....

.....

.....

.....

.....

.....

.....

.....

Now that you have written down above what you are nervous about, what I want you to do is visualise over the next few days, before this meeting or game, putting on your mask that you are super confident at this event.

Visualise yourself walking around with this air of confidence, visualise seeing people look at you and commenting to each other, ‘Wow Ray looks so confident’

If you are playing a game or a sport, visualise your opponents looking at you and thinking to themselves, ‘This player looks bulletproof with their confidence, they are going to be a very tough competitor!’

Then visualise yourself speaking to people with confidence!

Please do this before ANY event, meeting or game you are about to play because **I PROMISE YOU**, it will only be a matter of time before you will no longer have to practice.

Eventually, this will become natural to you, and you will turn up to any event, meeting or game and you will ooze confidence as you will naturally wear your masks for the different environments you find yourself in.

Success Trait No 9: Standing On The Shoulders Of Giants - Your Shortcut To Success!

Our educational system often emphasizes individual achievement and originality, particularly in the context of exams and academic performance.

We're taught that copying others or seeking help is not just wrong but counterproductive to our learning process.

This perspective, while fostering a sense of independence, inadvertently overlooks a fundamental principle of success: the immense value of learning from those who have already achieved what we aspire to.

Reflecting on my journey to becoming a professional goalkeeper, I realized that the traditional academic ethos of learning from personal mistakes wasn't the most efficient path to excellence.

Instead, I found greater value in absorbing the wisdom and experiences of my goalkeeper coaches and peers.

These mentors provided insights that preempted potential pitfalls, offering me a roadmap that allowed me to navigate my journey with foresight and preparedness.

This was not about sidestepping the learning process but about enhancing it through the guidance of those who had already walked the path.

Transitioning from an aspiring athlete to a professional status, it became clear that achieving professional levels was just the beginning of a deeper, more expansive learning journey.

In the world of professional sports, the locker room was a repository of collective wisdom, where players, regardless of their fame, continuously sought advice from more experienced peers.

This culture of learning from others was not seen as a weakness but as a strategic advantage, a way to build upon a foundation of shared knowledge for personal and team success.

The principle of “standing on the shoulders of giants” extends well beyond sports, touching every field of human

endeavour.

Throughout history, the most impactful achievements have come from those who leveraged the wisdom of their predecessors.

Whether in science, art, or business, success stories are often about building on the knowledge and discoveries of others.

This approach shows us that progress and innovation are collaborative processes, enriched by the contributions of many.

Reevaluating the stance that our educational system takes on copying and seeking help, it's crucial to distinguish between mere imitation and the strategic application of collective wisdom.

In real-world scenarios, success is rarely a solo endeavour.

It is the cumulative result of learning from mentors, peers, and the pioneers who have charted the course before us.

Therefore, as we pursue our ambitions, let us embrace the wisdom of learning from others.

Seeking advice, mentorship, and inspiration from those who have achieved our goals is not a shortcut but a sensible, strategic approach to success.

It acknowledges the rich tapestry of human knowledge and experience available to us, offering a way to avoid unnecessary mistakes and accelerate our journey towards achievement.

In this light, standing on the shoulders of giants is not just an advantage; it's a wise and fundamental strategy for navigating the complexities of personal and professional growth and developing a bulletproof mindset.

In short, finding mentors and coaches whom you can learn from, so they can help prevent you from making a mistake before it happens, will be 1000% one of the best investments in your life that you will ever make.

TAKE ACTION:

What are you trying to achieve right now, and or what is your biggest weakness that you feel is holding you back?

Please write it down below now.

.....

.....

.....

.....

.....

.....

.....

.....

As basic as this may sound, what I want you to do, is find a person you may or may not know, who has already achieved what you are struggling with right now.

Here are some ideas:

Can you find a person who has a YouTube channel you could follow?

Could you maybe purchase a book or audible program?

Could you go on a course that is teaching the subject you are struggling with?

Ideally, could you find a coach and or mentor who can personally help you?

Write down below, at least 5 things that can help you.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

As basic as this sounds, if you are struggling with something in your life right now, do not try and work it out for yourself.

This is what our schools wrongly teach us to do!

Instead, find a coach and or mentor, and simply ask them ‘I am struggling with ABC can you please help and give me the answer!’

