

NEXT SHOT MATTERS

HOW TO MASTER FAILURE



The Six Figure Mindset
By Ray Newland

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In my book series ‘The Six Figure Mindset’ so I can get right down to giving you sound advice, I do not waste too many pages explaining who I am, because I want my books to have an instant positive impact on your life.

The success traits I teach in this book, and in my book series has helped me to achieve my dream of becoming a professional goalkeeper (soccer), helped me develop a seven figure property business and helped me take two businesses internationally. And what I teach, honestly, please take my word for it - **ANYONE** can learn these success traits and habits and improve their life.

I will only very briefly introduce myself in a moment, and if you still feel you need to know more about me

and how I have helped thousands of people around the world, and more importantly how I can help you, check out www.raynewland.com

The Six Figure Mindset book series are designed to be read and listened too ideally in just one sitting and each book focuses purely on just one success habit, because this is easier for people to digest, but more importantly take action.

I want you to read and or listen to my books that same day so you can then be immediately implementing the success trait that you will learn in each book, so you can see instant results in your life.

So in each of my books, I focus purely on one success trait that will 100% improve your life!

I decided to write my books in this way because of my experiences of reading hundreds of self help books over the many years.

Most of the self helps books that I read, went on for four, or five hundred plus pages, and took me that long to read, (I am talking weeks) because life just got in the way.

So I always felt I missed out on some of the vital success traits that these authors were trying to teach because by the time I had finished reading some of these books, I forgotten about the lessons taught in earlier chapters.

So most books that I read where personally a waste of time for me, because they just dragged on far too long.

So because of these experiences, and also because I want my readers and listeners to get more or less instant results, I have just focused on one success trait per book, and kept my books short but to the point.

So I have written my book in such a way, you can read in just one sitting, learn the success trait that I am teaching and then more importantly implement this success trait into your life - **immediately THAT SAME DAY!**

And the beauty about my little bite sized books, if you did not entirely understand the lesson taught and or you tried the success trait and you maybe did not grasp it first time around, you can very simply and quickly, go over my book again in another quick sitting.

You do not have to reread a four or five hundred paged book!

Again this is from my own personal experiences, where I have read a book, and I could not grasp the lesson the author was trying to teach me. But because the authors book was that long with too many pages, I just could not be bothered going back and rereading this book because I had mentally moved on from the interest of reading this particular book.

I am guessing you have probably done this yourself, bought a book, but because you took so long to read because of your busy schedule you had forgotten most of the authors

lessons within this book, and this book is still probably still sitting on your bookshelf right now.

I know this, because my books shelves are full of half read, and or even three quarter read books.

Because life is just so busy now for most people, I do not want you or any reader to have these same experiences with my book, hence why I have written them in such a short simple way, were they are short but to the point, but more importantly, you can instantly put these success traits into action into your life the very same day you read or listen to my books!

Also, in all my book's there is an action plan designed to make sure you implement these success traits, so you can reap the benefits. I cannot stress the importance of doing these actions plans!

So please make sure you grab a pen and paper when you come to action plan part of this book, and not only write

down what I advise but more importantly ACT on this advice.

I promise you, it will change your life!

Okay before we dive into this book, let me very quickly introduce myself.

My name is Ray Newland and I was born in Liverpool, United Kingdom.

I was brought up in Norris Green, one of the poorest council estates in my hometown of Liverpool, England.

And so like most children around the world growing up on a poor council estate, the odds were stacked against me.

However, after many years of hard work and rejection, after rejection, I achieved my dream of becoming a professional goalkeeper (soccer) at the age of eighteen years old.

Then for ten years, I enjoyed playing in front of tens of thousands of supporters, until a training ground injury prematurely halted my career, aged just twenty eight years old.

I then went from my dream job, to being broke, in debt and living in rented accommodation with my wife and children within just a few short months, because soccer, well football to choose the proper name, was all I knew.

And because I had no formal qualifications to my name, and I never had a plan B, I ended up working ridiculous long hours, packing blood for minimum wage.

This job was soul destroying, and for the next eighteen months, I personally and mentally thought I was not going to make it. But only because I had to provide for my wife and children, let's just say I would not be here today because I had hit rock bottom.

In fact mentally I was in the gutter.

Thankfully I got involved with a network marketing company and even though I lost more money than what I made with this company, my up line mentors in this organisation explained to me the importance of continual education and learning from the successful people in life.

