



# 7 Steps to Living an Awesome Life

by Sunil Bali

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# Introduction

**Hello** and a very warm welcome to **7 Steps to Living an Awesome Life**

If you've signed up to my blog **Adventures in Awesome Living** then thank you for your support; you made a great choice didn't you?!

I'm really looking forward to working with you.

First and foremost, let me say that you have now within you, and have always had, everything you need to create the life that you dreamed of. What you might not have had is the awareness, motivation, focus, or clarity.

So, it's these areas that we'll be focussing on in this book.

Let's get started.

## Sunil



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# Born For?

*“Life is either a daring  
adventure or nothing”*

Helen Keller

## Born for?

At some point, you must have purchased an electrical item? Maybe a television, toaster or MP3 player? What’s the one thing that always comes with any of these items? It’s an instruction manual isn’t it, telling you how to use it in about 10 different languages.

We’re born with the greatest piece of software ever invented – the human brain and who teaches us how to use it: our parents who haven’t been given an instruction manual and who have usually been messed up by their parents!

Certainly true in my case!

I spent many years trying to please my mother by pursuing a career that she approved of. This meant trying to become a doctor or an accountant even though I had absolutely no interest in either.

By the age of 25 I had failed to get into medical school, dropped out of an accountancy course and was unemployed at the start of a recession. I had no money so had to move back in with my parents.

Six weeks later my father died.

I had always been angry with my mother because she had pushed me into making the wrong career choices.

But, my mother was a first generation migrant who didn’t want her son to struggle like she had done when she came to this country. She wanted the best for me and thought that the only way to achieve this was to have a steady, secure profession. Once I knew this, I was able to forgive my mother and move forward with my life.

No matter what your past holds, you can’t live there. The past should be a place of reference and not a place of residency.

*“Man is not the creature of circumstances.*

*Circumstances are the creatures of men”*

**Benjamin Disraeli**

# It's not what happens to you.....

One of my fellow professional speakers in the United States is a chap called W. Mitchell.

When he was 28 years old Mitchell was riding his motorbike just outside his home town, when he was hit by a truck because the truck driver didn't see him.

The motorbike's fuel cap came off drenching Mitchell in petrol. The petrol ignited and turned him into a human fireball.

He was rushed to hospital with burns to over two thirds of his body. Many of these were fourth degree burns which are the worst that you can get. When he regained consciousness in excruciating pain, Mitchell looked in the mirror, but didn't recognise his face it was so badly burned. His hands were so badly burned that he was left with stumps because the fingers had been burned away.

The first thing he said to doctors after realising how bad his injuries were, was “This is really gonna screw up my pool game.”

When he left hospital after four months, Mitchell was determined to make the most of his life. It didn't take long before he co-founded a multi-million dollar business, and had achieved his dream of owning and flying his own light aeroplane.

That isn't the end of the story though.

One winter's day Mitchell set off in his aeroplane with some friends. Ice on the wings caused the plane to crash shortly after take-off. Miraculously, no-one was killed and everyone managed to walk away – except, that is, for Mitchell.

He was rushed to hospital, where he was told by doctors that his spine was broken and that he would never walk again.

*“We define ourselves by the best that is in us, not the worst that has been done to us”*

**Edward Lewis**

Can you imagine Mitchell’s state of mind? He had now had two major life altering accidents. The first one had nearly burnt him to death and the second one had left him confined to a wheelchair for the rest of his life.

Most people would want to give up.

But yet again, Mitchell fought back with enormous courage and spirit. His attitude is summed up by a comment he made to a nurse during his time in hospital:

“Before I was paralysed, there were 10000 things that I could do; now there are 9000. I can either dwell on the 1000 things that I’ve lost or focus on the 9000 things that I can do.”

After he left hospital, Mitchell’s business became even more successful with a turnover of over \$65 million. He was elected mayor of his home town and was re-elected to serve a second term.

Although he can’t fly any more he still manages to go sky-diving and white water rafting.

Mitchell is fond of saying, “It’s not what happens to you that matters it’s what you do about it that counts.

Mitchell’s body may be in a wheelchair, but his mind is free.

