

**BECOME
HABITUALLY
SUCCESSFUL.**



Pep Talk India

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SUCCESSFUL

PEP TALK INDIA

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Pep Talk India

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PREFACE

Previously most of the psychologists opined that the basic character and personality of a person is built between the age of 3 to 5 years and it is difficult to change it afterwards - a man is actually cursed to live the whole life according to the script written in his mind in childhood. Most of the people are unable to fulfil their wishes till the end of their life. They are unable to find a right path that can lead them to their cherished goals. They are compelled to leave their world with a shattered heart.

But modern psychologists and scientists of personality development have developed many simple methods that can begin a process of positive change whenever a person wants. Our mind is the most powerful tool to shape up our future according to our wishes. If we feed our mind with positive thinking it becomes our great friend always working in our favour. It is a scientific fact and the following true story of total personality transformation will prove my point further:

A few years ago one of my talented students Ankita was passing through a miserable psychological state. She was unable to cope with social pressures. She was a bundle of several physical diseases - heart trouble, serious skin problem, migraine, low blood pressure, frequent cold etc. She had been taking medicines for all these ailments from various doctors/hospitals for many years. But she was not healing. Although she was charming and wise girl yet her self-image was very weak. She was expecting a dark future and an early death. Deeply moved with the plight of the girl I wanted to help her. It was not my first case. Previously scores of persons had been helped by me with successful results.

After studying her personality I advised her to follow a simple five pronged strategy:

1. Reading my articles to boost her faith that she would heal and develop a good personality,
2. Taking light exercise that her body could tolerate easily (especially walking and moving her body parts to different directions),
3. Using affirmations to reform her self-image.
4. Having a balanced diet,
5. Working hard to shine her talent.

I wrote everything on a paper and gave it to her. With a determined attitude and the power of her mind the girl not only healed herself (almost a miracle) but also pursued an ambitious career. Her personality was totally transformed.

There are innumerable cases to prove that our mind has almost magical powers to help us to become more optimistic, acquire dynamism, get big jobs, earn the money we want, get our dream vehicle or house. But I haven't burdened this books with case histories. It is a simple book with practical suggestions to help you live a happy, healthy and successful life.

This book is the result of 15 years research in the science of success and personality development. It is a compact treatise written in a simple language in the form of short articles. In other words it is an extensive thesis that has been summarized to save the valuable time of the readers. The book will meet your need of a good guide and direct your life towards a successful career.

- **ANANDRAHI**

ABOUT THE AUTHOR

Most of the manuscript of this book was written a decade ago; however, it is so true to the horizon of one's self-development that readers can still find this book beacon in the dark night. Pep Talk India's treasures lie deep down in this book, and immense gratification for the man whose ever charming persona is imprinted in this book in the form of formulas to become habitually successful.

This book came out of meticulous approach and ability to foresee the world ahead. Teachings and lessons what we Peptalkers have received from Mr. Anandrahi can be summarised in a monologue.

You are born with a purpose to bring a positive difference in your journey and make a dent in the world. There are three words which will take you farther ahead in your life than any academic credential: your integrity, your creativity, and vigor to pursue your instincts.

He was the man of his words. Did he not only follow what he believed in but also he passed on his lifelong observation in this book. Before you should go ahead and read this book like many other books you should know who he was!

You may see his whole life a journey of a warrior. A warrior who fights wars inside out all his life fights till his death and keeps himself in control until he sees the streaks of bright light to his countrymen. He fought in his life not only against the stereotypes and narrow beliefs system of the society, but he also had to fight several wars within himself. As he stated once, you are your best friend and your worst enemy. Therefore, you ought to fight the evil inside you every day.

He was disciplined to his health and devoted to his writing work. Apparently, his hard work paid him off and co-founded Pep Talk India. He has been quite successful in his venture. As a result, you see Pep Talk India leading in the training industry. Unlike, his western counterparts Late JS Anandrahi (educationist, editor, and entrepreneur), understood the socio-economic complexities of Indian and Asian people in a right perspective. With sound backing of 15 years research and more than 20 years' experience in the field he could read the psychology and needs of people of this region, and thus he was able to produce marvelous and thought-provoking articles for getting a winning personality.

This compact book will help the young generation to face the competition of the modern world and to live a healthy, wealthy and prosperous life. It is a great book, even for the seasoned professionals and parents. In fact, every home, library, and office must be in possession of such beautiful writing.

Khushi Singh
COO, Pep Talk India

**SECTION-I YOU
CAN GET A
WINNING
PERSONALITY**

1. WE BECOME WHAT WE THINK DAILY

A part of God lives in our mind and it is the only reason that our mind is able to do miracles. Without the help of divine power of mind nobody has achieved success as yet.

Once God was very happy with the hard work of his office-bearers and angels, so he held a function to honour and award them. He said, ***‘In the next five minutes in your minds the things you want to get, the power you want to have and the traits you want to develop. You will be blessed with all of them.’*** Immediately they closed their eyes and floated in the world of imagination freely and passionately. Their ecstasy of recreating themselves according to their wishes knew no bounds. What they thought, they became, and what they wanted, they got. You will be very happy to know that the power of your mind can do the same miracle to change your life. God has also fitted the mind of the man with magical powers. You just need to learn how to use it with determination, diligence and persistence.

❖ **Power of Your Mind**

Even the most prominent psychologist of the world has said that you get in life what you think or focus on. William James, father of American psychology, said, **‘The greatest discovery of the 19th century was not in the realm of the physical sciences, but in the power of the subconscious mind, touched by faith. Any individual can tap into an eternal reservoir of power that will enable him to overcome any problem that may arise. Bodily healing, financial**

independence, spiritual awakening, prosperity beyond your wildest dreams, anything can be achieved.'

What we attract in our life is in direct proportion to our thought pattern. What we think daily about our body, relations, work, business, money, materialistic things, God showers on us. So many people pray to God to get certain things in life, and wishes of many people are fulfilled. It is not a miracle but a scientific law. **By praying to God daily we try to focus our energies towards an aim, and immediately the law of attraction starts working.**

Name any successful person in any field – Bill Gates, John D. Rockefeller, Abraham Lincoln, George Bush, Akio Morita (the man who built Sony), Mahatma Gandhi, Thomas Edison, Walt Disney, Tolstoy, Lenin, Mao-tse-tung, Mohammed Ali (the greatest boxer), Sachin Tendulkar (great cricketer), Richard Branson (rags to riches business tycoon of UK), Dhirubhai Ambani, Azim Premji (one of the richest man in India) – the list is endless – everybody intentionally or unintentionally used the same formula for success and achievement.

❖ **Influence of Our Performance**

In one study, Australian psychologist Allen Richardson conducted an experiment with basketball players, dividing them into three groups A, B and C. He advised group A to practice free throws on a basketball court for 20 minutes a day. He advised group B not to practice at all. And group C was advised to mentally rehearse these throws for 20 minutes each day. At the end of the study, Group A improved their free throw ability by 25%. Group B, as expected, showed no improvement at all. **Astonishingly group C improved by 24%** (almost as much as Group A) **although they had not even entered the basketball court.** This experiment proved astonishing power of our mind on our performance.

Now, most successful coaches advise their players to rehearse their action mentally before doing it physically. This method always improves the performance of a player. **Our body always follows the images or thoughts of our mind.**

This rule of the nature is both a blessing and curse for human beings. It not only makes but also mars many a career. You can compare it to the power of fire. Either convert it into a high-powered energy or destroy everything with it. If all sorts of negatives come in your mind you can never achieve anything worthy in your life. The law of attraction will start pulling negative things towards you. Therefore it is necessary to work intentionally to reformulate and recharge your thinking pattern. Redefine your vision about your future. Reset your priorities in life. Make yourself a positive thinker.

❖ **The Story of Two Frogs**

The story of two frogs will further explain the theory of positive psychology very effectively. Once two frogs fell into a big bucket filled with milk. To jump out of the bucket was impossible. One frog was a negative thinker. He thought that it was the end of his life. Due to his negative vision he made his grave in the milk bucket. The other was a positive thinker. He decided to try his best. He continued swimming. He became very tired but he didn't lose hope. He thought he would find a way out soon. **He was determined and he tried again and again.** His positive thinking pattern and persistence were rewarded soon. His efforts stirred the milk for a long time and a ball of butter was formed in the milk. He climbed on that ball and jumped out of the bucket.

❖ **Set a Goal and Picturise**

You get in life what you want or visualize. You have the choice. **To recreate yourself like the angels of God you have to adopt this three-pronged strategy:**

1. Write Your Goals:

Take a few days to decide what you want to do in your life. Write your goals on a paper and read this paper often. Around 95% people don't know what their aims are. As soon as you write your goals you enter the top 5% section of the people. But don't set too many goals for yourself. Write only two or three major goals. If you focus on one goal at a time, it is better.

2. Use Auto-suggestion:

We also call it affirmation. A dose of daily affirmations keeps your mind positive and hopeful. You become focused.

To succeed in life repeat the following affirmation ten times in the morning and ten times before going to bed, 'God has sent me in this world to become successful. I am achieving my goal.'

3. Picturise:

While you repeat your affirmation, imagine yourself becoming successful and achieving your goal. (Chapter on self-image describes this technique in detail.)



2. CHANGE YOUR SELF-IMAGE AND GET A MIDAS TOUCH

By changing the self-image a person can change his future according to his wishes. There are many simple and scientific methods.

The world is passing through an economic revolution. Business empires are expanding fast. New success stories are emerging every day. Businesses are flourishing and life styles are changing. It seems wealth is multiplying at a very rapid pace.

And suddenly there is a mad rush for success gold. Ambitious persons are looking for the secrets of big names in business. They are looking for a magic touch in their personality.

❖ **When Hard Work Does Not Get You Anywhere**

Many people really work very hard in life, sacrificing many of their own and even other family members' desires on their way to success. They work day and night but find failure or misery at the end of the path. In fact they are not able to achieve as much as they want. They are often dedicated and try different ways to achieve their goals. Still most of them fail. What is their biggest problem? It is their weak self-image that has been nurtured since childhood. The tough barrier of self-image holds them down to limitations. Their success chances are crushed to failure under the weight of their own negative self-image.

Most of the people are unaware about the effect of their self-image on their career. Self-image is a part of your inner personality – your own assessment about you since childhood – product of your past successes, failures, experiences, others' comments about you etc. You build up a picture of yourself and consider it true. You will be surprised to know that 80% of your self-image is build up in the early years of your life. Thus, most of the people are unable to change their self-image, and work for years without major success. And even if they get success they slide down soon.

You must be, first, aware of this reality that your thoughts and your attitude towards life and people control your actions. And if your self-image is on the negative side it will not be easy for you to get the personality of a successful person. Therefore, we have to agree to the psychological fact that self-image of a person plays far more important role than most of you can imagine. **Hard work, strategy, determination all will fail if you are imprisoned in a poor self-image.**

The Good News: You can change your self-image if you apply the right methods meticulously and passionately.

✧ **Getting Self Image of a Winner**

The power of passionate imagination is tremendous. First relax yourself, then go to the land of your imagination. Start imagining that you are stepping up towards your goals in life. Don't let any fear hold you down. Make a new picture of yourself – a new film. You are yourself the producer, writer and the actor of the film. You can make it in a way you like or you need. You can see a movie on a large screen made in your imagination or on the wall of your room. Another method is to combine your palms in opposite direction and imagine a movie screen on them. In this movie see yourself – wearing the dress you like, talking and moving in the way you desire, driving the vehicle you yearn, living a lifestyle you want to enjoy, getting education you always want, getting success in an interview and rising in the career you cherish.

This is an exercise you need to continue with for months or even for years (if the aim is big) without tiring.

It may become your most effective method to achieve big success in any field. While performing this psychological exercise you must see yourself as a very active person, working very hard to achieve your goals. Planned action is essential to attain your desired objectives.

✧ **What is Your Aim in Life?**

Suppose you want to get a job in a big company. Prepare yourself properly to get that job. Get the necessary training and experience. Improve your fluency and sentence-making in English. To get that job quickly you also need to mend your self-image. At night spare 15-20 minutes everyday to make a movie. In that movie see yourself as a very confident and capable person who is getting success in an interview and being selected for the desired post. And see yourself working at that post and winning the respect of others. Play this movie everyday at night with a few touches of improvement. This new self-image will take you to your goal easily and swiftly.

If you want to become a successful player you need a different self-image. See yourself practicing a lot, making contacts with other big players and taking their guidance to move ahead. You must be almost crazy for the game you play. Your new self-image will push you to your goal.

You become what you want to become only if your self-image is positive. Its help is like the help of God. It is the universal law of success. So when you act according to the law of success nothing can go wrong. Regular practice will get amazing results for you.



3. RECOGNISE YOUR UNIQUE TALENT FOR FAST PROGRESS

Nature has equipped each person with a unique talent, and with its help he can get appreciation and recognition everywhere.

Thomas Alva Edison is considered as one of the greatest scientist of the world. No other scientist in the world has yet got as many great invention patented as he did. His brain power was excellent. He was a great genius. But when he was a child his teacher threw him out of the school saying that “the child was very dull and could never study.” But his mother understood his hidden talent. She was extremely frustrated at the irrational attitude of the school teacher. She took a pledge that she would work very hard to strengthen the brain power of her son. She worked day and night, and made her son a great genius – one of the most brilliant minds on this earth. Due to abnormal behavioural tendencies of great scientist Einstein, his mother took him to a psychiatrist who told her that her son would either be a great achiever or a mental wreck. His mother took up the challenge and helped him to become an achiever.

One of the greatest war veterans in the history General Grant was drowning his talent in alcohol till the greatest American President Abraham Lincoln knew his real worth and made him the commander of his army (annoying a lot of bigwigs), and won the holy war against the patrons of slavery.

Great Indian Saint Vivekananda would have lived an ordinary life if Swami Ramakrishna Paramahansa had not developed his hidden talent that was able to move the world. These great achievers were lucky that someone recognized their talents and showed them a mirror that reflected their real worth. It is often difficult for a person to know his or her real winning potential until some very wise person with a lot of insight wakes him/her up from slumber, and he helps to jump forward to win the world.

❖ **The Saint and the Youngman**

A depressed young man went to a very famous saint and said that he was fed up of this world and wanted to commit suicide. The saint was his last ray of hope. The saint said, 'your problem won't solve until you know yourself.' Then he gave the young man a harsh and clumsy stone. He advised him to go to a silver merchant and ask its value, but not to sell it. The silver merchant told him that he would give a coin of silver and keep the stone. The young man told the saint what had happened. The saint now sent him to a goldsmith with the same advice. The goldsmith said that he would give the young man a gold coin and keep the stone. The young man went back to the saint and told the story. The saint sent him again, now to a diamond merchant. After checking the stone carefully the diamond merchant said, 'This stone is so valuable that I can't buy it. It is much more valuable than the value of 1000 gold coins.'

Amazed young man returned to the saint with the news. The saint said to him peacefully, ***'My son now you have known that only the diamond merchant was able to understand the true value of this clumsy looking stone. In the same way it is not easy to judge the unique trait of a person. You also have a big quality and that is your total commitment to honesty. You are also hard working. If you set an aim in life you will be able to win the faith of the people and become very successful.'*** The words of the saint filled the young man with new confidence and energy.

An able person needs a good Guru (teacher or guide) to develop his mental faculties. A good Guru may be there in your family (mother, father, brother, sister, uncle etc.) or in school or college. Sometimes it is even a good friend.

❖ Dare to Depend on You

But everybody is not fortunate enough to get a good Guru. And you can't wait for the arrival of someone in your life to tell you about your hidden talent. When the parents of Bill Gates were unable to see a marvelous software talent in him he was not lost in the dirt of history. He threw himself in IT field with full force. He teamed up with a talented friend and proved that he could become the richest person in the world without the help of parents or a guide. Nobody had recognized the business acumen of John D. Rockefeller, still he was able to become the richest man of the world in the beginning of the previous century. Another self-made man was Abraham Lincoln, great American President – who rose to the post of president from a very ordinary boy of an ordinary family – and who successfully fought for the abolition of slavery in America. He himself recognized his hidden talent for leadership and struggled hard to achieve his aim.

The greatest non-violent leader in the history Mahatma Gandhi had no one to recognize or promote his superb mental faculty. He had to fight at every step with his own weaknesses to achieve greatness. One of the greatest Indian business tycoons Dhirubhai Ambani started his career as a petrol pump attendant. And then he created Reliance – the biggest company in India without any Guru or guide on his side.

Are you satisfied with your present profession or work? In case you think a change is needed, bring that change fast. As soon as you find a work or profession that is fit for your talent you will start rising in life.

❖ Accept the Challenge

Whenever you know that you are capable of making a name and fame in a particular field, move like a tiger and accept the challenge of becoming a winner. Any confusion or conflict in your mind will only lead you to failure. When the great Indian warrior Arjuna got in the grip of confusion and decided not to fight against his own relatives, Lord Krishna gave him a long sermon just to help him take a positive decision.

A situation of indecision saps your energy and confidence, keeping you away from success. Know thyself – know your purpose in life. Then it is easy for you to take a decision and move fast towards your goal. After taking a firm decision, don't look back. Face the challenges that life throws on your way, and fight with all the power of your mind and body to get victory over them.

✧ **See Through Your Own Spectacles**

When you see yourself through the spectacles of others you become submissive. You try to keep everyone happy. Your actions need approval of others. Your unique talent remains dormant. The edifice of your own desires starts crumbling. You are forced to become a rolling stone whom anybody can kick according to his or her whim. No progress or winning is possible till you firmly decide to change this trend and see through your own spectacles – manufactured with your own desires and aim.

In brief, try to find a good Guru who is able to recognise your unique talent and guide you in your struggle. If you are not lucky to find one, then be ready to become a self-made person. Take a challenge and work as hard as you can. Keep your aim in mind and move firmly, seeing through your own spectacles.



4. ADD DYNAMISM TO YOUR PERSONALITY

Personality plays an immense role in the career or progress of a person and a dynamic personality is just a few steps away from you.

Personality means characteristics and appearance of a person – pattern of thought, feeling, behavior, communication ability and physical features. A child inherits many personality traits from his parents. Personality of a person takes its basic formation in the beginning period of childhood. A child's experiences in the family and the society are extremely crucial. Friends, teachers and the environment of school have their own positive or negative impact. Adults need to be very careful while rearing a child because deep scars on the psychology of a child may leave permanent marks. To develop positive thinking in the child, parents must relate to each other in a positive way.

With the help of good training a child or an adult can learn communication skills, different subjects, driving, computer literacy etc. Similarly a training in personality development enhances the general as well as unique traits (characteristics which differentiate one from others) of a person. A teacher of personality development helps a person to get a positive thought pattern, gain confidence, improve behavior, learn communication and develop a healthy physique.

❖ **Importance Has Risen**

Everyone is influenced by an attractive personality. And without influencing others you can't get success in today's competitive world. Therefore the importance of personality development has risen significantly. These days every good public school is careful about the personality development of its students. Parents are also realizing its importance in the career of their children. Thus, they always want to get their children admitted in those schools which pay attention to personality development. Some years ago nobody gave any importance to personality development in India. Emphasis was given only on physical appearance and expertise in work. But now the time has changed. It is an age of competition and economic revolution. Although opportunities of progress are everywhere, yet a student has to work very hard to climb the stairs of a brilliant career. The person having a good personality can move through the difficulties with much more confidence.

Many people still think that personality is related to physical appearance of a person. If a person is well-built and wearing a good dress, it is said that he or she is having a good personality. But it is not a rational approach. In case the inner personality of a person is weak, he or she will lose impact as soon as he or she speaks or behaves. Such a person fails to create a lasting impression on others. Rise in career-graph becomes a very difficult task. Therefore, both inner and outer personality of a person should be strengthened.

❖ **Basic Aim**

Everyone has some hidden talents and if these talents are not recognized and nurtured they remain in a dormant state. Personality development also helps a person to shine or develop talent. Then it is easier to solve problems, talk confidently and appear for an interview successfully. Such a person is also liked and admired for his wisdom. So the basic aim of personality development is to develop the talent of a person and teach him or her the art of moving ahead in life successfully.

❖ **Personality Has an Impact**

A depressed young man once asked me the art of influencing an interview board. He was intelligent and experienced but he was not getting a good job. Actually he was amazed why even less capable persons were offered lucrative job. When I advised him to get training in personality development his puzzle was solved. He too got a good job soon.

The basic problem of most young men is that they are unable to realize the impact of a good personality. *One of the greatest saying which elaborates the true meaning of it- the personality of a person contributes more to success than any other thing in life.*

❖ **You Can Improve**

In their best-selling publication 'Born to Win' well-known psychologists Muriel & Dorothy have written *that a man is basically born to win. But due to negligence our winning potential doesn't grow to the best of its capacity.* Generally, people develop their personality according to the expectation of others; consequently, they are unable to shine their unique traits. Therefore, they need to break the barrier and rise bravely with their originality and uniqueness. Only then they can transform an ordinary personality into an impressive one.

