

 ARCH to GROWTH



WINNING MADE EASY

THE 5 STEPS TO WINNING AT EVERY
ASPECT OF YOUR LIFE



Contents

The Secret Ingredient to Winning.....	3
4 Steps to Win.....	3
Part 1: Expect to Win.....	5
The Attitude of a Winner	5
The Standards of a Winner	6
Doing the Impossible	8
Part 2: Plan to Win	11
The Power of Focus.....	11
Managing Failure	12
Duplicating Success.....	13
Part 3: Play to Win.....	16
The Heart of a Winner.....	16
Letting Go of the Outcome	18
It's All a Game.....	20
Part 4: Live to Win	22
Perpetual Winning.....	22
Perpetual Growth	23
The Character of a Winner.....	24



The Secret Ingredient to Winning

Take a look at your life and ask yourself this question: “Am I winning right now?”

Take a long hard gaze at each of the important areas of your life and ask:

Am I winning in my relationships?

Where do I stand in my career? My finances? My health?

Am I winning when it comes to achieving my personal goals?

What about the things that you've wanted to do ever since you were young? Did you achieve those goals, or have they fallen completely off your radar because of everyday obligations?

If any of these questions leave doubts in your mind – or make you hungry for more than what you currently have – this guide is for you.

What you're about to learn are four principles that can be applied to help you meet any goal in your life. Sound a little too simple to be true?

Actually, the people who make the path to winning overly complicated are the ones who end up failing, left wondering why “less intelligent” people are succeeding instead of them. But winning really doesn't have a lot to do with intelligence. Just think about all the smart people who you know who are unsatisfied with their income, their career or their relationships.

An honest look at the intelligent people of the world will tell you that it takes more than a big brain to be a winner. So what does it take then? A winning strategy.

This guide will introduce you to a basic strategy that has been applied by some of the most accomplished people in history.

4 Steps to Win

Of course, the steps that are laid out here may not be exactly the same steps that other winners have followed. But the basic principles behind the roadmap to winning are the same, and as soon as you begin applying them in your life, you'll find yourself developing your own winning strategy – and it's ok to get a little creative! What's



important is that you're getting closer to your goals. But enough explanation; let's show you how to get started!

1) Expect to Win

2) Plan to Win

3) Play to Win

4) Live to Win

See, I told you it was simple. But don't let the simplicity fool you. Some of the most effective strategies in the world are also the most basic.

The little steps you take to get to these big milestones may differ, but that wiggle room allows you the freedom to make this plan work for your unique situation. It's time to stop letting self-doubt steer your decision-making and get ready to embrace the power of a winning strategy that can change your life.

Keep the ideas and techniques you just learned in that video in mind as you progress through the rest of the eBook. It will help you translate these ideas from philosophy to practice.



Part 1: Expect to Win

Both winning and losing begin as an expectation.

The Attitude of a Winner

Winners expect to win. They embrace this expectation and stand by this expectation with all of their faith, courage and determination. They don't plan a path of retreat just in case they lose. They never picture themselves holding the silver medal or in the second chair or playing second string.

They never expect to cancel their gym membership because it's gone unused for months on end. They never expect to be selling a musical instrument that they gave up on learning. They never read books on starting their own business only to find all the reasons why they can't get started.

They expect to attain all of their goals, and they never let go of this expectation.

Never.

Now, if it's really that simple, why doesn't everybody win? What if you expect to win but end up losing anyway?

Before we get to those questions, recognize that you have to let go of all doubt and make a decision right now that you are going to expect to win at anything that you do. That's it; it's a simple decision that very few people ever make in their lives.

Why is this? It's because too many people think that they have to know how they're going to win before they decide they're going to. They believe that they have to have everything planned out in advance before they even try to make their dreams a reality. Some people stop there, and others develop a super detailed plan of all the steps they should be taking.

Yet even then – after all of the hard work, the blood, sweat and tears – most people still don't *expect* to win. This is because they believe that the expectation of winning requires certainty. But, it doesn't.