*“The worst fear is the fear of living”*

**Theodore Roosevelt**

# No Fear

What determines the quality of your life is your attitude.

As my father was dying he said to me, “Son, just forget about your mother for once, do what you want to do, do what makes you happy, but promise me one thing, that you’ll do it 110%.”

And that’s exactly what I did.

In a little over three years, I went from being unemployed to being Head of Talent for Cable & Wireless Europe, earning a six figure salary.

I don’t tell that to impress you, but rather to impress upon you, what you can achieve if you’ve got the right mindset.

My father’s words were enough for me to take off my psychological handbrake and get out of my own way.

As well as hanging on to the past, the other main reason that people don’t take the action that they need to take is fear: The fear of being rejected, the fear of failure and the fear of what might happen in the future. Most of what you fear never happens anyway, it’s like paying interest on debts that you don’t yet have.

Fear is based on having a belief system that doesn’t support what you want to achieve in your life.

Did you know that we’re only actually born with two fears: the fear of falling and the fear of loud noises?

You can unlearn the fear by asking yourself what purpose it serves to keep the fear and actually doing what you fear. Because once you do what you fear, the fear will disappear.



*"It takes one person to change your life - you."*

**Ruth Casey**

As much of 95% of what we fear is what we've learned from other people when we're growing up. It's not something that we were born with.

You have to remember that you're not your conditioning. You're much greater than that. You were born free and born for greatness.

I've met countless people, as I'm sure you have who say, someday I'll do this, or someday I'll do that. But that day never seems to arrive. Their excuse usually begins with the words "If Only". But, the "If Only Club" is the biggest club in the world. The members of the "If Only" club console themselves with the fact that if you never try you can never fail.

But, I put to you that when you're in your old age, sitting in your armchair, reflecting back on your life, the two words that you don't want to be saying to yourself are "If Only". What you do want to be saying is "I did what I wanted to do, I lived the life I wanted to live", wouldn't you agree?

## Take responsibility

Today is a brand new day. No more excuses.

Make a decision to let go of the past and drop any emotional baggage now.

The truth is that your life is your responsibility. The choices you made yesterday have given you the life you have today.

If you want to see who's responsible for the things that are happening in your life, you'll find that person if you look in the mirror.

*“Put your future in good hands – your own.”*

**Mark Victor Hansen**

It's a strange phenomenon of life that most people spend their lives chasing someone else's dreams and then end up disappointed that they never achieve them – or even more disappointed when they do.

If you leave your future in someone else's hands, guess what they've got planned for you? Not as much as you've got planned for your self.

So start by taking responsibility for your life and living without fear.

It's empowering to take responsibility for your life, because when you do, you take back the power that you had previously given to someone else.

Chase your Passion  
not your Pension

*“Follow your bliss and the universe will open doors where there were only walls”*

**Joseph Campbell**

In this chapter, I want to focus on the importance of controlling your energy, because once you can control your energy, you can control your life.

If you've been on a time management course, please forget what you've learned.

I'm being absolutely serious.

As every decent sports psychologist and occupational psychologist will tell you, the fundamental unit of high performance is energy and not time.

It's the quality of energy that you bring to each moment which creates your future.

Let's look at it another way, you may be totally clear where you want to get to and have some clearly defined goals, but if your fuel tank has got a leak in it, you're not going to get very far. So identify those things that drain you of energy and plug your leaks. Once you've done that you can focus on those things that give you more energy.

## Chase your Passion not your Pension

As Head of Talent for three very large multinationals, I've been responsible for hiring over 50000 people during my corporate career. It's never ceased to amaze me how incredibly hard people work to try and get a job that they don't actually want.

First and foremost, if your hearts not in it and you can't do it with feeling, then don't do it because you're very unlikely to have the mindset or motivation to overcome adversity and be successful.

*“Before you can inspire with emotion, you must be swamped with it yourself. Before you can move their tears, your own must flow. To convince them, you must yourself believe”*

**Winston Churchill**

Sure, I've worked with some financially successful leaders at Board level who haven't loved what they're doing, but in every case there was a price to pay. This was usually failed relationships, serious health problems and general dissatisfaction and unhappiness.