And so, after over ten years of leaving school, I started reading educational books again, thanks to my up line's advice.

As a professional goalkeeper, and throughout my adult life, like most people sadly do, I read all the useless negative stuff in newspapers and or magazines, just to see which famous movie star had fallen off the band wagon that week.

But when I realised reading and listening to all this negative crap from the media was having a negative impact on my life, I immediately stopped reading the newspapers and listening to the news, and my life changed for the better.

And I can honestly say that I have not bought a newspaper in over 30 years, and this is something I strongly recommend you do also!

Stop buying the negative crap and start learning from the winners in life - this is what I did!

Because within five years of reading from the winners in life and educating myself in business and developing my mindset, I was financially free aged just thirty four years old.

I did this by taking my goalkeeper coaching schools called Just4keepers around the globe. At the time of writing, Just4keepers is the leading and largest goalkeeper schools in the world, operating in thirty seven countries and across six continents.

I remain at the time of writing, the only goalkeeper coach in history to take a goalkeeper coaching concept around the world, and I have helped more young goalkeepers

to achieve their dreams, more than any other goalkeeper coach in history. This is something I still do to this day, and which I am super super proud of.

I also have developed the J4K goalkeeper gloves, which is one of the most trusted and successful goalkeeper glove brands globally because I have given customers a better alternative, rather than going to the so called big brands.

J4K, by the way is short for my other company name Just4keepers.

I have also achieved my dreams of becoming a published author (Eight books at the time of writing), and achieved my dreams of emigrating to the USA, but now live in between the USA and the UK.

I have had my first share of success, and of course failures.

But by far my biggest success is I have helped thousands of people around the world to achieve their dreams,

with my Just4keepers organisation and my self help books. And it is now my dream to help you to achieve your dreams and goals, in any small (or big) way that I can.

Also a quick fun fact about myself, is that I married Paula my childhood sweat heart, in Liverpool on Christmas eve 2004, where we unofficially broke the Guinness book of world records, where we had 147 best men at our wedding.

The 147 best men where actually my goalkeeper students, aged between seven years old and twenty two years old, and because my best men where not in traditional wedding attire, they wore T shirts that stated '*I was the legends best man 24/12/2004*' this is why we did not get the official world record award, which was a shame and also nonsense as there is no such thing anymore as traditional wedding attire.

By the way, the legend statement on the t shirts was a tongue in cheek private joke between myself and my students. I certainly do not see myself as a legend.

It was an amazing day, a day that I will never forget. The church sat four hundred people, but we had over six hundred guests, and this was on Christmas Eve!

And how many people do you know that sang Santa Claus is coming to town on their wedding day.

Yes my wife has the patience of a saint to put up with my sense of humour.

I still to this day get ex students of mine who attended my wedding all those years ago, who are now adults with their own family, who will message me and tell me that my wedding was one of the highlights of their childhood and that they still have my t shirt that they wore on my wedding day - how cool is that to have such an impact on my ex

students lives that they still message me many many years after this event.

Okay, so how did I achieve this success for myself, and more importantly, how can I help you?

Well, the success traits I teach within this book, and in my other books in ‘the six figure mindset book series’ will show you how to achieve anything you want out of life, seriously!

And I honestly mean this when I state, if a thick scouser¹ like me, can achieve their dreams by learning these success traits, anyone can.

I sincerely hope you read all my book BUT more importantly implement the same skills that I have used most of my life and what I am about to teach you, and then like me...

¹ A scouser is someone who comes from Liverpool

You will live a life, most people will only ever dream of! ’

All the very best

Ray Newland

*‘If you want to be better than
average, you must be prepared to do
more than the average’*

Ray Newland

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NEXT SHOT MATTERS

How to master failure

I know this is a strange title for a book re helping you to succeed in life and business, but if you understand failure, it can be your secret to success.

As a professional goalkeeper, there were a lot of training sessions that were very very hard, especially goalkeeper training, (this was my position) which is very intense because you have to pick up and throw your own body weight around for long bursts of time.

So it is only natural that you get tired very quickly and then normally when tiredness kicks in, mistakes happen.

Every one of my goalkeeper coaches had the same amazing saying, which I believe has helped me immensely in business... and life.

And the saying is '*The next shot matters!*'

Now, let me explain further.

In a one to two-hour long training session, I might have taken upwards of 500 shots at me, which I had to save.