You don't have to know that you're going to win in order to expect to win. You don't even have to know *how* you're going to win. In fact, as you'll soon learn, it's often easier to win at something when you don't fully understand the odds that you're up against.



Being a winner at anything begins with an expectation to win, and this expectation doesn't require any kind of certainty or validation. On the contrary, the certainty and validation will come about as a result of you having decided that you're going to win and that you expect to win.

Most people who never get what they want out of life spend far too much time trying to figure out how they're going to get what they want before they commit to the idea that they're going to get it.

Hear this loud and clear: An expectation to win can be the *very first decision* that you make, long before you start planning or even taking action. If you begin with this kind of an attitude, it will be much easier to maintain it when things get tough.

In other words, expectation to win is the active ingredient that makes all of the other principles possible. Expectation is the foundation on which you'll create the life you've always wanted.

So right now, before you worry about else, pick one key goal that when you achieve it you will consider it a victory. Don't think about how you're going to do it or even what might happen when you do it, or how you might feel if you fail.

Just expect to win. Enjoy the feeling of the expectation and the hope which it fills you with. Imagine how it's going to feel when that expectation is fulfilled and everyone who doubted you is standing in awe and envy.

Better yet, imagine how proud you and the people who believed in you are going to feel when you've won. Hold these images in your mind until you can feel them throughout your entire being. Visualize your dream coming true until that idea squashes any doubts that were lingering in your mind.

This is what it's like to truly expect to win, and as you'll soon see, everything else will take care of itself along the way.

The Standards of a Winner

Okay, so you've decided to win, and you're expecting to win. You're off to a great start! But what's the next step? Well, before we move onward and upward, we need to discuss the elephant in the room...

If you're a person of reasonable intelligence, you're probably thinking:

"Okay, I'm expecting to win for now, but how long is this going to last?"



This a legitimate concern because things are going to come across your path which will challenge your faith in expectations to win. This is why it's important for you to hold on to your original standards no matter what happens.

No matter what.

The world-famous motivational coach Anthony Robbins said that people who have high standards also have high rewards. Now, considering this, it ought to be easy to determine why people have low rewards, right?

But what causes a person to develop low standards in the first place?

Doesn't everyone want to be happy and healthy and rich and to have meaningful relationships in a great career? Of course, that's how everyone starts out . . . but very few people can maintain that outlook, and it's not because they give up on their dreams.

It's because they lower their standards.

Too often it's said the secret of success is not giving up, and certainly perseverance is important. But most people are pretty good at being persistent.

The problem isn't that people quit when they meet with temporary failure or discouragement and don't get what they want as a result.

The problem is that too many people lower their standards and end up *getting* what they want – not the big, lofty goal they had in mind at the beginning, but a revised, lesser version of their real dreams.

Yet, that cheapened victory doesn't feel nearly as sweet, does it? Instead it feels like a compromise, or like being cheated out of something.

When you think about it in those terms, failure really isn't that common. Very few people are failing when it comes to making money, but very few people are making as much as they want. This is because their standards aren't pushing them to earn more.

Very few people are completely without relationships in their life, but many people still don't have the types of relationships they want, whether they long for a stronger bond with friends, family, coworkers or a significant other. Again, this is because their standards aren't pushing them to develop anything better.

Most people are taking at least enough care of their bodies to keep from dying of starvation or thirst. People are *very* disciplined when it comes to eating according to



some kind of routine. But very few people have the body that they really want. Again, it's about low standards.

The same principle can apply in any area of your life. So the results – where you are in life right now – are a representation of the standards you've set for yourself up to this point. If you doubt this to be true, take a look at the areas of your life that are not meeting your expectations and ask yourself:

“Do I have a higher standard which is compelling me to take action and change this area of my life?”

Now, that higher standard might have been what caused you to pick up this book . . . and that's good! But it's also important that you have a specific standard as to what you want, what you expect to have.