So always chase your passion and not your pension. If you feel you need to stay in a job to pay the bills and mortgage, that's fine, but start doing a little of what you love, then a bit more and a bit more. Before you know it, that's all you'll be doing.

I'm not only a speaker and author because I want to and enjoy doing it. I do it because it's something that I have to do. It's my purpose in life, it's who I am, it's what I do.

When your behaviour is motivated by purpose, your mind will break free of any self imposed limitations, you'll be bursting with energy and ideas. You'll be at your most creative. When you work from a basis of “I want to” rather than “I should do”, it will be like someone has strapped a jet engine to you and it's this creative energy that will power you towards your success.

## Strengths and Weaknesses

At some point in time, maybe as part of a performance appraisal at work, you've probably been asked to consider what you think are your strengths and weaknesses. The focus is then typically to work on those weaknesses and improve them.

But guess what you get if you improve your weaknesses. You get strong weaknesses!

*“Any fool can criticise, condemn and complain - and most fools do.”*

**Dale Carnegie**

As Head of Talent at Santander (UK), I was responsible for hiring over 6000 people a year across more than 1000 sites in the UK. In order to do this efficiently and effectively we needed to have fantastic systems and processes in place. However, if you put a systems or flow chart in front of me I guarantee you that I'll be asleep within ten seconds. I hate anything to do with systems and processes. So, what did I do? I ensured that I had a great team around me to do what I couldn't and didn't want to do.

If you're working on a task and it's like swimming uphill in treacle with one hand tied behind your back, the chances are that it doesn't play to your strengths, wouldn't you agree? If that's the case, then don't do it or get someone else to do it so that you can maximise your productivity and results by focussing on what you're best at.

## Toxic People

Stay away from those people who have got nothing good to say about you or where you're heading. They're the people that when the phone rings and you see the number flash up your heart sinks and you think “Oh no!” and want to put the phone straight back down.

I call them Psychic Vampires or Dream Stealers because they sap you of the vital energy that you need to succeed.

If you're a leader and they're in your team, then you either need to inspire or fire these occupational terrorists as I call them, because if you don't they'll try and drag the rest of the team down to their level.

*“Be the best version of yourself, not a second rate version of someone else”*

**Sunil Bali**

## Keep it Real

Have you ever noticed how the vast majority of politicians slip effortlessly into robot speak whenever they are interviewed and do anything but answer the question that is put to them?

Why is it that members of parliament feel that they need to talk like overly zealous robots once they are put before a camera? When not in front of the camera, I’m sure most of these MP’s speak like the rest of us.

We all crave authenticity, whether this is from our politicians, celebrities or colleagues.

The clues are there: we’re born unique, with a unique personality, unique fingerprints, unique eye patterns and unique DNA, yet so many of us seem determined to conceal our true talents and calling in order to conform to the conventions of society.

Unfortunately, most people think that they need to hide behind a persona rather than express their true personality in order to be successful.

Successful people are what they do and do what they are. The more you do who you are, the more successful you’ll be.

Authentic people are like magnets that attract all the people and resources they need to be successful.

Always choose authenticity over the approval of others because people are far more likely to connect with the real you, enabling you to establish the relationships that you need to be successful.

In the words of that famous philosopher from Staines, Mr. Ali G. “Keep it real”.

*"Your thoughts are a preview of life's coming attractions"*

**Einstein**

## Dealing with Drains

Other things that drain you of energy include:

Unfinished business - take care of it and close the loop as soon as you can.

Negative emotions - such as anger, sadness, fear and guilt. It's ok to have negative emotion, its part of the human condition, but don't spend more than a few seconds each day thinking negatively.

Negative emotions come from limiting belief patterns and a feeling of lack of control. Let go of the need to control and reframe your negative thinking into positive thinking (techniques and strategies are included in my Art of Awesome Living course). For example, find and read about people who have done what you want to do. As Leonardo da Vinci famously said, "He who can copy, can do." To believe in heroes, makes heroes.

The human brain can't think of two thoughts at the same time, so think great thoughts.

You can break a negative state by using what I call a Statebreaker, which means doing something that will make you feel great. For me this is playing my guitar, writing, listening to my favourite music, reading works by great authors or playing with my kids. All of these things change my mood in a few seconds.



