

THE 18 PRINCIPLES OF WEALTH ATTRACTION  
AND CREATING UNLIMITED OPPORTUNITY

HOMELESS TO  
**BILLIONAIRE**

**ANDRES PIRA**

WITH DR. JOE VITALE

**Forbes**Books

# HOMELESS TO BILLIONAIRE

*The 18 Principles of Wealth Attraction  
and Creating Unlimited Opportunity*

**BY ANDRES PIRA  
WITH DR. JOE VITALE**

## DEDICATION

***To my beloved mother,  
who passed away as I wrote this book.***

*-Andres*

## ACKNOWLEDGEMENTS

Thank you to Dr. Joe Vitale for making this book happen!  
My mentor, my role model and friend for life.

Thanks to Jack Canfield and Brian Tracy. To Napoleon Hill,  
Bob Proctor and Charles Haanel.

To my mother for always believing in me. And to my  
three sisters and brother; Anette, Linda, Alejandra and Kristian.  
Thank you to my father for teaching me early in life the skill of  
discipline.

And to my darling daughter, Valentina, for making me want  
to be a better version of myself and father. For giving me a  
burning desire to help as many people on this planet into a new  
awakening and making her proud of seeing me as her father and  
seeing me as being a force of good.

## ENDORSEMENTS

“Where do I start. Quite simply, Andres is one of the most important people in my life and has done more for me than he will ever know. Before I met him, I was struggling for direction and now after working with him for more than five years, I have much more purpose in my life and best of all, I’m much happier.

“One of the key ways that he affected me was through his passion to always strive for me. To be pushed by Andres is a great thing because you feel a lot of power behind you. More specifically, the incantations he got me doing, the goal writing (important goals that are really meaningful to me), the visualizations I often do are all because of him. He’s an inspiration to me and many others. I can’t ever thank him enough or ever repay him for what he’s done for me – I want him to know that.”

- David Seago

# TABLE OF CONTENTS

The Story of a Miracle: Introduction by Dr. Joe Vitale	1
The 18 Principles of Wealth Attraction and Creating Unlimited Opportunity	5
<b>#1 Be Laser-Focused on Exactly What You Want</b>	<b>9</b>
We All Come From ‘Somewhere’	9
Valuing The Wrong Things In Life	12
From Bumpy Choices to Rough Outcomes	14
The Voice You Hear at Rock Bottom	15
Knowing When to Start Over	18
Start With Having A Goal	22
Goal-Setting Exercise	24
The Importance Of A Clear Goal	28
<b>#2 Take Risks, Responsibility, and Action</b>	<b>18</b>
Finding The Courage To Take The First	18
Step A First Experience In Thailand	20
When Life Gets Tough, Take Action	23
Coming Face-to-Face With Failure	24
Take The Leap Of Faith	25
Don't Be Afraid To Take Risks	28
<b>#3 WHHWH: Your 5 Major Points of Focus</b>	<b>31</b>
Beginning To Awake: Auto-Suggestions	33
Creative Visualizations	37
Seeing And Feeling Your Visual Creations	38
Always Continue To Develop Yourself	38
Make These Secrets Your Own	40

<b>#4 Thinking Time: Make It A Priority</b>	<b>43</b>
My Worst Business 'Failure'	43
Learning From The Mistakes	45
Finding Time For You	47
<b>#5 Celebrate Often</b>	<b>49</b>
Celebrate Successes With Your Employees	50
Celebrate Everyday Things	51
<b>#6 Make Giving a Mandate</b>	<b>53</b>
Give That Emotion, Receive That Emotion	54
Give First Of Whatever You Wish to Receive	56
Give, Even If You Can Never Be Repaid	58
Give And Receive Tenfold	60
<b>#7 P.A.G.E – Practice Active Gratitude Everyday</b>	<b>62</b>
The Ease Of Showing Gratitude	63
<b>#8 Visualize! When You Receive Inspiration</b>	<b>65</b>
As Soon As The Inspired Idea Appears, Take Action	68
Recognize The Feelings of Inspired Ideas	69
When Business Gets Tough, Think Of An Easier Way	70
<b>#9 Be Relentlessly Passionate</b>	<b>72</b>
Love, The Most Powerful Feeling	73
Learning To Control Your Emotions	75
In Order To Think Big, Start Small	76
<b>#10 Keep Positive By Becoming Fearless</b>	<b>79</b>
Love To Prove Them Wrong	79
Our Mind Is Our Biggest Critic	80
To Overcome Negativity, Become Fearless	83
The Importance Of Keeping Your Goals Guarded	84
<b>#11 Embrace Opportunities In Disguise</b>	<b>86</b>
Using Your Team To Solve Problems	87
It's Better To Wait Than To Make A Hasty Decision	89