Previously it was thought that every person lived his or her whole life according to the personality script written in childhood. To change it seemed almost impossible. But after years of research and practical applications, man has progressed in the science of personality transformation. With the help of simple methods now anybody can develop a winning personality and change his or her future. Here are seven simple ways to give a dynamic touch to your personality:

1. Set an Aim in Life

If you sit in the boat of life without knowing your destination you will become the slave of circumstances and other people's opinions. Your progress or development will totally depend on your luck. The wind of circumstances will push the boat to any direction – you won't have any control on anything. And you will rarely be able to make things

happen. You may even be crushed by the competition forced upon you by other people. To change the scenario, you need to set an aim for your life. It is true that a person has several aims in life but to decide about the chief aim is essential to make a good progress. When you have an aim it is like a destination – you can chart your route, and the personality of such a person automatically gets a sort of charisma – developed by the driving force.

2. Power of Knowledge

Knowledge is power. Nobody is impressed with a person who doesn't even know what is happening around him or her in the world. He is considered a fool whom no man or woman would like to befriend or follow. Therefore, it is necessary to enrich your general knowledge. And you should be the master of the field in which you are working. To update your general knowledge:

- a. Read newspaper,
- b. Read good books,
- c. Watch informative programmes regularly on TV, YouTube etc.
- d. Interact with intelligent persons.

3. Look Confident

A look of confidence on your face impresses everybody. If you walk with a feeling of failure and frustration on your face, people will keep away from you. Even if you are facing difficulties and worries in your life you must know how to think and look positive. Shake hand with others firmly. While shaking hands or talking, make eye contact with others. Speak with conviction. Such simple actions will help you to maintain your confidence. Your self-confidence cannot only conquer the mountains of difficulties but also the interview board.

4. Speak in Style

Most successful persons maintain a unique style in speaking. They speak clearly and forcefully. Be careful that you have a good command on the language you speak. Don't make grammatical mistakes else you may become a laughing stock. If necessary, take training from a good teacher. Give extra care to your pronunciation. Speaking power is an essential trait of any good personality.

5. Dress up Smartly

A smartly dressed-up person is admired everywhere. By observing successful people in any field – marketing, business, movies, media etc. – you will come to the conclusion that most of the successful persons in almost every field have a keen taste for good dresses. Good dresses also prove a stimulus for the wearer. He feels more confident and relaxed. There is a joyful glow on his face. His handshake is more confident. A bad dress always invokes inferiority complex. No good company hires a shabbily dressed person today.

6. A Healthy Body

A body burdened with this or that disease may win pity of others but it is very difficult for that person to maintain an attractive personality for a long time. A healthy and smart look is absolutely essential to attract others. And if you work on it you can easily attain it. Take exercise regularly, play games or go for a morning walk – do whatever suits your body and psychology. Eat balanced diet. It will strengthen the immune system of your body – keeping you healthy and fit for action.

7. Good Habits

A man is generally a creature of his habits. With bad habits you may become a sheer nuisance for others. Then how will you impress them? Cleanliness, punctuality, completing your work on time, fulfilling your promises, having sincerity and dedication to work, listening to others properly, keeping yourself away from smoking and drinking – are the habits which add sparkle and dynamism to your personality. They endear you to the people.

You should also be friendly and polite while dealing with others. You won't be able to impress the people with an attitude of arrogance. If people feel uncomfortable in your presence it is a sign that you need to improve your behavior. Others must feel easy while approaching or talking to you.



5. WAYS TO DEVELOP YOUR BRAIN POWER

Brain power is necessary to solve problems, think great ideas and face competition successfully. With wise thinking you can develop it as much as you want.

Humans won the race in the struggle for survival on this planet and became civilized only because they have more brain power than any other living-being on earth. It proves the value of brain power. The more brain power a person has, the more chances of success are there for him in every competitive field. From a school student to a research scholar, from a clerk to the CEO of a big company, everybody needs brain power to move ahead fast. It makes a person more productive and efficient. We are able to get more ideas to solve any problem. And fortunately any person can develop his or her brain power with determination and continuous efforts.

✧ **Brain is Like a Muscle**

Psychologists say that you can develop your mental faculties as much as you want. In fact, your brain is like a muscle. The more you use it, the more powerful it becomes. Similarly, the easiest way to destroy your brain power is not to use it. Then you will see how fast it deteriorates.

Most of the people live in the illusion that due to the aging process mind gradually loses power. On the contrary there are people in this world whose minds function even better in old age than young people.

Even today most of our great politicians, scientists, businessmen, journalists and writers are old people. It is a scientific fact that a human mind has unlimited energy which never gets exhausted.

Scientists have discovered that if you use your mind properly you can also add years to your life. People with healthy and active brains live longer. Lazy brains die early.

❖ **Stimulating Use**

To remain powerful and dynamic, the brain needs training and constant stimulating use. With various activities, you need to exercise your mind and fill it with enthusiasm. Problems of life are actually good for your mind if you are positive and try to solve them. So don't be afraid of problems. A problem-free life often makes the brain of a person dull and saps its hidden energy. The more challenges you face in your life, the stronger your mind becomes.

❖ **Physical Exercise**

Regular physical exercise is also necessary to boost brain power. Medical scientists say that physical exercise stimulates the release of endorphins – chemicals in the brain that refresh and re-energize you, decrease stress and pain. Our brain then begins to store everything more efficiently. A second benefit is a positive alteration in the levels of neurotransmitters – brain chemicals that increase alertness and reduce strain. So make it a rule to take physical exercise five days a week.

❖ **Other Steps to Develop the Faculties of Brain**

The roots of transformation from failure to success, from disease to health, lie in your brain. Brain is a marvelous creation of God. Today almost everybody is interested in developing the faculties of one's mind to maximum. Without having a powerful brain it becomes very difficult to face competition and move ahead towards your goals. To get a good brain also take the following steps:

1. The best method to improve your brain and memory power is to use your memory as often as you can. You can start it by memorizing phone numbers of your friends and relatives.

Instead of finding those numbers in your diary try to recall them from your memory.

2. Read books on various topics and think analytically (think in a systematic way from different angles).
3. Watch informative, general knowledge and discussion based programmes on television and intellectually stimulating videos on YouTube. Too much entertainment makes your brain lazy.
4. Creative hobbies are good to refresh and energize your brain. Take up at least one such hobby – participate in debates, make paintings, design clothes, make cartoons, write articles, arrange files of clippings and read them time to time, make new scientific things etc. Pursue a hobby according to your mental inclination.
5. Learn new vocabulary every week and use newly learnt words in conversations and writing.
6. Discuss different topics with your friends or family members. It is good exercise for your brain.
7. Make a habit of thinking new ideas and solving something (puzzles, sums, problems whatever you like).
8. Have an aim in life and work very hard to achieve it. When you have an aim in life your mind has to work hard to achieve it. Consequently it gains power.
9. Keep fixed hours of sleeping. Don't sleep too much.
10. Learn to keep your mind relaxed with the help of meditation. It will help you think better and work smarter.



6. FOR BIG SUCCESS IN LIFE, FIRST FIND YOUR PURPOSE

Without having a purpose in life it is difficult to get that deep passion which is so essential for any worthwhile achievement.

Men become great only when they are fired with a great purpose. Animals haven't progressed or civilized because the ability of their mind is limited and they are unable to have a purpose. Even most of the human beings live their life in the similar manner. Human civilization, progress and wonderful inventions have been possible due to men having strong purpose. Here lies one more secret behind phenomenal success of some persons.

Try to observe a few successful people, organizations or business houses. You will see one common and remarkable trait in them. All of them have a definite purpose in life. All successful people feel that they have taken birth to achieve something worthwhile in life. If you want to get more than moderate success, your first and foremost goal should be to discover your purpose.

❖ **Magic of Purpose**

Great painter Grandma Moses (Anna Mary Robertson) was 76 and purposeless, and heading towards a painful death. Six doctors declared that her severe arthritis would leave her fingers forever bent & crippled and she would have to depend on others for every work.

Fortunately for her the seventh doctor was able to understand her psychology and suggested her to draw or paint. She laughed at the suggestion as she had never held a paint brush in her life. And now her hands & fingers were not in the position to do it. The doctor knew it was her last hope to live a better and satisfied life thus he stressed upon his suggestion and advised her to give it several tries.

Astonishingly the idea clicked with her psychology because she had at last found her real purpose in life. Between the age of 76 and 94 she painted a huge number, six hundred, of paintings – most of them masterpieces. She enjoyed a new zest in life and a better health too. Even at age of 94 there was no retirement for her. She painted 400 more wonderful creations (including her famous *The Night Before Christmas*) till she was 100 – really astonishing. So this is the magic of discovering your true purpose in life.

❖ **Ambani Became the Biggest**

One of the greatest Indian Businessmen Dhirubhai Ambani struggled hard for several years till he found his purpose. After matriculation he was doing different odd jobs to earn his pocket money when his elder brother called him to Aden and helped him to get in Burmah Shell as petrol attendant (filling petrol in the vehicles) in 1953. He worked in this company for five years. Now working in the company became extremely restless for the young man as he had found his real purpose in life: to build his own business empire with modern business methods. He resigned from the company and came to Mumbai.

Although he had not much money but he had a will to work hard and a determination to fulfill his dream. The village boy of a poor family was soon on his way to realise his dream. The village boy of a poor family was soon on his way to explode over Indian businessman of India – his brainchild Reliance Industries leaped forward at a mind-boggling speed and in today's time, Reliance Industry is the biggest venture in India and his son Mukesh Ambani the richest man in the country.

❖ How to Find Your Purpose

Many persons find their purpose naturally and suddenly and proceed towards it with complete dedication. In some cases the real purpose of one's life is not found even for several years. To progress in life faster you need to know your purpose as early as possible. Well-thought answers of the following questions may help you to find your real purpose in life. Write your answers in a dairy or in your file in the computer.

1. Which work do you enjoy passionately?
2. What do you dream most of times?
3. What do you like to do in your free time?
4. Which work can you do without tiring?
5. Are you crazy to do something? What's that?
6. What are your qualities?
7. What is your unique talent in your opinion?
8. What do you mostly dream while sleeping at night?
9. Which work makes you enthusiastic?
10. Write three works that you would like to do before dying?
11. If you have only 24 hours to live what would you like to do?
12. If God gives you 10 million rupees how would you spend it?

After writing the answers to all these questions your main purpose will start sparkling on front of your eyes. As soon as you discover your purpose in life a magic happens. You start to enjoy life more. You are ready to sacrifice, ready to do anything to achieve your goal. Soon your life gets wonderful transformation. Your stamina and mental powers suddenly become stronger. While working, eating, sleeping, walking, or travelling there is always one thing on your mind – what to do to fulfill your purpose.

❖ A Purpose Can Be Discovered at any Age

Many persons find their purpose at a very young age, and many on the onset of old age. Bill Gates, Chairman of Microsoft and one of the richest persons of the world found his purpose (to bring a revolution in IT) at a very young age. His immense passion for his purpose made him immensely successful.

Dhirubhai Ambani also found it when he was young, Great Indian emperor Chandra Gupta Maurya, when he was still young and a vagabond, teamed up with a middle-aged Brahmin Chanakya to build one of the biggest political empires in Asia.

Another success story Harland Sanders had struggled his whole life to become big and had reached the age of retirement when he suddenly discovered his real purpose in life. At last, he had come up with an idea and he determinedly travelled all across the US in his search for the people who could back him up. He made one of the biggest records of rejection in the history when a thousand and nine people turned him down. They laughed at his idea. After four and half years Harland Sanders was able to arrange enough money to open his first Kentucky Fried Chicken outlet which was to become one of the biggest restaurant chains. Roy Crock found his purpose only when he was 55 and still a salesman. He was about to reach at the end of his career. Then like the bolt of a lightning he found his purpose and in next ten years he became a billionaire by establishing a large network of McDonalds in many countries.

If your work is not suitable to your talent or your psychological structure you may often feel unhappy or confused. When you live with a purpose you are able to live a healthy, enthusiastic and a very fulfilling life. You are also surrounded by a unique aura which gives a magic touch to your personality. Orison Swett Marden said ***'There's no grander sight in the world than that of a person fired with a great purpose, dominated by one unwavering aim.'***



7. HOW TO LEARN THE ART OF LEADERSHIP

Leaders are not born but created by a strong will to lead and win. The harsher an opposition the greater a leader becomes.

Leadership is the art of leading a group of people to attain a certain goal. Without leadership qualities it is very difficult to write a big success story either in business or in politics. Progress of a country or success of a business depends on its leadership. This world is full of brave, talented and hardworking humans. But if they don't get a good leader they won't be able to combine themselves into a dynamic force. Without a good leader the best of the businesses or the mightiest of the forces start crumbling. World history is replete with examples how the personality of a leader plays an important role in making or breaking an empire.

Good leaders are needed and respected in every field – politics, business, army, social reform movements etc. Great leaders are not born, they acquire greatness with total commitment to their purpose and by getting the support of others. Any sensible person can become a dynamic leader by cultivating a few qualities with diligence and persistence. Unless you develop these qualities you will find it very difficult to manage people effectively and move ahead fast in any field.

❖ **Be Enthusiastic**

‘Nothing great was ever achieved without enthusiasm.’ These words of the great American philosopher Ralph Waldo Emerson carry weight. Unlimited enthusiasm can give you unlimited success when it is focused and directed towards the aim of your life. People rarely want to follow a dull or unenthusiastic leader who is unable to arouse their feelings. An unenthusiastic leader is like a dark night that makes you take rest and sleep. How can such a person lead a group of people?

In fact, enthusiasm is the biggest trait of a leader. See the speeches of the great leaders or very successful business executives – they all are very enthusiastic persons. Enthusiasm is actually a combination of several things: interest in the subject and the people, determination to achieve certain goals, self-confidence etc.

❖ **Maintain Strict Discipline**

What will happen if nature starts breaking the barriers of discipline? The planets will collide with one another. The whole universe will be totally disorganized and there won’t be any human civilization left on the planet. **Strict discipline keeps the universe throbbing with life.**

Actually without swallowing the bitter pill of strict discipline it is hard to gain the respect of people. If you are really a big leader, people may tolerate your habit of reaching late. They may wait for you for hours to have a glimpse of your great personality and be ready to even clap at your late arrival. But the late arrival of a great leader is also resented if it happens time and again.

❖ **Get Adequate Store of Information**

Napoleon, one of the greatest warriors and conquerors in history, was absolutely crazy about books. He ordered latest editions even in the battlefield. Amazing! His hunger for information became legendary. It is wisely said that ‘knowledge is power.’ All successful managers, military generals and political leaders always keep themselves informed. Without adequate information in your hand you can neither analyze the facts properly nor launch any successful operation.

Do your best to get as many facts from as many sources as possible. If you have information power on your side you, can easily defeat a more powerful enemy or competitor.

The richest person of the world till date - John D. Rockefeller - gave great priority to details. Alexander the Great spent a lot of time in getting the right information and only then he launched his attacks. Akbar the Great of India and Catherine the Great of Russia always surrounded themselves with wise men - the men of knowledge. Meet any successful person today and you will be surprised to know how well-informed that person is. Right information has always proved to be the biggest power and success tool of most of great men and women throughout history.

❖ **Managing Your Anger**

An angry person not only makes enemies but also loses followers. You may be a very wise and pure-hearted person but if you have a habit of losing patience over trifles, you will antagonize people. They will always pull your leg and run you down. You can imagine how difficult it will become for you to lead people to achieve your goals.

And anger is not that bad in case it is under control and channelized towards the evils of the society. It is senseless and uncontrolled anger that is always immensely harmful. By willingness and constant practice, you can learn the art of managing your anger. Repeat 'OM' ten times before allowing your anger to burst. Also visualize your anger to be melting down. This simple formula will help you to manage your anger.

❖ **Charismatic Personality Counts**

Charismatic leaders are more popular. Charisma mesmerizes everybody as it generates faith in the power of a leader. Charisma is in fact an attractive personality and it can be developed. Many leaders get such a nice upbringing and atmosphere from their parents that they get a good personality without making much efforts to develop it. But there are others who worked very hard to develop it. Benjamin Franklin, Napoleon, Mao-tse-Tung, Mahatma Gandhi, Lenin, Pt. Jawaharlal Nehru, Bill Gates, Dhirubhai Ambani - all of them had to work very hard to inject the light of charisma in their personality.

To make your personality charismatic you need to take the following steps:

1. Have immovable self-confidence in you,
2. Keep all the facts to give you an air that you know all,
3. Surround yourself with capable persons,
4. Maintain an air of power with the help of money and material,
5. Give extra care to your dress sense.

❖ **Don't Be Too Friendly**

If you want to become a good leader you need to maintain a healthy distance from people. Don't be too friendly with everybody otherwise it may dampen your charisma. People have faith in their leader as they think their leader can do or achieve anything. Keep your problems to yourself. Never show the scars or injuries of your heart to your followers. They are not there to solve your personal problems but to take your help in solving their own problems. If a personal meeting is arranged, advise the person to say everything in brief. Talk less and listen more.

❖ **What Will Your Followers Get?**

Who want to follow a person when there is no personal gain? A leader is a person who is capable enough to lead others to achieve a certain objective. A leader successfully convinces the people that he is the only one who can help them to solve their problems and lead them to success.

A leader understands people, knows their needs, arouses their hopes and shows them the right path, and above all, he is willing to sacrifice his life for his followers. It is, therefore, necessary to tell the people what they will get if they keep faith in you. And you have to create confidence in them regarding your abilities. It sometimes takes years of efforts. You must be sincere and honest to them otherwise nobody is going to believe you. Mahatma Gandhi was recognized as a real leader when he was past fifty. It took him decades of hard work and convincing before he was able to attract a large number of followers. He was past 56 when he was recognized as a leader of masses in India.

❖ Followers Need Admiration

Admire your followers often and they would love to follow you. Every person thinks that he is wise and does things in life which must be admired. Criticism dissuades and repels people. Hard criticism may make them afraid for some time but secretly they start plotting against you and damage your winning potential.

So give flowers of admiration whenever needed to your followers. But beware of flattery as it will lower your image and make the people suspect your objectives. A subtle dose of praising words, for a person or team who did a good job, is enough. It definitely gives you a winning edge. Sometimes, a well-crafted Pep Talk goes a long way in motivating followers when things appear gloomy.

❖ Art of Speaking

The biggest and most effective tool of a leader is the art of speaking. Good public speakers are equally praised by people and the media. They make people spellbound with their words. Some leaders become well-versed in this art by helpful and creating positive surroundings in a natural way. Others have to work very hard to master it. Everyone knows that the greatest leader of our country Mahatma Gandhi shivered to his bones whenever he got up to speak a few lines even before a small group of known persons. But with determination and constant practice, he became one of the best speakers of the world. Follow these points diligently to become efficient in the art of speaking:

1. Get knowledge of the subject on which you want to speak. What will you say to your audience till you know what to say? Try to add some interesting information.
2. Practice your speech alone at your home before a mirror, before a small gathering of your members and friends. (The great American leader Abraham Lincoln practiced it by speaking loudly before the trees in the peaceful atmosphere of the jungle where he lived with his poor family.)

3. Your pronunciation should be good. You can acquire it by reading a newspaper loudly every day. Take the help of a learned person if needed.



8. DISMANTLE YOUR INFERIORITY COMPLEX

One of the biggest hurdles on the way to personality development or success is the mental block of inferiority complex. Fortunately you can remove it.

Nature doesn't believe in similarity. It creates every human being with a unique quality or feature. Even twins are different to each other in many ways. We need to identify our unique quality and develop it further to outshine others. Here we become superior to others. Therefore inferiority complex is irrational. If you have one unique quality that is superior to others how can you be inferior? In spite of this truth many persons suffer from the misery of inferiority complex.

✧ **The Biggest Hurdle**

Most of the persons develop inferiority complex when they are obsessed with their weaknesses. They always keep thinking that others are superior to them. They often get nervous while talking to others – especially if the opposite person is talking confidently. It is difficult for them to appear before an interview board. They perspire, their mind gets clouded, and speaking normally becomes a herculean task for them. Inferiority complex becomes their biggest hurdle on the way to success or progress. Fortunately they can get rid of this problem easily.

✧ What is Your Unique Quality

Write down your good qualities or plus points on a paper. Spare some time to think about the quality or ability that is better than others. And try to develop that quality as much as you can.

If you have your own views on several matters and you like to write then start writing. Maintain a diary or register for it and write daily. You can also write in the file created in your computer. You can try to get some of your creations printed in newspapers or magazines. If your voice is sweet you can impress others by polite talk. You can also learn singing. You may even learn to play any musical instrument in case you have a desire. If you are good at making drawing or painting then shine this ability through adequate training and practice. Join an art and painting school. If you have interest in computers, then learn it by joining an academy. If you love solving the sums, then aim to become the master of mathematics. People will definitely recognize your talent and you will be admired. It will also help you to make a good career in the field of your interest.

