

**The Best Of**

**JIM ROHN**  
AMERICA'S FOREMOST BUSINESS PHILOSOPHER



**Wisdom for a New Generation of Business Leaders**

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This e-Book is a compilation of some of the best articles to appear in the weekly Jim Rohn e-Zine. All articles are authored by Jim Rohn himself. Future articles can be obtained through a FREE subscription to this publication.



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## Thinking Like A Farmer

One of the difficulties we face in our industrialized age is the fact we've lost our sense of seasons. Unlike the farmer whose priorities change with the seasons, we have become impervious to the natural rhythm of life. As a result, we have our priorities out of balance. Let me illustrate what I mean:

For a farmer, springtime is his most active time. It's then when he must work around the clock, up before the sun and still toiling at the stroke of midnight. He must keep his equipment running at full capacity because he has but a small window of time for the planting of his crop. Eventually winter comes when there is less for him to do to keep him busy.

There is a lesson here. Learn to use the seasons of life. Decide when to pour it on and when to ease back, when to take advantage and when to let things ride. It's easy to keep going from nine to five year in and year out and lose a natural sense of priorities and cycles. Don't let one year blend into another in a seemingly endless parade of tasks and responsibilities. Keep your eye on your own seasons, lest you lose sight of value and substance.

**To Your Success,  
Jim Rohn**

This article was submitted by Jim Rohn, America's Foremost Business Philosopher.

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# The Great Challenge of Life

Here's the great challenge of life - You can have more than you've got because you can become more than you are.

I have found that income seldom will exceed your own personal development. Once in a while income takes a lucky jump, but unless you grow out to where it is it will go back to where you are. Somebody once said if you took all the money in the world and divided it among everyone equally, it would soon be back in the same pockets. However, you can have more because you can become more. You see, here is how the other side of the coin reads - unless you change how you are, you will always have what you've got. The marketing plan won't do it. It's a good plan but it won't work without you. You've got to work it. It is the human effort that counts. If you could send a sales manual out to recruit - wouldn't that be lovely? The major thing that makes the difference is what YOU do.

In order to have more, you need to become more. The guy says "If I had a good job I would really pour it on, but I have this lousy job so I just goof off." If that is your philosophy you are destined to stay there. Some people say if I had a lot of money I would be really generous, but I don't have much so I'm not generous. See, you've got to change that philosophy or you will never have "the lots of money". Unless YOU change, IT won't change. Amazingly, however, when we throw out our blame list and start becoming more ourselves - the difference is everything else will begin to change around us.

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# The Time to Act

Engaging in genuine discipline requires that you develop the ability to take action. You don't need to be hasty if it isn't required, but you don't want to lose much time either. Here's the time to act: when the idea is hot and the emotion is strong.

Let's say you would like to build your library. If that is a strong desire for you, what you've got to do is get the first book. Then get the second book. Take action as soon as possible, before the feeling passes and before the idea dims. If you don't, here's what happens -

- You Fall Prey to the Law of Diminishing Intent -

We intend to take action when the idea strikes us. We intend to do something when the emotion is high. But if we don't translate that intention into action fairly soon, the urgency starts to diminish. A month from now the passion is cold. A year from now it can't be found.

So take action. Set up a discipline when the emotions are high and the idea is strong, clear, and powerful. If somebody talks about good health and you're motivated by it, you need to get a book on nutrition. Get the book before the idea passes, before the emotion gets cold. Begin the process. Fall on the floor and do some push-ups. You've got to take action; otherwise the wisdom is wasted. The emotion soon passes unless you apply it to a disciplined activity. Discipline enables you to capture the emotion and the wisdom and translate them into action. The key is to increase your motivation by quickly setting up the disciplines. By doing so, you've started a whole new life process.

Here is the greatest value of discipline: self-worth, also known as self-esteem. Many people who are teaching self-esteem these days don't connect it to discipline. But once we sense the least lack of discipline within ourselves, it starts to erode our psyche. One of the greatest temptations is to just ease up a little bit. Instead of doing your best, you allow yourself to do just a little less than your best. Sure enough, you've started in the slightest way to decrease your sense of self-worth.

There is a problem with even a little bit of neglect. Neglect starts as an infection. If you don't take care of it, it becomes a disease. And one neglect leads to another. Worst of all, when neglect starts,

it diminishes our self-worth.

Once this has happened, how can you regain your self-respect? All you have to do is act now! Start with the smallest discipline that corresponds to your own philosophy. Make the commitment: "I will discipline myself to achieve my goals so that in the years ahead I can celebrate my successes."

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## Being Fruitful by Jim Rohn

(excerpted from the New Jim Rohn Weekend Event DVD/CD series)

Over the years I've learned to challenge my audiences to turn their response to the ideas and information they receive into results. According to the Biblical story, the first couple, Adam and Eve, was instructed to be fruitful - produce some results. Fruitful is kind of an interesting word; it denotes abundance. Here's what I think fruitful, abundance and productivity mean - to go to work on producing more than you need for yourself. I think we fulfill that command given to us so long ago to be productive, to produce far more than we need for ourselves, by blessing others, blessing our nation and blessing our enterprise.

Challenge yourself to produce more ideas than you need for yourself so you can share and give your ideas away. Produce more in terms of substance and money and treasure and all things valuable to human beings, far more than you need for yourself. I am reminded of R.G. LeTourneau's story, the man who built the big earth moving machines; it was his goal to someday give away 90% of his income. Giving away far more than anyone could possibly imagine. 90% is an awful lot to give away, but you should have seen the 10% that was left. Once abundance starts to come, once someone becomes incredibly productive, it's amazing what the numbers turn out to be. It's amazing what it finally totals. So make sure when you are given the opportunity, that you turn your response into results, thus the chance to be more fruitful and more giving.

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# Creating Opportunity

An enterprising person is one who comes across a pile of scrap metal and sees the making of a wonderful sculpture. An enterprising person is one who drives through an old decrepit part of town and sees a new housing development. An enterprising person is one who sees opportunity in all areas of life.

To be enterprising is to keep your eyes open and your mind active. It's to be skilled enough, confident enough, creative enough and disciplined enough to seize opportunities that present themselves...regardless of the economy.

A person with an enterprising attitude says, "Find out what you can before action is taken." Do your homework. Do the research. Be prepared. Be resourceful. Do all you can in preparation of what's to come.

Enterprising people always see the future in the present. Enterprising people always find a way to take advantage of a situation, not be burdened by it. And enterprising people aren't lazy. They don't wait for opportunities to come to them, they go after the opportunities. Enterprise means always finding a way to keep yourself actively working toward your ambition.

Enterprise is two things. The first is creativity. You need creativity to see what's out there and to shape it to your advantage. You need creativity to look at the world a little differently. You need creativity to take a different approach, to be different.

What goes hand-in-hand with the creativity of enterprise is the second requirement: the courage to be creative. You need courage to see things differently, courage to go against the crowd, courage to take a different approach, courage to stand alone if you have to, courage to choose activity over inactivity.

And lastly, being enterprising doesn't just relate to the ability to make money. Being enterprising also means feeling good enough about yourself, having enough self worth to want to seek advantages and opportunities that will make a difference in your future. And by doing so you will increase your confidence, your courage, your creativity and your self-worth – your enterprising nature.

# Success IS Everything

Someone once said to me that success isn't everything and I think I know what they really meant. I believe they really meant that money wasn't everything and I certainly agree with that. But I do believe that success IS everything.

First you need to succeed to survive. We must take the seasons and learn how to use them with the seed, the soil and the rain of opportunity to learn how to sustain ourselves and our family. But then second is to then succeed to flourish in every part of your life. Good question to ask mature people "If you could do better should you?" And I think almost everybody would answer the question in the positive. If you could improve your health shouldn't you do that? If you can learn more shouldn't you do that? If you could earn more and share more, shouldn't you do that? If you can improve your relationships and spirituality shouldn't you do that? And I think that is what success is really all about. It is not just a destination that is set for everybody to try and go for. It is like Zig said, "improving in every area of your life to see if you can't with satisfaction at the end of the day, week, month and year and say 'I have made excellent progress this year, for myself, for my family, for my business, my career and my health.'" I think that kind of success everybody recognizes is legitimate and something we should all strive for.

Interesting phrase in the bible that says strive for perfection - not that we can ever reach it. But it is in the striving, to be a little bit better today than yesterday, in our speech, our language, our health, everything we can possibly think of.