<b>#12 Acknowledge When You Are Wrong</b>	<b>92</b>	
<b>#13 Stay Body Strong; to Keep Mentally Stronger</b>	<b>96</b>	
Recharge Your Mental Batteries		97
Getting Your Mind Into Shape		98
Making Exercise Work For You		99
<b>#14 To Be The Best, Surround Yourself With The Best</b>	<b>102</b>	
Show, Don't Tell		103
Finding The Best Managers		104
<b>#15 Mimic Success; Then Innovate</b>	<b>107</b>	
Mimic: The Fast Way To Success		108
Finding A Mentor		110
<b>#16 Invest in the Dreams of Your Employees</b>	<b>113</b>	
When Your Employees Always Have Goals		115
Using The Right Words To Communicate		116
<b>#17 Walk Away From Negative People</b>	<b>121</b>	
When Facing Negativity, You Can Still Be Positive		123
<b>#18 Invest in Life Experiences</b>	<b>124</b>	
In Conclusion		128
<b>#19 Exclusive Bonus: The Million Dollar Manifestation Meditation About The Authors</b>		130

# THE STORY OF A MIRACLE: INTRODUCTION BY DR. JOE VITALE

Do the secrets to riches really work?

Can you really change your life from survival to success?  
Is it really possible to create your own opportunities?

People are always asking me for proof that the Law of Attraction, *The Secret*, “Think and Grow Rich” success principles and other books really work with the way they are written. Well, here’s yet another person who used these methods to move from failure to success. He actually used them to morph from homeless to billionaire. Not millionaire. Not multi-millionaire. *Billionaire*. With this level of success, it ought to get your attention. It did mine.

I met Andres Pira at the end of 2017 when he was hosting his first live event seminar program. He wanted me to be a speaker. I was reluctant to go. Thailand is a far cry from Texas. But Andres offered a good speaking fee, first class travel, and even offered to host me for a week of vacation in Phuket, a popular tourist spot of southern Thailand. When I asked why he wanted me to speak on his stage so badly, he explained that he owed his success to three stars in the movie, *The Secret*: Jack Canfield, Bob Proctor, and – *myself!* I took a deep breath and agreed.

When I Andres picked me up at the Bangkok airport and drove me to the hotel, I knew he had to tell his story.



This trip changed my life forever.

Considering I've already had success in my career, having my life changed in my mid-sixties is noteworthy.

I, too, was once homeless; struggling in poverty for ten years. I went from nothing to something, from unpublished to published, to even appearing in a movie, which led to more accomplishments than I can list here. The point is, even after all that success, meeting Andres lifted me to a whole new level.

Let me explain why.

Andres was homeless 16 years ago, sleeping on the beaches of Thailand, starving, frustrated and angry at his desperate situation. As the Universe would have it, someone gave him a copy of the book , The Secret.

While his success didn't happen overnight, today he runs over 20 companies, has over 200 employees, and is the largest real estate developer in southern Thailand. He continues to apply what he learned in *The Secret* and see bigger and bigger results. He has only just begun.

Even though I was there to speak at his live event with other celebrities, I convinced him to go on stage for the first time in his life and share his survival-to-success story.

Then, I convinced him to write down the principles he used to achieve his success; there were 18 of them. Next, I asked if I could help him write his story into a book. He agreed.

You are holding this book right now.

The reason I wanted to be the co-author of this book is because I knew I could learn from Andres. At 36, he was almost half my age and he told me himself that he credited his success to Jack Canfield, Bob Proctor and I. I still knew I could learn from him as he clearly took our principles and turned them into something more than what we had taught him. Through his own success evolution, he had discovered and created "other secrets" and tested them until they became tried and true principles.

I wanted to know exactly what he had discovered on his journey from the lonely beaches he lived on when homeless to the incredible luxury beach resorts that he now builds all over the world. I'm pretty sure you want to know them, too.

Andres is an inspiration. Let me prove it to you with a story that he didn't include in within the book. Since I'm writing this introduction, I'm can share it. It's a lesson in love and gratitude, and why seeking wealth is honorable.