✧ Miraculous Effect on Personality

It is the rule of nature that every person has something unique in him or her. When you improve this unique strength by regular study and practice, a feeling will develop in your heart that you are better than so many people in at least one field. You can't even imagine at present the miraculous effect it will have on your personality. You will start gaining confidence and gradually become free from inferiority complex. **Your negative thinking about yourself built this complex and the strength of your unique trait will dismantle it.**

✧ Use Affirmation

According to Norman Vincent Peale, author of one of the best-selling books- '*The power of positive thinking*', affirmations have immense power over our personality. We can also use them to weaken the grip of inferiority complex. Here is a good affirmation to help you to gain confidence and come out of the clutches of inferiority complex:

'I am a unique creation of God. I have many good qualities. I love myself. My positive mind will help me to attain my aim in life.'

Repeat it 10 times before going to sleep and after getting up in the morning. Your inferiority complex will fly away from you in a short period.



9. MAGIC POWER OF AUTO-SUGGESTION

Psychological power of auto-suggestion is like a magic pen in your hand with which you are able to write your own destiny.

The credit for transforming the power of auto-suggestion into a psychological treatment goes to French psychotherapist Émile Coué. He was born in 1857 and got training as a pharmacist. In 1900 he studied hypnotism and decided to develop a mental healing process with the help of the simple formula of auto-suggestion - a positive statement is repeated several times a day for a long period. It goes into the subconscious of a person and starts the healing process. Positive rays generated in the mind flows through the body of a person, strengthening the immune system and curing a disease. A famous auto-suggestion of Émile Coué is, ***'Day by day in every way I am getting better and better'*** which he used to cure hundreds of patients. This auto-suggestion is still widely used. Actually this free and very effective healing pill can be used by anybody, and it is without any side effect.

✧ **Wise Affirmations Can Do Wonders**

Power of health, progress or attractive personality lies in your mind. If you implant positive and healthy thoughts in your mind it will influence the body positively, and in case you overburden your mind with negative thoughts and images you will get negative result. Your body may suffer from various ailments. Our mind regulates the functions of all the parts of our body directly or indirectly.

Wise and planned use of affirmations can do wonders for you to get health, power and wealth in life. With the help of auto-suggestion or affirmation, your mind is able to re-programme itself.

✧ **You Can Certainly Recreate Your Life**

Images and thoughts impressed upon your mind regularly and for long time definitely regulate your habits. With a strong determination you can almost re-create your life according to your wishes. Positive thoughts created with the help of affirmations changes your future. You learn how to hold a winning edge in life that leads you towards great victory. Affirmations start affecting your life from the very first day. In many cases it really takes years before you experience magical results. In any case deposit the cash of affirmations regularly into the bank account of your mind. Small amount added at a regular interval becomes a huge amount in future. No power in the world can stop this process or change this rule of nature. **In the same way if you constantly repeat thought-building affirmations for a long time no power in the world can stop positive results.**

✧ **Why Positive Results Are Delayed**

Now the question is why the good results are delayed for many people. Everybody knows that it is easy to construct a new building at a plot. You plan, create a layout, arrange the experts and pump up some money and the building will be ready. The target may take much longer to achieve if you have to demolish many strong buildings before a new one is really constructed. In the same way the achievement becomes tougher in your mind when you have to replace old beliefs of failure or frustration implanted deeply. After initial euphoria your mind becomes a war zone. New positive beliefs have to battle hard with the old and negative beliefs to eliminate them. There is a constant argument between old and new thought patterns.

The stronger the old belief is, the harder you have to work to win over it. Many people actually feel disturbed when passing through such a stage. They want to drop affirmations. It is a sensitive stage and if you lose heart the new beliefs may start becoming weak, and lose the battle eventually. Persistence is the key to success here too.

Do continue with the affirmations and the time will come when the bride of victory will come to you with a garland and a deep desire to tie a permanent nuptial knot.

❖ **Power of Creative Visualisation**

An affirmation is always more powerful when helped with creative visualization. It reinforces the power of your thought. It strengthens the power of your mind to achieve a desired goal. **Images planted through visualization chart the course of action that our mind has to take.** Suppose you have written an affirmation for you to become healthy and happy: **'I am a healthy and cheerful person.'** And you decide to repeat this affirmation twenty times in the morning and twenty times at night. You also visualize or see yourself as a healthy and happy person. If you want to earn money as a successful shopkeeper then you see yourself as a confident and successful shopkeeper – dealing with the customer very positively, and customers responding to your desire, your cash box filling with currency. You almost taste success. Filled with the right affirmation and visualization, your mind acts according to that and achieves the goal for you. **When there is a tough battle between positive and negative beliefs or thoughts in our mind, visualization transforms positive beliefs into a vigorous fighter who never loses.**

❖ **Sometimes even a Creative Visualization fails**

Even after adding creative visualization to their affirmation, many people fail to hit the target. Here such people have to face another *Mahabharata* (great battle between relatives) and like *Arjuna*, the warrior, they have to come out of their conflict and become determined to win. Many historians and intellectuals say that *Mahabharata* war was never fought. It is actually a symbolic representation of our constant war against evil/negative instincts of our mind.

Both positive and negative forces of our mind are related to one another. We often find it difficult to fight against our own beliefs which we now no longer want. In our subconscious mind, we develop a feeling of affection even towards negative emotions. There is a sort of sadistic desire on our part.

It becomes a complicated stage turning our own mind into confused array when the thought of eliminating our own relatives (old thoughts) shatters us.

Even in childhood many persons develop a natural tendency of thinking in negative terms. Even after practicing positive visualization the old habit of negative visualization continues storming their mind unintendedly. As the old thought pattern has become a habit we often lose control over it, and our war to have a great career and future prolongs.

❖ **How to Win the War with a Happy Ending**

Like *Arjuna*, take a firm decision that you will untiringly fight with the forces which are against *dharma* (your goal in life). The strategy here is to replace the soldiers of negative thoughts with the soldiers of positive thoughts. In the beginning you have to be very vigilant and instantly replace a negative thought as soon as it enters the battlefield, but gradually you develop a new habit of positive affirmation and visualization and emerge victorious.

❖ **Some Examples of Thought-Replacement**

Start battling with your old thought pattern from today. Suppose you want to buy a good car. Never say 'I can't afford it'. If you continue saying it, you won't be able to own a good car for a long time. Instead replace these words with: 'How can I afford it?' After you develop this habit, your mind will start working in positive terms and it will give you ideas to earn more money and buy the car.

If you are under debt never say: 'I am under debt. It is a painful situation.' Such negative thinking keeps you on the category of the down-trodden. You have to come out of that label and become rich. Say: 'Being under debt has been a good experience. But now I am earning more money and coming out of it.'

If you are living in a family that doesn't support your ideas or efforts never say: 'I am very unlucky to have such a family. I can't progress. Instead say: 'I am lucky that I have to struggle to make progress.' **All great men had to struggle to achieve big things. Struggle makes us strong and competitive.**

With constant practice and hard work you will gradually become successful in replacing the negative thoughts with positive ones. Add the power of affirmations with creative visualization. Nothing can stop you from grand success.



10. ART OF FRAMING AN AFFIRMATION

Right framing of an affirmation is essential to get expected results, and this lesson will teach you the art in a very simple way.

All the people of this world live their life according to their self-image and the self-image of a person is always molded and strengthened with the help of affirmation they have been using since their childhood. According to the great scientist Newton, every action in this universe brings an equal reaction (his third law of motion). If you feed negative thoughts in your mind you will get negative results in equal intensity, and if you feed positive thoughts you will get positive results in equal intensity.

✧ **Plant the Seeds Carefully**

Affirmations are repetitive feeding of positive thoughts in your mind. Strong positive thoughts in your mind bring equal positive strength in your life. Therefore, parents must be careful and sow the seeds of positive thoughts in the mind of their children since the first day of their life.

Positive thoughts cultivate the habit of repeating good affirmations in the children. In face of trouble they always say to them – ‘I shall overcome this problem, I shall win, I shall find a way out, problems are natural, and there are opportunities in them.’ And such type of children always solve the problems and find new ways to progress in life. And the children fed with negative thoughts become defeatists.

Seeds of affirmations always grow into big trees – whether they are negative or positive.

❖ **Testing the Effect**

To see the direct result of your thoughts on your body or action you can have an experiment. Go to a ground with a ball and hockey stick. Say these words loudly and five times: **‘I am a loser.’** Then hit the ball. Now repeat these words five times: **‘I am a winner.’** Say the words loudly. Now hit the ball again. The result will astonish you. Do one more similar experiment. Sit with your friend holding opposite hands, ready to play push power game. Push each other’s hands in the opposite direction two times – first saying the negative words to you five times and the second time saying the positive words five times. While saying the negative words you will feel losing your power, and while saying positive words you will feel a surge of new power within you.

❖ **Being Used Widely**

An affirmation may be mental, verbal or written. To give a stronger positive attitude to a mind affirmations are fed into the mind intentionally. In the modern world, most of the successful players or teams have psychological consultants with them who constantly frame affirmations to boost their confidence. They also advise the coach of a team on the method of managing the players optimally.

❖ **The Art of Framing an Affirmation**

Many people use affirmations regularly and for years, but they are unsatisfied with the results. The reason may be monotonous repetition of the sentence which are actually not in harmony with their psychology. Passionless affirmations are not that effective. To get the maximum use of an affirmation, we need to follow certain rules of framing them:

a) It should be in Present Tense

Always frame an affirmation in present tense. Suppose you want to get a good and muscular body, don’t frame your affirmation like it: **‘I shall get a muscular body.’** It will slow down your body building progress.

Instead frame like it, **‘I am fit and muscular.’** If you want to get a good job don’t use such affirmations, **‘I shall get a good job.’** The right affirmation is, **‘I have got a good job.’** By repeating this simple affirmation you will get a good job soon.

b) It should be Brief and Specific

Long and complicated affirmations confuse the mind. Keep an affirmation brief and specific.

c) It should be in Harmony with your Goals

Your vision about goals must be clear. If your affirmations contradict your goals (already implanted in your mind) driving power of your mind will become weak. Success will continue to elude you.

d) It should be Realistic

Base your affirmations on realistic goals. If a goal is very unrealistic your affirmation may not bear desired fruits.

e) It should be in Affirmative Sentence

Don’t frame an affirmation in negative or interrogative sentences, ‘Why can’t I get a good job when I am capable?’, ‘Now I am not jobless.’ Affirmation made in affirmative sentence is always much more effective.

❖ How to Repeat Affirmations

An affirmation is rendered useless by your mind in case it is repeated monotonously and passionlessly. Say an affirmation five times in the morning and five times at night. It is useless to repeat an affirmation hundred times a day. Actually repeating an affirmation so often may even be counter-productive. It promotes mechanization of your mind and reduces creative power that is so essential to think ideas and make progress.



SECTION-II
GOLDEN CAREER IS
JUST A FEW STEPS
AWAY

1. A GOLDEN OPPORTUNITY IS ALWAYS NEAR YOU

Goldmine of a good opportunity is everywhere. We just need a keen eye to find and explore it to get big success. And opportunities are often disguised as problems.

Many people have got fed up of appearing for interviews or finding business opportunities. For years in a row they have been tirelessly in pursuit of a formula or a magic lamp which can solve their problem and they are able to live a life of their own choice. They are able to buy the things they like, own an automobile they seek and live in a house of their dream. But any step they took backfired and they rolled back to square one again and again just to see the miserable sight of their broken heart. Now become ready to get success beyond your wildest dreams with the help of a tiny one step formula. You will be able to see career opportunities everywhere.

❖ **Grab the Opportunity**

Once a journalist asked the great American business-builder Henry Kaiser the secret of his success. Henry Kaiser replied, ***‘See around you with a keen mind. There must be at least one golden opportunity. Grab it fast and work day and night to get success.*** Every place of this world is full of opportunities. According to the rule of nature no place of this earth lacks opportunities. In which country you are, at what place you are, see carefully all around you.

You will find career-making opportunities waiting for you everywhere. Now it is up to you which opportunity you want to capture to develop your career. As soon as you take this decision your next step is to do everything to succeed – arrange money, consult wise individuals, find a place to manage your operation/activities and use every tool to push yourself to your goal of success. **The star of luck may twinkle for you now and then but basically it is your hard work and firmness of positive attitude that take you through the storms of opposition and failures. Even one determined step everyday takes you nearer to your destination.**

❖ **Complain and You are Defeated**

For some days try to observe those people who are always complaining about bad times, about having no opportunity or about their bad luck. These people rarely get much success in life. Such people often pass through phases of good luck and get success but it is always temporary. They lose everything soon and pass their life complaining and cursing. They lose opportunities and pull bad luck towards them. They are so passionate that they spread their communicable disease of negativity everywhere. They ruin the life of so many others by dragging them into their way of living. Do keep such people away from you. As soon as they are near you they start hollowing your optimism.

❖ **Problems are Opportunities**

Sometimes an opportunity presents itself in the form of a problem. Big problems often have big opportunities hidden in them. Great persons became great by facing big problems. You may have heard the story of a young man who wanted to become a priest but he was rejected by the interview board. He was not educated. In a dejected state of mind he loafed around in a market. He felt a need for a cigarette and he searched for a shop. There was no such shop. Here he saw an opportunity to start a career and decided to open his own cigarette shop. In a few years he was running a chain of such shops and become a multi-millionaire. Most of the people want smooth sailing in their life without the pain of problems. But we can't escape this truth that life is in fact an endless series of problems.

If we try to blame others for our problems or ignore the problems we can't live a happy and successful life. We must deal with every problem effectively.

✧ **Be Positive and Keep Learning**

Successful people always keep learning as it is a lifelong process. You learn something till the end of your life. To be in competition and beat your competitors successfully you need to update your knowledge about your field every day. Always learn something new about how to move fast, how to reduce cost, how to get more customers or others, how to organize your work better, how to manage more scientifically, how to be more useful to others, how to expand to other directions etc. This is the only way to consolidate your success and strengthen your wings. **No opposition, no setback, no shortcoming should be able to make a dent in your positive attitude. Then nothing can keep you away from success for long.**



2. KNOW YOUR PRIORITIES IN LIFE

You can't move towards your goal at a fast speed till you choose your priorities in life and stop wasting time in unnecessary and unproductive activities.

Many persons are very ambitious. They work very hard enthusiastically in life to achieve their goals. They read a lot to enrich their knowledge and maintain good public relations. Still success eludes them for years or even decades. They try new ideas, make time tables, and do sincere introspection. They are determined to succeed. Unfortunately nothing works for them.

What can be the reason? Even these persons explore the reasons again and again. Sometimes depression rattles their nerves and make them huddle up on their chairs in sheer exasperation. Whenever they find something lacking they work hard to gain that. Soon they are back to square one and another round of introspection starts – mostly a vicious circle that never seems to end.

Probably the solution to their problem lies in redefining their priorities in life. In fact it should be the most important step of one's life. Without concentrating on priorities nobody has achieved any major success. To break this jinx they need to act in the following way:

- a. Write goals, and the deadlines.
- b. Read them daily.
- c. Make a daily 'To Do' list – keeping the priorities in mind.

- d. Remember that you have to be ready to lose something to gain something.
- e. What are my priorities? Ask this question from yourself whenever you have to choose out of two or more things.
- f. Don't try to make others happy by sacrificing your priorities. This tendency can often lead you towards failure and depression.

This is also the secret of success of most of entrepreneurs. Steve Jobs, visionary entrepreneur who made Apple the biggest brand not just in his country but all over the world, also inculcated this success formula into the minds of his successor, Tim Cook.

Bill Gates didn't waste his time in scores of activities which could disturb his focus. **He knew his priorities and was hell-bent to work for achievement in the field he liked** – the secret behind his success.

Most people develop a tendency of wasting time on such activities which are not related to their aim. To enjoy simple funs of life or to keep others happy they indulge in gossips, watch television or movies, play games on their smartphones, roam with friends or relatives, aimlessly browse the internet, learn a dozen unnecessary things or spend too much time in fruitless reading. Therefore they fail to achieve their aim. Success continues to elude them till they learn to follow their priorities in a determined way.



3. STRUGGLE HARDENS YOU FOR SUCCESS

Most of the people fear struggle and want to lead a comfortable life. But without regular dose of hard struggle it is difficult to achieve great success.

You have to struggle hard, and pass through many bitter experiences in the society before you have any glimpse of that sweet fruit called success. And you must prepare your mind as well as your body to be able to battle hard to get the position you deserve. If you are determined and prepared for struggle it will only improve your fighting power.

You may have heard the name Sylvester Stallone – a superstar of Hollywood films. Seeing his great success can you imagine how hard he had to struggle in life? Due to his speech defect and flat foot, other kids made fun of him at school. He developed a disruptive behavior and failed to learn anything. He was eventually kicked out of seventeen schools. Can you imagine the impact it had on the personality of the child and his parents? They passed through a very painful period. Fortunately at his 18th school he discovered a fascination for art. As his interest grew, he became confident of his talent in acting.

As a young man with a family of his own to feed, he struggled and struggled. His electric bills were unpaid, his refrigerator and cupboards empty.

Struggle made him even more determined to succeed. He also wrote an exciting film script. His desire to direct, and star in his creation was so great that he was ready to face any difficult situation. Super stardom was waiting for him. He sold his script, became hero of the same film and directed it too. It was 'Rocky' – his first blockbuster. The story proves that when you are determined and prepared to struggle, life provides enough opportunities to succeed.

❖ **Strengthen Your Stamina**

It is difficult to face the crushing waves of today's competition if you are not able to endure long hours of work and frustrating circumstances. It is called stamina. Stamina can be increased or maintained at any age.

A fighter in life needs to be physically fit. Therefore, we must take exercise that is suitable to our physical state and in which we can take interest. Eat for health not for taste. Then you will be able to keep the diseases away, increase your lifespan, and most of all become free from unnecessary physical suffering and medical bills. You must do a lot of work every day to increase your working capacity. The more you work, the more stamina you gain.

❖ **How to Be Immune to Criticism**

The most difficult part of a life of struggle is to face criticism. If you want to progress and experiment with new methods you will be criticised at every step, even by your friends and family members. Sometimes the power of criticism is so massive that it can tear away the confidence of many a personalities. To become immune to criticism, first define your aims clearly and then increase your determination by daily dose of affirmations (confirming your aims and saying something positive about you before sleeping).

❖ **Role of Social Forces**

Social forces play an important role in the progress of a person. Great people who rise to high places in business and politics definitely know the art of using these forces to their advantage. Only talent can't help you to win the battle in life.

You must be shrewd enough to use those forces in the society that can make or mar your career. These forces are: your family, your friends, the people of the area you live in and those power circles which throw hurdles whenever you want to move ahead. Most of these social forces are insensitive, ruthless and have enough powers to swallow your very existence.

Most of them are blind to your compassion or the angel in your heart. If you can't learn the art of dealing with these forces your talent is worth a dime, you don't need to be proud of it. It is difficult to explain the art in words in a short space. Then what should a person do to take the advantages of those forces that can crush a brilliant personality in the beginning of the race? **These social forces are like a fire. Use them cautiously or they may burn your wings.**

The brief advice to deal with these forces: first, understand the power of these forces, and you solve half of the problem. Then learn to keep patience and analyse these forces with the mind of a student. When you understand them you will know how to deal with them. You definitely need to control your passion and reaction. If you try to clash with these forces like a bull, you may ruin your chance of winning. So, deal with them tactfully and diplomatically. Every person develops his or her own art gradually.

❖ **Battling With Opposition**

Don't allow hurdles, setbacks, or opposition to engulf your personality and suck your life out of your body. Society tries its best to make you live according to its mould whether you like it or not. If you want to become different, you are attacked. And a human being is bound to react. If the reaction is negative it is the end of his dreams and career. If he decides to battle with determination he will survive and gain power. **So if you want to progress in life don't seek mercy, don't be a beggar, become a warrior to achieve your goals. You will rise like a shining star.**



4. FACING AN INTERVIEW BOARD SUCCESSFULLY

Interview is a door that can lead to a very successful career, but to cross this door you need to learn the art by taking a few steps.

Previously, the dream of every young Indian man was to find a good placement in foreign country. But now, with the awareness of changing industrial scenario and global reach of internet, job opportunities are arising fast in every corner of the world. Anyone can see mushrooming call-centers and offices of multinationals. Everyday, new institutes are opening to prepare aspiring young men and women for lucrative jobs in the public and private sectors. Interview for an anticipated post has become a very important step in the professional life of a young person. Despite trying their best for this crucial moment, things go wrong for most of the candidates.

Sometimes it is difficult to digest the fact that even very capable people fail in interviews only because they lack knowledge of basic concepts, and the art of success which help them to swim through the tides successfully.

✧ **What the Tools Are**

Without good tools you can't give a good shape to any object. Similarly you must be equipped with the necessary tools for shaping up your success story in the job-market.