Obviously, the more tired I got, the more mistakes (failures) I made.

Let's just say I dropped a lot of soccer balls in training.

So when I dropped a ball or made a mistake my goalkeeper coach would shout to me, '*Next shot matters!!!*'

Make sense?

Probably not at this stage, so let me explain what my goalkeeper coach was trying to teach me, which I now use in my business and personal life.

In soccer (sorry football), the worst thing a player can do is to dwell on a mistake, because this will eat away at their confidence, which will affect their focus and eventually their performance.

As a professional football player, you must learn to move on from any mistake, in the blink of an eye!

Because if you do not learn this skill, your career will not last very long.

So I was taught by my goalkeeper coach that if I made a mistake (failed) to immediately forget about it and just keep doing what I knew what I was good at.

So when I dropped the ball and or conceded a goal that I should have saved while training, my goalkeeper coach was educating me by shouting '*Next Shot Matters*' - to get me to forget my mistake (failure) and just focus on the next shot.

Because this was the only thing that mattered now, the next shot!

My goalkeeper coach was educating me to think of always moving forward (Next Shot), rather than dwelling on my mistake (failure), which would definitely drag me backwards.

This saying got drummed into me so much, that as soon as I made a mistake (failed) while I performed in training, I instantly forgot my mistake (failure) and was already looking for the 'next shot' **even before** my goalkeeper coach had shouted... *Next shot matters!*

I was instantly forgetting my mistake, and it was amazing really, because when that next shot came in, I had that additional focus.

So 99 % of the time, I was more focused and the next shot would normally be a perfect catch or save.

As a young goalkeeper I did not realise the positive impact that those words, '*Next shot matters*' would have on my life, and I believe it was something that has propelled my success, after my professional goalkeeping career was over and I went into the real world.

So how did this simple word '*Next Shot Matters*' transfer into my business and personal life?

It basically made me realise that if I failed at something in my business life, all I had to do is forget about it in an instant and focus on the next task at hand, which was '*the*

next shot’ or really ‘*my next action*’ matters.

This was a massive life lesson I learned, which was to immediately forget my mistake and just focus on moving forward.

In fact it was not until I had been in business for several years that I realised just how much my goalkeeper training helped me in business, especially dealing with failure.

So going back to the title of this chapter, *How To Master Failure*, what does this actually mean?

Does this mean it’s okay to fail?

Well, yes and no.

One of the things you need to realise right now is, you *are* going to fail from time to time.

I do not care how perfect you are, how good you are at your job or business, you are going to have your failures.

It is only natural and part of life and growing as a person.

So what I mean by the title of this book, is understand that you will fail from time to time but the key is to be comfortable with failure, because you know your mindset will instantly say to you '*Next Shot (or Action) Matters.*'

So you get on with your life, and your next action will be a success or at least lead you closer to your success.

Once you understand this thought process, when you do fail at something it does not cut you off at your knees, because you will understand it is only a temporary failure, and as long as you learn from this mistake or failure you know, for the most part, you will eventually succeed.

There is no better feeling than knowing you are going to achieve the goal that you have set out for yourself.

Failure also reminds me of a short story I once heard.

This was about a butterfly trying to get out of its chrysalis.

A father was with his 10-year-old son and they were watching this poor creature for what felt like an eternity, trying to get out of its temporary surroundings.

After a while the father could not bear to see this poor creature suffer, so he took out his Swiss penknife and ever so gently cut open the chrysalis to free the butterfly.

However, instead of the butterfly flying away, sadly it fell to the floor because it could not fly, and eventually perished.

A park ranger who had seen the father attempting to free the butterfly was on his way to try to prevent this father's apparent kind action, and yelled at the father, '*Why did you do that? The creature is now going to die.*'

The father, seeing the park ranger's anger nervously answered, '*I saw the butterfly struggling, so I only wanted to help!*'

The ranger answered, '*The reason the butterfly fell to its death is because it needed the struggle and battle to get out of the chrysalis to strengthen her wings. **Without this struggle** she has not built up the strength to fly!*'

Whether this story is true or not I do not know but the human mind is like this butterfly.

Without our struggles and battles (our mistakes,

failures and challenges) our minds have not gained the mental strength to **enable us to fly**, which is to achieve our dreams and goals.

Most people are afraid to fail and either just stay in their chrysalis, or for the most part, take the shortcut in life and ask to be cut free.