Early in 2018, Andres' mother was diagnosed with a terminal illness. Andres dropped everything to help her. He flew her from Sweden to Bangkok to receive some of the best medical care in the world.

As his mom became worse, she made two dying requests. First, she wanted the family together. Second, she requested to die in Sweden, the country that had become her home for many years. Both requests were easy for Andres to grant as he had become one of the wealthiest men in Thailand. He flew his sisters and brother to Thailand, where they spent every day with their mother over four weeks, together as a family.

As her situation grew darker, the doctors said she had little time left and that transporting her from Thailand to Sweden would be very difficult. Focused on granting his mother's dying wish to return home he began making many phone calls to make it happen.

Between mounds of paperwork, special clearances, private jets, medical teams of doctors and nurses providing life support, and stopping in two countries to refuel, Andres guided his mother's journey home.

After spending hundreds of thousands of dollars to return her to Sweden Andres told his failing mother that she was indeed home. She opened her eyes, looked around, and she passed.

As you discover Andres' journey, you'll understand the deep impact his mother had on his life and how important it was for him to be able to bring her home before she died. When I first heard the story, I cried because I was so touched by depth of love that Andres had for his family.

The other thing this story shows is what you can accomplish for yourself and others when you have wealth. Imagine having the wealth in your life to be able to grant dreams to those you love.

Both Andres and I have been able to harness the power of wealth attraction and have created amazing opportunities in our own lives that have allowed us to be part of extraordinary events; and fulfill dreams for those we love. We know this is possible for you too. These principles work. They will work for you, too. You just need to apply them.

As I like to say, "Expect miracles."

Dr. Joe Vitale  
Austin, Texas

## PROVE ME WRONG!

The wealth principles I'm about to outline you've probably already heard about. You'll read them and think to yourself, "Oh, I know this." Or maybe you've never read about these principles before, but they will sound like common sense to you anyway. Both are fine reactions. What I learned the hard way is, knowledge is not what gets us what we want in life – it is putting that knowledge into action.

You're about to learn how to put all 18 Principles into practice with clarity and ease to unlock your full potential and obtain the accomplishments you desire.

These 18 Principles for attracting wealth took me years to fully learn. As, you'll read, I didn't start out life as a billionaire. In fact, I was lucky to see my 18th birthday. At one of my lowest points, I was given the knowledge of *The Secret*, just like I'm giving you the *18 Principles of Wealth Attraction* now: through a book. And by studying, learning, and putting into action the knowledge in *The Secret*, I turned my "survival lifestyle" into one of abundance and possibility. I don't have a college degree. I just read a book. Then I took action. The results I experienced were nothing short of amazing. I was humbled. I am grateful.

You may have already read *The Secret: The Law of Attraction*. Perhaps it inspired you as it did me. Or perhaps you're a skeptic when it comes to the law of attraction and manifestation, especially in business. After all, *The Secret* has been read by millions worldwide and not everyone has been able to see results like I have – and continue to experience. The difference is ACTION!

To create opportunity and attract abundant wealth you must put these 18 Principles into action. It might be a little awkward at first, but once you begin you'll quickly come to realize just how easy they are to apply.

I took what I learned from *The Secret* and my own experiences and put it into motion! Everything I've achieved has been from refining what I've learned and testing its success through repetition. Momentum is the result. And with momentum, you cannot help but create opportunity. I've spent a decade with some of the most successful people in the world and these Principles work – so let us get to work on them now!

**Your past cannot be changed.**

**Your future can be shaped into your own liking.**

Read this book. At the end, you may say, “This is total crap!” In fact, send me a note telling me so. I will chuckle because that’s exactly what I thought when I first read, *The Secret*, the book given to me when I was homeless on a beach in Thailand. I needed money, not a book! I read it and said, “This is total crap!” Angry, bitter, hopeless and bored, I set out to prove the advice wrong. The actions I took in trying to prove the knowledge was “crap” led me to a life most only can dream of. So, I challenge you! GO ahead. Prove my 18 Principles WRONG! I can’t wait to hear how it will change your life forever, too.

**Most people dream of great achievement, very few actually wake-up and fulfil them.**

# PRINCIPLE #1 BE LASER-FOCUSED ON EXACTLY WHAT YOU WANT

I grew up very confident that I would never become someone my parents could be proud of.

What I know for sure, many years later, is that this negative thought, however little, is what almost killed me before my 18<sup>th</sup> birthday and eventually led me to homelessness.