So yes, in my opinion it is good to succeed!

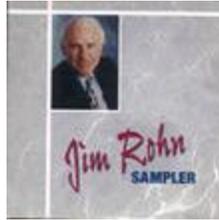
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## **Mr. Shoaff's Simple Strategies to Success** (Excerpted from the Jim Rohn Sampler single audio/CD)



My first mentor, Mr. Shoaff, over a five-year period of time before he died at age 49, taught me some extraordinarily simple things. He only went through the 9th grade in school. He never finished high school, never went to college, never went to a university. So he put his experiences and ideas in very simple language, which, I think for me - kid from the farms of Idaho - was so important. When I would say, "This is all the company pays." Mr. Shoaff would say, "No, that is all they pay YOU." I thought, "That is a new to look at it." I told him things cost too much. But he said, "No, you can't afford them." Well, that was a new concept for me. He promised that if I would improve, then I would qualify for more money. So I learned that we don't have to work on the company, we have to work on ourselves.

If it had been technical, I would have missed it. If it had been mystic, I would have backed away. But it was just basic, blunt "a-b-c" familiar stuff that I hadn't thought of before. For me it was the beginning of what he called "personal development".

Mr. Shoaff also taught me that life puts some of the more valuable things on the high shelf so that you can't get to them until you qualify. If you want the things on the high shelf, you must stand on the books you read. With every book you read, you get to stand a little higher.

And the "biggie" that forever had an impact on me, "Success is something you attract by the person you become." That phrase changed my life. Success is not to be pursued, but to be attracted by the person you become. Put your energy into becoming a better you, the best you. Learn the skills. Practice the skills. Attract the success.

These simple strategies and ideas helped change my life, forever, for the better. Thank you, once again, Mr. Shoaff.

## **One of Life's Great Lessons – Learn to be Thankful for What You Already Have**

**(excerpted from the New Jim Rohn Weekend Event DVD/CD series)**

Is thankfulness a survival skill? Perhaps most of you would respond with, "No, Jim, thankfulness is not key to survival", and I would tend to agree with you. Most of us have probably already solved the necessary problems of survival, gone beyond that and are now working to achieve our desires. But let me give you this key phrase, "Learn to be thankful for what you already have, while you pursue all that you want." I believe one of the greatest and perhaps one of the simplest lessons in life we can learn is to be thankful for what we have already received and accomplished.

Both the years and the experiences have brought me here to where I stand today, but it is the thankfulness that opened the windows of opportunities, of blessings, of unique experiences to flow my way. My gratitude starts with my parents who raised me, gave me an incredible foundation that has lasted me all of these years and continues with the mentors that I've met along the way who absolutely changed and revolutionized my life, my income, my bank account, my future. I am also very thankful for the people, the associations, for the ideas, for the chance to work and labor, and to produce results, all of that has brought me to this place, to this weekend. I'm grateful for it all.

What a unique opportunity each one of you here has, so many of us; representing different countries, nations and cultures, to appreciate the uniqueness of our own experiences that has brought us all here, together, for these three days to learn new skills and sharpen old ones. For the countries we represent; we have freedom and liberty. These are extraordinary times, about eleven years ago the walls came tumbling down, in Germany, and it started a wave of democracy and freedom like the world has never seen before. We as a country and as a world have so much to be thankful for. Always start with thanksgiving; be thankful for what you already have and see the miracles that come from this one simple act.

Now thankfulness is just the beginning; next, you've got to challenge yourself to produce. Produce more ideas than you need for yourself so you can share and give your ideas away. That is called fruitfulness and abundance. Here's what I think fruitfulness and abundance mean - to go to work on producing more than you need for yourself so you can begin blessing others, blessing your nation and blessing your enterprise. Once abundance starts to come, once someone becomes incredibly productive, it's amazing what the numbers turn out to be. But to begin this incredible process of blessing, it often starts with the act of thanksgiving and

gratitude, being thankful for what you already have and for what you've already done. Begin the act of thanksgiving today and watch the miracles flow your way.

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## The Best Gift to Give Yourself and Others

I'm often asked the question, "How can I best help my children, spouse, family member, staff member, friend etc. improve/change?" In fact that might be the most frequently asked question I receive, "How can I help change someone else?"

My answer often comes as a surprise and here it is. The key to helping others is to help yourself first. In other words, the best contribution I can make to someone else is my own personal development. If I become 10 times wiser, 10 times stronger, think of what that will do for my adventure as a father... as a grandfather... as a business colleague.

The best gift I can give to you, really, is my ongoing personal development. Getting better, getting stronger, becoming wiser. I think parents should pick this valuable philosophy up. If the parents are okay, the kids have an excellent chance of being okay. Work on your personal development as parents; that's the best gift you can give to your children.

If you have ever ridden in an airplane, then you might have noticed the oxygen compartment located above every seat. There are explicit instructions that say "In case of an emergency, first secure your own oxygen mask and then if you have children with you then secure their masks." Take care of yourself first... then assist your children. If we use that same philosophy throughout our whole parental life, it would be so valuable.

If I learn to create happiness for myself, my children now have an excellent chance to be happy. If I create a unique lifestyle for myself and my spouse, that will be a great example to serve my children.

Self-development enables you to serve, to be more valuable to those around you; for your child... your business... your colleague... your community... your church.

That's why I teach development skills. If you keep refining all the parts of your character, yourself, your health, etc. so that you become an attractive person to the marketplace - you'll attract opportunity. Opportunity will then begin to seek you out. Your reputation will begin to precede you and people will want to do business with you. All of that possibility is created by working on the philosophy that success is something you attract by continually working on your own personal development.

## THE SUBTLETY OF LANGUAGE

I have found that sometimes the subtle difference in our attitude, which of course can make a major difference in our future, can be as simple as the language we use. The difference is even how you talk to yourself or others. Consciously making a decision to quit saying what you don't want and to start saying what you do want. I call that faith. Believing the best, hoping for the best and moving toward the best.

A few examples could be, instead of saying "What if somebody doesn't respond" you start saying, "What if they do respond?" Instead of saying "What if someone says no?" You say, "What if they say yes?" Instead of "What if they start and quit?" say, "What if they start and stay?" or "What if it doesn't work out?" You say, "What if it does work out?" and the list goes on and on.

I found that when you start thinking and saying what you really want then your mind automatically shifts and pulls you in that direction. And sometimes it can be that simple, just a little twist in vocabulary that illustrates your attitude and philosophy.

Our language can also affect how others perform and behave around us. A teenager says to a parent, "I need \$10." And if the parents learn to say, "No comprende. That kind of language doesn't work here. We've got plenty of money, but that's not how you get \$10." Then you teach your teenager how to ask, "How can I earn \$10?"

That is the magic of words. There is plenty of money here. There is money for everybody, but you just have to learn the magic words to get them. For everything you could possibly want. If you just learn the philosophy. How could I earn \$10? Because you can't go to the soil and say, "Give me a harvest." You know the soil smiles and says, "Who is this clown that brings me his need and brings me no seed." And if you said to the soil, "I've got this seed and if I planted it, would you work while I sleep?" And the soil says, "No problem. Give me the seed. Go to sleep and I'll be working while you're sleeping."

If you just understand these simple principles, teaching them to a teenager (or adult) is sometimes just a matter of language. It's like an investment account instead of a savings account. Simple language, but so important. It is easy to stumble through almost a lifetime and not learn some of these simplicities. Then you have to put up with all the lack and all the challenges that don't work out simply from not reading the book, not listening to the tape, not sitting in the class, not studying your language and not being

willing to search so you can then find.

But here is the great news. You can start this process anytime. For me it was at age 25. At 25 I'm broke. Six years later I'm a millionaire. Somebody says, "What kind of revolution, what kind of change, what kind of thinking, what kind of magic had to happen? Was it you?" And I say, "No. Any person, any six years, 36 to 42, 50 to 56. Whatever six years; whatever few years you go on an intensive, accelerated personal development curve, learning curve, application curve, and learning the disciplines. Now, it might not take the same amount of time, but I'm telling you the same changes and the same rewards in some different fashion are available for those who pay that six year price. And you might find that whether it's in the beginning to help get you started, or in the middle to keep you on track, that your language can have a great impact on your attitude, actions and results.

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# Nine Things More Important than Capital

When starting any enterprise or business, whether it is full-time or part-time, we all know the value of having plenty of capital (money). But I bet we both know or at least have heard of people who started with no capital who went on to make fortunes. How? You may ask.