Most of the people think that their capability and experience are enough to help them face any interview board successfully. They forget that at an interview they have to face people with throbbing hearts, emotions and impulses. In fact they are not ruthless or monotonous machines which just read your papers and testimonials and push you ahead to take charge of a responsible job. Many factors influence these human beings apart from your abilities related to your job.

❖ **Basic Preparation**

Don't bang your head with an interview board like an enthusiastic teenager (they have a passion for driving fast bikes mindlessly and get bruises). Keep your mind cool and prepare well. Refresh your general knowledge and rehearse answering the expected questions. Arrange your certificates properly in an attractive folder. Avoid taking irrelevant documents. You generally need: copies of your educational and experience certificates, resume/CV, application (sent to the company). Be sure you fulfil the requirements mentioned in the job advertisements of the company otherwise you may become a laughing stock as soon as your folder is examined. Never push your folder for the perusal of the board until it is demanded.

Don't forget to pray to God for success before leaving for an interview. It will definitely boost your confidence. Take light breakfast/meals as it will keep your mind light and you will feel less nervous. **A heavy stomach can cloud your mind, leading to nervousness or sluggishness.**

❖ **Be Well-Dressed**

Wear a jacket, ride your bike, and appear before the board, like your favorite hero but you will end up becoming a villain. Although this may be the right step for many to attract the attention of some people but you need a formal dress to woo the board. You must feel comfortable and confident in your dress. It should be clean and well-ironed. Avoid gaudy or bright-colored suits. You have to wear a moderate dress according to the occasion. Polish your shoes and get a proper haircut, if needed.

❖ **Controlling Nervousness**

Nervousness is normal. Even the best of orators, businessmen or politicians used to get nervous. So there is nothing extraordinary about your nervousness. Moreover, you can control it easily. In fact, nervousness is a form of stored mental energy. The best solution is to use it positively: **1. Concentrate in preparing, 2. Shine your personality (good dress, shoes, haircut etc.), 3. Eat light food, 4. Pray to god, 5. Act confidently**, even if you feel a lack of confidence. It is a psychological fact that we become what we think. So have courage as you have all the positive heat to melt away your nervousness successfully.

To control your nervousness, it is also necessary to reach at the place of interview at least 20 minutes before. Take coffee or cold drink and lift up your mood. Talk to the receptionist and other candidates. Creating a friendly atmosphere will help you gain confidence. When your name is called, enter with a light smile and greet the interviewers. Don't sit down until you are asked to, and do say 'thanks' when you are offered a seat or asked to sit down. Relax and breathe deeply as you need a little more oxygen at this stage. However, you will be normal soon.

❖ **Speak Well**

A candidate must have command over language, correct pronunciation and a good store of vocabulary. His sentence-making should be grammatically correct. Answer should be in brief and to the point. Lack of fluency, bad grammar, incorrect pronunciation or answering in a hurry without listening to the board properly can surely land you in trouble. Such candidates never get good posts in big companies. Join a good institute to improve your pronunciation, sentence-making and fluency.

❖ **Expected Questions**

Interview is basically a series of questions asked from the interviewee to test his ability, wisdom and personality. (Interview-boards of many big companies also have an expert who can understand human psychology, and who is capable enough to read the mind of a candidate by studying his body language).

We can divide the expected questions in three categories:

- 1. Questions related to personal information of the candidate (family background, interests, education, experience etc.);**
- 2. Questions related to knowledge about the work that the candidate will be responsible for in the company;**
- 3. Questions to check the personality of a person – his nature, ideology, decision-making and problem-solving ability etc.**

Companies may have different set of questions according to their work culture. However, most of the questions are related to the categories of the questions mentioned above. Some irrational questions are also asked by certain interview boards. Don't panic in such a situation. Maintain your self-confidence and answer in a simple and straightforward way. Interview board may be checking your psychological structure. If you get irritated or try to be over smart you will definitely be discarded from the list of expected winners.

❖ **What to Tell About You**

Many interview boards ask this question: Tell us about yourself. And most candidates are unaware how to answer this question and how much to speak. Many may say: I am..., I was born and raised at..., I completed my graduation from..., my strengths are..., my goals are...etc. There are recruiters who ask more pointed question: What do your parents do, what is your educational qualification, how much experience do you have etc. it is relatively easy to answer such type of questions. When you are asked 'tell us/me about yourself' focus on your academic achievements and experience. Also tell about your other achievement or traits which may have an impact on the board or may be helpful for the company.

A model answer: *I am a graduate of Delhi University. I completed my post graduate diploma in Marketing from YMCA. I worked in ABC International for three years as Marketing Executive. I was able to motivate my team in such a way that we mostly achieved our targets before the deadline. I always want to contribute something more for the company I am employed by.*

❖ Don't Be Clever

Many candidates try to act cleverly to show their intelligence but it always misfires. Remember that every company needs sincere and hard-working employees. **Clever cats are kept at a distance.** Listen to the board members carefully. Whenever a question is asked from you answer in brief. If you don't understand a question ask the board politely to repeat it. Talk like you are obeying your seniors, giving them all the respect.

❖ Improve your body language

The importance of body language is yet to be fully recognized. Sometimes body language of a candidate even proves to be more impressive than his or her ability. It will solve this puzzle of your mind - why some candidates are selected although they are less capable than others in every way. If your body language is negative it will create an artificial distance between you and the interview board. The board will be confused and unable to judge your abilities. A good body language conveys your confidence to the board members, assuring and convincing them about your ability. They think you will learn quickly even if you are less capable at the time.

Your good dress, smile, confidence and good manners convey a language, which affects the interview board greatly. Don't sit on the chair like a hard rock. Sit comfortably, ready to face the bombardment of questions. If you panic at the salvo of questions, you will end up losing the game. Instead, feel relaxed and think that you are here to gain experience. Like a shower it will cool your nerves. Keep your document folder on your lap. Look straight at the interview board. Don't hold a pen or key in your hands. Avoid scratching parts of your body like a fool. Don't touch your hair, nose or shirt's button again and again. You will sail through any interview with ease.

Now you are armed with the basic knowledge and definitely ready to face any interview board. Such experiences will hone your art of communication and you will be able to secure a respectable job in a reputable company.



5. HOW TO GET JOB IN A BIG COMPANY

By improving your personality and getting information you can get any job you want in a big or multi-national company.

Most people of the modern world go for those things which can pass their three-point criteria: 1. quality, 2. attractive packaging, and 3. good marketing. Similarly your talent won't get its deserved place in this world until you project and market yourself in a way that can impress others. Most of the young people fail at this front and as a consequence they are unable to rise up in the career ladder. Unrecognized by the world, they are often forced to live an ordinary life. So it is time to wake up and prepare yourself for the challenges of the new world.

1. Gain Confidence

Millions of young people fail in interviews every year and the single most important factor behind their failure is – lack of confidence. This problem may generate due to many reasons: **1.** A person may not be well-prepared, **2.** He may not have a good dress to wear, **3.** He may be lacking communication skills, **4.** He may not be having necessary job skills, **5.** He may be having a negative self-image. There may be one or more reasons behind the lack of confidence of a person but the biggest reason is a negative self-image.

One of the greatest American writer and personality development instructor Norman Vincent Peale said - *'The single greatest discovery of my life, outside of my relationship with God, has been the understanding that when you think in negative terms you will get negative results, and when you think in positive terms, you will get positive results.'* Therefore the first step to improve your self-image and gain confidence is to think in positive terms. Thinking in a positive way is actually a habit that one has to develop with constant practice. Even if you are feeling very frustrated force yourself to think that something positive will happen.

Before sleeping always see yourself preparing well for a forthcoming interview and getting a good job. Do this exercise for five to ten minutes every day till you get a good job? You will start getting a better and positive self-image soon. A positive self-image fills you with confidence. Such a person is always hopeful and get good results in life. Such candidates mostly get success in interviews too. (Read chapter: *Change Your Self-image and Get a Midas Touch*)

2. Wear a Good Dress

Good dress and confident attitude of a person have become the new trademark in modern corporate culture. A carefree attitude towards one's dress has become the thing of the past. A well-dressed person looks more smart and confident. A good dress is a positive stimulus for the wearer. It gives a positive boost to his self-image. And it always has a positive impression on the interview board. Irrespective of how talented a person may be, he won't be selected by the board if he or she is sloppy in dress sense. Dress professionally according to the demand of the job.

3. Get a Good Physique

A healthy body and smart look are absolutely essential to get a good job. And a regular schedule of exercise is necessary to get it. Exercise keeps you refreshed and energized. You can take exercise either at home or join a local gym. Around 30 to 60 minutes exercise five days a week is enough for you. Exercise also melts the mounds of strains in your mind and helps the muscles of your face to relax. If you are

able to go a park it will be more beneficial. Fresh morning air of a green area is good for both your mind and body.

4. Improve Communication Skills

Good communication skills add soul to the personality of a person. If you have a group of intelligent friends or family members your communication skills improve in a natural way otherwise you need to join a good institute. You should not only be able to speak fluently but with accuracy also. Grammatical mistakes can cause embarrassing situations for any one. You will leave a bad impression on the people as well as on the interview board.

5. Write a Good Resume & Cover Letter

One small problem in a vehicle causes headache and mars the joy of journey. Similarly one drawback may cost you a good job. Your resume and cover letter must be typed attractively. Take the help of an experienced person or your training centre to prepare them. Here are some points to remember:

- a. Use A4 size good quality print paper.
- b. Cover Letter should be of one page only. It is mostly in three paragraphs. Write short and impressive sentences. First paragraph should contain the reference to the advertisement or the vacant post and second paragraph should include description of your skills sets that fulfill the job requirements. Last paragraph should reflect your confidence in your ability and your interest in serving the company. Details should be avoided either in Cover Letter or Resume.
- c. Resume may be of one or two pages. You must mention your address, e-mail address, phone numbers, date of birth, academic and professional qualifications, experience, and the awards or medals you have received.
- d. Use point 12 if it is Times New Roman font and point 10 if it is Arial. Keep the font of your name several points larger so that it stands out.

- e. Get prints in black ink. You may give a touch of blue or green to make attractive. But never use any other ink.
- f. Don't use any clip art or design. Keep both Cover Letter and Resume simple and legible.
- g. Make sure that there are no grammatical or spelling errors.

6. How to Get an Interview Call

To get an interview call you have to enter the job market to hunt for a job. And you must be prepared to work hard for it. Hard work generates opportunities. Get an attractive visiting card printed. In your job search it will not be easy or practical to hand over your resume to every person you meet. But it is convenient to give your visiting card. Sometimes even your friends don't know about your skills or qualifications properly. Mention your name, address, e-mail, phone numbers, qualifications and skills in the card. Several good job offers may land in your pocket through friends, relatives or neighbors. They may refer any good opening to you. This is one of the several steps you have to take to get interview calls. Other steps are:

- a. Read opportunities columns in various newspapers carefully. There are also walk-in interview calls in several advertisements. Just visit the company on the mentioned date and appear for an interview. Also look for vacancy advertisements in special career supplements of a newspaper (which are published every week with the main newspaper).
- b. Browse through other employment newspapers. Many magazines also publish job advertisements.
- c. You may contact reputed placement agencies. But here you have to be very cautious. Many agencies extort money and you never get a good job. When there is a good job offer through them they charge a big amount of money.
- d. There are many websites helping both job seekers and job providers. You can definitely take their help. But be careful not to get in a trap. Never shell out any amount of money to find a job.

- e. Many companies don't advertise if they have limited vacancies. They get the vacancies filled by telling it to their employees or other acquaintances. So whoever we meet we must let that person know about our job requirement. Many offers may land this way.
- f. If you have a dream to work with some particular companies, post your resume to them every two months. Whenever there is a vacancy you may also be contacted.

7. Face to Face With the Board

The most important moments are when you are grilled by an interview board to test your ability or job skills. Sometimes there are even two or three interviews by different boards on a single day before you are selected. Big companies thoroughly test your skills. Have some interview practice at a training institute and with your friends. And keep in mind the following points:

- a. Reach the interview location 15 to 20 minutes earlier. Spend some time relaxing – have a cold drink or coffee if there is a canteen nearby or just have simple chat with other candidates.
- b. Think that you are there to gain experience and you won't bother whether you are selected or not.
- c. While facing an interview board, sit straight, with your hands in your lap.
- d. When the board asks questions make eye contact and listen attentively. Don't answer in a hurry. Take your time, think and answer easily and politely making an occasional eye contact. Be honest and straightforward.
- e. Never confront the board even if you get disturbed at any irrational question. Answer politely. The board may be testing your patience.
- f. If there is an opportunity show your interest in serving the company dedicatedly with a willingness to learn.
- g. As soon as you reach home write a thank you letter or an email to the interview board. Do mention the post you were interviewed

for. Show your interest in the company again. Don't forget to admire the board for its wisdom.

You may not get a good job after your first interview. You may have to send dozens of resumes and go through several interviews. If you remain persistent and confident you will definitely be awarded with a dream job. One of the greatest Indian industrialists said, ***'Hope is your most powerful weapon, self-confidence your greatest asset.'***



6. ONLY YOU CAN MAKE YOURSELF LUCKY

Your luck is not on the lines of your hand. It is in your thinking pattern. And you can make yourself lucky whenever you want.

Even in this modern and scientific world, most of the people (both educated and uneducated) run to religious places, saints, astrologers, palmists, numerologists or tantriks just to become more lucky or to improve their star power. Few people go to a religious place or a saint for mental peace. Most of them want materialistic or political gains. They rarely seek for those gurus or guides who can teach them the real art of living.

❖ **They Drag You into Their Net**

Struggle for survival in this competitive world is not easy. Competitions and daily problems compel a person to improve his or her luck. Rich or successful persons are considered lucky. People think if they have luck on their side they can be successful in any field even if they don't work hard. And if stars are against them then it will not be easy to succeed; any amount of hard work will prove fruitless. Actually it is sheer escapism.

People sitting at luck-repair shops may fool you with their phony quick-fix methods. They mostly drag you in their net and loot your money.

❖ **Change Your Thinking**

Despite rapid economic development in the last few decades it is a bitter fact that the largest number of the poor still live in India. Luck providing places, saints, astrologers, palmists or numerologists could not make this country rich and powerful. They couldn't save the people from becoming slave to foreign powers. In case we want to make our country wealthy and strong we must change our thinking first. We become what we think. As soon as you develop the habit of thinking positively the stars will start turning in your favour. In brief, if you are determined to change your thinking you can change your luck.

❖ **Role of Your Luck**

Almost all the success consultants in the world have found in their research that luck plays only 10% role in your success (and you can't purchase it from any phony saint or *tantrik*). Your hard work, experience and common sense have 90% role to play. This is also the opinion of most of the business consultants in the world.

So how can you be unlucky? Actually, you are lucky every day. Every hour of this world is full of opportunities. If you seize them with your hard work and common sense you become lucky again and again. On the other hand if you let them pass you are unlucky most of the time – you fail in business – you blame yourself – you curse your luck.

❖ **Seize the Opportunity**

Luck favours only those people who are ready to seize the opportunity whenever it arises (and they are trained enough to get benefited by it). Once a businessman asked me the formula for success. He was in distress, he had a firm belief that he was unlucky. When I advised him to work harder he told that he was already working 11-12 hours a day. After some questioning I explained to him that his basic problems were **'lack of determination to seize the small daily opportunities, and negative thinking.'** I gave him the solution that he applied diligently and soon he started getting success.

❖ **Luck is in Your Mind**

God has planted a luck manufacturing machine in your own mind so that you can create your own luck. Realise it and learn to operate it. Work day and night and manufacture as much as you want. Never say that you are unlucky. Say again and again that you are lucky and you will get success. As soon as your psychology is positive and you start seizing small daily opportunities you become lucky. Now you have to take one more solid step.

❖ **Pray to God Every Day**

If God is not happy with you, no saint, astrologer or *tantrik* can help you. So it is better to pray to God directly and ask for his help to improve your luck. Pray to him daily to make you lucky and successful. Never quit prayers even if you don't get any result soon. Keep patience and continue doing your prayers faithfully. God, one day, will definitely shower His blessings upon you. And luck will start favouring you.



SECTION-III
NOTHING CAN
STOP YOU FROM
BIG SUCCESS

1. SELF-CONFIDENCE AND THE WAYS TO ATTAIN IT

Self-confidence is as important in your life to succeed as battery in a vehicle. Lack of self-confidence is equal to failure.

Whether you have to appear for an interview, do business or run a popular website, you need to be confident in your ability. Lack of confidence can be the biggest handicap for a person. Physical handicap is never a hurdle on your way to progress but lack of confidence definitely is. It is almost impossible to succeed without self-confidence.

Sophia Loren said: *“Getting ahead in a difficult profession requires avid faith in yourself. That is why some people with mediocre talent, but with great inner drive, go so much further than people with vastly superior talent.”* It is the truth that reveals the reason behind so many people getting more success although they may be inferior in talent than you.

Actually a man with confidence is able to communicate more powerfully with simple sentences. Confidence generates a sort of magnet in his simple words. Their enthusiastic communication touches the heart of readers who come back to read more of their writings. This is reason the why confident individuals are generally successful in running business or getting good jobs.

Another benefit of self-confidence is that it draws friends to you – both male and female. A confident person is always successful in

dating too. In ancient times although the means of communication and transport were few and very slow yet the religions spread at astonishing speed to far-off corners of the world. It was the miracle of the law of faith. A religion always demands unquestioning and committed faith in Guru and God. The whole energy of the followers is expected to nurture the grand tree of religion. Even in modern world see the new religious gurus. They are very successful although your children may be having more talent.

Absolute faith transforms your mind and body into a powerful magnet. It attracts the desired object towards you. And consequently you become more successful. It is wisely said that '**faith can conquer the world.**'

Any person can attain self-confidence by following a few simple steps.

✧ **I Can Do It**

The best words to gain confidence are very simple: **I can do it!** Repeat these words as often as you can. Whenever you feel unable to do a particular work say to yourself: **I can do it.** Close the windows and doors of your room and shout: I can do it. Go to a lonely area and shout: **I can do it.** This process will change your mental programming slowly but surely and gradually fill confidence in you.

✧ **To Conquer Fear Try It Again**

If you have a fear of driving the only solution is to practice driving more and more. If you fear of speaking English in front of others you just need to speak more and more. Start from your family members and friends. In the beginning speak a few sentences then try to speak more. In case you hesitate to assert yourself, you can overcome it by trying again and again. Just repeating the action will help you to gain confidence to do the task in a better way.

✧ **Gain Knowledge**

Sometimes people lack confidence because they lack knowledge. In such a case get knowledge. Read books, newspapers or magazines.

Get training from an institute. Discuss with others. When you have knowledge about a subject or work you feel more confident.

❖ **Imagine You Are Succeeding**

The next logical step to gain self-confidence is to imagine that you are confident and succeeding. Do this exercise of imagining twice a day. (Read Chapter on Self-Image to learn more).

❖ **Act Like A Confident Person**

Famous psychologist William James advocated the principle of acting. Even if you don't have any confidence in you try to act daily that you are having it. You have to do it intentionally. Stand in front of a mirror and replace your gestures into the gestures of a very confident person. Intentionally and firmly fill the feeling of confidence in you. Try to act confidently for some time.

Follow the above suggestions till you become really very confident, and start gaining success in life. After that your subconscious mind will take charge and do the work of strengthening your new programming of gaining self-confidence.

'Self-confidence is the first requisite to great undertakings.'

– Samuel Johnson



2. BASICS OF SUCCESS PHILOSOPHY

Everybody can successfully operate a computer when it is learnt properly. In the same way you can succeed in life when you learn the philosophy of success.

A lot of research work has been done in America on the secrets of success in life for the past hundred years. It helped the youth of America to become success-conscious. It developed their self-image and brain to such an extent that America became the most powerful country in the world. India may be having vast sea of talent compared to America but Indians lagged behind due to the lack of success-consciousness. Actually this consciousness started developing in India only after the beginning of new millennium.

❖ **Young Men Are Ready Now**

Now Indian young persons have developed a hunger for a career or a very successful life. They need guidance, the counselors or the teachers who can tell them how to develop their personality, how to become more competitive. Did you imagine a young man educated in an Indian university getting 40 or 50 thousands a month as starting salary before the onset of the new millennium? An MBA from IIM can easily get an annual salary of a million rupees or more. Now you can see our young men flashing latest mobiles, bikes and cars almost everywhere in India. The revolution came in the last 2 decades. India is on the verge of a big revolution and the people of this country are ready to embark on it.

Success techniques have acquired the status of science now. Like the laws of science, success has its own laws, and anybody can get success in life by following those laws. Moreover the man is known for his ability to get victory over tough circumstances. With zeal and hard work a man is able to break the obstacles of hard mountains and creates new roads leading to the destination of good luck and successful life.

