



7 Steps to an Extraordinary Life

*An Inspirational
Quick-Start Guide to
Living Your Dreams*



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The High-Performance Mind Coach



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You Really CAN Have It All!

Hello, Dr. Alex Ledgister here. Welcome aboard! You are about to embark on **the most exciting adventure of your life**—and I'm here to guide you, every step of the way.

First:

Did I hear you say **YOU WANT IT ALL?**

1.Excellent health

2.A highly profitable business that:

- Runs like clockwork
- Delivers quality products and services
- Rewards you with excellent feedback from loyal clients and returning customers
- Offers abundant opportunities for growth and development

3.A robust lifestyle that:



- Gives you plenty of time to enjoy your family and friends
- Allows for plenty of creative time... *just for you*
- Includes stimulating experiences that feed your mind, body and soul
- Provides opportunities to “pay it forward” and give back to your community

I love your list because it is the same as mine once was.

Not too long ago, I was right where you may be right now. I know, I know... Things are tough and you're looking for that light at the end of the tunnel that doesn't seem to be there. *Life sucks.*

When I was in your situation and I couldn't seem to get my act together—when things kept falling apart all the time, no matter how hard I seemed to try—I went into a funk.

I felt bad about myself and bad about life. Nothing was working. “It never *has* worked,” I told myself. “Face it. You're trapped. You might as well accept the fact that you'll never get out of this trap.”

Did you hear the word “trap” just now? Did you hear all that negative self-talk?



So did the other, better-best part of me.

It was at exactly that moment, when I felt the whole world caving in on me, that I heard a powerful voice inside: “Alex! Did I hear you right? Did I hear that you’re giving up on life, giving up on ME, just because of a few speed bumps? A few nasty road apples along the way? **Hey man, what’s wrong with you? Pick yourself up and get moving!!**”

I kid you not. That is exactly what happened. There I was, cowering in the deepest corner of the darkest funk that I was sure had ever existed on Planet Earth... and then someone (Myself)—ordered me to grab a piece of paper and a pen and start making my Dream-and-To-Do List.

So I did.

Then I gave this list a good hard look.

At once I alerted that angry snarling voice and it came back loud and clear: “Ha! Alex Ledgister! Do you **really** think you can be and do and have everything you want in life?”

“YES!” I thundered.



Standing squarely on both feet, I grinned defiantly at myself in the mirror.

That day was the first day of the rest of my life, to quote the famous anti-war activist, Abbie Hoffman.

I reviewed my Dream List and set to work developing a fail-safe success program.

I called it **The 7-Step Business & Life Success Program.**

Then I tried the program myself, and it worked—just as I knew it would. In fact, it was so successful, I decided to share it with others.

That's why I'm giving you this ebook free. I believe in paying it forward. It is an important part of any healthy business and quality lifestyle.

I want to help you reach every one of your goals so you can enjoy the kind of quality life that you and every other person richly deserve.

“OOO-Kay, but...



"... Your situation was different from mine, Alex! I could never... oh no, not me! How could I ever have the kind of business and quality life you described?"

Do I hear the doubt creeping in?

I know, I know. You've tried lots of success programs already. You're different from other people. Other people have what it takes to be successful. Not you. No, you've never been able to accomplish anything worthwhile.

How do you know that? *Because you told yourself so.*

That self-talk program of yours is powerful! How about turning it off and reviewing your Have-It-All Dream List once more?