Asking for help is not a sign of weakness like we have been brainwashed to believe but a sign of greatness.

Remember, learn from other people’s mistakes and not your own if you can.

Success Trait No 10:

Do More Than the Average - Outwork Your Competition

From the earliest days of my childhood, despite being decidedly average in nearly every endeavour, there was one distinct area where I inadvertently excelled:

I worked harder than my peers.

This relentless work ethic wasn't born out of a conscious strategy but emerged as a natural aspect of my character.

Whether it was during an English lesson in school or while playing for my school and local grassroots football team, even building my businesses, a reflective look back reveals a clear pattern:

No one outworked me.

And I mean no one!

This relentless drive, more than any innate skill or ability, laid the foundation for my eventual success.

This principle of outworking the competition became even more critical when I ascended to the professional ranks as a goalkeeper.

At this level, the margin for error diminishes significantly, and the competition is fierce.

The reality of professional sports is such that hard work isn't just an option; it's a prerequisite for survival and success.

As a professional keeper, my routine was a testament to this ethic: I was the first to arrive at the training ground and the last to leave.

My commitment was so intense that at one club, Torquay United FC, the management felt compelled to intervene, banning me from training too hard, fearing burnout or injury.

Yet, it was this very commitment to hard work that I credit for my success, not just in my football career but in life beyond the pitch and my business ventures.

Hard work is often overshadowed by the allure of natural talent and innate skill.

However, my journey underscores a critical truth: hard work is the great equalizer.

It's the one element that compensates for a lack of talent or skill.

This realization is empowering because it signifies that success is accessible to anyone willing to put in the effort.

You don't need to be the most talented or the most gifted; you just need to be the most dedicated.

This ethic of hard work is not confined to the realm of professional sports; it applies to every facet of life.

In any field, the individuals who are willing to go the extra mile, to push beyond the boundaries of comfort and expectation, are the ones who find success.

This principle is beautifully simple yet profoundly impactful.

It suggests that the path to achievement is not obscured by complexity but is paved with the straightforward act of consistent, diligent effort.

As I transitioned away from professional football, this work ethic remained my guiding principle.

The discipline, resilience, and persistence honed on the football field became invaluable assets in navigating the challenges and opportunities of life beyond sport.

It's a testament to the idea that the qualities cultivated through hard work extend far beyond immediate goals, enriching every aspect of our lives.

The message I want to impart is one of hope and empowerment.

Mastering the trait of hard work is within everyone's reach.

It doesn't require extraordinary talent or preternatural skill.

It simply demands a willingness to do more, to persist longer, and to commit more fully than others.

This is, perhaps, the easiest yet most powerful success trait to cultivate.

If readers take away only one lesson from this book, let it be the transformative power of hard work and simply

doing more than the average!

Embracing this principle can not only change the trajectory of a person's career but can also redefine the landscape of one's life.

Hard work is the cornerstone upon which potential is realized, dreams are achieved, and legacies are built.

TAKE ACTION:

Can you write down one thing that you are struggling with in life at present?

Is it a certain technique or skill you cannot grasp?

Or is your competitor always one step ahead of you?

.....

.....

.....

.....

.....

.....

.....

.....

What I now want to do, is commit to 30 minutes to 60 minutes or even longer each day to master this skill or technique, or do that one thing to beat your competitor.

I just want you to do more than the average to improve on what you are struggling with.

As basic as this sounds, I will **GUARANTEE** if you dedicate x amount of time each day to this one thing you are trying to achieve, and **NEVER GIVE UP**, you will either...

1. Get the result that you want
2. Be a lot further on in your life by doing more than the average.

I will also **GUARANTEE** this...

98% of people (including your competition) will give up far too easily.

So if you simply never give up, and work harder than the average, you have already beat 98% of your competition.

*“If You Want To Be Better
Than Average, Then Simply Do
MORE Than The Average”*

Ray Newland

Success Trait No 11:

Enjoying The Process of Chasing Your Dreams

The journey to achieving one's dreams is seldom a straightforward path.

It is a road marked by highs and lows, acceptance and rejection, and a multitude of challenges that test our resolve at every turn.

Despite these inevitable obstacles, there is a vital element that not only sustains but propels individuals forward: the sheer joy found in the pursuit itself.