## WE ALL COME FROM 'SOMEWHERE'

I was born on a tiny Columbian island in the Caribbean Sea named San Andres, thus the origins of my name. My father left his home country of Sweden fairly young and opened a restaurant on this island surrounded by beautiful blue waters, and that's where he met my mother. At the time, Colombia was not a safe place and my father carried a revolver around 24/7 in his back pocket wherever he went. My parents were also committed to giving their children a Swedish education. These two things, the lack of safety and the desire for a better education for their children, were the reasons my parents made the huge sacrifice to move back to Sweden when my mother became pregnant with my sister.

I was three-years-old when my family moved and then just four years later my parents divorced in Sweden. They

never really told me why. Perhaps it was for the better since I still have shattered memories of their arguments, fights and screams. Some nights, I could clearly hear glass and other ornaments flying across the living room outside my bedroom door and at the same time holding my ears, crying and praying for it to stop.

Both my parents have been reluctant to tell me about their 10 years together on that island or those initial years together in Sweden. I have only fragmented memories; very few details of the places where my life began.

I've learned that sometimes the past needs to stay in the past in order to create a brighter future.



Despite my parent's problems, they were always supportive throughout my childhood. I can say that I was privileged to have such caring and loving parents even if they had their own internal problems. My father, the strict parent, required me to do my homework after school. He made sure that I could not leave my room until I memorized what I needed to learn that day. Every night, when I emerged from my room, he would take one of my school books and ask me questions to make sure I had done my homework correctly. He wanted proof that I knew the information I needed to pass my tests. One wrong answer and I was sent back immediately to my room for another hour of study until I mastered every single word in that textbook. While there were nights I resented my father's harsh and strict methods, it was a much-needed skill that would come into play later in life. I owe my sense of dedication and discipline when it comes to studying and gaining knowledge to my father.

From my mother, the lessons that would shape my life were still yet to come. What she taught me I could have never learned in school. One of my goals is to return to that Columbian Island in the Caribbean to better understand where I came from and know my mother better. Though I grew up with divorced parents, I was lucky that they lived close to each other, so I could see them both regularly at any given time. The good part was that if I had a major argument with one of them, I could just go over to the other parent's house and sleep there for a few days. The "somewhere" I grew up was in the space between my parents houses and the distance it took for me to walk there. It was in *this space* that I tried to find where I belonged.

I started out in life not knowing what I really wanted. I would have an argument with one parent and leave their house wanting things to be different. During the walk to the other parent's house I would feel consumed by the thought that I had no control over my day-by-day existence. Eventually, I started living for the day, not caring about what tomorrow would bring.

Where I had little clarity of my time on that island or the four years when we first moved to Sweden, I was very clear that I would never become someone my parents could be proud of. And it was in the space between my parents' houses, my walks alone in Sweden, that I learned to do things that made me feel good; even if they weren't good for me.

### **VALUING THE WRONG THINGS IN LIFE**

Even if I was pretty good at knowing the answers in school, when the teacher had questions I was one of those students who refused to raise my hand. I showed no signs that I knew the answers or had a desire to learn. My status as the "tough boy" was more important than the reputation of being the "clever boy". I learned that 'somewhere' on the streets of Sweden.

I was never a good listener in school and I had problems through most of my classes, being disciplined several times due to misbehavior and for pulling stupid pranks. Twice the entire school had to close down because of my pranks.

One of the times, I left the tap water running in the school bathrooms after school hours when most people had left. I blocked the sinks with plastic bags, so the water would overflow. I did not expect that this one action would fill three floors of the school building with water by the next day. That was not my intent as I only wanted to make a mess in the bathroom itself; but flooding the school was the result of my actions. To this day, I still don't know how the principal found out it was me who plugged up the sinks.

The second prank happened because I was bored on the schoolyard. My boredom led to a stupidly brilliant idea to go to one of the local supermarkets and buy traditional Swedish fish. This is not the sweet gummy candy but real Swedish fish that is basically rotted fish preserved for months in a tin jar and eaten on special occasions. Growing up, I thought that cans of Swedish fish had the most horrible smell and as an adult I can't imagine anyone wanting to eat anything that smells that horrible, Don't ask me why we Swedes do that. Anyhow, my brilliant idea was to release a couple of those jars into the school's air condition system. What I did not know was that the central air condition system connected to all rooms in the whole school. After I placed several opened tins of rotten fish into the system, it did not take long before the smell started to spread to all the classrooms. You could see every single student and teacher first look at each other, and then cover their faces with their shirts until it was impossible to be in the classroom or even in the corridors. Eventually, the whole building was unable to be occupied. The school was closed for three days for sanitation. It was the janitors that discovered the tin cans

of rotting fish in the air condition outlets. I was caught by the principle because people like to talk. No matter what you do in life, whether good or bad, people are bound to talk about it.