A glimmer of hope and **possibility** starts to shine through the self-doubt. "So Alex, what makes me think your program will work for me?"

~~~~~

Dear Doubting Reader:

You have **no** idea where I was when I heard that Voice inside telling me to get up off my arse and start putting some positive octane into my brain. So let me tell you something:



## **If I can do it, so can you!**

Just because the Have-It-All Dream List sounds totally impossible to you...  
just because you believe you could NEVER be able to have such an amazing  
life... I know it's going to happen for you—**BIG TIME!!**

## **How do I know that?**

**Because clearly you have a passion for achieving success or you wouldn't  
be reading this ebook!**

I just found the elephant in your room, the big bad STORM CLOUD that's  
holding you back and causing all the stress and bad vibes about yourself.

What I'm trying to tell you is: maybe the only reason it's not happening for  
you is because *you don't really believe your life could be sublimely happy,  
successful and richly rewarding.*

Instead of throwing down the towel and giving up before you start, I'd like  
you to cast off all the doubts and fears and move away from those negative  
nay-saying voices that are telling you:

- You can't do it...





- You're too (old, young, uneducated, inexperienced, broke, unhappy, straddled with debt, dealing with broken relationships, lost home, lost job, too many responsibilities, yada yada)...
- You're just not good enough and never will be...
- You've tried so many success programs before and none of them worked. Why should this one be any different?

Okay, okay, okay. I get it. You're slamming the door in my face. *"Thank you, Alex, but no. I don't want any. No one can help me. I'll never amount to anything. Look at me. I'm a (six-time loser/failure/cast-out)."*

**Take a deep breath.** Close your eyes and see yourself gathering up all those fear-based self-defeating TOXIC thoughts in a big plastic trash bag, dragging it out to the dumpster, lifting it high in the air, heaving it on top of all the other trash, and slamming down the dumpster lid.

THERE! You've done it. They're gone forever.

Now let's begin.



# 1

## Step 1 – Clear The Mind Clutter

*“A person who never made a mistake never tried anything new.”*

—Albert Einstein

Think about it: Everything starts and ends with US.

**We are the only one who can think our thoughts, feel our feelings and make our actions happen.**

You may have heard this famous quote:

**“We are the captains of our destiny.”**

**This is a line from a poem written titled “Invictus,”** which means “Undefeated,” that was written by William Earnest Henley.



William was diagnosed with tuberculosis of the bone when he was just 12 years old. In 1875, at age 25, the infection had progressed throughout his entire leg to his foot.

The doctors wanted to remove both legs because they believed the TB would soon spread to the other leg.

“The only way you will survive,” they told him, “is for us to amputate both legs.”

To William this seemed like a drastic solution. Why should both of his legs have to be amputated when only one was infected?

William said no. He let the doctors remove just the infected leg, but only up to the knee.

From his hospital bed, William wrote “Invictus.” Below are the last two stanzas of this inspiring poem:

Beyond this place of wrath and tears  
Looms but the horror of the shade,  
And yet the menace of the years  
Finds, and shall find me, unafraid.



It matters not how strait the gate,  
How charged with punishments the scroll,

**I am the master of my fate:**

**I am the captain of my soul.**

William Henley's story has a happy ending. He went on to live an active, productive life as a poet. And.... he never lost his other leg!

For 27 years, before he became President of South Africa, the late Nelson Mandela, a human rights activist, was imprisoned at Robben Island Prison. During those years of imprisonment, it is said that he recited William Henley's poem to himself again and again. He also recited it to other prisoners. The poem spoke to President Mandela of self-mastery and self-empowerment. For his efforts in helping to free his country from apartheid, President Mandela won the Nobel Peace Prize.

This great man who had suffered so much indignity and humiliation himself and who was struggling to win equal rights for all people, was confident he could accomplish all of his goals.

Why?



Because **he was knew HE was in charge of his life.** With passion and determination, he was prepared to do whatever it took to accomplish every one of his goals.

Confidence is born from a “knowingness” that each of us is indeed master of our own destiny.

## **Do we really know what’s inside our minds?**

You may have learned that we have two different minds: a conscious and unconscious or subconscious one. Actually we have three different minds. The super-conscious or Higher Mind is the part that spoke to me when I was in the midst of my despair. The Higher Mind is also called our God-Self. It wants only the best for us, and by nature, it is the part of us that is Unconditional Love.

You heard me right. Our Higher Mind or God-Self is not just connected to and operating from a place of Unconditional Love. It IS Unconditional Love.

Deep down, every one of us is linked to our Creator and the Universe by Unconditional Love that starts with ourselves. Self-love is a powerful dust-buster of doubt, fear and the rest of the toxic thought clutter that’s steering your Destiny ship toward destruction.



The subconscious mind is like a sponge. It absorbs every experience, every conversation we've had since birth—sometimes even before birth.

The big secret that many people don't know is that **the subconscious mind actually runs the show**. It tells the conscious mind how to think, feel and act. Have you ever just blurted out something without really knowing where it came from? Your subconscious is on duty 24/7. It never sleeps. If you've ever had a dream, and who hasn't?—that dream is coming straight from your subconscious. Dreams often deliver important messages. They uncover stuff we *think* we're hiding from ourselves.

If you have been told by a parent or teacher, not once but many times, that you will never be successful, this message goes straight to your subconscious where it sticks like Super-glue. If the message is repeated and reinforced by feelings of failure—let's say you got a low grade at school or you didn't make the basketball team—guess what?

Those failure-feelings and thoughts will soar right into the conscious mind where they will express themselves in big block letters on the walls of the school room and gymnasium:

**YOU ARE A FAILURE**

***Or... Maybe...***



## YOU ARE A SUCCESS (in hiding)

Let's say you have parents who love you very much. They are SO proud of everything you accomplish!

When you were an infant, they gave you big hugs when you uttered your first words. They praised you when you learned how to pick up a toy or hold onto the table and lift yourself up so you could stand all by yourself.

Probably you won't remember how excited your mom and dad were when you took your first steps—but your unconscious recorded every one of their loving words.

"Good boy (girl)!" They clapped their hands and cheered you on. Whenever you accomplished anything, they told you how proud they were. "You are such a good daughter (son). You are so smart and quick!" they exclaimed, giving you a hug.

Guess what your unconscious hears and collects in its sponge-mind?



**“You are successful! You can accomplish anything you want to, if you put your mind and heart to it!”**

You may not succeed the first time you try to do something new, but that doesn't mean you'll give up. The unconscious voice of your parents and others who know how amazing you are, have continued to reinforce this praise. Their support has helped build your self-confidence during your growing years.

Your unconscious now delivers this feedback: You will keep practicing until you reach your goal!

**YOU CAN DO IT!**

What a perfect setup for the conscious mind! Rarin' to go, it has its marching orders to become a success at whatever you choose to do.

If this seems magical, it is because WE are magical. There's so much we don't know about ourselves that we are about to learn.

If you've ever felt you couldn't do it alone, I understand. I've had times when I felt the same way. Fortunately, I've always been able to find excellent mentors.





Sometimes a good coach or mentor can help us get rid of the mental clutter that's getting in the way of healthy, positive thoughts and feelings. I've helped many people clear away their doubts, fears and other negative clutter.

*"The person who says it cannot be done should not interrupt the person who is doing it."*

—Chinese Proverb

## Summary

When fear and low self-esteem are running your show, guess what's going to happen when a good idea pops into your head? The script will be something like this: "Oh, I could never do that.... Me? I'm terrified to (take the required action)... How could I ever manage to...? I've never been able to..." And so on.

After you've cleared out all the clutter, all the background noise that's interfering with your passion to have a quality life, you will discover how much easier it is to move forward and take Step Number Two.



# 2

## Step 2 – Set Clear Intentions

*“Before the throne of the Almighty, man will be judged not by his acts but by his intentions. For God alone reads our hearts.”*

—Mahatma Gandhi

It is said that behind every action is an intention. If you set clear intentions for each action you plan to take, you will be giving yourself the best possible chance for successful outcomes.

**INTENTION → ACTION**

**CLEAR INTENTION → CLEAR ACTION**



Do you remember when you were growing up and your mom or dad asked you to take out the trash or stop at the store to pick up a loaf of bread? Somehow you forgot.

Ohh geez.... *What happened?* Maybe your best buddy Jim called just as you were ready to bundle the trash and head for the dumpster. Jim had an exciting recap of last night's basketball game that you didn't get to see on TV.

You **intended** to take out the trash. You **intended** to stop at the grocery store... but how did your mom or dad know that?

Where's the disconnect?

Intention requires **focus**. In order to make something happen, that "something" will be posted on a billboard before your mind's eye, or maybe written down on a memo pad or sticky note.



Intention→**FOCUS**←Intention



**TAKE OUT THE TRASH**

Can you see that mental billboard? “Take out the trash!” “Pick up a loaf of bread at the store!”

Intentions are closely linked to **responsibility**. When you *feel* responsible, you carry on a two-way conversation with yourself. You “respond” to that Higher Self inside that reminds you of what you **intend** to do. Sandwiched between responding is the act of intending:

Intend→**RESPOND**←Intend

Responsibility keeps you on track. It makes sure you will follow through with your intentions.



“Intend” and “intention” are interesting words. Some of you who have studied Latin can find the four letters “tend” or “tend” hiding between the front and back doors of “intention.” “Tent” or “tend” actually comes from the verb “tendere” in Latin, meaning “to stretch.” If we “extend” a boundary, we stretch it. If we *tend* to the garden, we stretch or move our energy toward the garden, where we proceed to pull weeds and water it.

**In-Tend→→→→→→→→ion:**

**“It WILL be done!”**

If we pay *attention* to the map, we focus our minds on where we are going. We have a clear destination. We also know what we can expect to find when we arrive.

If you *intend* to start a business, first you will decide what that business is going to look like. What do you *intend* to sell? What services do you *intend* to offer?



If you *intend* to move into that dream position you have always wanted in your company, decide what that scenario will look like. What will your daily activities be? How will you interact with others?

## **Make it your business**

Can you feel the excitement about starting your own business? If you already have a business and you're planning to expand it, describe every detail of your plan. What do you *intend* to do that will make your business stand out from others who are offering the same products or services?

If you haven't decided yet what kind of business you want to start, the first questions to ask yourself are:

**1.What do I really love to do?**

**2.What am I passionate about?**

**3.How do I like to spend most of my time?**



Let's say you are passionate about staying healthy. You've learned a lot about the large number of manufactured, over-processed unhealthy foods that are sold at supermarkets, fast food franchises and other restaurants. You know enough about GMOs or genetically modified organisms, such as corn, soybeans and other crops to write a book about them.

You are also very athletic and work out every day. A year ago you decided to eat only natural whole food that has not been manufactured or genetically modified. After only a month of this new eating plan, your energy soared. You knew you were onto something important.