Instead of thinking, “I want to lose weight,” think about detailed targets you want to hit. Will your waist be a few inches smaller, or will the scale say 150 instead of 170 lbs.? Once you set your specifics, maintain that standard at all times.

No matter what.

Sure, you might need to adjust your plan or timeline along the way (more on this later). But no matter how many adjustments you make on your way to winning, you must *never* let go of the original standards upon which you established your expectations.

As you're about to discover, this strategy alone can make anything possible . . .

Doing the Impossible

What does it mean for something to be impossible? Just think about all the things in history that have been accomplished that someone once thought to be impossible. Here are a few examples:

- The first trip around the world
- The first four-minute mile
- The first 400-pound bench press
- The Ford V8 motor
- The first lighter-than-air aircraft

This is just a small list of things that were once considered to be “impossible” which are now considered ordinary.



How did the impossible become possible?

Because somebody first *believed* that these things were possible, they established an expectation upon that belief, and they maintained their original standards until they reached them. But it all started with the belief and the expectation that the impossible was not only possible but that it was certain to happen.

So let's substitute a better word for impossible: "unbelievable."

That's right. Most of the time when we claim that something is impossible, what we're really claiming is that it's unbelievable . . . to us at least. For example, when Henry Ford first told his engineers that he wanted them to build the first V8 motor, they responded by saying it was impossible.

Now, if Henry Ford had also believed that the motor was impossible, his engineers would have never been pushed to create it. But Henry Ford did believe that it was possible, and he insisted that his engineers get to work on it.

One year later, the impossible had become possible, and the engineers who had once disbelieved in the V8 motor were the ones who created it. So along the way, knee-deep in research and development, they became believers.

Now, this ought to tell you something about how expecting to win and maintaining standards can make the unbelievable believable. And that's all that there is to the difference between the possible and the impossible: belief, backed by expectation, backed by an undying commitment to the standard which created that belief. And just to further clarify this point:

Unbelievable = Impossible

Believable = Possible

Now, just think about what this means when it comes to being a winner. You can *choose* to make the impossible possible simply by believing in it and expecting it to happen. From there, it's just a matter of applying the other three principles of winning.

But first, you must determine exact what you want, expect to have it, and agree to believe in that end result – no matter how many reasons tempt you to believe otherwise.

Contrary to the common concept, the decision to believe something doesn't have to be based on knowledge or expertise. Heck, Ford's engineers knew enough about building engines to eventually construct the first V8 motor. But their knowledge of how to do so



also could have kept them from it if they let their limited knowledge steer them toward doubt instead of listening to Mr. Ford.

Meanwhile, Ford himself knew very little about building an engine, and that ignorance worked in his favor. So not only do you not need expertise in order to believe that something is possible, but know that ignorance can actually work in your favor.

Now, of course it's important that you dedicate yourself to lifelong learning and to creating and applying plans of action. But the first and foremost thing to do is to believe in your goal, to expect to achieve it, and to hold onto your standards no matter what.

This will keep your information gathering and planning process from validating all of your original doubts as to whether or not your goal is possible. Instead, your learning and planning will work in your favor, assisting you in coming up with creative solutions for achieving your goal.



Part 2: Plan to Win

Without a plan to win, the will to win is merely a dream.

The Power of Focus

Planning is the means by which you bring your expectations into focus and shut out all distractions. It gives you direction for the passion that comes as a result of expecting to win. Organized planning drives out fear and uncertainty and gives you a solid framework for taking action toward achieving your goals.

The motivational speaker Zig Ziglar once said that if you have dreams but have no plan of action for carrying them out, you're a dreamer.

Go into the planning stage with the correct mindset: expecting to win and refusing to lower your standards. Remember, you can expect to win before you ever draw out a plan or start carrying it out. In fact, you **MUST** do it in this order to increase your chance of winning.

But once you've set that expectation, it's time to get started on the planning stage by writing down a plan of action and getting started on it *right now*.

Whether you're ready or not.

According to the writer Mark Twain, the best way to do something great is to start immediately. He followed that by saying the best way to start is to develop a plan of action and attack the first step right now.