❖ Dream Success

A very old proverb says: *Without a vision people perish*. It means no progress in life is possible without visualizing or dreaming about it. First we dream then we achieve. Dreaming definitely plays a very important role in the success story of a person. **Dreams are like seeds. We sow them to get a rich harvest.** Master creation is possible only when we draw the complete picture in our imagination or on a paper. How can a person make a good movie without a good story and a screenplay? How can an artist draw a masterpiece without having a clear concept and vision in his mind? Without dreaming or imagination a human can't live better than an animal. **Great builders in any field are also great dreamers. First they draw the blueprint of a creation in their mind and then they make an action plan to give it a practical shape.**

Without making a good product in the workshop of your mind it is almost impossible to give it a good shape in the workshop of this earth. Our mind's unique power of dreaming or forming images has been the base of great inventions, marvelous railway and air networks, superfast computers, magic mobile phones and uncountable other products which have given a new meaning and shape to the life of the people of this planet.

Behind very strong creation there is a strong dream. What our mind thinks passionately and forcefully, God helps us to realize it practically. Great writer and philosopher George Bernard Shaw said, *'Imagination is the beginning of creation. You imagine what you desire, you will what you imagine and at last you create what you will.'*

✧ Keep High Ambition

What will you achieve in life if you don't have any ambition? If we don't want to live an ordinary life we should have a big aim. Minds of big personalities are not made by God in a special laboratory. Their minds are like other common people. The only difference is that they set some goals for them and they are ready to sacrifice anything to achieve them.

In Arabic there is a proverb that means: *the hawk developed wings as result of its ambition to soar*. Human civilization in history developed only due to the high ambition of men. Without ambition, man would not have made such a progress. *God has not made man to lead an aimless life*. Therefore we must have an aim and work hard to achieve it. Only then our life will have some meaning.

✧ Fruits of Hard Labour

The seeds of your dreams will never bear fruits of achievement without irrigation, fertilization and weeding. So, without hard work we cannot get any harvest or success in life. We must invest minimum 8 hours everyday to get satisfactory result. Many big personalities even work for more than 12 hours daily. The more we work and practice, the more chances we create to hit our target. Great scientist Thomas Alva Edison believed that 90% success in life depends on our hard work. US Supreme Court Justice Charles Evans Hughes said, *'I believe in work, hard work, and long hours of work. Men do not breakdown from overwork but from worry.'*

Many people do complain that in spite of hard work they don't get success in life. There are three reasons: **1.** They work hard without any aim, **2.** They work hard without using common sense, **3.** They fail to follow the law of persistence. Consequently their hard work is often unable to bear sweet fruits.

✧ Persistence

Never accept failure and try again and again – we have been filling it in the minds of people for centuries by giving examples of King Bruce. He took the lesson of persistence from a tiny spider. After losing a battle, he was hiding in a cave. His hope of re-gaining his

kingdom was shattered. Then he saw a spider trying to climb on a wall. The spider tried many times and failed. But it continued trying and at last succeeded. The king learnt a lesson from it and decided to fight for his kingdom till he got it back. And he succeeded.

History is full of examples with amazing feats of great men who struggled hard in their lives, challenged the obstacles and ultimately got success. Mahatma Gandhi, the personality of the millennium, was a very ordinary person. When he was young, his legs shivered even if he had to speak a few lines before a gathering of half a dozen persons. But most Indians are still unaware about his biggest trait that transformed his personality from a molehill to a massive mountain – persistence. **Persistence helped him develop into a marvelous international personality** – a great leader who challenged the mighty British Empire. The actor of the millennium Amitabh Bachchan had to fight against the heavy odds before he could carve a niche for himself in Indian film industry. His failures proved stepping stones to super stardom only because he was persistent. Chanakya, a great nationalist and kingmaker, was severely humiliated in the society. Then he plunged into a bitter and hard struggle of making India a great country. We know that the greatest scientist of the world Edison failed 1000 times before he was able to invent an electric bulb. He had two wonderful companions with him – determination and persistence.

Abraham Lincoln, former president of the USA and one of the greatest men in history, abolished slavery from his country. From an ordinary village boy he rose to the position of President by dint of his hard work and persistence. He never knelt down before adverse circumstances. English novelist John Creasey got an incredible 753 rejection slips before an editor decided to publish his creation. And he wrote mind-boggling 564 books in his life. Actually innumerable examples can be given from history of mankind – history of unshakeable confidence and enthusiasm.

❖ **What is Your Remarkable Talent?**

One of the biggest secrets of success lies in recognizing your unique quality and developing it with persistence hard work.

Many unfortunate men and women are unable to know about their unique talent that remains dormant in their minds till the end of their life. So a person has to try hard to search for that remarkable talent which is lying hidden in his or her mind. That tiny seed has the capacity to grow into a massive tree if it is nurtured wisely and carefully. **Maximum evolution and progress take place only when a man firmly aspires for some high goals with the devotion of a true saint.** And the real goal is mostly related to the unique quality that a particular man possesses.

Many persons are unable to develop their unique talent as they are compelled to do a job or business that earns their daily bread and butter for them. But hope is always there for everybody. Such persons can devote only a few hours every week on the work they like to do. When they develop their talent and become expert in that work they should think how that work can bring money for them. After that, life will seem happier to them.

❖ Do it Today Policy

'If you want to achieve excellence, you can get there today. From this moment, quit doing less-than-excellent work.' These words were said by Thomas J. Watson the businessman who built the largest company in the world in his time – IBM. The policy of 'do it today' is essential to complete your work in time-limit. Now your first work in the morning must be to plan your day. You should decide – what to do today. Make a list (write important tasks first). Then start working. If you have employees delegate as much responsibility as you can. Your aim must be to achieve the maximum of your capacity that day. This simple but very powerful policy will do miracle.

'One today is worth two tomorrow; never leave that till tomorrow which you can do today.' – Benjamin Franklin



3. SEVEN STEPS TO SUCCEED IN BUSINESS

In the modern world of fierce competition only those persons or companies survive who know the great science of success in business.

Liberal economic policies of modern world are generating extremely tough competition from all sides. Even the developed countries are finding it difficult to survive successfully in the thick jungle of modern business. New businessmen definitely need an elementary knowledge of some traits to carve out a niche for themselves. Mainly, there are seven traits which help a businessman to fight his daily battles confidently, and hit the targets.

1. Use Common Sense

Common sense means the ability of a person to make the right judgments on the happenings he encounters in his daily life. Research by one of the biggest business magazines Forbes has shown that it is the foundation of the edifice of any successful venture. Your common sense allows you to understand the root of a problem and provides you with ideas to solve it. A good common sense develops with the help of your acquired knowledge and experience of life. Strugglers always have better common sense than those born with silver spoons who get every facility of life in a golden plate. Problems and struggles sharpen the brain of a person and develop his confidence.

2. Have Self Confidence

Self-confidence is the key to success in any field. It is like the lamp of Aladdin that helps you to surmount any trouble that comes to frustrate you in your day-to-day fight. A self-confident entrepreneur is ready to take challenges and take quick decisions in difficult times. People lacking self-confidence can rarely succeed in any venture. About 50 percent entrepreneurs abandon their struggle to succeed because they lack confidence in their abilities or winning potential. Self-confidence is a trait that can be gained by self-suggestion or affirmation, knowledge and honing your skills in the profession or trade you are venturing in.

3. Acquire Skills

How can anyone expect to win a boxing bout without preparing for it? A hero may pulp down a trained opponent with the shower of his punches in a movie, but in real life a novice will start bleeding and leave the ring after a couple of rounds. In a similar way it is easier to enter the ring of business world than to survive the long and bitter fight. This world is albeit more difficult because you have to face not one but scores of opponents – financial troubles, criticism, competitors, sharks of daily crisis etc. So to get victory you need to acquire adequate knowledge, proper training, and necessary skills. Till you have all these, don't dare to enter the business ring.

4. Be Innovative

Every great businessman is innovative like a scientist. He keeps churning out new solutions to the problems and finds different ways to get the things done and move faster. Hard-headed businessmen who want to do things with the same orthodox approach may be able to earn good bread and butter but rarely achieve any remarkable success. Today's entrepreneurs need a very creative thinking in everything they do – making plan, launching a new product, marketing campaign, decision-making, management or public relations. Sometimes, one new idea or innovative step becomes a Midas touch for your venture. You can have ample proof of it by reading the success stories of Apple, Amazon, Microsoft, Oracle, Reliance, Infosys, Walmart, MacDonald's, Nike etc.

5. Adopt Proactiveness

Politicians often adopt the strategy of blame-game to get public attention and divert the course of action of their opponents. But it proves suicidal in your way to become a successful entrepreneur. That's the main reason why almost all the politicians fail when they try to venture or invest in business. Successful entrepreneurs never hold others responsible for any failure. They neither indulge in criticism nor get affected by it. Depending on their own resources and capabilities, they adopt a very proactive approach. They know that success or failure solely depends on the decisions they take, the moves they choose, or the policies they make. Therefore, instead of wasting their time in criticism or blame-game, they think positive and keep their team enthusiastic, and even try to win the cooperation of their opponents.

6. Get things done

Successful entrepreneurs are also very different in one more approach to success. Instead of wasting their energy in petty maneuvering or politicking they believe in hard work, persistence and self-discipline. Without having this approach no one has ever achieved goals or enjoyed lasting success till date. The person who develops the ability to get the necessary things done without any hesitation can never be doomed to failure. And he also bounces back quickly from temporary failures. Such entrepreneurs prefer work to leisure and they are always ready to take up a boring job for the benefit of their business rather than indulging in fun providing activities like common men (watching their favorite TV serials or movies, turning over the pages of fun magazines, relishing dishes or commentaries of games etc.). When most people are at home or with their friends to have fun of burning money and time, the entrepreneurs may be sweating it out to get the necessary things done. Their work is their real fun and relaxation.

7. Be a Good Captain

Every successful entrepreneur actually has two families – one at home and the other at the working place. Employees are like family members for them.

An entrepreneur is a friendly and motivating captain of his team who shares the joy and sorrows of team members. He knows how to keep his team always in high spirits and leads it to victory. He is aware of the fact that different members have different roles to play and only their joint efforts can achieve goals or clinch a victory. Ignored or untrained members in the team can cause problems, or dampen the team spirit which is so essential to win the game of business.



4. DISORGANISATION IS YOUR BIGGEST ENEMY

Most people are unable to understand that disorganisation is playing a major role behind their failure.

Many persons are not even aware of which direction they are moving in and how much time it will take to reach the destination. They don't have a sense of the right direction. They have goals, the resources and want to progress in life. Unfortunately, lack of organization fails them, more often at critical junctures.

If you are well-organised the tide of a problem can push you to a new opportunity instead of a failure. Like a master chess player, you are able to organize your steps in life in such a way that can lead you to success. A disorganized army can't win, be it a chess board or a real battlefield.

1. Introspect Regularly

It is necessary to introspect on a regular basis if you really want to do something worthwhile in your life. It helps you to know yourself, your aim, your strengths, your weaknesses and your circumstances in a better way. All the great or successful persons have this habit. You must spare at least one hour every month to examine your progress in life.

Answer these questions:

- a. What are your goals in life?
- b. What are you able to give in return to achieve those goals?
- c. Are you doing something everyday to fulfill your dreams?
- d. How much time did you waste last month?
- e. What are you going to do to plug the wastage of time?
- f. What improvement do you need to move faster towards your goals?
- g. How much time will you spare in the coming month to study more in the field of your interest?

Without habit of introspection, you may lose track in your life.

2. Time Management

It was wisely said by Herbert Spencer, *'Time which a man is always trying to kill ends in killing him.'* It is true. Time Management is as crucial to your victory as oxygen to your life. The more you waste it the more you move away from success. While observing any successful or rising person you will come to know how they are able to achieve what they plan. Their days, hours and even minutes are devoted to a certain task. They use their time like hard-earned money. Wasting it means inviting a miserable future. So the better you use your time, the more money or success you get in life.

Divide your time in blocks – hours and minutes. A time block means a group of hours or minutes. Time blocks are formed when you do certain tasks at fixed times – sleeping, bathing, eating, exercise, getting ready, service (where you are asked to do work). When you prepare a 'To-Do list' daily you need not write those time-blocks. You have to divide the remaining period of the day into hours. And hours can further be divided into minutes. Before going to bed at night or as soon as you reach your working place (reach 15 minutes early) prepare a 'To-Do list' – it is a list of the tasks you have to do that day. Allot time and approximate period for a certain task. Try your best to complete maximum tasks in a day. If you are unable to complete several tasks on that day, do those tasks the next day.

You must try your best to stick to daily 'To-Do list' otherwise you may not be able to achieve your goals in life.

3. Control Your Mood

A person who is a mere slave of his or her mood is worse than an animal. Without discipline, it is impossible to meet deadlines or work efficiently for months or years. The person who want to do everything according to their mood bring total disorganization in their life. It becomes very difficult for such people to get success. Like teenagers now and then we may do certain tasks according to our mood to get some fun, but most of the time we need strict discipline to move faster towards our aim.

4. Cut Down the Time Killers

You are unable to enjoy life fully, and complete several tasks if you don't cut down the time killers. Don't read unsolicited mail or messages. Attend only important telephone calls. Rest can be handled by your secretary or office assistant. Avoid gossiping. TV has become the bigger time and career killer now-a-days. Majority of the people like to spend their day glued to the TV sets whenever they find time. If you really want to do something in life then keep the monster of TV out of your room. You may use TV in case you need any important information, but never for fun or killing time.

5. Organise Your Money

Most of the financial crises in life arise due to a person's lack of interest in organizing money. Financial flow is the backbone of any commercial or non-commercial activity in our life. Neither we nor our business can survive happily if it is disturbed. Therefore, every person must spare some time every day to organize his or her finances. Actually, a good financial management helps you to become a winner in life.

If you don't have the right information of your financial flow it may land you in trouble any time. If you watch the inflow and outflow of your cash carefully you can learn to regulate it properly. If you can't keep the records then employ someone who can do it for you.

Always spend less than your income. Avoid taking loan for luxury items. Do develop a habit of saving some money every day, even if it is ten rupees only.

According to Bill Gates: ***'At the heart of most business problems are information problems, almost no one is using information well.'*** So get yourself equipped with adequate information. It will help you to organize yourself and your activities properly.



5. ACTION PLAN TO ACHIEVE YOUR GOALS

Even the most brilliant ideas won't work if you don't take any action to achieve them. You won't reach anywhere by just sitting on a boat or in a car and doing nothing.

Dreaming is the first step to create a successful career. First you dream, then you build necessary career skills with confidence. Dreams are like seeds. Even after sowing them you need to nurture them for a long time so that they may bear the fruit of success. Many people fail to achieve their goals because they sow the seed but don't have any action plan to help the seed grow into a big tree of successful career. Never forget that action is the key to the door of future.

1. Set Realistic Goals

Write your goals in your personal diary (you can also create a personal file in a computer) or on your phone. Chief goals of your life should not be more than two or three. If it is only one then it will be much easier for you to focus your whole energy on it. Too many big goals will only create confusion in your mind.

Every person needs to be realistic. Analyze everything – your personality, your circumstances, your resources, only then you will be able to set realistic goals. The goals should be in harmony with your unique talent.

Suppose you have a talent for negotiations and you set a goal to become a big engineer it will be unrealistic. Choose a goal in which you have to negotiate with others like property dealing, sale-purchase of automobiles, marketing or any other business transactions. And if you have a talent for acting or writing, you can't set a goal to become a businessman. **If you set a goal that is unsuitable to your basic personality you will always be in conflict and may not get much success.**

2. Deadline is Necessary

You must fix a deadline to complete a work or achieve a goal. Without giving deadline to a work we often scatter our energy and the work may linger on for days, months and sometimes for years. When you prepare a 'to-do list' also write a deadline with every task - definite time and date when the work is to be finished. Then try your best to complete that work before the deadline. If you are able to complete a big task before the deadline, award your efforts with a beautiful gift or tour.

3. Small Steps

Chief goal should always be divided into yearly and monthly goals. Then it should further be divided into weekly and daily tasks. Always keep in mind that small drops of water can fill a bucket. Construction of a magnificent building starts with a small brick. Take a few steps today and you will be able to cover a distance of a thousand miles.

4. Delegate

As you make progress you need other people who can share your workload. One person can't do everything. So wise delegation can make a remarkable difference between success and failure. If you can't do a certain work you should appoint a person who can do that. Rule of 'right work to right person' must be followed. Every successful person has a good team whom he delegates his work to achieve his goals.

5. Evaluate Every Week

Once a week you need to evaluate your work. Take the analysis in written – the work you did, the time you wasted, the deadlines you missed etc. It will definitely help you to improve your next working schedule.

6. Celebrate Your Success

Every achievement in life must be celebrated. Celebrate it in the way you like. Also reward yourself with a gift. When you work hard to get victory, to hit the target or to succeed in your mission you deserve to celebrate. Celebration refreshes our mind and prepares us for our next challenging job.



6. INVINCIBLE FORCE OF A GROUP

New world order is to work in a group and multiply power to face competition. Individuals rarely survive or make progress in today's new business environment.

An exhaustive research on the lives of successful and great people was conducted by various journalists, writers and many other organizations time to time to find out their secrets of success. They were amazed that most of them had vast knowledge of human nature and knew how to win the support of others. Like the best marketing managers or salesmen they were able to sell themselves to their family members, friends, and other people they needed. Most of their assistants and workers stuck to them till the end of their lives. This remarkable quality of getting along with people successfully and the art of motivating them continuously to achieve their goals separated them from others. They had good relations with their seniors as well as juniors everywhere.

In brief, they knew how to take the cooperation of other people in their advancement. And they were so sincere towards their objective that nobody felt that he or she was being used to fulfill somebody's self-interest. The dedication of the supporters was always rewarded with adequate fruits which they wouldn't have been able to get in any other organization or company. With determination, vision and applying new business ideas, an ordinary man Dhirubhai Ambani wrote one of the biggest success stories in the corporate world.

Once when a journalist asked him the secret of his success he stated, '*one must have ambition and one must understand the minds of men.*' Ambani knew how to combine talents into an invincible team and motivate it to hit targets faster than others.

❖ **Combine and Win**

Previously there were so many one-man shows and individual success stories. But now you have entered an era of new unions – the new business slogan: **If you combine, you win, if you divide, you blow up.** Individual forces find it very difficult to survive in this new world of stiff competition in every field. Even the big companies are joining their hands to stand up to the juggernauts of multinationals.

Even the Chinese opened the doors of their iron wall to survive in the vast *Kurukshetra* (battleground) of financial *Mahabharata* (battle). On this tough battle ground the wars for survival are fought daily. But here, the strategy to win is to open your hands, put a smile on your face and persuade others to join your master group. The people with shining swords or latest guns don't win the war here. But people who are sophisticated masters of human relations certainly do. They know how to win the support and assistance of others and form a magnificent combined force. And it is possible if you are ready to keep your egos aside.

❖ **First Define Your Objectives**

Nobody will go along with you if you are still in the dark about your objectives. Define and redefine your objectives on a paper till you become certain about what actually you want to do in life. Only then you will be able to form a winning group or team. Do write today what you want to become – a millionaire or billionaire, CEO of a company, marketing manager in a multinational, win a legislative or parliamentary election. Keep the paper in a file carefully, read it daily, and think again and again about the wishes of your heart. When you become certain about your objective then you need to understand that without the support of other people you can't win. There are several ways to get the support of your family members, friends, and the people with whom you are not even on talking terms today. Proceed with politeness and get the necessary assistance.

If you underestimate its value and depend only on your talent or powers you may be in trouble soon.

❖ **Art of Influencing the People**

People are so crazy to influence others for their benefit that when Dale Carnegie wrote '*How to Win Friends and Influence People*', millions of copies were sold in a few years and this one book made Carnegie a multi-millionaire. Wise persons know that influencing others is necessary to get success. The habit of antagonizing others can be your deadly enemy on the path to your goal. Riding on the power of others will lift you up and push you towards success. Therefore, shed away your pride, learn like a student and you will be well on your way to become the master of the art of influencing others.

Bill Gates joined hands with another software genius Paul Allen and both of them invited other talented young men to join their force. The case of Sabir Bhatia who started an international revolution by his free Hotmail service is still in the memory of most of the people. Under the influence of Bill Gates he sold his company to Microsoft for Rs.1500 crores a few years back and joined the talent bank of Bill Gates. One of the richest tycoons in the world today Mr. Gates (worth 90.5 billion dollars) is known to be a specialist in persuading others to join his company - result, the mammoth *Microsoft*. John D. Rockefeller became the biggest oil king of the world (in the first quarter of the previous century, worth 200 billion dollars) by forming a group of the masters of the trade. Like Bill Gates he knew how to motivate others to join his winning force.

❖ **The Best Methods to Take the Help of People**

There is no magic stick or formula to influence other people. Nobody is going to help you in your work till there is some self-interest to be seen. It is true that there are such good people in the world who just like to help and motivate others without any purpose of their own. But if you start searching for such people you may have to spend a large part of your life in finding them. Then you may be wrong in your selection. So the best way is to appease the self-interest of the people as most of them are driven with their own interests only.