Twelve months later, your research led to exploring the many ways manufactured food with additives, preservatives, hormones and other unnatural substances have been affecting livestock and seafood as well as plant life. As you become clear about human health needs and future problems regarding healthy food if the planet continues on this destructive path, **you develop a clear intention.**

You've come up with a great idea for a business. You will open a bakery that sells fresh-baked whole grain bread (including gluten-free breads, because



many people are gluten intolerant), naturally sweetened muffins, fruit pastries and other natural goodies. You will not use any additives or preservatives. Your products will be totally natural and wholesome.

Everything will be fresh daily. At the end of each day, you will give away the remaining baked goods to people who can't afford to buy food for themselves and their families.

In the bakery you will have a rack of books and videos about natural foods, saving the environment, cooking and baking. You will attract customers who want to be healthy and fit, and who also care about creating a world that is safe and healthy for our children.

You may wish to lease a space large enough for giving seminars and talks about healthy eating. You could also offer baking classes. Consider all the different profit centers you could have! Make a list of these.

I'll be happy to help you develop your business outline with your detailed lists. If you need to write a formal business plan in order to seek investors, I can help with that also.





## Somewhere over the Rainbow

In any business plan you develop, make sure you include the most basic requirement of all: **a quality life.**

Make a list of everything you intend to include in your **quality life.**

Your list may read something like this:

- **Time to rest and relax** with the family
- **Time for exercise daily**
- **Excellent education** for the children, including music/art/dance/martial arts/advanced education lessons, sports teams
- **Time to attend cultural and educational events** (seminars, retreats, workshops, concerts, lectures, special courses, etc.)
- **Time to celebrate special rituals** and events.

Enjoy the process of writing down every detail. After you have finished your list, set it aside for a day or two and then go back to review it. I'm sure you'll think of other items you'll want to add.



You may also wish to place at the top of the list:

**I will run my business. My business will never run me!**

Every time you read this statement, it will remind you how important it is  
**build a quality life into your business culture. Your clear intention of not  
allowing your business to run you, will guide your actions.**

Now make a second list of your business intentions.

While *focusing* on a quality life for yourself and *responding* to this intention,  
you will automatically bring the same high standards of your intended  
quality life to your business culture.

You will want your business to offer quality products and service. You will  
also make sure you have flawless customer care because you want to make  
you're your customers know you care about them.



You will have such a good feeling inside when you know: **1) your intentions are clear** and **2) the culture of both your personal and business life is based on the highest standards**, and **3) you intend to honor your commitments to yourself**, your employees and your customers.

**By maintaining a quality life and quality business**, you intend to make all your dreams come true.

## Intentions & Values

The following is a story Tom T. told me that I have used often in my seminars when discussing the difference between **intentions** and **values**.

One of the business values Tom held dear was making sure his employees were satisfied. He ran a small printing shop that for many years had loyal customers. Then a big office franchise moved into the new mall a short distance away.



At first Tom didn't really notice the difference. His loyal customers continued to do business with him. Then after awhile, he realized he couldn't compete with the franchise's lower prices and larger variety of services.

Tom's sales started to dwindle and so did his profits. Tom was well aware that he was losing customers to the other store.

He certainly had "good intentions." Despite a business that was failing, Tom vowed to work harder and keep his employees on the payroll, even though he no longer needed all of them full-time.

He kept telling himself resolutely, "We're a team. We're doing this together!"

Eventually Tom had to start firing his loyal staff until the day came when he was no longer able to meet even a reduced payroll. Although it was a painful downhill journey, it taught him an important lesson.

We may have clear intentions, but if we don't know where we're going or how we're going to get there... if we don't take stock of ourselves and our

business regularly, we may find ourselves following Tom to bankruptcy court.

A good coach can help you monitor your progress, predict pitfalls before they happen, and keep you on track.

## Know What You Don't Want

Sometimes the best way to discover what you do want is to make a list of the things you **don't want**.

When you're starting a business—let's say you want to sell infant and children's clothing—your "don't want" list may include some of the following items:

1. I don't want the culture or environment of my store to be like other infant and children's clothing stores. (Describe how it will be different; remember to be specific. For example, you may decide to add children's books to one section of the store. Or you may schedule children's



events, such as magic shows and clown appearances, or special birthday celebrations for the children of your customers.)

2.I don't want my customers to be unhappy about the quality of my company's products or services.

3.My merchandise will not be overpriced, even if I have to cut into my profit margins in order to compete with a big franchise at the mall.

4.I don't want to locate my business in a place where parking will be difficult or where people have to pay for parking.

5.I don't want my business to consume all of my time. I will hire responsible management and employees.

## Summary

- **Make a list of everything you intend** your quality life to include.



- **Make another list of everything you intend your business culture to include.**
- **Make a third list of what you don't want.** This will help to clarify and reinforce everything you've written on your other two lists.
- **Update your lists regularly.**
- **Stay responsible and focused on your intentions.**
- **Visualize your intentions** as goals that have already been achieved!