This is the second step to the winning formula.

Where most people go wrong is trying to come up with the perfect plan before they start taking action.

Big mistake.

This is a direct invitation to paralysis by over-analysis, and it will cause you to fall prey to the most brutal and ruthless enemy of success: procrastination.

Not only that, but if a person puts too much work into the plan before taking action on it, they run the risk of becoming more attached to that plan than they are to their original



goal. So if they plan starts to fail, it's harder to take it apart and change the things that aren't working.

Most of the time, they choose to stick with the plan instead of making the end result the primary focus. They continue to apply a plan that won't lead to success, or which will take much longer than necessary to get to the goal line. Eventually, they get worn out and lower their standards.

Hear this loud and clear: When it comes to making your plan, just do the best you can, write it down and get started on it – whether you feel ready or not. This is often a lot faster than guessing, analyzing and trying to come up with the perfect plan before even testing it. This way, you'll put your plan to the test and will learn what's working and what's not.

Let's look at how that's done . . .

Managing Failure

Since we already substituted the word impossible for unbelievable, we might as well do a little more vocabulary modification.

Failure = Feedback

When your plan fails, treat that failure as feedback and nothing more. Too many people waste their time and energy trying to avoid learning to cope with failure emotionally . . . as if that were a bad thing.

If you're avoiding failure at all costs, it only leads to procrastination. The best way to deal with failure is to treat it as feedback.

You can either ignore it, or you can learn from it and restructure your plan accordingly. The second option is obviously a lot more effective.

Think of it like putting your hand on a hot stove and feeling the burn – that's feedback. Yes it hurts, and so does failure . . . but it's also your best friend. It gets your attention when it's necessary to make a change if you want to avoid more pain.

That's exactly the way I want you to start treating failure: it's an opportunity to receive feedback, learn and correct course by adjusting your plan.

Here's the problem that most people have when it comes to responding to failure: they lower their standards. That's right; it messes with the mindset you need to be a winner.



Instead of learning from failure and restructuring their plan, they restructure their expectations.

Just think about the last time that you began to achieve something that you were really excited about. Did you fail somewhere along the line? If so, what was your response to that failure? Did you restructure your plan, maintain your standards and keep going?

If not, you probably took the common path and lowered your standards instead. That's okay. Just learn from that. Remember that next time the key is to treat failure as feedback and use it to restructure your plans.

Why not just come up with a solid plan in the beginning instead?

There is no such thing as a plan that will never require flexibility in order to be effective. And if there was such a plan, the only way you could develop it is if you had already reached the goal that the plan was designed to reach.

Think about it, if you want something that you don't already have, it's because you don't know how to get it. That's why you don't have a perfect plan yet. And even after you achieve your goal, you won't have a perfect plan that someone else can follow to achieve the same goal.

If this were possible, everyone in the world would be rich, healthy, happy with their careers and ecstatic about their relationships. Thus, there is no perfect plan. Every person must pay the price in order to have what they want, and that price is learning to use feedback as a tool toward achieving success.

Duplicating Success

Now, if you're still terrified about the idea of taking action on a perfect plan and using failure as feedback in order to correct course along the way, you should be comforted by the following.

The more you learn from your failures, the better you will get at duplicating success. The Nobel Prize winning scientist Neil Bohr once said that an expert is someone who has made all of the mistakes possible in one narrow field.

No one starts out as an expert. Everyone has to pay the price by enduring failure in order to learn what works and what doesn't. The good thing about this is that the more times you fail at something, the closer you come to learning how to succeed.



As long as you maintain your standards and continue restructuring your plans, it will be impossible for you to NOT learn what works. And what do you do once you learn what works?

You do it again – and again and again and again and again and again.

Of course, you could go back to trying to find out what works by studying, analyzing and planning before you bother to take any action. But even if you find the “perfect” formula for you, you still have to take action to get the results, which will always mean risking failure.