I had good parents with the right values in life. I had two homes that I could go to and find love and comfort. I was smart and capable. Why then, was I focused on putting value on the things that would hurt me and leave me nowhere?

### **FROM BUMPY CHOICES, TO ROUGH OUTCOMES**

When you come from ‘somewhere’ with no goals and a need to feel things happen to you – good or bad – they party always finds you. By fifteen-years-old I discovered the fun of parties and booze. My life turned into one big party. My so-called gang of friends and I had a singular focus; scrape together enough money to get a hold of just enough alcohol for that night’s party.

We were resourceful and clever. When money did not materialize, we took bottles of liquor from our parent’s houses, poured half the bottle out and refilled them with water. When our parents discovered cabinets full of watered down liquor and put an end to our supply, we simply devised new methods to get what we wanted. I became very skilled at thinking through a foggy alcohol-brain and pushing through the day.

My gang of friends that shared my limited ambitions made hanging out ‘somewhere on the streets’ easy. Soon gangs of friends partying together turned into gangs of friends fighting

other gangs together. The suburb streets of Stockholm were broken up by territories and the rules of the street were to never show weakness or fear. There was also a rule that fights were to be settled without weapons, so we fought with bare knuckles and our legs. Bare knuckles sometimes create more damage than a weapon could have. I was terrified before most of the fights I got into but showing fear was not an option. If I got the reputation of the “weak boy” I knew I would end up on my back and eventually killed. So, I worked hard to earn my street credentials. I learned to party harder than everyone else and fight harder than my opponents. My only goal was to not end up on my back.

### **THE VOICE YOU HEAR AT ROCK BOTTOM**

Memories from San Andres island are few because I was only three-years-old. There are very few specifics that I can remember from my first four years in Sweden because I was still too young, and my parents kept most of the ugliness hidden. I remember very little of significance between the ages of 15-19 because I was simply intoxicated all the time.

As I've said, I did not have the confidence that I could amount to anything my parents would be proud of, so I lived without specific goals. I was by default, on my way to becoming a lifetime alcoholic with limited steps before I walked into prison, or a grave.

As I grew older and physically stronger, my arrogance and rage grew as well. Street fights and bar fights became more intense. I found myself on my back more often than not, and worse, I would always get up to prove I could and more. Not knowing what I wanted out of

life, I was constantly disappointed and angry by what life was giving me. At eighteen-years-old I wondered if I would ever see my ninetieth birthday.

Despite my “bad boy” ways, I respected my parents tremendously. I knew that I could no longer depend on them to support me. Knowing that I was always one gang-fight away from not coming home, and that I was not ready to walk away from that lifestyle, I didn’t want my mother to believe she had supported her son’s partying ways that got him killed. I had to start taking responsibility for myself; I knew that even with the fuzziness of my alcohol-brain.

I also knew that I was at my rock-bottom. Between the alcohol, the fighting, the dwindling number of friends, and knowing my luck would soon run out, I was at my lowest point. Sometimes, walking through the streets of Stockholm, bleary eyed, I thought I could hear a voice saying, “you are better than this.” If I had only heard it once or twice I would have believed it was the alcohol talking. But I heard the voice more frequently as my nineteenth birthday approached. Too many times to ignore.

So, I got my first job. I made the decision that I would work during the week, go to bed early, stay out of trouble, and party on the weekends. At rock-bottom this felt like a monumental decision.

## **KNOWING WHEN TO START OVER**

The very first job I got in Sweden was for a telemarketing office selling pre-paid sim cards every day. I would make 200-300 phone calls every single day, eight- hours a day. I hated my job. I also felt like I was in a constant darkness since my working hours were noon to nine in the evening. I would finish work in the evenings and it would already be dark and cold outside. I hated everything about this job. I had also made the commitment to only party on the weekends, so I had very few true friends at that time. In order to hold down a job during the week, not party or drink or fight, I had to separate from my previous friends that I used to hang around with during our “gang time”. The very few friends I had were ready to go to bed at the time I was home from work, so I became isolated with no social life outside my working hours. I went from the being the life of the party to the one no one ever saw.