~~~~~

Definiteness of purpose is the starting point of all achievement.

—W. Clement Stone



3

Step #3 – Break down Your HUGE Goal into Small Steps

You don't have to see the whole staircase, just take the first step.

—Martin Luther King, Jr.

If you've ever scarfed down a meal, you know what usually happens afterward:

BIG BELLYACHE.

Likewise, if you're just starting your business and you have a huge list of To-Do's staring at you, you're so eager to open the doors, you may try to devour the entire list all at once.



Argghhh!

Too late you realize “*this*” really had to be done before “*that*,” and “*that*” wasn’t done properly in order to meet market standards—*your* standards as well. You were told that certain parts for one of your products were on back order, and you didn’t account for this delay. Finished products were held up for three weeks. This ruined your shipping and delivery schedule... and so on.

“Haste makes waste,” says the wise person.

After you have completed your business plan, you will want to carefully consider each task that needs to be performed before you’re ready to launch.

Chunk it Down

Your To-Do list will outline each step that needs to be taken. You will list these steps in order.



One of the best ways to make this list is ask the **4 W & 1 H questions: “Who, What, Where, When and How.”**

For example:

- **Who** will run the business? (How many employees will you have at the outset, in addition to you?)

- **What** will your business be? Describe in detail:
 - ✓ **What products** will you sell?
 - ✓ **Are you making them yourself** or buying them wholesale, etc.?
 - ✓ **What services** will you offer?
 - ✓ **Are you performing these services yourself** or outsourcing and charging an over-fee?

- **Where** will you conduct your business?

- **When** will you conduct your business (business hours)?



- **How** will you conduct your business? **How will you get from A to Z,** or start to finish (from setting up your business to bringing in money)?

Under each of these bullet points, you will describe the materials and personnel you will need, with a To-Do list.

For example, under “Where,” if it is a home business, you will be making room in your home for the office. If you need to lease or buy a space, you will be meeting with a commercial realtor to visit available properties.

You will be making a list of equipment, office supplies, etc. Will you need an administrative assistant? If so, would you like that assistant to work from your home office, or will you be using telecommunications, e.g., IM, email, phone and videoconferencing to work with them?

If all of this seems overwhelming and you need help sorting it out, give me a call or email me. Sometimes it's easier to have someone else review your “To Do” lists. I'll be more than happy to help you take your first steps toward success!



Summary

Study your final plan and then **break it into segments**. What needs to be done first, second, third, etc.? **Complete the first step** before moving to the second one.

Be patient. If your initial benchmarks seem impractical, adjust them.

Remember **YOU and ONLY YOU are in charge of your business!**



4

Step# 4 - Surround Yourself with Like-Minded People

Surround yourself with only people who are going to lift you higher.

—Oprah Winfrey

It's an Energy Thing

Positive upbeat energy is contagious. You always feel better when you're surrounded by cheerful, optimistic people who laugh a lot and are fun to be around.

If you wish to have a quality life, you will clearly intend to choose quality people as part of your inner circle. These individuals will be independent, self-sufficient, self-motivated, honest, trustworthy, dependable, curious, and



eager to learn new things. Like you, they will have clear intentions, love what they do, and enjoy sharing their experiences with others.

Chances are, these people have already created a few successes in their lives. It will be good to learn how they did it and what tips they may have—things *to do* and *not to do*. Possibly these people have already learned not to sweat the small things and not to take things personally.

Run from Vampires

Do you have any energy vampires in your life? These are people who drain your energy. “Can’t you see I need your help?” they whine. Or: “Why don’t you come and see me more often? You couldn’t possibly be that busy.” Or: “Sometimes I think you don’t really like me! You don’t answer my phone calls.”

Often these vampires try to make you feel guilty if you don’t spend time with them or help them solve their problems.



Actually, they don't want solutions. They just want attention. They also want you to rearrange your life for them, so you can be available whenever they phone or email you.

Give yourself a gift. When energy vampires ask you for your help, unless they're willing to listen your advice and encouragement, walk away from them. They will continue to hang on you and dampen your spirits. They enjoy being victims.

YOU ARE NOT A VICTIM BECAUSE:

1. You have no room in your life for guilt.

2. If you make mistakes, you know you are the only person responsible.

Finger pointing is for cowards (and victims)!

3. You know you are the captain of your own destiny. You also know **you create your own reality.**

4. You are willing to risk everything in order to accomplish your goals.



Tell these victim-vampires strongly and firmly you highly recommend they read *Codependent No More: How to Stop Controlling Others and Start Caring for Yourself* by Melanie Beattie.

Join local groups of like-minded people. Meet-up websites are a great place to find these groups. Also, check local newspapers and neighborhood bulletin boards for clubs and organizations in your area. Attend a meeting and meet some of the members.

If you hang out with chickens, you're going to cluck and if you hang out with eagles, you're going to fly.

—Steve Maraboli, *Unapologetically You: Reflections on Life and the Human Experience*

Read Books about Successful People

One of the best books on positive thinking is the best-seller, *The Power of Positive Thinking*, by Rev. Norman Vincent Peale. This book has set many people on the success path. Get to know the books and videos of these success gurus:

- Dale Carnegie
- Napoleon Hill



- Og Mandino
- Anthony Robbins
- Brian Tracy
- Robert Kiyosaki
- Deepak Chopra
- Suze Orman
- Steven Covey
- Jim Rohn
- Zig Ziglar
- Jack Canfield
- Mark Victor Hansen

Contact me at coaching@dralexledgister.com and I will help you find even more like-minded people who will support your dreams. Also, check my website, www.dralexledgister.com regularly for resource material.

We are a reflection of ourselves. Powerful positive energy is energizing. The more we reflect powerful, positive energy to others, the more positive and



energized we will feel. Success is built on clear intentions, definite goals, and powerful positive energy.