Listening to the narratives of successful athletes, musicians, scientists, authors, and achievers across fields, a common theme emerges—a deep-seated love for their craft.

This passion, more than anything else, is their secret weapon, the fuel that keeps the flame of ambition burning even in the face of adversity.

My own odyssey to become a professional goalkeeper serves as a testament to this truth.

From a young age, my aspirations were met with scepticism and outright dismissal by peers, coaches, and even those closest to me.

I was repeatedly told that I lacked the talent necessary and that my dream was an unattainable fantasy.

Such negativity could have easily derailed my ambitions.

However, my love for goalkeeping was not just a hobby; it was an all-consuming passion.

This unwavering love for the game was my secret weapon, shielding me against the barrage of doubts and criticisms.

Had there been even a sliver of doubt in my commitment to goalkeeping, the negative voices might have prevailed.

But my passion ensured they did not.

This principle extends beyond the world of sports into every venture I have undertaken.

In business, my success was not predicated solely on skill or acumen but was significantly bolstered by my genuine enthusiasm for what I was doing.

This enthusiasm translated into an unmatched work ethic, as discussed in the previous chapter, giving me a competitive edge.

It's this blend of passion and perseverance that has been the cornerstone of every achievement, allowing me to outwork and outlast the competition.

At Just4Keepers, the goalkeeper school I founded, I've had the privilege of mentoring thousands of goalkeepers.

The overwhelming majority of those who achieved their dreams shared one common characteristic: a profound love for what they do.

This observation underscores a universal truth—the importance of passion in the pursuit of success.

It's not merely about enduring the process but about revelling in every moment of it.

The challenges, setbacks, and even the failures are all part of a larger tapestry, enriching the journey towards

achieving one's dreams.

If there's one insight I wish to impart, it's the transformative power of loving what you do.

This passion is your secret weapon, an inexhaustible source of strength, motivation, and resilience.

It makes the arduous path to success not just bearable but enjoyable.

When you love what you do, the journey itself becomes a reward, and every hurdle a lesson.

This is the essence of truly enjoying the process of chasing your dreams.

Embrace your passions, for they will carry you through the darkest times and lead you to the fulfilment of your aspirations.

Remember, in the symphony of success, love for your craft is the melody that sustains and defines your journey.

TAKE ACTION:

Can you write down three things you are grateful for with the dream you are chasing?

.....

.....

.....

.....

.....

.....

.....

.....

And then do this exercise every single day.

Write down three things you are grateful for re chasing your dream.

Now do not worry if you repeat certain things each day, it is just important to write down these three things you absolutely love and what you are grateful for.

What you will find, when you do this very simple exercise, is when you get that negative person who gives you that sly look and or negative comment, it will be like water off a duck's back, it will not have any impact on you.

This is because what you love and enjoy doing, and what you are so grateful for, will outweigh the morons of this world who try to steal your dreams.

Even though this is a very basic thing to do each day writing down what you are grateful for - Will make you bulletproof.

Success Trait No 12: Never Stop Learning!

In the fast-paced world of professional football, players are taught a very important lesson: the moment you think you've made it, it is time to give up!

This is because the best players, those who truly stand out, are always looking for ways to improve.

To someone who hasn't chased such big dreams, it might seem strange to see top athletes, who already excel, pushing themselves to learn new things.

But this is exactly what separates the fans in the stands from the heroes on the field.

While fans admire the success, the athletes are constantly asking themselves, "How can I be even better?"

This drive to always improve, even by just a tiny bit, can make a huge difference in competitive sports like football and also in life.

It's about not settling, always aiming to be better than yesterday.

This idea of constant improvement wasn't just something I followed as an athlete; it's been a guiding principle in my life, especially during tough times.

After my football career ended due to injury, and I found myself struggling with debt and without any formal qualifications, I turned to learning.

At first, I wasn't keen on reading books or anything educational because I thought school had given me all the education I needed.

I was more interested in reading about what celebrities had fallen off the bandwagon that week.

But when a mentor pointed out how this negative stuff was impacting my life, I stopped buying these negative magazines and newspapers.

I can honestly say that I have not bought a newspaper for over 30 years now.

And my life has been completely transformed.

Instead, I started reading books, listening to educational programs, and getting advice from people who knew more than me.