I had taken this job because I thought I had hit rock-bottom and it would help me get out of the hole I did not believe could get deeper. Working this job taught me one thing and one thing only: my rock-bottom was a lot lower than I could have ever imagined.

My new responsible lifestyle brought me to a state of depression that I never thought possible. I also did not believe that I could become less motivated than I already was in life. I lacked so much motivation that I was willing to stay in a job that made me depressed, kept me away from my friends, and offered me no future. Worse, the job created a space in my mind that harbored

resentment, frustration, self-pity, and anger. My thoughts were always wrapped up in these emotions. A year went by until the day arrived that I got fired for being lazy and arriving to work constantly late. I totally deserved to be fired since I was finding any excuse to not be there anyway.

But when I was fired I immediately blame the company, my managers, and the customers for being sacked. It was not my fault, I told myself.

My rock-bottom went deeper. I now believed that I would never find another job that would not give me a lot of mental stress and depression. Why? I dropped out of school when I was 15-years-old and my limiting belief in the world, and in myself at that time, was that if you did not have a great education you would never be able to get a good job.

My depression became worse. I was so impacted by my depression that it was not hard for a doctor to prescribe me three different kinds of anti-depressant pills. The medication was actually making me worse, but I couldn't see it. I became completely isolated, alone in my apartment for six months. At one point, I became so paranoid that someone was coming for me, that I would stand by my front door for long periods of time looking through the peephole at the stairs leading to my apartment.

I was experiencing a complete mental breakdown and was again alone with my rock-bottom and again hearing a voice say, "you are better than this." The voice was persistent.

Although the Universe was trying to tell me something, I



was still not ready to hear it. I could not internalize the voice I was hearing, “you are better than this.” So, as it often does, the Universe, changed tactics. The same year that I lost my first job in Sweden, my grandfather passed away. Just like that, without warning, he was on his back and passed away. The impact of this hit me very hard – like a ton of rocks.

The shock of his sudden death put a very clear thought in my head, “I will never be better than this unless I escape from where I am now.”

I knew that I had to leave Sweden, my circle of friends, the comfort of my parents, and the familiarity of my situation. I knew I had to vanish if I wanted any chance of survival. I knew this deep down inside my gut – I had to vanish and find what I truly wanted in life without the fogginess of my current reality. I was not sure how I would be able to vanish, but I was clear that was my goal. I thought about what my life could be like if I could just start over. I tried to picture my life outside of the familiar streets of Stockholm.

The Universe gave me another nudge. Two months after my grandfather passed away, my sister Linda, my brother Kristian and I, all received \$2000 each as an inheritance. From that tragic event, I had at least a way out now since I could afford to buy a plane ticket far away from Sweden. It would also have to be one-way ticket since I had to also pay off some debts that I still had from being unemployed for almost 8 months. But it was a ticket that would allow me to vanish and start over.

When my father gave me that \$2000 from my grandfather, he specifically told me to save it for an education or a savings account for later years. Instead I ended up going to the nearest travel agent and asked for a one-way ticket to some place warm and Sunday. I was worried that I was making the wrong decision, but I just *knew* I needed to get away from everything that was holding me down. For me to buy that ticket took a bit of crazy inspiration, a lot of desperation, and immediate action (before I got cold feet). I was able to do it because I finally had a goal in life; I wanted to find my purpose. It was a grand goal without any real details but it was a start; the first real goal I had since buying those Swedish fish in high school.

## START WITH HAVING A GOAL

Knowing exactly what you want in life is the first principle of wealth attraction. You must decide on specific goals that you want to achieve and never let go of making those goals happen. The key is to have your goal in mind, never give up in making it happen but be open to adjusting the goal. Persistence leads you to accomplishing what others will say is impossible and how you obtain ultimate success.

Even during those “fun” years of partying, I always heard that voice inside me saying “I’m better than this.” I needed to change so that I could focus on my *real* purpose in life. I believe we all have that inner voice, that voice we hear loudly when we are at rock-bottom, that voice that is Universal, that talks to us. I don’t mean that voice we hear in our head constantly telling us what to do. I mean that we have a deeper, inner voice that whispers to us. You might call it intuition. Maybe the Universe. I believe it is our very soul talking to us. Why don’t we always hear it? Our lives become too noisy. We can hear it and feel it more clearly when we learn to be still and silent.