Summary

Make a list of the like-minded people currently in your life. Describe the qualities you most admire about them. Do you know any energy vampires or codependent people? Do you have close relationships with them? How do they make you feel? What do you plan to do about these relationships?

Remember, a single virus that worms its way into your computer can take down your entire hard drive. It can find ways of invading all of your files.

You will not want any viruses or energy vampires in your group of like-minded people.

You don't have to know these individuals personally in order to invite them to be part of your inner circle. Although they can be authors or motivational speakers who may have left the planet many years ago, you can establish a powerful positive relationship with them through their books and videos.



Make your own resource list of inspirational books, videos, and websites. Refer to these works often. Memorize some of these success gurus' favorite quotes.

If you enjoy socializing with others and meeting new people, join some of the local or Internet meet-up groups. Choose groups of people who share your interests, your philosophy and lifestyle.



5

Step #5 - Get an Accountability Partner

One thing I've learned through all the ups and downs is that if you're doing things right, then you have a core group of people. Not just a core group like your homies or your buddies, but a group of people that has a good influence on you, who you respect and admire, and you know that if they're on your side, you're doing something right.

—Hope Solo, Soccer U.S. Olympic Gold

Medalist

In the military, we call an accountability partner a “battle buddy.” As a Marine, I served two combat tours in Iraq. During that time, I realized how important it was to have an accountability partner.

Your accountability partner is there for you 24/7, through thick and thin. If you know of anyone who belongs to Alcoholics Anonymous or a similar rehab program, they will tell you how grateful they are for the buddy or friend who was assigned to them to help them through those stormy moments when the world seems to be caving in.



You may have enrolled in a fitness program that matches you with an accountability partner to keep you remain faithful to the program. This partner helps you monitor your progress. They make sure you show up and they're ready to give you the support you may need during one of those difficult times that are bound to surface.

We've all had those rough times. Your buddy will help you realize this is only a speed bump along the way. They'll remind you of what you've already accomplished. They may offer supportive resource material, or if the issue involves illness, referrals to professionals who may be able to offer possible solutions.

As a coach and mentor, I've worked with hundreds of people whose problems have included some of the worst scenarios imaginable.

During my growing years—actually, since the time I was born—I've had my own rough experiences. They say if you're been through those hard times yourself, you develop "common tears." You understand from your own first-hand experiences, what it's like to be faced with serious challenges.



My parents separated when I was two years old. Although they were from Panama, at that time, my mother had moved to Dallas, Texas, where I was born. Two years later, my mother sent me to Panama to live with my father. I didn't see my mother again for 15 years.

It was a difficult life. My father was a single parent who also had to work full-time to provide for us. Eventually my father remarried and my stepmother then took charge of raising us. This was an almost impossible task; she had four children of her own and she also had to work to pay the bills. Soon another child came along. Six boys and one girl and little money was a heavy load for her to shoulder, especially when my father would disappear for weeks or even months at a time. Finally my step-mom decided to leave my father and take some of us to the U.S. While living in Panama, I remember many times when we had no electricity or food. My brother and I had to borrow money or work odd jobs just to buy a donut or two for dinner. My dad would stop by occasionally with some groceries and money, but then he would leave again.

During this time, I surely didn't know what it was like to be accountable to anyone. The only adult male role model in my life was my father, so it was natural for me to imitate his behavior. I was angry, did poorly in school and didn't care about myself or what happened to me.



Even though my step-mom was a very loving parent, she was burdened by enormous responsibilities. It was difficult for her to find time to give me the nurturing and guidance I sorely needed.

My own rough start in life taught me how important it is to have a buddy or mentor who will help you stay in line and set a good example.

If you're starting or expanding your business and taking those first steps into the unknown, I can give you simple tools and lots of positive energy to help you sail through those times when the clouds start gathering and it would be great to have someone you can count on to be there for you.

I will also give you plenty of resource material and show you how to avoid some of those inevitable pitfalls. I will NOT let you become a victim! You WILL be master of our own destiny!

Pay It Forward



You may also offer to be your accountability buddy's partner. This is both energizing and rewarding. The feeling you receive from helping others is so powerful, I know you will be inspired to continue paying it forward for the rest of your life. I receive this positive boost every day when I help others successfully reach their goals.

I truly love to help others.

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*If you want to lift yourself up, lift up someone else.*

—Booker T. Washington

## Summary

A good accountability partner is always there for you. They are loyal and trustworthy. Choose a like-minded person who understands your goals as well as your strengths and the areas where you feel you need work.

Your accountability partner can be a business and lifestyle coach who has already gone through hard knocks in life. They will be able to share common tears with you and give you that important boost when you're down.







# 6

## Meditate Daily

*The mind can go in a thousand directions, but on this beautiful path, I walk in peace. With each step, the wind blows. With each step, a flower blooms.*

—Thich Nhất Hạnh

If your goal is to have a quality life, you will want to build into your daily routine a way of clearing up the mind clutter and dealing with inevitable stress. Running a business doesn't have to be super-stressful!

Some of you may already practice a form of meditation.

