



Discover What's Missing
**In Your Success
Equation**

AND WHY YOU'RE NOT GETTING
CONSISTENT RESULTS

It's the little things you either do or don't do on a daily basis that make ALL the difference in your life and your business. However you can't change what you DON'T SEE! This missing piece is preventing you from earning more money, losing weight, advancing your career or building a more profitable business.

WHAT DETERMINES YOUR PERSONAL SUCCESS?

I ASKED MYSELF THE SAME QUESTION

HERE'S WHAT I DISCOVERED

THE MISSING PIECE IN YOUR SUCCESS
EQUATION

BETTER THAN WINNING A MILLION DOLLAR
LOTTO JACKPOT

What determines your personal success?

A lot, of people have many different answers.

They believe it's their intelligence or their strengths.

So which is it for you? What do you think determines YOUR personal success?

Is it your:

- Experience – what you bring to the table?
- Creativity?
- Commitment level – you're more committed than everybody else, you're willing to put in more hours, etc.?
- Passion?
- Luck? Is business success just a factor of luck?
- Winning personality?
- Willingness to do whatever it takes? Bend the rules, circumvent the law
- Knowledge that you've acquired?
- Connections that you have?
- Tools that you have?
- Skills that you've developed?

Think about it for a second and just mentally commit to one...



“What will determine my personal success?”

By the time I was 18 years old I thought I had figured out life – at least so I thought. I was working in a lab as a scientific assistant – doing chemical and waste water analysis. I enjoyed my job but felt there was “something more.” I decided to set a goal to become the Chief Chemist. My plan was to leave my job, complete a Natural Science Degree and once I was done – return and apply for that position.

It didn't happen.

I dropped out of University, one and a half years later and returned to the world of work. This time I took a job in the warehouse of a packaging company, writing up delivery notes.

One day I asked the Managing Director to give me an opportunity to go out on the road to sell. Selling seemed far more attractive than the work I was doing in the hot warehouse. And I didn't have to sit in the office all day. I would be out and about, meeting new people and learning new things.

About that same time I read my first personal development book – The Power of Positive Thinking by Norman Vincent Peale. I then read Think and Grow Rich by Napoleon Hill and How to Win Friends and Influence People by Dale Carnegie.

I was hooked! I loved following the stories about how people became successful and at the same time, wondered why some people didn't make a success out of their lives. The scientist in me started to look for clues. I read voraciously. I experimented, putting into practice the information gleaned. I looked at other people who I thought were successful, yet when I spoke to them – something seemed to be missing for them too.

I'd love to say that at 25 I discovered the Holy Grail. But it took me much longer. Lots of trials, tons of errors but my persistence paid off.

Just like me, you've probably experienced challenges and sometimes struggle to earn more money, lose weight, and get further along in your career. It seems like no matter what you try, nothing seems to work. And if it does work – it's short-lived. Here's why...

My discovery

Remember I asked you to commit to the one thing you thought determined your personal success in chapter one?

Well...regardless of what you chose, none of those things determine success.

They all define YOUR POTENTIAL but they don't define your success.

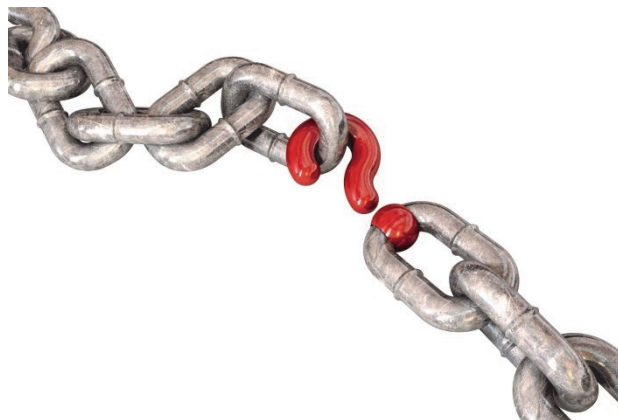
This is an important concept to understand because this is a mistake most people make (and a mistake I made too, earlier on).

They think that if they increase their potential in all the areas of their life or business, their results will improve.

You will get better results but it will be marginal compared to what it could be if your energy was focused on what was stopping you from tapping into your full potential.

It's important to distinguish working on improving your potential versus working on discovering and overcoming what is stopping you - (your constraints).

Let's take a look at this example:



Let's say there are ten links in the chain above and each of the links can hold 500 pounds except for one link and that link can only hold 100 pounds.

So, you've got nine links that hold 500 pounds and one link that holds only 100 pounds.

How many pounds can the entire chain hold?

Think about it for a bit before looking at the answer on the next page....

If you answered



You are correct!

The entire chain can only hold 100 pounds. The potential was 500 pounds but the goal achieved was 100 pounds.

And the same is true for you. Regardless of your overall potential, the weak link (your constraints) will always hold you back from tapping into your full potential and getting profitable results.

Now, if you don't know what the constraints are (and most people don't) - then what most people do is guess at where to improve or try to generally improve across the board. Yet if we use the chain metaphor – adding a thousand pounds of improvement will still equal only hundred pounds of additional power unless you discover your constraints.

(Remember the chain with 10 links? Imagine adding 100 pounds to each link ($100 \times 10 = 1000$) yet the weakest link will still only hold 100 pounds)

So what you want to find out in your life and business, as you work towards your goals is - what are those constraints - the missing pieces that are going to make ALL the difference!

In other words when you know what those constraints are, then 100 pounds of effort on that one link will increase the whole chain's performance by 100 pounds.

You get the maximum payoff, in the shortest amount of time doing the least amount of work.

This is what's so attractive about discovering your constraints because once you do, you really can have

the maximum reward for minimum effort.

The missing piece in your success equation

Your full potential minus **the constraint** = your current performance.



I'm not sure where you are mentally right now, but what I'd like to do is to give you a feeling of what it would be like when you discover your constraints.

*I want you to think with **certainty** and **confidence** that you knew what was the one missing piece that you needed right now in your life or business and that once improved would create **the most dramatic results for you.***

Imagine what that would feel like if you knew that one thing. There wasn't any confusion – there wasn't any could be this – could be that – I need to this – I need to do that, but you knew the one thing.

*And because you knew **that one thing**, you could concentrate all your efforts on just that one thing. That one leverage point that would give you the maximum payoff.*

So all of a sudden getting results in your business or life would become a hell of a lot easier right? You weren't torn in a hundred directions. You knew the one thing and you focused on it entirely.

Because of that discovery, you were finally able **to make a profit, earn more money, lose the weight, or get unstuck in your career.**

Better than winning a million dollar Lotto Jackpot!

If I could take you through a process that would absolutely, positively enable you to win one million dollars in the next Lotto jackpot, what would you be willing to do to learn that process?

And what if I told you that this was a simple foolproof process would you be interested?

If I told you that you had to get to the end of this e-book to find out how you could win your million dollars within the next 3 months how much time would you let go by before you read to the end? What level of attention would you be reading with?

I'm guessing while you would probably read quickly to the end, you'd still remain skeptical. You'd want to know if I used this process to win the Lotto myself and if I've helped anyone else to do the same. You may want their names and phone numbers so that you could talk to them.

Suppose I then gave you their names and you were able to verify that all of us had indeed won a million dollars - would you feel a little more confident learning what I have to share with you?

If you want a chance at winning the Lotto Jackpot you have to buy a ticket yet the chances of you winning is 1 in 3.2 million.

The truth is you've lived your life almost as if you're playing the lottery - betting on this strategy, trying this, trying that yet you are still unable to get the results you're after.

I have a better way for you to get the results you're after with much better odds!

Click here to find
out more...