“It’s only when you

risk failure that you

discover things.

When you play it safe,

you’re not expressing

the utmost of your

human experience.”

Lupita Nyong’o

Either way, like the butterfly, this normally ends in disaster for the person.

So why are people so fearful of failure?

I put this down to poor programming from schools, parents and our peers, especially the media, because throughout life we are taught that it's wrong and or bad to fail.

Also, one of the biggest negative influences in our lives now is that big square thing in our homes!

I am talking about the TV.

Every day people are getting brainwashed and programmed by negative media, films and tv soaps that for the most part, laugh and ridicule people who fail.

Consider the so called 'talent' shows on TV, which have the public hypnotised.

These shows are not about the talent, they are sadly about watching some of the people make fools of themselves.

For some reason people are obsessed by seeing others fail or make fools of themselves, which is a real poor characteristic of human beings.

I am not even going to go there with the negative influence from social media.

So, years and years of this type of terribly programming can only have a negative effect on people!

Sadly, most people are so frightened of failure, thinking they will make a fool of themselves in front of others, they sadly do not even attempt to succeed at anything, instead opting to stay in their chrysalis.

Most people who want to be successful have a problem, which is, they have few people to draw strength from,

because most people they know are sadly negative about failure.

For example, how many times have you heard negative talk when people start their own business?

Usually it is something like, *'Don't do that! What happens if you fail? You will end up on the street.'*

OR

'Have you seen the competition? You are leaving a safe secure job and going into a business that is saturated. You're crazy!'

Or have you gone to buy your own house only for your peers to say, *'Mmmmm, that is risky, you are putting down a big financial deposit. What happens if you cannot pay your mortgage? You may lose your house!'*

Here's a true story, I remember telling my family that I was thinking of becoming a professional landlord and that I wanted to buy at least ten houses to rent out for my long-term planning.

I could actually write another book on the comments from friends and family members who all tried to advise me that I would fail.

They nearly won me over, and I almost abandoned my attempt to go into property on the basis of possible failure.

This was other people's fear of failure by the way, not mine!

Sadly, my own family nearly talked me out of buying property investments.

However, subconsciously I heard the words, '*Next Shot Matters*' and away I went, I never looked back and have

built up a sizeable property portfolio.

The sad thing is, the people who try and warn you about failing are often the closest people to you and probably love you, very very much.

They are not trying to sabotage your life, but sadly their mindset on failure is so set in stone, that they are actually genuinely worried about you.

So, like I stated above, it's their fear of failure, not yours.

This is why it is **VITAL** to your success that you find likeminded people who will shout at you, '*Next Shot Matters*' and encourage you to chase your dreams.

You have probably heard the following saying many times before by successful businessmen and women, and that is '*I failed my way to success!*'

I believe so much in this statement because I myself failed my way to success!

Actually, even to this day I am failing, but it does not faze me, I just look for that *Next Shot!*

I also LOVE this saying, *'There is no such word as failure you are just failing. You are only a failure if you give up and stop!'*

So do not stop!

Hopefully I have made my point about failure.

The key is *not to give up*.

Do not listen to negative people.

Do not let your TV negatively brain wash you.

Do not waste your time on social media.

Do not let our negative media negatively influence you.

In fact, try your best to step away from ANY negative

influence in your life.

Instead, try to find likeminded successful people who will encourage you to fail your way to success.

If you want to succeed in life, it is so so important to surround yourself with people, events, information (like books and courses) that is positively helping you move towards your dreams and goals.

The more you do the above and keep the negative influences away, honestly, please please believe me, this will strengthen the chances of your success and happiness.

Okay, what can you do to become a master of failure, and use failure to propel your life forward?

Well, the action plan in the next section, will help you do just that.

ACTION PLAN

How to master failure

Please follow these few steps below – **It will change your life forever, if you consistently follow this action plan...**

I want you to think about something that you would love to succeed in, but for whatever reason, you keep failing or you might not have even started yet, because you are scared of failing.

It does not have to be a huge goal, it might be something very simply like, to get out of your current dead end job, and find a job you are more enthusiastic about, and or maybe starting a part time business that you are passionate about, in your spare time

Do not worry at this stage if you do not think you can achieve this goal, just trust the process and write down what you would love to achieve.

Write it down here:

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Now you have written down what you want to achieve, what I want you to do now is list at least ten action points that you BELIEVE you can do achieve this task.