Again, there is no such thing as a perfect plan.

The strategies that have made some people successful might completely flop for you and vice versa. After all, so many personal dynamics go into achieving something new: your body type, your personality, your learning style, your subconscious conditioning, the circumstances you encounter while pursuing your goal, and so on.

But the sooner you start taking action, the sooner you start gaining feedback and the sooner you can start customizing your plans according to what's working for you. And the faster you can complete this process, the faster you'll learn how to create success on demand.

Just think about real estate tycoon Donald Trump. Here is a man who made a fortune, lost it all, and gained it all back again.

How did he do it?

He simply duplicated the paths that he had followed to make himself successful the first time . . . but you'd better believe that he endured some failures the first time around. And what he learned from those failures is what he used to create success again.

Another example of this is the founder of the Honda Corporation. This is a man who lost everything that he had more than once, and every time he rebuilt his fortune again. And every time he reclaimed what he had lost, he learned new important life lessons along the way.

Through this process of learning from feedback and restructuring his plans, he became the founder of one of the most successful automobile manufacturers in the world. So once you've set your goal and built an expectation for achieving it, write down a plan, and get to work.



This way you can maintain your original standards, receive feedback, and earn your own pass into the experts' club. And that's called playing to win . . .



Part 3: Play to Win

Winners love to run more than they love winning races.

The Heart of a Winner

This is probably the most important chapter in the book, but it's not something to take lightly.

If you want to be a winner, you must have the heart of a winner. That means enjoying the process of pursuing your goal more than you love achieving the goal itself.

Think about it: How small is the moment of victory in comparison to all the moments leading up to it? If you focus too much on the single second of scoring a win, you're going to end up missing out on your life in the process.

The more you focus on the moment of victory, the more likely it will become that you'll never experience it. Why is this?

Because it's not the finish line that really matters.

What matters is every moment leading up to it. If you give yourself completely to every one of the moments leading up to your moment of victory – and if you refuse to allow yourself to become distracted – you'll probably end up winning before you realize what's happened.

The only other option is to waste your energy on something that you've already decided is going to happen . . . in fact, you're *expecting* it to happen.

So why let yourself be further distracted from the present, which is the very essence of your life?

It's like The Beatles singer John Lennon once said:

"Life is what happens to you while you're busy making other plans."

When it comes to playing to win, this means that your life takes place in every little movement between your moments of victory. Too many people wish their lives away because they're so busy thinking about being somewhere else.



And even if they're picturing themselves in a more desirable situation than the one they're currently living in, they're still not living their life – which can only occur right here and now.

These people only give a sliver of their potential to playing the game because so much energy is removed from the present moment. Just think about how much time and energy you've spent focused on the future . . . whether you were dreaming, worrying, hoping or guessing.

For every ounce of energy you were focusing on the future, you were committing that much less of your potential to the present. Winners always give everything that they have to the present moment, for better or worse. And because of this, they are 100% involved in the process of achieving their goal, and the victory takes care of itself.

Look at legendary basketball player Michael Jordon of the Chicago Bulls. He said:

"I never lost a game; I only ran out of time."

In case you've never had the opportunity of seeing Michael Jordan play, he was always playing his very best – right down to the last second.

He was focused more on playing the game than he was on what the score was going to look like once the game was over. To him, the game was never over; the clock simply ran out.

He never had the attitude:

"Oh well, we're about to lose the game anyway, so what's the point?"

He simply played to win. He *always* played to win...right down to the last second.

That's the heart of a winner.

So as you're setting your expectations on winning and working your plan, never accept anything as defeat or failure. Never let anything – not the thought of victory or the thought of defeat – distract you from giving your heart and soul to the game.

Inspired by Michael Jordan, make this your motto:

"I never fail, I only learn from feedback and keep going."



Of course, the problem is most people can't do this because they're too busy allowing themselves to be crushed by failure. They're too focused on the outcome, and because of that, they miss out on the lesson that failure is teaching them.

