



MILLIONAIRE SUCCESS *Traits*

THE DAILY HABITS TO HEALTH,
WEALTH, HAPPINESS AND SUCCESS

BY INTERNATIONAL COACH AND BUSINESS ENTREPRENEUR

RAY NEWLAND

Millionaire Success Traits

*The Daily Habits To Health,
Wealth,Happiness And Success*

By

Ray Newland

If you want free help, advice and tips on how I achieved financial freedom within 5 years of losing my job as a professional goalkeeper (soccer) through injury, and living in rented accommodation and being broke and in debt...

Check out www.raynewland.com

Let me show you how to live a life with no limits, and

Live a life, most people will only dream of!

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INTRODUCTION

I really believe that my book Millionaire Success Traits can help anyone to improve their life, if they just learn to master the few success traits (habits) that I teach.

As you will read, I unknowingly and unintentionally started using these success traits as a child, and to this day, I still have no idea how and why I was able to implement these life changing habits into my life.

I am not a religious person, even though I do believe in a higher power or being, but whatever or whoever planted this success chip inside of me, I will be eternally grateful.

Now this is important, as you read my story and you get to share with me my highs, lows, wins and losses, you will start to see a pattern of the success traits that I used to propel me from failure, to success.

BUT, the big thing I want you to take out of my book, is when I mastered these very basic success habits in one part of my life, I transferred these exact same success habits, into other parts of my business and personal life to find success.

And you can do exactly same because these success traits are transferable to ANYTHING that you want to achieve in life.

For example, whether you want to lose weight, make more money, find a better job, start a business, become a better father, husbands and or son, even finding a new partner, what you learn in my book,

you can take these success traits into any part of your life and I promise you, these traits will drastically change your life if implemented on a daily basis.

Another vital point that I want you to look out for as you read my book, is I never had one big win. My successes only ever came from thousands upon thousands of small wins.

And this is sadly why most people fail and or get depressed, is because they just want that big win. Now I am not saying people do not get big wins in their business or personal life, because some do, but this is the minority, because in life, 99% of people only succeed with thousands of little wins.

This might sound disheartening when you read this, but I actually think this is very positive, because as long as you are ticking off a little win each day in your life, (so it is not overwhelming) this will eventually lead to that big win. But I will explain more about this as you get into my book.

So every little win I write about within my book, helped me to achieve my dreams and to eventually become financially free.

So please do not think **Millionaire Success Traits** is about one big success trait and win, it is the opposite, Millionaire Success Traits is about using these success habits and traits to have hundreds, no thousands of little wins, and then you have your big win (s).

Whether this is to lose that weight, marry your perfect partner, start that new business and or become financially free, and or

become a millionaire, it is all about using these winning success traits to get these little wins each day.

Important: When I share my experiences with you, and you learn about a certain success trait that I used in a particular part of my life, I want you to stop grab a pen and Immediately write down how this success trait can help you, **right now**, in a certain part of your life.

Then implement this success trait!

So use this book as a tool to take action to start improving your life from **today**!

This will be the best way to get the most out of my book.

So I hope you enjoy, and I look forward to personally hearing your success story one day.

Ray Newland

The night my life changed!

I was in bed one night with my wife when my feelings and thoughts began to overwhelm me. I bolted upright and started to cry uncontrollably!

My wife was completely shocked, having no idea of what had caused my outburst. She sat next to me rubbing my back, bemused as to why I was in such a state.

I was sitting bent over with my head in my hands bawling like a baby. With my wife comforting me, I wondered where it had all gone wrong.

My wife was frantically asking me what the matter was, but I was in such a state, I could not answer her, even though I was trying!

After almost 10 minutes I managed to calm down and I explained to my wife what had caused my sudden outburst, which I actually think looking back was probably a nervous breakdown.

Before I explain why I suddenly burst into tears, let me explain what I had been doing for 10 years earlier in my career, which had led to the mental torture I had been going through in the weeks and months leading up to my breakdown.

As a youngster, my dream was to become a professional football (soccer) player. I wanted to be a shot stopper, a

goalkeeper, and even though it came with massive challenges, I managed to achieve my dream at just 18 years of age.

Then for nearly 10 years I enjoyed being a professional goalkeeper, doing something that I loved every day, working daily with people who also loved their job, and more importantly, wanted to win.

So every day I was stretched to the best of my abilities, doing something that was my boyhood dream, being with winners, trying to win, it was amazing.

I was young, healthy, living my dream playing professional football games in stadiums with up to thirty thousand people watching me perform.

Then abruptly and suddenly my career was over. A tragic training ground injury halted my dream prematurely when I was just 28 years of age.

Suddenly I found myself broke, in debt and living in rented accommodation, and because football (soccer) was all I knew and I had no real qualifications, I could not get a decent well paid job.

So frustratingly for me, in order to keep food on the table for my young family, I ended up having to accept a mediocre job working for the National Health Service packing blood for a living.

This turned out to be soul destroying for me.

I very quickly realised that I would not be happy in my new job. I was not concerned about the dramatic drop in income or the massive increase in the work hours because I was very comfortable working hard. The problem was my newfound negative workmates and bosses.

I had gone from an environment that challenged me and inspired me every minute of my life, to an environment that I hated and that drained every part of my being.

For nearly a decade I was used to my football playing colleagues and bosses talking about high achieving and winning. Now, my new work colleagues and bosses were negative, always talking

about how dull life was, how they hated their jobs and how life had dealt them a bad hand.

What a contrast this was for me!

However, what I was not prepared for was the way my new bosses and some of my work colleagues were going to treat me, just because I was positive and I had a dream.

I also believe that they were jealous of my previous career as a professional football player.

I will not go into detail, as this book is about being positive, and not about my negative workmates and bosses, but I will just say that these so called workmates and bosses, who were all thick as thieves, and ganged up on me and were on a mission to bully me out of my job, all because I would not accept over time.

I did not realise when I took the job, nor was I told in the job interview that each employee was expected to do x amount of overtime each week. So when I got the job, then found out and refused this overtime because I was building my Just4keepers goalkeeper coaching business in my spare time, this is when things got ugly and personal, very fast.

The important point I want you to bear in mind is this: whenever you come across or encounter negative people or situations in any work or social environment, *always* rise above it and maintain a positive attitude. Despite working with negative people, I never allowed them to get the better of me and I always focused on positivity, simply because a positive mind set brings positive

results. Furthermore, when you have a positive mind set you will attract positive people and situations.

Now, when I mentioned bullying, I do not mean physically. I stand 6 foot 4 inches tall and weigh 18 stone, so I would never have allowed anyone to physically bully me, and even though I am not a fighter, and would only ever fight as a last resort in any situation, I used to pray that one of my negative bosses or workmates would actually strike me, as this would have been my excuse to knock their head off their shoulders.

Anyhow, I sensed they knew not to push this type of button with me otherwise it would have ended badly for them, so instead, they chose another type of bullying.

You know, the bullying someone in power opts for, if this makes sense...to take advantage of others.

I am sure most of you will have encountered this type of bullying at some stage in your working life.

Anyhow, they knew I could not lash out verbally or physically because I would have been given the sack, and this is what they wanted. So, not only did I bite my lip, I nearly bit it off on a daily basis.

My bosses would force overtime on me, overtime that I did not want, and when they went for their lunch break, they would go way beyond the hour we were given in our contract, and nothing was said. But if I dared to go just thirty seconds over my lunch break, there was almost an inquest and I would get verbal warnings.

So going back to my outburst in bed, I basically hit breaking point after several months of my bosses making my life hell.

What was going through my mind every second of the day was, how on earth did I get myself into such a bad situation where these losers could make a misery of my life?

I did not deserve this! I had given a 1000% to succeed in life, so why did I end up working with people who had never put in as much as 1% effort in their life?

How did I end up working alongside these negative people?

The sad thing about life, that I now understand, is that you do not always get what you want by working hard, however that is for another chapter.

So, going back to the night of my meltdown, the reason I ended up in such a mess was because I knew that I was massively underachieving and I was allowing the biggest underachievers that I had ever met to dictate to me.

However, little did I know, these negative bosses were going to change my life forever!

When I eventually calmed down enough to speak to my wife, I explained to her why I was so distraught but I said something to her that changed the rules for me and my family, when I said...

“Babe, if we are not going to get the things in life that we want, so be it... but I will tell you this. When I get to my death bed, if I am still a failure I will be able to look in the mirror at myself and

say, 'Ray, you never got what you wanted out of life, but boy o boy, you gave it your best shot!'

'This is the first day of your new life. I have to be my own boss!'

Now, even though this did not happen overnight, this one desperate statement to my loyal wife changed our life, and within 5 years, I was financially free!

So, why I have told you about my life changing life event?

Sometimes we all need to be pushed and backed into a corner before we realise we have to do something different. Looking back in hindsight, what my negative bosses had done was get me motivated enough to make me see that I had to change things in my life.

I had to be chasing my dream again, but what dream? I did not know at that stage, all I knew was, I had to have a dream!

Also, I think most people just get a job for money (this is what I did, because I had to). But the problem is, when you chase money and not your dream, you can end up in a situation like I did, in a mess.

So, as I stated above, this did not happen overnight for me, but it set off a chain reaction that changed my life and my family's for the better!

So the moral of this quick story is, chase your dream, not money and if you are currently in a similar situation to what I was, keep a

positive mind set and it is **vital** that you seek out positive people who have the proven experience to help you get out of your rut.

And this is what this book is all about.

Please Note: When I mention football in this book, it means soccer. And when I mention goalkeeper, this is the position on the team that I played.

What is the theme of this book and how can my experiences help you?

Well firstly I want to say to you, “Thank you!”

Thank you for not only buying my book but also trusting me enough to read what I have to say.

I am more than positive that you will get something from this book, whether you are looking to improve either your personal and or business life.

As you read my story and what I have achieved over the years, you will read that I have had to do things the hard way.

I simply had no choice!

I have had to overcome many, many barriers, but anyhow I am still here, still running my businesses, and still overcoming the countless barriers that most people have to face every day.

I have succeeded in a number of different business sectors, which you will read about, and I believe that the skills I have learned are

very versatile because I needed a range of skills to succeed in the different business sectors.

Unlike most other successful authors who might have excelled in just one profession (which is still cool by the way), I have succeeded in many professions, so I believe I have different angles that I can teach you, the reader.

In my life to date, I have achieved my dream of becoming a professional goalkeeper, I have written a bestselling ebook, 'How to become a professional goalkeeper', I have co-written three ebooks with my wife, I have developed an international soccer franchise (Just4keepers), I have developed a substantial property business, I developed the biggest DVD series in my sector and brought out several of my own sports products that I sell internationally.

In a way, I am the UK version of Forest Gump, as I have been involved in that many sectors that are different from each other.

So, I have had my fair share of successes (and failures), which I want to share with you throughout this book.

One profession that I was successful in, and which I am very proud of, was achieving my dream of becoming a professional football player, in the position of a goalkeeper, which is without doubt the most difficult position to play on the field, as you are required to protect a large goal.

And no matter whose fault it is when a team concedes a goal, the goalkeeper always seems to get the blame.

So, to become a professional football player is difficult enough but to become a professional goalkeeper is even more difficult. If you speak to people who understand the professional football game, they will state that only the very strong mentally make it to become a professional goalkeeper, so I was one of the elite.

Over the years I have tried to conquer a number of businesses. I succeeded in some, and I failed in others, however, I would state with 100% certainty that trying to achieve my dream of becoming a professional football player was, without doubt, the biggest single challenge of my life.

However, thanks to the challenges, sorry the MANY challenges, that I faced in chasing my dream to become a professional goalkeeper, I honestly believe this prepared me for business life, because the skills and character that I had to develop to achieve my dream was going to help me much more than I could have ever imagined when my career came to a sudden end.

As you read this book, it will be clear that it was tough for me to become a professional goalkeeper because I was competing with thousands of other people with exceptional talent.

But if I thought getting there was tough, when I eventually became a professional goalkeeper, little did I realise my hard work had only just begun.

You see, becoming a professional goalkeeper was one of the toughest things I had to do, as I mentioned above, but this was NOTHING compared to what I had to do to *stay* at the top of my game.

I had to get mentally stronger and wiser and even more physically fit, not to mention the many other things top sportsmen and women have to do to stay one step ahead of their competition.

Little did I know that these skills would help me in my business life after my football career ended due to injury.

And this is what I want to teach you within my book, that every success habit I picked up, every success trait that I mastered, and every adversity that I had to overcome to become a professional football player, you can put these same success traits into your business, personal or spiritual life, exactly like I have done.

Each chapter in this book will deal with a success trait, action, habit and or skill that I had to master in order to be successful as a professional goalkeeper. Then I will give you an example of how I used these same skills to my advantage in my business and personal life. The chapter will then give you an action plan (where applicable) that you can utilise, **and more importantly act upon to** hopefully improve your life.

Important: Please make sure you do the action plans where applicable, because one, it will help you, and two, I want my book to be different to other books as I want you to be interacting rather than just reading, as I believe this has more power to help you get results.

So please do the action plan(s), they have worked for me and can work for you.

You really can learn a lot from the traits needed to play sport, and use these traits to your advantage, not only in business but also in your personal life.

Also, do not think you have to be an elite sports person to understand and benefit from these traits and skills. Even if you play some type of sport for recreation or as a hobby, you can learn these same skills to develop your sports hobby and also your personal and business life.

You actually do not even have to play sport for these traits to work for you, you just need to understand the skills and traits needed, and then simply apply these to your life.

Even if you hate football or sport in general, I am positive you will get something out of this book that will help you. I have seen how this has transformed my life and people that I have taught.

And remember this book is **NOT** about football or sport, it is about the skills and traits needed to become a success that you too can utilise.

Also, even though this book has been proof read, it has not been proof read by what you would call a specialist proof reader.

Reason being, I feel a book loses that relate-ability factor with its readers if it has been changed to be perfect English, and is then not really in the writers words, if this makes sense.

Because after all, who speaks and writes perfect English?

I believe you lose that personal touch if you change how you write too much, and I want you to read my book as though I am speaking to you face-to-face. So this book has hardly been changed from how I originally wrote it.

So, there might be the odd spelling or grammar mistake, however, I am 1000% positive you will still understand the lesson that I am trying to teach, which after all, is the purpose of this book!

As long as my message is understood (and it will be for the ones sincerely looking), who cares about the odd mistake.

In each chapter, I will also try and get my point across as fast as possible because, if you are like me, you just want the answer and there is nothing worse than an author waffling on for page after page.

We have all read books where an author might go on for 20, 30, even 50 plus pages, when their point could have been made in just one or two pages.

I think we all know why some authors take 50 pages to make a point when they could do this in just 5 pages, (big books are more expensive!) so in this book it will be a bit like a Chinese meal, small portions but many courses, but by the time you have finished your meal, you are stuffed full.

One last point: Look out for the *'quotes at the start of some chapters'* within this book. I LOVE quotes and I try to study every quote I read by these great leaders. There have been many times in my life when I have been down and almost out, but just by

reading some quotes from some great teachers has always picked me up and got me fighting again.

So make sure you carefully read and understand the quotes within this book.

I hope you enjoy my experiences, as I explain what I had to go through to achieve my dreams, and then losing everything and having to start again. It is my wish that you take something out of this book that helps you in some small way to improve what you want to improve!

So let's get you started – it's an exciting world when you...

'Live a life, most people will only dream of!'

Okay, let me introduce myself.

If you do not want to know where I came from and you'd prefer to jump to the juicy stuff, go to chapter one. However I think it is important to find out where an author has come from, as I believe this makes the book more relatable...anyhow it's up to you my friend.

So here goes...my name is Ray Newland and I was born in Liverpool, United Kingdom.

The reason why I want to tell you who I am and where I came from is that I want everyone who reads this book to think, *Jeez, if this guy could make a success out of his life,so can I .*

I honestly do not believe I am anything special, but I am hoping that when you read where I have come from and that I was not

born with a silver spoon in my mouth, this will give you confidence to think...

‘Well if this Ray Newland fellow can make it, so can I!’

Even if you only get this one point from my book, it will have been worth you reading it just for this.

As you now know, my dream was always to become a professional goalkeeper but my problem was that I was quite far behind my peers in terms of ability and physical presence.

So the odds were stacked against me. However I had one thing in my ammunition, that most of my peers did not have and that was a *will to succeed* and just a dogged determination not to give up on my dream.

Another thing that went against me was having been brought up in Norris Green, one of the poorest council estates in my home town of Liverpool.

However, even though I lived on this poor council estate, I was very, very fortunate to have parents who were willing to help me to the best of their abilities. They gave me an amazing childhood.