For example, if you want to find a new, and or better job, write down,

1. What do I LOVE doing?
2. Where can I find a job that I am passionate about.
3. Is there a person I know (or who I can get to know) who is already doing my dream job
4. How can I spend more time with this person to ask them what they did to land this job, and how can I emulate their success/ process.
5. Where can I find job postings for this type of job.
6. Can I volunteer at one of these companies, to get

my feet under the table, and show this company what I am capable of.

7. Do I need to get educated, take a course in my spare time etc, to give myself a better chance of landing this dream job.
8. Can I start a website, blog and or podcast on this profession, so companies in this profession get to see and hear who I am. Again to strengthen my chances of getting an opportunity.
9. Can I find the top 5 to 10 companies that I want to work for, and ever month, send them my CV, to prove how keen I am to work for them
10. Will I promise myself that I will do just ONE THING each day, no matter how small that will edge me towards my dream job.

Write down your ten action points now, no matter how small your action point is, in fact the smaller the action the better!

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

If you have written down your ten action points, well done, seriously this is one of the most important processes and you have already put yourself into the 5% of people, because sadly the majority of people will refuse to write down any action points (because they are afraid to fail) and so as a result, sadly they will fail.

So by writing down your action points, did you know you have already taken the first step on your journey?

And as the saying goes, the first step, is always the most important.

So congratulations!

Also did you get on to what I stated in a previous page, when I wrote, ‘in fact the smaller the action points the better!’

Why did I ask you to write small action points?

As obvious as this sounds, you are more likely to achieve and or tick off your tasks, if you keep them small.

We are taught to reach for the stars, set BIG goals and dreams, which is still good by the way.

But here is the problem. Setting BIG goals is too much for most people.

It was for me.

Most people are not taught in schools, and or, by their peers how to hit goals, so if most people set a BIG goal, it will frighten them into submission and they will be stopped with the thought of failure, and or the first time they fail.

This is why in my example, I set the BIG goal, which was to find a new or better job, but then encouraged you to write down ten bite sized **manageable action points, or tasks.**

Because a small action plan or task, is much more easier to do, than one BIG huge goal.

And the more smaller manageable bite sized action plans and or tasks you complete, will lead you to your BIG goal.

Going back to my days of being a professional goalkeeper.

My BIG mission and dream every week, was to be picked for the first team, so I could play in front of thousands of supporters every single week in the stadiums where I and my teammates performed against rival professional teams.

But if I was to think about and focus on this BIG dream every day, it would have been overwhelming.

So what I did each day in training, was simply focus on my Next Shot, then my Next Shot, and so, these hundreds, if not thousands of tiny bite sized actions, and little wins each day, led me to my ultimate big goal - which was to perform each

week in stadiums full of screaming fans.

And this is what you must do, once you have picked your big goal, dream and or what you want to achieve in life, break it down!

Break your BIG goal down into tiny bite sized easy to do tasks, because each little task and little win you complete each day, will lead you to your big dreams and desires.

Also, each little win you have will develop your confidence, and as your confidence grows, will give you even more confidence you will achieve your dreams and goals.

So break down your BIG goal, into bite sized tasks.

By the way, there is no other way to achieve success in your life.

Please do not take any notice of these so called influencers and or gurus online, promoting overnight success, this is

complete and utter bull shit!

The secret to your success, as simple as it may sound, is..

1. Decide what you want to do in life...
2. Create tiny bites sized tasks that you complete each day, and you do not stop until you achieve you BIG goal!

No matter how long it takes!

Woody Allen the American actor once said, 80% of success is just turning up.

So just turn up by completing one small task each day.

And this is the same when you deal with failure, 80% of your success is just turning up to deal with the action you need to take to turn your failure into success.

Remember when you are trying to achieve your goals and nothing seems to be going your way, just keeping trying and never give up.

This leads me onto some amazing advice when you are dealing with failing, and that is...

*“You can’t let your
failures define you.*

*You have to let your
failures teach you.”*

Barack Obama

Never Ever Ever Ever , Give Up!

When England was in despair and facing untold adversities as the Germans were about to defeat them in World War II, the then Prime Minister at the time Winston Churchill addressed the English public and urged them to Never, ever, ever give up!

This is one of my favourites sayings of all times and something that I live my life by.

Again, I do not know how I managed to get this vital success trait, as I seemed to have it in abundance as a child.