By appealing to the self-interest of the people, you will invoke their keen desire to help you. They must be able to realize that by helping you they will actually be helping themselves. It means developing the art of converting your objective into others' objective. **Make people feel happy** while they help you. When they are in your association they will keep supporting your cause. **Make a person feel important.** Admire his/her psychological or physical traits. In your presence, people must feel that they very important. They are valued for their plus points. Highlight their values before others now and then. It will motivate the people to push you, to the best of their capabilities, towards success. Nobody is expert in human relation since birth. It has to be learnt gradually as your own interest in it develops. Be sure of one thing, if you want to learn this art you will certainly learn it one day. **And this will prove your most valuable asset to open the doors of success.**



7. FIVE TRAITS OF MOST SUCCESSFUL PEOPLE

Successful persons have several traits in common and if you try to develop these traits in yourself, your success chances increase too.

Long ago a wise person said, '*Life is not a bed of roses.*' If this world is tough, the business world is the toughest area – life is always full of thorns here. Predators from various sides are ready to pounce upon you and tear you apart. A bitter struggle for survival awaits the people who decide to jump into this war zone. To win your battles and become strong you have to school yourself in the harshest way. Most successful persons have several common traits. Here we are talking five of them.

1. Driving Force

First of all, you need to know the magic power of driving force. It has a magnificent winning potential in it. See any successful businessman. What impresses you about him? **It is his driving force.** He is committed. He is hell-bent to achieve something. Under certain circumstances or training, he got a psychological build up which compelled him to become a go-getter, to get success. Some of them may seem relaxed but actually they are never. For 24 hours they think about their objectives. Their will-power propels them through the most adverse circumstances.

They are always ready to take any challenge and walk on the roughest of the terrains. In brief, the driving force of a person comes out of a **determined action that is unshakable**.

2. Pleasure of Creating

Very successful businessmen are not much different from creative artists. Like artists they want to create something without the interference of others. They are innovative and often impulsive. Only an imaginative and creative force can create a business empire. Businessmen have seeds of unique tiny ideas, and nurture them with hard labour to convert them into huge trees.

3. Leadership

Businessmen don't like to work under others. It is not in their nature to tolerate authority. They have complete confidence in themselves. An autonomous life is one of their driving forces. They have to lead others to achieve goals. Like the captain of a team they need experienced and talented players (who are ready to work to the maximum of their capacity) to lead them to victory.

If a person is unable to organize talented persons or required work force how we can expect him to achieve goals. Even a genius can't get success in business unless he is able to organize and motivate the persons who can help him to get the desired results. And with dedication and diligence he learns the traits of leadership as he moves ahead in life.

4. Love of Adventure

Business is an adventurous play. Peace-loving and lazy people are bound to get immense frustration here. Today you win but tomorrow you may suffer losses. Nothing is foolproof. You often have to march on to unknown territories where you may get nasty surprises; path may be full of insurmountable hurdles. But undaunted, the businessmen continue their journey. They love such thrills and they learn to overcome the toughest of the problem. A secure job, even if it is very remunerative, bores them.

5. Desire to Become Superior

Most of these businessmen develop a strong desire to become superior to a large number of people, especially in the field of their work. They hate the idea of spending a mediocre life.

Day and night they think ideas and plan to become bigger than others, to create better than others. Complacency never hits them.



8. SLOW AND STEADY DON'T WIN THE RACE

For thousands of centuries the tortoise has been appreciated for its slow but determined movement. In modern world this strategy is no longer relevant.

The slow and steady used to win the races in the past, but in modern world they can't rule, can't achieve and can't make things happen. Mostly they are pushed aside mercilessly by those energetic gentlemen who are always ready to jump forward and hit the target. A bitter truth to swallow. But there is no other way to super success nowadays.

✧ **Speed – You Need to Master it**

Now you have entered a new world. It is a world of speed and manipulations. Speedier communication, speedier transport, speedier construction – speed everywhere. If you want to walk to your goal it will be ages before you reach there. Therefore, sit in your study room or office and think how you can do a certain task efficiently and at maximum speed. Going fast in life is also a matter of practice. You can't start running fast immediately or can't race a car at the speed of 100 km per hour on the very first day of learning. The result will definitely be disastrous. To gain mastery over speed, a person definitely needs time. And sacrificing efficiency for the sake of speed also proves counter-productive. You may stumble down any time. Work efficiently and gain mastery over speed with an attitude of tolerance and diligence – **your first lesson for super success.**

❖ Watch Out the Blocks

In real life, whenever you try to gain speed you often come across speed breakers and blocks. On the way to progress sometimes the blocks are so massive that it is very difficult to cross over. You can hit them blindly and bruise yourself. And most of the times you can't remove them yourself. Here you need the help of others. It means you must maintain contacts with those persons who can be useful to you in the time of trouble – **your second lesson for super success**. When they help you to remove the blocks, you can speed up and have a big acceleration forward.

❖ Perfect Timing

A vagabond wanted to shoot down a flying bird for his breakfast. He was a good and experienced shooter. He took aim and was ready to press the trigger but then due to sudden irritation in the eye he had to rub it for a second. Bullet roared out of the barrel of his gun but missed the target. Thus even delay of a second can cause big changes in the life of a person. Due to bad timing, strong teams have lost matches, businessmen have lost big contracts and kings have lost their empires. Sometimes, a delay can change the course of history. Success researchers have proved that bad timing is a big cause of many failures. So be careful to the timing of your action – **your third lesson for super success**.

❖ Don't Antagonise

Many people have a hidden tendency of making enemies everywhere. These enemies keep pouncing and putting new hurdles everyday. And when you are fighting constantly you rarely get time for construction or economic development. If you constantly abuse and criticize a person how can you expect him to support you for success. Whenever his time comes, he will hit you hard to avenge the insult. So what should an ambitious person do? He should motivate his juniors, praise his peers, respect his seniors and flatter the powerful – **your fourth lesson for super success**.

❖ **The Enemy Within**

You can earn money, fame or whatever you want by working hard day and night. But the most difficult part of our struggle is to fight the enemy within. The enemy may be a destructive force of any of your strong emotions (anger, jealousy etc.) or any flaw or weakness of your character. You may have got a bad habit which you are now unable to get rid of. The best of your efforts have not yielded any fruitful result. This conflict in your own mind consumes so much energy that it often becomes very difficult to achieve your goals. It is very difficult to change one's psychological structure when it has matured. So fighting will just destroy your energies. You can adopt a two-point policy to free yourself from the power-draining struggle:

1. Immediately stop fighting with your weakness.
2. Pray to God to strengthen your good points.

When you work on your good points, the grip of weak points loosens up. And it is the best way to be free from them. It will boost your energies and you can jump forward with a much better speed. **This is your fifth lesson for super success.**



9. GETTING A WINNING EDGE IN COMPETITION

Competition, competition, competition. But don't be afraid, you just need a simple edge to win over it. The bigger a competition, the better it will be.

Many business houses and vendors get trampled under ruthless competition wars. Then every step to revive them back to profitable business proves futile. Getting a winning edge over your competitors is no more an easy task. Even big business emperors never feel satisfied in their pursuit of economic lust and try every weapon in their arsenal to eliminate competition and monopolize the market. Here are some tips to face the competition:

❖ **Think Big – Gain Confidence**

If you want to remain a small fish in the business pond then you can leave everything to fate till you are able to live. But if you want to face sharks and whales of the sea you have to first change your thinking. Think big, think progress and plan to swim in a large area. By thinking big for a fairly long time your mental faculties will grow and that will help you develop combating skills and confidence. One of the most famous psychologists of the world Prof. William James wrote, *'Action seems to follow feeling, but in reality action and feeling go together, and by regulating the action, which is under the more direct control of the will, we can indirectly regulate the feeling.'*

If you think big, start acting confidently, and repeat the process again and again. You will be able to change according to your wish. Gradually, you will get more energy and confidence to face the competition.

❖ **Combat with the Best**

If you want to gain ability and prominence you must plan to compete with the best in the field. It is a difficult task and you may be lacking in resources. But the big confidence implanted in your mind will help you to get winning edges. History is filled with examples when small modernized and disciplined armies defeated very large armies. Moreover, you will soon be free from the daily headaches of small competitors emerging all around you. And the big ones don't have enough time to plan to crush down the rising stars like you. They are too busy to fight with the big ones. By using new ideas you may win your battles easily.

❖ **Victory by Excellence**

What is the secret behind the success of Apple, Google, Microsoft, Amazon, Berkshire, Samsung, Toyota, Reliance, and scores of other big companies? All of them have the 'drive for excellence'. They know well what a customer wants. A customer of modern world is ready to pay a higher price if he gets a quality product. Joy and satisfaction of a customer follow only if a product is of good quality. **Every satisfied customer proves a stepping stone to the success of a company.** Therefore, a wise businessman definitely strives for excellence. It is the biggest success mantra (secret) in today's cut-throat competitive world.

❖ **Have you an Idea?**

A brilliant idea made Coca-Cola the king of the cold drinks in America as well as in many other countries. Then a few energetic persons decided to launch a new cola drink that could challenge the mighty Coca-Cola. That was Pepsi. The task was herculean but the team was enthusiastic and determined. It had ideas. The David (Pepsi) had an excellent mixture to compete with the Goliath (Coca-Cola).

They decided to think more and more brilliant ideas to use in marketing and advertising. The path was laid with thorns of obstacles. But the team continued thinking new ideas and ultimately broke the ice. And everybody can see today the magnificent success of Pepsi.

If you are unable to think of new ideas it can be extremely difficult for you to find a winning edge in competition. A lot of ideas are needed everywhere – in manufacturing, marketing, advertising, managing etc. If you find yourself unable to think ideas employ persons who can.

❖ **Advertise Immensely**

Without adequate advertisement even a financially sound business slowly and surely heads towards elimination. There is so much innovation. New and better products continue flooding the market to confuse the customers. Blazing advertisements of a few compel a customer to forget the remaining. Power of an advertisement is the spark plug of a business. Now it is impossible to succeed without it. Your business motor does not run. The business field has become tough and highly competitive. Only a good advertiser succeeds. **Advertisers not only supply products according to the demand but they also have the power to mould the taste of the public. So advertise immensely and loudly.**



**SECTION-IV
INFLUENCING
PEOPLE TO GET
SUCCESS**

1. MAKE FRIENDS AND INFLUENCE PEOPLE

It is very difficult to achieve success in any field till you are pushed forward by other people. You definitely need the art to influence others and make friends.

Life without good friends is like a body without soul – it loses its meaning and charm. Friends share our joys and sorrows. We can express feelings of our heart to a good friend. A good friend is our best guide in crisis. One of the greatest philosophers of the world Emerson called **'good friend' a masterpiece of Nature.**

Children, adults, politicians, writers, journalists, clerks, laborers or businessmen all need friends to make career and enjoy life. But having a circle of valuable friends is not an easy task. Making friends or influencing people, in fact, is an art and like other arts it can be learnt.

1. How to Start a Conversation

Many people want to talk to others but it is very difficult for them to start a conversation. They get somewhat nervous and sentences don't come up in their minds. Consequently they are unable to strike friendship with others. Such people should keep some opening sentences in mind. After some time it becomes easy for them to start a talk and establish a bond of friendly relation. Several easy openings can be:

i. What is the time please? ii. Excuse me, do you have a pen please? iii. Could you tell me which bus leads to? iv. Would you please guide me about the best eating place here? v. Who is going to win this match? etc.

2. Power of Admiration

Everybody loves praise and recognition for his or her talent and work. Even the kings loved to surround themselves with flatterers. Poet wrote songs admiring their kingdom and good qualities. Today's politicians also like the company of those people who can boost their ego by praising them to the skies. Big figures may enjoy flattery but a common person needs genuine praise.

Every human being has a unique quality and he or she wants to be appreciated for it. Unfortunately, people are so busy in their own affairs that they hardly have any time to understand or admire these qualities. In case you are wise enough to spare some time and admire people genuinely you will be rewarded with a positive response from the person whom you admire. Most of the people understand the difference between real and fake admiration. So be genuine in appreciation.

3. Have Something Good to Tell

If you want to earn the goodwill of God, distribute happiness not sorrows. People in today's industrialized world are already full of sorrows and tension. They need some fun. So, whenever a person approaches them with a sullen face he is generally ignored. Nobody is interested in wasting time on him. People avoid a person who always has something bad to tell. If you want to be welcomed by the people paste a label of **GOOD NEWS** on your forehead. It means you must have something good to say to people.

4. Listen Carefully

Chatterboxes – people who talk too much – always bore others. They only want to speak and don't want to listen to anybody. Consequently they are rarely liked. Good listeners are welcomed everywhere. A human being has a tendency to express and find audience for him.

So if you have any desire to make friends learn to keep patience, and listen carefully. You won't have any dearth of good friends.

5. Understand the Feelings

Hurt the feeling of anybody and you sow the seed of enmity. So be careful with your words and choose them carefully while talking to others. Everybody has something to say that is close to heart and he or she is hungry to find someone to whom it can be confided. If you want to make friends respect the feelings of other people. Understand them with total sincerity. Share their feeling of joy and sorrow.

6. Be Genuinely Interested

Develop genuine interest in people. If you are just interested in selfish motives and have no regard for the desires and hobbies of others then forget you will ever be able to make friends. Talk about their favorite TV/movie star or player. Discuss about the work they do, the game they like, the hobby they enjoy or the political party they favour. If a person thinks he is valued he feels happy and enthusiastic.

7. Find Common Interests

Birds of the same feather fly together. Common interests create a bond between two persons. Find out some common interest between you and the person whom you want to befriend. To have knowledge about common interests, sometimes you have to talk to a person on various topics. You will soon have an idea regarding areas of similar tastes and a way to strike friendship.

8. Help to Achieve Goals

Goals of a person are the most dear to his or her heart. A person has to struggle very hard in life to achieve his goals. He always wants to surround himself with persons who can help or guide him to achieve the goals. So if you know about the aims and goals of a person and find a way to help him you can win his friendship. And be sure, it is mostly a very intimate and durable friendship. Moreover, helping someone achieve his or her goals is a sacred task.

9. Control Your Emotions

Some people are slave of their emotions. It is very difficult for them to control angry outbursts. We can't make good friends or maintain them for long if we are one of those slaves. Though it is not easy to have a reign over our emotions yet we can learn to control them if we take a pledge today. Regular emotional outburst erode the harmony of friendship. We can't maintain any good relationship for long if we constantly hurt each other. Only those people have a large circle of friends who know how to control their emotions.

10. Value of Small Gifts

The best method of excellent communication is a small gift. Whenever a person receives a gift, given to him or her with a smiling face and a warm heart, it always leaves a lasting impression. Who doesn't like to receive gifts? A gift is a sure-fire method to melt the blocks of communication. It makes a person receptive. On important occasion send a greeting card, message or just give a call. Gift and greetings are the oldest and the sweetest cord of social relationships.



2. BECOME GOOD IN PUBLIC SPEAKING

A good public speaker is a natural leader whom people love to follow. And to become a good public speaker is not as difficult as one thinks.

Great thinker Thomas Fuller said, *‘When the heart is afire some sparks will fly out of the mouth.’* When you really have something to say and you are very enthusiastic about it you are able to speak without fear. With a little training you can acquire the ability to express yourself powerfully. In the modern world, good speaking ability can prove to be your marvelous asset to progress to the top sphere of opportunities. And speaking before a gathering is not as difficult as most of people think.

There are people who shiver at the thought of speaking even before a small group. They say that they are capable enough to do anything in life but to overcome the terror of public speaking seems the most formidable task. Still the fact is that you can master the art of public speaking easily. At least anybody can be quite comfortable in public speaking after some knowledge and little training.

❖ **Know the Audience**

A good army general always tries to know his enemy thoroughly before making an attack. This is the biggest secret behind any victory. Although you are not jumping into a war zone yet, you must know your audience properly so that you can prepare your speech and deliver it accordingly.

You can't use the same language and delivery method while speaking before students, common people, shareholders, teachers or business executives. You have to deal with students like children who are there to learn and obey. While speaking before common people you have to appeal to their emotions to influence them. Shareholders want to listen hard facts of achievement. Teachers and executives can only be influenced if you have command over your language and say something unique.

✧ **Know the USP**

Very often in business studies, a student is told about the importance of USP (Unique Selling Proposition) in business. While selling a product you must highlight the most important fact about the product. Only then you are able to attract the prospective buyers. And the theory of USP can also be applied in public speaking. Whether you are speaking before a group of ten or a thousand, you should work on your USP meticulously. When the USP or the main point of your speech is presented in an impressive way, the audience is always thrilled. **It becomes your winning point.**

✧ **Know the Place**

A new speaker should always know the place of the speech beforehand. He should visit the place and familiarize himself with everything in the room or the hall. He should stand at the place of speaking, sit on different chairs and imagine himself speaking. By this step, a new speaker is less hesitant while making a speech.

✧ **Prepare Well**

If you prepare your speech well you win half the battle. And you always prepare your speech keeping in mind the type of audience you are going to have. When you have in your heart something to say, it becomes easy to write it down on a paper. Whatever is there in your heart write it with all the vigour of mind. If a speech is well-written any type of speaker can create a good impression.

Even if you are going to speak before a small office or colony gathering you must prepare in advance what you want to say. Although it is necessary to keep in mind the type of audience you are

having, yet most of the times you should prepare in a simple language and straight forward manner so that maximum number of people can understand your speech. In case you are not able to write a good speech, get an expert who can write it for you.

❖ **Practice Well**

It is wisely said that practice makes you perfect. You learn public speaking like you learn walking, car driving or computer operating. You can become perfect in anything by training. Beginners need to rehearse their speech several times. They can do it before a mirror, friends, family members etc. it will fine-tune their mind and make them confident.

They can read their speech, looking at the audience after every two or three sentences. Gradually they will gain more confidence and then they will have to write only the main points of their speech on a small paper.

❖ **Cool Down**

The audience is always very sympathetic and cooperative to a speaker. If you perform like a master speaker they will definitely shower their applause. But mostly they listen to every speaker very carefully even if they are not happy with him. They will not come over to you under any circumstances to shout their displeasure over a bad oratory. Even if a speaker is very bad they just ignore or yawn. So there is nothing to worry. You should try to cool down before delivering your speech. Eat something, pray to God, meditate or do anything that relaxes you.

❖ **Visualize Success**

Technique of visualization can do wonders for beginners. Our body has a habit of acting according to our thinking and visualization. Prepare your speech at least three days in advance.

Both in the morning and the evening in a peaceful room of your house, visualize that you are delivering a good speech – you are speaking confidently – audience is silent and impressed – you are successful as a speaker.

This psychological exercise will help you to perform better every time. And you will become a good public speaker in a short period.



3. HOW TO BECOME A SUPER SALESMAN

Everybody has a little bit of marketing talent. Since our childhood, we have been trying to convince our friends, parents and other family members to get our wishes fulfilled.

A salesman without enthusiasm is like a car without a spark plug. Therefore enthusiasm is the basic trait of every successful sales person or marketing officer. What is the use of a car if you can't move it? And what is the use of a quality product if you are unable to sell it? In addition, there is so much competition in the market that you can't even sell a quality product easily. The world of business is changing fast. Unless you are able to adjust with the new trends, and mould your techniques accordingly you will find it very difficult to get success. However, you needn't worry. We are arming you with some new and tested ideas, which will transform you into a **super salesman**.

1. Be Original

Most of the prospective customers aren't interested in copied things or duplicate items. They prefer something genuine or original. You should enhance your own plus points instead of copying others blindly. Genuine and fresh items always attract others. Therefore develop your own unique style of selling. Originality adds attraction to your personality that helps you to sell more items to more people.

2. The Benefit of Your Customers

Most of the salespersons have a habit of keeping their minds on their own profit or benefits. That is a poor sales strategy. Others are not there to help you to live a good and affluent life. Instead, you are there to help them to make their life better. Concentrate on how you can provide a good deal to a customer. In that case you will be bombarded with more purchase orders without much effort. What else do you need?

3. Believe in Yourself and Your Products

If you believe in yourself and your product it will naturally vibrate through your words and sentences, having a positive impact on your target. Moreover you get a winner's edge. Some people are negative thinkers. They expect failures. It is impossible for them to believe in themselves. Consequently, they are unable to convince others and sell their items. The principle of forced belief can start bringing a change. Firmly believe that you are a super salesman and you will definitely succeed. After a period this forced belief becomes a habit.

4. Dream-technique Will Do Wonders

You can use dream-technique. It is the easiest technique in the world to give a miraculous transformation to your personality. Give your imagination a free hand. Try to fly in a dream world every night that you have become a super salesman. You are selling your product everywhere. People are flocking to you to become your customers. Just dream, expect nothing, and await the results that will certainly astonish you.