My father was a long distance truck driver and my mother was a housewife who used to foster (adopt) children. My parents actually won an award from our city of Liverpool for the number of young children they took into our home.

Especially as I got older, I travelled away to play football games (I was sometimes away for a few weeks), and when I returned home,

I was like Goldilocks, saying, *'Hey, who is that sleeping in my bed?'*

It would have been another child my parents took into our home to help.

To say that my parents were kind-hearted and generous would be an understatement!

My mother was and still is a shining light in my life, and the love she showed me as a child helped me, not only to have the confidence to go and achieve my dreams, it also allowed me to pass this love on to my children.

It was safe to say that my mother was one of the best mentors that I have ever had on being a decent human being.

My father was a very hard worker when I was growing up, normally leaving the house before 6 am to travel throughout the UK in his truck, delivering products for his employer. He was seldom home before 8 pm. It was a very tough life for him.

My father taught me strong ethics about working hard to put food on the table for my family. This has served me well because like most adults, I had, and still have my fair share of challenges.

Another thing I will be forever deeply grateful for is even though my father worked ridiculous long hours, he still made sure he drove me to my football games and trials every weekend. So I would never have achieved my dream if it were not for my fathers willingness to help me.

Even though the estate we lived on was rough, we lived quite well and our house was very comfortable. People from other housing estates looked down their noses at us living in Norris Green, or as we called it, Nogsie Green. So I personally always felt I had something to prove. (Maybe this helped me in life?)

However one of the things my estate taught me to do at a very early age was to run!

There were a lot of gangs on my estate, and it was like a giant maze of linking roads and if you made one wrong turn and ended up in another gang's street you could be in big trouble.

So when we did bump into a gang, sometimes my friends and I got away, other times we were not so lucky.

Apart from a few fights, some of which we lost and some we won, it was actually not that bad.

As daft as this sounds, this is probably where I learned about the art of teamwork which would later help me in my future role as a professional football player, because my friends and I had to stick together,.

However, drugs become a VERY serious problem on our streets, in particular heroin.

Most of the teens were casual smokers because smoking was the 'in thing' at the time, so when heroin came onto the scene, the teenagers on my estate and a lot of my friends simply did not realise the dramatic impact it would have on their life.

And sadly for many, it cost them their life, including one of my foster brothers Damien, who died from a heroin overdose.

I witnessed a lot of healthy, talented and really nice young teenagers whose lives were destroyed very, very quickly because of this evil drug.

It felt like one minute I was playing a game of street football with these friends, who had a bright future and the light of hope in their eyes, as most happy-go-lucky teenagers have, to then, in just a few short months, seeing these same healthy fun-loving teenagers turn into walking skeletons and zombies!

It was devastating to witness!

Now, there is nothing positive that can come from a young person's life being ruined by drugs, but as selfish as this may sound, this was a tremendous lesson for me. What I witnessed shocked me so much that I became anti drugs, so much so, that I never even as much tried a puff on a cigarette.

I also believe that my dream kept me from trying heroin.

My dream of becoming a professional goalkeeper was that strong, I did not want to risk taking **anything** in case it jeopardised my chances of achieving this boyhood dream.

One of the best things I saw was a poster at a local sports centre. On this poster, there were images of every sport and hobby you could think of, football, tennis rackets, rugby balls, table tennis bats, guitars, etc... I could go on.

And the slogan was, *'Get your child hooked on something before someone else does!'*

For the reader who does not know what this means, it was a warning for parents to get their child hooked on a hobby (dream) before some low life drug dealer got them hooked on drugs.

This had a massive impact on me, seeing this poster. All I can say is, thank goodness I had a dream!

Apart from the gangs and drug problems on my estate, another negative effect was the high unemployment.

So, with drugs and high unemployment on my estate, I am sure you can imagine there was not that much positivity about.

It was desperate, it was dangerous, it was depressing, and the only thing that kept me going was my parent's words...

'Ray, you can do anything you want in life'

Luckily for me I went to a great school called Anfield Comprehensive. It was a good 30-minute bus ride away from my estate, which was a good thing, as I felt that I was away from all the estate's negative influences.

However one of the things you need to also know about me is this, I was just Joe average in school and struggled with more or less every subject. However what the teachers loved about me (or most anyway!) was that I never gave up.

I definitely had the ex-prime minister of England, Winston Churchill's fighting spirit, *'Never, EVER, ever give up!'*

I would just never give up, which I believed helped me to get through school.

Now, even though I finished school with few qualifications, I can honestly say it was one of the best experiences of my life. I loved my school, most of the teachers and my fellow pupils!

Sadly, Anfield Comprehensive was knocked down by the powers that be, but I will always have fond memories of this great school, 'Anny Comp' as we would call it.

So there you have it. I was brought up on a poor housing estate, with a lot of negativity and I was just about average in everything that I tried to achieve. So hopefully you will start to think, *'Well if Ray could become a success, then I have no excuse.'*

And that's it really...you have NO excuse! The only person holding you back is you.

So how did some Joe average like me, achieve his dreams of becoming a professional goalkeeper, and then after 10 years, when a freak training injury prematurely ended my career, and I went into bankruptcy, within just 5 short years I became financially free through a property business and another business that I took international (Just4keepers).

Well this is what I am about to share with you in the following chapters, and I honestly believe that if you follow the same steps that I have done to achieve my dreams, there is no reason whatsoever why you cannot follow yours.

I sincerely hope that you to will learn and implement the same skills that I have used most of my life, so YOU can...

Live a life, most people will only dream of!

CHAPTER 1:

DO MORE THAN THE AVERAGE!

'If you want to be better than average, you must be prepared to do more than the average'

Author – ME :) (Ray Newland)

I have chosen this topic deliberately as my first chapter because I believe it is the easiest to do.

I do not care who you are, what challenges you have had in the past or the challenges you are having right now, if you are lucky enough to live in a developed country where you are free to go about your life without a dictator limiting your chances in life, you have **NO EXCUSE** to do what I am about to tell you.

This is how I have lived my life for as long as I can remember. Even as a young kid, I unknowingly did this and it was simply...

I worked harder than my peers!

Like I said in the beginning of this chapter, I lived and still live my life by doing more than the average.

When I was a young child I played for the local boys team, and after football training, when all the other players would go home and sit and watch TV, I would go home and either go for a jog or

get my ball out for extra practice , even if I was on my own I would do another one to two hours practice.

In school, when the bell rang for break time or lunch time, as my fellow pupils were already out of their seats before the bell finished ringing, I would be frantically trying to finish off what I was doing.

There were many times when the teacher would scream at me...

‘Newland, you might want to remain in class, but I want to lock up and have my coffee break, shut your book and follow your school friends!’

When I achieved my dream of becoming a professional football player, training with the team was normally during the morning, and we would have the afternoon off. So, by 1 pm we were finished on most days.

My fellow teammates would either go home, play golf, or go the pub, while I would go out in the afternoon for additional training with a handful of other like-minded dedicated players.

In fact, at one club I played for (Torquay United) myself and fellow goalkeepers Ashley Bayes and Matt Greg (who was later to become a business partner of mine in my Just4keepers business) actually got banned from doing extra training by the management because they said we were going to burn ourselves out.

Now, even though our management were correct, we were over doing it, but when we got banned from the training ground, this did not stop the three of us. We simply found a training area away from the football stadium and trained there instead.

I know you are probably getting my point by now, but let me explain how I transitioned this success trait into business.

When I started my goalkeeper coaching business, the average goalkeeper coach was failing to make a decent income. This was not the case with me, as I was earning an excellent wage.

But I had to work hard as there was (and still is) a lot of competition.

So I would get up at 6 am and work right through to 1 am, sometimes 2 am the following morning, more or less 7 days a week.

I had to work for nearly two years solid, while working a full-time job, before I started to see the fruits of my labour.

So when goalkeeper coaches were leaving the business because they were saying there was no money in this sector, I had that much business I could not cope.

I believe the only difference between me and the other goalkeeper coach competition was about 16.

By this I mean, 16 hours a day. So when the average goalkeeper coach was putting in about 2 hours per day to build their business, I was putting in as much as 18 hours...this 16 hours was the difference, if this makes sense.

A lot of these goalkeeper coaches who competed against me were, for the most part, more experienced than I was and were also financially better off. So really, I had no right to not only beat them, but I wiped the floor with them.

I just simply outworked them, and what I lacked in experience and finances, I made up with pure hard work and determination.

And the last example, (before I am in danger of milking this point) is when I started my sports apparel business, especially my J4K goalkeeper gloves.

Again, there was and still is a lot of competition in this sector, not only new people trying to start their own goalkeeper glove range but also well established companies already developing goalkeeper gloves, monster companies like Nike and Adidas. So I am not talking small competitors here.

However there was room in the market for a new goalkeeper glove brand, and I knew there was another three or four new goalkeeper glove brands who, like me, had spotted this same opportunity – so the race was on.

Now out of these new companies, I was the last to join the race, so I was behind by a long way, a very long way, in some cases by nearly three years!

So I had my work cut out.

However I knew if I could get a range of goalkeeper gloves together for the upcoming English football season, I would have a chance.

The only problem was, I had less than three months.

Three months might sound like a long time, but if you know someone in the product development business, they will tell you it

normally takes about twelve months to get a product from concept to market.

So to say I was up ‘against it’ was the understatement of the year.

Even as my peers were telling me to forget it and wait for the following season, I just knew I had to take this opportunity otherwise I would miss the boat.

So what did I do?

Well I did more than the average.

Most days I worked eighteen hour days and on the days I had to get designs to my new supplier, I got out of bed at 6 am, worked all day, then all night, then all the following day before collapsing into bed about 10 pm that night.

On more than a few occasions I was working more or less solidly 36 to 40 hours straight out of the 48 hours that were available and I would have done more but sleep beat me on all occasions.

Would I recommend you do this?

Definitely not, because it did have an effect on my health for a while, but from knowing absolutely nothing about the sport apparel market, dealing with suppliers, importing and the minefield of rules and regulations, to getting a online sales website ready...I managed to get not just one goalkeeper glove design ready but **eight designs ready**, with two weeks to spare before the start of the season.

And the result, my goalkeeper gloves are now one of the leading goalkeeper brands globally and I have overtaken other brands that have been going much longer than my Just4keepers brand.

Check out my goalkeeper gloves on the internet, J4K Goalkeeper Gloves. www.j4ksports.com

Now, I have been asked many times, how did I manage to get my gloves onto the market so quickly? What was my secret? Was I a marketing wizkid? Did I have the gift of second sight? etc., etc.

But the answer is much more basic...

I simply worked harder than the average!

Remember I came out of school with just a few qualifications, so I just winged it to be honest.

I made mistake after mistake but because my work rate and determination to make this deadline was so great, it paid off better than I could have ever imagined.

I was also mocked by companies and their directors who were already successful in the market, guys with marketing and design degrees, who stated I was a fool to even try and compete with them, with many of them stating I would not last twelve months in the market.

So it was not only a bonus to prove these guys wrong, it was such a satisfaction to watch their faces as I rocketed past them as my goalkeeper glove company exploded onto the market!

I will explain more in another chapter but this is where hard work and street smarts will beat education smart, any day, any week of the year!

I think I have more than made my point in this chapter – if you are prepared to do more than the average you will give yourself a fighting chance.

I do not care who you are right now, no matter what occupation you are in, business owner or employee, if you want to improve your life, whether, personally, financially or spiritually if you apply my point in this chapter alone, you will, with 100% certainty, improve any part of your life you desire.

Seriously, even if you were to throw this book away right now, without reading any further, I honestly believe, if you just follow and apply this one powerful trait in your life you would see results within a few short weeks.

ACTION PLAN:
How to become BETTER than average!

Think of one part of your life that you want to improve? In fact write it here NOW!

Now commit **just** one extra hour per day on improving this part of your life. Do this for **just one month** and judge how this has improved this part of your life.

Once you see how this extra focus helps you, commit to another month, and another until you have achieved your target.

Now, before you make the excuse and say you don't have an extra hour a day, I am going to say nonsense, **get up an hour early!**

When I was building my Just4keepers business because I had no money at the time, I had to work in my dead end job, sometimes working ten hour days.

Most days, on top of a ten hour day, working in a job that I HATED, I still managed to exercise, read self-help books or listen to inspirational audio programs AND still build a business that eventually put me in a position to resign from my job.

Was it hard?

I cannot express to you how hard this was, but as the old saying goes, *you get nothing for nothing!*

Was it worth it?

At the time I felt like I was on a treadmill that was never going to stop and I honestly did not think it would happen for me.

There were moments when I doubted that I would make enough money from my own business so I could quit my mediocre job, and at times I even thought of giving up.

But looking back in hindsight, I would do it all again to have the life that I have now created for myself and my family. So yes it was worth it.

Remember, you can **make a new life for yourself or you can make excuses... but you cannot do both!**

Will it be hard for you?

Yes, of course it will be hard, but you get nothing in this life the easy way.

But you have to ask yourself the question, if you're not happy at this present time in your life, *What is the alternative?*

If you do more than the average, your life can only improve.

CHAPTER 2:

WORK HARD AND SMART

Now having said how important hard work is, I don't want you to think that hard work alone will achieve your dreams, targets and goals.

Even though working hard will definitely help you, you must also work smart!

Please do not think I am knocking hard working people, as I respect anyone who is willing to work hard for themselves or their families, but we all know people, friends, family and acquaintances, who work incredibly hard, but they hate their job and their life, and sadly can only just afford to pay their bills. So they end up having a poor lifestyle – even though they work very very hard.

Some people work terribly long hours as truck or lorry drivers, waiters, waitresses, in warehouses and factories, driving a taxi etc., and despising their lives along the way.

It's not just people in these jobs that are unhappy by the way. Even occupations like accountants, lawyers and bank managers – a lot of people are unhappy in their job.

This is because most people work hard, rather than working hard AND smart.

So why do people fail in their career and or work too hard for little in return?

I personally think it goes back to our schooling when we were taught to get a safe secure job. We were not really taught to think like an entrepreneur and actually get a job or start a business that we would enjoy, that would inspire us as human beings, and more importantly, would allow us to follow our dreams.

However, the days of having a safe secure job are well and truly long gone, but in school, children are still wrongly getting taught (sorry brainwashed) into getting a career in X or Y occupation.

How many times have you heard a twelve year old say, “I am going to be a (job occupation) when I am older?”

Now this twelve year old could be the one in a million kid who genuinely knows what he or she wants to achieve in life, but really, what twelve year old knows what they want to do in adulthood?

Seriously, most adults do not know what they want to do in adulthood, never mind a twelve year old.

The truth is, most children follow the profession that their family members are involved in, because that’s the vocabulary they hear at home, or it is the teachers in their school advising them.

So this is how most people end up in a job they hate, because normally it is **somebody else’s** idea of a good job, rather than what they actually want for themselves.

Thankfully some schools are getting better these days, as they now have more of an entrepreneurial approach with some of the subjects that are taught to pupils.

But if you are over twenty years of age, the chances are you would have also received this wrong brain washing advice, *Find a safe secure job. Or Become an accountant and or join the family business.*

Work Smart

There are many ways to work smart but I think by far the easiest way is to **do something you love.**

However, depending on the person, this is one of the easiest and yet hardest traits of becoming a success.

I have experienced both the ease of this trait and also the sheer frustration also.

I have read many self-help books over the years and also listened to many self-help programs. These all spoke about the importance of knowing what you want from life.

By the way, different people use different words, for example,

What's your mission...What's your dream...What is your destiny...

However, it really all boils down to one basic thing, **do you really know what you want to do with your life?**

Unfortunately most people do not know what they want, so sadly they do not get what they want out of life.

In my early teens this was a no brainer for me. I just wanted to become a professional goalkeeper and play for professional football teams.

I cannot begin to put into words how much I wanted to become a professional goalkeeper. It consumed every cell in my body, every second of the day, and this just kept pushing me towards my dream.

I felt like I was going to explode each day thinking about my dream because that's how bad I wanted to become a goalkeeper.

So it is safe to say, I knew what I wanted out of life from an early age!

Now, the importance of knowing what you want to do in life will help you overcome hurdles and road blocks that will no doubt get in your way as you try to achieve your dream.

Sadly, the problem with most people is that they are in a job that they hate but they need the money their job provides, so they are stuck (or at least they think they are stuck) in this job because they need to pay their bills.

This is exactly what happened to me when I got injured and lost my career as a professional football player. Because I needed to put food on the table and a roof above the heads of my family, and as I had no qualifications to my name, I ended up working ridiculously long hours for a mediocre wage in a dead-end job that I despised with every fibre of my body.