I basically did not know what the word 'NO' meant.

Now please do not think I was loud, cocky, confident just because I state I did not know what the word ‘no’ meant.

Far from it, I was the complete opposite. I was a very shy, quiet, under confident young man but my dream was to become a professional goalkeeper as you now know and really it was a miracle that I achieved my dream because I got rejected time after time when I went for football trials.

What football trials mean by the way is when a professional football club in England want new players they will invite players to their club to play trial football games and pick what they think are the best players.

I attended many MANY of these trials but was told many MANY times that I was not up to standard.

However I had this burning rage inside of me and belief that I was good enough to achieve my dream and that

the coaches were all wrong who said I was not good enough.

So I never ever ever , ever gave up!

To me it was *the next shot matters*

From the age of 14 years old I embarked on my dream of becoming a professional goalkeeper, so I would write and write to football clubs asking what dates their trials games were being played, and or I would write to a football club explaining about my strengths (basically trying to sell myself) and asking if they had a vacancy at their club for me.

Time and time again, I would get rejection letter after rejection later stating I would not be getting invited to their professional club because they felt I was not good enough.

This would really anger me and my father and I would say to my dad '*How do they know I am not up to standard, I have only written a letter, they have not seen me play,*

how can they make a decision on a letter!'

I kid you not, I must have written 200 to 300 letters every year to professional football clubs from the age of 14 years old, only to get a no, after no, after NO!

By the way, this was before email, computers and photo copiers etc, so I had to hand write every one of these letters!

Did this bother me?

Yes it did big time, it angered me, frustrated me, deflated me and yes, I did feel like quitting on more than a few occasions.

However for some reason like I stated on another page, I was born with a chip inside me, and I do not know where it comes from, but I just do not take no for an answer when there is something I want to achieve.

So these letters of rejection actually motivated me to never, ever ever give up.

So I just kept on going, as I believed 1000% in my abilities.

However after a good few years of trying, can you imagine how delighted I was when the most capped English player in history, Peter Shilton, gave me my first professional contract.

Also what was so special about Peter, he was the most successful goalkeeper in English history.

So can you imagine how I felt as a young goalkeeper that Peter Shilton the most successful goalkeeper ever in **English history** thought I was good enough to give me a professional contract.

I remember coming out of Peter Shilton's office still in shock that I had achieved my dream and had become a

professional goalkeeper when it suddenly dawned on me.

All those hundreds of rejection letters, all those arrogant coaches who told me to give up on my dream, they were wrong... and I was right.

I did have the ability to go all the way and achieve my dream, because failure did not deter me!

This was an experience that I will never forget and still helps me to this day when I am starting a new project or business venture and I get the so called experts saying to me, *'mmm, if I was you Ray, I would quit!'*

When this happens, I simply remember all my rejection letters and Peter Shilton, and just because people say no, it does not mean the collection of these people are correct, because in life normally the herd, the crowd, the SHEEP, are wrong.

So if you are doing a project, job or venture at present the chances are you will have some type of ‘so called expert’ telling you not to bother, to quit and or try something else.

My and Mr Churchill’s advice to this is, if you believe with all your heart that you have the ability to achieve your dreams and goals, Never, ever, ever, EVER give up!

If you listen or read about the successful people in life, most will tell you that their success came just when they were about to give up on their dream.

They had persisted, persisted and persisted and were about to give up when they decided, I will give it one more go!

And this is when they had their lucky break at the very last throw of the dice but this would have been long after the average person had quit.

This is exactly what happened to me, I tried and tried for years and then I went on trial to Plymouth Argyle football club and in my mind I said, *'This is it Ray, this is your last chance, if you do not get a professional contact it is time to move on and look for another career.'*

This is how close I came to not becoming a professional goal-keeper.

However, thankfully this last throw of the dice proved to be my home run.

However it took me almost six years of rejection after rejection.

Looking at my experiences how many people would have given up after just a few months, never mind six years?

Sadly, 99%!

But the good news is, if you can act like the 1%, you strengthen the chances of your success.

So having that urge in me to never, ever, ever, ever give up certainly played dividend for me.

And can for you!

*“Many of life’s failures
are people who did
not realize how close
they were to success
when they gave up.”*

Thomas Edison

Know When To Quit!

This might sound a little crazy stating this, especially after me giving you the motivational rah rah in this book, but you must also know when to quit.