5. Sense of Humour Can Help

Anger and aggressive emotions never bring success in marketing. It is better to sit at your home and break household things to get a relief. Don't pour away these emotions on your prospective customers. They will run miles away from you. Practice sense of humour if you can. It will inject a spark of friendliness in them, making their minds fertile for your sales pitch. In case you are unable to practice this technique even after repeated efforts, forget it. At least practice controlling your aggressive emotions.

If your mind is determined to achieve its aim it will help you to keep your emotions under control.

6. Knock at Their Doors Again

It is one of the most effective sales strategies. In addition, the most profitable and the easiest one. '**Knock at the old doors again.**' If you have really sold quality goods that satisfied customers then you don't need new customer everyday. You can revert to your old customers again and again to sell them more and more. Wise salesmen must follow this golden rule of marketing. Many companies forget their old customers by focusing too much on getting new ones. New ideas and techniques are devised to woo more and more new customers. A feeling of resentment starts building in old customers and it is always harmful for the company.

7. Rush Up to No-competition Zones

Everyone is running towards the areas where there is already too much competition. People start feeling bored with repeated requests from all sides. They often opt for well-known brands. It is very difficult to sell new or less-known products here. So pull your neck up the crowd and watch for new territories. Your life may change after a couple of months because you improve your chances of getting many new customers.

8. Praise Them Even if They Abuse

Certainly it's the most difficult task you have to learn. And it is the most powerful marketing gun that most of the salesmen are unable to handle. Whomever you want to sell always find in him something to admire. It seems easy, but becomes the toughest whenever you have to face aggressive, impulsive or abusive people.

Now the real test begins. You feel like you are in the oven and you want to make yourself cool with a burst of anger. Instead, if you learn to have a shower of cool feelings it will make you a tougher sales person afterwards. Like steel you will become harder. So praise even the hot bricks. They will value you more.

9. Paste ‘Good News’ on Your Forehead

No one wants to listen to the same old news or eat stale food. In the same way people are fed up with the same old things being sold to them again and again, and of course in the same old repetitive sales pitch. You can learn a lot from the following two principles of human nature: **a.** they want new and good things, **b.** they want some old things to be sold to them in a new way. In fact you should be like good news every time. You must have something good to say about your product and for your customers. You will get a warm welcome everywhere.

10. Don’t Believe in ‘No’

It is true that in a sales strategy you often have to agree with your customers. Customers are always right. Beware of antagonizing your customers. Nevertheless, never believe them if they say ‘no’. In case you believe, you will have to resign from your post soon or you will have to close your business. Most of them have a natural habit of saying ‘no’. So learn to maintain your calm and try again with better words. If you still fail then leave in a good mood showering a couple of sentences for their better life and future. Moreover, after a month or two contact them again. You will be surprised to know how most of the customers convert their ‘no’ into ‘yes’.

These **10 golden rules** will make you a **super salesman** if you follow them seriously. With their help you will earn millions.



4. MAGNIFICENT FORCE OF SMILE AND POLITENESS

Thorns always repel others. Every person is drawn towards beautiful roses. Similarly the smile of a person has marvelous effect in business.

A Chinese proverb says that *“the person who cannot smile should not set up a shop.”* There are some proverbs which not only reflects the pleasant but also the bitter truths of human world. Would you like to buy from a shopkeeper who is rude or loses his patience easily?

✧ **Your Biggest Asset**

One of the five richest persons of the world in last the two hundred years – steel king Andrew Carnegie – knew the **magnificent power of smile in business**. He was aware of the fact that he wouldn't be able to get big success till he had the most attractive smile in his favor. He started his hunt for the marketing man having a smile that could move the world.

He found Charles Schwab who became the most successful marketing executive this world ever had. Every business guru of that time agreed that two characteristics of Charles Schwab – his smile and his power of polite convincing – helped Andrew to make his billions. And by helping Andrew Carnegie, Charles Schwab himself became a billionaire.

❖ **Breaks the Barrier**

A smile attracts customers because it not only breaks the barriers between the two persons but also projects the confidence of a salesman in himself and his products. In numerous surveys it has been found that humorous nature is one of the top five qualities of men which attract others. It is very difficult for a person to get many friends if he is unable to smile or inject humour in relations.

❖ **Smooth Swimming**

A businessman who has a smile and a quality product on his side can be a tough competitor whom no one can defeat. Smile is your most effective business tool. You can sell anything through it. Some businessmen may say 'how can we smile when we are bitter inside facing innumerable hardships and cut-throat competition everyday?' But they forget that it is the smile that is capable of soothing their nerves and energizing their minds, and helps them swim through the tides of business world smoothly. Smile more often. If you can't smile from heart, smile from face. Act smiling. Smiling will soon become your habit.

❖ **People Run Away From an Angry Man**

American Billionaire Henry J. Kaiser – the son of a shoe factory mechanic, raised himself from a poor man to become a very rich industrialist due to the strength of his infectious smile. His life was so full of miseries and hardships that he often had to force himself to smile. Charged with enthusiasm based on his smile, he always got success in winning new business territories and customers. Keep this fact of human tendency in mind that most people and customers shun away a touchy egotist or an angry salesman or salesgirl. They always welcome a smiling seller or trader.

❖ **Rise of Laxmi Mittal to One of the Richest**

Have you ever seen this biggest steel maker in the world talking to others? Have you seen his innumerable pictures in the media? What touches you most? It is definitely his infectious smile. It is so magnetic that it is difficult to resist doing business with him.

He seems a marvelous combination of both Andrew Carnegie and Charles Schwab. He gained control of Arcelor (the second biggest steel makers in the world) after a long and bitter struggle. It was his wide smile and polite (but determined) negotiations which won the faith of the majority of the Arcelor shareholders. Mittal successfully swam through the sky-touching tide of tough and frowning opposition, and proved the truth of this wonderful Japanese proverb: *One who smiles rather than rages is always the stronger.*

In brief, you must learn to smile to succeed in any ventures related to public relations, and your smile should be genuine as your product. **In case you are not at all interested in smiling then hire smiling faces and surround yourself with them. And a smile is always more effective when served with politeness.**



5. DEAL WITH YOUR CUSTOMERS WISELY

Deal with one customer irrationally and you lose many more. A customer is like God for a company and must be treated with great respect.

Ray Kroc, who started McDonald said: ***'If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours.'*** A satisfied customer brings ten more. This old law of business is often forgotten by business people to make some quick buck. Many companies still believe in the policy of 'plunder with a tongue of honey.' Such companies are actually legal thugs and eventually earn the wrath of the customers. They publish juicy ads which make your tongue hungry with desire. Their marketing persons display all the charms they can just to hook you. Once you are hooked, they don't leave a chance to make more and more money from you. This is not a sound business practice.

A common customer always feels cheated with such tactics and starts hating the company. As soon as he gets an opportunity he wants to get away from the company. Some companies don't realize that dissatisfied customers are hitting them very hard. The seeds of future failure are being sown today. Such companies may succeed but only till there is a better and customer-friendly competitor. And to woo back the faith of a lost or angry customer is always impossible.

❖ **Understand Your Customer's Wishes**

It is true that a person generally ventures in business with an aim to earn money. When you invest a lot you expect a lot more in return. Businessmen never consider themselves social servants. They are in business to earn big money to meet their immense physical and psychological needs. But when your business is customer-oriented you must learn to have tight control over your wishes for money. Because a customer too has a wish of his own and if you don't satisfy it he won't like to shell money out of his pocket. Then how will you be able to fulfill your dream of earning more and more? Concentrating too much on big profit may lead your business venture to break down. Your business can't afford the hatred of a customer. A customer neither knows nor wants to think about your wish. Instead, he is obsessed with his own wishes. Therefore, never try to hurt the faith or the emotion of a customer with your greed.

❖ **Give Maximum Value to a Customer**

Henceforward, forget your wishes and dreams and give top priority to the wishes of your customers. And you have got the secret of leadership in market. Make or sell a product that satisfies the emotional and physical needs of a customer. The customers will flock to you and shower truckload of money.

Every customer needs a good product. A product should not only have quality but it should also be wisely priced. A customer must be able to get maximum value out of it. Then comes the importance of service. If the aftersales service of a company is not good the customers hesitate to buy the products even if they are of super quality. Therefore a product must be customer-oriented in every way if it is to be marketed successfully. In the jungle of business, eventually only those people survive who satisfy a customer like they satisfy their own hunger.

❖ **Impressive but Honest Publicity**

No one will argue with the fact that impressive publicity plays a good role in the sale of a product. The contents of an advertisement must be able to motivate a customer telling that he is having a wonderful opportunity to get the best value for his hard-earned money.

But advertisements aimed at fooling a customer prove very harmful in the long run. If the customer doesn't get promised value he definitely feels cheated and defames the company as much as he can.

❖ **Three steps to Deal with a Touchy Customer**

To sell your product or service you need to be proficient in the art of convincing your prospective customers. You talk to them politely and help them change their minds till they become inclined towards the thing you are selling. For a newcomer it seems a very difficult task and thus most people like to opt for a comfortable office job. Marketing is really a challenging job in today's competitive atmosphere but it is also very remunerative.

The most difficult time for a salesperson is to convince someone who has already made his mind to buy a particular brand or thing. If a person has yet to decide, you can sow the seed by highlighting the important features of your product or service. In brief, you can easily make him willing to buy from you. Undecided customers also get interested in you once they get more information. But most salespersons want to know how to deal with a person who has already made up his mind and constantly resists a sales talk. His adamant attitude often causes frustration.

1. Keep Patience

Many salespersons lose patience whenever they find a customer who has already made up his mind to buy a different product. Such customers often get irritated when they are pressurised with a sales pitch. At this moment a salesperson becomes hopeless and abandons his effort in the middle. If he ruthlessly tries, he just ends up in severely antagonizing a prospective customer. In this territory, only those salespersons win who know how to keep their temperament cool under stressful situation. So the first step is to keep the hold of your patience.

2. Speak His Language

The second step is to understand the mind of a customer and talk in the language he likes.

In marketing science it means talk on a subject he likes, appreciate his tastes, approve his decisions. Talk like a friend. If your customer is interested in cricket, talk about it and admire his favorite cricket player. Admire his favorite movie star. Say a few words by appreciating his thinking and personality. As soon as you are able to create such rapport he will be able to respond in a positive manner. **Now the ground of his mind is fertile and you can sow the seed of your idea.**

3. What a Customer Wants

By acting according to the interests of your customer you are able to know what a prospective customer wants in a product. Then, as a final step, in casual manner (never press upon anything) tell how your product or service is more valuable – durable, of high quality, cheaper – whatever he needs. Slowly but surely, the person will join you in your thinking as you have joined his. He will start showing his interest in your product. If a need arises be ready for a second, third or more visits.



6. MAKE YOUR PHONE A SLAVE, NOT A MASTER

Phones are very important and an inseparable part of our life. But unless we use them cautiously they may become our master and hamper our progress as well as happiness.

Mobile phone is a very important part of our professional and family life. We may live without television but it is not possible to proceed in life without a mobile phone today. In the modern world, a person spends a great deal of time talking to others on phone. It is the easiest and the best medium of communication between two persons. Sitting in the comfort of your home or office, you can talk to anybody anywhere in the world. There are business dealings, personal communications or romantic or friendly chit chats.

The modern craze for flashy mobile phones is certainly helping us to communicate instantly and to any place in the world although its nuisance value is unbeatable. Giving us one joy, phones have snatched many – most common of them is a daily dose of restlessness – leading us to several nervous and physical ailments. You definitely need to know something to use this little chat-box effectively – maximizing its benefits and minimizing the negatives:

✧ **Plan Your Communication**

Mostly our phone conversation is unplanned and sometimes awkward.

We even waste a large amount of our precious time which can be used in enhancing other skills, better business planning or creative activities. Other people also eat up our time with long or useless calls. It is high time to bring some discipline in your telephonic communication.

✧ **Where to Keep the Ring Tone off**

Mobiles ring (with crazy ringtones) anytime anywhere without regard to the occasion. They disturb the classes, spoil mood in a movie theatre, annoyingly pull you out of sleep (sometimes just to know that it was a wrong call), and cause embarrassment at religious, consolation or peace meetings. At such places, keep the ringer off and vibration mode on.

✧ **Let Others Attend It**

If you are managing an office and have employees, never attend the calls. Delegate this duty to a wise receptionist who can handle many calls herself and censor the unnecessary (or wrong ones). Instruct her to be very polite and cooperative. A bad receptionist can damage your business interests immensely.

✧ **Be Direct and Short**

If you are calling someone, tell your name and purpose immediately. It will save time and the communication can be to the point. Keep your sentences direct and short. If your sentences are long and you explain the things unnecessarily, people will yawn with boredom and in future they will try to avoid you.

✧ **Don't Ask to Hold it For Long**

Try your best not to make others hold the call for long – it is certainly disliked by others. People are busy and their time is valuable. If the customers are not attended quickly they may start hating the company.

✧ **When Angry, Never Call**

Never call anybody or any company whenever you are angry or impatient. You may utter some impolite words which can tarnish

your own image. Moreover such an attitude creates a communication gap and that can't solve any problem. Be friendly, cool and tactful while attending or making a call.

❖ **Smile Breaks the Boundaries**

If a company is to be run successfully, only people with a cheerful disposition should be allowed to make or attend a call. A smile always passes through the phone network to another and prepares ground for better communication.

❖ **Cut Down Your Gossip**

People love to express themselves on their phones. But long gossips add to monthly bills as well as ruin the time that can be used in career-building. It is better to keep your expression compact. It will save time, energy and money.

❖ **Switch off your Mobiles When Sleeping**

Switch off your mobiles while sleeping. Otherwise you won't be able to have a sound sleep. People must know what is the right time to call you. In case there is an emergency call it can be passed through the landline phone that can also be attended by other family members.

❖ **Never Flash it like a Girlfriend**

Don't flash your mobile like teenagers flash their cute girlfriends. Keep it in your pocket or in your table drawer. Flashing a mobile saps the sophistication of your personality.



SECTION-V
HEALTH AND
RELAXATION: ONE
MORE KEY TO
SUCCESS

1. IT IS EASY TO BE HEALTHY AND FIT

Your health and fitness too depend on the state of your mind. Keep it positive and healthy, your body will follow.

With the advancement of civilization, the modern man is becoming less and less active physically. Modern machines, vehicles, computer, television and mobile phones have certainly enriched the life of humans to a great extent. But they have also made him psychologically strained and physically lethargic. Change in dietary habits has overburdened his digestive system. Stiff competition and the mad race for worldly comforts have caused serious imbalance between the already complicated relations of mind and body. All these things create a fertile breeding ground for diseases, tension, pain, failure and conflict in our life. Like our ancestors, we don't have a natural way of healthy living any more. We have to think and plan it.

✧ **Take Exercise Regularly**

Regular exercise is the most effective step to ensure a healthy body and good working stamina. Without a daily dose of exercise, your body becomes weak and lazy. Its wall of immune system becomes weak. Studies show that regular exercise reduces the risk of death due to heart trouble and stroke, prevent diabetes, hypertension, arthritis, some forms of cancer and strengthens our bones and immune function. Regular exercise improves the efficiency of heart and other body parts and we live longer. Exercise is the best method to help you to control weight.

Overweight people are always at the risk of getting diseases. Exercise also improves the working of our brain. Psychological health of physically fit people is also better compared to those who don't take exercise.

Many people want to know how much exercise an individual needs to improve their general health and reduce the risk of diseases. According to U.S. National Institutes of Health, as little as 30 minutes every day of purposeful, moderately strenuous physical activity – for example, rapid walking, jogging, swimming, or dance aerobics is sufficient. There is no evidence to prove that an exercise routine, such as running many miles per day, as opposed to walking or jogging daily, will add years to a person's life. Begin with a 10 minutes exercise session and gradually increase it up to 30 minutes.

Exercise should be suitable to your physique. Although you should take the exercise you enjoy, yet only your desire cannot decide the type of exercise you should take. Many people have a frail physique. Any strenuous exercise can do more harm than good to them. You must warm up your body before you take any strenuous exercise like fast running, weight-lifting etc. It will save you from muscle injury. Listening to music while doing exercise adds fun to it.

❖ **Avoid Junk or Spicy Food**

Similarly our body needs a balanced diet. Eating for taste may ruin your health after a few years and cause irreparable damage to your organs. How can you move ahead happily in life if your health is constantly dragging you down? Therefore, cut down consumption of junk food (pizza, burger, pastry, chocolates etc.), spices and oil. Avoid eating outside and never be lured to mouth-watering dishes of home delivery services of mushrooming restaurants. Eat homemade food, fruits and vegetables. Don't use spices too much. Drink enough water.

Avoid cold drinks or alcohol. Many tests have proved that most of the cold drinks contain caffeine and pesticides. You become addicted to them and spoil your health. Alcoholic drinks not only rob you out of your wealth, family peace and health but also drag you to early death. Don't even touch them.

Today if you fill your stomach with all sorts of unhealthy things just because of the taste, tomorrow you will get deadly diseases and repent. So it is better to discipline your dietary habits and keep your stomach light. Then it will keep you healthy and prolong your life-span.

❖ **Relaxation is Necessary**

Many people do physical exercise, take balanced diet yet they suffer from various ailments. Though exercise and diet help them to reduce the intensity of a disease and their immune system fights a disease better, yet their strained mind hampers the healing process. It is like sending positive waves from one side and the negative from the other. So it is necessary to keep your mind relaxed and positive to maintain good health. **To relax** - solve the problem, pursue a hobby, go for travelling (out of your city) at least once a year, listen to music, talk to your intimate friends and meditate daily.

❖ **Work Very Hard in Life**

Harland Sanders has wisely said, *'Hard work beats all the tonics and vitamins in the world.'* Hard work never harms anyone in life but laziness does kill many. We must learn to work very hard in life. Various emotions in varied degrees rise in our mind all the time. They need to be utilized to keep our mind and body in tune. Therefore we need to work hard to achieve our goals or to fulfill our wishes. It will streamline the functioning of our body and mind. The best defence system for a country is to strengthen its boundaries today to prevent the entry of enemy tomorrow. In the same way you can be free from diseases in future if you work hard for the empowerment of your body's immune system today.

❖ **Healing Power of Our Mind**

Our mind can not only help us to become successful in life but also heal our body. Faith in the healing powers of our mind is also necessary to keep ourselves healthy and fit. Immune system of our body is able to fight the enemies of health in a better way when it is reinforced with the rays of faith and positive thinking.

Heart-break, disappointments, negative thinking and crushing tension break the wall of our immune system, reducing its defence or healing power.

The great Scottish surgeon and teacher of anatomy, James Hunter said, ***'As one state of mind is capable of producing a disease, another state of mind affects a cure.'*** Dr. Bernie Siegel of America cured patients having serious illnesses by inculcating faith in their mind's healing power. In his sanatorium he helped the patients to change their lifestyle. In his book *'Love, Medicine and Miracles'* he declared that hope is the main ingredient in fighting cancer. The hopeful individual appears to be most resistant to cancer or any other serious disease. After immense research, Norman Vincent Peale was convinced that faith of a person played major role in overcoming diseases. In his book *'Power of Positive Thinking'* he wrote that ***'if a person allows the picture of health sink into the subconscious this powerful part of mind will send forth radiant health energy. If the real thought is negative, the results will also be negative. If the real thought is positive, a person will get positive and healing results.'***

French physician called Emile Coue was responsible for thousands of remarkable documented healings at the beginning of the 20th century. His remedy was to combine western medicine with the power of affirmations. Patients were made to repeat positive healing affirmations to themselves while in a relaxed frame of mind. Coue's most famous affirmation was ***'Every day, in every way, I am getting better and better.'***



2. MEDITATION FOR HEALTH AND SUPER SUCCESS

True potential of good meditation is yet to be discovered. It is tonic, prayer, exercise, medicine and yoga rolled into one.

Meditation is an ancient Indian art (called 'Dhyana' in India) whose magical effect was known to Indians thousands of years ago and they taught it to the whole world. Unfortunately, further research on the art was not carried out in India to simplify it and use it as effective treatment for various ailments. Although research continued to be conducted by Western psychotherapists and saints of Indian origin living there. And as a result, various methods evolved over time to maximize the benefits and simplify the art.

❖ **Why People Fall Sick**

Before evaluating the health benefits and effectiveness of meditation, we have to explore the reasons behind the illness. Modern lifestyle is taking us away from the nature, and disturbing the natural rhythm of communication between mind and body. This rhythmic disturbance creates hindrance in the functions of our body, causing a situation, which becomes a breeding ground for bacteria and diseases. In addition, lack of physical exercise encourages such a negative process. If we are able to evolve a procedure that can help us to restore healthy communication between our mind and body, it will strengthen the immune system and make us healthier.

Meditation is the best antidote to the unhealthy process. It harmonises the communication between the various parts of our body, especially the mind and the body, bringing a natural rhythm in them.

Most wise individuals of this world are including meditation in their daily regimen because meditation is like a small harmless pill capable of doing miracles. It ensures good health, relaxation, progress and power of having a control over things.