Well, I believe there are actually some things that are more valuable than capital that can lead to your entrepreneurial success. Let me give you the list.

## 1. Time.

Time is more valuable than capital. The time you set aside not to be wasted, not to be given away. Time you set aside to invest in an enterprise that brings value to the marketplace with the hope of making a profit. Now we have capital time.

How valuable is time? Time properly invested is worth a fortune. Time wasted can be devastation. Time invested can perform miracles, so you invest your time.

## 2. Desperation.

I have a friend Lydia, whose first major investment in her new enterprise was desperation. She said, "My kids are hungry, I gotta make this work. If this doesn't work, what will I do?" So she invested \$1 in her enterprise selling a product she believed in. The \$1 was to buy a few fliers so she could make a sale at retail, collect the money and then buy the product wholesale to deliver back to the customer.

My friend Bill Bailey went to Chicago as a teenager after he got out of high school. And the first job he got was as a night janitor. Someone said, "Bill, why would you settle for night janitor?" He said, "Malnutrition." You work at whatever you can possibly get when you get hungry. You go to work somewhere -- night janitor, it doesn't matter where it is. Years later, now Bill is a recipient of the Horatio Alger award, rich and powerful and one of the great examples of lifestyle that I know. But, his first job -- night janitor. Desperation can be a powerful incentive. When you say - I must.

## 3. Determination.

Determination says I will. First Lydia said, "I must find a

customer." Desperation. Second, she said, "I will find someone before this first day is over." Sure enough, she found someone. She said, "If it works once, it will work again." But then the next person said, "No." Now what must you invest?

#### 4. Courage.

Courage is more valuable than capital. If you've only got \$1 and a lot of courage, I'm telling you, you've got a good future ahead of you. Courage in spite of the circumstances. Humans can do the most incredible things no matter what happens. Haven't we heard the stories? There are some recent ones from Kosovo that are some of the most classic, unbelievable stories of being in the depths of hell and finally making it out. It's humans. You can't sell humans short. Courage in spite of, not because of, but in spite of. Now once Lydia has made 3 or 4 sales and gotten going, here's what now takes over.

#### 5. Ambition.

"Wow! If I can sell 3, I can sell 33. If I can sell 33, I can sell 103." Wow. Lydia is now dazzled by her own dreams of the future.

#### 6. Faith.

Now she begins to believe she's got a good product. This is probably a good company. And she then starts to believe in herself. Lydia, single mother, 2 kids, no job. "My gosh, I'm going to pull it off!" Her self-esteem starts to soar. These are investments that are unmatched. Money can't touch it. What if you had a million dollars and no faith? You'd be poor. You wouldn't be rich. Now here is the next one, the reason why she's a millionaire today.

#### 7. Ingenuity.

Putting your brains to work. Probably up until now, you've put about 1/10 of your brainpower to work. What if you employed the other 9/10? You can't believe what can happen. Humans can come up with the most intriguing things to do. Ingenuity. What's ingenuity worth? A fortune. It is more valuable than money. All you need is a \$1 and plenty of ingenuity. Figuring out a way to make it work, make it work, make it work.

#### 8. Heart and Soul.

What is a substitute for heart and soul? It's not money. Money can't buy heart and soul. Heart and soul is more valuable than a million dollars. A million dollars without heart and soul, you have

no life. You are ineffective. But, heart and soul is like the unseen magic that moves people, moves people to buy, moves people to make decisions, moves people to act, moves people to respond.

#### 9. Personality.

You've just got to spruce up and sharpen up your own personality. You've got plenty of personality. Just get it developed to where it is effective every day, it's effective no matter who you talk to - whether it is a child or whether it is a business person - whether it is a rich person or a poor person. A unique personality that is at home anywhere. One of my mentors, Bill Bailey, taught me, "You've got to learn to be just as comfortable, Mr. Rohn, whether it is in a little shack in Kentucky having a beer and watching the fights with Winfred, my old friend or in a Georgian mansion in Washington, DC as the Senator's guest." Move with ease whether it is with the rich or whether it is with the poor. And it makes no difference to you who is rich or who is poor. A chance to have a unique relationship with whomever. The kind of personality that's comfortable. The kind of personality that's not bent out of shape.

And lastly, let's not forget charisma and sophistication. Charisma with a touch of humility. This entire list is more valuable than money. With one dollar and the list I just gave you, the world is yours. It belongs to you, whatever piece of it you desire whatever development you wish for your life. I've given you the secret. Capital. The kind of capital that is more valuable than money and that can secure your future and fortune. Remember that you lack not the resources.

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## **Labor that Works Miracles**

**(excerpted from The Challenge to Succeed series)**

Two thousand years ago on April 15th one of Jesus' disciples came to him and said it was time to pay taxes (that's how I know it was around April 15th), but they had no money. In response to his disciple's statement Jesus said "no problem". Now why could he say "no problem"? Well, word had it that Jesus was a miracle worker. If you hand a problem to a miracle worker what they are inclined to say is "no problem". You've got to hang out with people like that.

I belong to a small group and we do business around the world. These guys are all miracle workers. What an incredible group. If you hand any of them a problem guess what they say, "no problem". How many books will they read to solve a problem? As many as it takes. If they need to consult - how much consulting will they do? As much as it takes. How early will they get up? As early as it takes. "No problem"... you got to hang out with people like that. You cannot believe the thrill of being associated with miracle workers, people who will do whatever it takes to get the job done and perform miracles.

When asked about paying the taxes Jesus said it was "no problem". In fact, he said it was going to be easy - he told the disciple to just go fishing. Now it couldn't have been any easier than that, especially for this disciple whose name was Peter, because Peter was a fisherman. Now if you can fish and you should fish and you don't fish - then that is why you do not get a miracle. But Jesus told his disciple to go fishing and the first fish that he caught to look in its mouth. Peter, who was used to strange things happening, agreed. Well, the first fish Peter catches, he looks in its mouth and finds coins. Peter then adds up the coins and they are exactly enough to pay his and Jesus' taxes.

"Wow!", you might say, "That is a miracle!" Here is why we call it a miracle - simply because we don't quite understand how it works. That's all. Doesn't mean it doesn't work, it just means we don't quite understand how it works. Which is true of all miracles. In fact, for most of us - our whole life is a miracle.

How about this miracle... God says if you plant the seed I will make the tree. Wow, you can't have a better arrangement than that. First, it gives God the tough end of the deal. What if you had to make a tree? That would keep you up late at night trying to figure out how to make a tree. God says, "No, leave the miracle part to me. I've got the seed, the soil, the sunshine, the rain and the seasons. I'm God and all this miracles stuff is easy for me. I

have reserved something very special for you and that is to plant the seed."

I have found in life that if you want a miracle you first need to do whatever it is you can do - if that's to plant, then plant; if it is to read, then read; if it is to change, then change; if it is to study, then study; if it is to work, then work; whatever you have to do. And then you will be well on your way of doing the labor that works miracles.

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# Read All the Books

All of the books that we will ever need to make us as rich, as healthy, as happy, as powerful, as sophisticated and as successful as we want to be have already been written.

People from all walks of life, people with some of the most incredible life experiences, people that have gone from pennies to fortune and from failure to success have taken the time to write down their experiences so that we might share in their wealth of knowledge. They have offered their wisdom and experience so that we can be inspired by it and instructed by it, and so that we can amend our philosophy by it. Their contributions enable us to reset our sail based upon their experiences. They have handed us the gift of their insights so that we can change our plans, if need be, in order to avoid their errors. We can rearrange our lives based on their wise advice.

All of the insights that we might ever need have already been captured by others in books. The important question is this: In the last ninety days, with this treasure of information that could change our lives, our fortunes, our relationships, our health, our children and our careers for the better, how many books have we read?

Why do we neglect to read the books that can change our lives? Why do we complain but remain the same? Why do so many of us curse the effect but nourish the cause? How do we explain the fact that only a small percent of our entire national population possesses and utilize a library card - a card that would give us access to all of the answers to success and happiness we could ever want? Those who wish for the better life cannot permit themselves to miss the books that could have a major impact on how their lives turn out. The book they miss will not help!

And the issue is not that books are too expensive! If a person concludes that the price of buying the book is too great, wait until he must pay the price for not buying it. Wait until he receives the bill for continued and prolonged ignorance.