### Four Types of Meditation

Although there are many types of meditation, I recommend using one of the four described below. All four forms of meditation have been known to achieve the same beneficial results.



- **Transcendental Meditation (TM)** – Use a mantra (repeated word or phrase) in order to focus the mind. Any thoughts that arise are dismissed as your focus returns to the mantra.
- **Mindful meditation** – Focus on your breathing, a body sensation, or particular object, such as a photo, or spot on the wall. Whenever the mind starts to wander, you bring your attention back to your chosen object of focus.
- **Visualization Meditation** – Visualize the process and outcome of a desire, such as the healing of a specific pain, or the manifestation of a successful achievement or acquisition.
- **Guided Meditation** – With the aid of an audio recording or person's live voice, you are verbally guided into an altered state of consciousness where you experience peace, calm and well-being.

## Benefits of Meditation

1. Less anxiety
2. Calmness
3. Better focus
4. Feeling of well-being
5. Increased Energy
6. Better performance



7.Higher levels of creativity

8.More powerful sense of self

9.Deeper understanding of your relationship to your Higher Self and the Universal Intelligence

***Below is a simple set of instructions for mindful meditation:***

1.**Choose a quiet place** where you will not be disturbed.

2.**Wear loose, comfortable clothing.**

3.**Choose a comfortable position.** You may sit in a chair or on a cushion, or lie on a mat or bed.

4.**You can close your eyes if you wish,** but it is not necessary.

5.**Take a deep breath.**

6.**Hold this breath for 5 seconds** before releasing it.

7.**Slowly, slowly exhale.**

8.**Repeat this breathing pattern two more times.**

9.**Let yourself drift** into a peaceful state.



## Other Form of Relaxation

During this quiet time, some people like to like to listen to mind tuning MP3s or CDs, such as those developed by the Monroe Institute and other Neurotech (mind tuning) experts. Others enjoy using subliminal recordings, or just pleasant, calming background music. Some like to merely sit in nature and enjoy all the sights, sounds and smells of their surroundings as they breathe deeply and let their minds drift.

You can find many different types of excellent CDs and mind-tuning or light-sound devices to choose from at Tools for Wellness, [www.toolsforwellness.com](http://www.toolsforwellness.com).

One never knows what can happen during this time alone. If you are sitting in nature, possibly a hummingbird will come along and you will have a distinct feeling that it is sending you a welcome message. "Hello, welcome to my world. It's really OUR world, you know!"

A gentle breeze might be riffling through the trees and several birds may be singing lustily. If you are sitting near water, a duck or two might swim by, quacking happily to each other or to no one in particular.



## Self-Hypnosis

Many people like to use their quiet time as a self-hypnosis session. Just as with meditation, you allow yourself to relax by using a simple breathing technique. Then you may wish to imagine a peaceful setting: you are sitting near a mountain stream or in a beautiful garden; enjoying a sandy beach and looking out at the ocean; lying in the soft grass on a gentle hillside amidst a colorful array of wildflowers... Use your imagination and create a beautiful scene where you can experience total peace.

As you empty yourself of all the chatter and background noise, you feel yourself sinking deeper... and deeper into a wonderful state of bliss. Everything here is beautiful... so peaceful and harmonious... you really do know everything is going to be all right...

You can remain in this quiet state, with no thoughts or images before you, or you can bring to your mind's eye the type of quality life that you are in the process of creating.



Let yourself go... dream... and really **THINK BIG** about all the wonderful things you want to bring into your life. **This is your magnificent NOW!**

You may wish to talk out loud; remember, you are totally alone and no one will interrupt you. Possibly you like to recite affirmations, such as "I am healthy. I am fit. I am capable. I am loving and supportive. I always do my best, etc."

You may wish to make a mental Gratitude List. Even if you have not yet acquired all of the items on your list at this time, you are already imagining the results. Tell yourself: **I am** prosperous, not "I *will* be prosperous." This statement infers doubt and wishful thinking.

Even if you do not have all of these now, thank the universe for:

1. **Loyal friends.** You love to laugh and have good times together.
2. **An intimate partner** who is independent, courageous, loyal, positive and upbeat with robust health. She or he is a person with whom you can share everything. Possibly this person is your accountability partner.



3. **Wonderful children**; you have plenty of time to spend with your family.

You are making sure of that. Leisure time is built into your dream plan.

4. **A beautiful home and vehicles** for you and your wife.

5. **Money for vacations** and special trips.

6. **Plenty of money for things you and your partner like:** beautiful clothes and accessories, jewelry, etc.

7. **Plenty of money for the children's extra activities** (music, dance, karate, math/science lessons, sports training, etc.).

8. **A business with tremendous growth potential.**

9. **A business you may wish to sell for a profit** so you can start another business.

When you emerge from this peaceful relaxed state, your mind will be clear and you will feel refreshed. Ahhhh! The world looks wonderful! Now you're ready to move forward and take charge of your life.