Unfortunately, in today’s modern world, we are too busy with always being occupied in our minds, either thinking about the future, worrying about it or trying to plan for it. On the other hand, we could be caught in our past and worrying about things we’ve done or things that have already happened that we can’t change. We are used to living with noise like this. We have completely forgotten how to just live in the present. Be still, be silent, and don’t think about the past and the future.

Learning to be still and silent was life changing for me. In

silence, I was able to really focus on my goals and feel inspired by them. By living in the moment, not dragging the past into the future, and accepting what is without judgement, I was able to focus on what really makes me happy.

I have made it a habit of sitting silent and still for periods during each day. Some call it meditation. Others might say it is just finding a few moments to clear the mind. It doesn't matter what you call it; only that you clear your mind of the noise. Be in the moment – be present. Why do you think those moments are called the present?

When we are still and silent, emptying our mind of the noise and just observing what we are seeing or hearing, we can fine tune ourselves and connect with the divine. Some call it God, others call it Allah and many others call it the Universe. Again, what you call it is not important. I have chosen to call it the Universe. That's where we can find all the answers we may seek or all the inspiration or ideas for greatness, success and happiness can be found. Learn to be still and silent. It takes practice.

Our brain is constantly at work, even when we sleep. When we give our mind those moments of rest, we give it time to heal and energize itself again. And then, we can discover what we want in life – exactly what we want.

It takes daily practice to stop thinking about everything and focusing on the present and what you really want – your exact goals. Understanding our goals – in what I call full-color detail – is critical to success. I have outlined each of my goals, in full detail, and I think about them daily, in silence so I can see if I need to make any adjustments to achieve my goals. What was very surprising to me was

that when I helped others focus on their goals in this way, my life was positively impacted too.

When a new employee joins one of my businesses, I make it a point to ask them, at an early stage of our business relationship, exactly what they would like to achieve in life; what are their goals and dreams. I do this to get to know them better. Most of the time, these new employees don't have any goals that they can articulate, and they get confused by the question.

I have learned that most people are afraid to dream and think big or even make solid plans in their lives, so when I ask them what they want they either say they are not sure or they don't know. Some of them even start telling me things they *don't* want in life instead.

Part of my success in business has come from teaching my employees how to dream and identify their goals. Yes, we can learn to dream bigger. When they are in limbo with their goals and dreams, I teach my employees a goal setting exercise.

### **GOAL-SETTING EXERCISE**

1. Write down all the things you don't want in life.
2. Once you have nothing left to write draw a line after the last thing you don't want in life.
3. Then, on a new sheet of paper, write the opposite of what you just wrote. For example, if you "I don't want to be poor" – then on your new sheet of paper write, "I want to be rich." If you wrote, "I don't want to be alone," then write the opposite, "I want to be in a relationship." And soon : I don't want to be sick – I want to be healthy. I don't want to be stuck here forever – I want to travel and see new

things.

4. Once you have completed your opposite list, make a third list: “What can I start doing today?” This list is meant to bring specifics to each thing you want in life. For example, “What can I do today that I enjoy and will make me wealthy and rich?” Or, “If I don’t want to be lonely, what kind of life, work and hobbies could I do today that allows me to have a great social presence and love-life?” Or, “If I want to be healthy, what sports or exercises would I enjoy doing today that will impact my health positively?”
5. Once you have created the “What Can I do Today?” list circle the Top 5 sentences that inspire you the most and add a reasonable timeline to take action and achieve these goals. Then circle the next 5 and so on until everything is circled and has timelines. This is how you will initially prioritize your goals.
6. Keep your final list accessible so that as you begin to take action you can adjust your list’s details and timelines.
7. Once you have completed your opposite list, make a third list: “What can I start doing today?” This list is meant to bring specifics to each thing you want in life. For example, “What can I do today that I enjoy and will make me wealthy and rich?” Or, “If I don’t want to be lonely, what kind of life, work and hobbies could I do today that allows me to have a great social presence and love-life?” Or, “If I want to be healthy, what sports or exercises would I enjoy doing today that will impact my health positively?”

8. Once you have created the “What Can I do Today?” list circle the Top 5 sentences that inspire you the most and add a reasonable timeline to take action and achieve these goals. Then circle the next 5 and so on until everything is circled and has timelines. This is how you will initially prioritize your goals.
9. Keep your final list accessible so that as you begin to take action you can adjust your list’s details and timelines.