There is very little difference between someone who cannot read and someone who will not read. The result of either is ignorance. Those who are serious seekers of personal development must remove the self-imposed limitations they have placed on their reading skills and their reading habits. There is a multitude of classes being taught on how to be a good reader and there are thousands of books on the shelves of the public libraries just waiting to be read. Reading is essential for those who seek to rise

above the ordinary. We must not permit anything to stand between us and the book that could change our lives.

A little reading each day will result in a wealth of valuable information in a very short period of time. But if we fail to set aside the time, if we fail to pick up the book, if we fail to exercise the discipline, then ignorance will quickly move in to fill the void.

Those who seek a better life must first become a better person. They must continually seek after self-mastery for the purpose of developing a balanced philosophy of life, and then live in accordance with the dictates of that philosophy. The habit of reading is a major stepping-stone in the development of a sound philosophical foundation. And in my opinion it is one of the fundamentals required for the attainment of success and happiness.

**To Your Success,  
Jim Rohn**

This article was submitted by Jim Rohn, America's Foremost Business Philosopher.

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# Building a Successful Team

Once you've set a goal for yourself as a leader - whether it is to create your own enterprise, energize your organization, build a church, excel in sports, etc. - the challenge is to find good people to help you accomplish that goal. Gathering a successful team of people is not only helpful, it's necessary.

So to guide you in this daunting task of picking the right people, I'm going to share with you a four-part checklist.

Number One: Check each candidate's history. Seek out available information regarding the individual's qualifications to do the job. That's the most obvious step.

Number Two: Check the person's interest level. If they are interested, they are probably a good prospect. Sometimes people can fake their interest, but if you've been a leader for a while, you will be a capable judge of whether somebody is merely pretending. Arrange face-to-face conversation, and try to gauge his or her sincerity to the best of your ability. You won't hit the bull's-eye every time, but you can get pretty good at spotting what I call true interest.

Number Three: Check the prospect's responses. A response tells you a lot about someone's integrity, character, and skills. Listen for responses like these: "You want me to get there that early?" "You want me to stay that late?" "The break is only ten minutes?" "I'll have to work two evenings a week and Saturdays?" You can't ignore these clues. A person's responses are a good indication of his or her character and of how hard he or she will work. Our attitudes reflect our inner selves, so even if we can fool others for a while, eventually, our true selves will emerge.

And Number Four: Check results. The name of the game is results. How else can we effectively judge an individual's performance? The final judge must be results.

There are two types of results to look for. The first is activity results. Specific results are a reflection of an individual's productivity. Sometimes we don't ask for this type of result right away, but it's pretty easy to check activity. If you work for a sales organization and you've asked your new salesman, John, to make ten calls in the first week, it's simple to check his results on Friday. You say, "John, how many calls did you make?" John says, "Well . . ." and starts telling a story, making an excuse. You respond, "John, I just need a number from one to ten." If his results that first week are not good, it is a definite sign. You might try another week, but

if that lack of precise activity continues, you'll soon realize that John isn't capable of becoming a member of your team.

The second area you need to monitor is productivity. The ultimate test of a quality team is measurable progress in a reasonable amount of time. And here's one of the skills of leadership: be up front with your team as to what you expect them to produce. Don't let the surprises come later.

When you're following this four-part checklist, your instincts obviously play a major role. And your instincts will improve every time you go through the process. Remember, building a good team will be one of your most challenging tasks as a leader. It will reap you multiple rewards for a long time to come.

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## Facing the Enemies Within

We are not born with courage, but neither are we born with fear. Maybe some of our fears are brought on by our own experiences, by what someone has told us, by what we've read in the papers. Some fears are valid, like walking alone in a bad part of town at two o'clock in the morning. But once we learn to avoid that situation, we won't need to live in fear of it.

Fears, even the most basic ones, can totally destroy our ambitions. Fear can destroy fortunes. Fear can destroy relationships. Fear, if left unchecked, can destroy our lives. Fear is one of the many enemies lurking inside us.

Let me tell you about five of the other enemies we face from within. The first enemy that we've got to destroy before it destroys us is indifference. What a tragic disease this is. The man says, "Ho-hum, let it slide. I'll just drift along." But here's one problem with drifting: we can't drift our way to the top of the mountain.

The second enemy we face is indecision. Indecision is the thief of opportunity and enterprise. It will steal our chances for a better future. Take a sword to this enemy.

The third enemy inside is doubt. Sure, there's room for healthy skepticism. We can't believe everything. But we also can't let doubt take over. Many people doubt the past, doubt the future, doubt each other, doubt the government, doubt the possibilities and doubt the opportunities. Worse of all, they doubt themselves. I'm telling you, doubt will destroy your life and your chances of success. It will empty both your bank account and your heart. Doubt is an enemy. Go after it. Get rid of it.

The fourth enemy within is worry. We've all got to worry some. Just don't let it conquer you. Instead, let it alarm you. Worry can be useful. If you step off the curb in New York City and a taxi is coming, you've got to worry. But you can't let worry loose like a mad dog that drives you into a small corner. Here's what you've got to do with your worries: drive them into a small corner. Whatever is out to get you, you've got to get it. Whatever is pushing on you, you've got to push back.

The fifth interior enemy is over-caution. It is the timid approach to life. Timidity is not a virtue (unlike humility - they are different); in fact, it can be an illness. If you let it go, it'll conquer you. Timid people don't get promoted. They don't advance and grow and become powerful in the marketplace. You've got to avoid over-

caution.

Do battle with the enemy. Do battle with your fears. Build your courage to fight what's holding you back, what's keeping you from your goals and dreams. Be courageous in your life and in your pursuit of the things you want and the person you want to become.

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## All Life Wishes to Reward Its Benefactors

Parents, leaders, employers, teachers and volunteers have you discovered one of the great positive mysteries of life? Here it is - All life seems to wish to reward its benefactor.

If you become the benefactor, you will receive these incredible rewards. If you are the benefactor to the garden, the flowers seem to bloom and say, "Look at me. Look how bright and beautiful I am because you took care of me. I wish to reward you by being beautiful, lovely, spectacular."

Your own children, if you become their benefactor, they want to reward you with their progress. I taught my daughters how to swim. And my daughters would say, as they were about to dive, "'Daddy, daddy watch, watch, look, look, watch" as if to say; 'look what you have created here, you've spent the time with me and now look at me. This is the payoff.' Watch me dive." I was their benefactor.

I have found that all life wishes to respond to the benefactor. The ones who give their time, give their effort, give their patience, give their ideas, the benefit of their experience. Whatever has benefited from that, wishes to respond. The crop wishes to grow. The child wishes to show you how much progress they've made.

And remember that whatever you move towards tends to move towards you. Just as when you move toward education, and education starts to seek you out. Or when you move toward progress and progress seems to want to now embrace you. You will find that, just as predictably, as you move towards helping those in your care they will wish to repay you with their own success and accomplishments.

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## Change Begins With Choice

Any day we wish; we can discipline ourselves to change it all. Any day we wish; we can open the book that will open our mind to new knowledge. Any day we wish; we can start a new activity. Any day we wish; we can start the process of life change. We can do it immediately, or next week, or next month, or next year.

We can also do nothing. We can pretend rather than perform. And if the idea of having to change ourselves makes us uncomfortable, we can remain as we are. We can choose rest over labor, entertainment over education, delusion over truth, and doubt over confidence. The choices are ours to make. But while we curse the effect, we continue to nourish the cause. As Shakespeare uniquely observed, "The fault is not in the stars, but in ourselves." We created our circumstances by our past choices. We have both the ability and the responsibility to make better choices beginning today. Those who are in search of the good life do not need more answers or more time to think things over to reach better conclusions. They need the truth. They need the whole truth. And they need nothing but the truth.

We cannot allow our errors in judgment, repeated every day, to lead us down the wrong path. We must keep coming back to those basics that make the biggest difference in how our life works out. And then we must make the very choices that will bring life, happiness and joy into our daily lives.

And if I may be so bold to offer my last piece of advice for someone seeking and needing to make changes in their life - If you don't like how things are, change it! You're not a tree. You have the ability to totally transform every area in your life - and it all begins with your very own power of choice.

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# Making Your Goals Count in 2007

As we enter into this New Year we all tend to have a heightened sense of the opportunities and possibilities that 2007 can bring. The need for goal-setting becomes more obvious and clear. And the great thing about goal-setting is you can keep it as simple or get as elaborate as you would like. In fact, we have spent the last month in the One-Year Success Plan solely on the subject of goal-setting and have dedicated over 125 pages in the One-Year Plan to exercises on the subject. Space and time won't allow that here, but below are some abbreviated points on goal-setting for the New Year.