For about eighteen months I found myself in a desperate situation. All I ever wanted to be was a professional football player, and now this was over, and I had no idea what I wanted to do next with my life.

So every day I was caught in a mental battle, wanting to leave my job to do something worthwhile with my life, but I was frozen with fear of resigning because I was always just one payday away from being broke.

How many people do you know who have been in this situation?

That's correct, probably most.

But sadly most do not find a way out.

This was when I had my breakdown in bed, which I described in the first few pages of this book. It was just pure frustration and desperation on my part – I felt there was no way out of my situation.

However this breakdown got me mad, but thankfully it also got me thinking that I once again had to find out what I wanted to do. I had to find something I would enjoy doing.

Although it did not happen overnight, within eighteen months of making this decision I had worked my way out of the job that I hated so much.

I will not go into too much detail how I did this, so I will keep this brief because I would rather explain how to help you in the action part of this chapter, but basically, what I did was to start to think, *'I want to be in my own boss.'*

I did not like other people (a boss) telling me what to do, so I thought about what business can I do that one, I would enjoy, and

two, would make me feel good about myself, then three, would help people, and four, would make enough money to pay my bills.

I was not thinking about becoming a millionaire or anything like that because that was way above my thinking at the time. All I wanted to do was achieve points 1 to 4 that was it!

It took me several weeks of soul-searching before I realised I could use my skills as an ex professional goalkeeper to coach budding young goalkeepers and help them achieve their dream.

I started Just4keepers goalkeeper soccer schools in 1999, and even though I did not leave my job straight away, I gradually built up my business and eventually became my own boss.

Most days, I would work 8 to 12 hours in my day job doing shift work, and when finished I would not even go home. I would get changed in the car into my goalkeeper training kit, drive straight to my coaching venue where I would coach for up to 3 hours at a time.

And I did this most days of the week, for about one year.

Was it hard?

I cannot even begin to put into words how hard this was, from the long hours, not seeing my family, not eating properly, to having to put up with my bosses giving me verbal warnings that they would sack me because of my outside business interest.

Boy, it drained me!

To digress, this was a mistake that I made by the way. I told my workmates and bosses that I had an outside business, and even though I never did any of my business during work hours, this did not stop my bosses giving me a hard time.

It actually got to the point my bosses called me into their office and abruptly told me to either pick my mediocre job or my newfound business.

However, I now had that same burning desire to be a success in my new business that I had when I was chasing my dream of wanting to become a professional goalkeeper. So nothing was going to stop me now as far as I was concerned, especially not these losers.

Little did I know that my boss (s) would help me get things done even faster because, what I said to them was this, *‘Okay of course I choose my job. My business is only a small part of my life, however my students have only just paid for their next three months coaching, so I cannot let them down. What I will do, if it’s okay with you, is let them know that after these three months, I am done!’*

My bosses said, *‘Okay, we agree but if you continue after this period, we will find a way to fire you!’*

So I worked smart and used their threats as motivation.

This was a big lie from me but if I had told them the truth, that as soon as I was earning enough money I was going to quit my mediocre job with them, they would have found a way to sack me.

I was raging with anger inside at their audacity. My bosses were trying to control my life outside of my working hours, but really it boiled down to this, they hated their job just as much as I hated mine, and they were jealous that they could see me working my way out of my job.

We have all come across people who see your success as their failure, and it is much easier for them to try and stop your dream, than God forbid, actually get off their arse and put in the hard work to improve their situation.

However this was a blessing in disguise for me because instead of telling my students that they had three months left of my coaching, what I told myself is that **I had just three months** before I would resign from my mediocre job.

So what did I do?

Well going back to chapter one, I did more than the average, and put myself in a position that enabled me to resign from my job. I worked hard and smart!

When the three months was up my bosses summoned me to their office and as I walked in, I will never forget the smuglook on their faces as they gleamed, *‘Well, are you going to tell us you have quit your coaching business!’*

I replied beaming with a bigger, smugger smile as I threw my resignation letter on the table, *‘Actually no, I have come here today to tell you that I no longer require your services!!!!’*

These were the exact words I said by the way!

I will never forget the moment as I turned my back on them and walked out the office. Seeing both of my bosses jaws hit the table was one of the best moments of my life.

Seriously guys, if any of you have asshole bosses like I had, it is worth every effort that you can to create the life you want for yourself, just to wipe the smug look off their faces.

I will never forget that moment until the day I die.

It got even better for me. About an hour later one of my bosses came to me and said, *'Ray, we want you to leave right now. We will still pay you you're months notice but can you leave right now!'*

I obliged in a heartbeat and left the premises.

I always wondered why my bosses requested this, I can only put it down to the fact that they knew that they had been bang out of order the way they had treated me, so maybe they were embarrassed.

But I think that they did not want to be reminded every day for a whole month that I had escaped, and they were stuck in a job they hated as much as me, and deep down, they knew they were there for life.

So going back to the title of this chapter, *Work hard AND smart*, this is what got me out of a job that was torture for me.

I had put in the long hours, so I worked hard and did more than the average, but also I **worked smart**.

I found something that I was passionate about, so the extra long hours that I put in, did not affect me as much as it should have, because I was enjoying what I was doing.

Also, I was smart when I turned my bosses three month blackmail threat into something positive, and I used this as the ‘target date’ to quit my job.

So I hope you can see by my example that you too can work hard AND smart.

Now, you might be thinking, “Well this was easy for you Ray because you went into a profession that you already had experience in. Goalkeeping”

And this is a very valid point.

So let me give you some pointers that might help.

Let’s say you’re stuck in a job that you hate, like I was, and you are struggling for time because of the long hours, and on top of all that, you do not know what you want to do.

This is a hopeless position that many, many people find themselves in, and it can be very frustrating trying to find a way out. But I believe there is always a way, and if you want it bad enough, you will find a way to realise your goals.

So let’s say the above example is you. You’re stuck in this dead-end job and you have no idea how to escape the rat race.

However, let's say mountain biking is your hobby, and you cannot wait for the weekend to take your bike into the countryside or the mountains.

It does not have to be mountain biking, it could be running, sailing, reading, computers, gardening, etc. I am sure you get my point. There are thousands of hobbies.

So try and think of something that you enjoy doing or would love to do for a living.

The internet is another thing that makes the process of starting your own business in this day and age a lot easier.

When I started my goalkeeper business in 1999 I had to do it the hard way, creating newsletters and promotional flyers, getting everything physically printed and then either personally handing these out at soccer venues all over my region, or having to post these to people using snail mail.

This took me thousands of hours of my time, and cost even more hundreds of pounds/dollars in money that I did not have at the time.

These days you can use social media, start a website or a blog for next to nothing. So now there is no real excuse not to at least get going with a new business venture.

So what can you do?

Let's go back to the mountain bike example.

You can create a website and you can start blogging or start a YouTube channel.

When you go out for the weekend you can take photographs or videos (or both) of your time cycling through the countryside or across mountains. Then when you get home, you can upload the pictures and videos, and chat (blog) about what a great time you had.

You then add social media and you link your website, and slowly but surely people will start to follow you.

When you have a good following, you can then sell physical products on your website, sell advice and information, recommend your favourite holiday destinations for commission, etc.

If it gets really big, you could then open a mountain bike shop selling or maybe hiring bikes.

You can even eventually start making parts for bikes, or importing accessories with your own branding, or even having your own mountain bike brand.

Do you get my point?

I have just taken this simple hobby and turned it into several business ideas that can make money. Okay, I know I have made this sound real easy but thousands of people have done this already, so why not you?

You can do this with more or less any hobby and whatever your passion is.

You can start with a simple website, or even you tube channel of you enjoying your time doing your hobby, and as your followers increase, opportunities will starting falling your way!

But the key is to start!

Still struggling for ideas, so let's do a similar exercise right now, based on ... **WALKING**

Now, **most people** can walk, hence the reason I picked this very super easy topic.

Just as I did with the mountain bike, visualise how you can start a walking website and social media group(s), and how you can progress this into earning an income.

There are thousands of people making a good living by being in the walking niche. So if people can make their living from walking, you really have no excuse to pick a niche.

I dare you not to get at least five money making niches/ideas from walking!

Right, I am going to time you to see how many ideas you can come up with in just 5 minutes.

STOP reading and do this exercise now... it will be well worth it for you to prove you can turn any idea into a business.

1. _____
2. _____
3. _____
4. _____
5. _____

Okay, time is up! How many money making ideas did you get from your walking business?

I hope you did this exercise because if you did you should have picked at least 5 money making ideas from walking! **Yes walking!**

If you did struggle, here is what I would have wrote:

Selling walking holidays, a dating service just for walkers, sell advertisement space on my website, sell advertisement space on my you tube channel, selling walking products, sell a guide for the top 10 walking spots in my country...

See how you can make money from ANY niche and yes, I will say it again, **even walking!**

So it's not just about working hard, also make sure you work smart. And I believe earning a living from something you 'love' doing is the smartest thing anyone can do.

So think about this again in more detail, what do you LOVE doing and what can you start to think about right now, to create money making ideas from what you are passionate about ?

ACTION PLAN:
How to work hard AND smart.

I want you to choose something that you are passionate about. It does not matter what it is, just as long as you are passionate about this topic, hobby or pastime.

I then want you to think of at least 5 money making business ideas that you can create from this passion of yours. If you can think of more, even better, but if you can think of only one or two for now, well that is a start.

Then I want you to think smart. Think about how you can turn at least one of these ideas into generating an income. For example, start a small blogging website or you tube channel.

Once you have this idea, create a website and start blogging. You can create a website for next to nothing or even for free with google blogger. Just type *blogger* into google, this is a free blogging platform (website) that is very, very easy to set up.

You can also set up a facebook fan page or google plus page for free, it really is that easy.

Once you have something live on the internet, start chatting and blogging, sharing your videos etc about this passion of yours, and you *will*, one million percent start to get followers. Once you get followers, you then have the possibility to start earning money, and hopefully create a business from your passion.

So, you have worked hard by putting in the hours to create a basic website, but you also worked smart by doing something you enjoy.

What is your passion?

What ideas could you make money from your passion?

CHAPTER 3: GO AGAINST THE GRAIN

‘Never look down on anybody unless you’re helping him up!’

Author – Jesse Jackson

I think one of the main reasons why I have done well for myself and have been successful in my different business ventures is because I have never been afraid to go against the grain if I have had too.

What I mean by ‘going against the grain,’ is not following the crowd, or following the herd.

Do not get me wrong, it is very important that you DO follow people who are successful in life, because after all, what makes the most sense, following successful people, who are positive, dynamic and who have had proven success in their life or following the negative, complainers of this world who have succeeded in nothing?

It does not take a rocket scientist to work out that you stand a much better chance in life by following leaders who are a proven success.

Now, I know it might sound like I’m contradicting myself in this chapter, because in one breath I am saying do not follow the herd, and in the next breath I’m telling you to follow the successful people.

However, for the most part, any successful person that you follow will also be going against the grain. They will also be going against the herd and will most certainly not be following the crowd.

So why do most people follow the crowd?

Well sadly, I believe this is imbedded and engraved into our minds in school, by our friends and family who probably went through the same process throughout their life.

In school, for the most part, we are taught by teachers never to make a mistake because this makes us a failure. We sit exams and if we do not get a good grade we are told the chances are we will only find a mediocre job and have an unfulfilled life. If we try to be unique or go against the grain while in school we are told to ‘fall in line with the other pupils,’ and so on.

Basically, while growing up, most people are conditioned to follow the herd, whether it is school, our peers, our family and or our friends.

Sadly however, for the most part, it’s the wrong type of herd we are brainwashed to follow.

Now, please do not think for one moment I am saying that getting an education is wrong. It certainly is not, but the problem with most schooling (or teachers) is that they pigeon-hole everyone from a very early age, and sadly most people do not dig themselves out of this pigeon-hole.

Please do not think I am being disrespectful to teachers, because I’m not. The majority of teachers do not know any better because

they too have simply followed the herd. So they do not know any different when it comes to teaching their pupils about their future.

As I mentioned earlier, schools thankfully are getting better but there are still too many teachers teaching pupils to be robots, to follow each other, and that we are all the same etc.

However we are not all the same, we are all different and the problem is when people are pigeon holed into following the masses and into a career they are not passionate about, normally this ends in tears.

Because you know what eventually happens to the herd? It eventually gets slaughtered!

How many people do you know who just follow their family, friends and colleagues from job to job, not really thinking whether or not it's for them?

How many people do you know who buy a new car just because they see their neighbour buy a new car?

How many people do you know who get drunk most weekends just because they're so called friends do this?

Sadly, people follow people, but for the most part, it's the wrong people that they follow, and as proven by statistics, most people end up broke when they retire and have to financially rely on someone else.

Because they followed the wrong people for advice!

How many people do you know, whether its family or friends, that are now in the latter years of their life and it's obvious they have led an unfulfilled life?

Even though I think it makes total sense to follow the leaders in life, do not be afraid to go against the grain. And certainly do not follow the negative herd, because, as I stated above, the herd always gets slaughtered, sooner or later.

So what do I mean by going against the grain? Again, I will give you some personal experiences.

Presently, one of my businesses is called Just4keepers, which is a specialist goalkeeper coaching company that coaches young children to develop their goalkeeping skills.

Now, the norm for goalkeeper coaches is to coach at a football team and get a wage. However I did not want to follow the herd, so I started my own independent goalkeeper coaching business. So, I was a self-employed goalkeeper coach.

Now, I was the first to do this in the UK, and I had all my peers, family and friends stating that I was crazy, that this type of business would not work and that I had best follow the herd and get a safe job as a goalkeeper coach working for a football club.

But what I did was different. I went against the grain and I never followed the crowd, and I certainly never followed and listened to the herd!

I did not want to be at the beck and call of any manager at a football club because you are ordered around by people who don't really

understand the position of goalkeeping, which is a specialist position.

They also have you working ridiculously long hours for a mediocre wage, and this was not me!

I was adamant my new goalkeeper coaching business Just4keepers would be a success, and at the time of writing my company is now in thirty plus countries and operates across five continents.

I became the only goalkeeper coach in history to take a goalkeeper coaching concept to the masses around the globe.

As a result of creating Just4keepers, I have helped hundreds of goalkeeper coaches change their life for the better and have helped tens of thousands of young goalkeepers achieve their dream.

This was achieved because I decided not to follow the herd, but to go against the grain and create something wonderful.

If I had followed the herd and just got a mediocre goalkeeper coaching job like the masses of goalkeeper coaches do, hundreds of goalkeeper coaches and thousands of goalkeepers around the world would have missed out on the opportunity that I created for them all.

Another quick example I can give you that proves sometimes going against the crowd can be a good thing was when my wife and I started our property business.

Again, we did the right thing by trying to follow as many successful people that had bought property before us. So we bought many programs on how to buy property. We listened to the audio teachings and when possible, we met these successful property gurus face-to-face in seminars, paying for personal one-to-one meetings with them.

We were told, because we were new to the property business, just to take things easy, to maybe try and buy one or two houses in the first year, just to get a feel for buying investment properties.

However it is not in my wife's or my DNA to be so slow, so instead of looking at buying one or maybe two per year, we decided to buy one property every two months. So we definitely went against the grain!

So what happened?

Well, twenty months later, we had bought fifteen properties and had become financially free through our efforts.

If you want to find out how Paula and I bought these properties, we actually wrote a book on this journey. Details and the link are at the back of this book.

I do not tell you these stories to brag or be arrogant, but just to make the point that sometimes it is good to go against the grain.

ACTION PLAN:
How to Go Against the Grain

I would like you to now just spend the next 5 to 10 minutes to do a quick exercise

Can you think of one family member, friend or acquaintance that has succeeded, and done well for themselves? In the space below, write down this person's name,

Name:

Then write down below, what you think that they did differently to most, in terms of going against the grain and not following the herd.

Also, go and have a coffee with this person if possible and ask them what they did differently to become a success in terms of not following the crowd.

Seriously, 99 % of successful people will always be glad to help when and where they can, especially if they are a family member or a friend. So do not be afraid to ask!

And ask this person who did they follow in life? The crowd or an successful individual (s)

Now I want you to think about someone who you might not respect because they are lazy, they moan, complain are always negative and they have proved they have (and maybe still) leading an unfulfilled life.

Whoever you are thinking about right now, write their name below.

Name

Obviously you do not ask this person why they are failing. So instead what I want you to do next is think about this person who you admire and the person who you **do not** admire.