*“We don’t stop playing because we grow old, we grow old because we stop playing”*

**George Bernard Shaw**

## It’s Playtime

Whatever you were born to do, your overall purpose in life is to help others enjoy their lives and in so doing enjoy your life.

You need to have a dream. Share your dream, take action towards achieving it and play with whoever turns up, because you get what you play for.

My wife is a doctor and I used to be Non Executive Director of a large hospital. Consequently, we know quite a few surgeons, some of whom have become good friends. They deal with life and death on a daily basis, yet they are some of the most light-hearted people that I’ve ever met. As a cardiologist friend of mine said to me, “Smile and the world smiles with you and you’re also three times less likely to have a heart attack.”

So,

- check to ensure that you’re working from a basis of “want to” rather than “should do”
- plug your energy leaks by dealing with them and
- have fun by doing more of what you love to do .

# Dream Support

*“If you can dream it,  
you can do it”*  
Walt Disney

It's essential that you have a great team of people around you. I want you to consider who's helping you to be all that you can be, because,

## When you get your team together, you'll get your dream together

Let me ask you a question. Have you heard of Butch Harmon?

If you have heard of Butch Harmon, then you're in a relatively small minority of people who have.

OK, let me ask you another question.

Have you heard of Tiger Woods – I'm thinking for golfing reasons rather than any other reasons!

Butch Harmon has never won a professional golf tournament in his life, but in the ten years that he worked with Tiger Woods, Tiger Woods went from being a complete novice to the World No. 1 and the world's richest sportsmen.

Tiger Woods has established himself as one of the world's greatest ever golfers but he still has a golf coach, a fitness coach, a sports psychologist, a PR agent, a sports agent, a business manager, the list goes on and on. Why, because he still wants to get better and the expertise and support of his team allow Woods to focus on doing what he does best, which is playing golf.

*“You can succeed best and quickest by helping others to succeed”*

**Napoleon Hill**

## Dream Support

Whatever you want to do in your life, there's a very good chance that someone else has done it already and left a trail of knowledge which you can tap into. This knowledge might be in a book, a newspaper or magazine interview, on the internet, at a seminar or lecture. All you have to do is find it.

Ideally, talk to people who are successful and find out how they achieved it. It's amazing how helpful people can be if you tell them that you admire their work and wish to learn from them.

Model yourself on these people and try to identify the factors behind their success. These will undoubtedly include the quality of their thinking, since successful people think successful thoughts. Learn from others who have achieved great things and immerse your self in success stories and the literature of positive psychology. By doing so you'll be inspired to achieve your dreams and realise that you really can think your way to success.

## The Mastermind Principle

Napoleon Hill employed an extremely valuable technique which he called the Mastermind Principle. This involves creating a kind of peer group of the mind. By reading the life stories and the writings of the greats of history, you begin to identify with them as people like yourself. You break down the barrier between yourself and greatness. As you make friends with great people you begin to engage them in mental conversation, seeking insight, advice and direction. You start to think the kind of thoughts they think and raise your expectations of yourself.

*“Talent is always conscious of its own abundance and does not object to sharing”*

**Alexander Solzheynitsyn**

Whatever your chosen field, identify the leaders and find out what made them successful. Many successful people have simply modelled themselves on those people they aspire to be. Don't waste time reinventing the wheel; learn from the experts in your field.

My mastermind group includes one of the world's best speakers, a best-selling author and a leading adviser to the UK government.

They're all leaders in their field.

We meet every month and keep in regular contact between meetings.

The diversity of expertise and experience provides me with different perspectives and options which are invaluable.

They ask me questions which sometimes I forget or rather don't want to ask of myself.

They support me, help me to keep my focus and hold me accountable for achieving my goals.

If you haven't got a coach or a Mastermind Group, then you're missing a tremendous opportunity to take a quantum leap to the results that you want to achieve.

*“The way to be happy  
is to make others so”*

**Robert Ingersoll**

## Networking = Not Working

It's been said, that if you want to know how successful you'll be in life take an average of the five people that you spend the most time with. Ultimately, the quality of your network will reconcile with your net worth.