This change was a game-changer, as I strived to work on my self-education.

It helped me not just in moving past my struggles but in everything I did afterwards.

Just like in football, where learning a new move or strategy can give you an edge, in life, learning new things can do the same.

It's made a big difference in how I approach my businesses and even how I teach my goalkeeper students Just4Keepers and the hundreds of entrepreneurs I teach at www.raynewland.com

I've seen firsthand that my students who love learning and are always trying to get better are the ones who achieve their dreams.

It's not just about working hard but also about loving the process of getting better at what you do.

So, if there's one thing you take from this chapter, let it be this: never stop learning.

It doesn't matter if you're not the most talented or if you think you've reached your peak.

There's always something new to learn, and that quest for knowledge can make all the difference.

By following the example of professional athletes who never settle and always strive for improvement, you can make your life so much better.

This isn't just about sports; it's about everything in life.

Keep learning, keep improving, and you'll be amazed at how far you can go.

TAKE ACTION:

What are you struggling with right now in life.. write this down below.

Do you need to learn a new skill, do you keep making a silly mistake in one aspect of your life?

.....

.....

.....

.....

.....

.....

.....

.....

As basic as this sounds, go and find someone you can learn from.

This could be a book you purchase, a YouTube channel, or seek out a coach and or mentor.

Simply just improving by 0.1% per day in your self-education re the dream you are currently chasing, will have a massive positive impact in your life in the years to come.

This is called the compound effect.

Success Trait No 13:

Never Ever EVER Give Up

There's a powerful history lesson that echoes through the lives of those who achieve greatness: never, ever give up.

Winston Churchill, in one of the darkest times during World War II, inspired a nation on the brink of defeat to stand strong and fight for their freedom, and to never ever give up.

This spirit of relentless perseverance not only led Britain to victory but has also been a guiding light for countless individuals pursuing their dreams.

This trait of unwavering determination has been a cornerstone of my journey, from the days of dreaming of becoming a professional goalkeeper to navigating the challenges of a career cut short by injury.

The path was never easy, filled with setbacks and moments of doubt.

Yet, it was the simple yet profound belief in never giving up that propelled me forward.

This belief didn't just help me achieve my dream of playing professional football; it was what carried me through life's toughest battles, transforming defeats into victories.

The stories of top athletes and musicians share a common thread—success wasn't handed to them; they fought for it, tooth and nail.

They faced rejection, criticism, and failure, not once but repeatedly.

Yet, what sets them apart isn't just talent or opportunity; it's their refusal to give up.

This resilience, this refusal to be defeated, is what ultimately leads to success.

This concept of never giving up provides a critical edge over the competition.

While many might throw in the towel after one or two setbacks, the true achievers understand that success often comes after the 30th, the 50th, or even the 100th attempt.

It's this persistence that distinguishes winners from losers.

Losers might quit after a few tries, but winners keep pushing, keep trying, until they reach their goal.

Embracing this trait is within everyone's reach because it doesn't require extraordinary skill or talent; it simply requires the will to try again.

It's about standing up just one more time than you've been knocked down, pushing forward even when the odds seem stacked against you.

This relentless pursuit, this refusal to accept defeat, is a powerful tool in the quest for success.

So, as you chase your dreams, remember the power of persistence.

Remember that every setback, every failure, is not a signal to give up but a stepping stone on the path to success.

This trait of never giving up is your secret weapon.

It's what will set you apart from the rest, what will give you the resilience to overcome the hurdles that life throws your way.

In the end, success is not just about talent or luck; it's about perseverance.

It's about not letting the fear of failure stop you from trying.

If you embrace this simple yet powerful trait of never giving up, you too will find success.

It's a testament to the belief that as long as you keep pushing, keep striving, there's no limit to what you can achieve.

Remember, the difference between success and failure often comes down to who quits first.

So as our friend Winston states **‘Never ever EVER give up’**.

TAKE ACTION:

As I have already mentioned in my book, 98% of your competition will give up far too easily!

So my advice in the action part of this chapter is simply

Never Ever Give Up!

I promise you, if you implement this one success trait in your life, I will **GUARANTEE** you have already won in the game of life!

Success Trait No 14:

Mastering the Art of Visualization

Now, you might be thinking, “Ray, you’ve already mentioned visualization at the start of this section.