Then I want you to think about who these two people have followed all their life, and I bet you a small wager that the person you do not respect is following and associating with other similar people, who are very probably leading unfulfilled lives.

And again I bet you this same small wager that the person you admire, will have a much smaller circle of friends who are all going against the herd and not following the masses and the herd to slaughter¹

Seriously, success is not rocket science! The most successful, and the person you have written down above will be following the minority, and other successful people. **You just do the same!**

And the person who you do not admire, will be following the masses and complainers of this world.

I really hope you did this **very simply** exercise because it can be such an eye opener for most people, because they suddenly realise that...

1. They are following the wrong people (The herd)
2. They need to start following the right people!

When I became a professional goalkeeper this changed my life, because I went from my poor housing estate full of negativity, to an environment of professional players who were all single minded to have success in life and who followed and emulated other successful people!

So one of the 'main keys' to becoming a success is not following the herd, BUT following the minority who are going against the grain in life and chasing their dreams!

If you follow the right people and not the herd, this can and most probably will have an instant positive impact on your life.

So go against the grain!

CHAPTER 4: BE HONEST!

I know it might sound like I am stating the obvious by saying you should be honest, but you will be surprised how many people actually get this wrong.

There are two types of honesty, being honest with others and honest with yourself.

Honesty with others:

Sadly there are a lot of people out there who are always looking for a short-cut in life, looking to short-cut others, to cheat people, basically looking at anything where they can profit, but mostly at the expense of other people.

I think we all know or have met people like this in our lives, and for the most part, we do not let people with this type of poor character stay around us for too long because we know they are dangerous and can have a negative effect on us and our family.

As governments and local councils continue to screw over decent people even more for their hard earned money, it seems more and more people are maybe getting desperate and taking this option, doing everything in their power to earn their income by not being honest with other people.

However, what these people fail to realise is, if you are dishonest with others, you will only be able to get away with this for a certain period of time.

You cannot be dishonest with people and get away with it in the long-term because eventually people get wise to untrustworthy souls and will quite rightly turn their back on them and refuse to have any dealings with unethical characters.

One of the devastating things that happen to dishonest people is that they eventually, and tragically, end up being dishonest with themselves.

You have probably heard the saying, ‘You are only cheating yourself.’

This is 100% true in business, in life, in your job and in your social circles. If you are untrustworthy with others, you will eventually be untrustworthy with yourself.

Every time you lie to someone, you are basically lying to yourself, and sooner or later this will have a dramatic affect on your life.

When I played professional football, my coaches always drilled into my fellow players, and me ‘Be Honest!’

Even when we were playing a game in front of thousands of people, you could always hear the coaches voice above the crowd screaming, ‘*BE HONEST!*’

You see, my coaches knew that if we as individual players were not honest on the pitch with how we played the game, with how we supported our teammates, with the effort that we put into our performance, there was a strong likelihood we would lose the game as a team.

Being honest with my fellow teams mates when I trained and played was very important to me, as I am sure it was to them, because I knew if I was not honest with my teammates, this would eventually have a negative impact on my performance and my results.

It's the same in life, being dishonest with others eventually has a negative impact on the person being unethical and untrustworthy.

Being a professional football player taught me the valuable lesson of the importance of being honest with others, i.e. with my teammates, my coaches and even with our supporters who paid to watch me and my team play every week.

We wanted to show our supporters through our performance that we were giving them 1000% of our wellbeing and efforts.

And you can only do this by being honest!

Because, can I tell you this (and you can ask any professional football player or any professional sportsperson), if you are not being honest (with your efforts and performance) your supporters will see this and they will not be afraid to tell you of their disapproval.

I only ever did this once in my career. It was in the early days of being a professional football player, and for whatever the reason (it escapes me now), I just could not be bothered playing on this particular day.

I was young and so still very naive.

I thought I would just amble through this game, get it over with and go home when it was all over.

Mistake!

I quickly realised my huge error when hundreds of my supporters began to chant a few unsavoury words directed at me, which I will not repeat within this book.

Let's just say these chanting words were not very polite!

When halftime came I thought, thank goodness, I will hide in the changing room away from these angry chants.

Again, mistake!

As soon as I walked into the change room my coach screamed a torrent of abuse at me. I didn't even have time to sit down.

It was a long time ago now, so I cannot remember exactly what the coach said, but it was along the lines of...

*'Ray, who the f**k do you think you are? You have been a professional goalkeeper for a few months and you think you have made it. Can you hear what your own supporters are shouting at you?!'*

I started to make an excuse, but he continued.

*'Do not even attempt to f**cking speak, you have not got the right to speak, you better get out on pitch in the secondhalf, put your heart on your sleeve and prove to our supporters and your teammates that you deserve to wear that club shirt!'*

This was a massive and instant learning curve for me, and as you can imagine I went onto the pitch for the second half and made it crystal clear by my efforts that I wanted to wear my club shirt i.e. be honest with my teammates, coaches and supporters.

Let's just say I put in ten million percent effort in the second half.

And as fickle as any club supporters are, as they saw my performance rise, the positive chants were now '*Newland, Newland, England's number 1*'

From then on, no matter how I felt, I always put in 1000% effort into my performances. I was determined to be honest.

Little did I realise, this experience would not only change how I would look at every professional game I played, but more importantly this was a massive life skill in itself.

It taught me to always be honest with people, whether it was personal or my business life, and I believe this is one of the major factors re my success.

Any person who deals with me knows that *what you see is what you get*, and that I will *always* be 100% honest.

Even if I have to tell them some home truths, people know I do everything with the utmost honesty and integrity.

Going back to my supporters who instantly saw that I was being dishonest wearing their club shirt, so it is in life. When you are not honest with people, just like my angry supporters, they will instantly see or sense this.

However, the difference is, for the most part in life people will not be like my supporters and start screaming their instant disapproval.

What happens in life is that people will see or sense that someone is being dishonest. They will then watch things closely, and when they sense they are correct, they will then, quite sensibly, begin withdrawing (or just stop) communicating, doing business, and or associating with this unethical person.

They will also most probably tell everyone in their circle not to trust this person. So in the long run the individual being dishonest loses out.

These dishonest people think they are getting away with their poor actions, as the person or persons do not say anything straight away, but when the person or persons decide to stop all communication it's quite abrupt and sudden, often leaving this dishonest person in a right pickle.

So I hope you get my message. If you are a person who is not honest with others, it might not happen today, tomorrow, next week, even next year, but I am telling you this, people are on to you and it is only a matter of time!

So be honest to others!

Honesty With Oneself.

Now as much as I think being honest with others is **VITAL** and the right thing to do, I believe being honest with yourself is more

important. Also, what you will find is, when you are honest with yourself, you will be honest with others anyway.

Again, being a professional football player is an environment where you have **NO** room to be dishonest with yourself because if you are, you will be out of a job within a few months and will probably never get another contract at another club because news spreads rapidly in professional football about a dishonest player.

Thankfully, I didn't suffer with being dishonest with myself because my parents drilled this into me as I grew up. But I did see this dishonesty in other players.

There were players, when they were underperforming, who would tell the coach they were injured, as an excuse not to play (in the football world we would say *'The player has gone hiding,'* which is not a compliment!).

There were also others who were very keen to play and train. They would tell the coach they were fit to train or play, when they really injured.

Or, you would get a player who thought he could perform in a certain position on the field or perform a specific skill when it was obvious to everyone he could not, and no matter how many times he was told by different players or coaches, in his mind he was more than capable.

I think you get my point that these players were only kidding themselves, nobody else.

The best players I enjoyed playing with, and I know coaches preferred to have them in their team, was the player who was honest with themselves.

If there was something they could not do very well, they would put their hand up and say, “Coach I feel that this is not my strength, but if you want me to play in this position or perform a certain set piece on the field, I will give it 100% of my efforts for you and the team.”

You always knew where you stood with this type of player because you knew they were never trying to trick or con you – they were being honest with themselves. So you always knew they were inevitably being honest with you and their fellow teammates.

So, being around professional football players taught me a vital trait – to be honest with oneself.

Again, this is something I took into my personal and business life and I always made certain that I was 100% honest with myself.

If I thought I could do something well, I would believe in my ability wholeheartedly. However, if I thought I could not do something, whenever I could, I would be honest and tell the people I was working with that this was not my strength.

By the way, this did not stop me trying to achieve something that I was not very good at!

I can hear you ask, *“But doesn’t being honest cause problems in your place of work.”*

And the answer is, yes.

Being honest caused me major problems when I worked in my National Health job when my bosses didn't have the foresight and common sense to understand that when I told them I could not do something, I was not being lazy or trying to avoid doing the task they were asking. I was just being upfront and letting them know I was not the best man for the job.

You have probably encountered these problems yourself, with egotistic clueless bosses.

My bosses would say, *'What do you mean, you cannot or will not do ABC. I am telling you to do this right now!'*

I would answer, *'I never said I would not do ABC. I am happy to do this, but I am just being honest with you and explaining this is not my strength, so I do not feel comfortable. However if you definitely want me to do it, I will give it 1000% of my effort but I just saying that I do not think I am the man for this job.'*

Now hopefully your boss will appreciate it if you say something like this, but in the real world, this does not always happen.

It will depend on the person you said it to and whether or not this person is someone who practices honesty with themselves. If so, they will fully understand and appreciate your honesty.

However, I am guessing most of you reading this will say, *'Ray, if I was honest with my bosses and said what you did with your bosses, I would probably be out of a job!'*

Sadly, this is because most people (bosses) do not know how to be honest with themselves. And you are correct, you probably would be told off if you are honest with your boss, but what is the alternative?

Keep quiet, do a poor job and get a bigger shouting at anyway?

I know sometimes in life we all have to tell little white lies, but personally I would rather tell a person, look I cannot do A,B or C, but if you insist I will give it 1000% of my efforts for you.

So if it does go balls-up and they come back to me /you grumbling, I/you can always say, *'Excuse me. I did explain to you I was not comfortable doing this, but I tried because you demanded it. I told you my strengths are XYZ!'*

Again, I know you will say, "Come on Ray, this will not work in the real world with the dipstick of a boss that I have." And you are probably right, because no matter what you say to some people, it just does not register with them or they do not care. By the way, this is because of **their** limited character and beliefs.

But please, listen to what I am saying here. **You say what you say for your own self-esteem, not to please anyone else**, because in the long run, I believe that by being honest with yourself you will become a better and stronger person.

I do not want to dwell too much on this point, as I am positive you understand what I am trying to get at here, and that is, be honest with yourself because the moment you start to think you can trick yourself, it is game over.

As I mentioned in the beginning of the chapter, you can be dishonest with people and you might get away with this for a day, week or years, depending on the person, but the difference with being dishonest with yourself is that when you lie to yourself, YOU, yes YOU will know **immediately** and in an **instant** that you are not being honest!

Simply put, you CANNOT get away with being dishonest with yourself.

And here is the big problem!

When you are not honest with yourself, this will affect everything about your being, how you walk, how you talk, how you communicate, how you stand and hold yourself, etc, etc and etc.

Your subconscious will know you are not being truthful and this will be amplified to people who you meet each day because they will see this in your eyes and your body language.

People who lie to themselves know they are only cheating themselves and this will ooze out of every pore in their body and what will happen is other people will sense this. People will not know why, but they will sense that something just does not feel right.

This will lead to them being a bit standoffish towards the person who cheats themselves.

Like I said at the beginning of this chapter, the majority of people overlook honesty because they do not really understand the importance or the relevance.

If you asked most people *'Are you honest?'*

They will say *'Yes of course. I have never stolen anything in my life.'*

They get confused with honesty as an action. For example, "I do not steal. I put my taxes in correctly. I do not cheat on my spouse," etc.

But what I talk about in this chapter is honesty about YOU, *and how you live your life and treat others.*

If you can bring honesty into your life, whether business, personal, spiritually or all the above, I will tell you right now, this one action of adding 'Honesty' into your life WILL change your life for the better!

CHAPTER 5: COPY THE WINNERS

*'To be yourself in a world that is constantly
trying to make you something else is the
greatest accomplishment.'*

Author - Ralph Waldo Emerson

Again this is going to be a chapter that seems obvious, and that is,
follow the successful people in life.

I have sort of already touched on this in a previous chapter, but I want repeat and drill this into you, because it is so important and I believe is one of the reason between success and failure.

However, as basic and obvious as this topic is, 95% of people do not do this, and I believe this is why statistically, 95% of people retire broke and in debt.

Are you doing this?

Ask yourself this question, in the profession that you are in, or hoping to go into, have you studied the winners in your chosen field?

If not, make it your goal **right now** to follow the leaders in your field.

If you ask any person that has reached the highest levels of their sporting career, whether it is golf, tennis, football, athletics, basketball or martial arts for example, **every one** of these guys will say that they had one, or more heroes that they emulated.

This is something that I did unintentionally as a child when I was chasing my dream to become a professional goalkeeper. I would watch all my favourite goalkeepers perform and would try to copy their style to the tiniest of detail.

Then, when I become a professional goalkeeper and I understood the importance of emulating the best, I deliberately watched the best in the business and copied parts of their game.

I would watch how they came for a cross, how they caught the ball, how they communicated on the field, how they oozed confidence. I would just try and take their best bits and add it to my game.

However, even though it makes sense to emulate your hero and winners in life, it is also important to be YOU!

Everyone is unique, so if you can take the best bits from watching your hero(s) and build on your best bits, you will become a better, more rounded player and or person.

Again, I learnt this as a goalkeeper because even though my heroes had certain techniques that I copied, there were certain techniques I had to ignore.

For example a goalkeeper who would be smaller than me might have to stand closer to the goal because of the angle of a shot, so he would have a better chance of saving the ball.

So with me being taller, I could afford to stand further away from my goal, if this makes sense.

So even though I might copy the way my hero catches a ball and how he stands in readiness for when a player fires a shot at him, due to our height difference, I would not always stand in the same position as my hero.

This comes down to practice and experience, and in the early days I would copy everything my hero did. It was not until I started to understand the art of emulating my hero, but being myself that I saw the benefits.

So I took skills, techniques and the best bits that were applicable to me and that would improve me as a goalkeeper and person.

Emulating the skills and techniques of leaders is not restricted to sports. It can be done in business, education, inventing, science etc., basically anyone who has achieved success can be copied.

It also does not matter what you want to achieve in life, there will always be someone who has had success that you can copy.

Now there will be sceptics who will say, *'You should never copy anyone else, you should be you and copy nobody!'*

I suppose that's why a sceptic is a sceptic and writes about the success of other people, rather than their own failings, as they do not understand the importance of copying the success of others.

Sadly, the majority of people are stuck in a rut, and for the most part, this is because they copy the wrong people.

You probably know what I mean...

Schoolteacher to pupil - *'If I were you, I would become a dentist because there is good money in dentistry.'*

Best mate to best mate - *'Get a job as an engineer and you will have a career for life.'*

Or

Mother to child - *'Your father and grandfather were mechanics, we hope you follow the family tradition.'*

And last example.

Your siblings - *'If you do not join the family business, you will offend everyone!'*

These are just a few examples but I am sure you get my point.

Sadly most people get advice on what they should do based **on other people's beliefs or goals** rather than their own. So they end up following the wrong people, probably into a job that they dislike, which can lead to an unfulfilled life.

One of the main reasons why people hate their jobs is because they hate their job!

They do not follow their heart and do something that inspires them. We cover this throughout this book.

Also, if you choose a career path that does not excite or inspire you and especially a career path that you do not really want to do, how can you find someone successful that inspires you to copy?

The chances are you cannot because you have no interest.

I 'loved' being a professional goalkeeper, so emulating other professional goalkeepers was not a problem. I copied my idols and put what I thought was their best traits and skills into my game, so it was no accident that I achieved a decent standard in my career.

I have also done this in my businesses also, trying to emulate people like Tony Robbins, Steven K Scott, Richard Branson, Zig Ziglar, to name but a few of the legends in business I have admired.

So, what can you do to copy a successful person to help you achieve your dream?

In this day and age with the internet, it is now easier than ever to copy and emulate your heroes.

Important point: It's just not how your hero performs, it is also about how they conduct their lives, how they eat, how they relax, how they treat others, so **really** study your hero and put their best traits into your life.

Being a success in life is much more than just performing in your profession. It's a multiple of different things that you must get in balance to give YOU a chance of success.

You can watch your hero perform by buying a training video or course, and or seeing them live in person, to see what they do that makes them so special. Or, if they have written a book or been interviewed for a website or magazine, read or watch their story.

Just study every aspect so that you can see what made your hero such a success in their field. Notice how they talk, how they stand, their body language and then more importantly, apply their best traits to your life.