Thinking about what you don’t want and changing that into what you do want creates the foundation to creating goals with real intent and action. It also trains you to live in positivity. The importance thereafter is to know that these things *will* happen. Expect success, expect to achieve your goals! Expectations emit a strong vibrational energy that lets the Universe produce opportunities for you in the fastest, possible way. Because you have become clear on exactly what you want to achieve, when opportunity presents itself, it is easy to take the action needed to make the goal and dream a reality. I love watching people as they detail their goals, how excited they become at the possibility of achieving everything they put down on paper. It fills me with joy and pride to be able to help others see their true potential, that we live in a world full of abundance, and with the right tools and determination, we are capable of becoming anything we put our minds to. It’s exciting writing down new goals, gaining inspired ideas and seeking to achieve greatness. We are filled with joy, happiness and peace at the very thought of becoming something better than we already are, to enter the part in our life where we don’t have to worry, or fear anymore, but simply dare to dream and

dream big. Later on, I often help my employees develop their list by adding dates to those goals and by showing them how to be more specific on each of those goals and what needs to happen as a first step towards achieving them.

One of my top agents as of now started in our organization six years ago with no real goals or desires in life. He was eager to learn and adapted well to the teachings I was offering. He ended up writing 92 goals that he wanted to accomplish and put into action. With this proven strategy, he had done 83 of 92 goals in less than 6 years. And all he was doing was creating clear, full-color detailed goals.

Last time I asked him about it, he told me he was making a new list of 92 goals that he wants to achieve in the next five years. He has now become so good at goal setting that any new goal he puts into action first begins with crystal clarity; he can describe in detail how it feels, smells and sounds before the goal ever materializes. 92 goals may sound like a lot to you, but that is probably because you think goals have to be huge initiatives. Small goals have the same importance as big goals. Whenever you cross-off smaller goals, accomplishing them gives you a feeling of pride and a sense of moving forward which gives you more confidence and intention to pay even more attention to the remaining goals. Small goals can be anything from getting a new TV, a new jacket, or watching a certain movie too visiting a certain city or place or starting your own business. Make sure to blend small goals with your bigger ones. Accomplishing small goals are a sign that you are going in the right direction. If you don't have targets, then you will never know where to aim and you'll just keep shooting out in the open.



## THE IMPORTANCE OF A CLEAR GOAL

It's not enough to be vague when detailing your goals, such as saying, "I want to be rich," or "I want to be healthy." That is just the first sentence in the paragraph detailing your goals. If you want to be rich, make sure you specify how much you want to have and how long you will give yourself to acquire that amount. And after you acquire that amount, what will you spend it on and how will you feel?

It's very important to follow these steps when you desire anything! When you obtain a new goal, always ask these three questions and answer them:

1. How *exactly* will that item or experience look in detail when I receive it?
2. How *long* do I give myself until I reach it?
3. How will I *feel* and *act* when I receive it?

A few example goals might be:

**I want to be wealthy.** I want to have earned an extra \$50,000 this year, and I want to earn it within the next four months at the latest. I want to be able to look at my bank account balance and see an extra \$50,000 in the account. It will be a feeling of relief, happiness, joy and peace to have that extra income and to be able to take care of my family and my debt.

**I want to earn a promotion at work.** I want to be in an executive position by the end of the year. To earn this promotion, I know I need to set myself apart from my peers and show my boss what type of leader I can be for my sales team. I want to have the corner office at

work and have my name displayed on the outside of my office door 'Mr. Smith, Sales Executive'. I will feel motivated to help my team members succeed, to have more responsibilities at work that will allow me to earn a bigger salary. It will feel good to be a leader in an executive position. It will bring joy and excitement to the work place and relief into the environment.

**I want to find my life partner.** I want to meet them within the next two weeks. It will be spontaneous and unexpected, and the moment I see them I will know the Universe sent them to me. I'll spend the next two weeks being more active, spending most of my time out of the house, doing the things I love to do and enjoy the most. My partner will enjoy doing these things as well, and together we'll live a life of excitement. I will be filled with love and compassion for my partner, with the desire to motivate them to obtain their own goals and in return they will motivate me to keep reaching my goals as well. Clear, vivid mental pictures are essential to any manifestation. These mental images backed with positive emotions will make it so much easier for the Universe to find it and bring it back to you. Don't ever worry about the time it will take since that time will pass anyway. You don't need to understand the how, but simply the what and the attached feelings of being able to experience that success now.

**Take your mind into the future and shape your reality in full detail. To make it a reality, bring those details back into the present moment.**