I've often said the major reason for setting a goal is for what it makes of you to accomplish it. What it makes of you will always be the far greater value than what you get. That is why goals are so powerful - they are part of the fabric that makes up our lives. And goal-setting is where we create our goals.

Goal-setting is powerful, partly because it provides focus. It shapes our dreams. It gives us the ability to hone in on the exact actions we need to perform to achieve everything we desire in life. Goals are GREAT because they cause us to stretch and grow in ways that we never have before. In order to reach our goals we must become better. We must change and grow.

Also, goals provide long-term vision in our lives. We all need lots of powerful, long-range goals to help us get past short-term obstacles. Life is designed in such a way that we look long-term and live short-term. We dream for the future and live in the present. Unfortunately, the present can produce many difficult obstacles. But fortunately, the more powerful our goals (because they are inspiring and believable) the more we will be able to act on them in the short-term and guarantee that they will actually come to pass!

So, let's take a closer look at the topic of goal-setting and see how we can make it forceful as well as practical. What are the key aspects to learn and remember when studying and writing our goals?

1. Evaluation and Reflection. The only way we can reasonably decide what we want in the future and how we will get there is to first know where we are right now and what our level of satisfaction is for where we are in life. So first take some time and think through and write down your current situation, then ask this question on each key point - is that okay?

The purpose of evaluation is twofold. First, it gives you an objective way to look at your accomplishments and your pursuit of the vision you have for your life. Secondly, it is to show you where you are so you can determine where you need to go. In other words, it gives you a baseline from which to work.

I would strongly encourage you to take a couple of hours this week to evaluate and reflect. At the beginning of this month we encourage you to see where you are and write it down so that as the months progress and you continue a regular time of evaluation and reflection, you will see just how much ground you will be gaining – and that will be exciting!

2. What are Your Dreams and Goals? These are the dreams and goals that are born out of your own heart and mind. These are the goals that are unique to you and come from who you were created to be and gifted to become. So second, make a list of all the things you desire for the future.

One of the amazing things we have been given as humans is the unquenchable desire to have dreams of a better life, and the ability to establish goals to live out those dreams. Think of it: We can look deep within our hearts and dream of a better situation for ourselves and our families; dream of better financial lives and better emotional or physical lives; certainly dream of better spiritual lives. But what makes this even more powerful is that we have also been given the ability to not only dream but to pursue those dreams and not just pursue them, but the cognitive ability to actually lay out a plan and strategies (setting goals) to achieve those dreams. Powerful!

What are your dreams and goals? This isn't what you already have or what you have done, but what you want. Have you ever really sat down and thought through your life values and decided what you really want? Have you ever taken the time to truly reflect, to listen quietly to your heart, to see what dreams live within you? Your dreams are there. Everyone has them. They may live right on the surface, or they may be buried deep from years of others telling you they were foolish, but they are there.

So how do we know what our dreams are? This is an interesting process and it relates primarily to the art of listening. This is not listening to others; it is listening to yourself. If we listen to others, we hear their plans and dreams (and many will try to put their plans and dreams on us). If we listen to ourselves, we can never be fulfilled. We will only chase elusive dreams that are not rooted deep within us. No, we must listen to our own hearts.

Here are some practical steps/thoughts on hearing from our hearts

on what our dreams are:

Take time to be quiet. This is something that we don't do enough in this busy world of ours. We rush, rush, rush, and we are constantly listening to noise all around us. The human heart was meant for times of quiet, to peer deep within. It is when we do this that our hearts are set free to soar and take flight on the wings of our own dreams! Schedule some quiet "dream time" this week. No other people. No cell phone. No computer. Just you, a pad, a pen, and your thoughts.

Think about what really thrills you. When you are quiet, think about those things that really get your blood moving. What would you LOVE to do, either for fun or for a living? What would you love to accomplish? What would you try if you were guaranteed to succeed? What big thoughts move your heart into a state of excitement and joy? When you answer these questions you will feel GREAT and you will be in the "dream zone." It is only when we get to this point that we experience what OUR dreams are!

Write down all of your dreams as you have them. Don't think of any as too outlandish or foolish – remember, you're dreaming! Let the thoughts fly and take careful record.

Now, prioritize those dreams. Which are most important? Which are most feasible? Which would you love to do the most? Put them in the order in which you will actually try to attain them. Remember, we are always moving toward action, not just dreaming.

3. S.M.A.R.T. Goals. S.M.A.R.T. means Specific, Measurable, Attainable, Realistic, and Time-sensitive.

I really like this acronym S.M.A.R.T., because we want to be smart when we set our goals. We want to intelligently decide what our goals will be so that we can actually accomplish them. We want to set the goals that our heart conceives, our minds believe and that our bodies will carry out. Let's take a closer look at each of the components of S.M.A.R.T. goals:

**Specific:** Goals are no place to waffle. They are no place to be vague. Ambiguous goals produce ambiguous results. Incomplete goals produce incomplete futures.

**Measurable:** Always set goals that are measurable. I would say "specifically measurable" to take into account our principle of being specific as well.

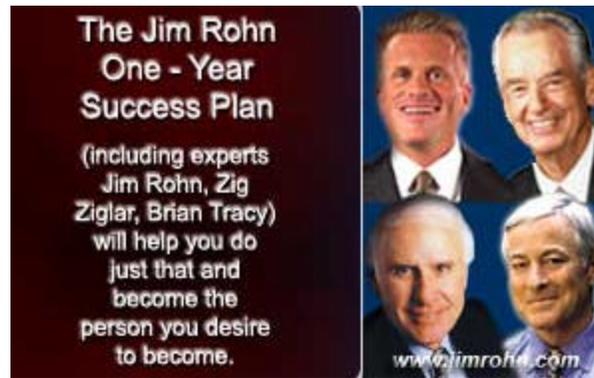
Attainable: One of the detrimental things that many people do – and they do it with good intentions – is to set goals that are so high they are unattainable.

Realistic: The root word of realistic is “real.” A goal has to be something that we can reasonably make “real” or a “reality” in our lives. There are some goals that simply are not realistic. You have to be able to say, even if it is a tremendously stretching goal, that yes, indeed, it is entirely realistic -- that you could make it. You may even have to say that it will take x, y, and z to do it, but if those happen, then it can be done. This is in no way to say it shouldn't be a big goal, but it must be realistic.

Time: Every goal should have a timeframe attached to it. I think that life itself is much more productive if there is a timeframe connected to it. Could you imagine how much procrastination there would be on earth if people never died? We would never get “around to it.” We could always put it off. One of the powerful aspects of a great goal is that it has an end, a time in which you are shooting to accomplish it. You start working on it because you know there is an end. As time goes by you work on it because you don't want to get behind. As it approaches, you work diligently because you want to meet the deadline. You may even have to break down a big goal into different parts of measurement and time frames. That is okay. Set smaller goals and work them out in their own time. A S.M.A.R.T. goal has a timeline.

4. Accountability (A contract with yourself or someone else). When someone knows what your goals are, they hold you accountable by asking you to “give an account” of where you are in the process of achieving that goal. Accountability puts some teeth into the process. If a goal is set and only one person knows it, does it really have any power? Many times, no. At the very least, it isn't as powerful as if you have one or more other people who can hold you accountable to your goal.

So: Evaluate/Reflect; Decide What You Want; Be S.M.A.R.T.; Have Accountability. When you put these 4 key pieces together, you are putting yourself in a position of power that will catapult you toward achieving your goals.



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## No Matter How Busy You Are...

No matter how busy you are, try and find some time over the next week to reflect, think, give and plan.

The week between Christmas and New Year's is the ideal time for this. Try and slow things down. Spend time with the ones you love and care about. Take some time to talk with your spouse and kids about goals and dreams for the year 2005. Use this as a time to recharge your batteries, not just by watching TV the entire time, but to seriously and with excitement think about a handful of changes or additions you want for your life in 2007.

I believe you will find the act of reflecting, thinking, dreaming and planning (with your family) to be one of the most important exercises you can do that will positively impact the next 12 months.

And remember, do not neglect to commit yourself to set this time aside or you will find that the business of life can and will get in the way.

So let's all take a moment to gather up the past year of victories and defeats, growing as well as those times of stagnation and use it to wipe a clean slate and thoughtfully design the next year the way we truly desire it to be.