Another bit of advice, you do not have to like your hero, and or it does not have to be your hero.

It could be someone you hate with a vengeance but if they are having success in your chosen field it still makes sense to take their best bits and apply them to your action plan to improve your performance.

The last point on this is - **ACT**.

There is no point reading or watching your hero if you do not put in the action what you learn.

If you are not going to act on the knowledge that you gain from studying your idol, you might as well not even bother studying them. So ACT!

ACTION PLAN:

How to Copy the Winners

What I want you to do is think about people who you admire, pick at least one, ideally two or three,

Reason to pick more than one if you can, is because each person you admire, will have different skill sets that you can copy.

Also do not be afraid to write down someone you maybe do not like, but they are a success in the field or profession you want to go into because you can also learn some valuable tips from people who you might dislike. (Just make sure they have had success!)

Write the people down below now.

Now what you need to do is study what their stand out qualities are, and start implementing these qualities into your life.

Also the beauty about this success hack is, it is ongoing so there is no pressure to get this right straight away. It is something that you will be doing for the rest of your life , so enjoy this journey.

Also it is important to note that as you grow as a person, the people who you admire will change. So do not be afraid to start following and copying other people as you develop your skills and knowledge.

CHAPTER 6: NEVER, EVER, EVER, GIVE UP

When England was in despair and facing untold adversities when the Germans were about to defeat them in World War II, the Prime Minister at the time, Winston Churchill addressed the English public and urged them Never, Ever, Ever, Give Up!

This is one of my favourite sayings of all time 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 or brash just because I say I did not know what the word 'no' meant.

Far from it, I was the complete opposite. As a young man I was a very shy, quiet and lacked confidence, 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 needs new players they will invite players to their club to play football games and pick those who 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 fire inside of me, and a belief that I was good enough to achieve my dream. I believed that the coaches who said I was not good enough were all wrong.

So I never ever, ever, ever gave up!

From the age of 14 I embarked on my dream of becoming a professional goalkeeper. I would write to football clubs asking what dates their trial games were on 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 football 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 based on a letter!'*

I kid you not. I must have written about 300 letters every year from the age of 14, 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 handwrite every one of these letters!

Did this bother me?

Yes, this bothered me 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, as I stated on another page, I was born with a chip inside me. 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 five to six 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 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 now signed my contract to become a professional football player, 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.

This was an experience that I will never forget and to this day it still helps me when I am starting a new project or business

venture, and I get the so called experts saying to me, *'Mmmm, 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 all these people are correct, because in life normally the herd, the crowd gets it wrong.

So if you have 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.

Mr Churchill's and my advice to this is, if you believe with all your heart that you have the ability to achieve your dreams and targets, then 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 Footballclub and in my mind I said, *'This is it Ray, this is your lastchance, if you do not get a professional contract it's time to move on and look for another career.'*

This is how close I came to not becoming a professional football player. 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, 95% plus!

But the good news is, if you can get into the 5% you strengthen the chances of success because joe average would have already given up.

So having that urge in me to never, ever, ever, ever give up certainly paid dividends for me.

Know when to quit!

This might sounds a little crazy, especially after me giving you the motivational rah, rah in this chapter about never quitting. Despite this, you must also know when to quit.

Going back to my example, if I didn't get my professional contract at the last throw of the dice at Plymouth, I would have 100% started to look at another career because I knew the time had come when I had to say to myself, *enough is enough, it's time to move on*, and I suppose it goes back to chapter 4 – you need to be honest with yourself.

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

A Quick True Story. As a professional football 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 I did, and who also had a dream to becoming a pro football player.

I will call him John to protect his name.

I would not even be at my new football club a month when I would get a phone call from him saying, *'Hi Ray, I hear you're now at XYZ football club. Can you put in a good word 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 and not recommend my friends, I learnt my lesson and never asked again.

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

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

I was now about 29 years old and my football career was over through injury. I was in the 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 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 I was, so he was at least 30 years old.

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

I never had the heart to tell him that he was wasting his time, however 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 nearly ten 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 not matter what YOUR dream is, never, ever, ever, give up on your dream... but remember, know when to quit.

ACTION PLAN:
How To Never Ever, Ever, Ever, Give Up!

Pick something that you have been putting off for a while. It does not have to be a major chore or event in your life, because I want you to do this so you get the powerful feeling of achieving something.

It might be to finish retiling the bathroom, or fixing up the car or bike that's been in your garage for the past 2 years.

It might be to create that new business system in your business, or revamp your current website.

Just pick something that you have been putting off.

Have a good think about it – now write it here.

Now that you have written this down, I now want you to commit to yourself no matter what gets in your way, you will complete this task or job by the date__ __ __ __

Now do not stop, do not give up until you have achieved this task.

Once you have completed this, I am very confident you will have a bit of a 'eureka' moment because as soon as you realise that all you had to do is never ever give up until you finished this given task or job, you can simply add this success trait and action to other parts of your life.

CHAPTER 7: WARNING CHAPTER – GET RICH QUICK SCHEMES

‘The Journey is the Reward’ Chinese Proverb

A little off topic, so I will keep this chapter short and sweet. I know with you buying this book you obviously want to improve your life, and I am probably guessing, your finances also. So please make sure you read this section, as this information can be dangerous to your wealth if ignored.

There are **NO** get-rich-quick schemes, the sooner you realise this the better.

Again, linking this to sport, if you look at every top athlete, even those with amazing talent, they still had to work hard, put in the hours, persist, listen to rejection and all the negative crap that was thrown their way, as they chased their dream.

These guys all had that uphill struggle. Simple put, there is no short cut ting sporting success.

And I have news for you, building a business, starting a new way of life, finding personal or spiritual development, making more money etc is **NO** different to being successful in sport. In other words, there is no shortcut to anything that you want to achieve in life.

If you think you are going to get away with all the hard work and long hours needed to become a success, making the changes you want for yourself, you are only kidding yourself.

Sure, there are success stories where people have made their riches in what seems like overnight success but this happens for 0.000000001% of people.

Personally, I would never pin my family's and my chances of success by hoping I am one of the 0.000000001%.

You cannot shortcut your success!

So be careful with these get-rich-quick schemes.

In my opinion and from personal experience, anyone that is trying to get you to hand over your hard earned money with the promise of instant riches, is trying to con you

Have I ever been conned? Yep!

Because this is where people get things wrong (like I did)They think, *'I must find a get rich quick avenue!'*

Some people are so desperate to get out of their job, they will try anything, even if they know deep down that what they are about to embark on is not going to work.

I know guys, I have been there on more than one occasion!

I have sat around tables with people and ate and drank with them thinking they were my friends, only to find out they were just using me.

When you are desperate, you are not really seeing things correctly and your vision and thought process is blurred, so it is easy to be pulled in. Also, don't forget the people doing the conning are expert marketers and are very clever at getting people to hand over their credit card details.

If you are at this stage, don't be tempted to look for things on the internet by typing in, 'get rich quick' or 'how to make money online,' because these are keywords that will surely get you paying for some hyped up crazy course and wasting your money.

Instead think like this, 'If I can find something that I love doing, let me create a business around this and I will look to earn an income out of this that will at least cover all my bills to start with and I can slowly build this business.'

Now isn't this a much better game plan to have for your life? By...

Doing something that you love and build your business slowly. So its not get rich quick, it is get rich guaranteed!

Another reason get-rich schemes do not work is because, for the most part, it's doing something just for the money.

It's something that the person does not really like doing or it goes against their ethics and ethos.

Even if it is the best genuine get-rich scheme in the world, if you hate doing the work needed to make this money or it has you feeling guilty or having sleepless nights because it might not be 100% ethical, the majority of decent people will fail.

Not because they did not have the ability but because the business was not right for them.

Then, when a person fails, they believe it's their lack of business knowledge that made them fail. Also, they will have the business owners who suckered them into their get rich scheme saying that it was their fault that they failed because their system (apparently) has worked for thousands of people.

So what happens?

So the person who bought into this get rich quick scheme thinks, 'I knew it. I knew I was not cut out to be an entrepreneur or a business owner. That's it – I am done!'

Sadly these people go back to a job that they hate and end up leading a mediocre life, which is such a shame because if they had found something that they **loved to do**, the chances are they would have succeeded.

Also remember within five years of starting my new business, I had become financially free.

Now, five years is not a short period, so I would not class this as get-rich-quick, but it is certainly not a long time either.

There are countless stories like mine where people started a business and 3, 5, 7 or 10 plus years later they had become financially free.

By the way, you do not have to become financially free to be deemed a success, or to have a great lifestyle running your business.

Even if you made enough money to pay your bills, have a decent lifestyle while loving your work or business, this is not a bad way to make your livelihood, heh?

But please trust me on this one, there are NO get-rich- quick schemes. Sorry, there is one that I know of... the lottery!

But we all know our chances of striking it rich through this method, so that's why I have never bought a ticket, as I prefer to take command and charge of my own destiny.

I do not want to be the bearer of bad news, but if you want something worthwhile in life, you have to earn the right and work for the riches that you want.

However, if you LOVE what you do, the above statement is not really bad news because you LOVE what you do if this makes sense?

I can honestly say since coming out of football through injury and starting my business, I have NOT had a job!

Yes, I work hard, very hard, but because I love what I do, doing a 12 to 18 hour day is not a chore, it's a joy!

So forget get-rich-quick schemes and find something you would LOVE to do. Okay, rant over:)



The reason why I do what I do. My amazing wife Paula and my two daughters, Ash and Mckenzie,

Me in action aged just 21 years old coming out to catch the ball in a Plymouth Argyle v Swansea City professional game.



Over the years my Just4keepers Goalkeeper coaching schools have helped over 50,000 young goalkeepers across 30 plus countries.

It is something that I am very proud of helping so many children achieve their dreams and to the left you can see a soccer camp picture of some J4K students and I having some fun in Pennsylvania USA.

CHAPTER 8:

FOCUS LIKE A LASER BEAM

To become a professional football player focus is vital! It is actually more than vital!

This was a success trait that I had used un-intentionally as a youngster and even as a professional player because I did not understand the power of focus until my football career had actually finished.

I only started to understand the power of the mind after reading many success books, when I lost my career through injury.

Each and every day when I was training with my fellow professional players I had to be on top of my game every single second because I was not only competing with winners, some of these guys wanted to take my place.

Not only were these guys my teammates but the other goalkeepers in the squad were also my competition, so if I slipped up, they would take advantage in a heartbeat, just as I would with them.

So can you imagine being 100% focused, every second, for every minute of every day when I trained for ten years of my professional career!

Was it hard?

Yes it was, but with practice it gets easier and if you have a passion for what you do, this makes it so much more enjoyable.

This is why people who are in jobs that they hate do not reach their targets. Instead, they get downsized or sadly lose their job because they have no focus as they hate what they do.

So, if a new member of staff comes in and enjoys what they do, the chances are this member of staff will cruise past the job haters with ease.

Going back to playing professional football, I believe my focus was the key to my success because focus puts you on another level that most people cannot reach.

Whether it was my training or playing a football game, I was always focusing on what I needed to develop and improve my performance.

In business it's the same. There is no point having a task you want to achieve and then not thinking about it until the very last minute. Unless you are one of the few people who can do things at the drop of a hat you'd better start practicing on focus.

It is only common sense to be focusing on the job or task at hand.

When I was a youngster, I focused 100% on becoming a professional goalkeeper, it consumed every part of my being.

Every second of the day, I thought about becoming a pro goalkeeper, I focused on my training, I focused on my dream, I focused on my diet, I focused on how to be better than my peers, I just focused, focused and focused!

By the way, don't confuse focus with visualisation (which is for another chapter). Focus is something that you are doing in the now, where as visualisation is something you focus on before an event.

As I said above, I did not realise I was using this powerful success trait but I was like a 'laser beam' and was super focused in everything that I was doing to achieving my footballing dream.

It's only now I understand the power of focus.

I still use this vital success trait but in a more controlled way to keep myself and my businesses moving smoothly.

The best way I can explain this is trying to light a paper napkin using the sun with a magnifying glass.

To burn a hole in a paper napkin you have to hold the magnifying glass in one place and keep the focus 100% in that one area to create enough intense energy from the sun to create the flame.

Sadly, most people are like this magnifying glass but instead of focusing on one spot to put all their efforts, they are just waving their magnifying glass all over the napkin, hoping they will get a spark. But they never do because they are not focusing their efforts in one spot or aspect of their life or business.

This is why they do not get any results or they get poor results at best.

This is because for the most part, the majority of people do not really know what they want out of life.

I believe this problem comes down to parenting (and again, schooling) because if a parent does not encourage their child to choose a career that they will be passionate about, most young people start their adult life with no direction, which puts them at a disadvantage straight away.

Most youngsters leave school with no idea of what they want to do. They just chase money and move from one job to another in the pursuit of making more money. So they are like the magnifying glass with no focus and direction.

Now there is nothing wrong in wanting to make money, especially in this day and age when our governments are screwing us over with high taxes and the big energy companies with their ever-increasing prices, and let's not even get into the subject of how corrupt certain banks have been.

We now need to make more money than what our parents did just to pay more bills our governments seem to magically pull out the air each year.

So you need to make money to survive in this competitive world, but I believe anyone who chases money will, for the most part, lead unfulfilled and unhappy lives as there is nothing worse than doing something that you hate just for money!

So how can focus help you in life?

Well, firstly you need to learn that you must hold that magnifying glass in one spot to get enough energy for something to happen.

Now this is not to say you cannot have other things going on in your life because when I was a professional football player, I also had my family, my hobbies and other business interests and ideas.

And the great thing about focus is, once you know how to master this trait you can have multiple things going on in your life and you will manage to hold that magnifying glass in one place and focus on all aspects of your life.

So it's okay to have many napkins to burn, you just need to focus your magnifying glass onto your chosen napkin (your marriage for example) and you focus all your energy on one spot (to have a happy and fulfilled life with your partner).

You then just move from napkin to napkin if this makes sense.

So you will have a napkin for your job or business, napkin for your marriage, napkin for your hobby, etc etc. And on each napkin you focus on one spot to get the energy for things to happen for you.

ACTION PLAN:
How To Be More Focused!

Okay I want you to write down something that you want to get better at, whether it's to read more books, create another income stream, learn a new skill, even finish off painting the bathroom.

So write the one thing you want to focus on right now!

Okay cool, I hope you have done this.

Right, I want you to write 5 things you can do right **NOW** to focus on improving this part of your life. This can be getting more advice, finding a mentor, writing a game plan, setting aside one hour per day in your diary to work on this task, etc etc.

1. _____

2. _____

3. _____

4. _____

5. _____

Okay here comes the hard part... I now want you to ACT on points 1-5.

Set a date here when you will start _ _ _ And a date to finish this task _ _ _

Seriously, if you concentrate, focus and act on points 1-5 you will almost certainly see an instant improvement in this part of your life or task your trying to achieve.

So put these 1- 5 actions in place now and see how focus can vastly improve your life.

Once you see how this simple exercise can get you this result, you simply rinse and repeat into other parts of your life.

CHAPTER 9: BECOME A MASTER OF FAILURE

‘The man that chases two rabbits catches none’

Roman Proverb

I know this is a strange title in a book on helping you to succeed in life and business, but if you understand failure, it can be a blessing in disguise.

As a professional football player, there were a lot of the training sessions that were very hard, especially goalkeeper training, which is very intense because you have to pick up and throw your own body weight around for long bursts at a time.

So it’s 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 think 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 as 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 balls in training.

So when I dropped a ball or made a mistake my goalkeepercoach 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 life.

In football the worst thing a player can do is to dwell on a mistake, as this will eat away at their confidence, which will effect their focus and eventually their performance.

In football, we were taught that if we made a mistake (failed) to immediately forget about it and just keep doing what we knew we were good at.

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

He was getting me to think of always moving forward, rather than dwelling on my mistake, 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 the next shot would be a perfect catch or save.

As a young keeper 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.

So how did this goalkeeper training technique 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 the better part of 12 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, *Become a Master of 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's only natural and part of life and growing as a person.

So what I mean by this title 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 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** 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 struggle and either just stay in their chrysalis or for the most part take the short cut in life and ask to be cut free. Either way, like the butterfly, this normally ends in disaster for the person.

So why are people so fearful of failure?

I do not want to keep banging the same drum about poor programming from schools, parents and our peers, but throughout life we are taught that it's wrong and 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.

I also do not want to even start writing about social media and the negative effects this is having on millions of people.

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

Consider the latest 'talent' shows on TV, which have the public hypnotised. These shows are not about the talent, they are sadly just about mocking people!

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

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 the same problem and that is negative, friends, family and peers surround them.