Eventually, they become so focused on whether or not they're going to win or lose that they miss out on the game, they lower their standards, and they lose.

Now, there are probably at least a few readers who are thinking:

“How do you expect to win and at the same time let go of the outcome?”

Expect to win, and then focus all your attention on playing to win.

Expecting to win doesn't mean that you have to put all of your stock in the outcome of winning . . . quite the contrary. You simply expect to win and leave it at that. In fact, thinking about victory too much can make it harder for you to expect it.

Just think about how little attention you give to things once you're simply expecting them to happen. For example, you're expecting your car to start tomorrow morning (hopefully). You're expecting the chair you're sitting in to keep holding you up. You're expecting to continue to the next page of this book and find words on it.

You're expecting to walk outside tomorrow and see the sky. That's it. You don't spend weighing the possibility of whether or not these things will happen.

You simply set your expectations and leave them alone. And that's how you let go of the biggest distraction from winning.

Letting Go of the Outcome

You can't be too attached to the idea of winning.

Yes, I realize that this sounds like a paradox, but it's not. It is possible to be fully expecting to win and to leave it at that. Then you can focus all of your energy on the process of playing the game.

On the other hand, if you become too attached to the outcome of winning, you'll lose focus on the more important process of playing the game.

Why is this?

Because no matter how strong your conviction is that you are going to win, fear always stands at the door of hope. The only way to shut this fear out is to commit yourself



100% to the process of playing the game. If you do this, you'll own the game, and you'll own the outcome.

Again, the more energy you have focused on the future, the less energy you have to give 100% to the present. Not only that, but focusing too much energy on the outcome of the game builds up far too much pressure that can suck the fun right out of the game itself.

When this happens, you'll lose your passion for the game, and you'll be even more tempted to focus your attention on something that you believe is more desirable.

This is how so many people get paralyzed by the fear of success and choose to go chasing after unrelated opportunities. Either that, or they escape into fantasy while their present life passes them by.

But if you keep the outcome in the back of your mind and focus all of your energy on the game, success will take care of itself. The game could be the process of learning an instrument, building a business, getting into better health or writing a book.

The bottom line? If your commitment to being present with the game and passion for playing it with all your heart is something you find enjoyable - it will naturally lead you to victory.

This is how winners play the game.

More to the point, this is what gives them the energy and enthusiasm to effectively manage failure until they master the art of duplicating success.

This is why the majority of people look at winners and think that they're simply lucky. We don't see him sweating or straining or laboring over their success – somehow they seem to be enjoying every minute of it! Of course everyone faces challenges, but if you can smile in the face of them, it increases your chance of breezing right along through.

Success comes to a winner who lets go of the outcome and plays to win just as easily as water flows downhill. But there's nothing magical or mysterious about this process. Instead, it's the result of consistently applying the expectation to win, the effective management of feedback, and the commitment towards playing the game with all their heart.

And that's how they maintain the attitude that brings unshakable courage and confidence . . .



It's All a Game

No matter what it is that you want to win at, it's nothing more than a game. If you treat it as anything more than that, you'll be too wrapped in whether or not you win or lose to play the game well. You'll value the outcome of the game more than the game itself.

People who play to win value the game more than anything. They live to practice for the game, breathe in every second of playing on the field, and dream about getting back out there every night.

They don't get stressed out or overwhelmed about it or beat themselves up when they receive feedback or failure. They accept everything as an opportunity to learn, to grow and to get better at playing the game. All they want to do is get back in the game and play it with all of their heart and soul.

For winners, even the process of winning is a game.

People who fail believe that there's a lot more at stake than there really is. At the end of your life, you can't take any of your medals with you. You can't take any of your money or your titles or diplomas. Even if you spend years learning to master a musical instrument, your well-trained fingers will end up in a casket somewhere.

All of these are things you achieve as a result of playing the game called life. But when the game is over, all the prizes are gone.

Now, this might sound like a bunch of gloom and doom, but it's actually the perfect way to make yourself fearless in the pursuit of any goal. It's the understanding that no matter what you "win" at in life, it's all a game, and there's no point in getting all worked up over whether you're going to win or lose in the end.