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## Practice Being Like a Child

Remember the master teacher once said 2000 years ago, "Unless you can become like little children, your chances are zero, you haven't got a prayer." A major consideration for adults.

Be like children and remember there are four ways to be more like a child no matter how old you get -

1) Curiosity - Be curious. Childish curiosity. Learn to be curious like a child. What will kids do if they want to know something bad enough? You're right. They will bug you. Kids can ask a million questions. You think they're through. They've got another million. They will keep plaguing you. They can drive you right to the brink.

Also kids use their curiosity to learn. Have you ever noticed that while adults are stepping on ants, children are studying them? A child's curiosity is what helps them to reach, learn and grow.

2) Excitement - Learn to get excited like a child. There is nothing that has more magic than childish excitement. So excited you hate to go to bed at night. Can't wait to get up in the morning. So excited that you're about to explode. How can anyone resist that kind of childish magic? Now, once in awhile I meet someone who says, "Well, I'm a little too mature for all that childish excitement." Isn't that pitiful? You've got to weep for these kinds of people. All I've got to say is, "If you're too old to get excited, you're old." Don't get that old.

3) Faith - Faith like a child. Faith is childish. How else would you describe it? Some people say, "Let's be adult about it." Oh no. No. Adults too often have a tendency to be overly skeptical. Some adults even have a tendency to be cynical. Adults say, "Yeah. I've heard that old positive line before. It will be a long day in June before I fall for that positive line. You've got to prove to me it's any good." See, that's adult, but kids aren't that way. Kids think you can get anything. They are really funny. You tell kids, "We're going to have three swimming pools." And they say, "Yeah. Three. One each. Stay out of my swimming pool." See, they start dividing them up right away, but adults are not like that. Adults say, "Three swimming pools? You're out of your mind. Most people don't even have one swimming pool. You'll be lucky to get a tub in the back yard." You notice the difference? No wonder the master teacher said, "Unless you can become like little children, your chances, they're skinny."

4) Trust - Trust is a childish virtue, but it has great merit. Have you heard the expression "sleep like a baby"? That's it. Childish

trust. After you've gotten an A+ for the day, leave it in somebody else's hands.

Curiosity, excitement, faith and trust. Wow, what a powerful combination to bring (back) into our lives.

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# The Qualities of Skillful Leadership

If you want to be a leader who attracts quality people, the key is to become a person of quality yourself. Leadership is the ability to attract someone to the gifts, skills, and opportunities you offer as an owner, as a manager, as a parent. I call leadership the great challenge of life.

What's important in leadership is refining your skills. All great leaders keep working on themselves until they become effective. Here are some specifics:

1) Learn to be strong but not rude. It is an extra step you must take to become a powerful, capable leader with a wide range of reach. Some people mistake rudeness for strength. It's not even a good substitute.

2) Learn to be kind but not weak. We must not mistake kindness for weakness. Kindness isn't weak. Kindness is a certain type of strength. We must be kind enough to tell somebody the truth. We must be kind enough and considerate enough to lay it on the line. We must be kind enough to tell it like it is and not deal in delusion.

3) Learn to be bold but not a bully. It takes boldness to win the day. To build your influence, you've got to walk in front of your group. You've got to be willing to take the first arrow, tackle the first problem, discover the first sign of trouble.

4) You've got to learn to be humble, but not timid. You can't get to the high life by being timid. Some people mistake timidity for humility. Humility is almost a God-like word. A sense of awe. A sense of wonder. An awareness of the human soul and spirit. An understanding that there is something unique about the human drama versus the rest of life. Humility is a grasp of the distance between us and the stars, yet having the feeling that we're part of the stars. So humility is a virtue; but timidity is a disease. Timidity is an affliction. It can be cured, but it is a problem.

5) Be proud but not arrogant. It takes pride to win the day. It takes pride to build your ambition. It takes pride in community. It takes pride in cause, in accomplishment. But the key to becoming a good leader is being proud without being arrogant. In fact I believe the worst kind of arrogance is arrogance from ignorance. It's when you don't know that you don't know. Now that kind of arrogance is intolerable. If someone is smart and arrogant, we can tolerate that. But if someone is ignorant and arrogant, that's just

too much to take.

6) Develop humor without folly. That's important for a leader. In leadership, we learn that it's okay to be witty, but not silly. It's okay to be fun, but not foolish.

Lastly, deal in realities. Deal in truth. Save yourself the agony. Just accept life like it is. Life is unique. Some people call it tragic, but I'd like to think it's unique. The whole drama of life is unique. It's fascinating. And I've found that the skills that work well for one leader may not work at all for another. But the fundamental skills of leadership can be adapted to work well for just about everyone: at work, in the community, and at home.

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# HOW DO YOU ATTRACT OPPORTUNITY INTO YOUR LIFE?

Someone recently asked me the question: "How can I have more opportunities come into my life?" Good question, but I think my answer surprised them a bit.

I bypassed the obvious (and necessary) points about hard work, persistence and preparation. They actually were very hard workers. And they had the great attribute of being seekers, they were on the outlook. But I felt maybe they were missing this next and most valuable point - attraction.

I always thought opportunities and success were something you went after, then I found out that I needed to turn it around. Opportunities and success are not something you go after necessarily, but something you attract - by becoming an attractive person.

That's why I teach development of skills. If you can develop your skills, keep refining all the parts of your character and yourself, your health, your relationships, etc. so that you become an attractive person to the marketplace - you'll attract opportunity. Opportunity will probably seek you out. Your reputation will probably precede you and someone will want to do business with you. All of the possibilities are there by working on the philosophy that success is something you attract.

The key is to continue making yourself a more attractive person by the skills you have, the disciplines you have, the personality you've acquired, the character and reputation you have established, the language and speech you use - all of that refinement makes you more attractive to the marketplace.

Personal development - the never ending chance to improve not only yourself, but also to attract opportunities and affect others.

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# CREATING OPPORTUNITY

An enterprising person is one who comes across a pile of scrap metal and sees the making of a wonderful sculpture. An enterprising person is one who drives through an old decrepit part of town and sees a new housing development. An enterprising person is one who sees opportunity in all areas of life.

To be enterprising is to keep your eyes open and your mind active. It's to be skilled enough, confident enough, creative enough and disciplined enough to seize opportunities that present themselves... regardless of the economy.

A person with an enterprising attitude says, "Find out what you can before action is taken." Do your homework. Do the research. Be prepared. Be resourceful. Do all you can in preparation of what's to come.

Enterprising people always see the future in the present. Enterprising people always find a way to take advantage of a situation, not be burdened by it. And enterprising people aren't lazy. They don't wait for opportunities to come to them, they go after the opportunities. Enterprise means always finding a way to keep yourself actively working toward your ambition.

Enterprise is two things. The first is creativity. You need creativity to see what's out there and to shape it to your advantage. You need creativity to look at the world a little differently. You need creativity to take a different approach, to be different.

What goes hand-in-hand with the creativity of enterprise is the second requirement: the courage to be creative. You need courage to see things differently, courage to go against the crowd, courage to take a different approach, courage to stand alone if you have to, courage to choose activity over inactivity.

And lastly, being enterprising doesn't just relate to the ability to make money. Being enterprising also means feeling good enough about yourself, having enough self worth to want to seek advantages and opportunities that will make a difference in your future. And by doing so you will increase your confidence, your courage, your creativity and your self-worth - your enterprising nature.

This article was submitted by Jim Rohn, America's Foremost Business Philosopher.

# THREE KEYS TO GREATNESS

Eight years ago I went into the studio and recorded a 56-minute video for teenagers called "Three Keys To Greatness." Although my focus was for teenagers, the principles I shared certainly apply to adults as well.

Recently I was asked to list these three things using one to two sentences for each. Now for your benefit here they are again.

1) Setting Goals. I call it the view of the future. Most people, including kids, will pay the price if they can see the promise of the future. So we need to help our kids see a well-defined future, so they will be motivated to pay the price today to attain the rewards of tomorrow. Goals help them do this.

2) Personal Development. Simply making consistent investments in our self-education and knowledge banks pays major dividends throughout our lives. I suggest having a minimum amount of time set aside for reading books, listening to audiocassettes, attending seminars, keeping a journal and spending time with other successful people. Charlie Tremendous Jones says you will be in five years the sum total of the books you read and the people you are around.

3) Financial Planning. I call it the 70/30 plan. After receiving your paycheck or paying yourself, simply setting aside 10% for saving, 10% for investing and 10% for giving, and over time this will guarantee financial independence for a teenager.