Don't hide your light.

All things being equal, it's the people who are the most visible who will be successful. Don't be the best-kept secret in town. Keep putting yourself out there. It's only when you transmit that you can engage. If you're not out there, the opportunities can't find you.

Networking and connecting with others is hugely rewarding, and is the quickest way to find the people, resources and opportunities that you want. Nevertheless, many people snatch defeat from the jaws of victory simply because they don't seek the support they need to reach the winning line and the self-inflicted isolation becomes a dream killer.

## Interesting vs. Interested

When we share our stories with other people we become interesting which is great, but it's not enough. If we're going to establish the right partnerships and relationships that we need to succeed then we need to be interested in other people.

Take a genuine interest in others and what they have to say and they will reciprocate.

*“The most sublime act is to set another before you”*

**William Blake**

Put yourself in other people’s shoes and try to see the world through their eyes. By doing this you’ll find it easier to understand other people’s perspective and will build rapport quickly and effortlessly. Listen to others first to find out how you can help them.

Money is an abstraction of the value that you add to other people. The more value that you add to the lives of other people, the more you will be rewarded.

By giving freely of yourself, you’ll increase your power of attraction. You’ll act like a magnet, drawing towards you people and resources to speed you towards your goals.

# Small Changes



*“Insanity: doing the same thing over and over again and expecting different results”*

**Albert Einstein**

# Shelf Development vs. Self Development

There's a \$20 Billion industry out there telling us how to be more successful. Whether you want to grow yourself or your business, you'll be able to find thousands of books, CD's and DVD's to help you, not to mention the countless workshops and seminars that you can attend. So you would expect to see successful people pretty much everywhere you look. Wouldn't you agree?

But the facts are that half the world's wealth is owned by less than 2% of the population and 1 in 4 people will suffer some form of mental illness during their lifetime.

So what's wrong with all these products? Aren't they telling us what we need to know?

The problem isn't the products, it's the people who are using them, because they're practising what I call “shelf development” rather than “self development”. Typically, they'll buy the book, read it, perhaps even be inspired by it; but crucially, they won't do anything different.

The truth is that if you want to achieve a different result, then you have to do something different. Most people, when they're not getting the results that they want in their life, keep doing the same thing and if that doesn't work, they go and find someone else to blame!

I want to do some maths with you. Don't worry, it's very easy. The sum I want you to consider is: **E + R = O**

If an event E happens and our Response R is always the same, then the outcome O has also got to be the same.

The only thing that you can do to change your outcomes is to change your response to the things that are happening in your life.

I promise you that when you change your response to the things that are happening in your life, your life will change.

*“Start a crusade in your life - to dare to be your best.”*

**William Danforth**

## 5% More

To achieve more success you need to change some of the things that you’re currently doing, but I’m not necessarily talking about making huge changes.

At a temperature of 211F water doesn’t do very much, but at 212F it starts to boil and produces steam, which can power trains weighing over 500 tonnes. That’s a change in temperature of less than a half a per cent.

Let me take you back to the Winter of 1998. The place is Nagano, Japan. It’s where the Winter Olympics were held that year. The Swedes were on their way and they were quietly confident. They had every reason to be because usually they won quite a few gold medals and finished high up the medal table. This Olympics was very different however, because not only did they not win a single gold medal, but they finished way down the medal table.

There was public outcry in Sweden. You’ve got to remember that Sweden is a country where most children can ice skate and ski as well as they can walk by the age of three. A team of experts was put on the case to find out what had gone wrong.

One of their key findings was that if each of the Swedish athletes had performed just 5% better, they would all have won a medal and many of these would have been gold medals:

*“The happiness of your life depends upon the quality of your thoughts”*  
Marcus Aurelius

# Small changes in behaviour can create big changes in results

Have you ever seen the Shaolin monks in action? These are the guys that can perform amazing feats like resting their body weight on the tip of a spear and bending solid iron bars by bashing each other over the head with them.

The monks say that they achieve these feats by controlling their thoughts to focus their energy.

Research by a team of neurologists has shown that they only use 2-3 % more of their brain, to do this.