For example how many times have you heard one friend say to another *‘Don’t leave your job to start a business, 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 someone who decides to buy their own home only for their 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 financial plan.

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’* so 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 be shouting at you, '*Next shot matters*'.

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 phase 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 and do not let the TV and especially main stream media brain wash you.

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

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

ACTION PLAN:

How To Become A Master Of Failure

Please follow these few steps below – it will change your life forever!

I want you to think about something that you would love to succeed in but for whatever reason you keep failing or you do not believe you can achieve so you have not even started yet.

What I want you to do is list just 5 action points that you believe you **can do** that could help you achieve this goal.

Once you have written down your 5 action points below, I then want you to do something life-changing.

JUST FINISH each one of these action points until you achieve the goal of succeeding in this thing that you have been failing at. It does not matter how many times you fail at the below action points, the key to this exercise is just **keep going** until you have succeeded and ticked everyone of these action points off your list.

I will **guarantee** if you **ACT** on these 5 action points and you achieve success, your life will **NEVER** be the same again because

you will know the secret to success, is to just keep going no matter how many failures you have!

1. _____

2. _____

3. _____

4. _____

5. _____

I sincerely hope you do the above exercise because this **WILL**
change your life!

CHAPTER 10:

FIND NEGATIVE MOTIVATORS

Again, this is another strange title to have in a positive self-help book but it's good to have negative motivators in your life. Sorry it is actually great to have negative motivators!

In fact I am going to slightly change this title because you will not have to find negative motivators, **they will find you!**

We have all experienced this type of nasty person, whether it's in school, at work, on the street, these negative motivators are everywhere!

As a child growing up on my housing estate, the other children would verbally attack me because I was different. When they would hang around the street corners doing nothing but drinking alcohol, I would be jogging past them while I was keeping myself fit and because they knew my dream was to be a professional football player, they would mock me every chance they got.

I was called every name under the sun and I would hear comments more or less every day, 'Who do you think you are' or 'You will never be good enough to become a professional' etc. etc. etc.

I had years of this abuse but instead of letting these guys get to me, I thought *'Right, I am going to prove you all wrong!'*

These guys become my first negative motivators!

At this stage in my young life, little did I realise just how much negative motivators were going to help me succeed.

When I eventually achieved my dream of becoming a professional football player again these negative motivators found me.

Whether it was a negative coach who did not like me for whatever reason, whether it was members of my supporters who would hurl abuse at me when I tried to perform or negative comments made in the press about my performances, in the world of professional football you only have to make the tiniest mistake to be attacked on all fronts.

These guys become my second set of negative motivators!

Even when my career was finished early through injury and I had to find a mediocre job packing blood for a living again the negative motivators found me, this time it was in the disguise of my new work colleagues and bosses.

When they realised I had started my own business and I was working my way out of the job that they hated as much as I did, instead of encouraging me, they made my life hell.

They tried to get me into trouble, forced overtime on me that I did not want, even to the point I was threatened with the sack if I did not quit my Just4keepers business.

So these guys become my new negative motivators!

So how did I use these negative people to propel me to success?

Simple really, whenever I felt like quitting or I started feeling sorry for myself I would visualise these guys laughing in my face and saying, *'Told you so, we knew you would not become a success!'*

To me, the pain of these negative motivators laughing at me **was so great**, even though I was on my knees at times and I was almost beaten, I could not let these losers in life, laugh at me.

So this gave me the energy to make that one last phone call, work long weekends, do 18-hour days and everything else that I probably would not have done without their negative motivation!

Now, this is my character and maybe it is not yours, but I don't think it will do you any harm if you use negative motivators to give you energy!

I honestly do not believe I would be where I am today if I was not motivated by proving people wrong. I would go as far to say that it is one of the strongest tools that I have in my armoury, in terms of helping me build my businesses.

If you do not want to use this technique or maybe it is not in your character to allow others to motivate you, at the very least, make sure you DO NOT listen to any negative person and certainly DO NOT let them effect your state of mind.

ACTION PLAN:
How to use Negative Motivators to propel you
forward!

As I mentioned briefly in this chapter, do not worry about finding negative motivators, they will find you.

What I want you to do is think about someone in your life who is mocking you, bullying you and just laughing in your face because you are trying to achieve something for yourself and maybe your family.

Once you have their name (or names) write them down and or **ideally have a picture of them.**

1. _____
2. _____
3. _____
4. _____
5. _____

Now find a private place that only you will know of and put their names and or pictures on the wall. Make sure you get to see these names and or pictures at least once per day.

When you see their name and or picture, make sure you say to yourself out loud, *'There is NO WAY they will be right.'* Then

visualise yourself achieving the success that you want and then visualise their faces when they see your success.

Also, when you achieve this success, do not throw it back in their faces because you do not want to lower yourself to their level. You want to be better than they are as a person. Anyhow, they will know about your success!

And they will know, that **you will know** that they were wrong, if this makes sense.

You will get much greater satisfaction by doing it this way because your negative motivator will be thinking, *‘Why have they not thrown this back in my face yet?’*

And basically what you are saying to them is that they are not **important** enough for you to even waste your breath to say *‘I told you so!’*

This will destroy them even more that you do not feel you need to speak to them.

So find your negative motivators and instead of letting them get you down, use them to propel you to new heights.

CHAPTER 11: DO NOT BE A KNOW IT ALL

*Whatever The Mind Of The Man Can Conceive
And Believe, It CAN Achieve!*

Author - Napoleon Hill

There is a saying in football, “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 0.1% you would take it because in the professional sporting world 0.1% could be the difference between a win or a loss.

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

What I am talking about here is continual education.

As a professional goalkeeper, I knew the importance of taking every single opportunity to develop to become a better goalkeeper

(continued education) but in business I just did not realise that I had to do the same thing, BUT to develop 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 did, and that 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 football, when I realised that my competition in business would be seeking to get more and more educated, 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, I did.

This had a major positive impact on my business, 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 goalkeeper, like most people I never bothered reading a book, because in my mind I thought, I have been to school, why do I need to read.

However, 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, thoughts and actions, I can honestly say I have not bought a newspaper for easily over 25 years now.

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

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

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 must ALWAYS strive to grow and develop as a person.

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

The key is to make sure you read and seek out information that is relevant to you and your goals. I will say this again because it is that important...

The key is to make sure you read and seek out information that is relevant to you and your goals

CHAPTER 12:

CHOOSE WIN - WIN

I have been in business many years now and I still cannot understand why people do not think 'win-win' when they are looking to do business with another person.

For some reason, a lot of people believe that someone has to lose, for them to win, so they think 'lose-win'.

Lose-win is always temporary and if you think lose-win in your favour, you will find it very difficult to develop a long term business. You will actually find it difficult to develop anything because people will lose trust in you very quickly when they discover what you are up to.

As a professional goalkeeper, I learned that this win-win trait was not only vital to the success of our team, but also for me!

Even though I was training with other players that I might not have liked, I always made certain that I gave them 100% because if they won, I won.

Especially when it came to match day, when we were performing in front of a huge crowd, it was critical that as a team, we needed to have a win-win mentality, otherwise without doubt, we would lose the game.

I have been in teams where certain players despised each other with a vengeance. They would rarely speak to each other in the changing rooms and would not associate with each other away

from the football stadium, but when it came to match day or even training, they would work together, because they knew the importance of win-win.

Because by helping each other (win-win) they actually helped themselves.

Also in a squad of thirty players, there would be at least two, maybe three goalkeepers all chasing just one place. So every team I played for, I always had **a lot** of competition.

Now, goalkeepers are a rare breed, and for the most part, the majority of goalkeepers are friendly with their fellow goalkeepers, even though they are in competition for the Number 1 jersey.

I do not know if it is a goalkeepers character but at every football club I played for I was genuine friends with my fellow goalkeepers... even though they were my competition.

However, even though we were friends, we were all chasing that number 1 place, so there was serious competition between us all, every day.

Being part of goalkeeper training each day with fellow goalkeepers who I had a genuine respect for was always a wonderful experience, because this was win-win on steroids.

Now when training, for me to develop and become a better goalkeeper, I needed excellent service (distribution) from my fellow goalkeepers. So when they would throw or kick the ball at me, they had to give me 100% to challenge me to make me a better goalkeeper.

Now the reason why they would give me 100% is because they knew when it was my turn to throw and kick the ball at them, I too would give them 100% of my efforts.

We knew it was the only way we would improve as goalkeepers by helping each other, and even though we were helping our competitor, we knew our competitor would help us. So we all knew the importance of win-win.

Now thankfully all the goalkeepers I worked alongside over my years were lovely guys and would always give me 100% just as I would give them, but I did hear stories of other teams where a goalkeeper would try and cheat his fellow goalkeepers by not giving them the excellent service they needed. So he chose win-lose in his favour.

So what do you think happened here?

Well, when the other goalkeepers realised what this goalkeeper was up to and was trying to cheat them, they refused to give him 100%.

So the goalkeepers that were practicing win-win developed and the goalkeeper who chose win-lose went backwards.

Thankfully, it is not in my character to think lose-win, but being a professional goalkeeper certainly drummed into me the importance of making sure that before I ask anyone to do anything, it was win-win.

I not only do this in business, I also do it in my personal life.

Now in the business world you would not help a competitor but when dealing with partnerships or customers for example, it needs to be win-win.

Obviously, if people are going to be at the wrong end of a win-lose deal, it is only a matter of time before they find out and back away from the person they are dealing with.

However as obvious as the above is, the number of people who still opt for win-lose in their favour is staggering.

I believe, for the most part, the majority of people are good people but even good people commonly offer win-lose deals, not even realising how poor their deal offering was.

Possibly the reason for this is most people are not looking to con or steal from the other person, but because they are so focused on **themselves** and purely what *they* will get out of the arrangement, they completely and naively forget to think about the other person.

The people who offer win-lose do not realise that it is actually easier and takes less effort offering a win-win scenario.

You tend to see this mostly in sales for example, a company that sells a product or service to their client and then offers no or little customer service if the product is faulty, or if the client needs further information on the product they have bought.

How many times have you bought a product yourself and then tried unsuccessfully to find out more information about the product you bought or you want to report a fault only to be left

hanging on the company's help line or you cannot access any information on the company's website

Would you buy from this company again? Probably not!

It is not just in business where people try and get a win- lose in their favour, it is also....

In their marriage, with their siblings, with their parents, with their children, with their friends, with their work mates, and so on!

Guys, this chapter is obvious and I do not want to drag it out but if you want a long-term relationship with anyone you must **pick win-win!**

CHAPTER 13: WEARING MASKS (CONFIDENCE AND BELIEF)

*'Champions Are Not Made In The Gyms.
Champions Are Made From Something They
Have Deep Inside Them – A Desire, A Dream,
A Vision!'*

Author - Muhammad Ali

A famous man once stated, *'Whatever the mind can believe, the man can achieve!'*

Napoleon Hill was a great visionary and he was correct, it is vital to your success to believe in yourself, your strengths, your weaknesses, your beliefs, your goals, your visions, your dreams ... belief and confidence is important.

So in this chapter I am talking about having confidence and belief in yourself.

Sadly mostly people are not naturally confident or do not actually believe that they have excellent skills to show the world. So this holds them back, loses them opportunities and stops them achieving the things they want out of life

However, the great news is, if you do not believe in yourself please do not worry because just as you can improve your fitness and knowledge, you can also improve your belief and confidence, which I will explain shortly.

Now, you might say, 'Well Ray, it's okay for you, you are a confident person, you achieved your dream of becoming a professional goalkeeper and have built up successful businesses.'

Now even though I achieved my dream, I think a huge portion of my success was down to just my dogged determination to become a professional goalkeeper and businessman.

It was not belief that got me to become a professional goalkeeper, it was pure naive arrogance and persistence and of course, I obviously had the ability to be a goalkeeper.

But when I become a professional player and I walked into the stadium the first day and I started to rub shoulders with fellow professional players, I completely felt out of my depth and thought, 'I am in trouble here!'

All the other players seemed to walk with a swagger and had an air of being super confident and a strong belief in themselves.

It was not until a few months had passed that I started to see that for the most part, most players were just like me and were not very confident but had mastered the art of simply putting on a front.

What I mean by this is, on the outside they portrayed themselves as super confident but on the inside they were just as nervous and scared as I was.

Now it might surprise you to read, after everything that I have written in this book, that I am not a naturally confident person. In fact, as a youngster I was super under confident and I had to develop the skill of believing in myself.

So what happened?

At the first professional club that I played for, Plymouth Argyle FC, the captain took a liking to me. Gary Poole was a great guy who I idolised and I think he saw that I was a decent guy who was struggling with my self-belief. Whenever I lost confidence or started to worry, he always seemed to have the correct words to say to me.

He said something to me one day that has stuck in my mind. He said, *“Ray, you’re a great goalkeeper, but can I give you some advice?”*

Go on, I said.

He said, *‘Ray you’re a great goalkeeper and you have done fantastic this season but stop worrying about what other people think about you!’*

He was spot on. I used to worry about what people thought of me, which is a confidence thing. Now it’s different, as much as I am a nice guy and will be polite to anyone, I honestly do not give a shit what people think about me.

I do not need people to think good about me, as I feel GREAT about myself.

And so should you!

As the months went by in football, I realised that it was all bullshit!

Honestly, most players just put on this invisible front!

Even though most of these players were nervous, lacking confidence and at times lacked belief in themselves, what they did was very, very simply...

And that is, they would not let other people see that they were having self-doubts! **They learned the art of wearing a mask!**

They basically put on a show for people. They pretended to have belief in themselves. As I said above, it was all bullshit but this worked... big time!

They (like me) wore masks, so for an outsider looking in, these masks that my fellow players wore which made them look super confident, were just that – masks.

They masked the fact that even though on the outside they looked super cool and super confident, on the inside they were a bag of nerves.

And as the months and years went by, this is what I did all the time – I wore masks. I was basically pretending to be super confident.

And what I learned was, the more I ‘pretended’ to have belief in myself, the more I actually did start to believe in myself.

Life is all about habits, so the habit I developed when I wore my Superman mask of confidence was to feel confident, and this just

got stronger and stronger, till one day I did not have to put a mask on anymore.

I had worn a mask for so long (pretended) that eventually it just became a habit and this made me a naturally confident person.

But I was not naturally confident, so I had to work on this very important success trait.

You can also wear masks when you are dealing with different characters in your life, for example, with your bank manager, your tenants if you own property, your work colleagues, your children, your partner, the scallywag on street, etc and etc.

So how do you wear masks with different people and characters?

Well, it is how you stand, the aura you portray, how you dress and the vocabulary that you use so you can relate to the person you are speaking with.

For example – *The Bank Manager*

When I went to see my bank manager in the early days when I needed to impress, I would dress smartly and walk tall when I went into his office.

I would look at him directly in the eye, and not break eye contact.

I would use vocabulary that he was used to, like investment, future, savings, business planning etc.

I would wear a mask that was basically saying to my bank manager that I was a success and I knew what I was doing, when in reality

when I first started in business I had no idea (however my bank manager never knew this!).

That's the power of wearing masks.

Now when I go to see my bank manager by the way, I will wear shorts and flip-flops and basically say what I want to him.

This is still another type of mask but this time I am basically saying, 'Look I am a success and I really do not care about what you think. I do not want your advice because I am going to do what I am going to do anyway.

So I can either do business with you and your bank or I will go to another bank.

So it is another form of wearing a mask but just dealt with in a different manner, as my confidence grew.

Now to the extreme, dealing with scallywags in the street (bums!)

Over the years I have had my fair share of dealing with arseholes because of the areas I bought my properties, and again I wear masks to deal with this type of character.

Like the bank manager, I would try to relate to this person.

So, I would make eye contact but glare in a way that says, "Do not f**k with me!" I would change my vocabulary and even though I am not a big fan of swearing, if I needed, I would drop the 'F' Bombs.

I would posture up, so I would stand upright, utilising my height a bit like a peacock showing off their feathers. So again, I was portraying an aura of a person that should not be messed about with.

Now, I am not a fighter and would always choose to walk away from any confrontation, but there have been times over the years that I have had to wear masks when dealing with unsavoury characters, especially in my property business when a tenant was abusing my property and or, not paying their rent.

The above examples are just two different scenarios at opposite ends of the spectrum where wearing a mask have proved advantageous.

In both cases, the mask I wore was completely different but the mask I chose to wear was due to the person I was speaking to at the time.

I hope this makes sense, because if you understand the power of wearing masks in different situations dealing with different people, this can be very, very advantageous for you in developing your confidence.