Is this a mistake?” The answer is a resounding no.

This repetition is deliberate and underscores the significance of visualization.

It’s not just another skill on the list; it’s the cornerstone of achieving your dreams.

Without mastering visualization, reaching your goals becomes a steep uphill battle.

Visualization, or what I like to call ‘daydreaming on steroids,’ is where every success trait previously discussed begins.

Before attempting any physical action towards your goals, you must first practice in your mind’s eye.

It’s the preparatory stage where dreams and goals are shaped into achievable steps.

You might have already realised that every action I asked you to do in this book, in the **TAKE ACTION** section is getting you to visualise your perfect outcome.

Visualisation is **EVERYTHING** and is your key to getting your results and achieving your dreams.

So this chapter is designed to serve as the glue that binds all your written dreams and goals together with what you have written down in this book, transforming them into a coherent plan, and hopefully into fruition, through visualization.

Let's break down visualization into a few simple steps, making it easier to turn your written dreams into reality:

Find a Quiet Space:

Choose a comfortable and quiet place where you can relax without interruptions. This sets the stage for effective visualization.

Relax Your Mind and Body:

Take a few deep breaths to relax your body and clear your mind. A calm state is crucial for effective visualization.

Picture Your Goal:

Close your eyes and vividly imagine achieving your goal. Focus on the details—where you are, what you're doing, and how it feels.

Add Emotions:

Inject strong, positive emotions into your visualization. Feel the excitement, happiness, or pride of achieving your goal as if it's happening right now.

Repeat Regularly:

Make this visualization a regular practice. The more frequently you visualize, the more ingrained your goal and the steps to achieve it become in your mind.

Act on Your Visualization:

Use the motivation and clarity gained from visualization to take real-world actions toward your goal. Visualization is powerful, but it must be paired with action to bring your dreams to life.

Visualization is like mapping out a journey in your mind before you take the first step.

It's about seeing the destination clearly and imagining the path you'll take to get there.

By breaking down your goals into bite-sized steps and visualizing each one, you transform abstract dreams into tangible targets.

Remember, the power of visualization lies in its ability to embed your goals deeply into your subconscious, making them an integral part of your daily life.

This mental rehearsal primes you for success, ensuring that when the time comes to act, you're not just ready; you're confident and prepared.

Visualization is not just a technique; it's a practice that, when integrated into your daily routine, can dramatically enhance your ability to achieve your dreams.

By visualizing your goals as already accomplished, you harness the power of your subconscious mind to work towards making those visions a reality.

So, as you move forward, remember that visualization is the thread that weaves through every aspect of your journey towards success.

Embrace it, practice it, and watch as your dreams begin to unfold into reality.

Success Trait No 15:

TAKE ACTION

Visualization is a powerful tool in the journey towards achieving one's dreams.

It allows individuals to see their goals in the mind's eye, creating a vivid mental picture of their desired outcomes.

This process can significantly enhance motivation, focus, and the ability to identify opportunities aligned with one's aspirations.

However, visualization alone is not a magic wand.

The bridge between visualization and actualization is built with the bricks of physical action.

Without taking deliberate steps towards your goals, visualization remains a dream unanchored in reality.

Going back to when I was a kid daydreaming of becoming a professional goalkeeper, I would NEVER have become a professional if I did not physically get onto the football field more or less every day throughout my childhood and worked my socks off in goal, making

thousands upon thousands of saves.

All the daydreaming in the world would not have helped me, I also had to put in the hard work on the field- which thankfully I did.

The importance of taking physical action cannot be overstated.

It is the engine that propels dreams from the realm of imagination into the tangible world.

Dreams, no matter how vividly imagined, require effort, perseverance, and tangible steps to become realities.

This chapter emphasizes the critical transition from visualizing your dreams to taking concrete actions towards achieving them.

It's about turning "what if" into "what is."

First, understand that visualization serves as the blueprint.

Just as architects don't stop at creating blueprints but proceed to the actual construction of buildings, individuals must not halt at visualization.

The real work begins when you move from dreaming to doing.

This phase involves planning, setting actionable goals, and dedicating time and resources towards achieving them.

It requires discipline, a willingness to face challenges, and the resilience to overcome them.