The only thing that is stopping you from achieving the results that you want in your life is the quality of your thinking.

You have the power to change your thinking and therefore your behaviour and achieve the results that you want in your life.

*“To reach any significant goal, you must leave your comfort zone”*

**Hyrum W. Smith**

## The Wrong Wrist

Do you wear your watch on your left or right wrist? Whichever wrist it is, take your watch off and try wearing it on the other hand. How does it feel?

It feels a little uncomfortable doesn't it? Not the end of the world, but a tad uncomfortable.

Successful people do the things that unsuccessful people find uncomfortable and don't do. You need to get comfortable at being a little uncomfortable if you're going to grow and the world is going to benefit from your innate talent.

I do the following exercise in my Art of Awesome Living seminar, where I ask people to wear their watches on the 'wrong' wrist for a period of 21 days. Each time they feel that their watch is on the wrong hand – and it will happen several times each day – I ask them to think about what they could do differently to achieve the results that they want in their life and then take that action; and also to serve as a reminder to keep taking the right action.

The feedback I receive is quite dramatic. This has ranged from people changing their eating and exercise habits and maintaining an ideal weight, through to business units smashing their profit targets.....and all by making a few small changes in thinking and therefore behaviour.

So for the next 21 days try this exercise and wear your watch on the “wrong” wrist.

# Satis

*“Only those who risk going too far can possibly find out how far one can go”*

**T.S. Eliot**

# Have a System

Have you set yourself goals this year? One's which you have actually written down?

Goal setting is essential and let me explain why.

If a man goes to the men's toilet at Schipol Airport in Amsterdam, when he goes out his business, he'll notice that there's a fly in the bowl. No matter how good his aim, or how hard he tries, this fly simply won't go away. If he looks at the other urinals, they too have flies in exactly the same place. The flies aren't real. A drawing of a fly has been etched into the surface of the porcelain.

Fly in urinal research has shown that having a fly in the bowl gives a guy something to aim for, and reduces spillage by up to 85%!

The same is true of having goals. Having goals focuses your energy and reduces your chances of wasting it.

Like all other animals on the planet, we humans have a need to learn, to grow and to evolve. It's part of the evolutionary process. It's something that's been hard wired into us. That's why, when we achieve a meaningful goal or complete a task, whether that's hitting a sales target, or finishing some DIY or doing some exercise, the body rewards us with its natural opiate which is called an endorphin and we feel great.

You may be familiar with the concept of SMART goals? Goals which are Specific, Measurable, Achievable, Realistic and Time bound.

*“Dreams don’t die until we let them”*

**James Ojala**

I’ve nothing against SMART goals, but where’s the WOW factor? Goals should be dreams with deadlines. They should have a WOW factor which inspires and motivates you to achieve them. One of the reasons that most people wallow in mediocrity is that they set goals which don’t inspire them. People aren’t fundamentally lazy, it’s just that they set impotent goals. So when you set your goals, be sure to set BIG goals. Goals that will put a huge smile on your face and have you jumping up and down with joy when you achieve them.

The same is true of your vision, of where you want to be at the end of this year, at the end of next year and the end of your life. Your vision has got to have that WOW factor too. Your vision must be deeply personal to you and reconcile with who you are and the reason that you’re on this planet.

## ...if you knew you couldn’t fail

The following quote was said by the man who is widely regarded as the greatest basketball player of all time, Michael Jordan:

“I have missed more than 9,000 shots in my career. I have lost almost 300 games. On 26 occasions I have been entrusted to take the game winning shot ... and missed. I have failed over and over and over again in my life. And that’s precisely why I succeed.”

I want you to be one of those people who realises that there is no such thing as failure only feedback. Too many people give up too soon, when they’re on the right track and snatch defeat from the jaws of victory. If you get knocked down, pick yourself up, dust yourself off and go again.

Just imagine what you could achieve if you knew that you couldn’t fail.