ACTION PLAN:

How To Wear Masks.

Can you pick two things you are putting off because you lack confidence? It could be going to ask your bank manager for a loan or asking your first customer for a sale.

Ideally I want you to pick two completely different tasks, because I want you to see the difference in wearing two different masks in different scenarios.

So if it's a bank manager for example, you will have to dress for the occasion and speak in a certain manner like I have explained in this chapter. And if you're speaking to your customers to make a sale for example, this would mean a complete different mask.

Task 1

Task 1

Once you have got your two tasks, I want you to visualise achieving these in your minds eye **before** you actually physically attempt to do these tasks.

You will learn about visualising in the next chapter.

Once you have visualised, just go in and practice. It is like being an actor the more you practice the easier it becomes and the more you wear masks, the more confident you get, until one day you will not have to wear a mask anymore.

CHAPTER 14:

VISUALISE YOUR SUCCESS

I absolutely love this success trait because I believe it is the most important to master and again it was something that I did unintentionally every day as a youngster. Also, most people, most days visualise without knowing, but sadly the way they visualise goes against them, which I will explain shortly.

What is visualisation you may ask?

Visualisation is daydreaming on steroids and is thinking something into reality. If you ask any top athlete, top actor, top musician, top businessmen or women or any person who is in fact at the top of their field, most will tell you that they visualise probably on a daily basis.

I would go as far as saying, if these guys did not know how to visualise, they most probably would not have had the success that they had.

Visualisation is that powerful, it is that important and the great news is, it is such an easy thing to practice.

A TV presenter once asked a very famous golfer, *‘What is the best game of golf you have ever played?’*

Quick as a flash and without hesitating he answered, *‘Every game I play on the airplane travelling to my next tournament!’*

Now, think about this for a moment. Even if you have to reread his answer a few times, try to understand what he was saying. I know when I first heard this on audio I had to keep rewinding because I just did not get what the golfer was trying to explain.

But after about my fourth maybe fifth time of hearing it, this statement hit me like a force of lightening, as I thought, *'Wow this is so powerful!'*

It does not matter where you are right now, you can use visualisation to have a massive and dramatically positive affect in your life by using this hugely powerful trait.

As I said above, I used this as a child but at the time I thought I was just daydreaming because I used to think, in my mind's eye, of playing a perfect football game.

I would visualise making that perfect save, taking that perfect goal kick, making crucial penalty saves, even to the point I could hear and see (in my mind) thousands of fans chanting my name... *'Newland, Newland!'*

I would then visualise my team winning the game and all my teammates coming up to me to shake my hand and pat me on the back because I had been the hero.

I would visualise probably ten times per day as a child, and there were quite a few times when I would visualise playing my perfect football match, I would see the opposing players approaching my goal, I would see the opposing player fire the ball towards my goal...and I would then see myself move across my goal like lightning and leap top corner, diving full length to save the ball.

I was just about to save the shot and the crowd was about to go wild because it was such an amazing save when I would be awoken by the shout, *'Newland, are you day dreaming again... get on with your work!'*

It was normally my French teacher, Mr Mitchinson letting me know that I had work to do. Seriously I visualised every day, several times per day.

When I became a professional goalkeeper, I would use this success trait even more intensely and I would invest at least thirty minutes a day to practice and practice in tiny detail.

I would find a quiet part of my home and I would just sit, visualise and go over every scenario that I could think of that I might face in a training session or in a game.

I would go over the same save, kick, dive, roll, slide, cross, penalty save, you name it, time and time again until it was the perfect save or catch – in my mind's eye.

Visualisation is so powerful that there were times I would be playing a football game in front of thousands of people and something that I had visualised over and over again in my mind not only happened in realtime, but happened exactly as I had visualised.

Seriously, to the exact detail!

In realtime game situations, I have come for a cross in a game where I have seen the opposing player run down the sideline, beat

my defender and crossed the ball high into my area, with the ball curling way from me because of the strong wind.

I have then been in the exact same position when the cross came over, moved in the same direction as my vision, took off at the same moment, shouted 'keepers!' (meaning, the ball is mine) and caught the ball at the exact same height as in my vision.

Even my home team supporter's cheers and chants were the same.

I have literally been on the field in front of thousands of people when a scenario on the field has played out exactly like it was in my vision and I would get this almighty cold shiver running down my spine because even though I had practiced and practiced this trait, it was such a weird (and wonderful) feeling when it was played out in realtime.

Now, believe it or not, even though I was doing this on a daily basis, I did not realise I was visualising because up until this point I never knew what it meant because when I played pro football, it was not like it is today where the players have a team of specialists to help.

When I played all those years back, myself and my team mates had nobody guiding us on the mental side of being a sportsman.

In fact the only advice we got from our coaches, if we made a mistake, was that we would be dropped the following game if we did not get out and act together.

It was only when I came out of football and started reading business books and listening to successful entrepreneurs on audio

that I began to understand what I had actually been unintentionally practicing for all those years.

So when I started to understand the power of this amazing trait, I started applying this to every part of my business and personal life.

All my success to date, building my property business, building my Just4keepers goalkeeper business, writing my books, creating my 6-part DVD series, was all played out, over and over in my mind long before I had the success.

I also use this in my personal life. I visualise being the best husband and father that I can be for my wife and family.

You can basically use visualisation to transform any part of your business, spiritual and or personal life.

Visualisation can be used for ANYTHING it does not have to be sport

Below I am going to give you an exercise that will help you understand the power of visualisation and the positive impact it can have on your life.

However before I do this exercise with you, I want to explain the power of negative visualisation.

Sadly, this is the visualisation most people use – negative visualisation.

Even the most positive people allow negative visualisation to creep into their life every now and then. I certainly did and still do to this day.

However I recognise negative visualisation almost immediately and try as fast as I can to make my thoughts positive.

Here are some examples of negative visualisation.

A person is worried about losing their home because they have lost their job or maybe they have been downsized. Every day they worry and go through the scenario in their head of losing their home.

They focus on seeing themselves losing their home, so they eventually lose their property.

A man (or woman) is desperate for a partner but they continue to play over in their mind that they will never get the partner of their dreams because they are too old, too fat, too thin etc, and so as a result they actually talk themselves into not finding the partner of their dreams.

A person wants to get promoted in their current job role but feel that their peers are better equipped than they are and that their peers get on much better with the boss, so if a new position becomes available they would have little to no chance.

What happens when this position actually does come up? Correct – the job goes to one of their peers.

I am sure you get my point here, but if you haven't got it yet, the key point is that most people actually 'think their way to failure'.

Think about it, if your mind can think you to success, can it think you to failure?

The answer to this is sadly, yes!

What is also amazing is it takes the same effort to think positive visions as it does to visualise negative visions.

Unfortunately, most people choose negative visions?

Why is this?

Without going over the details again, as I have mentioned this a couple of times now, it comes down to poor schooling, poor parenting, poor peers and negative association.

It is also due to ignorance. Most people simply have not been taught this trait, so as the saying goes, *'If you do not know, you do not know!'*

People simply do not know!

Another massive factor is the media, especially that big dangerous square thing hanging on your wall. I am talking about your TV.

People are basically brainwashed by TV, from negative soaps to negative films, and especially the negative news, but guess what?

Most people love all this negative stuff on TV, so is it any wonder they adopt this same negativity into their own mind and life?

Also let's not forget other media and the news that fill us all with so much nonsense and negative stories, it is little wonder most people think negatively.

Now that we have established how positive and negative visualisation works, let me show you an exercise that will help you

bring more positive daydreaming, thinking, thoughts and visions into your life.

ACTION PLAN:
How To Become A Visionary For Your Own Success.

What I want you to do is write down (below) something that you want to achieve. Whether its start your own business, try for job promotion, find a partner (or a new partner, lol), start a new hobby, visit a country you have always wanted to visit, etc, etc and etc.

Also do not forget the last chapter on wearing masks, you can also utilise this exercise I advised you to do.

I want you to do this RIGHT NOW. You have no more than 5 minutes.

Do not over think this. What have you been putting off? What dream have you put to one side because you do not believe you can achieve it?

You probably already know what it is – so write it down right now!!!!

Okay well done for doing this. This is the most important step because most people will not even bother to write down what they want to achieve.

Also write a date down when you want to achieve this. Now you might be thinking, *Ray, this is just like setting a goal.* Yes, in a way it is but with a slight difference.

So once you have done the above, please follow these steps.

Step 1. Write this down on a piece of paper, ideally a small piece of card.

Step 2. Put this piece of card in your wallet.

Step 3. At least three times per day take this card out and read what you want to achieve.

Step 4. Then visualise (daydream) that you are already achieving what you want. If it's a brand new sports car, visualise yourself driving this through the streets as people are watching you in admiration and you are just feeling totally amazing. Or if you are into martial arts and you want to get your next belt, visualise yourself doing your exam and you making every movement perfectly and your peers and instructors clapping at your faultless efforts. Whatever you have written down, just keep going over and over in your mind's eye. **Daydream it into reality!**

Step 5. Surround yourself with people who will encourage you to achieve your end result.

Step 6. DreamBuild! If it is a product you want, like a new sports car or motorbike, visit the showrooms and physically touch it and take it for a test drive. This dream building is like real time visualisation because you can actually touch what you want and this act can be very powerful.

Step 7. Be consistent. If you visualise once a week, you will lessen the chances of getting your desired result. But if you do this three times a day, you are burning your desired result into your subconscious, so you increase the chances of getting what you want!

Step 8. Seek out those who have achieved what you want, and copy them! If you can speak to them and ask their advice – even better!

Step 9. Never, ever, ever give up! You are going to have your doubts from time to time that you will not achieve your end result, but keep the faith and never give up!

Visualisation is seriously one of the most important traits you can develop and it is so easy to do – **you simply have to daydream your way to success each day!**

CHAPTER 15:

BE A GOAL ACHIEVER, NOT A GOAL SETTER

Thankfully being a professional goalkeeper helped me understand this vital business building principle very, very quickly in life.

When I performed as a professional goalkeeper, whether it was in a training session or in front of thousands of people in our live football games, ‘my goal’ was not to concede any goals in the net that I was protecting.

Now, if I made a mistake, the chances are it would have led to me conceding a goal, then maybe my team losing the game and the strong possibility of me losing my place in the team.

For me as goalkeeper, I just could not afford to let in a goal, so I learnt my first goal – and that was not to concede a goal.

So from an early age, I learned to be a goal achiever not a goal setter!

Because if I did not learn and master this vital success trait, I very quickly would have been out of a job!

So to peel this example back even more, my goal was not to concede goals because in reality, if I was to THINK not concede goals, I was a goal setter rather than a goal achiever if this makes sense?

Because, as a professional goalkeeper, I could not wish NOT to concede a goal... I had to make sure I did NOT concede a goal otherwise this was bad for my team and me.

So going into a training session or a game I could never be thinking, *'I hope I do not to concede a goal today'* or *'I might try and keep a clean sheet.'* (A clean sheet is when you do not concede a goal).

My goal was pure and simple. I had to be a goal achiever not a goal setter... and under no circumstances *'I could not concede a goal!'*

Sadly most people go through life thinking they are setting goals but in reality they are not.

They actually think because they have 'set' their goals that they are a goal achiever and this is not necessarily the case.

Harvard University did a research study that showed that 95% of people who reach retirement are either broke, still have to work past retirement age or need help financially from family and friends.

So what does this tell you?

Well sadly 95% of people in retirement probably have not achieved their dreams and or their goals, which is a frightening statistic.

So they do not know how to set and more importantly hit their goals.

So in business and or personal life how can YOU become a goal achiever rather than a goal setter?

First of all, you have to read or listen to successful people who have achieved their dreams by reaching their goals and the second **very important** thing to do is, keep things **simple!**

This is the NUMBER ONE reason why most people do not reach their goals. They simply do not know how or they over complicate the process.

However, for the most part, it is not people's fault that they are not goal achievers!

There are a few reasons for this.

One. For most people, including myself, the subject of goal setting was never taught in schools. So most people come out of school with no idea of how goals can change their life for the better.

Two. Association. If a person is associating with family, friends or work colleagues who are negative, have no positive outlook on life or living in the wrong part of the neighbourhood, this can have a massive negative effect in terms of not setting goals.

I am not saying it is not impossible for people to come from adversity or poor associations and then go on to achieve great things. There are countless success stories to prove that people have done this, but sadly for most people, poor and or negative association can have a devastating effect on their development.

Three. Reading self-help books. I know it might be a little strange me stating this, as I am all for self-help books and reading from successful authors because reading has personally changed my life and also the life of millions of people around the globe.

So why do I state this as a potential negative?

Well, when a person has read a book on goal setting from a successful author, especially if they are just starting out in their quest to be a better goal achiever, they forget that the author might be 10, 20, even 30+ years ahead in their business, so they are on another level in terms of how their business mind works and how they set goals.

Now most authors understand that they are vastly experienced in their business and in mastering goals, so they will try their best to put things in layman's terms and keep their goal setting process simple when they explain how they achieve their goals.

However, some authors do not realise that newbies will be reading their book and may not understand goal setting but this will not stop these authors writing about their goal setting process at 'their' level of thinking, which is just too complex for most newbie entrepreneurs.

I have read books from hugely successful and well- renowned authors and business people and got to the end thinking, *'What the bloody hell was that all about?'*

It was just too complicated!

Authors where stating things like ...

'Know where you want to be in 10 years 'time, then peel this goal back to a 5 year plan. In this 5 year plan, explain how much you want to earn, the job you want to do, the house you want to live in and the car you want to drive!'

‘Once you have done this, peel this goal back to where you want to be in 1 year and the income you want to be earning.’

THEN

‘Break this goal down to monthly and weekly to do lists to achieve this 10 year plan and keep track of your process!’

When I read this I thought. *‘WHAT? I do not know what I am going to be doing next week, never mind 10 years from now!’*

Now, I have been achieving goals for a number of years. I now understand what these authors were explaining, but at the time I just thought, *‘I could never do this!’*

So a few years went by and I did not believe I could reach a goal because the books that I read were just too complicated for me!

And as I stated above, people wrongly think they themselves are the problem so do not even try to set their goals, never mind reach them. I know this from first-hand experience because this is what I thought.

Thankfully I do not give up easily, and I bought an audio program from a Steven. K Scott called *Mentored by a Millionaire*. This changed my life.

The program that Steven taught changed my life for the better. It was to the point and he explained his goal hitting system in very basic and simple terms that were easy for someone like me who was struggling, to understand.

If you have not read or listened to *Mentored by a Millionaire*, I strongly recommend you get it ASAP.

I do not know Steven by the way and I do not gain financially if you purchase his product. I am only recommending this because I believe that what he teaches is very powerful, yet simply put.

Without doubt, his audio program was the best I had listened to, and I have listened to alot! I have even listened to the audio by the so called best goal setters on the planet and these guys do not even come close to what Steven teaches.

This is because Steven leaves out all the hype, bullshit and waffle, and just tells you how it is.

I could make this chapter continue for another fifty pages but the bottom line is this – learn how to become a goal ACHIEVER not a goal setter!

ACTION PLAN:
How To Be A Goal Achiever, Not A Goal Setter!

Okay, so how can you become a goal achiever? Well the first thing to do is **keep things simple**.

What I want you to do is choose a very simple goal that you have been putting off for a while.

It could be something basic like, upgrade the car, mow the lawn, buy a new suit, take the wife and children on holiday or repaint the house etc.

It really does not matter what this simple goal is all about, just write it down below and then (important) put a date below when you think you can achieve this goal.

I want this goal to be so simple even a 4-year old can accomplish it.

The reason being, I want you to get the overwhelming feeling of what it is like when you have **achieved** a goal. I also want you to feel the power of accomplishment.

And as basic as this exercise is, as soon as you realise that achieving a small goal is just as easy as achieving a big goal, hopefully your mindset will change in terms of reaching your goals.

Because after all, achieving a goal is just achieving a goal!

Okay, there is a difference between setting a goal to mow your lawn compared to buying your first house, in terms of financial and mental realisation but when you think about it, a goal is actually just a goal.

And this is what I hope you gain by completing this easy exercise, that when you realise achieving a small goal is just the same as achieving a big goal, hopefully it will change your attitude towards goal setting.

Remember be a goal ACHIEVER not a goal setter!

Write Down Your Easy Goal.

Date To Accomplish This Goal.

Now using the other traits I have explained in this book, go for it. Persist, never give up, do not make excuses and **do more than the average!**

If you do not reach this goal you have set, you have not tried!

So don't try... DO!