If a young person, or for that matter an adult, focused on doing these three simple things over a long period of time I believe they will be assured success!

**To Your Success,  
Jim Rohn**

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## THE SUBTLETY OF LANGUAGE

I have found that sometimes the subtle difference in our attitude, which of course can make a major difference in our future, can be as simple as the language we use. The difference is even how you talk to yourself or others. Consciously making a decision to quit saying what you don't want and to start saying what you do want. I call that faith. Believing the best, hoping for the best and moving toward the best.

A few examples could be, instead of saying, "What if somebody doesn't respond" you start saying, "What if they do respond?" Instead of saying, "What if someone says no?" You say, "What if they say yes?" Instead of "What if they start and quit?" say, "What if they start and stay?" or "What if it doesn't work out?" You say, "What if it does work out?" and the list goes on and on.

I found that when you start thinking and saying what you really want then your mind automatically shifts and pulls you in that direction. And sometimes it can be that simple, just a little twist in vocabulary that illustrates your attitude and philosophy.

Our language can also affect how others perform and behave around us. A teenager says to a parent, "I need \$10." And if the parents learn to say, "No comprende. That kind of language doesn't work here. We've got plenty of money, but that's not how you get \$10." Then you teach your teenager how to ask, "How can I earn \$10?"

That is the magic of words. There is plenty of money here. There is money for everybody, but you just have to learn the magic words to get it. For everything you could possibly want. If you just learn the philosophy. How could I earn \$10? Because you can't go to the soil and say, "Give me a harvest." You know the soil smiles and says, "Who is this clown that brings me his need and brings me no seed." And if you said to the soil, "I've got this seed and if I planted it, would you work while I sleep?" And the soil says, "No problem. Give me the seed. Go to sleep and I'll be working while you're sleeping."

If you just understand these simple principles, teaching them to a teenager (or adult) is sometimes just a matter of language. It's like an investment account instead of a savings account. Simple language, but so important. It is easy to stumble through almost a lifetime and not learn some of these simplicities. Then you have to put up with all the lack and all the challenges that don't work out simply from not reading the book, not listening to the tape, not sitting in the class, not studying your language and not being

willing to search so you can then find.

But here is the great news. You can start this process anytime. For me it was at age 25. At 25 I'm broke. Six years later I'm a millionaire. Somebody says, "What kind of revolution, what kind of change, what kind of thinking, what kind of magic had to happen? Was it you?" And I say, "No. Any person, any six years, 36 to 42, 50 to 56. Whatever six years; whatever few years you go on an intensive, accelerated personal development curve, learning curve, application curve, and learning the disciplines. Now, it might not take the same amount of time, but I'm telling you the same changes and the same rewards in some different fashion are available for those who pay that six year price. And you might find that whether it's in the beginning to help get you started, or in the middle to keep you on track, that your language can have a great impact on your attitude, actions and results.

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## Success is Easy, But so is Neglect

People often ask me how I became successful in that six-year period of time while many of the people I knew did not. The answer is simple: The things I found to be easy to do, they found to be easy not to do. I found it easy to set the goals that could change my life. They found it easy not to. I found it easy to read the books that could affect my thinking and my ideas. They found that easy not to. I found it easy to attend the classes and the seminars, and to get around other successful people. They said it probably really wouldn't matter. If I had to sum it up, I would say what I found to be easy to do, they found to be easy not to do. Six years later, I'm a millionaire and they are all still blaming the economy, the government and company policies, yet they neglected to do the basic, easy things.

In fact, the primary reason most people are not doing as well as they could and should, can be summed up in a single word: neglect.

It is not the lack of money - banks are full of money. It is not the lack of opportunity - America, and much of the free World, continues to offer the most unprecedented and abundant opportunities in the last six thousand years of recorded history. It is not the lack of books - libraries are full of books - and they are free! It is not the schools - the classrooms are full of good teachers. We have plenty of ministers, leaders, counselors and advisors.

Everything we would ever need to become rich and powerful and sophisticated is within our reach. The major reason that so few take advantage of all that we have is simply, neglect.

Neglect is like an infection. Left unchecked it will spread throughout our entire system of disciplines and eventually lead to a complete breakdown of a potentially joy-filled and prosperous human life.

Not doing the things we know we should do causes us to feel guilty and guilt leads to an erosion of self-confidence. As our self-confidence diminishes, so does the level of our activity. And as our activity diminishes, our results inevitably decline. And as our results suffer, our attitude begins to weaken. And as our attitude begins the slow shift from positive to negative, our self-confidence diminishes even more ... and on and on it goes.

So my suggestion is that when giving the choice of "easy to" and "easy not to" that you do not neglect to do the simple, basic,

"easy"; but potentially life-changing activities and disciplines.

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## Life is Worthwhile if You...

1) First, life is worthwhile if you LEARN. What you don't know WILL hurt you. You have to have learning to exist, let alone succeed. Life is worthwhile if you learn from your own experiences, negative and positive. We learn to do it right by first sometimes doing it wrong. We call that a positive negative. We also learn from other people's experiences, both positive and negative. I've always said it is too bad failures don't give seminars. We don't want to pay them so they don't tour around giving seminars. But the information would be very valuable – how someone who had it all, messed it up. Learning from other people's experiences and mistakes.

We learn by what we see - pay attention. By what we hear – be a good listener. Now I do suggest being a selective listener, don't just let anybody dump into your mental factory. We learn from what we read. Learn from every source. Learn from lectures, learn from songs, learn from sermons, learn from conversations with people who care. Keep learning.

2) Life is worthwhile if you TRY. You can't just learn; you now have to try something to see if you can do it. Try to make a difference, try to make some progress, try to learn a new skill, try to learn a new sport. Life is worthwhile if you try. It doesn't mean you can do everything but there are a lot of things you can do, if you just try. Try your best. Give it every effort. Why not go all out?

3) Life is worthwhile if you STAY. You have to stay from spring until harvest. If you have signed up for the day or for the game or for the project - see it through. Sometimes calamity comes and then it is worth wrapping it up. And that's the end, but just don't end in the middle. Maybe on the next project you pass, but on this one, if you signed up, see it through.

4) Life is worthwhile if you CARE. If you care at all you will get some results, if you care enough you can get incredible results. Care enough to make a difference. Care enough to turn somebody around. Care enough to start a new enterprise. Care enough to change it all. Care enough to be the highest producer. Care enough to set some records. Care enough to win.

Four powerful little words: learn, try, stay and care. What difference can you make in your life today by putting these four words to work?

**To Your Success,  
Jim Rohn**

## Ending Procrastination

Perseverance is about as important to achievement as gasoline is to driving a car. Sure, there will be times when you feel like you're spinning your wheels, but you'll always get out of the rut with genuine perseverance. Without it, you won't even be able to start your engine.

The opposite of perseverance is procrastination. Perseverance means you never quit. Procrastination usually means you never get started, although the inability to finish something is also a form of procrastination.

Ask people why they procrastinate and you'll often hear something like this, "I'm a perfectionist. Everything has to be just right before I can get down to work. No distractions, not too much noise, no telephone calls interrupting me, and of course I have to be feeling well physically, too. I can't work when I have a headache." The other end of procrastination - being unable to finish - also has a perfectionist explanation: "I'm just never satisfied. I'm my own harshest critic. If all the i's aren't dotted and all the t's aren't crossed, I just can't consider that I'm done. That's just the way I am, and I'll probably never change."

Do you see what's going on here? A fault is being turned into a virtue. The perfectionist is saying that his standards are just too high for this world. This fault-into-virtue syndrome is a common defense when people are called upon to discuss their weaknesses, but in the end it's just a very pious kind of excuse making. It certainly doesn't have anything to do with what's really behind procrastination.

Remember, the basis of procrastination could be fear of failure. That's what perfectionism really is, once you take a hard look at it. What's the difference whether you're afraid of being less than perfect or afraid of anything else? You're still paralyzed by fear. What's the difference whether you never start or never finish? You're still stuck. You're still going nowhere. You're still overwhelmed by whatever task is before you. You're still allowing yourself to be dominated by a negative vision of the future in which you see yourself being criticized, laughed at, punished, or ridden out of town on a rail. Of course, this negative vision of the future is really a mechanism that allows you to do nothing. It's a very convenient mental tool.