Going back to my example, if I would not have got my professional contract at the last throw of the dice at Plymouth, I would have 100% started to look at another career because I know there is a time you must say to yourself, enough is enough, it is time to move on.

You must know when it is time to move on, however sadly some people do not know when, and end up chasing a dream that will never sadly happen for them.

True Story.

As a professional soccer player when I signed for a new club, within a couple of weeks of signing I would get a phone call from an old friend who grew up on the same housing estate as me whose dream also was to be a professional football player.

I will call him John to protect his name.

Sometimes, I would not even be at my new football club one week, when I would get a phone call from him saying,

'Hi Ray, I hear your now at XYZ football club, can you put a good word in for me so I can get a trial?'

I did put a good word in for him at the first club I played for but when I was abruptly told by the coach that I was there to play for the club, and not recommend my friends, I learnt my lesson and never asked again.

Unfortunately for John the many MANY trials that he had, he sadly never achieved his dream and never become a professional player.

I lost touch with John for several years as you do with people as they come and go in your life, until one day I was in my home town of Liverpool, UK.

I was now about 29 years old and my football career was over through injury.

I was enjoying my city with my wife when I heard a familiar voice shout '*RAY!*'

I turned around to see John jogging across the road to me.

We gave each other a big hug and I said, *'Hi John, great to see you!'*

After a bit of small talk my jaw hit the floor when John told me that he had just sent off more letters for trials with professional clubs and that he never held down a full time solid job because he did not want his job to get in the way in case a football trial came up.

Now as I said above, I was 29 years old and John was at least one year older than me, so he was at least 30 years old.

Now at 30 years old, most professional players are coming to the end of their career but here was my old friend trying to achieve his dream when really he should have stopped eight or nine years earlier.

I never had the heart to tell him that he was wasting his time but I think he was that deluded, no matter what advice I gave him he would not have listened anyway.

Now even though I really felt for John and I sincerely wished that he had achieved his dream (which he did not by the way) this was absolute madness because he had wasted about five years of his life.

So even though I think it is vital to persist and never give up on your dreams, you must know when to say enough is enough.

So no matter what YOUR dream is, never, ever, ever, give up on your dream... but remember, know when to quit.

Know Your Age Demographic

So not to be like my friend John, one of the things you can do when you want to achieve a certain dream or goal, is look at people in the role that you want, and gauge the age people get into these roles.

I will use professional football as an example.

Most professional football clubs sign players between the age of 18 years old to 25 years old, as the backbone of the team.

They will also sign a handful of professional players between the age of 26 years old to maybe 33 years old, as experienced players, to help develop and bring on the younger players at the club.

However these older players, would have come through the system and played professionally first, between

the ages of 18 to 25 years old, to gather that experience.

So if your dream is to become a professional football player for example, you know your window of opportunity to achieve your dream, will be between the age of 18 years old to 25 years old.

And so, you will know as you get older each year, your chances of becoming a professional football player will decline, and after the age of 25 years old, you will probably know your chances will be more or less zero.

So once you know this age demographic of the role, position you want etc, this gives you an age time frame for you to aim for.

So knowing what this age demographic is, is very important, because it will give you ALOT of focus as you will have a target date to aim for, like I have already stated.

But also, why this can be advantageous, if you do not hit your dream or goal by this age time frame, you will know it will be time to move on, and you will not sadly be like my friend John who wasted a large portion of his life.

This is why I believe it is important to have two irons in the fire, because if you do have to walk away from one opportunity, if you have something to fall back on this will help you in your quest to chase your dreams.

Also remember, if you do not achieve one dream, there will always be another dream to chase!

My Final Strong Recommendation.

In closing this book, what I would like you to now please do, is go to the pages where you wrote down what you want to achieve next in life, and also the ten small action points you wrote.

So go to the action plan part of this book!

I then want you to promise me and yourself that within the next 24 hours of finishing my book, that you will accomplish and tick off, the easiest task on your list.

Please, just tick off ONE task!

And then promise me and yourself, within the next seven days, you will accomplish and tick off, just two more action points/tasks.

Please just start!

Do not be like most people, who will just put my book on their shelf only to gather dust.

I wrote this book, so it would encourage you to take action..

So please take action!

I promise you, if you do this and get into the habit of crossing off the tasks on your list, whatever that big goal you wrote down, it is only a matter of time before you achieve this big goal for yourself.