CHAPTER 17: DELAYED GRATIFICATION

*‘Strive not to be a success, but rather to be of
value’*

Author - Albert Einstein

First of all, what is delayed gratification?

Do not be embarrassed if you have not heard of this saying before, because I was about thirty years of age before I heard the words delayed gratification.

Delayed gratification is when you want something but you understand for the next weeks, months and or even years you put the work in **first** before you get what you want.

This could be to lose weight, buy your dream house, boat or car, get married, visit your dream country, and so on.

As a young child, again unbeknown to me, I was practicing delayed gratification every day.

From a very young age I knew that I wanted to become a professional goalkeeper but I knew it would be around the age of eighteen years old before I would have the opportunity to realise my dream

I also knew there were no guarantees of me becoming a professional goalkeeper, yet this did not stop me working towards this delayed gratification goal, more or less every day for several years.

I did not wait until I was 18 years old before I attempted to achieve this dream because this would have been too late, the work actually started about five or six years earlier.

Then, when I achieved my dream and became a professional player, again unbeknown to me, I practiced the power of delayed gratification on a daily basis. My new target now was to become the best goalkeeper that I could be and I was continually preparing for my football games on a daily basis, which would be every Saturday afternoon.

So I would train hard every day to prepare myself for my games and to become the best goalkeeper that I could be.

Now I did know if I would get picked to play in my team for this big game, and if I did get picked there was no guarantee I would play a good game but still I would put the delayed gratification in each day and worked so, so hard preparing every single second that I could.

I did not get any instant results, as I worked hard each day to give me an indicator of whether I was on the correct track. I simply delayed my gratification, knowing that if I put in the hard work, the rewards would eventually (or hopefully) come my way.

This delayed gratification that I practiced as a professional goalkeeper proved to be a MASSIVE advantage when I lost my career and started my own business.

This was because in the first two years of building my business, I made little to no money, but I knew I just had to think like a professional goalkeeper and delay my gratification, and keep working hard (and smart) until I achieved my target and my dream.

I honestly believe if I had not understood the importance of delayed gratification in developing my new business, I probably would not be where I am today. I would have quit because I did not see instant success.

So this was a massive lesson for me. All my football exploits gave me the knowledge, understanding and discipline to delay my gratification.

Unfortunately, most people think they are going to start a business and make money from day one. So when this does not happen they panic (if money is an issue), they then move onto their next business idea (if patience is the issue) or they quit if they lose confidence or they have a negative partner!

Now, even though it would be great to make money or be in profit from your business in the first few months, (although it is not impossible to have quick success) most people have to wait several months before they see success.

However, sadly for most people, this is too late as they quit when they do not see instant success because they do not understand the concept of delayed gratification.

By the way, a lot of people do start a business and make money from day one but I believe it is important to have delayed gratification built into your business plan, as this will give you a better chance to succeed in business.

Also delayed gratification is not just for people starting out in business. Delayed gratification may also be needed when looking to change jobs, finding a partner, buying your new or next house, and so on.

Was delayed gratification hard for me?

Yes it was and it still is to this day because like most people if I want an item or to achieve a goal, I would rather this happen immediately rather than wait weeks, months or years.

But like most things in life, they sometimes do not come easy and you have to work for what you want.

Here are some other examples of delayed gratification and where it can go right or wrong.

One of the most common examples of delayed gratification is buying a property. For the most part, people do not realise they are practicing delayed gratification, so if they can do this when buying a home why not do the same in other aspects of their life?

Example 1. Let's say you live in a 2-bedroom apartment and you want to move to a 3-bedroom detached property with a front and backyard. You need a deposit of 50,000 but the problem is you are 50,000 short.

So what do you do?

Well, you work harder, you work over-time, and you save. You can also get creative and or ask family and friends to lend you the money, with zero interest.

You know the end goal is to buy that 3-bedroom property but you know you might have to wait weeks, months or years before you reach your target of 50,000.

So you delay your gratification of buying the house, even though you're putting the work in now to purchase this new home in the future.

You cut back on eating out, going on holidays and buying the nice things in life while you save up this 50,000. This is delayed gratification at its best.

Now delayed gratification sounds straight forward the way I have explained it but in reality most people are just not prepared to wait, because they want everything now!

Especially in this day and age when you can get more or less any information you want in a millisecond thanks to the internet, you can buy more or less anything with finance and or on a credit card, delayed gratification is getting harder and harder for most people to now master.

Because people want things NOW!

In the example above regarding buying a bigger home, the sensible thing to do if you needed 50,000 is to save and or borrow money from people you trust.

But because people do not understand the concept of delayed gratification they get themselves into trouble.

Example 2. Most people in this day and age have no patience. They will not do the delay thing, so instead they will go and borrow the 50,000 at high interest rates because they are not prepared to wait because they want their reward NOW!

In the short-term, this is great because they get the home they wanted but then when the reality of having to pay this high interest loan AND their mortgage AND the other bills suddenly hits them most people cannot cope.

And sadly, this is one of the reasons people lose their homes. They just could not delay their gratification of buying their property correctly and they ended up getting into a financial deal that was out of their depth.

Another mistake people make as soon as they have some success is, they go crazy!

We all want the nice things in life but what most people do when their business starts to make money or they get a pay rise is they upgrade their car, wardrobe, phone, laptop, anything that can be upgraded, gets upgraded!

They spend all their money, but here's the problem, if there is a cash flow problem they can easily go under because money that should have gone back into their business or should have been put aside for a rainy day, was spent on that new sports car.

For the most part, people only buy cars to impress people they do not like. So why do it? Why put yourself under pressure to impress the people you do not like?

Instead, be patient. You might only have to wait a few months or maybe a year, then buy the item you want without putting yourself under financial pressure.

If you play any sport, you are always practicing the art of delayed gratification.

If you play golf, you will keep working on trying to improve your handicap. You know that you will eventually do this, it is just a matter of putting in the work **first**. Only then will you feel the exhilaration of dropping that handicap.

With basketball, you may want to shoot from the 3-point line more consistent. Now, sportsmen and women know that this does not happen in an instant. You have to throw hundreds if not thousands of shots every month at practice before you see results (delayed gratification).

With soccer you might want to score more goals. Again, the striker knows that to be the top goal scorer does not happen by accident, so they will practice shooting drills for hours and hours each week and even when they feel they are ready, they still practice and practice to perfect their game.

With tennis players who want to improve their backhand. The best tennis players in the world will practice for hours, days and weeks just on this aspect of their game until they have mastered this skill.

Success does not happen by accident. You have to put in the effort on a daily basis to master your skill without actually knowing if this hard work will pay dividends. This is what is called delayed gratification.

I could go on, but the point is, effort is required first and it may take weeks, months even years to get the desired result.

If this is something that you do in sport or even your hobby, simply transfer this skill to your business, job, or personal life.

I honestly believe that delayed gratification is one of the keys to success and I sincerely hope you add this to your success armoury!

It is also one of the easiest success traits to understand, so much so that I do not believe it warrants an action plan.

All you do is put the hard work in first and delay your gratification – **pure and simple.**

CHAPTER 18:

LIFE IS ALL ABOUT HABITS

Habits will change your life in a way you can only dream of but, there are two types of habits, *good and bad*.

Most people choose bad habits and sadly they do not even know they have bad habits embedded in their being, and they do not see that their habits are stopping them from achieving their goals and dreams.

When I say bad habits, I do not mean people are doing something criminal. Rather, I mean habits like...

Listening to music, when they should listen to successful people.

Watching the TV, especially the negative soaps, instead of reading a book or watching a successful person that can help them move their life forward.

Eating French fries instead eating something healthy

Getting up too late each day, instead of getting up an hour earlier to exercise or learn a new skill.

Listening and getting involved with all the office gossip, instead of speaking/listening about positive things to move forward.

I can go on and on and murder my point but again I am sure you understand what I mean here.

When I was chasing my dream of becoming a professional goalkeeper, the habit that I got into was training every day and being health conscious and careful of what I ate, not hanging about on street corners late into the evening and drinking alcohol, like most of my friends did.

Basically, doing the correct actions to achieve my dream.

As I have stated in other chapters, as a kid I was unintentionally forming good habits, unlike my other friends who also wanted to become professional football players but their habits worked against them. They would eat unhealthy food, not train every day and stay out late drinking alcohol. Sadly this went against my house estate friends, who never achieved their dream.

So it was no accident that I went on to become a professional player when most my friends (many of whom had more talent than I did) unfortunately went on to achieve not much in life.

I do not say this to brag or knock my old estate friends, as I would never dream of doing this, but I am just trying to highlight the difference between a good and bad habit, and where these habits can lead you in life.

When I become a professional goalkeeper and I started to understand the power of habits, I made sure I focused on getting a daily routine of good habits to help me move forward.

I would get out of bed at more or less the same time and get to work, again more or less the same time. I was at the football club normally 45 minutes before most of the other players.

I would go down the gym and pump some weights. I was getting ahead of my peers with this extra workload.

I would then train with the team between the hours of 10 am and 12 pm and after we finished training, I would have a shower and go to the club restaurant and have a high carb meal, normally pasta and chicken.

And then my day would continue in this way, in a routine of good habits.

In my businesses I again try to follow a good positive routine of good habits.

I get up between 5.15 am and 5.45 am and try to have all my emails and non-trivial work completed by 8 am.

I then take my daughter to school (which is my little treat as I cherish my time with her) and after I have dropped her off at class, I go swimming for about 30 minutes.

I then go into my office and start my day with my to-do list which I prepared either the night before, or sometime in the morning before 8am.

Again all day, I plan my day with good habits.

I try to eat healthy food and I listen to positive people whenever I get the chance.

So as you can see, throughout my life I have tried my best to have good, consistent habits that I try to follow like clockwork.

Do I manage to do this all the time?

Of course not! I am only human and I will get up late at times, watch a bit of TV (never soaps though as life is too short), drink alcohol and will do the things that normally hold you back in life.

However, I think you need to go off course every now and then otherwise too much routine and habits would drive you crazy.

Habits can shape your life, whether it's for the better or thebad, *habits will shape your life!*

Every person has habits, whether good or bad, and for the most part, most people do not realise they have habits that shape their lives.

I am often asked what habits did I use to build my businesses so successfully. Basically, the chapters of this book are my habits. I try to live them each day and I try to learn from other successful people on what habits they used to be a success.

Yes, it takes time, yes, it is frustrating, yes, I do not always stick to the same habits, and yes it is hard to do, due to the everyday distractions we all have in this information age we live in.

But guess what guys? There are only two types of habit to choose from, good or bad and because a bad habit is just as hard (or easy) to master as a good habit, I believe I might as well choose good habits.

In closing this chapter, I will just say that habits are incredibly important for you to live a successful life.

Remember there are ONLY two habits to choose from, good or bad and both are as easy or hard to master as each other. So it makes sense to pick good habits, and improve your life and the lives of others.

CHAPTER 19:

DREAM – BELIEVE – PLAN – ACT!

I have left this chapter till last because I live my life by these four words and I believe they can help anyone who also follow these words to achieve what they want out of life.

These four words are embedded into my being so much so I have them tattooed on my arm just to remind me every day to follow these steps.



And yes this is my arm, and if we ever meet I will happily show you my tattoo.

I have already touched on some of the words within this book, but below I am going to explain them in a slightly different way.

By the way, I listened to an audio tape many, many years ago, where the speaker told how he had asked a very famous businessman what advice he would give to help him to become a success.

The four-worded answer that he was given that is now tattooed on my arm came from a certain Walt Disney.

If this story is true, it is not a bad idea to follow the advice of one of the most successful visionaries and entrepreneurs the world has seen.

So please, follow these four words and UNDERSTAND the meaning of each word. More importantly, implement these words into your personal and business life. I honestly believe if you implement these four words into your personal and business life, and implement the success traits within this book, it will only help you move forward.

DREAM

I believe this is one of the most important things that you need to get right, and as easy as it may sound, it is actually one of the most difficult.

It is difficult because *you need to know what you want to do with your life.*

I have read and listened to many successful authors over the years and they refer to this trait by different words such as, ‘*What is your passion? Finding your passion. What do you want to achieve? What is your dream? What is your desire?*’ etc, etc.

These are all fancy words, but they all boil down to, ‘*What do you want to do with your life that inspires you?*’

For me, in my early years it was very easy, I wanted to become a professional goalkeeper. So I had my dream and the rest I suppose was easy. I just had to put the hard and smart work in to achieve my dream.

However I have gone through stages in my life where I did not know what I wanted to do next with my life and the not knowing kept me in limbo. I just could not move forward because I did not know what to do.

You might be in this frustrating part of your life right now, but do not worry, it will come. Just look at your strengths and your passion until you know what you want to achieve.

Once you know what you want to achieve (**what your dream is**) you can then start to implement the success traits within this book.

So you must KNOW what you want to achieve because if you do not know what your life's purpose is, how are you going to achieve your dream.

So, know what you want to achieve in life and then

DREAM everyday about achieving your dreams!

BELIEVE

You have to believe with every fibre in your body that you can achieve your dream and that it is your god-given right to achieve this dream.

Do not worry if in the early stages you are not 100% confident, just keep dreaming, visualising and making yourself believe you can achieve your dream.

Going back to my chapter on practicing how to believe and be confident (wearing masks), just keep practicing every single day to believe and be confident.

Eventually you will become a natural super confident human being and you will believe with every fibre in your body that you will achieve your dream!

If you practice long enough, you will eventually start believing.

Henry Ford once said something along the lines of “*What the mind can believe the man can achieve!*”

PLAN

Once you know what you want to achieve (your dream), make sure you put an action plan together. Without some type of plan, it is going to be difficult for you to achieve your dream.

Your plan will keep you focused and on track, because without a plan you will be just like a ship with no final destination.

Just like any tide or current will cause a ship to drift off course in no time if it's not powering towards its destination, it is the same with you. You too will just drift in the current if you don't have a destination. (A Plan)

But if you have a plan in place, this will lessen the chances of getting pulled off course, because you know your destination.

The last word is vital because without doing this you will never achieve your dream and sadly for a lot of people, they go to all the effort of thinking about their dream, they believe they can achieve their dream and they put their plan on paper but then they do not...

ACT!

Action is Key So Act!

Once you have put the above in place, just **do something** to get the ball rolling. Remember, to achieve your dream it will never be just one big action... it will be hundreds or even thousands of little action points.

So just start!

Just do something to get your momentum moving towards your dream.

Once you start with a small action and get your ball rolling you will see your momentum building, which will give you confidence you are on the right track.

This is where people fail because they do not even start. So do not be like most people, so just start!

Do something to get the ball rolling. Once you have done one small action, move onto the next, then the next, then the next and before you know it, you have achieved your dream.

Please, do this one action and at least **TRY!**

Remember what I said to my wife at the start of this book, when I hit desperation point?

I turned to my wife and said, 'Babe, if we are not going to get the things in life that we want, so be it...but I will tell you this, when I get to my death bed, if I am still a failure,I will be able to look at myself in the mirror and say... Ray,you never got what you wanted out of life but boy o boy, you gave it your best shot.'

If I am to be a failure when I am older, I will be able lookin the mirror and say, “***Ray, you gave it your best shot.***”

And this is all I can ask of myself, to give it my best shot.

And this is all you can ask of yourself, to give it your best shot!

I do not want to just roll over and die, like 95% of men. I want to live my life with pride and, win or lose, I can only do this by giving my best efforts

And it's the same with you. You can only give it your best efforts, so make a commitment right now to yourself to...

DREAM – BELIEVE – PLAN – and ACT!

FINAL WORDS

I sincerely hope this book has helped you in some small way, to help you achieve your dreams, or at least get you that little bit closer.

Also, please remember that this book alone will not help you get to your final destination. It might get you to the next stage of your life, but it will not get you all the way, no book will.

It will be a combination of what you have learned in this book and reading and listening to other successful people and taking their advice. Then over months and years, slowly but surely this will help you get closer to your dreams and goals.

So **NEVER** stop learning!

Also please do me a favour: If you feel this book has helped you in some small way, PLEASE drop me a email and let me know why, as I would LOVE to know how my book helped you. (My contact detail is at the back of this book).

So here is to your future, go on and create **a life most people will only ever dream of** by using the correct success traits and habits.

I wish you every bit of good luck in the world, and I look forward to hearing **YOUR** success story.

Your Friend Ray Newland

Ray Newland

Ray speaks and helps people and organisations all over the world, so if you would like to book Ray for your workshops, seminars or to motivate/ train your staff, please contact him via his website www.raynewland.com

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If you want free help, advice and tips on how I achieved financial freedom within 5 years of losing my job through injury, and living in rented accommodation and being broke and in debt...

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