So what can you do to make the most of it?

Just expect to win, and focus your energy on playing the game with everything that you've got. Anything else is a waste of energy.

Think about it: Some day, the entire slate will be wiped clean, the earth will be swallowed up by the sun, and over millions of years it will all freeze into one great big ice ball.

Author of *Winning Through Intimidation* Robert Ringer called this "the great ice ball theory," and he used this understanding to make himself bulletproof when it came to



fear and rejection. It gave him the attitude that allowed him to negotiate multi-million dollar real estate deals with unshakable confidence.

It might interest you to know that his discovery and application of this theory made him one of the most successful real estate brokers of his day, putting millions of dollars a year into his pocket . . . and that was in the early '80s.

Where did this fearlessness and confidence come from?

From the understanding that winning is easier when you realize that it's all a game and that there's no reason to get all worked up about the outcome. Instead, you can commit 100% of your energy toward playing the game to the best of your ability, expecting to win and letting the outcome take care of itself.

That's *living* to win.

Part 4: Live to Win

You know you're a winner when winning becomes a lifestyle.

Perpetual Winning

Winners are always winning. They're always celebrating their victories, and they're always enjoying the process of playing to win. At the same time, they don't allow their victories to get the best of them. Instead, they're consistently seeking out new opportunities to challenge themselves and to play the game to win something else.

For true winners, the winning never ends. The show is never over. They never rest on their laurels or get complacent. They have an insatiable hunger for playing the game, for becoming a better person and for making the world a better place. That's what winning is all about.

And that's what makes the world their oyster.

It's like the writer Oscar Wilde once said:

"The world belongs to the discontented."

Think about it: When a person is happy, the most natural course of action is to relax. Of course it's important to your mind, body and spirit that you take the time to rest and to rejuvenate. But, as the old proverb says:

"A little resting, a little folding of the hands, and poverty comes upon you like an armed robber."

Winners know that in life the only way to coast is downhill. They know that the world around them is in a constant state of change and development and that the act of standing still will cause the world to blur right past.

They know that contentment leads to stagnation and that stagnation leads to deterioration of the mind, the body and the spirit. They know that if they're not growing they're dying – that those who are consistently challenging themselves to achieve new things are the driving force behind the advancement of humanity.

And that's why the world belongs to the discontented, those who see the possibility to improve.



How can a winner be discontented and still enjoy playing the game?

Because they understand that there's a difference between being unsatisfied and being unhappy. An unhappy person is only happy when they have some exterior stimulation to "make" them happy. They fail to realize that the true source of happiness is within.

It's the desire to learn and to grow and to achieve, to become a better person and to make each day better than the last. This is what perpetual winning is all about, and perpetual winning is the only way to be a true winner in life.

If you decide to become complacent and let your victories and your pride get the best of you, you'll end up losing to someone who is still in the game to win.

Perpetual winning is a lifestyle that takes courage, enthusiasm and an undying commitment to become a better person and to become a source of inspiration to everyone around you. So as you're setting your specific goal, creating an expectation to achieve it, learning from failure, duplicating success and playing the game to win, always remember that the game will never be over.

That's how being a perpetual winner will empower you to discover the true purpose of your life.

Perpetual Growth

Committing yourself to perpetual winning is the key to your personal and spiritual growth and ultimately to your happiness. In fact, this perpetual growth could very well be considered the meaning of our existence as human beings.

Every form of life in the universe is in a perpetual state of change and growth. Even the energies which are growing and forming into other things: dirt into a tree, food into usable energy, and sunlight into vegetative food.

And you yourself are constantly growing. Even as you are reading this sentence, your body is busy replacing 30,000 old cells with new ones. In fact, several years from now your body will be made up of completely new organic materials from what it's made up of now.

Growth is not an option.

It's always taking place, whether you want it to or not.