But please remember, whenever you are chasing your dreams and or goals, it is ok to fail.

In fact, the chances are you will have your failures, this is only natural but no matter what goal you are trying to achieve

and you are having the frustrations of failure...

Always remember, *Next Shot Matters*.

I promise you, if you go through life with a goal-keepers mentality, and you are always looking for that next shot when you have dropped the ball, you **WILL** achieve your dreams and goals.

To your success Ray Newland

www.raynewland.com

Bonus Chapter!

If you have read other books of mine, you have probably also seen this bonus chapter in my books, because I believe this is the most important habit any person should focus on **every day of their life...**

Even if it is just for a few minutes each day!

I also deliberately leave this chapter until the very end of my book(s) because I want this success tip to stick in your mind.

So what is this life changing success tip?

*“Don’t worry about failures,
worry about the chances
you miss when you
don’t even try.”*

Jack Canfield

Continuous Education.

There is an amazing saying that I learned as a professional goalkeeper and that was...

'The moment you think you know it all, it is time to quit!'

It does not matter how experienced you are, you can always learn something new from someone.

Professional football is so competitive you are always looking for the edge to make you a better player.

Even if some new information enhanced your performance by 000.1%, you would take it, because in the professional sporting world, 000.1% could be the difference between a win or a loss.

When I first started my business after losing my goalkeeping career, for the first 2 years I really struggled to grow my business, and even though now it was obvious, back then I did not know why.

What I am talking about here is continual education.

Or to choose a better word, I was **NOT** continuing my education!

As a professional goalkeeper, I knew the importance of taking every single opportunity to develop, to become a better goalkeeper (continued education).

I would hang on to every word my goalkeeper coaches would say to me, and I would ask them everyday, what I needed to do, to improve as a goalkeeper.

But in business I just did not realise that I had to do the same thing...

BUT this time to develop and educate myself, as a businessman and person.

It was not until I joined a network marketing business that opened my eyes to the importance of continued education and more importantly making sure that I grew as a person, which I finally started to do, and this is when my business started to take off.

You see, as a professional goalkeeper, I was doing this naturally but it wasn't until I started getting educated by my up-line in the network marketing business that it dawned on me that I had to continue to get educated throughout my life.

Just like I did when I was a professional goalkeeper.

When I realised that my competition in business would be seeking to get more and more educated to beat me, I set one of the most important goals that I have made, **and that was to continually learn, and grow my mind.**

I would listen to audio recordings, attend seminars, read and associate with like-minded people – anything to improve myself as a businessman and mindset, I would do.

This had a major positive impact on my business, and more importantly, my and my families life, so I **strongly recommend** you make continued education a part of your life.

There is another fantastic saying that states, '*All leaders are readers!*'

After I left school and I became a professional goal-keeper, (and become a working adult) like most people, I never bothered reading another educational book, because, in

my eyes I thought, I have been to school, why do I need to keep educating myself.

I would read all the negative stuff, like newspapers and magazines to find out which famous movie star had fallen off the wagon that week.

All the information that does not move you forward... I read!

But I stopped as soon as I realised the damage reading this trash was doing to my finances, my thoughts and actions, and I can honestly say I have not bought a newspaper for easily over 30 years now.

And this has changed my life!

I would recommend to anyone reading this book to **STOP** reading newspapers and similar trash!

Also try and stay off social media as much as you can, as this will just turn your mind to negative mush.

Your life will change for the better with this one small action.

And this is to also continue with your education and grow your mindset.

In business, some of the most successful people I have met are always hungry for more information, they read anything that they can get their hands on that is relevant to their business, beliefs and interests.

This chapter is simple, so I am not going to write a load of waffle to make this vital point – but you need to grow and develop as a person **on a daily basis**.

Because if your competition are getting better educated than you each day, you are going to eventually be in big trouble.

If you want to be the best in your sector or at least have any chance of a successful business, job and happy life, it will help you massively if you continually seek further education to develop your mind – **full stop!**

The key is to make sure you read information that is relevant to you and your dreams and goals.

And even if it is just for a few minutes each day, do something that makes you that little bit wiser!

Good Luck!

My invitation to you

I sincerely mean this, if I can help you in anyway, please drop me a email at my website below.

I promise you, **I will personally respond** to your email and if I can help you out in anyway, I will.

For More Help, Advice, Books,
Audio and Video Programs Check Out
www.raynewland.com