Second, taking action breeds momentum.

Each step taken towards your goal not only moves you closer to your dream but also builds momentum, making subsequent steps easier.

As you start to see the fruits of your labour, however small, your belief in the possibility of achieving your dreams strengthens.

This belief, in turn, fuels further action, creating a positive feedback loop that propels you closer to your objectives.

Third, the physical act of working towards your goals facilitates learning and adaptation.

The journey towards achieving one's dreams is rarely linear.

It involves trials, errors, and continuous learning.

By actively engaging with your goals, you gain insights into what works and what doesn't, allowing you to adapt and refine your strategies.

This process of learning and adaptation is essential for overcoming obstacles and ultimately achieving your dreams.

Furthermore, taking action connects you with others who can support your journey.

Networking, seeking mentorship, and collaborating with others can open new avenues for achieving your goals.

These connections are often instrumental in providing resources, advice, and encouragement needed to navigate the path towards your dreams.

In conclusion, while visualization is an amazing must-do tool for setting the stage for success, it is the act of taking physical steps towards your goals that brings your dreams to life.

The transition from visualization to action is where the potential is transformed into reality.

Therefore, as you visualize your dreams, also plan your actions.

Embrace the journey with discipline, persistence, and an openness to learn and adapt.

Remember, your dreams don't work unless you do.

Take that step, however small, towards your dreams today, and keep moving forward.

The realization of your dreams lies not just in seeing them in your mind's eye but in the actions you take to make them your reality.

Chapter 15:

Extra Time

As we reach the closing moments of this journey together, it's like entering into extra time on the football field—those final, decisive moments in a match where everything you've worked for is on the line.

From my humble beginnings on a working-class estate, dreaming of becoming a professional goalkeeper, to the reality of living that dream for a decade, playing in front of tens of thousands of supporters, my path has been both challenging and rewarding.

The same principles that propelled me onto the professional stage allowed me to navigate the world beyond football, leading to the development of several businesses and the authoring of 10 books at the time of writing.

My sincerest hope is that within these pages, you've found not just a story, but a source of inspiration and practical advice to apply in your pursuit of excellence.

If this book helps you in any way, then every word has been worth writing.

Yet, my biggest wish for you is not just to read and appreciate these lessons but to act upon them.

It's the action that separates dreamers from achievers, the tentative from the triumphant.

The majority might read these words, nod in agreement, and then place the book in a drawer, letting the lessons fade away.

But I believe you can be different.

I believe in the power of action—of taking these lessons from the realm of ideas into the reality of lived experience.

It's those who take action who see results, who transform their lives, and who ultimately find success.

I want to express my profound appreciation for your trust in me.

By choosing this book, by investing your time and opening your mind to my story, you've shown a willingness to learn and grow.

That, in itself, is a significant step towards achieving your dreams.

As we part ways, remember that your journey is unique, filled with its own challenges and triumphs.

Yet, the core principles of determination, hard work, and the relentless pursuit of your goals are universal.

Take these lessons, apply them with courage and conviction, and never shy away from the effort required to turn your dreams into reality.

My parting wish for you is not just success in the conventional sense but a life rich with purpose, passion, and fulfilment.

Believe in yourself, take action, and never forget that the most extraordinary achievements often start with a simple decision to at least try and just give things a go.

Thank you for sharing this journey with me.

Here's to your success, in whatever form that takes, and to the extraordinary life that awaits you beyond these pages.

Remember, it's not just about reaching your destination but about embracing each step along the way.

Go out there, chase your dreams with everything you've got, and never, ever, EVER give up.

Your Friend

Ray Newland

More Resources From Ray Newland

To find out more about how I can help you achieve your dreams, please follow the links below.

www.raynewland.com

My website gives an overview of all my books, services and websites and how I help others.

www.j4ksports.com

This is my goalkeeper glove website: Please use the discount code J4K20 at check out and get 20% OFF your goalkeeper gloves **FOR LIFE**... as a thank you for reading my book.

www.gkmastery.com

If you are in the 1% of goalkeepers who want to achieve their dreams and become a professional goalkeeper, or semi-professional goalkeeper, gain a college scholarship in

the USA or simply want to become the best goalkeeper in your league.

Visit this website for an opportunity to personally work with me on a one-on-one basis.