The only thing that you *can* control is what you decide to grow into, and this begins with what you decide to commit your actions toward.

Are you going to commit yourself to the process that will naturally cause you to grow into a winner, or will you leave your personal growth to the mercy of the influences that surround you every day: the media, other people's opinions, popular television shows, fast food, and so on?

It's really only one or the other. Even if you're ignorant of your own growth or choose not to acknowledge it, you're still going to go through it. You choose whether or not you're going to take responsibility for your own path and live to win.

If you don't take proactive control of your commitment to perpetual growth, someone or something else will tend to your future. The society we live in is one of the most aggressively solicited societies in history.

Your mind is being constantly infiltrated by messages which were created to persuade and to influence you towards actions that would distract you from committing yourself to achieving your personal goals – growing into the person you were born to be and living your purpose.

Thankfully, as a human being you have the incredible power of choice, which allows you to focus your mind on the object of your desire and to recondition yourself towards the pursuit of that desire. Napoleon Hill, the author of *Think and Grow Rich*, called this power the great secret to success.

Once you begin applying this secret outline to winning, which you've learned in this book, and commit yourself to perpetual winning, you'll begin to grow into a person whose success comes just as naturally as the grass grows in the springtime.

And that's how you start to form the character of a true winner.

The Character of a Winner

Winners win because of who they are, not because of the strategies that they apply. When someone masters the process of expecting to win, planning to win, and playing to win, it begins to do something more than change the results and circumstances of their lives – it begins to change them.

They transform from being someone who is simply applying the formula for being a winner and begin to develop the internal character of a winner. When this happens, they



can create success in spite of the circumstances and opinions that surround them, in spite of how scarce resources are, and in spite of who believes in them and who doesn't.

For example, someone who has developed the character of a winning salesperson can take a list of 100 leads and make more sales out of it than an ordinary salesperson could make out of 500 leads. Someone who has developed the character of a winning guitarist can make a cheap old pawn shop guitar sound better than an ordinary guitar player can make a Les Paul professional model sound.

This is probably one of the most puzzling and frustrating things about winners – until you understand the principle, that is. This is what causes someone to look at a winner and think that they're merely lucky, or that there's something magical or mysterious about their success.

However, a winner's success has come about as the deliberate cultivation of their habits, which have empowered them to develop the character of a winner.

How can you begin to develop this character in your life?

The following summary of the steps in this book will help you to put these principles into practice, and over time they will cause you to develop the character of a winner.

Part 1: Expect to Win

Begin with the attitude of a winner. Set a specific goal, and expect to win. Don't worry about how you're going to do it – that will come later. Just expect to win, and leave it at that for the first step.

Commit yourself to having the standards of a winner. Make a decision that you're going to maintain your standards no matter what happens.

Commit yourself to developing the mindset that you can believe in something that it is "impossible," and know that any future accumulation of knowledge will be done to support that belief instead of discredit it.

Part 2: Plan to Win

Learn the power of focus by writing out a specific plan and getting started on it, whether you're ready or not. Remember that there is no perfect plan; the only perfect time to start is right now.



Commit yourself to developing the belief that failure is feedback and offers an opportunity to restructure your plans.

When you learn what works, focus all of your energy and attention toward applying and refining that strategy. Remember that the process of learning from failure is the key to becoming an expert.

Part 3: Play to Win

Focus all of your passion and energy toward the present, and let your love for the game surpass your love for winning.

Remember that one day, the slate will be wiped clean and that none of what you win or lose will be left – so you might as well not sweat it.

Let go of the outcome, and remember that as long as you commit yourself 100% to playing the game, the victory will take care of itself.

Part 4: Live to Win

Remember that the world belongs to the discontented, that perpetual winning is a lifetime commitment, and that enjoying the process of becoming a winner is the difference between being unsatisfied and being unhappy.

Growth is never an option, and the only thing you can choose is who you decide to grow into.

Finally, winners win because of who they are. If you take these steps to develop the character of a winner, winning will be as natural and effortless as the rising of the sun.