I'm going to tell you how to overcome procrastination. I'm going to show you how to turn procrastination into perseverance, and if you do what I suggest, the process will be virtually painless. It involves using two very powerful principles

that foster productivity and perseverance instead of passivity and procrastination.

The first principle is: break it down.

No matter what you're trying to accomplish, whether it's writing a book, climbing a mountain, or painting a house the key to achievement is your ability to break down the task into manageable pieces and knock them off one at one time. Focus on accomplishing what's right in front of you at this moment. Ignore what's off in the distance someplace. Substitute real-time positive thinking for negative future visualization. That's the first all- important technique for bringing an end to procrastination.

Suppose I were to ask you if you could write a four hundred-page novel. If you're like most people, that would sound like an impossible task. But suppose I ask you a different question. Suppose I ask if you can write a page and a quarter a day for one year. Do you think you could do it? Now the task is starting to seem more manageable. We're breaking down the four-hundred-page book into bite-size pieces. Even so, I suspect many people would still find the prospect intimidating. Do you know why? Writing a page and a quarter may not seem so bad, but you're being asked to look ahead one whole year. When people start to do look that far ahead, many of them automatically go into a negative mode. So let me formulate the idea of writing a book in yet another way. Let me break it down even more.

Suppose I was to ask you: can you fill up a page and a quarter with words-not for a year, not for a month, not even for a week, but just today? Don't look any further ahead than that. I believe most people would confidently declare that they could accomplish that. Of course, these would be the same people who feel totally incapable of writing a whole book.

If I said the same thing to those people tomorrow - if I told them, I don't want you to look back, and I don't want you to look ahead, I just want you to fill up a page and a quarter this very day - do you think they could do it?

One day at a time. We've all heard that phrase. That's what we're doing here. We're breaking down the time required for a major task into one-day segments, and we're breaking down the work involved in writing a four hundred-page book into page-and-a-quarter increments.

Keep this up for one year, and you'll write the book. Discipline yourself to look neither forward nor backward, and you can accomplish things you never thought you could possibly do. And it all begins with those three words: break it down.

My second technique for defeating procrastination is also only three words long. The three words are: write it down. We know how important writing is to goal setting. The writing you'll do for beating procrastination is very similar. Instead of focusing on the future, however, you're now going to be writing about the present just as you experience it every day. Instead of describing the things you want to do or the places you want to go, you're going to describe what you actually do with your time, and you're going to keep a written record of the places you actually go.

In other words, you're going to keep a diary of your activities. And you're going to be surprised by the distractions, detours, and downright wastes of time you engage in during the course of a day. All of these get in the way of achieving your goals. For many people, it's almost like they planned it that way, and maybe at some unconscious level they did. The great thing about keeping a time diary is that it brings all this out in the open. It forces you to see what you're actually doing... and what you're not doing.

The time diary doesn't have to be anything elaborate. Just buy a little spiral notebook that you can easily carry in your pocket. When you go to lunch, when you drive across town, when you go to the dry cleaners, when you spend some time shooting the breeze at the copying machine, make a quick note of the time you began the activity and the time it ends. Try to make this notation as soon as possible; if it's inconvenient to do it immediately, you can do it later. But you should make an entry in your time diary at least once every thirty minutes, and you should keep this up for at least a week.

Break it down. Write it down. These two techniques are very straightforward. But don't let that fool you: these are powerful and effective productivity techniques that allow you put an end to procrastination and help you get started to achieving your goals.

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# THE TIME TO ACT

Engaging in genuine discipline requires that you develop the ability to take action. You don't need to be hasty if it isn't required, but you don't want to lose much time either. Here's the time to act: when the idea is hot and the emotion is strong.

Let's say you would like to build your library. If that is a strong desire for you, what you've got to do is get the first book. Then get the second book. Take action as soon as possible, before the feeling passes and before the idea dims. If you don't, here's what happens -

- YOU FALL PREY TO THE LAW OF DIMINISHING INTENT -

We intend to take action when the idea strikes us. We intend to do something when the emotion is high. But if we don't translate that intention into action fairly soon, the urgency starts to diminish. A month from now the passion is cold. A year from now it can't be found.

So take action. Set up a discipline when the emotions are high and the idea is strong, clear, and powerful. If somebody talks about good health and you're motivated by it, you need to get a book on nutrition. Get the book before the idea passes, before the emotion gets cold. Begin the process. Fall on the floor and do some push-ups. You've got to take action; otherwise the wisdom is wasted. The emotion soon passes unless you apply it to a disciplined activity. Discipline enables you to capture the emotion and the wisdom and translate them into action. The key is to increase your motivation by quickly setting up the disciplines. By doing so, you've started a whole new life process.

Here is the greatest value of discipline: self-worth, also known as self-esteem. Many people who are teaching self-esteem these days don't connect it to discipline. But once we sense the least lack of discipline within ourselves, it starts to erode our psyche. One of the greatest temptations is to just ease up a little bit. Instead of doing your best, you allow yourself to do just a little less than your best. Sure enough, you've started in the slightest way to decrease your sense of self-worth.

There is a problem with even a little bit of neglect. Neglect starts as an infection. If you don't take care of it, it becomes a disease. And one neglect leads to another. Worst of all, when neglect starts, it diminishes our self-worth.

Once this has happened, how can you regain your self-respect? All you have to do is act now! Start with the smallest discipline that corresponds to your own philosophy. Make the commitment: "I will discipline myself to achieve my goals so that in the years ahead I can celebrate my successes."

## The Major Key to Your Better Future is You

Of all the things that can have an effect on your future, I believe personal growth is the greatest. We can talk about sales growth, profit growth, asset growth, but all of this probably will not happen without personal growth. It's really the open door to it all. In fact I'd like to have you memorize a most important phrase. Here it is, "The major key to your better future is YOU."

Let me repeat that. "The major key to your better future is YOU." Put that someplace you can see it everyday, in the bathroom, in the kitchen, at the office, anywhere where you can see it everyday. The major key to your better future is YOU. Try to remember that every day you live and think about it. The major key is YOU.

Now, there are many things that will help your better future. If you belong to a strong, dynamic and progressive company, that would help. If the company has good products, good services that you are proud of, that would certainly help. If there were good sales aids, that would help, good training would certainly help. If there is strong leadership that will certainly help. All of these things will help, and of course, if it doesn't storm, that will help. If your car doesn't break down, that will help. If the kids don't get sick, that will help. If the neighbors stay half way civil, that will help. If your relatives don't bug you, that will help. If it isn't too cold, if it isn't too hot, all those things will help your better future. And if prices don't go much higher and if taxes don't get much heavier, that will help. And if the economy stays stable, those things will all help. We could go on and on with the list; but remember this, the list of things that I've just covered and many more - all put together - play a minor role in your better future.

The major key to your better future is you. Lock your mind onto that. This is a super important point to remember. The major key is you. Mr. Shoaff always answered when asked, "How do you develop an above average income?" by saying "Simple, become an above average person. Work on you." Mr. Shoaff would say, "Develop an above average handshake." He would say, "A lot of people want to be successful, and they don't even work on their handshake. As easy as that would be to start, they let it slide. They don't understand." Mr. Shoaff would say, "Develop an above average smile. Develop an above average excitement. Develop an above average dedication. Develop an above average interest in other people." He would say, "To have more, become more." Remember; work harder on

yourself than you do on your job. For a long time in my life, I didn't have this figured out.

Strangely enough, with two different people in the same company one may earn an extra \$100 a month, and the other may earn a \$1,000. What could possibly be the difference? If the products were the same, if the training was the same, if they both had the same literature, the same tools. If they both had the same teacher, the same compensation plan, if they both attended the same meetings, why would one person earn the \$100 per month and the other person earn the \$1000? Remember here is the difference...the difference is personal, inside, not outside, inside.

You see the real difference is inside you. In fact, the difference IS you. Someone once said, "The magic is not in the products. The magic is not in the literature. The magic is not in the film. There isn't a magic meeting, but the magic that makes things better is inside you, and personal growth makes this magic work for you.

The magic is in believing. The magic is in daring. The magic is in trying. The real magic is in persevering. The magic is in accepting. It's in working. The magic is in thinking. There is magic in a handshake. There is magic in a smile. There is magic in excitement and determination. There is real magic in compassion and caring and sharing. There is unusual magic in strong feeling and you see, all that comes from inside, not outside. So, the difference is inside you. The real difference is you. You are the major key to your better future.

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***“What the mind can conceive and believe, it can achieve.”***  
***- Napoleon Hill***

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