## Summary





**Meditation is a way of tuning into your Higher Self and the universal intelligence.** This time of peace places every aspect of your life in proper perspective. You are ready once again to meet that challenge that only a few minutes ago may have seemed overwhelming. Everything is right with the world and with your life, and business. You know without a doubt that all is well.

The philosopher and poet, Lao Tzu (604-531 B.C.) teaches us that “the way to do is to be.”

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If you want to conquer the anxiety of life, live in the moment, live in the breath.

—Amit Ray, *Om Chanting and Meditation*



7

Step #7 – Take Action

Proper planning prevents piss poor performance.

—Anonymous

You've dreamed. You've made your lists. You've consulted with me and your trusted friends and colleagues. **Now it's time to set to work.**

In your dream plan I didn't see the word "procrastination," did you? Have you ever heard that word before? It doesn't seem to have a place on your computer or in your brain cells.

Good. Now that piece is over.

The time to do it is NOW.



The best time to plant a tree was 20 years ago. The second best time is now.

—Chinese Proverb

Your Business Plan

Your business plan is a carefully written document that:

- **Gives the name** of your company
- **Describes the nature** of your business
- **Delivers a mission statement** and core ideology
- **States your short-** and long-term goals
- **Tells how you plan** to achieve your goals
- **Lists the required human,** material and financial resources
- **Delivers a time line** from start to finish, including first, second and third benchmarks
- **Includes a flow chart** for describing your system of operation
- **Includes financial spread sheets**
- **Includes bios of each member** of your management team
- **Answers** the questions:



- o How and why is my business unique?
- o What are my assets?
- o What is my competition?
- o What are my liabilities?

Your plan also includes other details related specifically to your business. If you are leasing or purchasing a physical place of operation, you may wish to include a floor plan.

You may also wish to include market share charts that validate the projected profits.

In your plan you will outline, step by step, how you intend to prepare for your business launch—what you need to do first, second, third, etc.

By following this map, **your actions will correspond with your goals.** If you try to cut corners or leave out a step or two, you will soon discover that haste really does make waste. Be patient.



If you need help writing your business plan, feel free to contact me. I've written many business plans for CEOs of a large variety of enterprises.

Take Time to Test Results

As soon as you have completed your business plan, you will want to start keeping good records of each action that moves you toward your goals.

For example, if you are developing a new product and running tests on the latest model, write down each step of the testing procedure. Measure actual results against anticipated ones. If something isn't working the way you expected:

- **Examine the situation.**
- **Find out where the problem is located.**
- **Address the problem immediately.**
- **List all of the solutions you and your team can think of.**
- **Test each solution.**



- **Measure the results of the tests.**
- **Were they effective?** Did one of the possible solutions resolve the problem?
- **Do you have to try yet another solution** or make improvements to this one?

Be as exacting as possible. This one of the most important actions you will be taking in order to achieve the high success you've projected on your spread sheets.

Summary

Read this ebook several times. Memorize parts of it.

You do know how to make this business successful! And remember, whenever you get stuck or need encouragement, I'm here to help!

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*I didn't fail the test. I just found 100 ways to do it wrong.*

–Benjamin Franklin

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I have been impressed with the urgency of doing. Knowing is not enough; we must apply. Being willing is not enough; we must do.

–Leonardo da Vinci

"Coach Alex"

Dr. Alex Ledgister is President and Founder of TAL Consulting, Inc., a life coach consulting company. He has worked extensively with professionals and entrepreneurs, helping them discover their life's purpose; clarify their goals; overcome doubts, fears and other obstacles; and strengthen their skills for optimizing performance and output.

"Coach Alex" gained his first coaching and mentoring experiences during his 7½ years of service as a Marine in the U.S. Military as a Special Operations Capable Unit in both the Afghanistan and Iraq wars. He has also worked overseas on several worldwide consulting contracts.

"My work took me to some unusual places and gave me an opportunity to experience first-hand some amazing things," writes Alex. "Yet mixed with the positive was the negative. Wherever I went throughout the world I witnessed devastation, poverty, and ignorance. Since this was a flashback to my own childhood that I had now left behind, I knew what it felt like to struggle for survival, to go for weeks—months—without proper nourishment or parental care. I also knew what it felt like to be under-educated and under-qualified, unable to apply for a decent job.

I asked myself, *why did anyone in this wonderful world have to suffer or live in a state of lack?* Seized by a desire to give all people an equal opportunity to optimize their lives, I knew with every fiber of my being that I had discovered my life purpose."



Alex has a Ph.D. in Philosophy, with a specialization in Holistic Life Coaching, from the University of Sedona. He is also a graduate of the International Metaphysical Ministry, an Ordained Metaphysical Minister, and a Spiritual (Metaphysical) Practitioner at the University of Metaphysics. Alex is a member of the American Metaphysical Doctors Association, the International Coach Federation, and the Alumni Associations of the University of Metaphysics and the University of Sedona.

A certified Dream Coach®, Alex firmly believes in the words of Dream University's® founder, Marcia Wieder: "Dreams come true when you tap into the creativity, expertise and strength of other dreamers just like you."

Coach Alex's website is www.dralexledgister.com.