*“Success is nothing more than a few disciplines practised every day”*

**Jim Rohn**

Let me ask you a question. Have you passed your driving test? I suspect that the vast majority of people reading this have a driving licence. Can you remember your first couple of driving lessons? I certainly can. I learned to drive on a manual car. Every time I changed gear I pulled down the steering wheel and headed for oncoming traffic and every time I indicated I pushed the steering wheel up and headed straight for the kerb! It was a complete nightmare! But if you think about, driving is actually a very difficult skill. You have to use both eyes, both ears, both hands and both feet all at the same time. We would be well within our rights to give up. But we don't, do we? And why not? Because when we look out of the window we can see hundreds, if not thousands of people who have passed their driving test.

So just imagine what you could achieve if you knew you couldn't fail.

## Satis

Don't fall into the trap of just having a Positive Mental Attitude. Having a Positive Mental Attitude is great, but on its own, it's not enough. You need to action. The Latin word "satis" means "enough". When you take enough of the right action, you get satisfaction.

Don't wait for inspiration to strike. Take action and inspiration will come and find you.

You need to have a professional and disciplined approach to everything you do. If you look at some of the world's best-selling authors, people like JK Rowling, Dan Brown and Stephen King, they don't sit around waiting for that creative feeling to strike. They go into their study in the morning, usually at the same time and start writing regardless of how they're feeling. Once they start writing, Eureka, inspiration strikes.



*“Sticking to it is the genius”*

**Thomas Edison**

As Somerset Maugham famously said,

“I write only when inspiration strikes. Fortunately it strikes every morning at nine o’clock sharp.”

Have a professional and disciplined approach to everything you do, because success is a habit. It’s a process of consistently doing the right things. It’s this consistency of action which will be the bridge that takes you from your goals to your accomplishments.

# Emotion creates Motion

*“Conformity is the jailer of freedom and the enemy of growth”*

**John F. Kennedy**

# The Global Game of Attraction

We live in an age of abundance where excess supply is the norm. Whatever you want to buy, there's a good chance that you can find hundreds of people who can sell it to you.

I wanted to buy a toilet seat recently and was staggered at the number of people who are in the business of supplying toilet seats! You can even have your toilet seat custom made and have photographs embedded into it!

We're all players in the global game of attraction and are competing for both heart and mind share. But attention is scarce because we're being bombarded with advertising and messages like never before via e-mails, the internet, television, magazines, Facebook, Linked-in, Twitter.....the list goes on and on.

## Business as Unusual

This means that it has to be business as unusual, because if you keep doing what you usually do, you're pursuing the norm and normality is the route to nowhere.

You need to take a risk and do something different. Because if you don't, you risk becoming irrelevant and irrelevancy is a far bigger problem in business than inefficiency, wouldn't you agree?

You need to have a sense-ational strategy which appeals to people's senses. You need to attract the emotional consumer and not just the rational one.

*“When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion”*  
**Dale Carnegie**

Have you seen BMW’s “Joy” advertisement on television?

There’s a shiny new BMW being driven down a mountain road. The sun is shining, not a cloud in the sky and there’s lots of feel good music.

And the strap line is “We bring you joy”.

BMW would be well within their rights to wax lyrical about how superbly built their cars are or how reliable they are. But they don’t. Why not? Because they know that it’s far more profitable to appeal to people’s emotions. It’s what the best advertisers always do.

## Mad, Sad and Glad

I want you to think about your customers and colleagues for a moment.

Are they passionate about what you do? Do you know what makes them mad, sad and glad? If you don’t, then you need to find out.

Because true competitiveness is built around something we all know exists in business but which we seldom talk about: emotions and imagination.

When Steve Jobs the co-founder of Apple was asked what made the Apple Mac operating system so good. He replied: “We made the buttons on the screen look so delicious that you would want to lick them”. He didn’t utter a single word about megahertz, gigabytes or anything technical.

*“Even if you win the rat race, you’re still a rat”*

Lily Tomlin

## Running your own Race

True competitiveness comes from being different and actually not competing but running your own race.

One of the best ways that you can be different is by being yourself.

There’s one thing on the planet that you’re absolutely the best at. You’re a world champion at it. Nobody does you better than you do. Your USP or Unique Selling Point is you.

So make sure that you always do who you are, because the people and resources that you need to succeed can’t help but be attracted to the real you.