To master the art of meditation you must practice it regularly. Start it in an easy way and gradually develop your own good technique. After a few days of practice, you will feel how wonderful the meditation is. It will make you healthier, happier and more successful in life.

❖ **How to Meditate**

Some experts give special emphasis on the place you choose for meditation. Definitely the right place has its importance as it helps you to concentrate better. Several people feel better at meditation if they are at a religious place. Others are able to meditate properly only at their homes. Choose any centre or place whichever is feasible to you.

It is better to meditate twice a day – early in the morning after getting up from bed, and at night before sleeping. The period of meditation may vary according to the time available to a person – any duration between five minutes to thirty minutes will serve the purpose. However, it is advised to have a session of at least fifteen minutes for satisfactory benefits.

There are various methods of meditation described both by Indians and Western experts. Here we will talk about the easiest, scientific and the most effective way.

Just lie down or sit on a comfortable chair. Loosen up every part of your body. Start breathing somewhat deeply. Focus your attention on the process of inhaling and exhaling. Then try to concentrate towards the superpower of this world or universe. In addition, imagine light rays coming towards your body and the tensions of your mind melting away under their miraculous effect.

Don't make too much effort at anything. Try to do everything in a relaxed and comfortable manner. If you like, you can chant any line from your religious book, or just think about the God. After sometime, you will start feeling the miraculous effect of meditation both on your mind and body.

It is a simple procedure that anybody can do. It makes your immune system stronger, keeps diseases away from your body, increases your working stamina and fighting capabilities when the circumstances are adverse, and maintains harmony between mind and body. While meditating you can also pray to God to give you success in your work, improve your speaking ability and develop your personality.



3. TREATMENT WITHOUT ANY MEDICINE

Almost all the prominent medical scientists of the world agree that most of the disease are related to negative human psychology.

The life of a man has been a constant struggle against the odds of the nature. Disease, whether it is psychological or physical, has been one of those odds. In this relentless combat, man has also found various methods of treatment.

Psychotherapy is considered a very effective method of treating emotional and mental problems. In India most of the people are still unaware of the modern methods of psychotherapy and they rarely go to a psychotherapist for any treatment.

✧ **Basic Tool of Psychotherapy**

Verbal communication is the basic tool of psychotherapy, and this tool was widely used even by our saints in ancient times. In spite of having scientific reasons, their methods were attached to some miracle powers. In psychotherapy a person discusses his problems with an expert. He is also asked certain questions related to his circumstances, aims, behavior and the therapist analyses his life-script and structure of his child, parent and adult personalities.

Then a wise therapist can devise a powerful verbal communication strategy that is able to start the healing process in the conscious and subconscious parts of the mind of a patient.

❖ **Teaching a Person to Live Positively**

The most important part of the treatment is **channelizing the mental energies of a person in a positive way**. Then the repression is **automatically lifted-up giving boost to the natural rhythm of our mind**. We are in tune to the ways of the God. Meditation, exercise, balanced diet, laughter and sometimes doing the things we like can become the essential ingredients of the verbal tonic, which is to be pumped up into the mind of a patient. He is also generally asked to change his lifestyle. All these things strengthen the immune system of a patient leading him to better health.

❖ **Who Can Be Treated**

Now, what are the problems or ailments that can be treated with the help of a psychotherapist? Surprisingly these are from simple tension and headache to cancer (many cancers and so many other serious diseases often breed in the negative psychology of a person). Sometimes powers of verbal therapy prove mind-boggling, even much more powerful than the researched and widely-used medicines.

In the Western world, research on psychosomatic diseases is not new. **It is considered that about 70 percent diseases are related to the negative psychological build-up of a person**. Thus, we can firmly hope that psychotherapy is the main solution to the innumerable afflictions surrounding human beings on this earth.

Psychotherapy is a form of counseling and it is time-consuming, but a good way to uproot a problem, especially emotional or mental. Ironically, people have a penchant for colorful tablets and capsules so they generally visit a psychotherapist when they have tried all other methods. The method of verbal therapy is also costly, because mostly you have to manage several sittings with a psychotherapist.

❖ **Wall of Hesitation**

Wall of hesitation is another problem that a man generally faces. In the beginning, he is unable to open his heart to a psychotherapist which can be a setback in the way to proper healing process. People find it very difficult to let others see the scars of their mind or heart.

But despite this drawback, a rational psychotherapist is mostly able to give a proper treatment (based on his sound judgment). A lot can be understood and extracted from the behavioral pattern or word-framing of a patient.



4. LEARN TO CONTROL DEPRESSION

Instead of crushing your physique and sapping your energy, depression can become your immense power if you learn to control it wisely.

Bout of depression is a common phenomenon. Even very happy people and great saints have to pass through the tides of depression. Static state of anything or emotion can be very boring in life. If there is no night how can you enjoy the day? If there is no sorrow in life how can you enjoy fun? So these things are as interrelated as hope and depression. Depression becomes a problem when the period of depression is so long that it starts damaging us physically and mentally. Therefore, it is necessary to learn to ride over depression successfully.

If a person is kept in the prison for long he may become emotionally shattered. But if he learns to live there he may be able to come out in a very healthy and enlightened state, even after ten or twenty years. See the example of Nelson Mandela and scores of other prisoners who spent the golden years of their life in jail but nothing could break them. In the similar way, depression can never break you if you learn to manage it well. An expert has suggested the best way to come out of depression: ***‘One of the most tragic things I know about human nature is that all of us tend to put off living. We are all dreaming of some magical rose garden over the horizon – instead to enjoying the roses blooming outside our windows today.’***

This is the best step to prevent depression. But when you are under the wave of depression you can take the following steps:

1. Take Vigorous Exercise

Whenever you are depressed you must make yourself physically active to use the excess energy of your mind. Feeling of depression releases a negative energy in your mind that weakens your enthusiasm and hope. It also weakens the immune system of your body, making it a breeding ground of many diseases. This energy can best be used by some vigorous physical exercise. Take only that exercise which you can enjoy. You may play music or your favorite songs along with it.

2. Wandering or Travelling Helps

Another way to use the negative energy and divert your mind is to wander aimlessly. Sit in any local bus or train and go to any direction. Roam in the markets. Sit in any restaurant and eat or drink anything you want. You should visit the places you like, meet the people you want to meet. Don't return to home till you are absolutely tired. Be sure that your wallet contains some money.

3. Express to a Close Friend

Discuss your problems with a close friend, whatever is there in your heart try to bring it out. Sharing a problem to a close friend loses the intensity of negative force. Good friends are able to bring you out of depression. They understand your psychology and your problems. They may come up with some good ideas to help you face your depression in a positive way.

4. Try to Write Rubbish

Switch on your computer, create a personal file with a password and start writing your feelings. Express the actual feeling, don't hide anything. You can pour out your whole heart to the computer and it will never get angry or tired. When you are able to shed away some of your repressed feelings you will feel somewhat relieved.

5. Beginning of a Big Idea

Never think that every wave of depression is harmful. Sometimes it is the beginning of a big idea or creation. Your mind is busy in finding or creating something new and marvelous. When that period passes the depression starts melting. Your mind starts creating something fantastic which brings new zest and hope. So have confidence that something much better will happen after the tide of depression.



5. SOLVE YOUR PROBLEMS WHILE SLEEPING

Most of the great men slept on their problems and found wonderful solutions, even ideas for great creation or invention. Why can't you?

Life is full of problems. Man actually lives in a big series of problems from birth till his death. New problems crop up everyday. Some problems are so tough that a person feels he can't solve them. When he thinks that a great deal of struggle and efforts are needed to solve a problem, he often feels that he will be crushed by the weight of various problems. He wishes God could solve them. God really has given us a very easy method to solve the problems. We can solve serious or big problems of our life in our sleep. Now the whole problem scenario is going to change for you.

✧ **Many Great Persons Did it**

Many big businessmen, scientists, artists, inventors and great politicians have applied these magic techniques to solve problems and attain success in life. When you learn this technique you will find how effective, powerful and easy it really is. Like computers human beings are programmed to think and behave in a particular way. It depends on the data having been fed into their subconscious mind since their childhood. And the subconscious mind of a person is more powerful than the conscious minds of ten persons.

❖ **Universal Solution Bank**

The centre of solving the problem lies in your subconscious. We can call it 'Universal Solution Bank'. Whenever you deposit your problem you get a wonderful solution. The strategy is quite easy. Before going to sleep at night, do meditation or simply pray to God. Experience the feeling of relaxation. Think about the Universal Solution Bank which is situated in your subconscious mind. Turn your question or problem over to the Bank and sleep. Be confident and have patience. You will be provided with the best of the possible solutions within a day or two. How does it happen?

A simple example will explain this psychological process. Sometimes you try to think of someone's name but can't. You know it is there somewhere in your mind, but it just wouldn't come. Finally, after having given up on your memory scan - suddenly when you aren't even thinking about it - the name comes to you in a flash. Instead of forcing the data from your memory banks, your subconscious mind goes about it with seemingly no effort on your part. The same thing happens using the Universal Solution Bank. In fact, it is many times more powerful.

❖ **We Must Have Patience**

Though most people use this process intentionally or unintentionally, yet we have been programmed since our birth that human life is full of troubles and problems, and we need hard struggle to solve them. Many of our problems remain unsolved for years even for the whole life. Now this unique technique will help you to think rationally and use the power hidden in your own mind. Not how does this mystical process go on? Is there some magic at work? Now at all. It is based on a very simple and scientific fact. Your conscious mind is unable to work properly when it is under the clouds of strain. All your efforts fail. Then we turn to our subconscious mind, which comes to our help with all its power, mostly when we are asleep. Moreover, we must have the patience to wait for the fruitful results.

❖ **How it Works**

Since your childhood, you have been learning a lot from various happenings in your life, reading a lot and contemplating endlessly on

different issues. Your subconscious mind becomes a vast treasure of knowledge, experience and analysis. In your conscious state of mind, you are unable to tap this wisdom and find out the right solutions sometimes. In fact you must have faith in the wisdom of your subconscious. Then turn over a question or problem to it before sleeping. Frame your questions in a very clear and easy language. After that stop bothering about that problem. You will be surprised when you are handed over with a very good solution to your problem.

✧ **What is Your Problem**

Do you have a relationship problem? Are you failing in business or career? Are you unable to decide about your future? Wonderful advice regarding any problem can be sought from your own Universal Solution Bank. And this advice will be excellent, well-thought and rational. What else do you want? Whenever you find that a problem is surfacing in your mind, write that down immediately. You may find the solution as soon as you wake up in the morning next day. Or you may find it one, two or a few days later. Keep your mind open and be receptive. If needed ask for the solution for several day regularly. You will definitely get the answer.



6. YOU CAN REALLY RE-ENERGISE YOUR LIFE

The modern world is complex and throws you into the ring of tension every day. Luckily, a few steps can re-energise and enthuse you for daily battle.

Everybody wishes that he had a pill that could relieve him from neck-breaking tensions of the modern civilization which leave a person drained and exhausted. But life is not that easy. **We can't succeed at anything unless we proceed ahead and conquer the obstacles with constant trying.** Every field has become highly competitive. To reach our goal we have to pass through more than one tough competition. The biggest challenge before us today is to keep ourselves relaxed and full of energy. Only then we can be successful in adding dynamism to our personality. At least, you can follow some tried and tested techniques which have changed the lives of millions of people.

❖ **Solve Your Problems**

Unsolved problems become a burden on our mind. Under their weight, we become tensed and lose enthusiasm to work hard for success. So, the first step should be to find out the ways to solve a particular problem. Write down the solutions and apply them. Certain problems can also be discussed with your friends and well-wishers who may suggest some new ideas to face them successfully.

You can also take the help of 'Universal Solution Bank' of your subconscious mind. In case you are unable to tackle some of the problems then leave them and proceed ahead in life.

✧ Use Your Mental Energy

Accumulation of unused energy of our mind causes tension. If we use this energy it becomes our power otherwise it may work for our destruction. Due to unused energy, many a time you feel strain on your mind although you may not be having any serious problem at that time. Even small matters start a vicious circle causing headache and heartburn. If you learn to use that energy, you learn a wonderful art of relaxation and progress.

One of the best ways to use that excess energy is action and exercise. Always be active and keep doing some work. If you can do a creative work it will give you more satisfaction. Regular exercise not only relaxes you but also makes you healthy. You know a healthy mind generally lives in a healthy body. If you are unable to take interest in any exercise then play outdoor games.

✧ Travelling

Have you ever seen a small child sitting in a train, bus or a car and looking outside the window with a curious joy on its face? Changes and new things enthuse the emotions of a person with joy. Tension rarely crushes a person who often travels or likes action. Therefore, wise businessmen spare time every year to enjoy travelling. Thrills of change and action recharge them with new energy and new ideas.

✧ Meditation

Meditation is like a small harmless pill capable of doing miracles. It ensures good health, relaxation, progress and power of having a control over things. What else do you need in your life?

It is also true that you need regular practice to master the art of meditation. Start it in an easy way and gradually develop your own good technique. In the beginning, just spare ten to fifteen minutes at night, especially before going to bed. Sit on a comfortable chair or sofa and close your eyes.

Focus your attention on the process of inhaling and exhaling. Then try to concentrate towards the super-power of this universe. After establishing a communication with God, say your wishes.

❖ **Magic Formula of Auto-suggestion**

The world is very competitive and fast. If we are left behind in the race it causes a lot of tension and weakens our personality. The best solution to it is to tune our mind to success. The formula of auto-suggestion is capable of doing wonders. It is very easy. Just frame up some sentences related to your life goal that express success and confidence. **You will become immune to failures.** Nothing in the world can keep you away from success.

You have to discover your own auto-suggestion. Some examples are given here. 'I am a winner', for the persons who think they are losers in life. 'I am born to win', can be another good sentence for such people. 'I am relaxed and I like to laugh' can make you a very cheerful person in life.

❖ **Self-image Technique**

Your self-image is the soul of your career. It is such a strong barrier that there is no way to go beyond it. Self-image is the mental picture of a person as created by the circumstance and upbringing.

But fortunately, you can improve your self-image and change your destiny. Though it is a difficult task, you would be able to do it only if you decide to practice daily. (Read more in Chapter on *Self-Image*).

❖ **Control Your Mind**

The easiest way to become immune to failure and tension is to keep your mind free and let yourself float like a piece of log in a river. Even some saints have called it the best way to live tension-free life. They say that to enjoy life to maximum it is necessary to live a desire-free life like a log in the river. But a log doesn't have a brain. Therefore it doesn't need to direct its movements. It is used by others. On the contrary, a human mind is always active and needs to do something. Thus we need a timetable and goal to have a control over it.

We also need to preserve its energies. With discipline and rational attitude, we can channelize its energy in a positive manner.

❖ **Does Faith in God Help?**

Though innumerable people of this world don't believe in any super or mysterious power called God, yet a lot of them are able to lead a calm and successful life. They instead follow the other principles of living a healthy and successful life (mentioned above).

In fact, just having faith in God and ignoring the other principles can't actually help. But, in case, you believe in God or any super power behind the creation of this universe, and repeat one of his hundreds of names regularly as it definitely has a positive and strength-giving effect on your life and career. **'Repetition' of God's name regularly rejuvenates your mind and body.** You always feel exhilarated with new zest for life. You never feel defeated. It adds a new glow to your personality.



7. HOW TO LIVE A TENSION-FREE LIFE

A relaxed mind works better, and a relaxed body lives longer. Process of becoming tension-free is quite simple.

Is it really possible to live a life without crushing tension or stress in modern world? It is true that stress is a natural phenomenon, given to us by the nature to deal with day to day problems or emergency. Stress spurs a man into action. But stress becomes dangerous when 1. There is no action to defuse the stress-giving situation, 2. Its level is high. Then it no more remains a simple and healthy stress, but becomes a disease, and must be treated. Psychiatrists often prescribe valium to loosen its grip on a person. But this medicine is heavy on the heart and nervous system. Moreover a person may get addicted to it and a prolonged use certainly causes many side-effects.

There are other simple methods to reduce tension. Fortunately, the best treatment is easy and it costs nothing. And the best of the benefits is that you don't get any side-effects. Here are some tips:

1. Write the Cause of Tension

What is bothering you? What is causing tension? Write everything on a paper so that your mind gets somewhat clearer. Only then you will be able to write a plan to solve the problems.

2. Solve the Problem

Write three possible solutions to a problem. Adopt the solution that is easier and more acceptable.

It is necessary to solve the problems one by one, and with determination, otherwise they may multiply and aggravate your tension.

3. Take it Easy

It is true that we must work very hard to achieve. It is good for health and mind. But once a day at least for one hour it is useful to forget work and do the things which relax you.

4. What is the Worst That Can Happen

Suppose you are unable to pay the next installment of your car loan. There is no money in your account, the cheque will bounce, the company will knock at your door, and may drag you to court for non-payment. You are worrying and getting ill. What is the worse scenario? You can pay late with a fine. And the worst? You will have to sell your car. That way you will be able to pay all the remaining installments. In this case you can still save some money to enjoy or buy other things. When the work is better you can buy a car again. A happy and relaxed outcome. So, cheer up! Bubble of most of the problems just burst when you cheer up and try to solve a problem in an easy way.

5. Let God Handle a Few of Your Problems

God made you so He can handle at least a few of your tough problems. Try your best to solve the problems you can, and leave everything else on God. Every day pray to Him to help you solve your problems, and He will definitely do it.

6. Worry More to Worry Less

Whenever there is a problem you have two options: continue worrying, or solve the problem. If your mind is not working on solving the problem, you just worry more and more. In worry or anger slow boiling is always dangerous. Let it come out in some way. The tact is that you have to worry more and intentionally till it becomes boring and ridiculous. You will be suddenly relaxed then. It is an amazing reverse method.

7. Simplify Your Life

A man himself makes his life complicated and gets in the grip of tension wave. Too many expectations, too many aims, too many friends to appease, too many love affairs to handle – get on your nerves from all the sides. Simplify your life – have only one love affair or wife, have a few good friends. Have one or two aims in life. Then you can handle the things better.

8. Reduce Expectations

Don't expect too much from others, especially from friends and family members. Too many expectations cause heartburn and headache. Expect less, and be happier.

9. Do More What You Fear

If you get nervous and tensed while talking to people, talk to people more and more, and the problem will disappear. If you shudder at the thought of darkness, intentionally enter the dark places more and more, and you will become habitual of darkness. If you fear driving a car on the road, drive more and more, and gradually (as you gain confidence in driving) the fear will vanish.

10. Delegate Your Work and Worries

Only two types of people are tension-free in this world – one who works so hard that there is hardly a place where any tension can fit, and second who delegates his work and worries to others. By delegating you reduce the burden of your mind and find some time for relaxation. Take any option you like.



**BONUS LESSON
FROM ROCKY
SAGGOO**

ALWAYS BOUNCE BACK IN LIFE

Being calm and optimistic in a favorable condition is common but being in control and persistent in a terrible state is the story of a real hero.

Success comes to those who cling to it

As roses never come without thorns so does Life. It brings along a vast ARRAY OF FAILURES on the way of mighty success. Most of the daydreamers find big businesses quite fascinating and anticipate their journey of business to be smooth but what they don't study is the spine breaking failures since the get-go of the entrepreneurship adventure.

When Steve Jobs set out on his dream project 'Macintosh', he not only got rejections from the shareholders and board members but he also had to leave his company APPLE. Steve Jobs had a clarity of crystal in his vision and knew Macintosh would change the world, and certainly the way one looked at personal computers. With that hope, he started two new companies simultaneously "NEXT" and "PIXAR" but once again Apple was in dire need of visionary leadership of Steve Jobs to survive in the world market. He did not turn a blind eye to the proposal because Steve knew he would bounce back along with Apple. The way he made his comeback changed everything - technology, computers, and the goodwill of the company. With this, not only he bounced back but the Apple as well. Apple rose from survival to achieve stupendous success in the world.

You fail, you succeed, but what you do during the rainy day is the actual trademark of an entrepreneur. If you can retain your calm, your positivity and trust in your guts, only then you can bounce back with a bang.

After being shown the door of Apple, Steve jobs did not lose his calm instead he engaged himself immediately in his new company. He kept on working in the crisis; he kept meeting people. He continued involving himself in his hobbies to stay in control.

At the eleventh hour of JS Anandrahi's demise, he had one last piece of advice up his sleeve, **"I will bounce back!"** He was chanting these words in the utter pain of life and that was the stratosphere of his optimism and patience.

Though doctor could not revive him after the first stroke of cardiac arrest, he has bounced back through his words. Numerous articles and blogs written by him are read by millions worldwide. His book **"Fire of success in your mind"** has received overwhelming appreciation by the readers. Resultantly, it has got another revision, and Pep Talk India is confident that this will also be accepted well by the readers and his words will bounce back again.

What you can retain from this chapter is the attitude of **'Hang in There'** when you trust in yourself. You will bounce back if you have unshakable belief in your ideas.

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