## It’s None of your Business

If you’re being authentic, and you must, it’s inevitable that at least a few people will judge, question or dislike you.

It’s part of the human condition that we want the approval of other people, but it’s tiring to maintain a persona in order to manipulate other people’s perceptions. No matter how much you try, it’s impossible to control every person’s opinion.

Other people’s opinions of you and I are just that – opinions.

When you’re going about the business of your life, don’t get derailed by other people’s opinions of you.

Make their opinions none of your business, so that you can focus on what truly is your business.

As Charles Schwab famously said: “He who trims himself to suit everyone will soon whittle himself away.”

# Trust

*“A man who trusts nobody is apt to be the kind of man nobody trusts”*

**Harold MacMillan**

## How do you do that?

As a qualified psychotherapist, I've worked with a number of severely depressed people.

Whenever I met anyone in the clinic who was severely depressed, the first thing that I would say to them was “How do you do that?” “How do you stay depressed?” After receiving a very confused look which implied “I thought you're the expert, aren't you supposed to be telling me?” they proceed to tell me how they stay depressed, and the answer is always the same.

Depressed people are excellent at focussing exclusively on what they don't want, so this is exactly what manifests in their life.

You have to do the same thing, but focus exclusively on what you do want and trust that by taking the right action you'll get the right results.

## Your Innate Guidance System

One of the UK's leading lawyers is a chap by the name of Anthony Julius. Julius tells of the time when he received a phone call from his friend Princess Diana, who said to him,

“Anthony, I'm getting divorced and I want you to represent me.”

“But I've never done a single divorce case in my life,” replied Julius “I'm a commercial litigation lawyer”.

*“Happiness is when what you say, what you think and what you do are in harmony”*

**Mahatma Gandhi**

“That’s great”, replied Princess Diana, “I’ve never been divorced before so we can learn together.”

Sometimes you just have to listen to your intuition or innate guidance system as I call it, because it’s very rarely, if ever wrong and have trust:

- Trust in your self
- Trust in your friends and family and
- Trust in whatever you believe in.

And when I talk about trust, I mean trust people completely. You either trust them or you don’t. It’s like being pregnant. You can’t be a little bit pregnant. Sure, one or two people may let you down, but the vast majority of people will more than repay the trust that you put in them.

## Happiness is an Inside Job

At the end of the day, the only thing that stands between you and the results that you want to achieve in your life is you.

Happiness is an inside job.

Once you realise that nothing outside of you is responsible for what you experience or feel, you’ll be free.

So have the courage to change your thinking, get out of your own way and express who you really are. Actually live the DNA that you were born with.

By doing this, you’ll not only be helping yourself, but also helping others, because the world needs people who have come alive and are shining their light on everyone around them.



*“The sole meaning of life is to serve humanity”*

**Leo Tolstoy**

# Drink, Swear, Steal and Lie

If you pursue character before prosperity, and live with integrity, passion and a desire to make a difference to the lives of others, you won't need to chase your dreams.....because your dreams will come to you.

Before I finish this book, there are four more things that I would like you to get into the habit of doing, in order to accelerate the results that you achieve in your life.

I want you to drink, swear, steal and lie.

- Drink from the fountain of knowledge. Keep learning, keep growing keep getting better and better.
- Swear to make each day the best day of your life; it's not a dress rehearsal, this is it.
- Steal a little time every day to make a contribution to the life of someone else; even when you know you might not get the credit. And when you
- lie in your bed tonight, be thankful that you have your dreams and can be the unbelievable success that I know you can be.

*“We are all born for love. It is the principle of our existence and its only end”*

**Benjamin Disraeli**

## *And one final thought*

When you come into this world, you're crying and everyone around you is smiling. When you go out of this world, please make sure that you're smiling and everyone around you is crying.

Thank you for reading this book. I wish you every success.

If I can help you in any way, then do let me know.

If you haven't signed up for my blog, **[Adventures in Awesome Living](#)**, may I please suggest that you do, as I'm sure it will help you to live an awesome life.

Until we meet again,

**Sunil**

Ps. For more products and services which will enable you to live an Awesome Life please visit my website:

**<http://www.sunilbali.com/website/>**